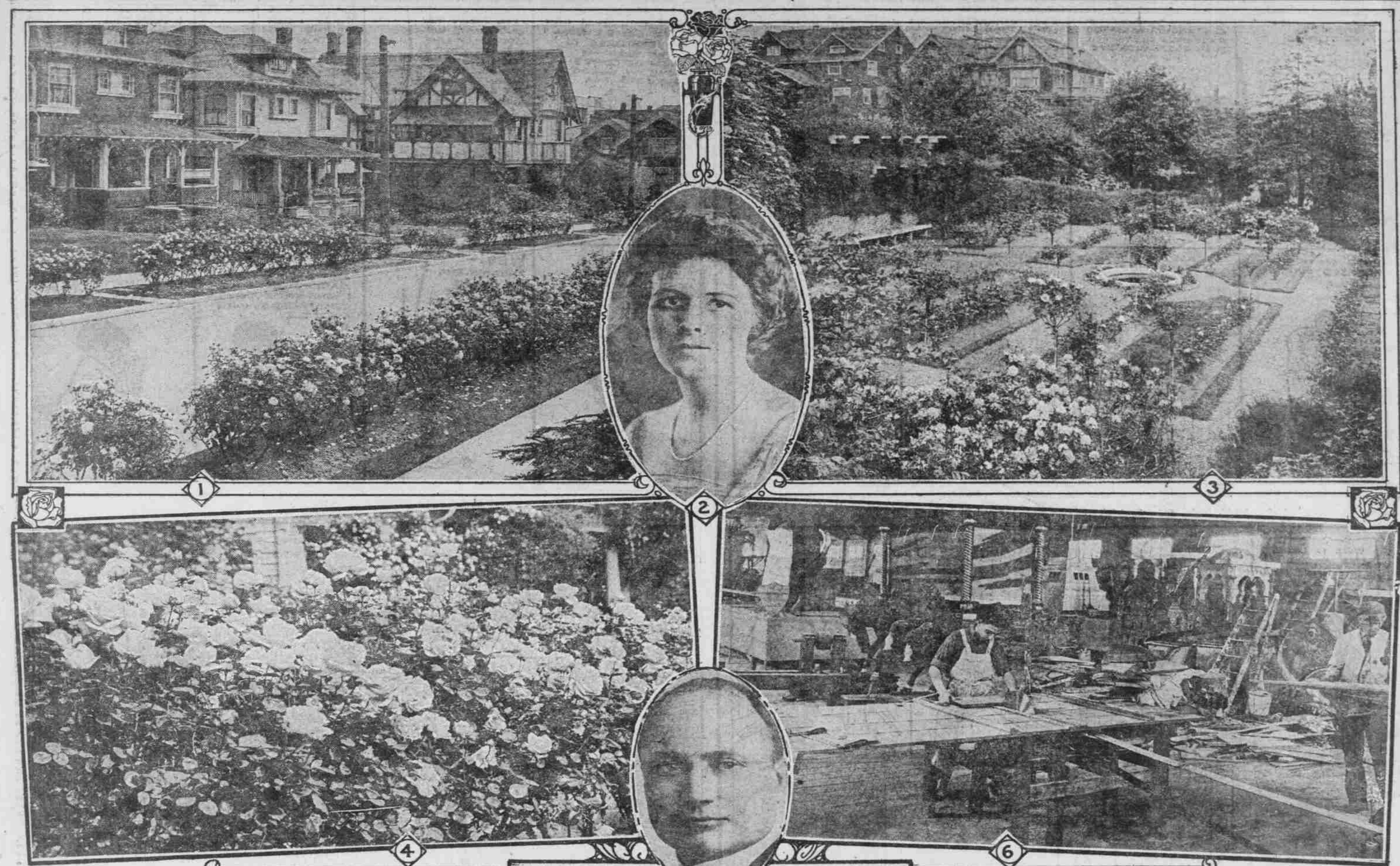
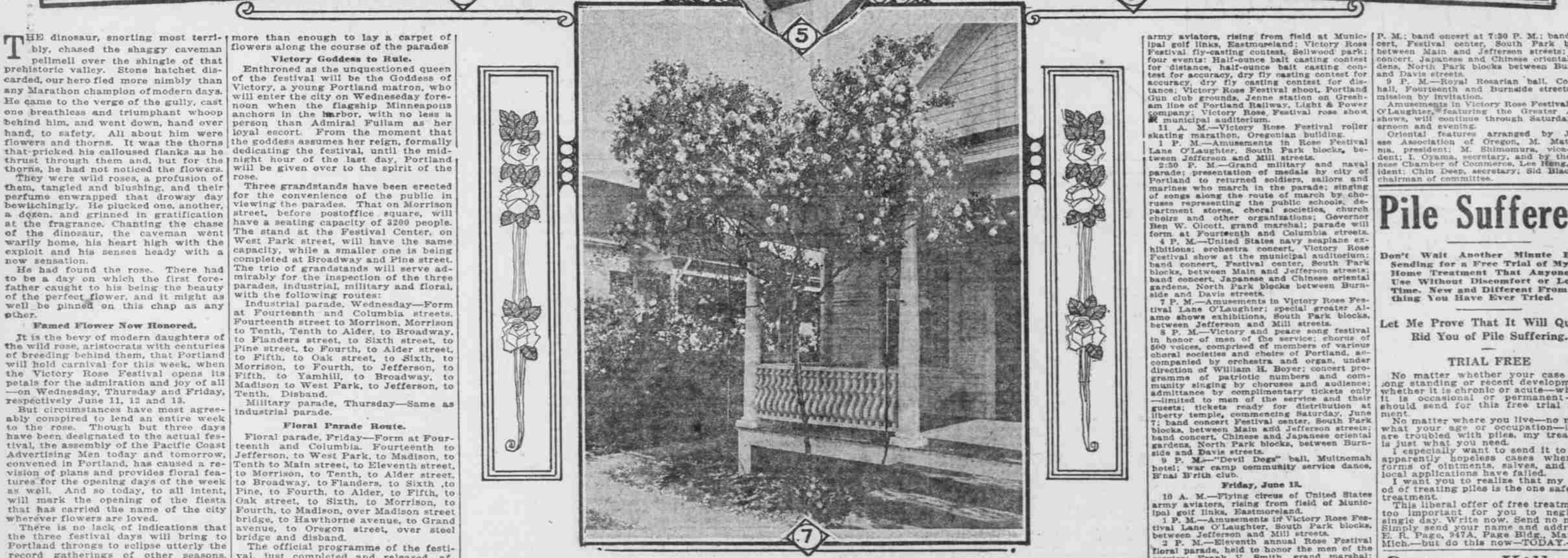
CITY TO DEVOTE WEEK OF GAIETY TO HONORING THE ROSE

