



ROSE FESTIVAL
Pictorial

QUEEN DOROTHY IV

1950

FORTY-SECOND ANNUAL ROSE FESTIVAL
PORTLAND, OREGON



42nd Annual Rose Festival

It was 43 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, all Portland has paused each June to pay homage to the Rose, that queen of flowers.

This, Portland's 42nd 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 1950 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 42nd Annual Rose Festival, they have given unselfishly of their time and talents that this pageant might be brought to a successful conclusion.

James J. Richardson, 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 men and women 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

OFFICIAL PUBLICATION ROSE FESTIVAL ASSOCIATION

WILLIAM F. SELLECK
Editor

PHOTO ART STUDIO
Photographers

DAILY JOURNAL OF COMMERCE
Lithographers

PARADE

TIME

Those who have been associated with Portland's Rose Festival through the years agree that never before has there been a more beautiful Grand Floral Parade than that staged for this mid-century celebration. Hundreds of thousands of visitors lined the streets and jammed Multnomah Civic Stadium (below) to view the massive parade which was headed by Queen Dorothy IV and her Royal Court on a specially constructed float (right) sponsored by the Portland Chamber of Commerce.





Giant clown claims first prize for Kiwanis Club of Portland



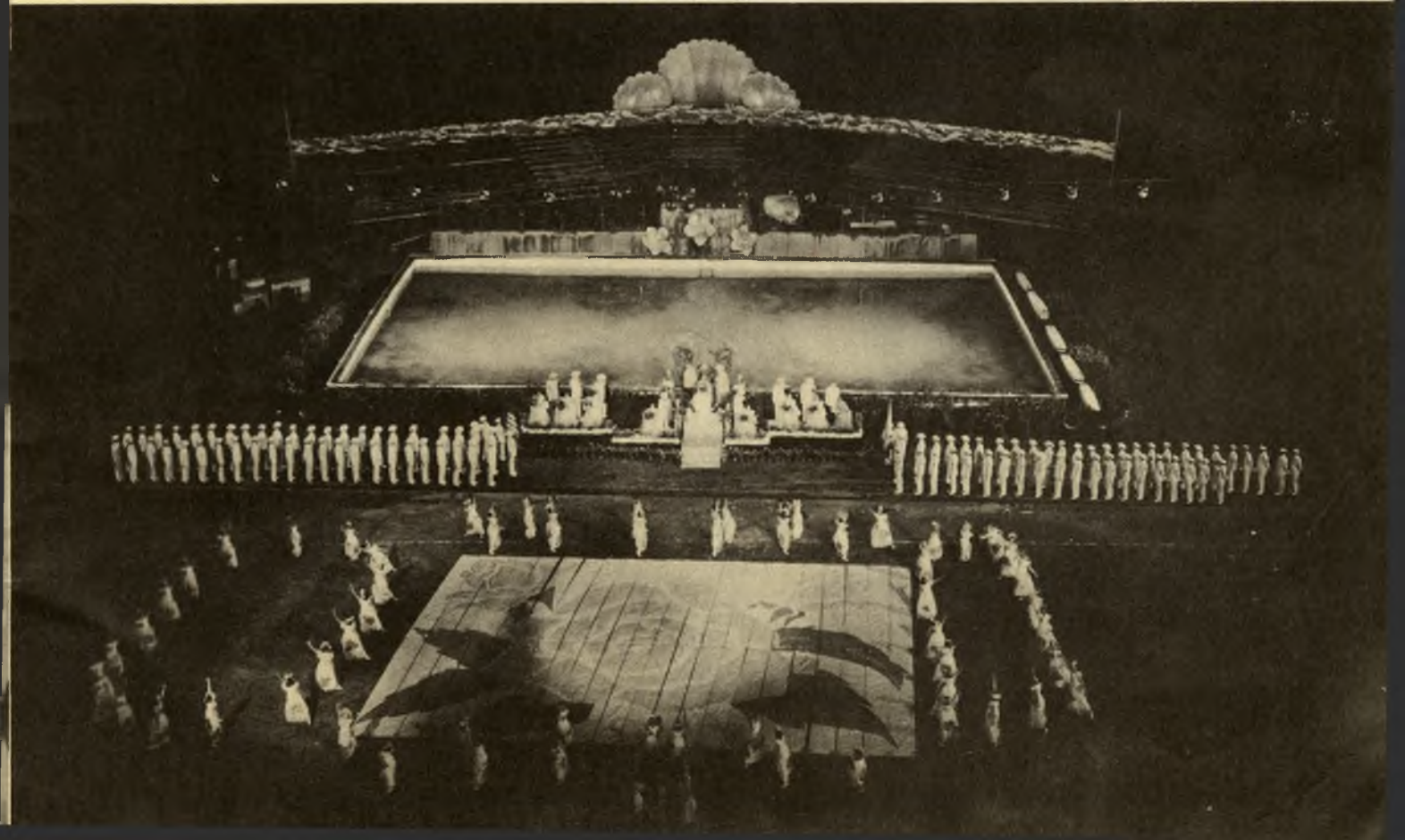
Circus theme draws first prize for Hawthorne Boosters

A Queen is Crowned

With all the pomp and circumstance normally accorded the ruler of a great kingdom, Her Majesty Queen Dorothy IV is crowned before an audience of twenty thousand loyal subjects.

Picture at right shows Queen Dorothy receiving her crown from Rosarian Prime Minister F. O. McCurdy, as Rose Festival Association President James Richardson prepares to deliver her scepter.

Below: Composite general view of coronation ceremony.



At Home

WITH HER MAJESTY

During the 1950 Rose Festival Queen Dorothy IV is the revered monarch of the magic Realm of Rosaria. At all other times during the year, however, she is Miss Dorothy Anderle, the daughter of Mr. and Mrs. Carl Anderle, 3914 S. E. 9th Avenue, Portland, Oregon. Dorothy, like any other high school senior, has plenty of home work to do and takes care of her share of the house work. On these pages are recorded some of the Queen's homey chores and pleasures.



