

Rose Festival

PICTORIAL

Queen Jean II



THIRTY-FIRST ANNUAL ROSE FESTIVAL ♦ PORTLAND, OREGON

1939

31ST ANNUAL ROSE FESTIVAL

Portland, Oregon, June, 1939

Each year at Rose Festival time the city of Portland becomes the mythical kingdom of Rosaria, a gay, colorful empire graciously ruled by a beautiful queen. Each June since 1907, with the exception of 1918 and 1926, citizens of Portland and thousands of visitors have gladly become loyal subjects of Her Majesty, the Queen of Rosaria. The thirty-first annual Rose Festival, celebrated this year, is the crowning achievement of more than three decades, during which Portland has become famous throughout the world as the City of Roses.

The thousands who have witnessed the thirty-first annual Rose Festival need not be reminded of the color, beauty and pageantry that has made of the 1939 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."

Great events like the 1939 Rose Festival come as the result of literally thousands of hours of unselfish effort on the part of community leaders. It is such a group that guides the destiny of the Festival as the Rose Festival Association. We salute the thousands of men and women who have materially contributed to the success of the 1939 Rose Festival under the brilliant leadership of the board of directors of the Rose Festival Association and Frank E. McCaslin, president.

Through the years an organization known as the Royal Rosarians has had the honor of crowning the queen and of providing escort to the Queen and her royal court. In uniforms of white, the Royal Rosarians continue to render splendid service to the realm of Rosaria.

To the thousands who will receive this Pictorial record of the 1939 Rose Festival, the City of Roses extends a cordial invitation to attend the 1940 Rose Festival, and become, with us, loyal subjects of Her Majesty the Queen—ruler of the Kingdom of Rosaria.

Rosaria on Parade!

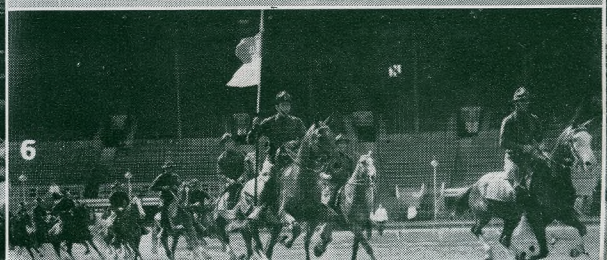
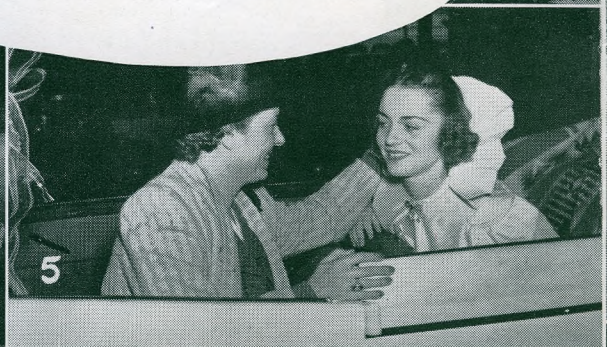
High point of Festival week is the Grand Floral Parade. Literally millions of fresh flowers are used to decorate scores of colorful floats.

- 1—Portland Chamber of Commerce prize winning float.
- 2—The Queen and her court atop Her Majesty's float.
- 3—Prize winning entry of Sears, Roebuck and Company.
- 4—Cymbals put sparkle into any band.
- 5—General view of Multnomah Civic Stadium as floats assemble.
- 6—A petite baton twirler.
- 7—The Governor of the State of Oregon, Charles A. Sprague and Mrs. Sprague are honored guests.
- 8—Street scene during parade.
- 9—"Danger, Men at Work".
- 10—A long-eared wanderer from the C.C.C.
- 11—One of the many marching units.
- 12—Boys scramble for pennies in the street before the parade begins.
- 13—Thousands of eager youngsters line the streets to greet the Grand Floral Parade.





*Her Majesty
the Queen*





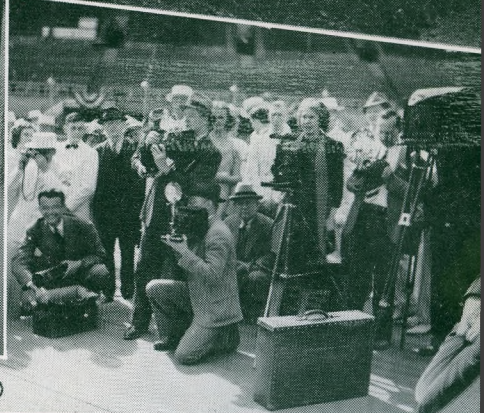
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Long Live the Queen!

