

THOUSANDS VIEW ELECTRIC PARADE

16 Floats Typify History, Progress and Advantages of State of Oregon.

CROWD IN HAPPY SPIRIT

Little Rowdyism Displayed and Police Have No Difficulty in Keeping Order—Principal Streets Are Filled With People.

Brilliantly illuminated, 16 gorgeous floats made their way through a gurgling mob of 200,000 people, who filled the principal streets last night to give Rex Oregonus formal welcome to the city.

During the few hours that transpired before the pageant moved through the streets the throng held good-natured, but absolute, sway in the business streets.

Ropes had been stretched along the curbside of those streets through which the spectacle was to pass, but early in the evening these proved to be as mere threads before the strength of the rushing, surging, jostling aggregation of pleasure-seekers.

However, the police, under Captain Bailey, had little difficulty in handling them. They were out to enjoy themselves, and unhesitatingly—sometimes laughingly—obeyed the mandates of the blue-coated officers. When the parade really started to move, they fell back and stood attentively as it passed by.

Two big fires, early in the evening, proved counter attractions to the festival pageant, and attracted some of the crowd, but only temporarily. Soon they were back joining with their fellows in the sport of the occasion.

Thousands Greet King.

As Rex Oregonus passed along, the cheering from thousands added to the tumult set up by artificial means and effected a welcome such as no monarch of a previous Rose Carnival has received. Yet the crowd was orderly and paid a respectful, if tumultuous, tribute to each of the electrically illuminated cars that formed the pageant.

In the van of the cars rode George L. Hutchins, manager of the Festival, who designed the floats and under whose direction they were built. He was accompanied by C. J. Franklin, general superintendent of the Portland Railway, Light & Power Company, who arranged the route and provided for the service through the streets.

In another automobile rode H. M. Haller, president of the Chamber of Commerce; Harvey Beckwith, president of the Commercial Club; Ralph W. Hoyt, president of the Rose Festival Association, and Henry Wemme, president of the Automobile Club.

Typifying "Oregon, the Land of a Thousand Wonders," the succession of allegorical designs representing 16 distinct features in the history of industry of the state, the 16 floats provided Oregon residents with an interesting and instructive study of their environment and visitors with a striking and impressive idea of the capabilities of the state.

History Is Typified.

In the first car rode His Royal Highness. Above him was an enormous crown, supported by jeweled scepters. A thousand blazing lights shone brilliantly around him, his coat-of-arms, the insignia of his empire, reflecting glory under their rays.

Oregon, in the period before the white man conquered her, was represented by the second float, which was called "The Beacon Before Dawn." The state as nature endowed her was here represented in artistic fashion.

Lewis and Clark were paid a tribute in the third conveyance. A replica of the City Park statue, "The Coming of the White Man," was borne aloft. Six beautiful maidens were in position to ply the canvas of the white and gold boat that was destined to put to port in the land of glory.

A monster polar bear represented the fur-trader's industry in "Aster Found a City." Traders, trappers and Indians were in the scene typifying the early day activities on the site of the present day Astoria.

Oregon's ascendancy was reflected in the fifth float entitled "Oregon in Its Morning Glory."

How the state has redeemed thousands of arid acres by irrigation was the story told in the next car, entitled, "Irrigation and the Green Acres of Oregon." A series of artistically arranged lights were made to give a realistic imitation of flowing water. Pretty girls portrayed women harvesting the beautiful Oregon crops.

Wonders Are Shown.

A team of triple dragons were the theoretical powers that drew the next car "Shells of the Ocean." Wonders of the deep near Oregon's shores were represented.

Marmalads and strange fish were characters that make "Crater Lake, Oregon's Greatest Wonder," the center of attraction.

A peary connection between the mighty Pacific and The Land of a Thousand Wonders was found in the 10th float. The devilfish and other monsters of the sea were here given prominence.

With gay charioteers racing toward the goal of even greater glory old chautauque was made to "crow for Oregon" in the following float.

Oregon's jewel caves were given worthy attention. The enchantress of the caves was made to float serenely in her boat drawn by three graceful swans.

A great, brilliant butterfly drew the car of dazzling light that characterized "Oregon Among the Lilies."

