

0793.93
P87

ROSE Festival

PICTORIAL



Queen Virginia 1

THIRTY-SECOND ANNUAL ROSE FESTIVAL ♦ PORTLAND, OREGON

1940

32ND ANNUAL ROSE FESTIVAL

Portland, Oregon, June, 1940

ROSE FESTIVAL time in Portland is that season in early summer when all Portland pauses in everyday pursuits to become, for a time, the mythical Kingdom of Rosaria.

Ruled by a gracious queen, three hundred thousand Portlanders and thousands of visitors willingly become loyal subjects of Her Majesty, the Queen of Rosaria.

This happy custom, which has made Portland famous as the City of Roses, began with the first Rose Festival in 1907. Since then, only 1918 and 1926 have been without the observance. The Festival has come, through the years, to be close to the heart of Portland.

Subjects of Rosaria will forever cherish the memory of the 1940 Rose Festival, for they have seen in it the finest, most beautiful Festival Portland has yet achieved. It is for our friends in other cities — those who could not be with us here this Festival season — that this Rose Festival Pictorial is pub-

lished in the sincere hope that it will reflect some of the beauty, color and pageantry that have been ours.

We of Portland who have enjoyed this Festival salute the men and women who have made it possible. The thousands of details which combine to form the 1940 Rose Festival have been brilliantly handled by the civic leaders who comprise the Rose Festival Association. We are proud to doff our hats to the Association and its President, Ted R. Gamble.

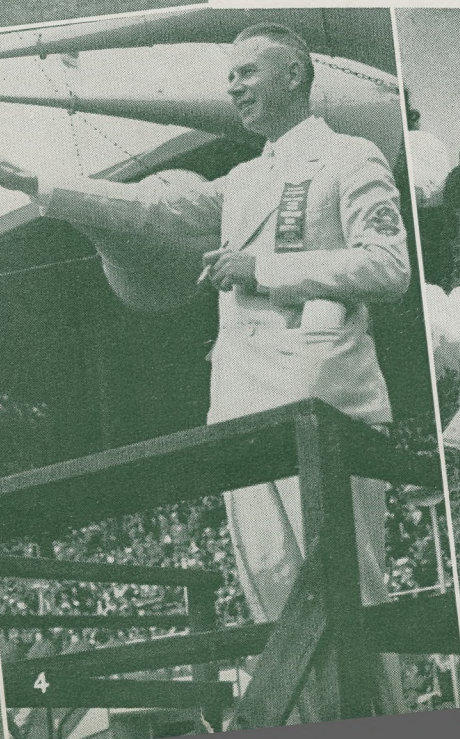
To list all those who have contributed to the success of this greatest Rose Festival would be to include nearly every citizen and civic organization in Portland. To all of them we extend our thanks.

