

38th Annual Portland Rose Festival

Portland, Oregon, June 5-9, 1946

Presenting

"A Century in the Oregon Country"

PROGRAM HIGH LIGHTS

Queen Coronation Under the Stars

Multnomah Stadium, 8 P.M., Wednesday, June 5.

A gigantic, colorful pageant in honor of the Queen of Rosaria and her Royal Court. Cast of 2,000 high school students.

Oregon Mounted Sheriff Posse Show

Multnomah Stadium, 8 P. M., Thursday, June 6.

Western horsemanship at its best. More than 250 of Oregon's finest riders in a spectacular show of skill and daring.

Grand Floral Parade

Multnomah Stadium and Downtown Portland, Friday, 10 A. M., June 7.

Saluting the rose in a gigantic moving display in the stadium and over a four mile parade route. The outstanding beauty spectacle of the Rose Festival.

Grand Floral Concert

Multnomah Stadium, 8 P. M., Friday, June 7.

Superlative music. The beloved voice of John Charles Thomas, distinguished American baritone. The inspired harmonies of a beautifully balanced Portland Symphony Orchestra under the direction of Ferde Grofe, brilliant conductor and composer of "Grand Canyon Suite."

Junior Rose Festival Parade

Sandy Boulevard, 10 A. M., Saturday, June 8.

Thousands of school children in a 1½ hour parade, culminating in Grant Bowl. Original floats, spirited bands, colorful marching — and lots of fun.

"QUEEN FOR A DAY" — The fabulous dreams-come-true show, heard over a nation-wide Mutual Network, Monday through Friday, at 10:30 A. M. This outstanding Radio Show will be broadcast from the Portland Rose Festival on June 5, 6 and 7.

BUY A BUTTON — GET TO EVENTS EARLY

ENJOY A FIVE-DAY EXPERIENCE IN THE REALM OF ROSARIA.

THE PORTLAND ROSE FESTIVAL ASSOCIATION

270 MULTNOMAH HOTEL

PORTLAND 4, OREGON

LEROY W. MALLETT, Executive Manager

Pioneer Frolic . . .

"24 Hours of Western Fun"

Multnomah Stadium, 8 P. M., Saturday, June 8.

An original and unique Western Pageant, combining stadium show, parade, and street dancing.

58th Annual Rose Show

Art Museum, Thursday and Friday, June 6 and 7.

The nation's most colorful and professional rose show. Conducted by the Portland Rose Society. *Free to public*

Devotional and Musical Ceremonial

Peninsula Park, 3:30 P. M., Sunday, June 9.

Golden Rose Ski Meet

Timberline Lodge, Mt. Hood.

All day Sunday, June 9.

BUTTON ADMISSIONS

The wearer of a 1946 Rose Festival button is admitted to all events, with the exception of the Queen's ball, which is formal and invitational.

Adult buttons — \$2.00, tax included.

Children buttons — \$.50, tax included.

Single admission for events at Multnomah Stadium is \$1.00 for each adult and 50 cents for each child, plus tax, for each performance.

TOP ENTERTAINMENT AT LOW COST

The best in flowers, in beauty, in entertainment, in inspiration, is offered in traditional tribute to the Queen of Rosaria and her Royal Court. The 1946 Rose Festival Program takes on added significance in celebrating the peaceful settlement of the international boundary between Canada and the United States. Because of this special theme, the Festival is, this year, a symbol of international good will.

Portland, Oregon's 38th Annual Rose Festival



For You a Rose in Portland Grows

GORGEOUS PAGEANTRY

BRILLIANT FLOWER PICTURES

ROSE SHOW  BRASS BANDS

Foremost Summer Spectacle of North America

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PORTLAND OREGON'S ROSE FESTIVAL

High-Lights from a full 4-day Program

JUNE 5, 6, 7, 8, 1946

Thirty-Eighth Annual Rose Festival

Five Days of Beauty and Entertainment Celebrating "A CENTURY IN THE OREGON COUNTRY"

Wednesday, June 5

"Queen for a Day" Radio Broadcast, Multnomah Stadium, 10:30 A. M.
Nation-wide radio broadcast with the famous Emcee, Jack Bailey, who keeps the show rippling at a merry pace. Mutual network over KALE.