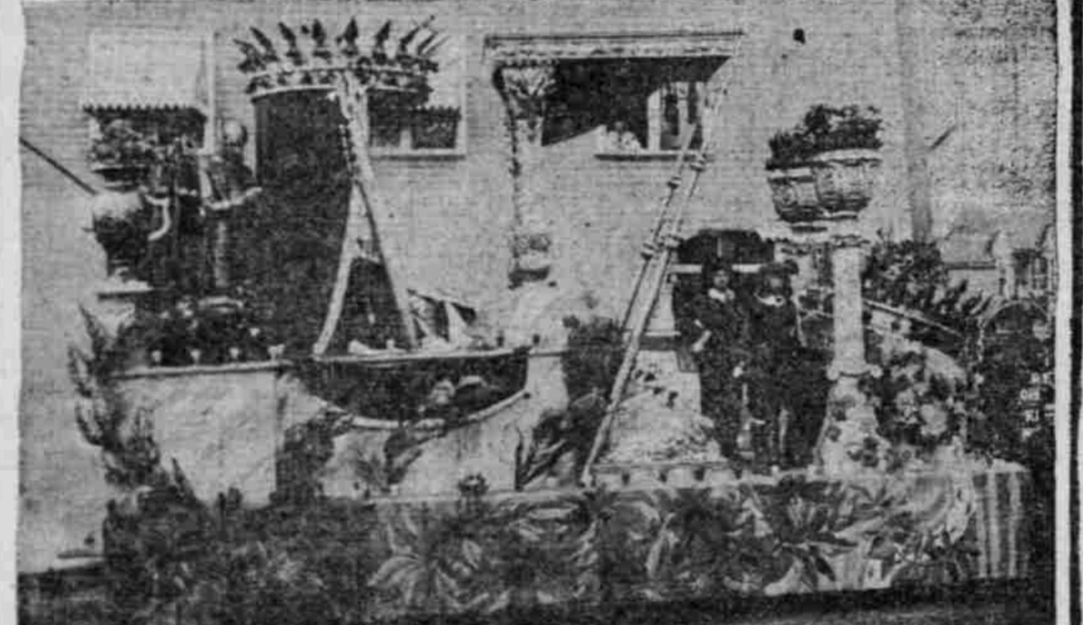
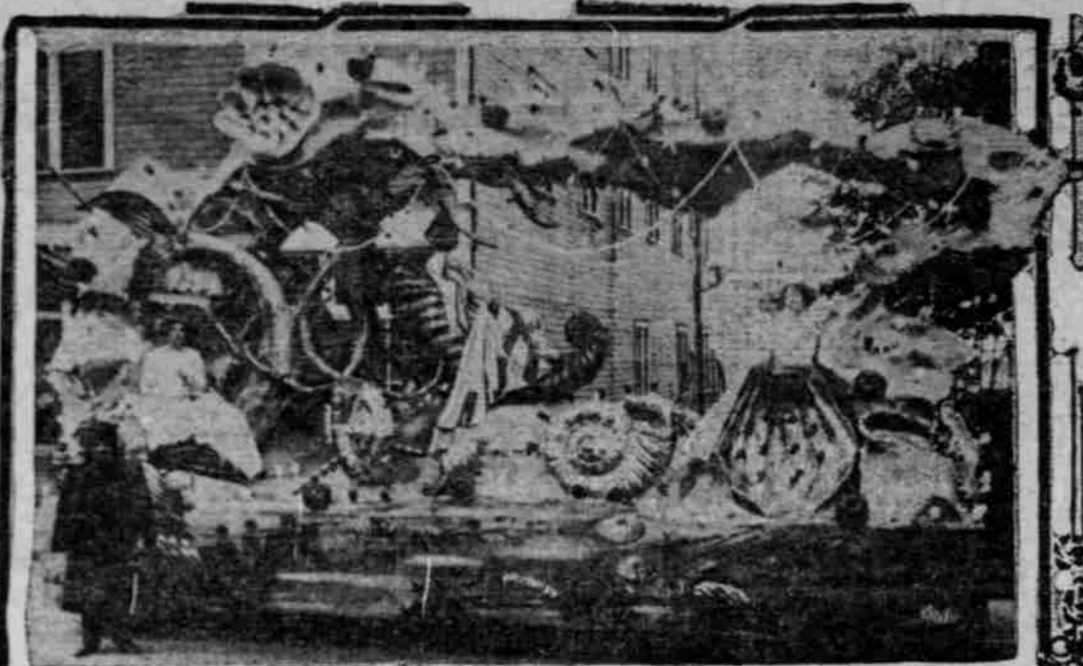
Striking a warning to Oregon and her people was the float called "Oregon, the Goose with the Golden Egg." The lesson here intended was not to slaughter the natural resources with which the state has been blessed, but to use them wisely.

The magical lyre and the chimes of the cathedral were brought before the eye in "Music Charm."

Human Rosebuds Please.

The crowning glory of the parade—and it was so called—was the "human rosebud" float with a head of a bewitching Oregon lass appearing through a mammoth, but perfectly formed, Carollus Testout, around which great clusters of lights cast mellow shades.

FLOATS IN THE ELECTRIC PARADE OF LAST NIGHT.



1. PEARLS OF THE PACIFIC; 2. COMING OF THE WHITE MAN; 3. REX OREGONUS, KING OF WONDERLAND; 4. GOOSE AND THE GOLDEN EGG IN OREGON.

RARE BLOOMS SEEN

Growing Roses Best of All, Is Visitors' Comment.

GARDENS EXCITE WONDER

Oregon Improves on Nature. Is Eastern Opinion—Residence Districts Furnish Attractions to Tourists.

