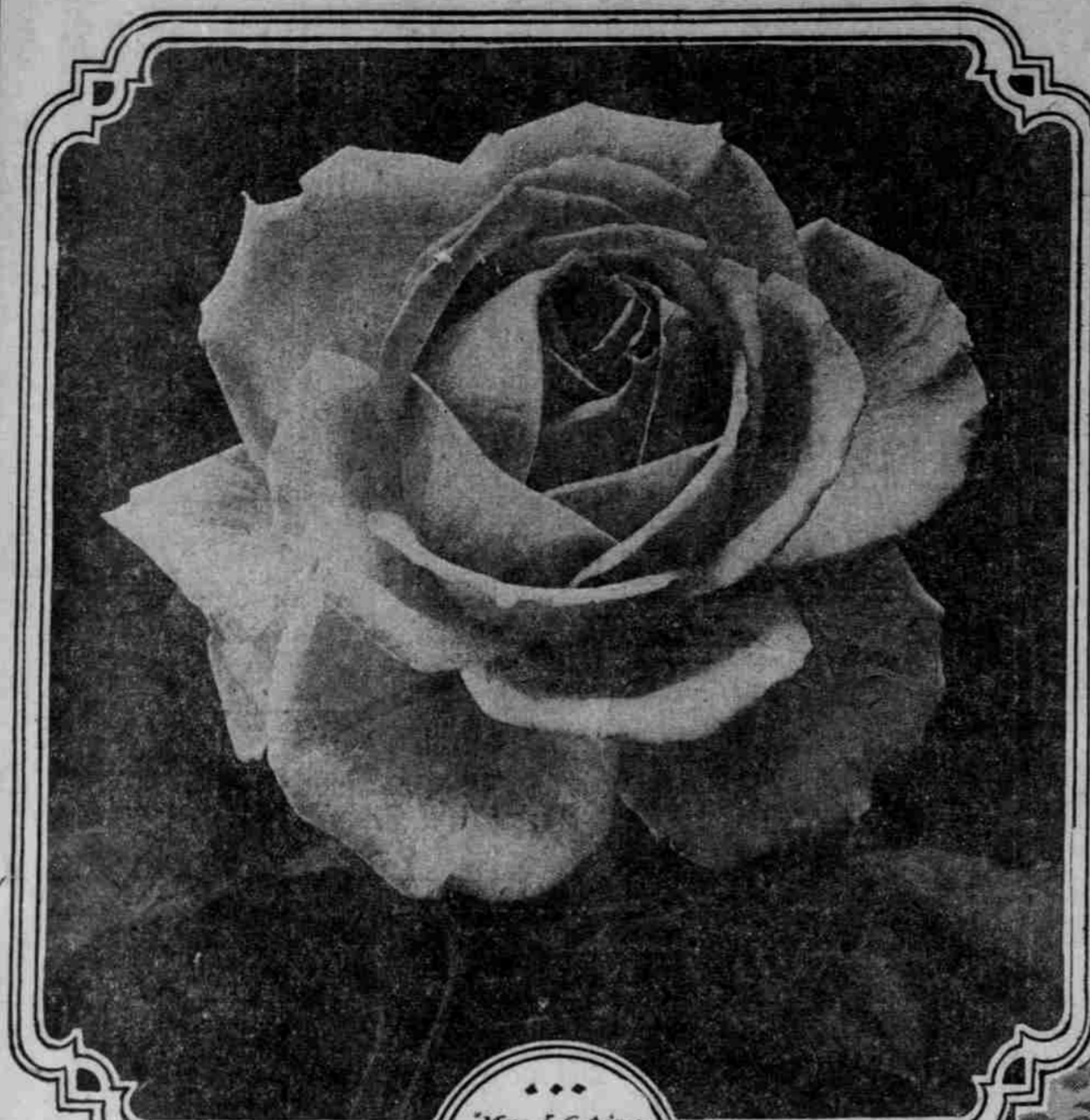


FAME OF PORTLAND AS ROSE CITY IS FAST SPREADING

Lavish Profusion of Blooms During Shrine Week and Rose Festival Bewilders Visitors—Commercial Possibilities of Rose Culture Afford New and Promising Field for Growers



Mrs. J. C. Ainsworth's Rose Produced Last Year by Albert Clarke.

