

# PORTLAND'S ANNUAL ROSE FESTIVAL IS AMERICA'S GREATEST FLORAL FETE

## QUEEN OF FLOWERS REACHES PERFECTION THROUGH IDEAL CONDITIONS OF CLIMATE & SOIL

By Ralph W. Hoyl, President Portland Rose Festival Association.

AMONG the new permanent institutions of Portland's civic life none commands stronger appeal or more universal commendation than the Rose Festival. Though the name itself suggests, perhaps, little save the purely aesthetic, its influence, power and impetus are felt through all the intricate ramifications of municipal life whose sum total spells progress.

Offhand, this would not appear to be true; but every citizen, every merchant, every tradesman, every professional man, every human factor in the commercial, industrial, financial and business world which we of Portland, we of Oregon, call our own, knows that it is true, wonderfully true, magnificently true, if you please. Only a few weeks of close personal identification with this splendid public-spirited movement would convince the most captious unbeliever that this is a fact, deep, broad, significant.

It has, among its many other admirable features, great educational value, especially to the children, the boys and girls of tomorrow. If no one other thing is ever remembered, among the achievements of those whose early efforts, stern, vigorous, yet enthusiastic, made the first Festival, two years ago, such a fine success, the entrancing beauty, marvelous perfection and spectacular grandeur of the school children's parade on that balmy afternoon in June, will ever stand forth



ROSE HEDGES LIKE THIS ARE SEEN EVERYWHERE IN PORTLAND'S RESIDENCE DISTRICT



FIRST PRIZE TOURING CAR, H. L. CHAPIN, OWNER



HORSE AND VEHICLE PARADE PASSING REVIEWING STAND AT PARK AND MORRISON STS.

as a bright spot, brilliant as "Mars at perihelion."

This was the first lesson, the first demonstration of the strong educational value of the Festival. That gorgeous panoramic pageantry of 3000 little boys and girls in their machine-like evolutions, draped and garlanded in the colors of the Festival—the colors of Portland's ravishing wealth of flowers struck home to the hearts of those who witnessed the grand demonstration. From that day, every child that took part and every child that looked on, their fathers and mothers, saw and knew that the Rose Festival idea was a grand and good thing. They knew Portland's claim to the title "City of Roses" will ever go unchallenged; the people of Portland, from that very day became educated up to the idea that nowhere under the shining sun is such a triumph of floral beauty possible, no matter where one may look.

The next lesson was even more significant and far-reaching than the first, showing that the benefits accruing to Portland from the rose are legion. The fact that February 22, Washington's birthday anniversary, is "Rose Planting Day" in Portland has been taken up by the great news agencies and heralded to every newspaper of prominence in the civilized world. This last year while the East was held in the relentless grasp of the ice and snow king on our "Rose Planting Day," Portland was basking in delightful summer sunshine and enjoying balmy breezes. Had Portland negotiated to pay for this advertisement given by the Associated Press and other news agencies, the price would have been almost beyond one's power to estimate.

So while the first Festival served to educate the children of our own city, the second celebration served to educate the world at large to the fact that Portland possesses a climate that is ideal, ideal in every respect, ideal in that it makes the rose, the queen of all the flowers that grows, unfold its budding beauty every month in the year. How inviting this situation must be to those who have been accustomed to the rigors of a climate subject to sudden and extreme changes! How alluring it must be to those, too, who wish to spend their green old age in peace amid scenes as charming as they are fruitful and lasting!

The next lesson will be for ourselves, for at the next rose-planting day, February 22, we hope to have with us that world-renowned florist and naturalist, Luther Burbank, to tell us how we may

best maintain our glory as the greatest rose-growing community on earth. He will talk to us on "Rose Culture."

Aside from all these considerations, the picturesque floral parades, those decorated and illuminated pageants on land and water which were shown in our city both by day and night during the Festival last June, exemplified the manifold resources of our vastly productive state; they bore evidence to the rise of the great Oregon empire, showing the blazing of the primitive trail, the beginning and development in the allied industrial and commercial fields down to the present hour; they gave us glimpses of history and mythology, while allegory, too, was thrown in transcendent beauty upon the scene.