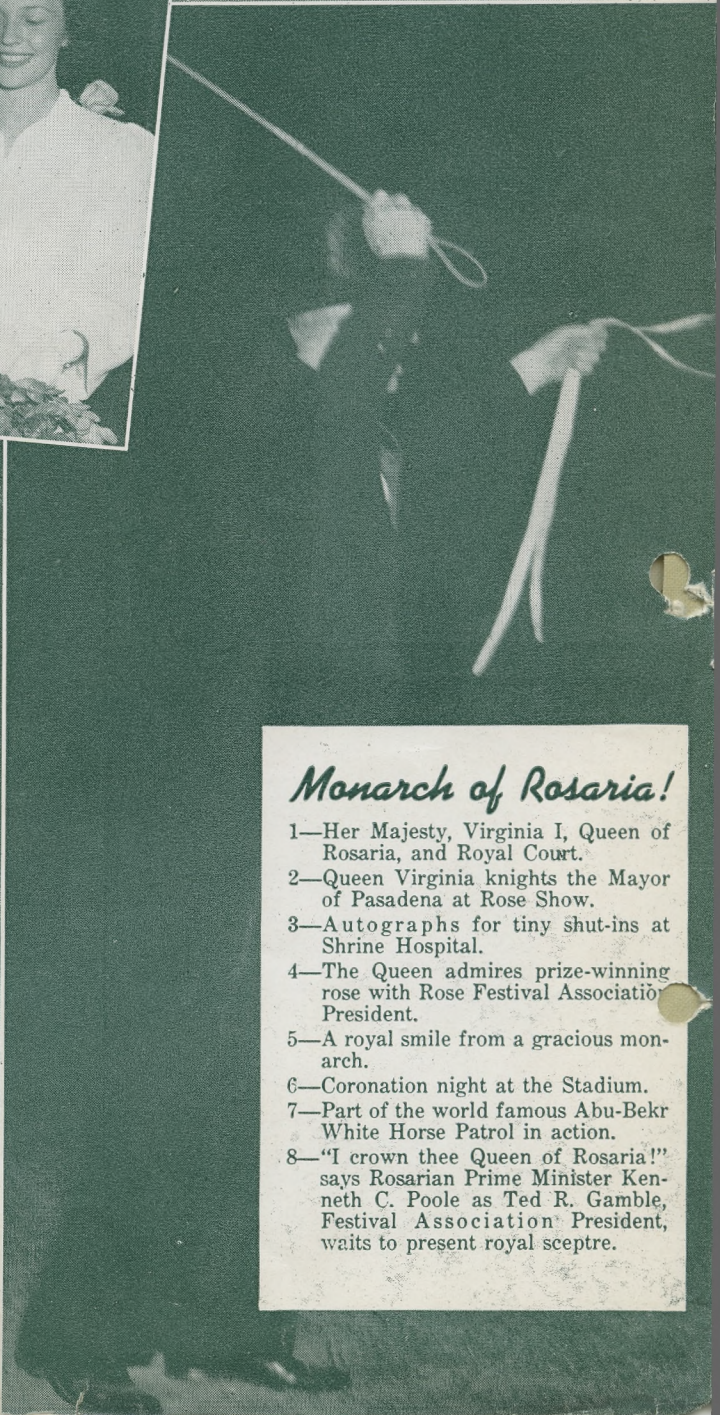
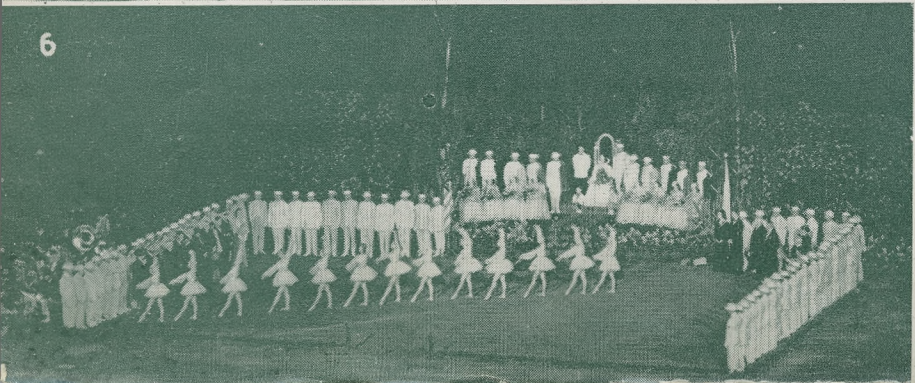
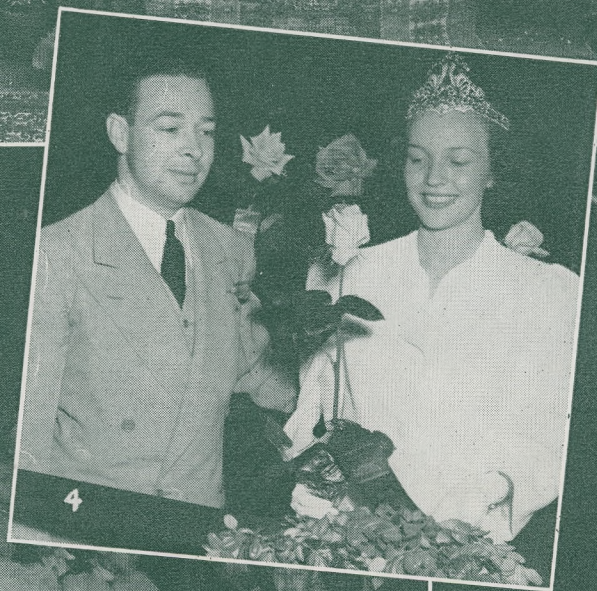
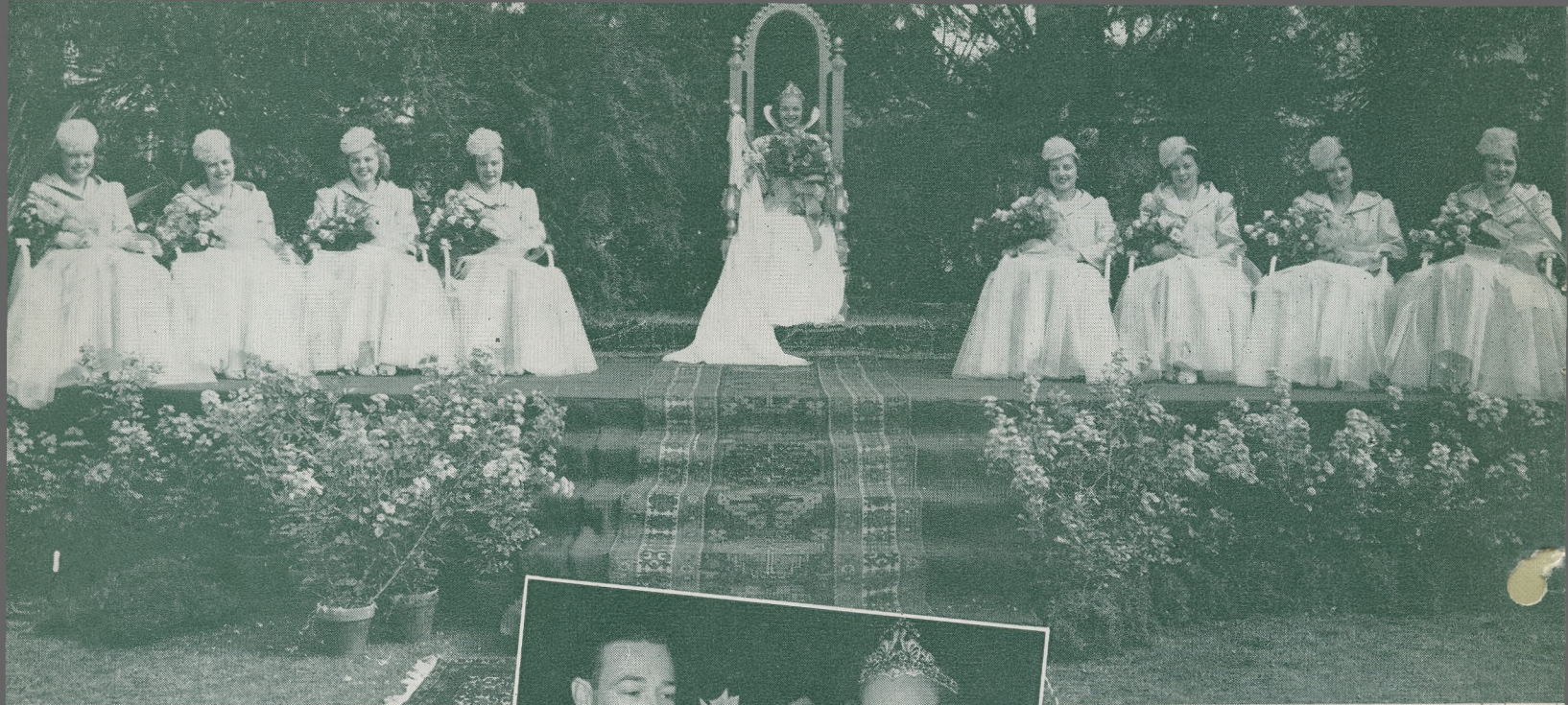
To the thousands who will receive this pictorial record of the 1940 Festival, all Portland joins in extending a cordial invitation to be with us in Rosaria at Festival time in 1941.



