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PORTLAND, OREGON

PORTLAND'S ANNUAL ROSE FESTIVAL

Floral Pageant Next June Will Be Most Elaborate in History of Pacific Northwest—Plans Contemplate Participation of United States Government

By W. F. Strandberg.

PORTLAND hopes to show the world what she can do in the artistic, the aesthetic and picturesque, as well as in the liberal arts, in the industries, commerce and business. To this end an organization of her most substantial men, known as the Portland Rose Festival Association, is planning a week's celebration for June 27, of this year, that bids fair to rank high with the foremost floral spectacles and brilliant pageantry held anywhere in the United States. Indeed, there is good reason to believe that the Festival next Summer will surpass any of those historic carnivals, fetes and fiestas, through which several of our prominent cities are claiming National prestige and pre-eminence. Unrivaled scenic grandeur, unequalled climatic conditions, and unlimited natural resources, combined with that indomitable public spirit of Portland citizens, all making for such a goal.

Portland was only feeling her way slowly and carefully when last Summer's Rose Carnival was given, yet it proved the grandest celebration of its character the Pacific Northwest had ever witnessed. It was all planned and consummated in less than one month's time, and with a ridiculously small outlay of money. Less than \$7000 was expended and more than 50,000 visitors flocked to Portland during the three days.

For the second annual festival for these celebrations are to be yearly events hereafter—the planning and preparation was begun before the decorations had been removed from the streets, at the close of the last festival. The services of a dozen or more of Portland's really big men were enlisted in the interests of the project at once, and since that time arrangements have been moving forward with steady and sure progress.

A whole week's revelry has been decided upon. The tastes of old and young will be catered to; there will be spectacle and pageantry such as the Pacific Northwest, or indeed, the whole Pacific Coast, has not yet seen. There will be parades of children, of military, of bands of Indians, of fraternal organizations, of social clubs, of automobiles and the like; there will be brilliant street spectacles of decorated and illuminated floats, allegorical and historical, and the demonstrations will take place on both land and water. In fact, the marine carnival is to be one of the most elaborate events of the week.

Up to the present time about \$35,000 has been subscribed to defray the expenses of the Festival, but additional pledges are coming in from time to time, and a renewed appeal for further financial support is now being made with gratifying results.

It is not to be a local demonstration in any sense of the word, for the California State Board of Trade has already pledged special excursions to Portland during the week, embracing every large city in the Golden State, which, of itself, is far-famed for its floral feasts. Los Angeles, San Diego and Pasadena, where the greatest of these celebrations are held each year, have volunteered to send representative delegations here.

The Hawaiian Territorial Government has been officially invited to come here and share with Portland the enjoyment of the week. The Governors, their military staffs and the congressional delegations of every state in and this side of the Rocky Mountain country have been invited.

The U. C. T. and the T. P. A., two great organizations of traveling men,

have been enlisted in the cohorts of active boosters for the jubilee.

The state medical associations of the Western states are likely to be guests of the city at that time, as are the bar associations.

The bankers of Oregon have promised to come, and they will try to bring with them the financiers of surrounding states for a united Pacific Coast convention. The Hoo-Hoo, which is a most powerful organization in this part of the country, meet in June, to show what the lumbermen can do when it comes to celebrating.

President Roosevelt, who has been invited to review the great American armada when it arrives in San Francisco Bay, and to lay the corner-stone of one of the buildings of the Alaska-Yukon-Pacific Exposition, at Seattle, next Summer, has been invited to be here, and the Congressional delegations of Oregon, Washington and California are all using their influence to persuade the Chief Magistrate of the Nation to do the Pacific Coast the honor of another visit after an absence of four years. Pressure is being brought to bear upon the President to order the magnificent fleet now en route to the Pacific Coast to visit this port, Admiral Robley D. Evans having been extended a formal invitation by the Festival Association.

In addition to this, the British Government will be appealed to through the local consul and the British Ambassador at Washington to dispatch one or more English warships from the British naval station at Esquimault to Portland, for the Festival week. Partial assurance has already been had that the British Admiralty will offer no objection to a friendly call of the Pacific squadron to Portland, should the American fleet put in here at that time.

From all of this, it may be seen that with the proper financial and moral support of the people of Portland, the Rose Festival of 1908 will easily become one of the most memorable events in the history of the Pacific Northwest; that it will become a demonstration National in character and significance, such as no other city on the American continent has ever been able to boast of.

Some pessimistic souls have wagged their heads and decried the project because it cost too much money, but the men who are the real history-makers of Portland feel otherwise. They know and have expressed themselves as convinced that it will be the greatest advertisement the metropolis of the Pacific Northwest has ever had. The simple fact that what has already been said about it in the daily papers has resulted in the planting of every rose bush the local market could supply, shows the powerful influence it will create in the upbuilding of Portland. Its attribute of permanency means such vast possibilities of greater exploitation of our infinite resources, that its far-reaching influence cannot be gainsaid, the mere item of rose-planting being significant of itself.

One nurseryman told the writer the other day that there had been enough roses sold as a result of the festival movement, this Fall alone, to guarantee 20,000,000 incoming roses the first week of June. He added that there wasn't a 2-year-old set to be had in the city, and that practically all the 2-year-old sets were exhausted. So that if nothing more has been accomplished, the festival people accentuated and perpetuated the claim that Portland is the home of the rose, the rose garden of America; and it is something to have that distinction.

Forgetting for the moment the forthcoming festival itself, its promoters have secured a promise from the City Council that there will be a handsome appropriation for an "Arch of Welcome" to be erected at the Union Depot, so that by

day or night, the thousands of travelers who enter Portland's gates will be advised of the fact that Portland is the greatest rose center of the world.

What the festival will mean in the way of advertising Portland to the four corners of the earth can only be conjectured. The entire publicity department of the Harriman lines in Oregon has been enlisted in the exploitation work of the festival association. General Passenger Agent McMurray, who is chairman of the exploitation and publicity committee of the association has ordered that every time-table, folder, map, calendar and magazine advertisement of the Harriman lines under his jurisdiction shall have some mention of the Portland Rose Festival. He has also arranged that the advertising matter in Eastern publications, which runs into the millions of copies each month, shall embody some mention of the celebration. The Sunset Magazine has promised to devote a special cover design and its leading article for the June issue, which will be out the middle of May, to the festival.

Other transcontinental lines with offices in Portland will join in the general movement to route tourist traffic through Portland, either on the way out to the Pacific Coast or on the return trip East.

Within the confines of Oregon itself, the coming convention of the Oregon State Editorial Association to be held here January 17 and 18, will be asked to boost valiantly for the festival through the 20 newspapers represented, and from the favorable comment that has been made in many of the state publications during the last few months, the indications are that all Oregon will join hands with Portland in making the week's jubilee the most magnificent spectacular undertaking ever devised in this part of the United States.

Supplementing the exploitation work of the Oregon editors, the traveling men of the Pacific Northwest will work zealously among the merchants with whom they do business, with a view of securing the assistance of every commercial body in the state in having every city and town of any importance prepare and enter a float in the all-Northwestern cavalcade, a street pageant which is to be one of the most imposing features of the week's celebration, for the reason that the finest cash prizes and trophies are offered for competitors in this event.

All in all, nothing that Portland, or the Pacific Northwest has yet done, approaches in comprehensive significance the Portland Rose Festival which will be held in this city the first week of next June.



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