Mother delivers coffee to speed home work

"The Queen is in the parlor"—doing house work

Below: Her Majesty sews a neat seam





Brother Carl criticizes Dorothy's efforts in the field of art



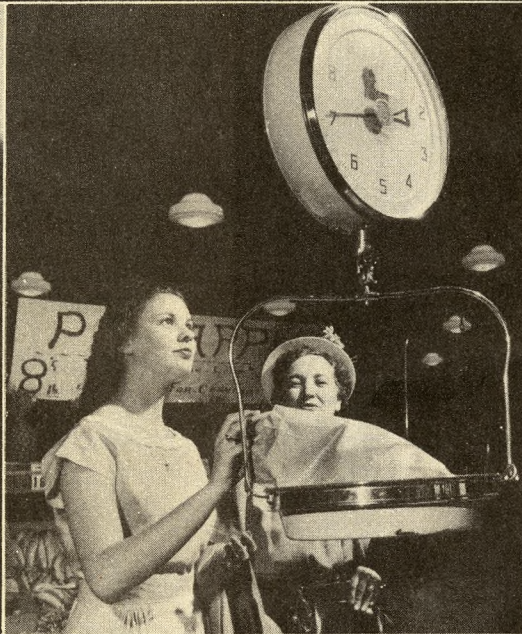
With friend, Judy Agnew, Dorothy leaves for school bright and early



"The Queen is in her garden"—and gets a blister on her hand



"The Queen is in the kitchen"—making coffee for her folks



At local market Dorothy watches scales with practiced eye



A pleasant smile for Her Majesty from a neighbor at the market

Dorothy enjoys "Coke time" at the corner drug store with closest girl friends, an honored American High School custom



1950 *Royal Court*

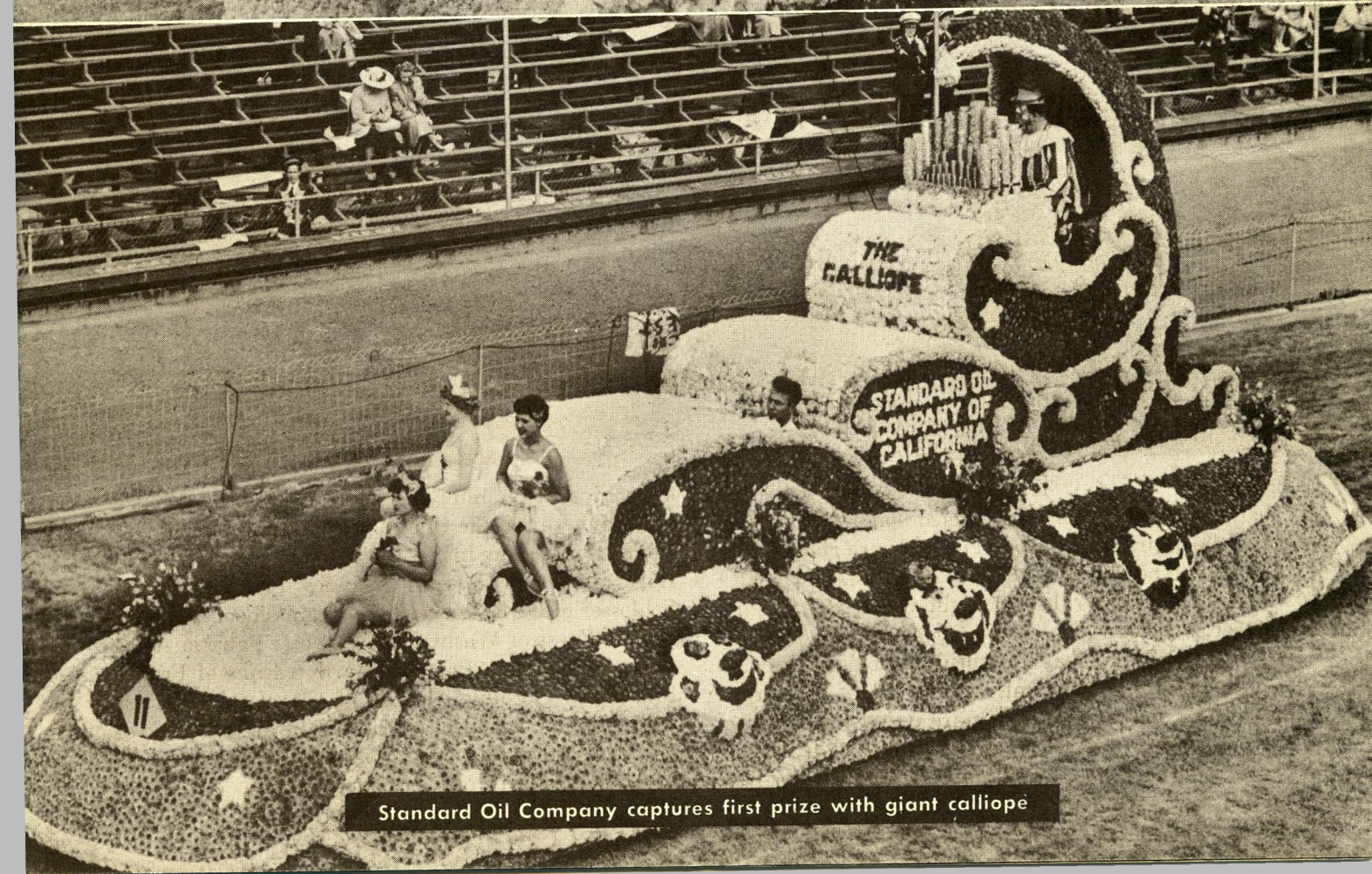


Princess of Rosaria! The very title itself suggests exactly what it is—the most coveted honor a Portland high school girl can receive. The girls are chosen by the student bodies of each of Portland's eight high schools. Then comes the big night when, from their number, a Queen is chosen. To 5,000 eager 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

