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**ROSE
Festival**
PICTORIAL



THIRTY-THIRD ANNUAL ROSE FESTIVAL ♦ PORTLAND, OREGON

1941

33RD ANNUAL ROSE FESTIVAL

Portland, Oregon, June, 1941

THROUGH the years Portland has become famous as the City of Roses. That fame has come to this western city chiefly because of the annual Portland Rose Festival, which has been held each year since 1907, with the exception of 1918 and 1926.

This thirty-third annual Rose Festival is the crowning achievement of more than three decades of homage to the Queen of Flowers, the Rose.

The thousands who have witnessed the thirty-third annual Rose Festival need not be reminded of the color, beauty and pageantry that has made of the 1941 Rose Festival one of the great spectacles of all time. It is for those who could not be with us in the City of Roses at Festival time that this Rose Festival Pictorial has been published, in the hope that it will reflect at least a

portion of the brilliant pageantry that has won for Portland the distinguished title of "The City of Roses."

A hearty salute is due the hundreds of public-spirited men and women whose unselfish devotion to Portland's Festival has made the thirty-third annual Rose Festival a reality. Their effort, through the Rose Festival Association under the leadership of President Chester A. Moores, has been an inspiration to the hundreds of thousands of everyday Portlanders who have also contributed to the success of this event.

To the thousands who will receive this pictorial record of the 1941 Rose Festival, Portland extends a cordial invitation to attend the 1942 Rose Festival and to become, with us, loyal subjects of Her Majesty the Queen—Monarch of Rosaria.



Roses On Parade!

Highlight feature of every Portland Rose Festival is the Grand Floral Parade.

1—Massed floats at the stadium are a breathtaking sight at parade time

2—A favorite float in the 1941 Grand Floral Parade is this one, sent by the Klamath Falls Junior Chamber of Commerce.

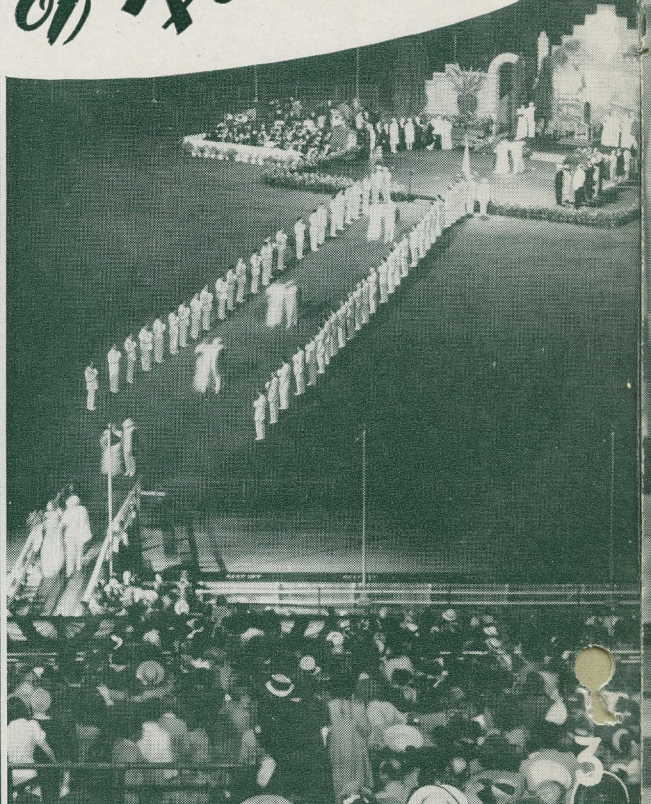
3—Astoria, neighboring city at the mouth of the Columbia River sends this float depicting the city's principal industry, salmon fishing.

4—Minute men add color to the Grand Floral Parade.

5—Marching units from all parts of the west vie for prizes.