Parades, Battleships, Airplanes, Flying Boats, Soldiers and Sailors to Join in Making Victory Festival Record-Breaking Success.





1—A lane of 1919 roses along Northrup street. 2—Mrs. Guy R. Porter, who will reign as goddess of victory. 3—The rose garden of J. P. Cooke, as it is today. 4—A bit of Portland parking, riotous with roses. 5—Irn L. Riggs, president of the Rose Festival association. 6—Where craftsmen are working on the fairyland floats of the floral parade. 7—An Emerson-street rosebush, admired of all beholders.

—Floral Photos by A. M. Prentiss.

THE dinosaur, snorting most terribly, chased the shaggy caveman pellmell over the shingle of that prehistoric valley. Stone hatchet discarded, our hero fled more nimbly than any Marathon champion of modern days. He came to the verge of the gully, cast one breathless and triumphant whoop behind him, and went down, hand over hand, to safety. All about him were flowers and thorns. It was the thorns that pricked his calloused flanks as he thrust through them and, but for the thorns, he had not noticed the flowers.

They were wild roses, a profusion of them, tangled and blushing, and their perfume enwrapped that drowsy day bewitchingly. He plucked one, another, a dozen, and grinned in gratification at the fragrance. Chanting the chase of the dinosaur, the caveman went warily home, his heart high with the exploit and his senses heady with a new sensation.

He had found the rose. There had to be a day on which the first forefather caught to his being the beauty of the perfect flower, and it might as well be pinned on this chap as any other.

Famed Flower Now Honored.

It is the bevy of modern daughters of the wild rose, aristocrats with centuries of breeding behind them, that Portland will hold carnival for this week, when the Victory Rose Festival opens its petals for the admiration and joy of all—on Wednesday, Thursday and Friday, respectively June 11, 12 and 13.