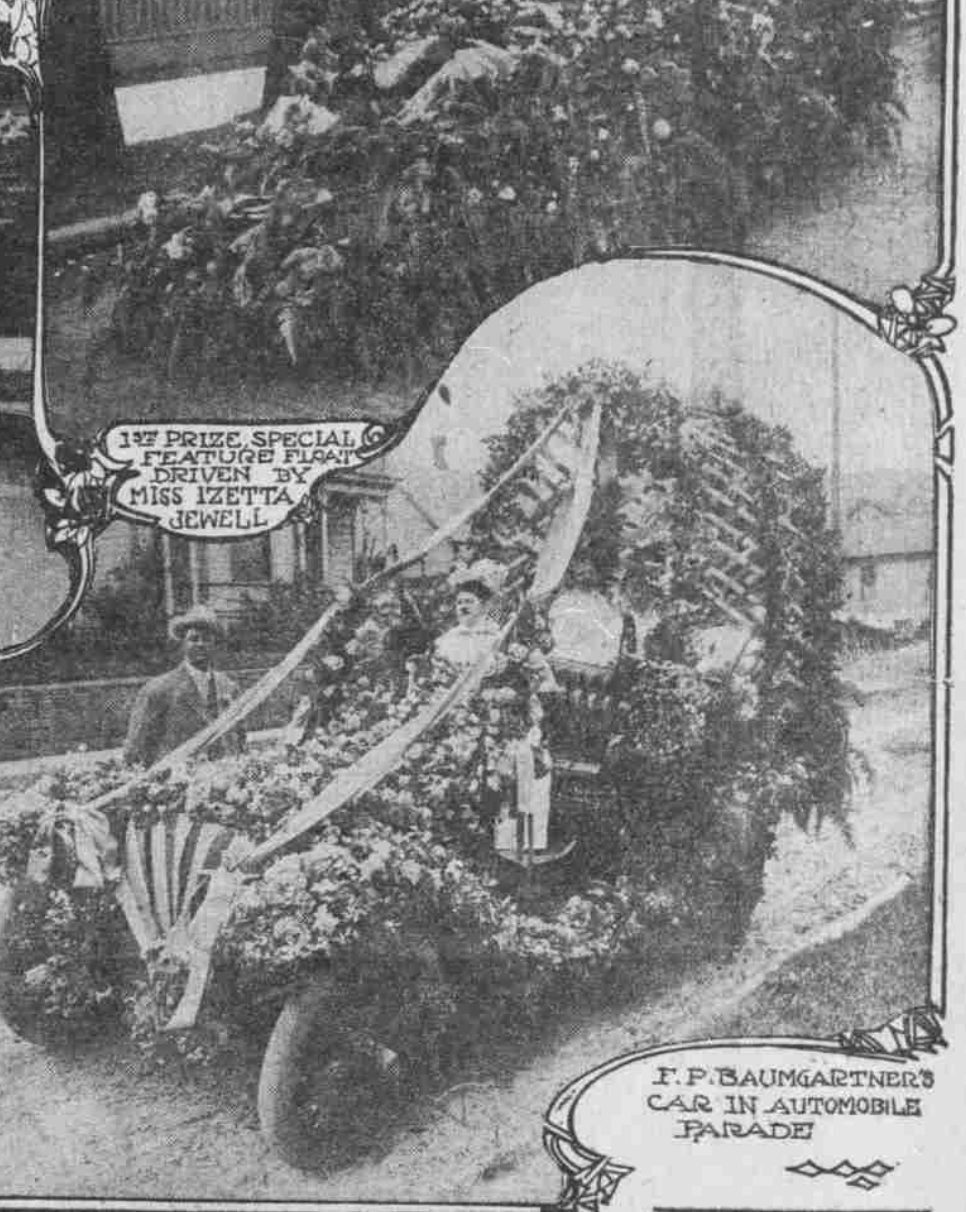
It is not the purpose of this article to dwell on the achievements of former celebrations. The past speaks only too well for itself. It has been strongly reflected in the splendid financial support which our public-spirited citizens and substantial business interests are according the present administration in its efforts to give a bigger, better and altogether more imposing demonstration than has been attempted heretofore. But it may not be out of place to set down a few of the things that we have in mind and that we have every reason to believe we shall successfully consummate at the third annual Festival to be held the week of June 7-12 this year.