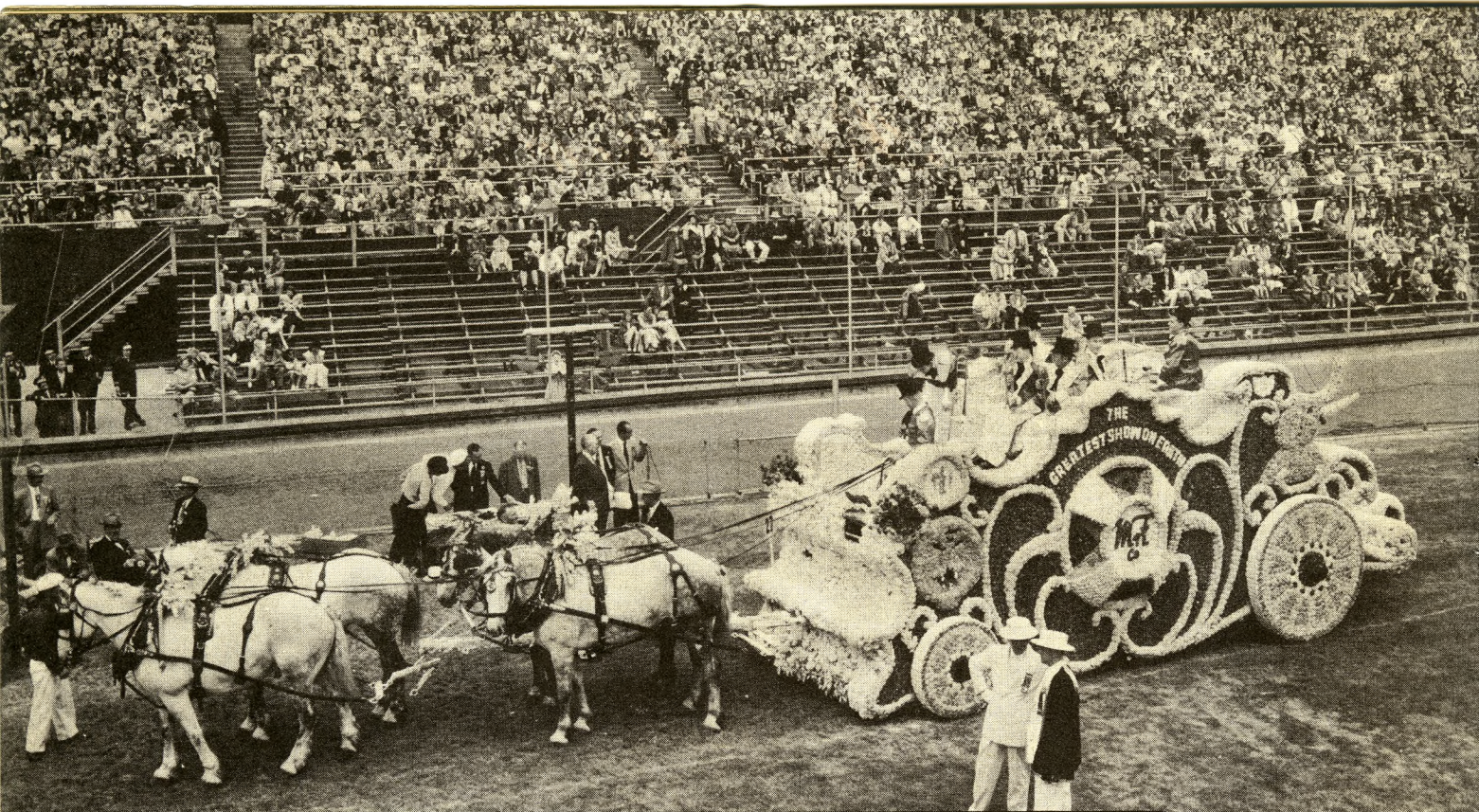
counted swiftly and when the curtains part once more they reveal the Queen of Rosaria and her Royal Court. Shown here in an official photograph, the 1950 Royal Court of Rosaria includes Princess Goldie Schlosser of Girls' Polytechnic High School, Princess Bonnie Wyss of Washington, Princess Patricia Anne Luhr of Jefferson, Princess Marilyn Enns of Franklin, Queen Dorothy Anderle of Cleveland, Princess Thea Collins of Lincoln, Princess Beverly Kreick of Grant, Princess Beverly Falkner of Roosevelt and Mrs. Wilbur Carl, official chaperone.



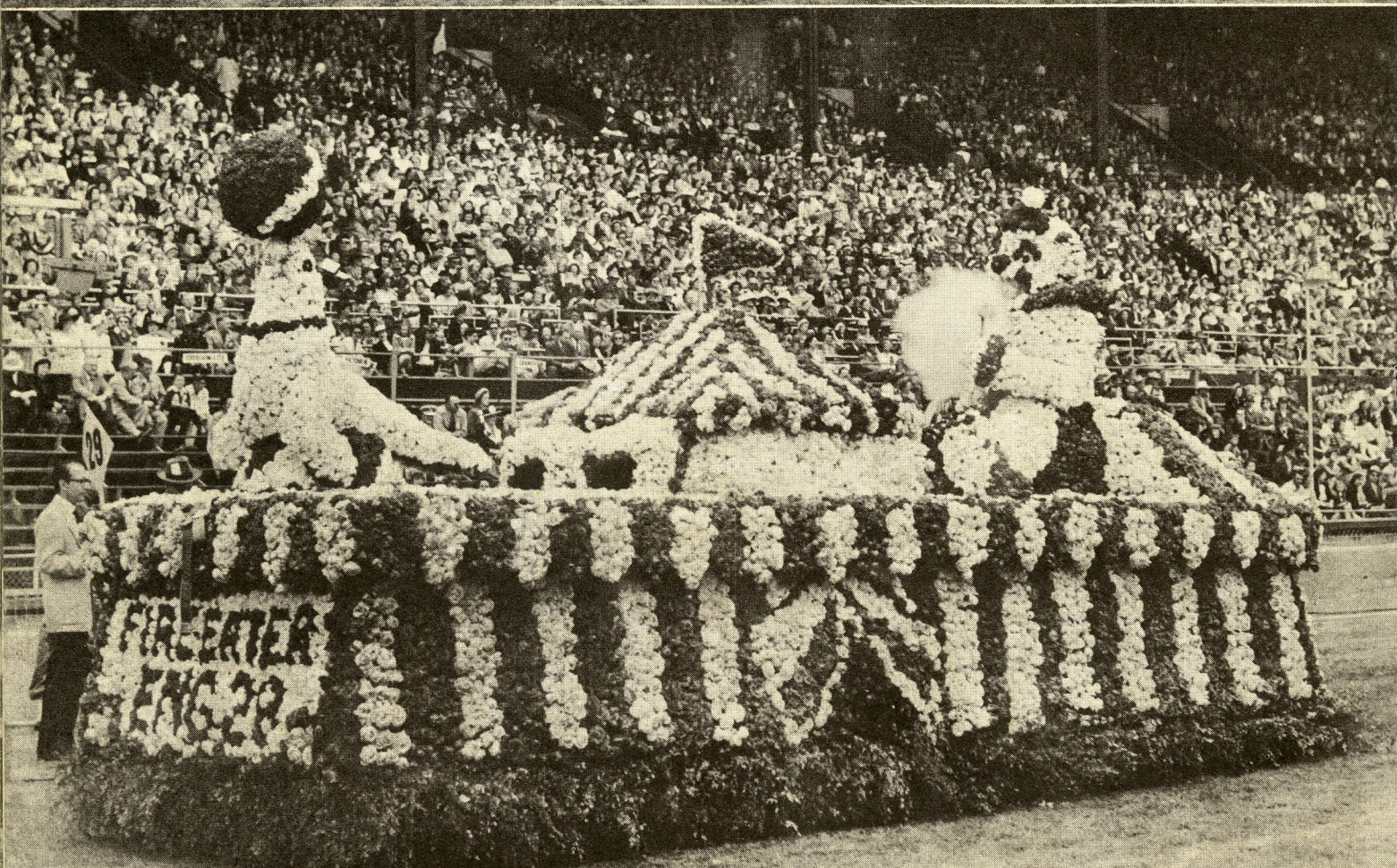
Pacific Power and Light Company's entry caught judge's eye for first prize