But circumstances have most agreeably conspired to lend an entire week to the rose. Though but three days have been designated to the actual festival, the assembly of the Pacific Coast Advertising Men today and tomorrow, convened in Portland, has caused a revision of plans and provides floral features for the opening days of the week as well. And so today, to all intent, will mark the opening of the fiesta that has carried the name of the city wherever flowers are loved.

There is no lack of indications that the three festival days will bring to Portland throngs to eclipse utterly the record gatherings of other seasons. During the war period no festival was held, while Portland gave her stern and loyal attention to the duties that made for victory; but now, with the arms of America crowned by achievement, the city turns again to the pageant—dedicating it to the valor of her sons.

Airplanes to Open Show.

Some time Monday afternoon, presumably about 4 o'clock, the fleet of army airplanes, flying from Mather field, Sacramento, will circle down to their landing field in Portland—the municipal golf links in Eastmoreland. They will fly each day of the festival and are to vie with their rivals of the naval service, for two big seaplanes are to come with the warships, under command of Admiral Fullam.

Airplanes, seaplanes and battleships, with the city full of soldiers, will bring to the view of visitors the actual agencies by which America wrested victory from defeat and will lend to the festival itself the military and naval tone in harmony with the spirit of the floral fiesta.

The three days are filled with events and roses—the first carefully and comprehensively planned and provided by the Festival association, but the latter the direct bounty of the spring rains and the summer warmth. For there are tons of roses blooming in Portland gardens and along Portland streets, more than enough to lay a carpet of flowers along the course of the parades

Victory Goddess to Rule.

Enthroned as the unquestioned queen of the festival will be the Goddess of Victory, a young Portland matron, who will enter the city on Wednesday forenoon when the flagship Minneapolis anchors in the harbor, with no less a person than Admiral Fullam as her loyal escort. From the moment that the goddess assumes her reign, formally dedicating the festival, until the midnight hour of the last day, Portland will be given over to the spirit of the rose.

Three grandstands have been erected for the convenience of the public in viewing the parades. That on Morrison street, before postoffice square, will have a seating capacity of 3200 people. The stand at the Festival Center, on West Park street, will have the same capacity, while a smaller one is being completed at Broadway and Pine street. The trio of grandstands will serve admirably for the inspection of the three parades, industrial, military and floral, with the following routes:

Industrial parade, Wednesday—Form at Fourteenth and Columbia streets. Fourteenth street to Morrison, Morrison to Tenth, Tenth to Alder, to Broadway, to Flanders street, to Sixth street, to Pine street, to Fourth, to Alder street, to Fifth, to Oak street, to Sixth, to Morrison, to Fourth, to Jefferson, to Fifth, to Yamhill, to Broadway, to Madison to West Park, to Jefferson, to Tenth. Disband.

Military parade, Thursday—Same as industrial parade.

Floral Parade Route.

Floral parade, Friday—Form at Fourteenth and Columbia. Fourteenth to Jefferson, to West Park, to Madison, to Tenth to Main street, to Eleventh street, to Morrison, to Tenth, to Alder street, to Broadway, to Flanders, to Sixth ,to Pine, to Fourth, to Alder, to Fifth, to Oak street, to Sixth, to Morrison, to Fourth, to Madison, over Madison street bridge, to Hawthorne avenue, to Grand avenue, to Oregon street, over steel bridge and disband.

The official programme of the festival, just completed and released, affords a detailed forecast of the many events that mark festival week as one set apart for the best of good times. It is herewith given in full:

Sunday, June 8.

7 A. M.—Service flag song reveille, singing of welcome songs by groups of carolers in various sections of the city before homes where service flags are shown.

9:30 A. M.—Carolers' community sing at Laurelhurst park.

10 A. M.—Singing of official patriotic songs of Victory Rose Festival in Sunday schools of the city.

3 P. M.—Inspirational meeting of the Pacific Coast Advertising Men's association at the municipal auditorium.

8 P. M.—Opening session of the Pacific Coast Advertising Men's association at the municipal auditorium. Community singing of appropriate songs in the churches of the city in honor of returned service men; demobilization of church service flags.

Monday, June 9.

9 A. M.—General session of Pacific Coast Advertising Men's association, Multnomah hotel.

2 P. M.—General session of Pacific Coast Advertising Men's association, Multnomah hotel.

4 P. M.—Arrival of United States army air fleet on flight from Mather field, Sacramento, Cal., to the Victory Rose Festival; landing field, municipal golf links, Eastmoreland.