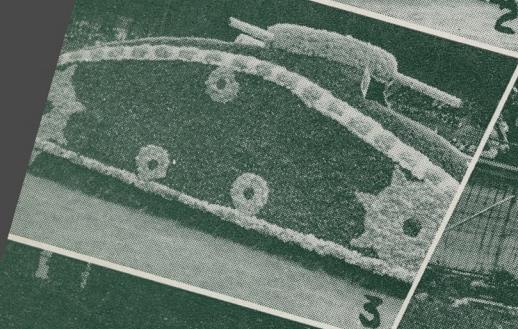
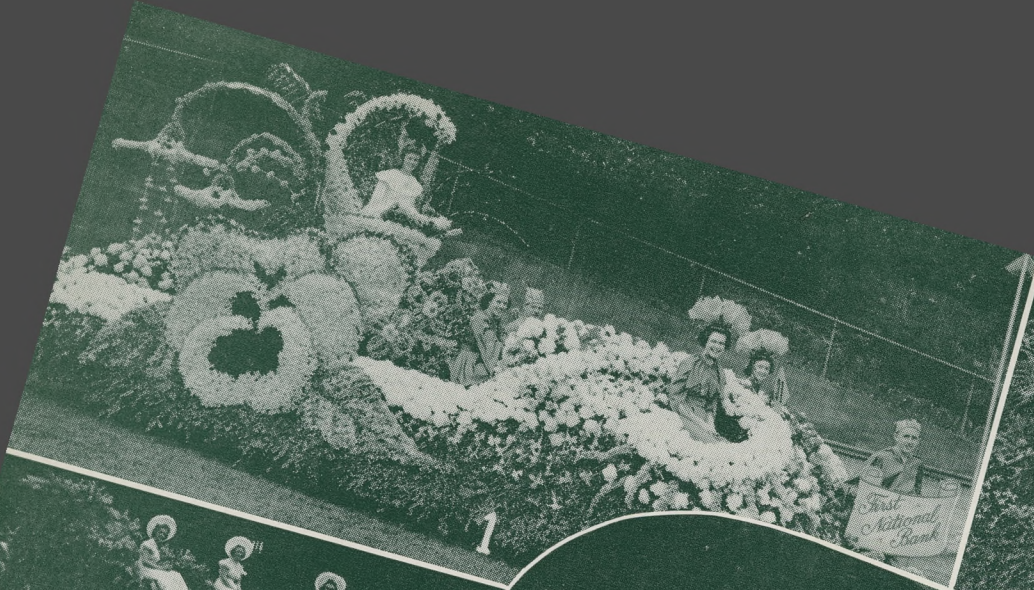
*Royalty
of Rosaria*