- 1—Their Majesties, Queen Jean II of Rosaria and Queen Dorene I, monarch of the Junior Rose Festival, inspect a Portland Rose arbor.
- 2—Queen Jean II receives her crown from Rosarian Prime Minister Donald G. Hood.
- 3—A helping hand assists Her Majesty.
- 4—30,000 loyal subjects of the Queen watch her coronation.
- 5—"Here, let me fix your hair," says Mrs. W. R. Kinzer, chaperon to the royal party.
- 6—11th U. S. Cavalry troop in action.
- 7—Frank E. McCaslin, president of the Rose Festival Association, presents Her Majesty with the scepter of authority.
- 8—Queen Jean and her court at International Rose Test Garden.
- 9—"Have you heard this one?" asks Edward Everett Horton.
- 10—Coronation rehearsal is a photographer's field day.
- 11—Edward Everett Horton kneels for the knighting ceremony.
- 12—At the public selection of the queen each candidate must speak before an audience of more than 5,000.
- 13—Queen Jean II and her royal court.
- 14—The prime minister adjusts the Queen's gown.
- 15—The candid camera catches Jean Hoover at the instant she is notified of her selection as Queen of Rosaria.



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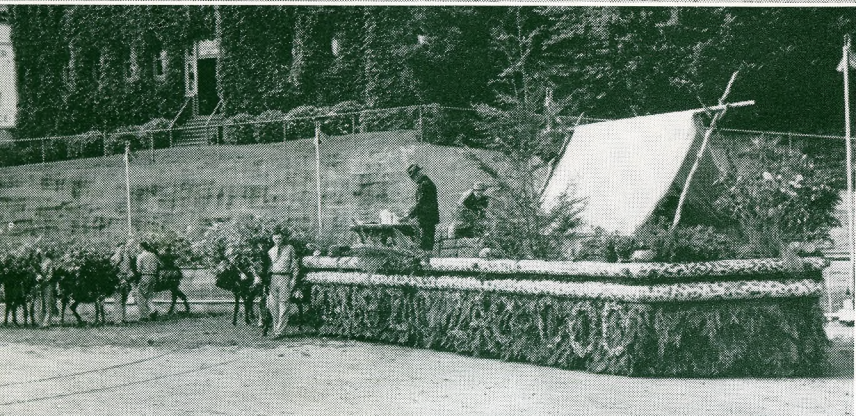
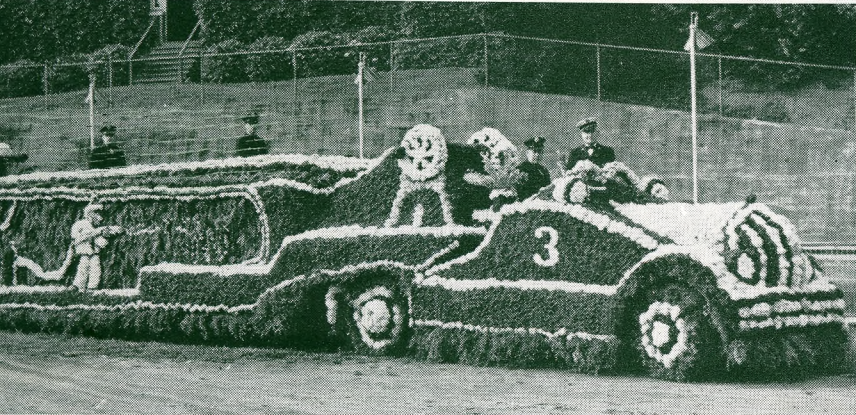
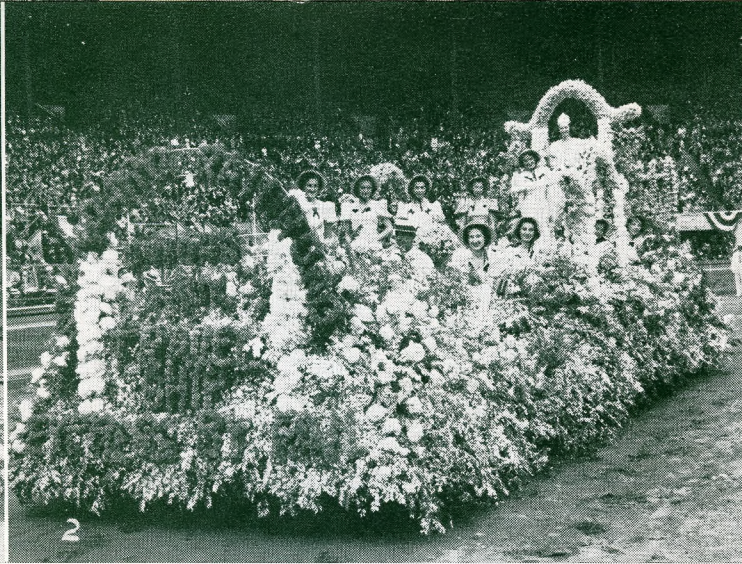
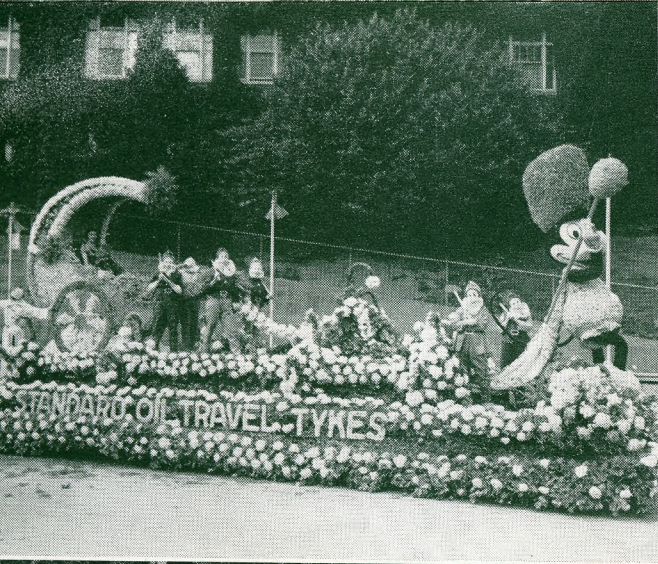
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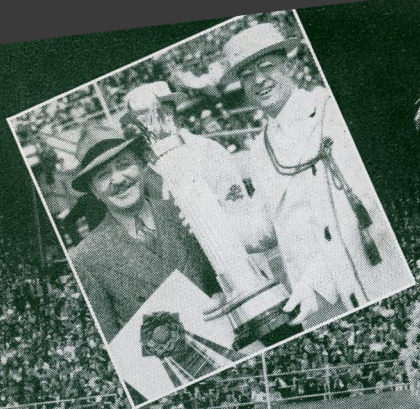