Roses On Parade

- 1—Multnomah Civic Stadium presents one of the world's most colorful spectacles as the Grand Floral Parade assembles at Festival time.
- 2—White Horse Mounted Patrol, highlight feature of the 1940 Festival.
- 3—High stepping majorette on parade.
- 4—Parade Chairman at work.
- 5—The Festival is famous for assembling charm and beauty.



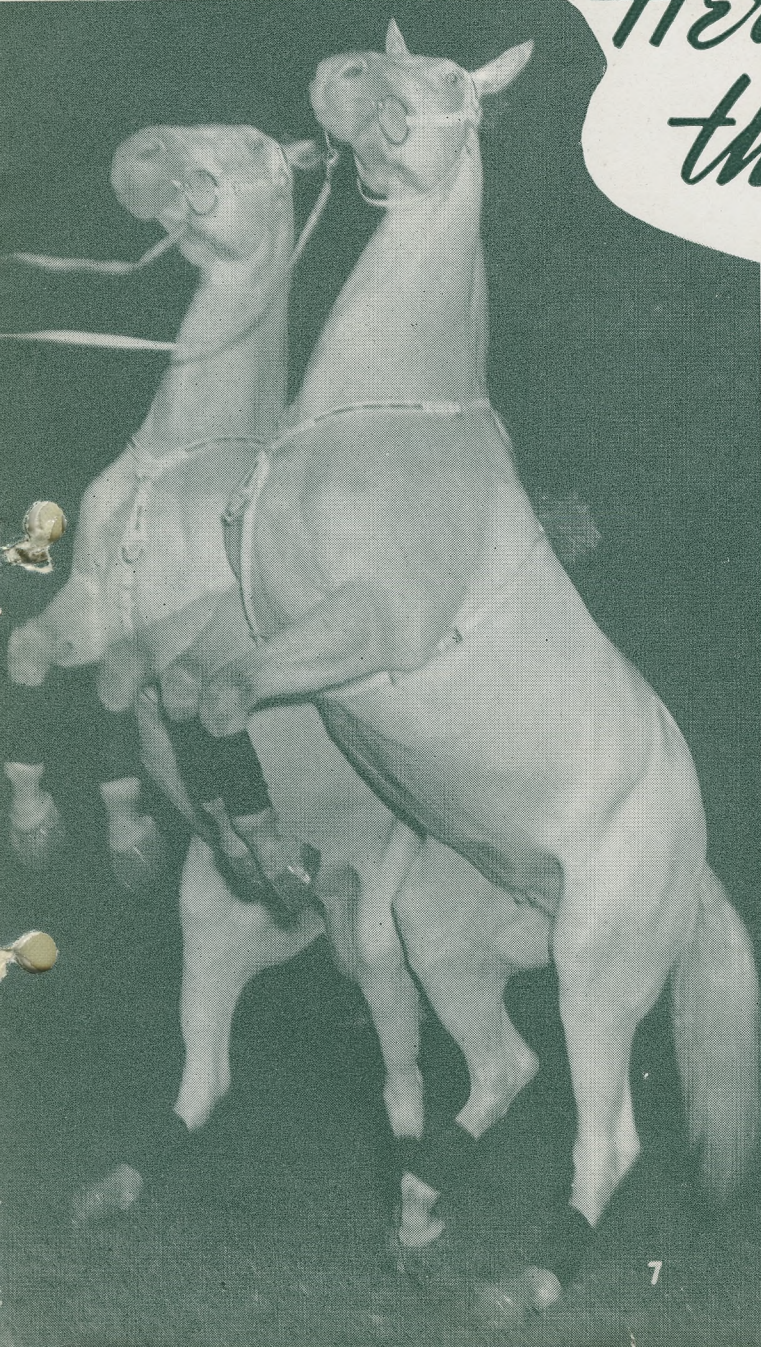


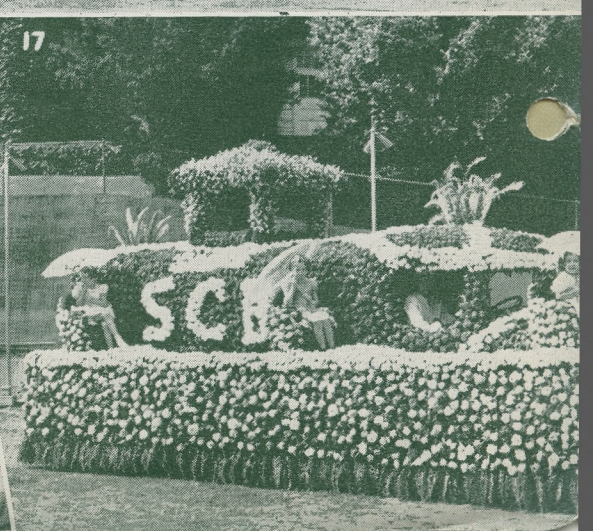
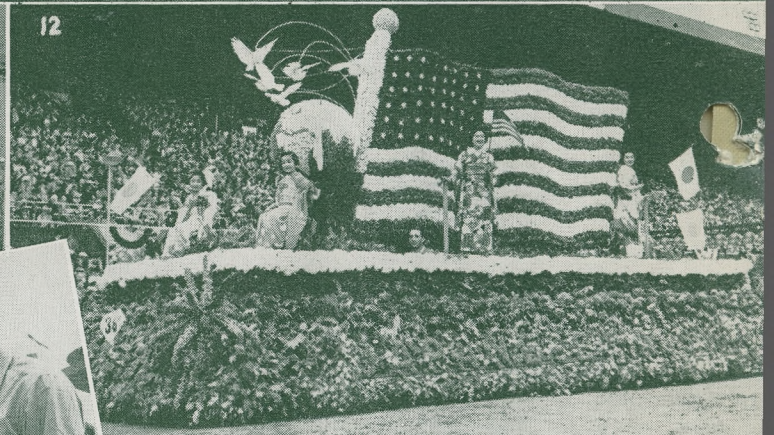
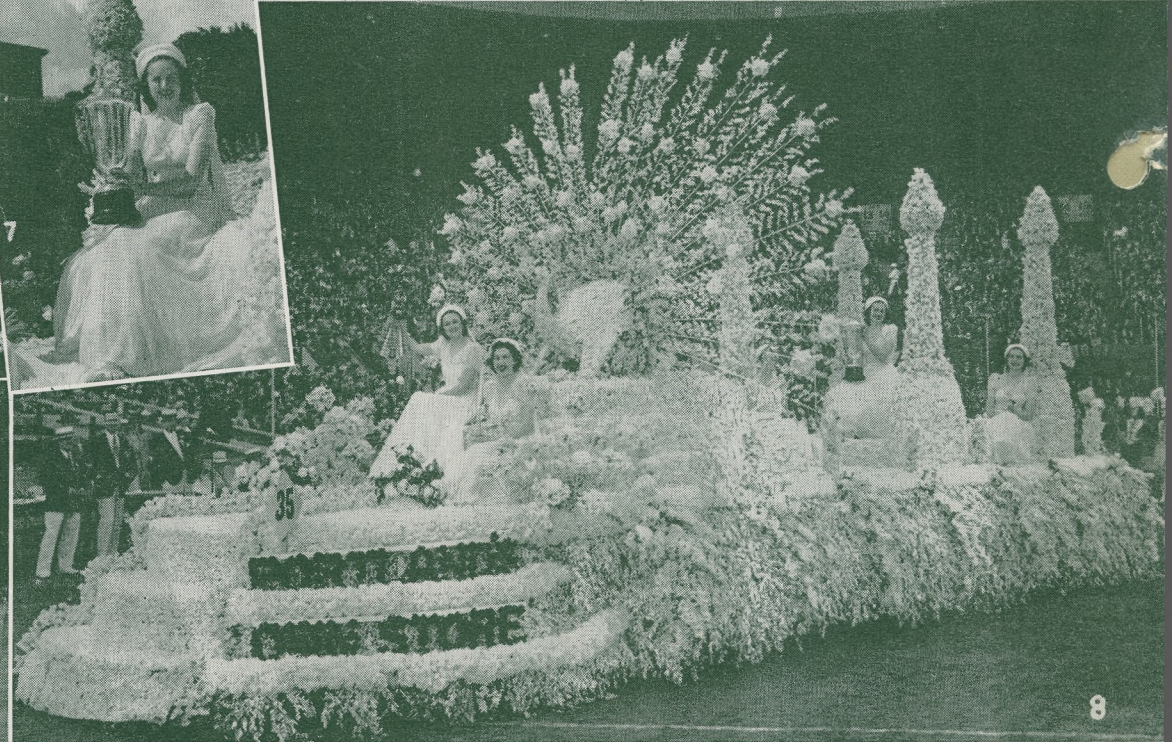
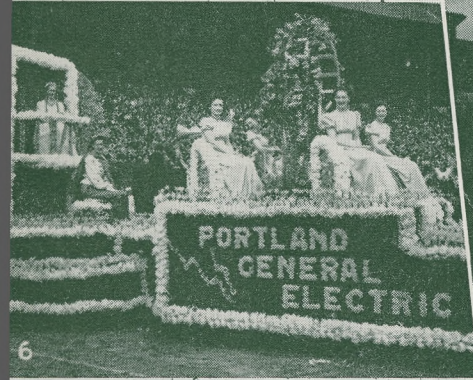
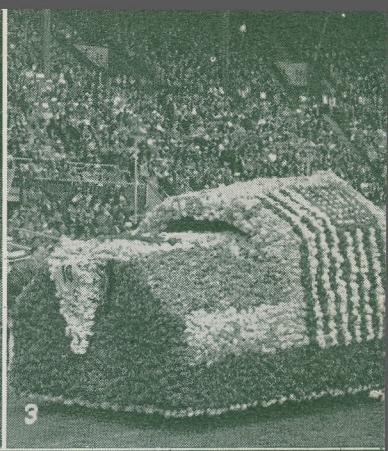
Monarch of Rosaria!

