# ROSE FESTIVAL Pictorial

# 1949

## FORTY-FIRST ANNUAL ROSE FESTIVAL PORTLAND, OREGON

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## 41st ANNUAL ROSE FESTIVAL PORTLAND, OREGON, JUNE, 1949



It was 42 years ago this month that the City of Portland established itself in the eyes of the world as "The City of Roses." In June of 1907 was held the first Rose Festival and since that time, with the exception of but two years, 1918 and 1926, all Portland has

paused each June to pay homage to the Rose, that queen of flowers.

This, Portland's 41st annual Rose Festival, now takes its place among the great floral pageants of history. Here we have seen a glorious combination of beauty, pageantry and gaiety, combined in one magnificent spectacle. The regal beauty of the coronation ceremony, the spontaneous laughter of thousands of children, the spectacular parading of a million blooms—all these make Portland's 1949 Rose Festival a lasting memory in the hearts of all those who love the Rose.

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#### ROSE FESTIVAL ASSOCIATION

Every great civic undertaking requires much planning and detail. Portland's Rose Festival is not unusual in this respect. We are fortunate, however, in having secured the services of business and professional leaders throughout the community. In the months of preparation that have preceded the 41st Annual Rose Festival, they have given unselfishly of their time and talents that this pageant might be brought to a successful conclusion.

Howard Holman, President of the Association, has gained the admiration and cooperation of thousands of citizens in Portland and surrounding communities through his courage, initiative and leadership in directing this community undertaking.

We doff our hats to the courage and vision of the men who have made this Festival possible.

## ROYAL ROSARIANS

Responsible to a large degree for the beauty and pageantry of each Rose Festival are the Royal Rosarians. Behind the Grand Floral Parade and other colorful events of the Festival lie months of planning on the part of these civic leaders. In their white uniforms, with the Royal Rosarian insignia, they present a striking appearance in the Floral Parade and on other occasions. The Royal Rosarians are members of the city's official hospitality committee during the period of each Rose Festival.

In addition to local membership, many distinguished men throughout the world have been made honorary members of the order, all of whom have received the degree of knighthood which is conferred through a special ceremonial during each Festival season.

#### ROSE FESTIVAL PICTORIAL

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TRADES UNION COUNCIL

PARADE TIME

Never in the history of Portland's Rose Festival have the entries in the Grand Floral Parade been more skillfully designed or lavishly executed than in the 1949 spectacle. Hundreds of thousands of visitors lined the sun-drenched streets to watch the 2-hour parade and thousands more crowded Multnomah Civic Stadium (below) to watch judging of the floats. The 1949 Royal Court of Rosaria headed the parade on this specially constructed float (right) sponsored by the Portland Chamber of Commerce.

TIMBER CARNIVAL

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A Queen is Crowned

By far the most impressive ceremony of the entire Rose Festival is the Royal Coronation. With all the pomp and circumstance normally accorded a ruler of a great kingdom, the Queen of Rosaria, before 20,000 of her loyal subjects, receives her symbols of power. Photos on this page show Queen Joyce I receiving her crown from Rosarian Prime Minister N. A. Broeren and her scepter from Rose Festival Association President Howard Holman. Below, "The Waltz of the Roses" is performed for Her Majesty.





## QUEENLY SCHOOL DAYS



Right up to the night of May 21st, Miss Joyce Sommerlade was little more than another very attractive high school senior busy about her studies, dates and housework. On that magic evening, before more than 5,000 spectators, she was named queen-elect of Rosaria, monarch of the 1949 Rose Festival. On

these two pages a Pictorial cameraman shows in candid studies what sort of monarch we have in Queen Joyce I



Coiffure attention from Chaperone Mrs. Albert Bullier.



Inspiration for the track team. With other fair schoolmates at Grant.



Baseball game excitement reigns. Informal autographing party.





Typing practice, too.





Lunchtime as usual.

The girls talk it over on high school steps.



Time out for popcorn. Schooltime dancetime.





# 1949 Royal Court



Princess of Rosaria! The very title itself suggests exactly what it is — the most coveted honor a Portland high school girl can receive. The girls are chosen by the student bodies of each of Portland's eight high schools. Then comes the big night when, from their number, a Queen is chosen. To 5,000 eager spectators, at Portland's Municipal Auditorium, each of the girls is presented by her student body president. A secret committee, members of which are unknown even to each other until the selection is complete, rates each princess on her poise, beauty and diction. Ballots are counted swiftly and when the curtains part once more they reveal the Queen of Rosaria and her Royal Court. Shown here in an official photograph, the 1949 Royal Court of Rosaria includes (from left) Princess Irene Landstrom of Roosevelt, Princess Jeanne Showalter of Girls' Polytechnic, Princess Marcia Lyslo of Washington, Princess Maxine Sylvester of Cleveland, Queen Joyce Sommerlade of Grant, Princess Barbara Copley of Franklin, Princess Helen Hyche of Jefferson and Princess Joan Anderson of Lincoln.