Standard Oil Company captures first prize with giant calliope



Meier & Frank Company's band wagon judged first prize winner



Built entirely by firemen, this float gets first award for Engine Company 28



Rose Show

"Grandfather" of the Portland Rose Festival is the Portland Rose Show, now in its sixty-second 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.





Commercial Sweepstakes Winner! This entry of Portland General Electric Company captures honors

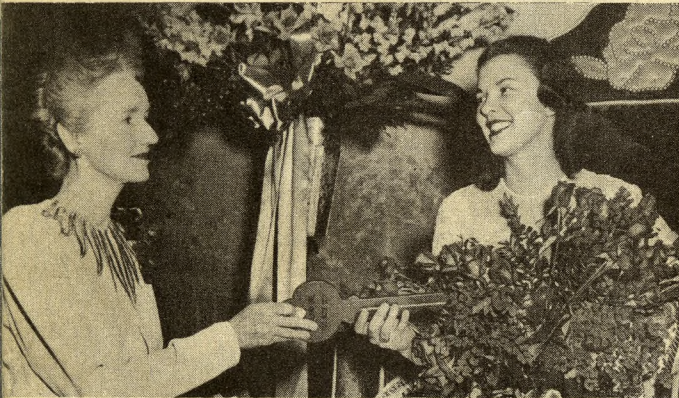


Non-Commercial Sweepstakes Winner! Greetings from Pasadena Tournament of Roses



QUIET! QUEEN AT WORK

Official duties keep Her Majesty busy as a bee during Festival time. At left, Queen-elect Dorothy registers mixed emotions at the moment she is told of her selection. Below: She poses for official photograph with Junior Queen and Prime Minister. Other pictures show her receiving the key to the city from Mayor Dorothy McCullough Lee and being primped for cover picture by photographer and editors.





"Beats marching!" say bandmen on this American Legion prize winner



Joy reigns supreme!



This trunk is well packed!



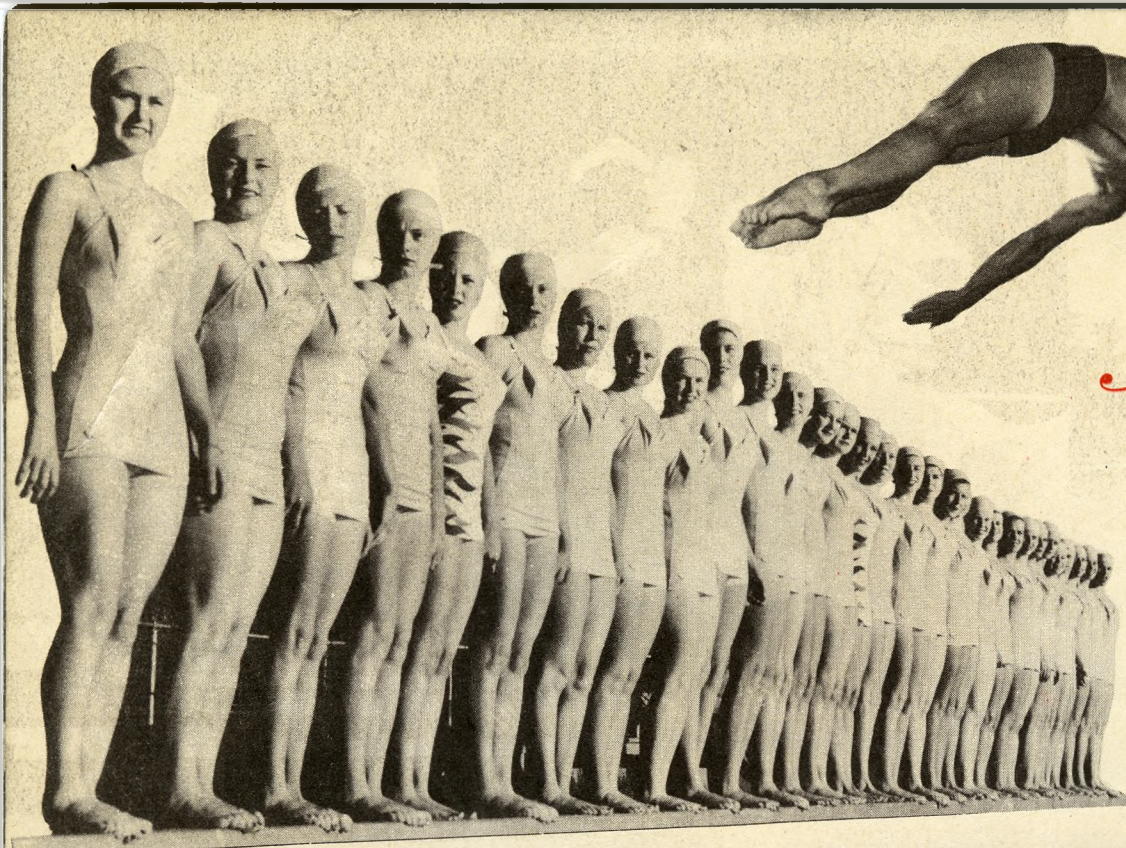
Flying trapeze captures first prize for the City of The Dalles