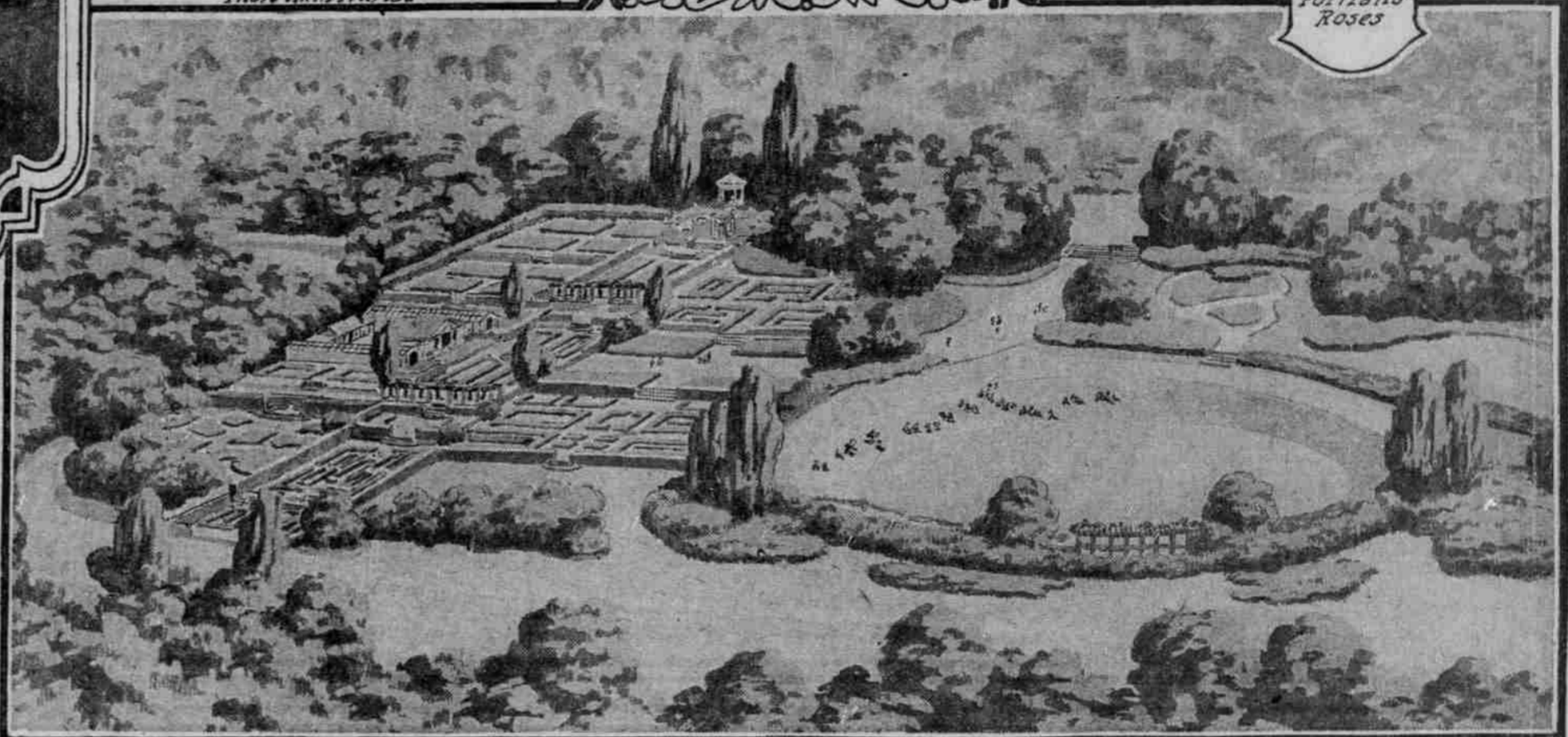


Photo A.M. Ferris

Typical Hedge of Portland Roses



Mayor Baker Dedicating "Roseway."