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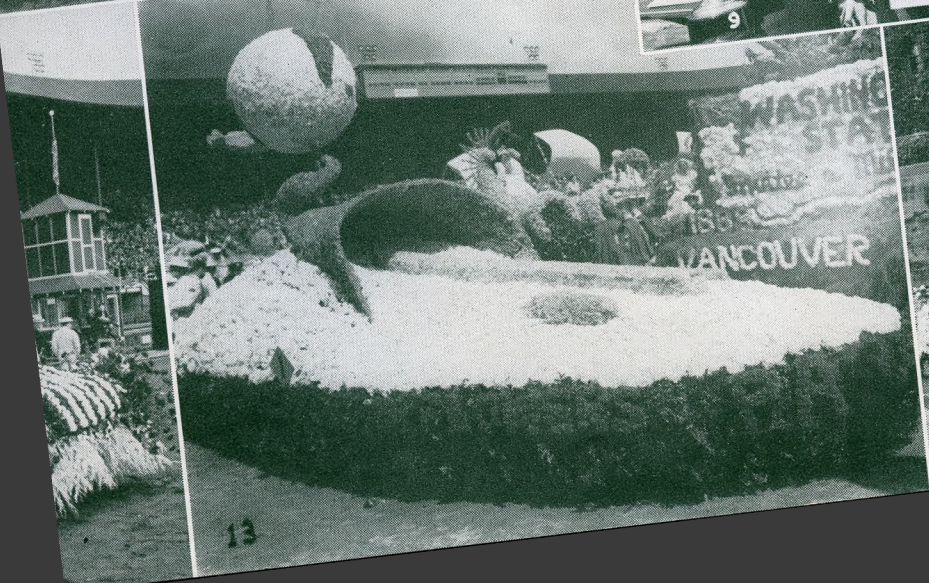
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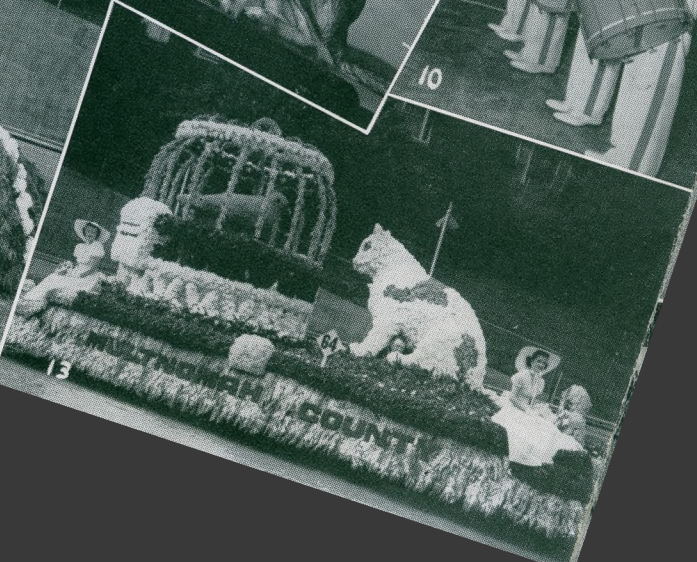
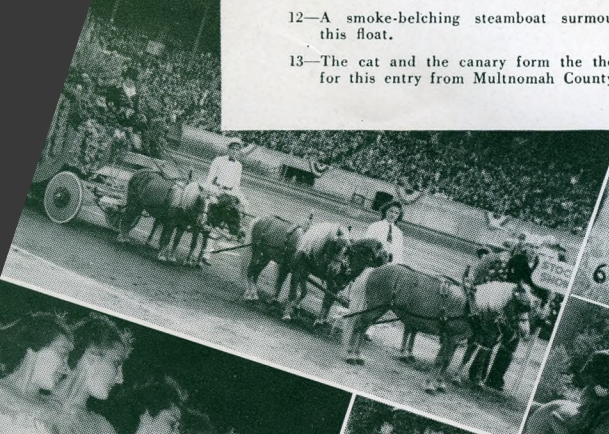
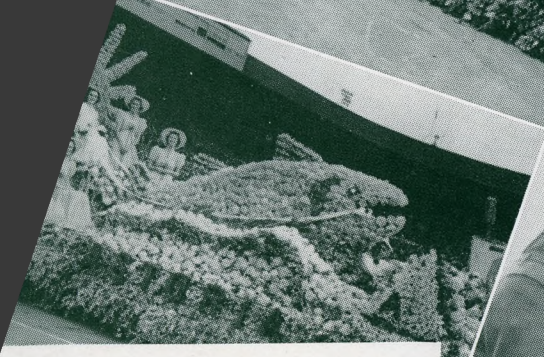
Winners All!