Festival
FLASHES

By far the most difficult job any picture editor has at Festival time is that of selecting the best from the thousands of joyous, beautiful and touching pictures which cross his desk. Here are but three of many submitted for this year's Rose Festival Pictorial. The wide-eyed girls at upper left show plainly the admiration they feel for their queen. At upper right Her Majesty receives a gift from a patient at Veterans' Hospital who has decked his wheel chair in roses for the occasion. Below, a glimpse of Portland's famed International Rose Test Gardens where thousands of new roses have been developed

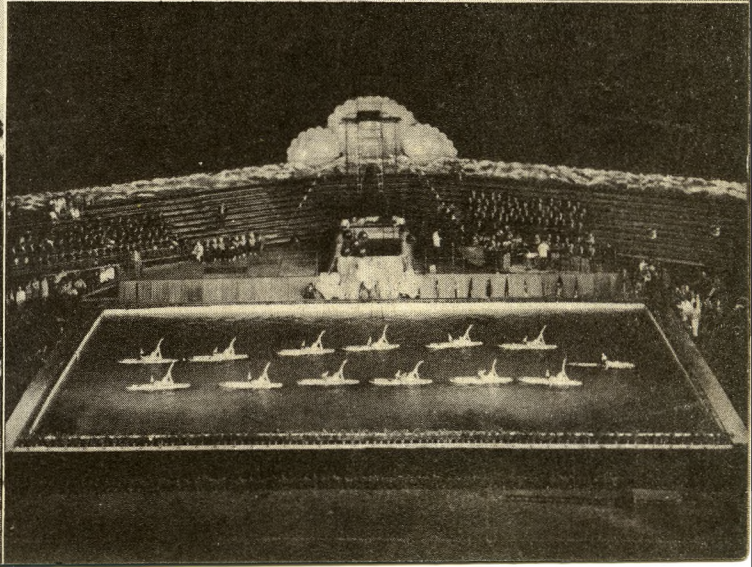
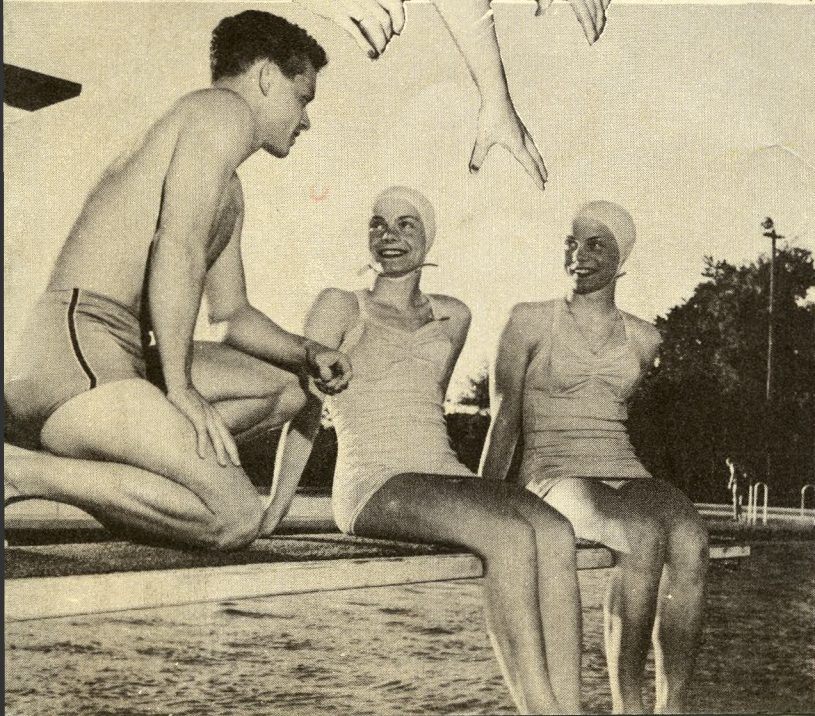
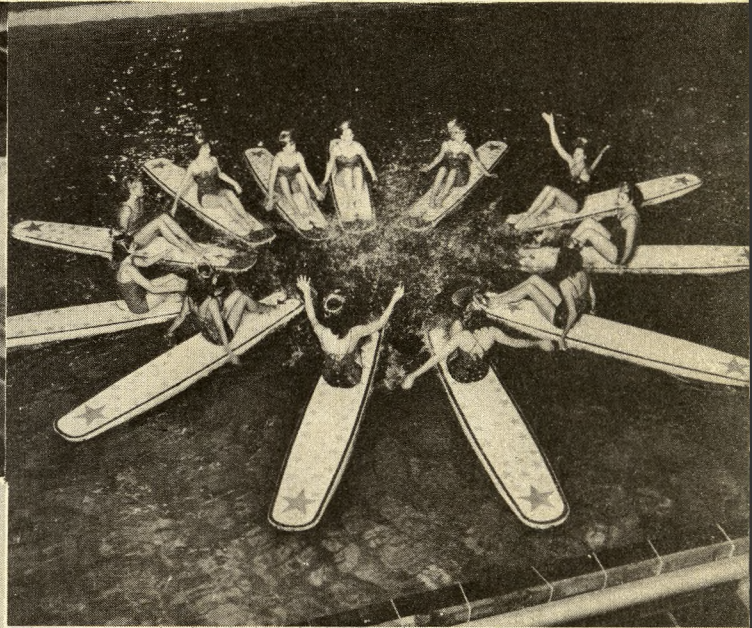