It's a Queen's Life

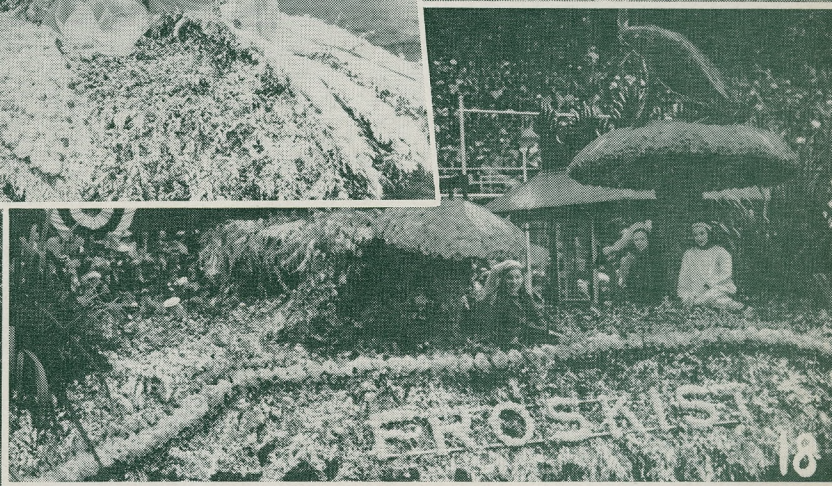
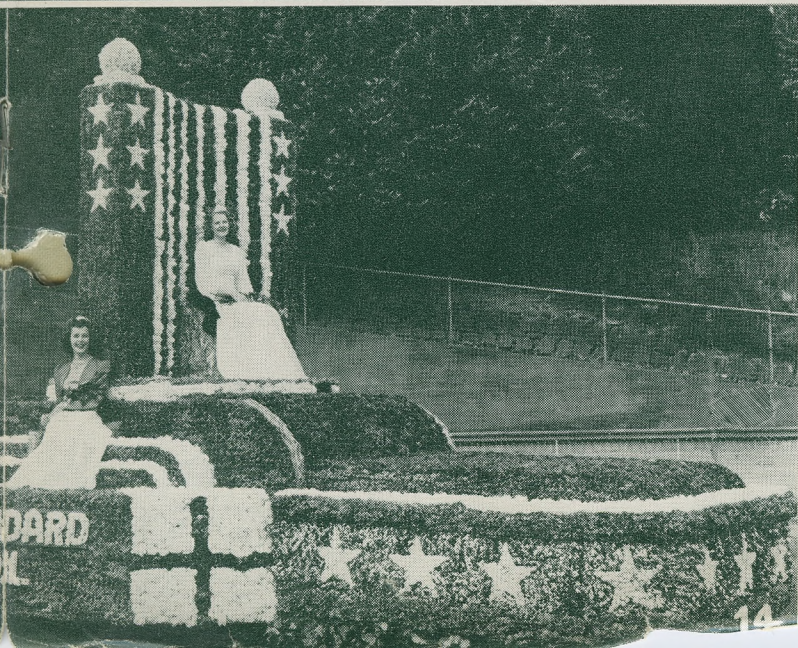
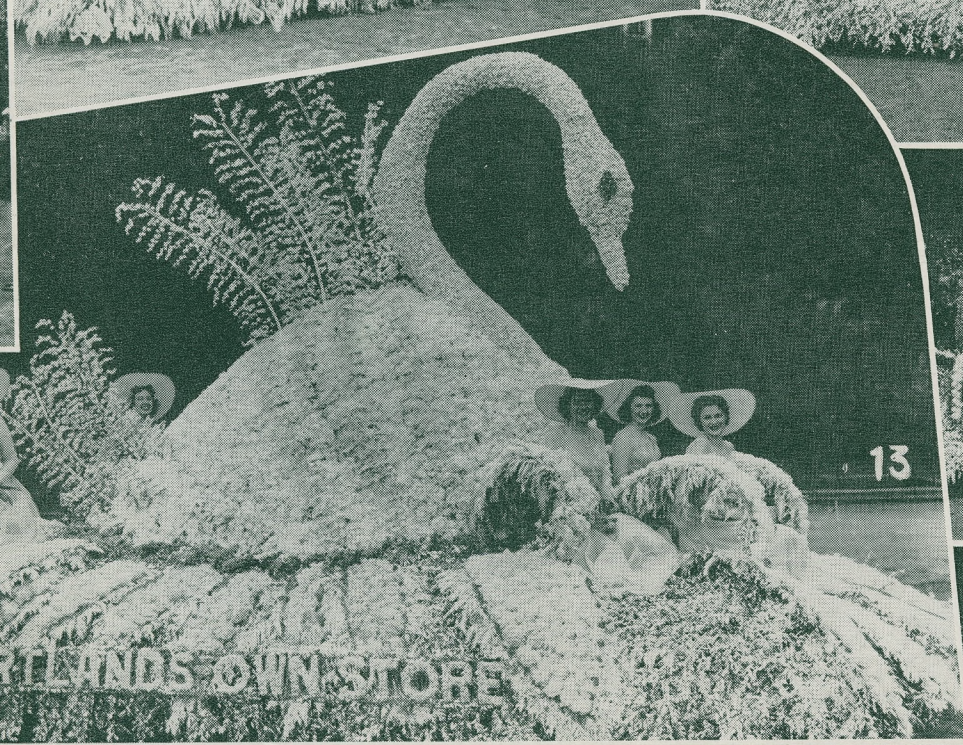
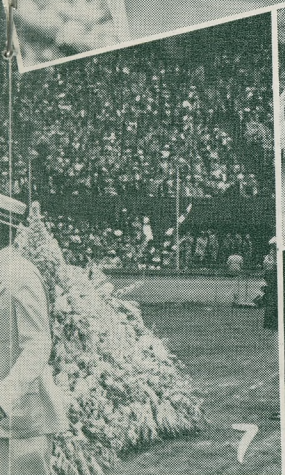
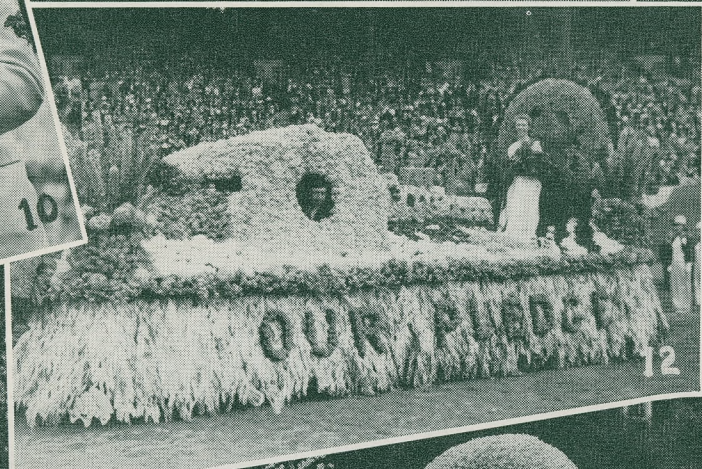
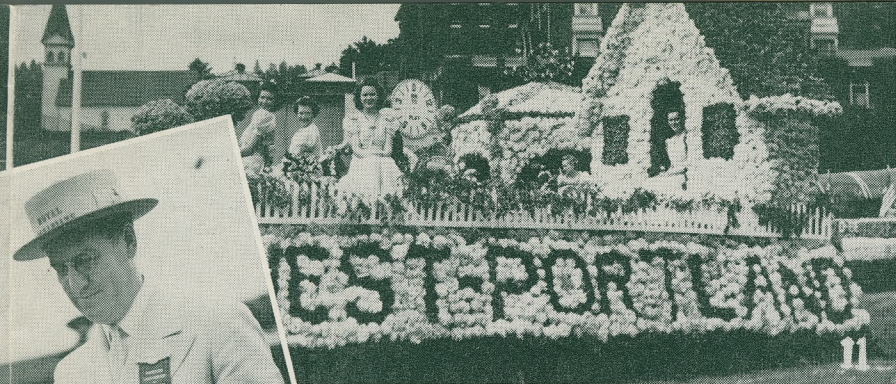
- 1—Her Majesty, Queen Betty Jane I.
- 2—Junior Queen Phyllis, former Queen Virginia and Queen Betty Jane at broadcast.
- 3—Coronation procession.
- 4—The royal court (from left) Dorene Joyce Bucher, Patricia Barnette, Elizabeth Chaney, Mary Jane Rabbe, Queen Betty Jane Harding, Patricia Ring, Jeanette Mae Ross, Berdean Day and Jean Barringer.
- 5—The queen and her court enjoy the show.
- 6—"I crown thee Queen Betty Jane I." Rosarian Prime Minister Worth W. Caldwell places the crown.
- 7—Prime Minister and Queen on parade.
- 8—Dressing for coronation ceremony.
- 9—The royal court on evening of queen selection.
- 10—Thirty thousand loyal subjects of Her Majesty watch her coronation.