- 1—Standard Oil Company of California—a division winner.
- 2—Prize winning entry of the Standard Railroad Unions.
- 3—Oregon City Breakfast Club.
- 4—Non-Commercial Sweepstakes Winner—Kiwanis Club float.
- 5—It took 40,000 roses to complete this winner—Fire Department, Truck No. 3.
- 6—The C.C.C. turned in this prize winner.
- 7—Commercial Sweepstakes Winner—First National Bank of Portland.
- 8—Bixby's Restaurant built this division winner.
- 9—Presentation of President's Cup, awarded first time this year.
- 10—Central East Portland Community Clubs—a division winner.
- 11—Winner of the President's Cup—Multnomah Community Club.
- 12—Northwestern Electric Company's prize winning entry.
- 13—From the Pasadena Tournament of Roses came this prize winner.
- 14—Knights of Pythias winning float.



Horses, Roses, 'n Things

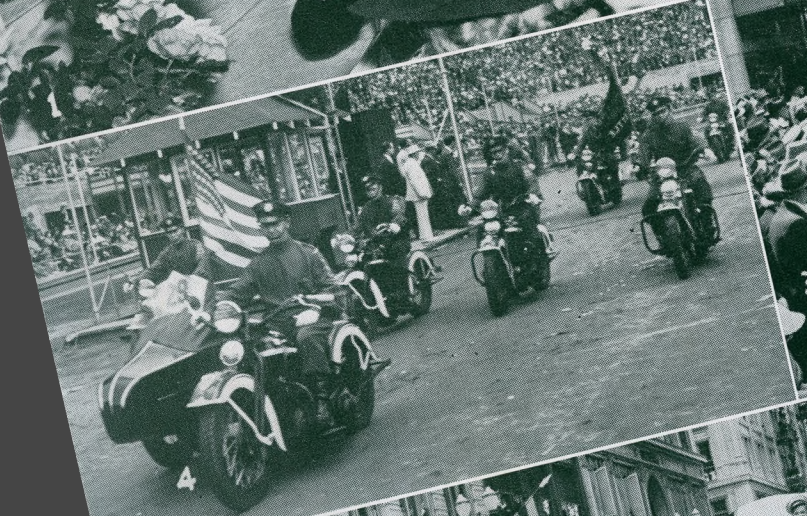
- 1—The Rotary Club float in the Grand Floral Parade.
- 2—Smash hit of the 1939 Festival is the Exhibition Troop of the 11th U.S. Cavalry, shown here on review.
- 3—A colorful float of the Astoria Regatta Association.
- 4—Kids and cops have a great time at the Grand Floral Parade.
- 5—Pirate girls from Salem.
- 6—Up and over. One of scores of stunts staged by the 11th U. S. Cavalry that thrilled thousands of Festival visitors.
- 7—The Stock Show entry.
- 8—Rehearsal time for horsemen.
- 9—"Trooper", pet and leading attraction of the 11th U. S. Cavalry.
- 10—A quartette of drummers.
- 11—Ballet dancers perform for Her Majesty.
- 12—A smoke-belching steamboat surmounts this float.
- 13—The cat and the canary form the theme for this entry from Multnomah County.





Rosaria at Festival Time

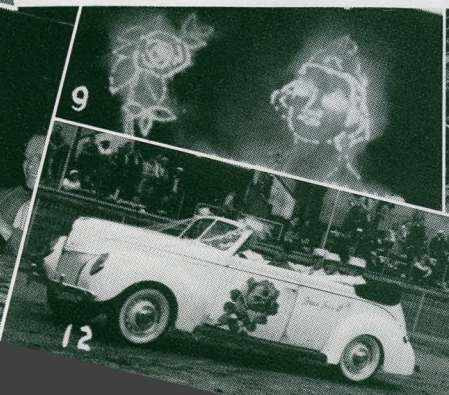
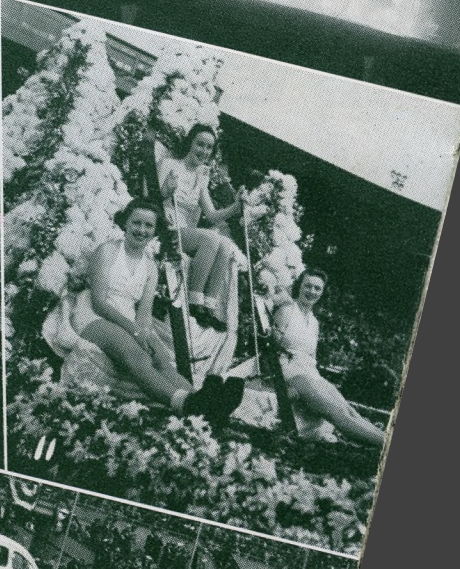
- 1—Prize winners at the Rose Show.
- 2—Queen Jean inspects the queen of flowers.
- 3—Portland street scene at Festival time.
- 4—The Seattle Cossacks—a welcome addition to the Grand Floral Parade.
- 5—One of the many bands that brought melody to the parade.
- 6—A dusky devotee of struttin'.
- 7—Portland letter carriers add music to the parade.
- 8—A comely float passenger.
- 9—Salem's colorful float.
- 10—There are roses by the thousands on this Mantle Club float.
- 11—A pair of pretty misses from Longview, Wash.





Variety at Festival Time

- 1—From roses to snow in sixty minutes. Timberline Lodge, scene of the Golden Rose International Ski Tournament, held during Rose Festival.
- 2—A Floatful of Festival beauties.
- 3—Queen of the First National Bank float receives sweepstakes award.
- 4—A high stepping drum majorette.
- 5—Leer from atop the Japanese Association float.
- 6—Fireworks at Multnomah Stadium.
- 7—A band steps out.
- 8—Wiring flowers for float decoration.
- 9—Her Majesty and the Queen of Flowers in fireworks.
- 10—Grand Floral Parade jams every vantage point.
- 11—Summer skiers atop a float.
- 12—Part of the fleet of special cars for Queen Jean and her court.



1939 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 Dorene I, who in everyday life is Miss Dorene Long. Her Prime Minister is Master Marvin Olsen.





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.

Nature has truly conspired to favor Oregon as a vacation land!