7 P. M.—Advance opening of Victory Rose Festival Lane O'Laughter—featuring the Greater Alamo shows, South Park blocks, between Jefferson and Mill streets.

8 P. M.—Public advertising meeting, Pacific Coast Advertising Men's association, Multnomah hotel.

Tuesday, June 10.

9 A. M.—General session of Pacific Coast Advertising Men's association, Multnomah hotel.

1 P. M.—Amusements in Victory Rose Festival Lane O'Laughter, South Park blocks, between Jefferson and Mill streets.

2 P. M.—Department exhibits of advertising and home industries, Pacific Coast Advertising Men's association, Multnomah hotel.

7 P. M.—Opening of Chinese and Japanese oriental gardens, North Park blocks, between Burnside and Davis streets. Amusements in Victory Rose Festival Lane O'Laughter, South Park blocks, between Jefferson and Mill streets.

9 P. M.—Grand electrical display, when electric current is turned on in huge rose lamps on streets in the center of the city.

Wednesday, June 11.

10 A. M.—Public inspection of Portland police department at the armory. United States army airplanes arise from field, municipal golf links, Eastmoreland.

10:30 A. M.—Admiral Fullam, Goddess of victory and attendants arrive on board flagship Minneapolis, U. S. N., with air escort of United States navy seaplanes.

11:30 A. M.—Goddess of victory and attendants, Admiral Fullam and other distinguished guests land at municipal dock, foot of Stark street, amid shower of roses from United States army airships overhead.

11:35 A. M.—Goddess of victory and attendants and distinguished guests welcomed by Victory Rose Festival officials and the Royal Rosarians.

11:55 A. M.—Goddess of victory and attendants and distinguished guests proceed from Municipal dock to Festival center, South Park blocks, between Main and Jefferson streets, escorted by Victory Rose Festival officials and Royal Rosarians.

12:15 A. M.—Goddess of victory welcomed and enthroned at Festival center.

12:20 P. M.—Goddess of victory dedicates Victory Rose Festival to honor and for the entertainment of men of the service.

12:30 P. M.—Goddess of victory unveils statue of victory.

12:45 P. M.—Goddess of victory and attendants and distinguished guests entertained at Hotel Portland.

2 P. M.—Victory Rose Festival rose show opens at the municipal auditorium.

2:30 P. M.—Victory-industrial parade of Rose Festival association and Pacific Coast Advertising Men's association, featuring the review of war work of cities and counties of the northwest; animated trade marks and displays of industrial, commercial and community enterprises of the Pacific coast; army aviators, rising from field at Municipal golf links, Eastmoreland; Victory Rose Festival fly-casting contest, Sellwood park; four events: Half-ounce bait casting contest for distance, half-ounce bait casting contest for accuracy, dry fly casting contest for accuracy, dry fly casting contest for distance; Victory Rose Festival shoot, Portland Gun club grounds, Jenne station on Gresham line of Portland Railway, Light & Power company; Victory Rose Festival rose show at municipal auditorium.

11 A. M.—Victory Rose Festival roller skating marathon, Oregonian building.

1 P. M.—Amusements in Rose Festival Lane O'Laughter, South Park blocks, between Jefferson and Mill streets.

2:30 P. M.—Grand military and naval parade; presentation of medals by city of Portland to returned soldiers, sailors and marines who march in the parade; singing of songs along the route of march by choruses representing the public schools, department stores, choral societies, church choirs and other organizations; Governor Ben W. Olcott, grand marshal; parade will form at Fourteenth and Columbia streets.

4 P. M.—United States navy seaplane exhibitions; orchestra concert, Victory Rose Festival show at the municipal auditorium; band concert, Festival center, South Park blocks, between Main and Jefferson streets; band concert, Japanese and Chinese oriental gardens, North Park blocks between Burnside and Davis streets.

7 P. M.—Amusements in Victory Rose Festival Lane O'Laughter; special greater Alamo shows exhibitions, South Park blocks, between Jefferson and Mill streets.