Every One a Winner

- 1—First National Bank takes honors.
- 2—The Dalles' division winner
- 3—Engine Company No. 23.
- 4—Standard Railway Unions.
- 5—Washougal wins with this.
- 6—This winner represents the Lions Club.
- 7—Non-commercial sweepstakes winner entered by Oregon City.
- 8—Blue ribbon winner.
- 9—Tops in its class is Retail Trade Bureau float.
- 10—Chairman Lorne Miller.
- 11—West Portland Club.
- 12—American Legion takes honors.
- 13—Commercial sweepstakes winner—Meier and Frank Company.
- 14—Standard Oil Company winner.
- 15—Division winner entered by the Knights of Pythias.
- 16—Northwestern Electric wins division honors with this one.
- 17—Multnomah County's float entry.
- 18—Froskist Ice Cream captures division crown.
- 19—The U. S. Forest Service entry is best in its division.







1



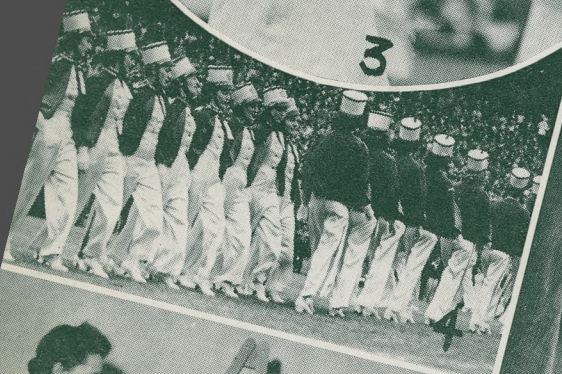
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Salute to a Rose