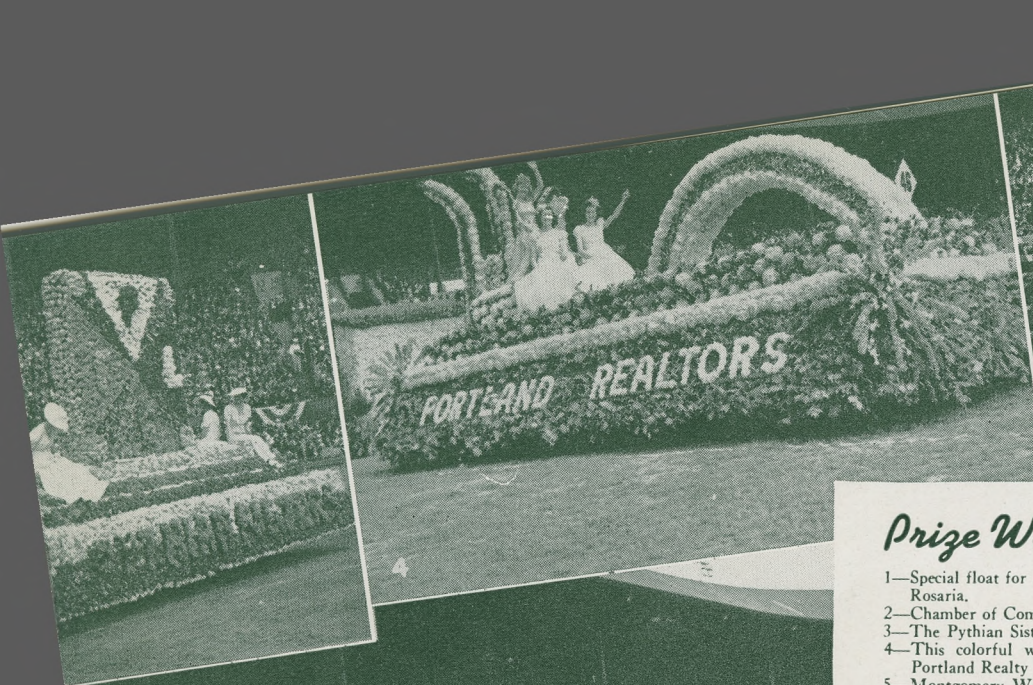
- 1—Her Majesty, Virginia I, Queen of Rosaria, and Royal Court.
- 2—Queen Virginia knights the Mayor of Pasadena at Rose Show.
- 3—Autographs for tiny shut-ins at Shrine Hospital.
- 4—The Queen admires prize-winning rose with Rose Festival Association President.
- 5—A royal smile from a gracious monarch.
- 6—Coronation night at the Stadium.
- 7—Part of the world famous Abu-Bekr White Horse Patrol in action.
- 8—"I crown thee Queen of Rosaria!" says Rosarian Prime Minister Kenneth C. Poole as Ted R. Gamble, Festival Association President, waits to present royal sceptre.



*Her Majesty
the Queen*

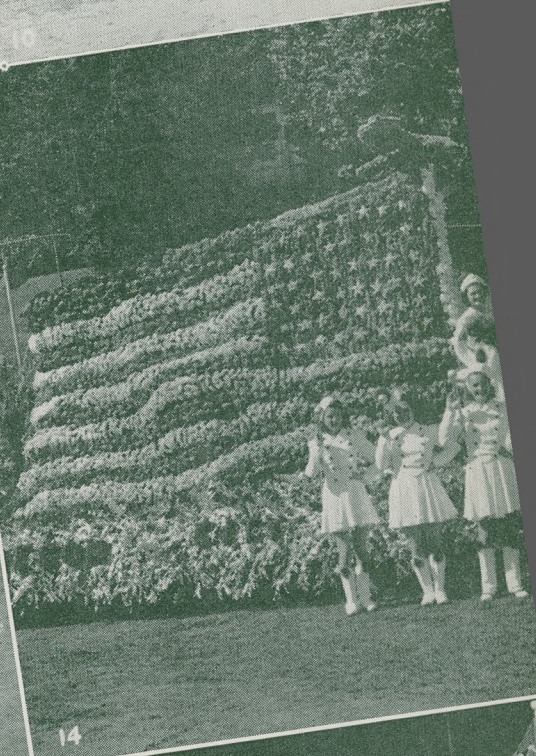
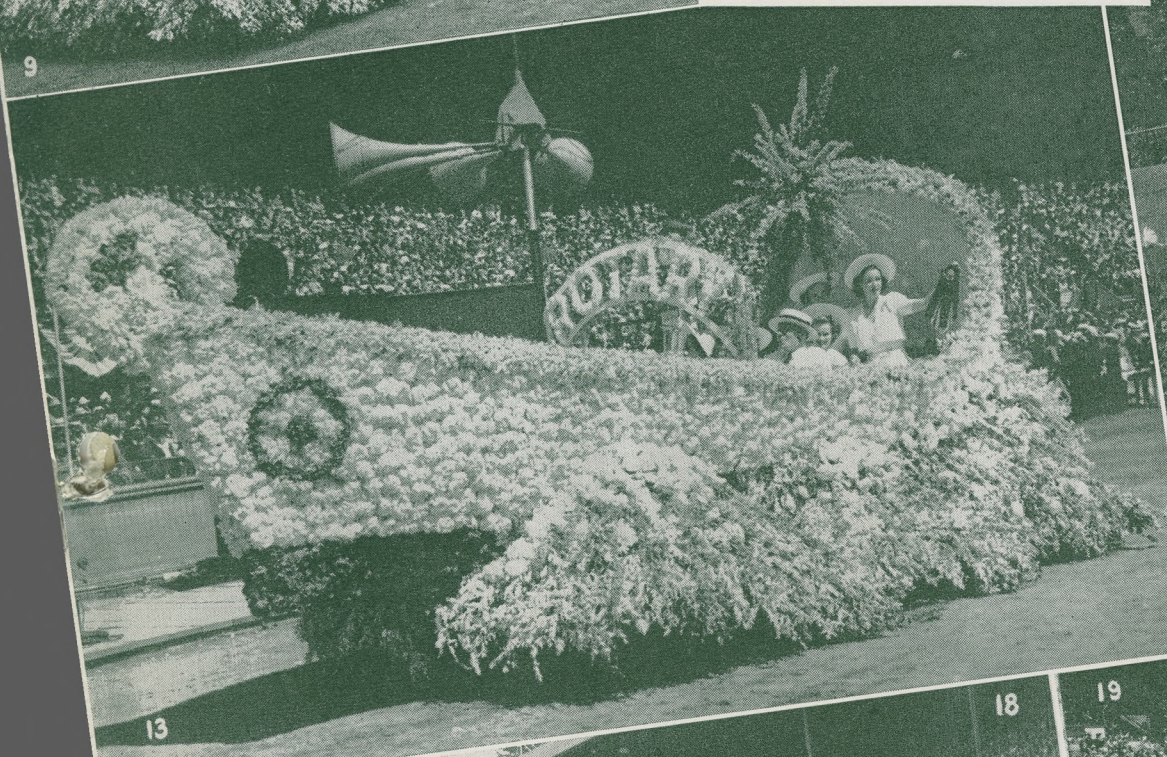
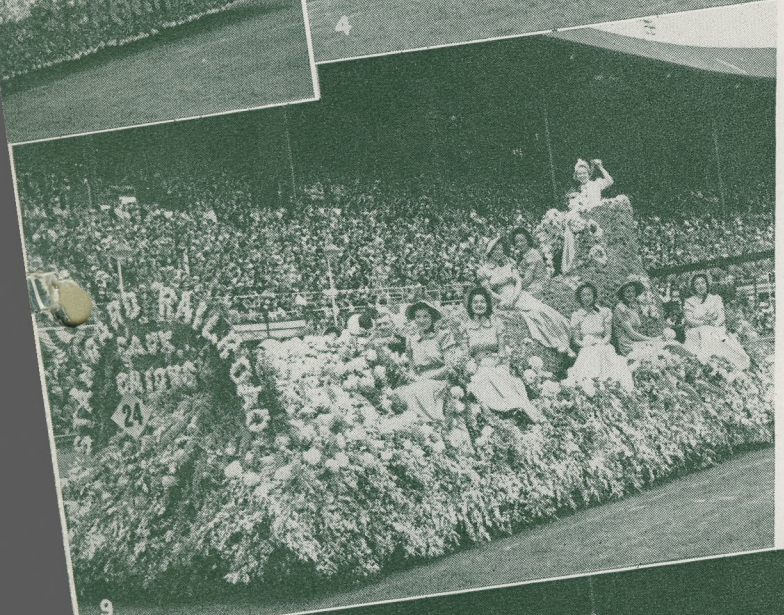