Queen Coronation Under the Stars. Multnomah Stadium, 8 P. M.
Coronation of the Rose Festival Queen, with an historical pageant in which more than 2,000 Portland high school students will participate.

6:30 P.M.—Stadium gates open.
7:30 P.M.—Concert by Portland's Roosevelt High School famous marching band.

8:00 P.M.—Spectacular coronation of Queen of the 38th Annual Portland Rose Festival.

9:00 P.M.—Command performance for the Queen by 2,000 high school students.

10:00 P.M.—Salute to the Royal Court of Rosaria by Roosevelt High School band.

Festival Center Rose Gardens. South Park Blocks. All day.
Other celebrated rose gardens open for visitors at Peninsula Park (Sunken Garden); Lambert Gardens; International Rose Test Garden; Pioneer Rose Garden at Lone Fir; thirty-five private rose gardens.

Thursday, June 6

"Queen for a Day" Nation-wide Radio Broadcast, Multnomah Stadium, 10:30 A. M.

58th Annual Rose Show by Portland Rose Society. Art Museum.
11:30 A.M.—Conferring of Rank of Knighthood on distinguished visitors.
12:30 P.M.—Formal opening by Queen and her Court.
Open until 9 P.M.

In conjunction with this outstanding event is the 8th annual Air Mail Rose Show.

Oregon Mounted Sheriff Posse Show. Multnomah Stadium, 8 P. M.
Featuring 10 all-star Oregon Posses totaling more than 250 law enforcement officers mounted on prize western horses. A spectacular show of action and color. Stadium gates open 6:30 P. M.

Queen's Ball, under auspices of the Royal Rosarians.
Formal and invitational. Masonic Temple, 9 P. M.

Festival Center Rose Gardens. South Park Blocks. All day.

Friday, June 7

"Queen for a Day" Nation-wide Radio Broadcast, City Auditorium, 10:30 A. M.

Grand Floral Parade. Forms in Multnomah Stadium, 8 A. M.
Fifty lavishly decorated floral floats, 40 bands and marching units. America's most beautiful summer spectacle. Honorary Marshal, Tommy Gibbons, King Boreas of the 1946 St. Paul Winter Carnival.

58th Annual Rose Show. Art Museum. All day.
(Closes officially at midnight.)

Festival Center Rose Gardens. South Park Blocks. All day.
Grand Floral Concert. Multnomah Stadium, 8 P. M.

Featuring John Charles Thomas, celebrated American baritone as soloist; Ferde Grofe, famous composer and conductor, leading a Portland symphony orchestra.
6:30 P.M.—Stadium gates open.

Saturday, June 8

Junior Rose Festival Parade. East Side, 10 A. M.
Portland's grade school children in a fun and floral parade of their own. Some 8,000 children will participate. Scores of bands and marching units. Parade forms at Sandy Blvd. and E. 50th; proceeds on Sandy to Broadway, to 33rd Ave.; to Grant High School Bowl, where there will be entertainment.

Arrival of Royal Party at the Oregon All-American Baseball Game, Vaughn Street Ball Park, 2:30 P. M.

Festival Center Rose Gardens. South Park Blocks. All day.
Pioneer Frolic, Parade and Street Dance, 8 P. M.

Under auspices of the Portland Junior Chamber of Commerce.
6:30 P.M.—Stadium gates open. Pioneer frolic starts at 8 P.M., followed by a fun parade to the business section, climaxed by street dancing on 6th Avenue. Five dance bands with music styling to suit all tastes.

Rose Sunday, June 9

Devotional and Musical Ceremonial at Peninsula Park, 1:30 P. M.
Junior Rose Festival Rose Planting.

Golden Rose Ski Race, Timberline Lodge, Mount Hood.
Race starts at 1:00 P. M.

Latest ski meet to be held in the United States.
National and International Champions competing.
Queen's Banquet—5:30 P. M., Timberline Lodge.