Rose Gardens and Amphitheater Planned for Washington Park.

Drawing by Sutton & Whitney, Architects.



Pretty Portland Maids Receive Silver Cups as Sponsors for Prize Winning Roses.

By Jesse A. Curry, Director American Rose Society.

WHILE much progress has been made in rose culture in Portland during the past year there is still room for expansion not only among the amateurs, who have an opportunity to extend the fame of the city, but also among the professionals where increased production would bring fortune.

Portland, during Shrine week last June, had one of its greatest opportunities for extending its reputation as the Rose City.

No one has ever before witnessed such a lavish profusion of roses as Portland displayed during Shrine week and the Rose Festival. It was simply bewildering to the visitors and those who were here are still talking and will continue to talk about Portland roses. No event of the entire week made a more lasting and agreeable impression than did the roses and if anyone had doubts as to the advertising value of the rose they have been removed.

While rose culture as a pastime has advanced in Portland during the year the commercial development has not been marked, although the growers have reaped a harvest, for there has never been such a demand for rose plants as exists today and with a supply that is down to a minimum. The supply of plants produced by the local growers has long been exhausted and Portland merchants are now seeking plants in other states.

Oregon Stock Superior.

One or two firms have started the growing of wild stock, but it will be two or three years before they are factors in the market. The 500,000 wild stocks, which were shipped east a year ago by Clarke Bros., established the fact that Oregon-grown roses are far superior to those of California and other sections, for the reason that the Oregon growth is firmer and less pithy, and for budding purposes most desirable. Had the growers of Oregon seized the opportunity pointed out to them more than a year ago they could have this year sold many million plants, for the California growers have shipped east this year at least 4,000,000 plants.

Hopes are now entertained that rose development on a commercial basis in Oregon will come. Through the

efforts of Superintendent of Parks C. P. Keyser and a committee of the chamber of commerce the Oregon Agricultural college, after a number of years of correspondence by private individuals urging the development of this phase of agriculture in Oregon, has now seen some of its possibilities and a professor has been selected to co-operate with Mr. Keyser and those of Portland interested in commercial rose growing.

The commercial possibilities of rose culture in Oregon has scarcely been touched when the field is studied. The western part of the state is particularly favored with climatic and soil conditions and if the globe is studied it will be found that this section of the country is located in exactly the same degree of latitude as the big rose producing sections of Europe and a further study of the range of temperature and rainfall will show that conditions in the old world rose producing sections and the Willamette valley are parallel.

While it has been demonstrated that the present popular varieties of stock are of exceptional merit when grown in Oregon, it is believed that there is opportunity to improve on the present varieties by the introduction of new crossings of the native sweet brier, and those interested hope that through the co-operation of the Oregon Agricultural college eventually a new stock for budding purposes will be developed.

In the meantime there should be among the professional growers extensive cultivation of the present-day stocks to meet the demand. Prior to the war the importation of stocks from Europe ranged from 16,000,000 to 18,000,000 plants annually, but due to the operation of the plant quarantine regulations the importations last year amounted to only a little over 200,000 plants. As long as the plant quarantine law remains, and it looks as if it would be a fixture, there will have to be increased commercial production, and Oregon with its superior quality could dominate the market.

I am of the opinion that the proper way for increased production is through improved marketing methods. The problem should be tackled through organized growing and along lines similar to that followed by bulb culture in Holland. Instead of a few

growers cultivating a wide range of varieties the community should be organized that only one or two varieties should be grown by each individual, and then when ready for marketing the plants collected at a suitable center and properly graded. Such a plan properly organized would open a large field for many thousand persons, for if a farmer did not desire to engage in extensive rose culture some member of his household could do so and with profit. It is an easy matter to raise 5000 rose cuttings on an average city lot and with the present wholesale price of from 20 to 50 cents for each plant this means a very handsome return from the work.