Prize Winners All!

- 1—Special float for Her Majesty, the Queen of Rosaria.
- 2—Chamber of Commerce prize winning entry.
- 3—The Pythian Sisters sponsor this winner.
- 4—This colorful winner is the float of the Portland Realty Board.
- 5—Montgomery Ward's "catalog" float.
- 6—Portland General Electric prize winner.
- 7—Queen of a sweepstakes float.
- 8—Sweepstakes winner, commercial division, Meier and Frank Co.
- 9—Standard Railroad Unions' prize winner.
- 10—U. S. Forest Service division winner.
- 11—General Petroleum Flying Horse winner.
- 12—Goodwill winner of Portland Japanese Association.
- 13—Sweepstakes winner, non-commercial class, Rotary Club.
- 14—Oregon City sent this prize winner.
- 15—Division honors go to the Fire Department's Engine Company No. 9.
- 16—Fawn on C.C.C. float takes on nourishment.
- 17—Portland's Street Cleaning Bureau is responsible for this winner.
- 18—Division winner for Central East Portland Community Clubs.
- 19—Washougal, Wash., sent this prize winner.

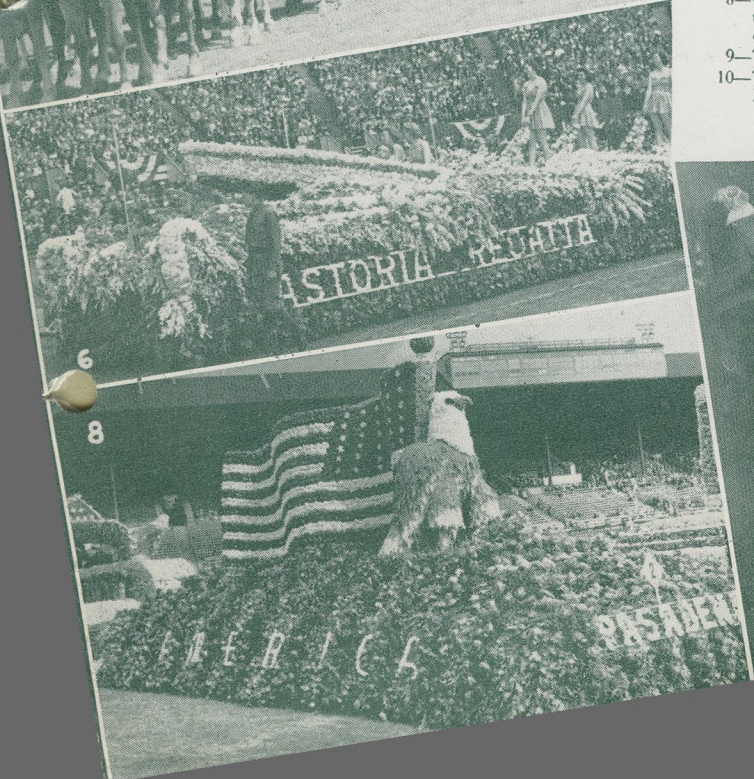
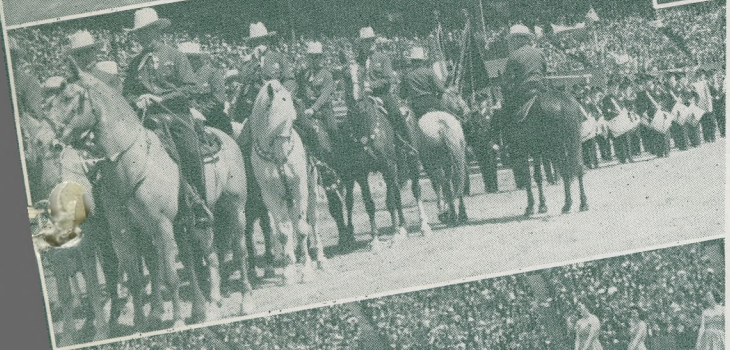




