

33rd ANNUAL PORTLAND

Rose Festival



*The Foremost Summer Spectacle
in North America*

JUNE 11, 12, 13, 14, 1941

FRIDAY, JUNE 13

The Grand Floral Parade
Forms in the Stadium

- 7:00 a.m.—Opening of Stadium gates.
8:00 to 9:30 a.m.—Placing of Floats in Parade
Lanes on Stadium Floor.
9:45 a.m.—Awarding of Float prizes.
10:00 a.m.—Parade moves out onto streets through
business section and across the River to
East Portland.
1:30 p.m.—Service of Buffet Luncheon at Multnomah
Hotel by Rose Festival Association; all
uniformed participants in the Parade will
be provided with tickets.
2:00 p.m.—Parade Chairman's Luncheon in Gold
Room at Multnomah Hotel. Invitational.

Night Program

- 6:30 p.m.—Opening of Stadium gates.
7:30 p.m.—Concert by Rose Festival Band.
8:00 p.m.—Entertainment program embracing:
The Dalles Booster Girls
Washougal, Washington, Drum and
Bugle Corps
Vancouver, Washington, High School
Band
The Cheyenne Mountain Dancers
Here Comes That Pasadena Bull Dog
Band
The Rose Festival Association's Tribute
to Oregon in Fireworks
12 Midnight—Closing of Rose Show at City
Auditorium.

SATURDAY, JUNE 14

- 9:00 a.m.—Formation of Junior Rose Festival
Parade at East 50th and Sandy Blvd.
10:00 a.m.—Parade moves to Grant Bowl.
Entertainment at Bowl.
7:00 p.m.—Queen's Dinner, auspices of Royal
Rosarians. Invitational. Formal.
9:00 p.m.—Queen's Ball, auspices of Royal
Rosarians. Invitational. Formal.

At the Stadium Saturday Night

- 6:30 p.m.—Opening of Stadium gates.
7:30 to 8:00 p.m.—Assembling Concert by Rose
Festival Association Band.
8:00 p.m.—Drum Majorettes Championship
Contest for Baton Swinging, Strutting,
Showmanship. Cash prize \$25.00.
8:20 p.m.—Final exhibition of Square Dancing
by Cheyenne Mountain Dancers.
9:00 p.m.—Final appearance of Pasadena
Junior College Bull Dog Band.
10:00 p.m.—Grand Finale in Fireworks.

ROSE SUNDAY—JUNE 15

- 3:30 p.m.—Devotional and Musical Ceremonial
at International Rose Test Garden, Wash-
ington Park; sponsored by Portland
Rose Festival Association, The Royal
Rosarians, Portland Rose Society and
the Portland Council of Churches.

GREAT "3RD OF A CENTURY" CELEBRATION

PROGRAM HIGH LIGHTS

THE FAMOUS

Junior College Bull Dog Band

(of Pasadena)

100 PERFORMERS AND SPECIAL
ENTERTAINERS

WITH THE

Cheyenne Mountain Dancers

(of Colorado Springs)

IN A PROGRAM OF PIONEER RHYTHMS
AND DANCES

Headline a Marvelous Double Bill of
Entertainment Each Night at

The Civic Stadium

MAGNIFICENT FIREWORKS; NIGHTLY BAND
CONTESTS; VAUDEVILLE; RELAXING
AMUSEMENT

Reserved Seats

A limited number of seats are reserved on the
Concourse at the Stadium, selling at 50 cents each
performance to holders of Buttons. These seats are
unprotected in case of rain. No refunds are made
under any circumstances. Holders of reserved seat
tickets should enter by Gate No. 14-A and pass
down the stairs to the Concourse.

Button Admissions

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

THE PORTLAND
ROSE FESTIVAL ASSOCIATION
707 PUBLIC SERVICE BUILDING
PORTLAND OREGON





JUNE 11, 12, 13, 14, 1941

PROGRAM

"For You a Rose in Portland Grows"

GREAT "3RD OF A CENTURY CELEBRATION"

WEDNESDAY, JUNE 11

Festival Center Rose Garden in South Park blocks, open from 9:00 a.m. this date to midnight on Saturday.

Visit Portland's famous Rose Gardens at:

Peninsula Park (Sunken Garden)
Lambert Gardens
International Rose Test Garden
Pioneer Rose Garden at Lone Fir
Thirty-five private gardens

6:30 p.m.—Stadium gates open.

7:30 to 8:00 p.m.—Assembly Concert by Portland Rose Festival Band, Ashley Cook, Director. Entertainment of Quality.

9:00 p.m.—Spectacular Coronation of Queen of Thirty-third Annual Rose Festival.

Introduction of Princesses.

Salute to Queen and Princesses by High School Bands.

9:45 p.m.—The famous Cheyenne Mountain Dancers (Colorado Springs), directed by Dr. Lloyd Shaw.

10:00 p.m.—Here Comes the Bull Dog Band of Pasadena Junior College, 100 strong, directed by Audre L. Stong; Music, Stunts, Fun—they never stop.

10:30 p.m.—Rose Festival Tribute to "The Army" in gorgeous Fireworks.

THURSDAY, JUNE 12

1:30 p.m.—Opening of Fifty-third Annual Rose Show by the Portland Rose Society and Sixth Annual Air Mail Rose Show at the City Auditorium.

2:30 p.m.—Conferring of Rank of Knighthood on distinguished visitors, at Auditorium. Visit to Rose Show by Queen and Princesses.

6:30 p.m.—Opening of Stadium gates.

7:30 p.m.—Concert by Rose Festival Band.

8:00 p.m.—Portland Police Officers, Drum Corps, Repertoire.

Exhibition of colorful horsemanship by "Sheriff's Posse" representing Salem, Oregon City, The Dalles, Bend, Portland and other cities.

8:30 p.m.—Arrival of Royal Party.

8:35 p.m.—The Cheyenne Mountain Dancers in an entire change of offerings.

9:00 p.m.—Here Comes That Pasadena Bull Dog Band, with a new assortment of Music and College Fun.

10:00 p.m.—The Rose Festival tribute to "Our Navy" in Fireworks of brilliant patterns.