Not only are there opportunities for the development of commercial rose growing in Oregon, but there is an even larger field for development open in the other products of rose culture. Importations of attar of roses or rose oil have almost ceased, and the substitutes being used are far from satisfactory. There are also opportunities for development in the production of rose water and per-

fumes, which now largely come from France.

Through the efforts of the Portland Ad club a great stimulus has been given to rose growing during the past year. That organization has perfected plans by which, through the co-operation of the bureau of parks and City Commissioner Pier, the Sandy boulevard, the great avenue which is the gateway to the Columbia river highway, will be lined on either side for a distance of nearly four miles with hedges of Portland's fragrant roses, and the street named "Roseway."

The Portland Rose society, through its energetic president, H. J. Blaessing, has been an active factor in rose culture during the year. Early in the season the organization was enlarged, and through its affiliation with the American Rose society all the members were brought into close contact with general rose development.

The Rose show in June during Shrine week, which was staged by the Portland Rose society, was a wonderful exhibition, not only from the point of quality of blooms, but for the number. The show was held in

one of the park blocks and it was the first time that such an exhibition of flowers was held in the open air. It demonstrated that a rose show can be held in the open air if the proper kind of booths are constructed and the blooms given the required protection from sun and winds. Some of the booths maintained their exhibits in all their beauty and without renewals for the three days of the show.

The city, through its bureau of parks, maintains its leadership in encouraging rose culture. The large rose garden in Peninsula park was the scene of a most brilliant rose fête during June when the Royal Rosarians staged the ceremony of naming two roses and Commissioner Pier awarded the world's prizes won by growers in the competition in the International Rose test garden for producing new roses of merit. The rose garden at Peninsula park now contains upward of 15,000 plants and about 1100 different varieties and is ranked as the prettiest rose picture of any garden in this country.

The development of the now famous international rose test garden in Washington park is proceeding. The testing ground now contains about 100 varieties of the newer roses and they come from all parts of the world. The fame that Portland is giving scientific tests to new roses to determine their value for outdoor culture has spread around the globe, and plants are now at the garden en route from all quarters, including production from Australia, New Zealand and Japan. It is expected that during the coming year several new units to the garden will be added to take care of the various collections which are being gathered.

Rose Mall Feature.

The plans for the gardens as they will ultimately be developed have been completed by Sutton and Whitney, architects. While the garden is primarily intended as a location for a collection of the world's best roses of all ages and for the testing of new roses, it will be a place not only of educational value to the rose lover, but also a beauty spot. One feature of the completed garden will be a series of sunken terraces extending for about 800 feet, and this will be dedicated to the Royal Rosarians as their special garden, where each member of that organization will find the

rose for which he stands as sponsor. Leading into this garden is a rose mall 50 feet wide, flanked on either side by the roses which show the greatest vigor and beauty in Portland. Leading off from it will be various special gardens, such as those for the collection of Oregon roses, the historical and botanical collection, the garden for the best American roses, the garden for best European roses, the miniature garden and the garden of roses which win gold medals. Occupying a center place, close to the test sections and the propagating divisions, will be a museum, and in connection with this will be greenhouses and the necessary space for the growing of new varieties.

To the north of the wide rose mall and in a natural amphitheater will be the outdoor rose theater, where can be held the various rose ceremonies. On the sides of this natural theater there will be accommodations for seating about 5000 persons, and about as many more can view the events on the lawn from other points of vantage. The floor of the amphitheater will be about 500 feet long and 175 feet wide, thus affording a large space for the various events, and back of this will be the stage. From all seats in the theater there is an unobstructed view across the park and city to the snow-capped mountains of the Cascades, and it is doubtful if any city will be able to boast of an open air theater of equal charm and beauty.