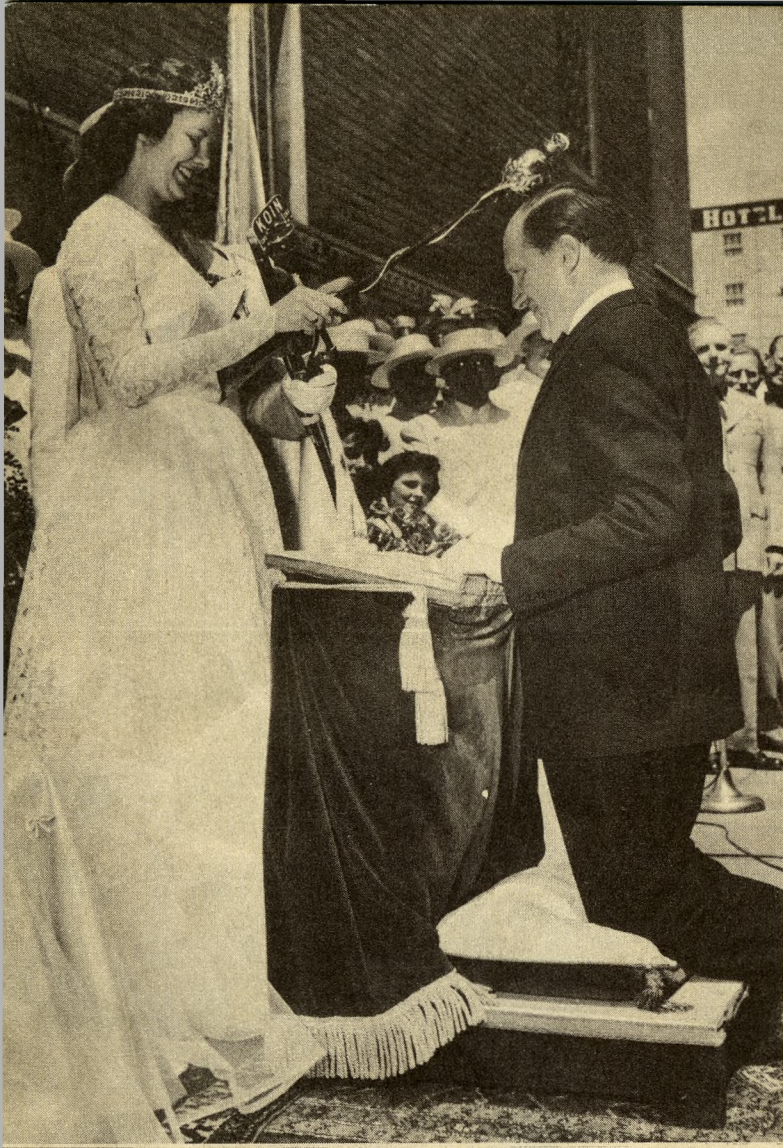


Aquacade

One of the high points of the 1950 Rose Festival was a water carnival staged in the largest tank ever built. Clearly visible to 20,000 stadium spectators, swimmers shown on these pages performed with grace and precision.



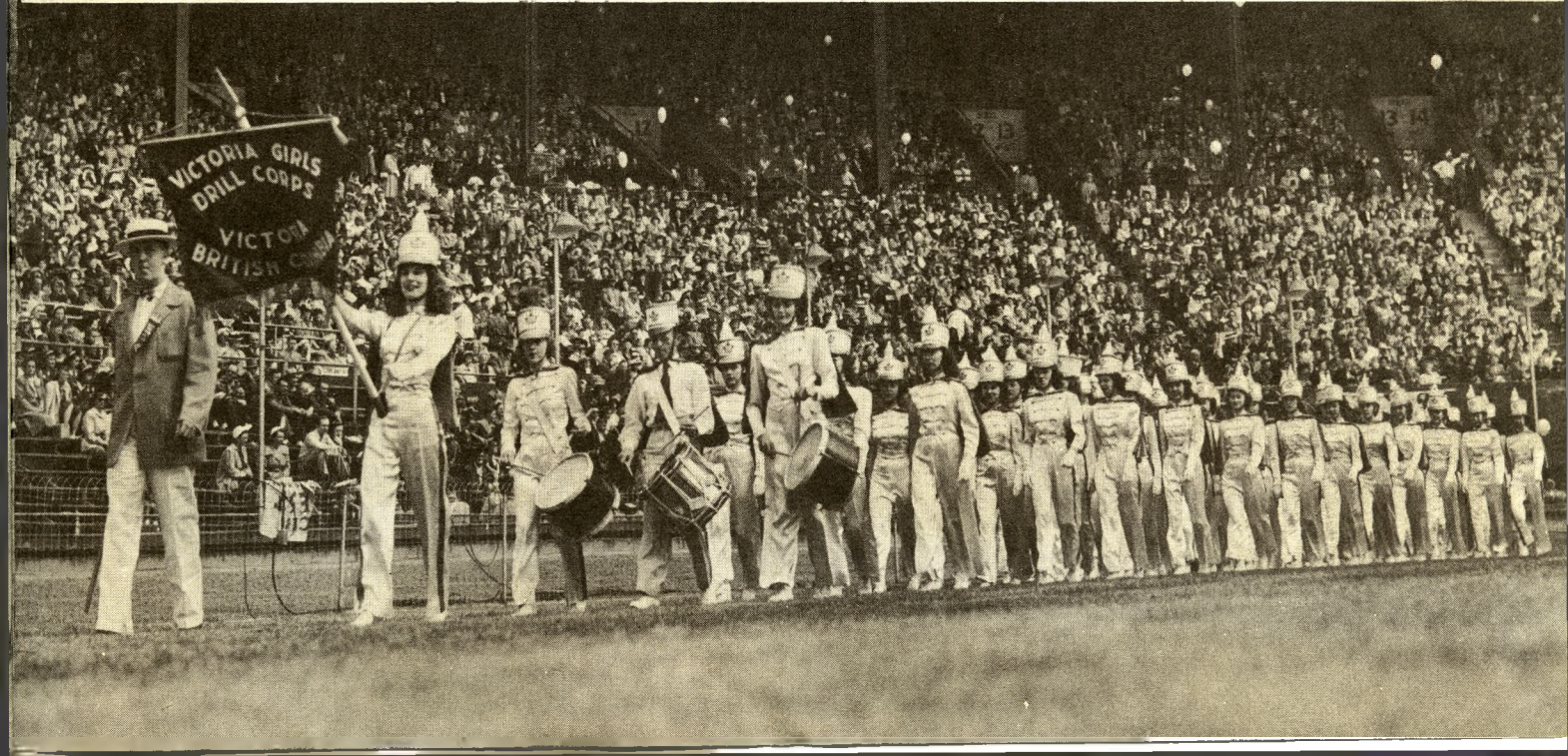
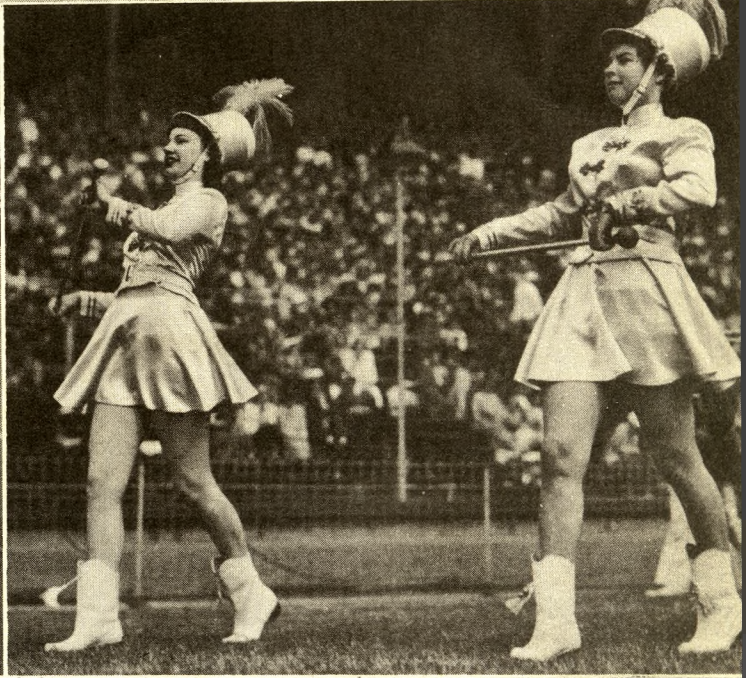