Parade Day

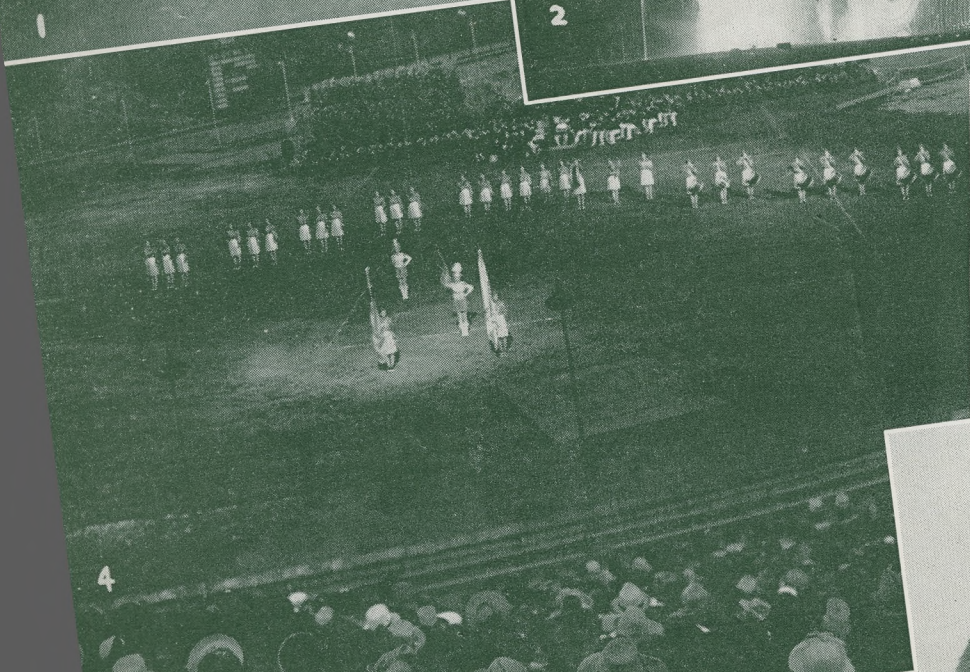
- 1—Dusky subject of Rosaria.
- 2—Time out for tired bandmen.
- 3—Street scene during Grand Floral Parade.
- 4—Every vantage point is taken at parade time.
- 5—Lovely float queen.
- 6—Queen Virginia sits for her portrait in oils.
- 7—Official chaperone and escort are always on hand when the Queen goes driving.
- 8—Police Chief Niles offers a lump of sugar to "Manana," Police mascot.
- 9—Colorful entry in the Grand Floral Parade.

Queen Virginia
PORTLAND
ROSE FESTIVAL
ASSOCIATION



Festival Variety

- 1—Queen Virginia and court visit Lambert Gardens.
- 2—Daredevil riders of the Portland Police Department.
- 3—San Francisco's colorful float.
- 4—Eyes right!
- 5—Numerous mounted groups add color to the festival.
- 6—Astoria's prize winner.
- 7—The Dalles sends this lovely float.
- 8—One of the most brilliant floats in the Grand Floral Parade—Pasadena.
- 9—Tiny horseman in action.
- 10—Toy balloons carry invitations to Portland's Rose Festival.



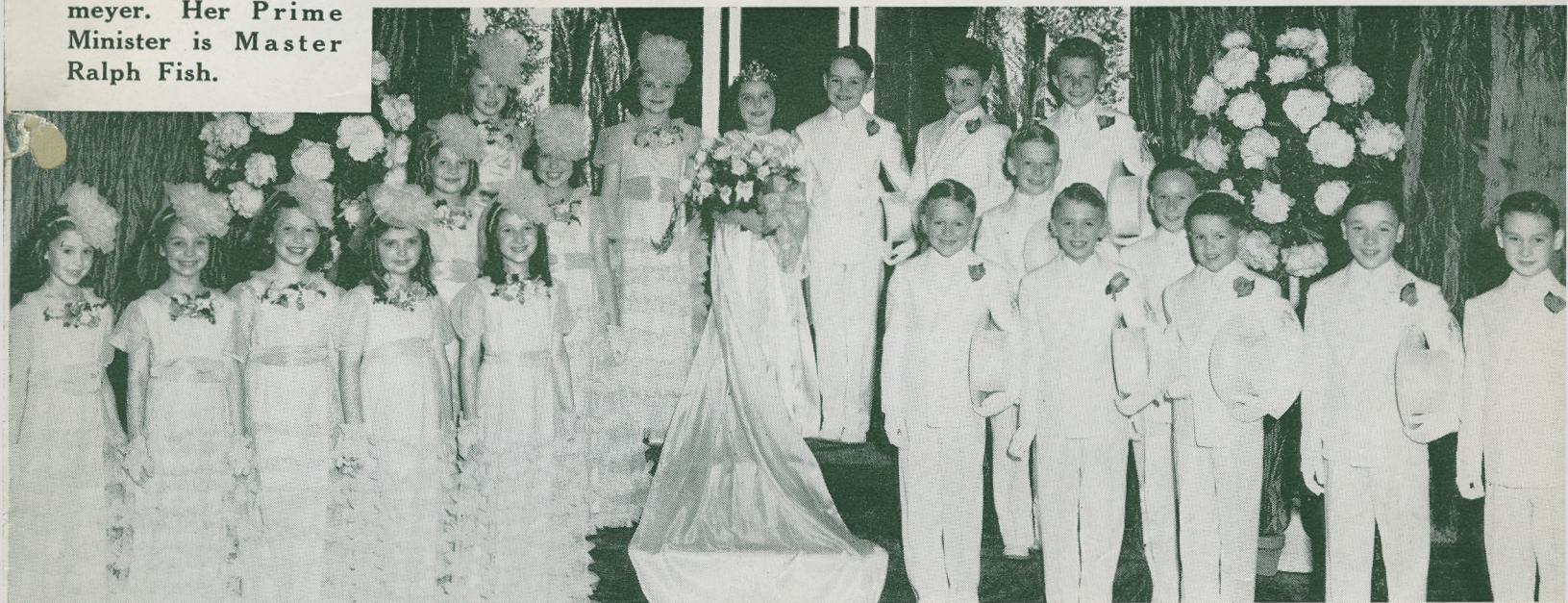
Festival Fun

- 1—Grand Floral Parade provides sport for camera hounds.
- 2—Fireworks at the Stadium.
- 3—Horseman of White Horse Patrol.
- 4—Night show at Multnomah Civic Stadium.
- 5—Sideglances at parade time.
- 6—Pair of Portland beauties.