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## SIXTY-FIRST ANNUAL ROSE SHOW

"Grandfather" of the Portland Rose Festival is the Portland Rose Show, now in its sixty-first year. Here, each June, are assembled the finest roses of the great kingdom to vie for honors among growers from Portland and from all parts of the nation. Held at Portland's Masonic Temple (bottom picture), the show is officially opened by the Queen of Rosaria (left). With her Prime Minister (below), she joins the multitudes in admiration of the sweepstakes prize winning rose (right), grown this year by Charles F. Leon of Portland







Commercial Sweepstakes Winner! This entry of the Hollywood Boosters Club is declared tops.

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Non-Commercial Sweepstakes Winner! The Kiwanis Club captures top honors in Floral Parade.

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#### ROYAL NAVY VISITORS

It was a great day for Portland and for the officers and men of the ship when His Majesty's Canadian Ship Ontario, heaviest cruiser of the fleet, steamed into Portland harbor to add a nautical touch to the 1949 Rose Festival. Under the command of Captain J. C. Hibbard, the personnel of the Ontario promptly repaid Portland's hospitality with conducted tours of their ship and added much to Rosaria's celebration. Come again, gentlemen! You are always welcome.

## Woody wood Pecker

Engine Company 25, Fire Bureau, wins divisional first place with this colorful entry.

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It took 40,000 blossoms to create this divisional first prize winner for Shell Oil Co.





Rose Festival week in Portland produces a wide variety of photographic miscellany. Included in this week's shots are two pictures of Rosaria's princesses visiting at the Shriners' Hospital for Crippled Children (left and below) and a pair of pictures depicting childhood's part in the Queen's coronation.







#### TERRITORIAL BAND JAMBOREE

High spot of the entertainment features of Rose Festival week at Multnomah Civic Stadium was the spectacle of 2,000 musicians from dozens of schools parading as individual units and playing in unison before the thrilled subjects of Rosaria. The camera, however, is but a poor recorder of the event, for it appeals as much to the ear as to the eye. For the thousands who witnessed this jamboree, however, the photographs on these two pages will serve as a stirring reminder of a great spectacle.





#### KNIGHTHOOD CONFERRED

Her Majesty, Queen Joyce I, in the tradition of Rosaria, this week graciously added new honors to distinguished visitors to her realm. At left she is shown knighting Captain J. C. Hibbard, commanding officer of H.M.C.S. Ontario, in impressive ceremonies. The honor was bestowed in similar fashion upon ten other outstanding subjects. But a queen's life is not all one of poise, as evidenced by the happy tears of Joyce Sommerlade, caught by the camera at the moment she was informed of her selection. In a quieter moment, the entire court poses informally during an outing.







## JUNIOR ROSE FESTIVAL

Each year at Rose Festival time thousands of Portland children participate in their own version of Portland's famed festival of the rose. Although everything is in miniature, the Junior Rose Festival is complete in every detail. There's a queen, a Prime Minister, a Royal Court, a parade and all the joyousness and pageantry that mark the Rose Festival season as the happiest of the year. For the lucky Queen and her Prime Minister there's everything a child's heart could ask for. For a time at least these chosen youngsters are absolute rulers of a tiny make-believe kingdom of joy.

Below: The Royal Court poses for its first photograph. 1st Row (top) left to right: Trevalee McCormick, and Dick Wallin; Queen Patricia Holcomb, and Prime Minister Freddie Schulze; Janet Williams and Edward Rudiger. 2nd Row (from top) Joelita Hayteas and Garry Keele; Larry Jasper and Darlene Weil. 3rd Row: Patrick Doherty and Caroline Folts; Jack O'Brien and Judy O'Malley; Nancy Titus and Billy McCallen. 4th Row: Ronnie Erickson, crown bearer. Roland Blantz and Virginia Mathews; Jerry Halverson and Beverly Manderfield; Jimmy Dulis, scepter bearer. Front Row (bottom) Court Attendants Pat Layman, Judy Lee Rankin, Judy Ann Dulis, and Karen Hilaire.



Junior Queen Patricia Holcomb accepts her royal scepter as Prime Minister Freddie Schulze beams approval. Presenting the scepter is Ray Garner, first vice-president of the Rose Festival Association, who has directed the Junior Festival for the past 13 years.





PORTLAND, THE CITY OF ROSES, welcomes its thousands of visitors from every state in the Union and many foreign lands in this, its 1949 Rose Festival. Throughout the year and for many years to come, Portland and its surrounding paradise welcomes visitors from afar at its modern Tourists Information Center located on the banks of the Willamette River at 1020 S.W. Front Avenue. For information on Portland's many attractions call or write the Center today. They'll be glad to help you. Plan now to attend Portland's 1950 Rose Festival, June 7 to 11 inclusive.