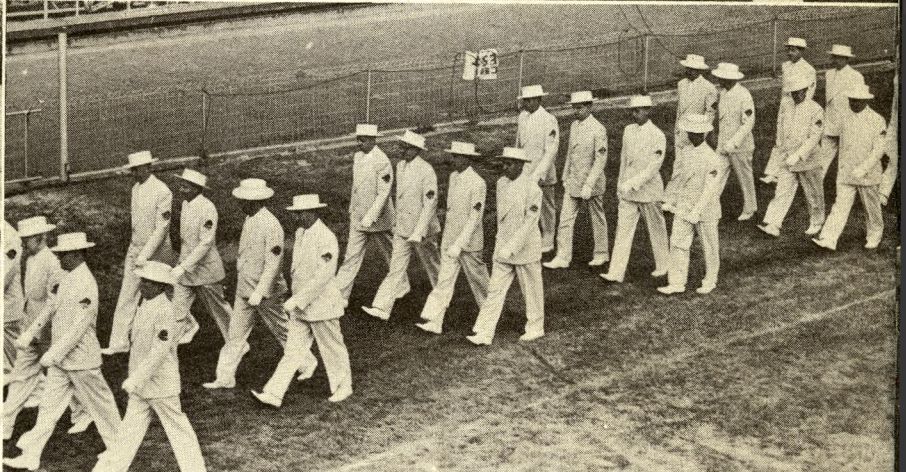
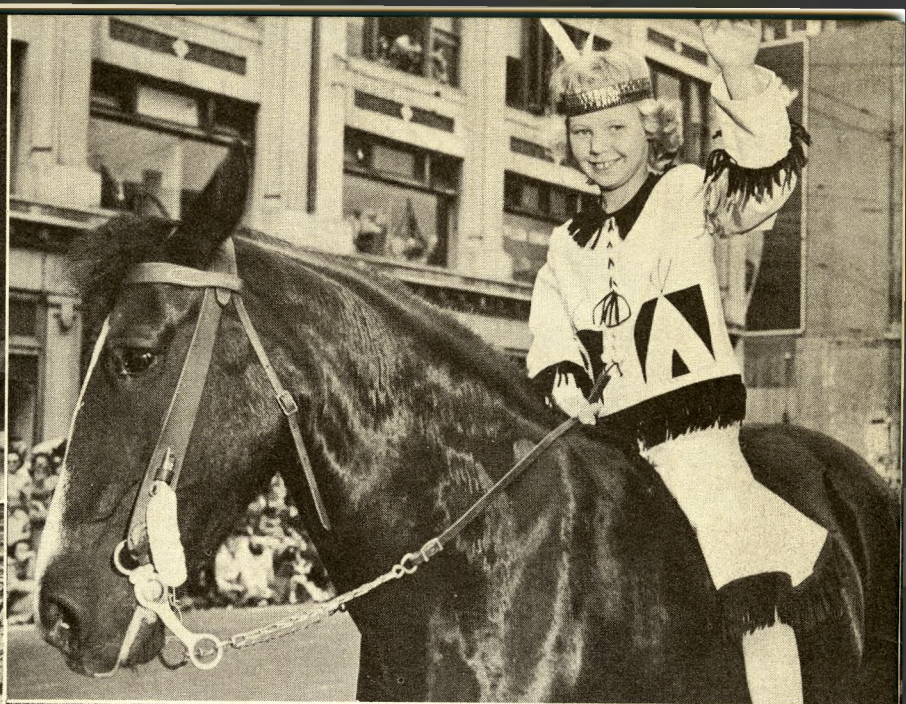
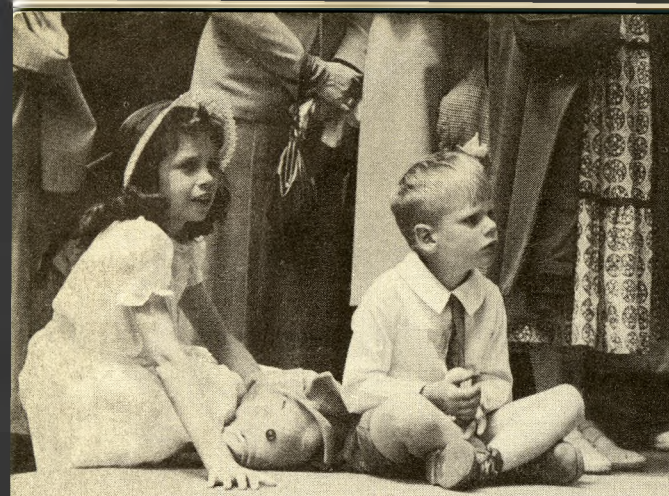