Each year at Festival time, Portland's Rose Festival is reproduced in miniature by thousands of tiny youngsters in the Junior Rose Festival. With a parade, a queen, prime minister, royal court and elaborate coronation ceremony, the Junior Festival is in many ways the counterpart of the senior Festival. This year the Junior Festival is ruled by Queen Barbara Faye Remel-meyer. Her Prime Minister is Master Ralph Fish.

1940 Junior Rose Festival



Portland's 32nd -- Our 19th Rose Festival



Broadcasting our 19th Rose Festival.

Since 1922, we have been painting word pictures of the beauties in Portland's annual Rose Festival! Each picturesque event is accurately described by KGW-KEX alert announcers for the enjoyment of Oregonian shut-ins and the whole country . . . keeping the nation's spotlight focused on Portland during our big yearly show!

All year long, KGW-KEX will bring you special events, world-wide news, and the finest in American entertainment.

PORTLAND'S PUBLIC SERVICE STATIONS

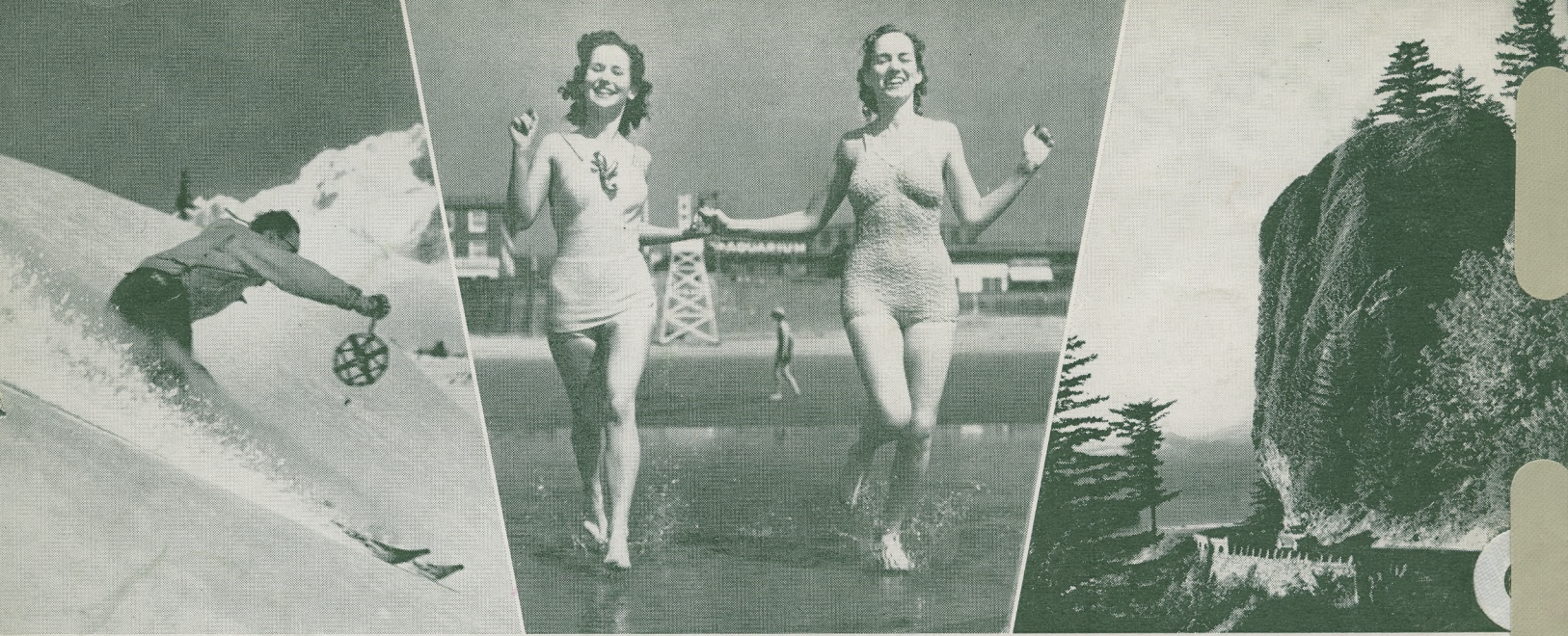
KGW

RADIO STATIONS OF THE
OREGONIAN
PORTLAND • OREGON

KEX

620 KC 5000 WATTS DAYS
1000 WATTS NITES **NBC RED**

1160 KC 5000 WATTS
CONTINUOUS **NBC BLUE**



Portland Has Everything! Few cities can make this claim so truthfully. For Portland has a snowcapped mountain practically in its front yard. A beautiful river meandering through the very heart of the city. A mighty ocean less than two hours away. Myriads of lakes teeming with fish may be reached in from one to three hours. Magnificent highways radiate in all directions. One can ski on a mountain top and play in the surf in the brief span of one day's time.

And contributing its share to the enjoyment of visitors a mild, temperate summer climate makes sightseeing in the city or to any one of the nearby vacation spots a pleasure.

Beautiful parks, one on the site of an extinct volcano, interesting historic monuments and statues, gorgeous rose gardens, lovely homes, an intriguing waterfront, metropolitan stores, fine hotels and excellent theatres all combine to make "The City of Roses" stand out in the memory of the vacationist. Truly Portland has everything!