8 P. M.—Victory and peace song festival in honor of men of the service; chorus of 500 voices, comprised of members of various choral societies and choirs of Portland, accompanied by orchestra and organ, under direction of William H. Boyer; concert programme of patriotic numbers and community singing by choruses and audience; admittance by complimentary tickets only—limited to men of the service and their guests; tickets ready for distribution at liberty temple, commencing Saturday, June 7; band concert Festival center, South Park blocks, between Main and Jefferson streets; band concert, Chinese and Japanese oriental gardens, North Park blocks, between Burnside and Davis streets.

9 P. M.—"Devil Dogs" ball, Multnomah hotel; war camp community service dance, B'nai B'rith club.

Friday, June 13.

10 A. M.—Flying circus of United States army aviators, rising from field of Municipal golf links, Eastmoreland.

1 P. M.—Amusements in Victory Rose Festival Lane O'Laughter, South Park blocks, between Jefferson and Mill streets.

2 P. M.—Eleventh annual Rose Festival floral parade, held to honor the men of the service; Frank V. Smith, grand marshal; singing from floats by choirs and choruses and singing by spectators, led by song leaders stationed at intervals along route of march.

4 P. M.—Exhibition by United States navy seaplanes; band concert in Festival center, South Park blocks, between Main and Jefferson streets; band concert, Japanese and Chinese oriental gardens, North Park blocks, between Jefferson and Mill streets.

7 P. M.—Amusements in Victory Rose Festival Lane O'Laughter, South Park blocks, between Jefferson and Mill streets.

8 P. M.—All-Portland community sing, with spectacular features on Multnomah field; Walter Jenkins, Y. M. C. A. song leader, leader; preliminary band concert at 7:30 P. M.; band concert at 7:30 P. M.; band concert, Festival center, South Park blocks, between Main and Jefferson streets; band concert, Japanese and Chinese oriental gardens, North Park blocks between Burnside and Davis streets.

9 P. M.—Royal Rosarian ball, Cotillion hall, Fourteenth and Burnside streets, admission by invitation.

Amusements in Victory Rose Festival Lane O'Laughter, featuring the Greater Alamo shows, will continue through Saturday afternoon and evening.

Oriental features arranged by Japanese Association of Oregon, M. Matsushita, president; M. Shimomura, vice-president; I. Oyama, secretary, and by the Chinese Chamber of Commerce, Lee Heng, president; Chin Deep, secretary; Sid Black Jr., chairman of committee.

Out-of-door performance of "The Comedy of Errors"—Reed college. Open to the public.

7 P. M.—Amusements in Victory Rose Festival Lane O'Laughter, featuring the Greater Alamo shows, South Park blocks, between Jefferson and Mill streets.

8 P. M.—Orchestra concert Victory Rose Festival rose show, at municipal auditorium; christening by Royal Rosarians of new Portland rose, produced by Albert Clarke; band concert, Festival center, South Park blocks between Main and Jefferson streets; band concert, Chinese and Japanese oriental gardens, North Park blocks, between Burnside and Davis streets; organ recital by Lucien Becker, F. A. G. O., at Reed college, open to the public.

Thursday, June 12.

10 A. M.—Flying circus of United States army aviators, rising from field at Municipal golf links, Eastmoreland; Victory Rose Festival fly-casting contest, Sellwood park; four events: Half-ounce bait casting contest for distance, half-ounce bait casting contest for accuracy, dry fly casting contest for accuracy, dry fly casting contest for distance; Victory Rose Festival shoot, Portland Gun club grounds, Jenne station on Gresham line of Portland Railway, Light & Power company; Victory Rose Festival rose show at municipal auditorium.

11 A. M.—Victory Rose Festival roller skating marathon, Oregonian building.

1 P. M.—Amusements in Rose Festival Lane O'Laughter, South Park blocks, between Jefferson and Mill streets.

2:30 P. M.—Grand military and naval parade; presentation of medals by city of Portland to returned soldiers, sailors and marines who march in the parade; singing of songs along the route of march by choruses representing the public schools, department stores, choral societies, church choirs and other organizations; Governor Ben W. Olcott, grand marshal; parade will form at Fourteenth and Columbia streets.

4 P. M.—United States navy seaplane exhibitions; orchestra concert, Victory Rose Festival show at the municipal auditorium; band concert, Festival center, South Park blocks, between Main and Jefferson streets; band concert, Japanese and Chinese oriental gardens, North Park blocks between Burnside and Davis streets.

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