Through arrangements with leading citizens of Portland who are now abroad, and others who will go later, the Rose Festival has ambassadors in foreign lands, spreading the fame of Portland and collecting all the information possible that may prove of advantage to the Rose City in its next annual celebration. Nearly a million pieces of literature are being sent out to assist in advertising our next Festival. In this exploitation matter will be included a handsome, five-color poster of which an issue of 10,000 is being printed. The transcontinental railroads have realized the significance of the Festival, have in fact recognized it as an asset of national prominence. They are featuring it on all the folders, circulars and posters being printed to advertise the Alaska-Yukon-Pacific Exposition which opens at Seattle one week prior to our Festival.

It hardly seems like an exaggeration to prophesy that Portland will be called upon to entertain no fewer than 200,000 visitors during the week of the celebration. The railroads have guaranteed a round-trip rate of \$50 from Missouri River points and a correspondingly low rate from more distant points in the East. Tourists will find a double attraction on the Pacific Coast next year, and as Portland has set June 7 as "Homecoming Day," it is reasonably certain



2<sup>ND</sup> PRIZE BEST DECORATED AUTO - GAY LOMBARD



1<sup>ST</sup> PRIZE SPECIAL 6 FEATURE FLIGHT DRIVEN BY MISS IZETTA JEWELL

F. F. BAUMGARTNER'S CAR IN AUTOMOBILE PARADE

that every house in this city will be taxed to its capacity to entertain our guests. The Oregon State Commission has arranged to exhibit motion pictures and lantern slides in the Oregon State building at the Seattle Fair, showing Portland Rose Festival floats, parades and street scenes.

Beyond question the Rose Festival has helped tremendously to spread Portland's fame far and wide throughout the Nation. Indeed, it cannot be denied that since the Lewis and Clark Exposition the Rose Festival has proven one of the most potent agencies of publicity that Portland and the entire Oregon country can boast of, yet the first celebration cost but \$7000 to produce, and the second one was given for considerably less than \$20,000. One could hardly imagine that the Rose Festival as a municipal institution could be eclipsed in the field it seeks to cover. It is in a class by itself, a type that all great cities might strive to emulate, but could scarcely approach. The floral parades by day with their artistically designed and richly bedecked floats, their long processions of automobiles, carriages, trolleyes and smartly equipped vehicles of every description, present scenes of splendor that would prove a credit to any city in the world. In addition to this, there are at night the weird

pageants, beautifully illuminated, each float representing some spectacular allegory, some historical incident or mythological fantasy. Then, too, the water carnival, with its hundreds of craft ablaze with myriads of Chinese and Japanese lanterns, dancing like fireflies over the rippling waters, form a wondrous kaleidoscopic picture. It should not be forgotten that as an inseparable feature of the week of the Festival Portland is always in gala attire.

As the public is already aware, Portland's annual Festival of Flowers is not a purely local institution. It is for Portland, for Oregon and indeed for the whole Northwest. Last year nearly a score of enterprising cities and towns outside of Portland caught the spirit, saw the possibilities of the Festival as an advertising feature and entered picturesque floats, representative of their varied resources, in the street parades. The Rose Festival has nothing of commercialism about it. It gives everything free. It has therefore no source of revenue save the gratuity of a generous public. From present indications, I judge that the Rose Festival will be able to give a \$200,000 exhibition the coming year. Skilled workmen and artists from the East have been employed to construct

the park for 1909, and it is certain that of its next grand annual celebration, cause every possible assistance, as the glory of the success of the Festival shall belong to one and all alike.