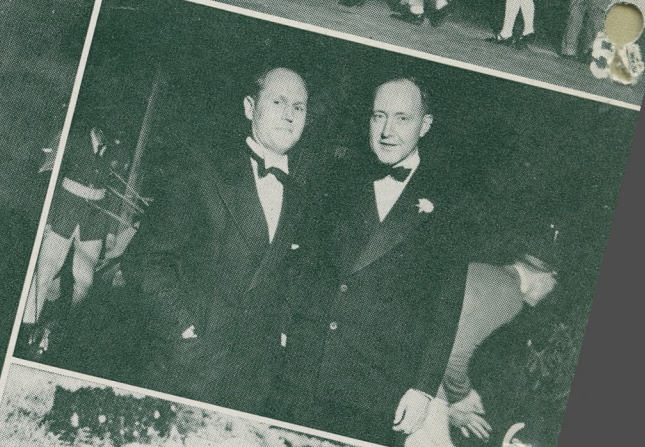
- 1—The bride who graces the winning float.
- 2—The court at a reflecting pool.
- 3—A Festival Parade high stepper.
- 4—One of many fine drill teams.
- 5—Feature Festival attraction — Cheyenne Mountain Dancers.
- 6—"Said the governor of Washington to the Governor of Oregon."
- 7—Artist M. Anthony Stone paints queen's portrait.
- 8—A prize winning rose at the Rose Show.
- 9—Rosarian conference on parade day.



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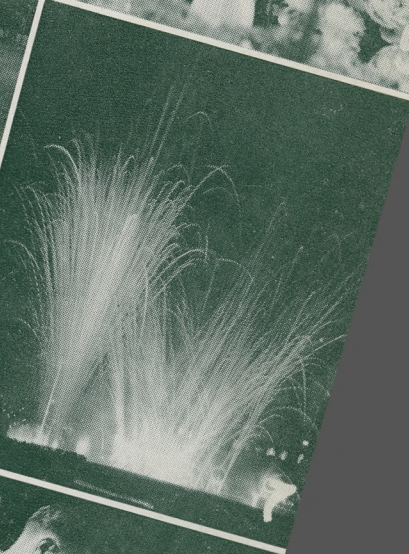


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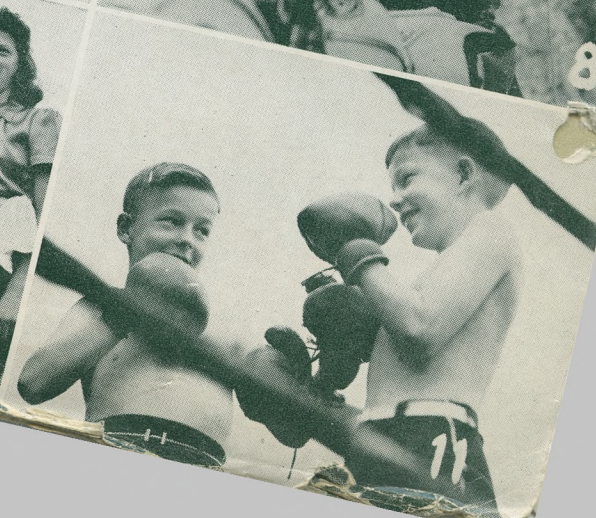
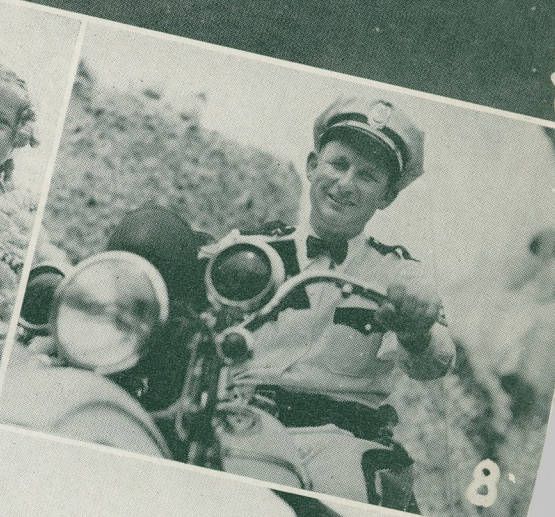
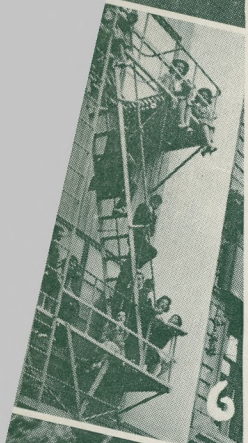
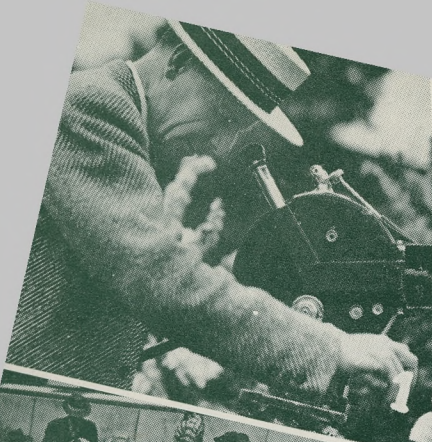
Festival Flashes