Had the Rose Festival Association had power to bring forth the choicest, rarest and most beautiful of the season's flowers for this week of gaiety, it could not have improved upon nature's own profuse display that the typical Oregon sunshine of the last few days has made manifest everywhere in the city. Visitors are urged not to leave Portland without seeing the roses blooming in the residence districts. With an unusually backward season officials of the association feared, a month ago, that the supply of roses

for festival week would be lacking in quantity, and they discussed the probability of importing flowers from southern points to make the floral display for the week complete. Even as late as two weeks ago they considered the advisability of sending south for flowers. The situation began to brighten last week, but the visible and prospective supply of desirable roses was insufficient for the needs of the week. As late as Sunday Portland people were bemoaning the absence of the usual elaborate and dazzling crop of official flowers.

Buds Burst Into Bloom.

But with the dawn of the initial day of the festival came a clear, Oregon sky and a consequent distribution of sunshine that brought all the tardy buds into blossoms and made the entire city a veritable bower of beautiful, fragrant roses. Not only is the annual rose show at the Armory able to offer a better and more complete assortment of "the flower that made Portland famous," but the residence streets are made resplendent with beauty and attractive to the visitors. Members of the Rose Festival Association toured the city in automobiles yesterday morning to view the roses blooming in the lawns, parks and gardens. While the number of flowers actually in bloom is not so great as at the same period of the festival of previous years, the buds are sufficiently advanced to assure an actual city of enchantment by the end of the week. With the constant care and attention that the people of Portland devote to their favorite flower, they have culti-

vated the rose to a state bordering on perfection. Nowhere, excepting in Portland, can such a display be seen. While nature has made the rose one of the most beautiful as well as one of the most fragrant of flowers, residents of Oregon have improved upon nature by developing it in size, quality and the delicacy of its shading.

Outdoor Display Is Feature.

This display of flowers throughout the city is one of the prime features of festival week. To the nature lover and to the person of delicate tastes, the festivities, the parades and the celebrations are mere incidents of festival week. To them the bright, blooming flowers are an allurements and attraction that appeals more strongly than the carnival excitement. Many Eastern people have spent all their time since arriving in touring the city, either in streetcars or in automobiles, for the mere purpose of seeing the roses in bloom. Some of them have started the practice of riding out into a typical residence district and then walking along the most attractive streets merely to feast their eyes upon the glorious sights. They do not seem to tire of the continuous parade of red, pink, white, yellow and tinted roses. "Every rose has a charm all its own," said Mrs. Emma Rucker, of Jersey City, as she returned to her hotel yesterday morning after a "rose seeing" tour of the city. "Mrs. Rucker is a member of a party of Eastern people who are here to see the festival. "Roses are like snowflakes. No two are alike. I can find something new to admire in each individual rose that I see. I never get

Rose Show and Concert

—BY—

RUZZI'S BAND.

ARMORY

THIS AFTERNOON AND EVENING

ADMISSION TEN CENTS

tired of them. We in the East make a pretense of raising flowers, but in no way can we compare our results with those that the people of Portland have obtained in their cultivation of roses.

Roses Worth More Than All.

"It is worth a whole lot to see the Festival, but to see the roses themselves is worth more. I wouldn't miss it for anything."

The Festival managers urge stran-

gers in the city to go out into the residence districts to see the roses. They have arranged the programme so that time can be spared for these trips without missing any of the parades or athletic events.

Portland people are urged to encourage visitors to take trips through the districts where the prettiest roses are blooming.

Every residence street has its own profusion of flowers. Any streetcar

leaving the business district will convey the visitor into a section in which an optical feast will be provided.

Out-of-town people will miss half the value of their visit if they fail to go where the fair roses bloom.

EUGENE AUTOISTS!

Assemble at Imperial Hotel 1 o'clock today to join parade.

Here We Are Again, Folks

Go Out Today and See the Most Beautiful Spot in Portland

WHEN we closed the sale of MORNINGSIDE a few weeks ago we did not imagine that we would be fortunate enough to secure any more of this high-class view property. Some changes and conditions at this tract have enabled us to secure a few more lots, which we now offer at the same prices as before.

After we had closed the sale about 60 days ago we were beseeched by a lot of disappointed folks who waited too long. One man said: "I thought that this tract would last as long as other tracts have lasted, but after going out to look over the place I can readily see why it did not, and I regret very much that I did not act quicker." Well, there were several just like this. It is just these same people that we would again urge to take advantage of these few lots that we now have for sale.

To the Rose Festival Visitors

Your visit to Portland will not be complete unless you take a ride out to MORNINGSIDE and see the magnificent view afforded of the city. Take a Mount Tabor car going east on Morrison street, and get off at MORNINGSIDE. The ride all the way out is beautiful and when you get to MORNINGSIDE the view is the most beautiful in the city. One gentleman told us that if this view was in Switzerland you would be charged admission to see it. It is only a short ride and you will be well repaid for your time.

Sidewalks, street work and the-much-talked-about view, \$600 per lot and up, on easy terms.

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