Celebrated Visitors

Every great event in America attracts its share of famous people. Portland's Rose Festival is no exception and this mid-century event has drawn more than the usual number of celebrities. Shown on this page are (at left) Count de la Garde, French Consul-General, as the degree of Knight of Rosaria is conferred upon him. Above, Margaret Whiting, whose song "Festival of Roses" is a new hit, sings to a new admirer. Below, four Queens and a rose! From left: Betty Flores, Princess, Blossom-Time Festival, Chicago; Sandynn Story, Queen of Blossom-Time Festival, Chicago; Queen Dorothy IV of Rosaria, and Mary Kay LeMire, Minneapolis Queen of Snows.

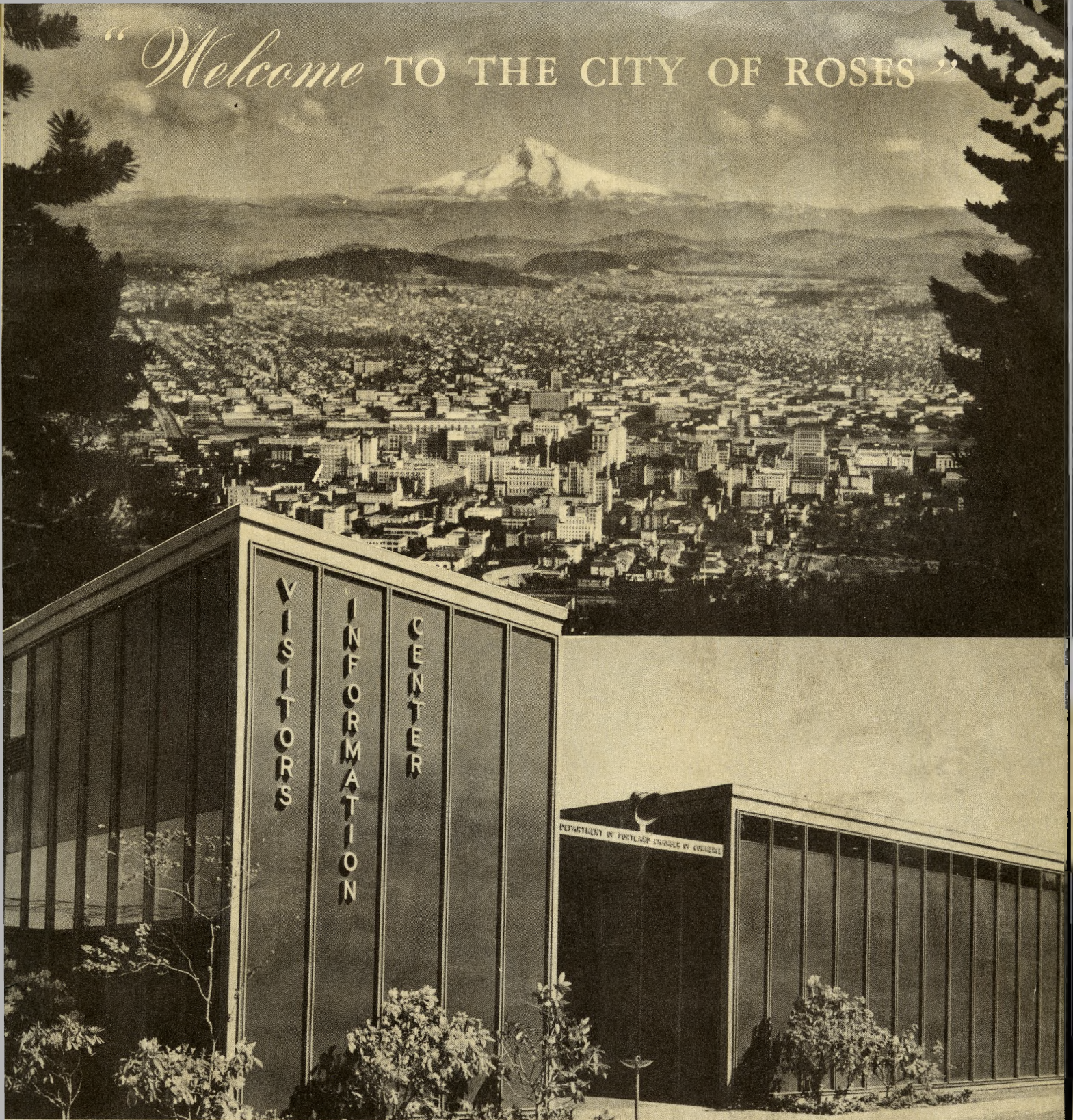






Vancouver Stockaders claim a first place with this carousel

“Welcome TO THE CITY OF ROSES”



PORTLAND, *The City of Roses*, welcomes its thousands of visitors from every state in the Union and many foreign lands in this, its 1950 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 1951 Rose Festival, June 6 to 10, inclusive. You are always welcome to Rosaria.

Junior Rose Festival

Every year at Festival time thousands of happy children carry on in miniature their own version of Portland's famed Rose Festival. At left, Queen Sharon Archibald rides a papier mache steed under the admiring glance of her Prime Minister, Hartwell Whitney.

Below, in formal photograph, Queen Sharon IV and her Prime Minister hold court. Members of her Junior Majesty's court include: (from left, standing) Donald Rickel, Donald Storey, Sanford Mallin, Donald Rhodes, Brenda Patterson, James Williams, Carol Westphal, Allan Vavra, Judith Hunsaker, Gary Gray, Robert Gordon and Jerry Kosovich. (From left, seated) Carol Anderson, Nikki Stewart, Sandra Schafer, Jeanne Beck, Margaret Stark, Susan Johnson.



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