

GREATEST ANNUAL SUMMER SHOW
To Be Found
IN NORTH AMERICA

The
PORTLAND ROSE FESTIVAL
JUNE 5, 6, 7, and 8
1940

PORTLAND INVITES, and Her Gracious Majesty, the Queen, commands your presence at this most wonderful and delightful Rose Festival

A FESTIVAL of CULTURE AND BEAUTY

"It is our pleasure that you join our thousands of happy and loyal subjects in our Annual Celebration of the Return of the Rose."

So reads the Royal edict.

As faithful subjects of Her Majesty, may we urge you to accept her Royal Invitation. You will marvel at the beauty of Portland's roses, their gorgeous profusion will astound you; you will like the spirit, the enthusiasm, the loyalty of those who live here, as well as of those who come a-visiting.

We offer you a continuous four-day program.

Come! Be happy and carefree with Portland.

Come and stay a while. Enjoy the Mountains, Forests, Beaches, Glaciers, Rivers and other scenic wonders of Oregon, Washington, Idaho and British Columbia, all linked by marvelous highways.

Make the Rose Festival at Portland, Oregon, the first step toward a grand vacation in Roseland.

THE
PORTLAND ROSE FESTIVAL
ASSOCIATION

THEODORE R. GAMBLE, *President*
MARK WOODRUFF, *Manager*

707 PUBLIC SERVICE BUILDING
PORTLAND, OREGON

ABU-BEK R
World Famous
WHITE HORSE
MOUNTED PATROL



AT THE STADIUM
• Each Night •



PORTLAND'S
32ND ANNUAL
**ROSE
FESTIVAL**

PORTLAND, OREGON,
JUNE 5-6-7-8
• 1940 •

*Bring you a Rose in
Portland grows"*



Come!

To the Portland Rose Festival June 5, 6, 7 and 8



NO INCREASE IN PRICES

Except at the Queen's Banquet and Queen's Ball, a Rose Festival Button, costing \$1 for adults, 25 cents for children under 14, gives the holder admission to all events on this Program. Without Button the admission is 50c each performance.

FESTIVAL PROGRAM

The Festival opens Wednesday night, June 5, with the Coronation of the Festival Queen and the establishment of her Court amid gorgeous surroundings and with pomp and ceremony. The Civic Stadium, seating 30,000 persons, is used. Stage-drops and wings are covered with live roses, many thousands being utilized. The Coronation is followed by two hours of thrilling entertainment.

THE ROSE SHOWS

Thursday, at noon, the Fifty-first Annual Rose Show and the Fifth Annual Air Mail Rose Show will present acres of perfect roses in competition for awards at the City Auditorium. In the Festival center, on South Park Blocks, 10,000 potted roses will be arranged in patterns of entrancing beauty.

The Rose Shows are open from noon to midnight on Thursday and Friday, June 6 and 7.

PAGEANTRY

The Rose Festival pays tribute to the rose in the preparation of two splendid pageants in which the rose, supported by other brilliant flora, is the principal theme. Colorful flowers are interwoven in the creation of marvelous floats which represent ideas lending themselves to beautiful combinations.

The Grand Floral Parade is held at 10 o'clock on Friday morning, June 7—a solid mile of beauty and fantasy. It forms in the Stadium where 30,000 persons may enjoy its magnificence in comfort. Leaving the Stadium, accompanied by 30 or more fine bands of music, it passes over four miles of city streets, where half a million people enjoy it from the sidewalks.

The Junior Rose Festival Parade, sponsored by 5,000 kiddies with their own Junior Queen and Court, arrives on Saturday morning, June 8. It is more than a mile of beautiful little floats, traveling on concealed baby buggies, go-carts, pony carriages, bicycles and toy wagons. Without having seen the Junior Parade no person can visualize its beauty and charm.

Not one artificial flower is used.

BANQUET AND BALL

Saturday evening the Order of the Royal Rosarians sponsors the Queen's Banquet, followed by the Queen's Ball. Invitational. Formal.

EVERY NIGHT AT THE STADIUM

Beautiful and thrilling exhibitions by the most famous group of horsemen in America, the Abu Bekr White Horse Patrol of Sioux City, Iowa, 32 pure White Arabian steeds owned and ridden by Nobles of the Mystic Shrine.

The Rose Festival Association acclaims the White Horse Patrol as the finest organization of the kind ever brought to a Rose Festival.

Each night the performances of the Patrol will be supplemented by supporting numbers of outstanding ability, such as the Seattle Police Force Marching Club, the Portland Police Drum Corps, the famous Bothell (Wash.) Marching Band, stage numbers, and concluding with fireworks exhibitions—an unmatched entertainment.

ROSE FESTIVAL INFORMATION

A limited number of seats are reserved on the Concourse at the Stadium, selling at 50c each performance, to holders of Buttons. These seats are unprotected in case of rain. No refunds are made under any circumstances.

THE FIREWORKS

Again a program of pyrotechnics has been planned for the Stadium as the concluding number—displays which have never been equaled on the Pacific Coast, each display illuminating some familiar theme.

SUNDAY, JUNE 9

Fifth Annual Golden Rose Ski Races on Mount Hood.

OF INTEREST TO VISITORS

Travelers arriving in Portland around June 1st will have opportunity to visit nearby scenes of outstanding values:

- The Columbia River Highway; 10 waterfalls.
- Bonneville Dam and the largest Salmon Hatchery in Oregon.
- Mount Hood and famous Timberline Lodge; the Glaciers; summer skiing.
- Seashore resorts of the Oregon Coast.
- Peninsula Sunken Gardens in Portland.
- Lambert Gardens in Portland.
- Pioneer Rose Garden, Lone Fir Cemetery.
- Thirty private rose gardens in Portland.

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