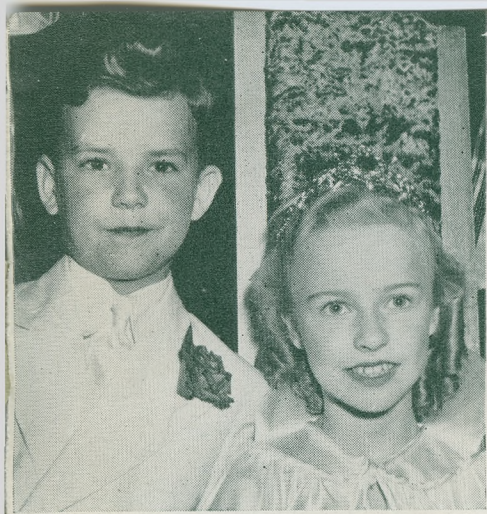
- 1—Rose Festival Association President Chester A. Moores at mike.
- 2—Impressive San Francisco float entry.
- 3—A Rosarian cape shades princess from Old Sol.
- 4—Building floats is real work.
- 5—Comely float passenger.
- 6—The Royal Court visits the International Rose Test Gardens.
- 7—Fireworks light the sky.
- 8—Portland's finest guard the colors.
- 9—The Festival is a photographer's paradise.



Gala Festival Time

- 1—Movie man covers the Festival.
- 2—Even float princesses enjoy hot dogs
- 3—Kiddies always line the streets on parade day.
- 4—Nautical float passenger.
- 5—Junior Rose Festival court rides in the Grand Parade.
- 6—Fire escapes are favorite vantage points.
- 7—Winkum, Blinkum and Nod are float characters.
- 8—The youngster's favorite.
- 9—Queen Betty Jane smiles from her float.
- 10—Pirates on parade.
- 11—There's animation in this parade prize ring.





1941 Junior Rose Festival



Portland's own Rose Festival is reproduced in miniature each year at Festival time as five thousand Portland children participate in the Junior Rose Festival. A real coronation and the Junior Rose Festival parade are highlights of the children's festival.

This year the tot's monarch is Queen Phyllis, who in everyday life is Miss Phyllis Elaine Metzger. Her Prime Minister is Master Dick Cahill.

Portland's 33rd -- Our 20th Rose Festival



Broadcasting our 20th 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, worldwide news, and the finest in American entertainment.

PORTLAND'S PUBLIC SERVICE STATIONS

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620 KC 1000 WATTS NITES 5000 WATTS DAYS NBC RFD

1100 KC 5000 WATTS CONTINUOUS NBC BLUE



OREGON — NATURE'S WONDERLAND

With a background of low green clad hills to the west and the towering peaks of the Cascades to the east, Portland, in the heart of the Pacific Northwest Evergreen Playground, is situated ideally for the vacationist—midway between the mountains and the sea. Fine highways radiate in all directions and lead to magnificent ocean beaches only two hours away; to Timberline Lodge and the snowfields on Mt. Hood, one and one-half hours by car; to fertile farming country. The fisherman may try his luck in nearby trout streams and in a two or three hour drive reach some of the best fishing streams in the world.

The famed Columbia River Highway-Mt. Hood Loop trip may be made in one day from Portland, allowing for an ample stop to visit Bonneville Dam, gigantic power and navigation project on the Columbia River 42 miles east of Portland.

Other recreational areas within a day's drive from Portland include Cascade lake region in Central Oregon, Wallowa Lake in the Eastern part of the state, famed Crater Lake National Park and the Oregon Caves in Southern Oregon, the McKenzie River, and the rugged Oregon Coast paralleled for 400 miles by a fine highway.

has truly conspired to favor Oregon as a vacationland!