New Varieties Produced.

During the year several new varieties of roses have been produced in Portland, but the rose which attracted national attention was "Imperial Potentilla," produced by Albert Clarke of Clarke Brothers, and which was named during the Shrine week. It is remarkably pretty, and of a deep rose pink, the bud being long and pointed. It is under test in the international test garden and shows very satisfactory progress, but it will not be officially scored until next year.

The rose "Mrs. John C. Ainsworth," produced last year by Mr. Clarke for hot-house culture has been very well received by the trade and its fame has widely spread, plants having been exported to Japan and Australia. "Mrs. Walter T. Sumner" and "Felicity," two more new roses by Mr. Clarke, ranked well in the competition, and no doubt will be found in many gardens next year.

The production last year of "May Martin" by Messrs. Martin and Forbes, as a yellow rose, was a distinct addition to the rose family and it seems to do equally as well outdoors as under glass. The advantages of this Portland-produced rose have become known far and wide, and Mr. Martin has already exported a number of plants to South Africa in addition to finding many admirers for his creation in the east.

PORTLAND'S CLIMATE APPROACHES IDEAL

In Relation to Health and Efficiency, Portland Weather Excels—Rainfall Is Same as New York City

By Edward L. Webb, Meteorologist, U. S. Weather Bureau.

IN SPITE of the fact that a weather record has been kept at Portland for a period of almost 50 years, some new marks are set nearly every year and 1920 has been no exception to the rule.

February was the driest month of the name on record, having only 0.18 inch precipitation. This is less than 3 per cent of the normal amount for the month, and less than 16 per cent of the least amount previously recorded in February.

In August the temperature rose on one day to 88 degrees, which is the highest temperature ever experienced in Portland in that month.

However, for the most part, the weather was such as may ordinarily be expected here—moist in winter, moderately dry in summer, with little wind, few extremes of temperature and absence of severe storms.

In studying the climate of a place

from the standpoint of human comfort, health and efficiency, or from the standpoint of agricultural, industrial, or commercial development, the most important factors to be considered are temperature, precipitation, humidity, sunshine and wind. In most of these Portland climate is found to excel.

Change Affords Stimulus.

There is sufficient change in temperature from day to day and from month to month to afford the stimulus necessary to the best mental and physical activity, but the changes are not so abrupt nor so great as to cause overstimulation with its necessary reaction. The problem of keeping warm in winter and cool in summer is simplified by our mild temperature and high relative humidity in winter, and our cool, dry, north-west breezes of summer.

While the average temperature for the year at Portland, 59 degrees, is

about the same as that at Indianapolis, the July temperature is 66 degrees, which is the same as that found in southern Manitoba, and the January temperature is 25 degrees, which compares closely with that experienced in southern New Mexico. In an average summer there are five days with maximum temperature of 90 degrees or higher, and in an average winter there are 31 days with minimum temperature of 32 degrees or lower.

The average annual precipitation at Portland is 45.13 inches, which is about the same as that experienced at New York City, and much less than the amount measured in some of the southern states. The average number of days with 0.01 inch or more precipitation ranges from four in July to 26 in January. There are about five days each winter with snow remaining on the ground long enough to be measured.

While there is considerable cloudiness in winter, every month has a

number of pleasant days. In summer there are few places outside the arid and semi-arid states that have as much sunshine as Portland. We have more during the three summer months than San Diego and in July we have more than Santa Fe. The average for the year is 2053 hours, or 8 hours and 37 minutes per day.

There is sufficient wind to carry away the city smoke and dust, but very seldom enough to be disagreeable. The average velocity for the entire period of record is six miles an hour.

Experts who have studied the climates of the world with reference to their relation to human efficiency pronounce the Portland climate almost ideal.

Full information relative to the weather during the year or to the climate of Portland and other places may be obtained from the weather bureau office, 221 custom-house, Portland.