

ROSE FESTIVAL HISTORY Fourth Annual Portland Show Proves Entertainment for 400,000. GROWTH OF DISPLAY RAPID

After a week of crowds such as have never before been known in Portland, even in the times of the Lewis and Clark Fair in 1865, the fourth annual Portland Rose Festival has drawn to a close. For a few days there will still be many who will stay in the city for the opportunity afforded them of inspecting Oregon's scenery, while there will be a large number desirous of thoroughly investigating business conditions.

Through and complete satisfaction are expressed with the result of the week by President Hoyt and Manager Hutchin, of the Portland Rose Festival Association, under the auspices of which the festival has been held.

By means of a reel of pictures taken by the Selig Polyscope people, within two weeks moving pictures showing different phases of the Rose Festival views of the crowds and the stands and some of the city's best rose gardens, will be placed on exhibition at each of the 125 moving picture exchanges in America and in the European agencies.

On Monday noon, accompanied by Mayor Simon, General Summers made a flying run through the streets in his royal robes. A machine in which were heralds, garbed in the costume of a London tower "beefeater," accompanied His Majesty and made the tour of the city with him.

On Tuesday the first trouble of any kind arose. About that time the local hotels began to realize that the arriving hosts would be greater than the combined hotel accommodations.

Obtaining the co-operation of the newspapers, the hotelmen agreed to list every room in the city as a sleeping place. When visitors called for rooms, they were directed to reliable rooming-houses and the homes of private citizens in different parts of the city.

By Tuesday morning the railroads had brought 50,000 people from far-distant points. And, in addition, more were carried from short distances into Portland. Thoroughly reliable estimates of the crowds at the Spirit of the Golden West parade Tuesday night indicate that considerably over 300,000 people saw the parade that night.

Wednesday afternoon saw the biggest crowd out for any daylight parade when the members of the Portland Automobile Club, dozens of machines from Puget Sound and outside cities appeared decorated. This parade was three miles long and it ran on both sides of the river, reaching its climax occurring when the Morrison-street bridge draw was opened and kept open for several minutes, although no steamers were passing through.

probably by reason of not knowing the route and expecting it to be like the other parades, on West Side streets, the attendance was easily over 200,000. And it was the most enthusiastic of any of the crowds that watched the week's spectacles.

From little toddlers to girls of 15, the parade was a revelation in carefully-trained children. Professor Robert Krohn was the deus ex machina as far as the training of the little ones was concerned.

With a matinee of the Society Circus and a repetition of the electric parade Saturday night, the Festival concluded. From long distances over 125,000 people visited Portland, according to the railroad officials. From points close at hand there were nearly as many more and Portland's entire population of over 200,000 was at various times on the streets.

Firemen Grateful for Flowers. Fire Chief Campbell yesterday expressed himself as very grateful to the many people who contributed so liberally of their roses for the decorations of the fire apparatus in the parade of vehicles.

All Visitors Get Roses. It was interesting to notice the way people received the roses. Many thought that the roses were for sale, and were surprised when informed that they were free.

Peninsula Loads Departing Travelers with Blooms. Festival Will Be Followed by Parade on Peninsula and Rose Show at North Albina.

Ralph Hoyt Is Cheered as King Summers Pretender Takes Throne of Rex Oregonus to Start Parade on Time.

Shrine on Pilgrimage Grand Ceremonial Session Due Friday for 30 Hours.

Fire Laddies Make Hit. The fire laddies' turnout was the feature of the horse and carriage parade. Not less than 500,000 people were on the parade route Thursday night and this number would have been excellent Saturday but for the threatening weather, which frightened many away.

General and electrical engineering factories in the United Kingdom more than 14,000 women are employed.

Hawaiian Thinks City Lax in Housing Its Visitors. BUREAU PLAN SUGGESTED

G. W. Smith, After Traveling 3000 Miles to Festival, Complains of Accommodations—City's Visitors Praise Carnival.

"We came 3000 miles to see the Rose Festival," said George W. Smith yesterday, who is at the head of a big wholesale and retail drug concern in Honolulu and is here with his family.

"Blind Pigs" in Hawaii. "We have the liquor traffic well controlled in the islands. There are not too many saloons, but where you find 40 nationalities mingling it naturally follows that there will be a 'blind pig' or two.

Rosebuds Are Cheered. Everyone cheered, most of the mothers and fathers cheered because the rosebuds reminded them of those at home. As for the others, well, they cheered for the sake of cheering and because the youngsters were so wholly charming.

Care Thrown to Winds. With that kind of feeling no one worried about anything. It was the end of a week's festivities, and if the festival spirit was to be enjoyed, there was only the streak of wind to enjoy.

Police Cheer Up. The show is a striking contrast to what they had acquired the Festival spirit, too. If they were tired a little they took good care to come back to the police captains, like everybody else, they had their times of merriment when they were to blow horns and make loud noises.

Crowds Loath to Go. As the night advanced the crowds seemed to increase rather than decrease. They were all so jolly that it seemed a shame to break up the party and go home.

Show Better Each Year. G. B. Small, of the Baker City Democrat—The show gets better every year and is a good advertisement for Oregon.

Europe and the big festival at Nice, but the Portland rose show eclipses them all. Alfred F. Bergerow, Seattle—it was the most beautiful sight I ever saw.

HOSTS PAY LAST TRIBUTE (Continued From First Page.) promptly that it did the preceding occasion. Ten bands were in the line of march, headed by the efficient police musical organization.

The police escort of mounted and infantry police was in the van. Captain Bailey, on foot, and Captain Bailey, in an automobile, were in joint command.

Ruler's Identity Disclosed. In the first float rode His Majesty, Rex Oregonus. His heavy doling of beard was removed and the large crowd cheered to the echo that popular and gallant soldier, General Owen Summers.

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Furniture Satisfaction There is a satisfaction that cannot be expressed in dollars and cents, in the possession of beautiful furniture. We are showing a splendid assortment of Berkey & Gay furniture for the bed-room, dining-room and library. Furniture pure in design to the period it represents, made in mahogany, crotch mahogany, circassian walnut and oak. Louis XV, Louis XVI, Sheraton, Chippendale and the famous Flanders. We show over 2000 pieces of Berkey & Gay furniture alone, many on our floors, the balance by means of a magnificent portfolio of photographs. As a protection to the customer both in the purity of the design and the perfection of the workmanship, every piece of Berkey & Gay furniture has a shop mark insaid. Behind it is our recommendation and the guarantee of the oldest and largest furniture factory in the country. Our lines were never more complete, our prices never more attractive. A visit to our store at this time will repay you. J. G. Mack & Co. FIFTH AND STARK. FESTIVAL BEST 'AD' President Hoyt Sees Benefits of Big Show. HE HAS ONLY ONE REGRET Delay in Starting Tuesday Night's Parade Due to Misinformation as to Where Horses, to Draw Floats, Should Be Sent. Ralph W. Hoyt, president of the Portland Rose Festival Association, which has had charge of the annual Rose Festival practically since their inception, said last night that he believed every day in Portland could not fail to have been satisfied with the Festival and its results. "The Rose Festival has been the cause of a greater amount of publicity than any other event in the city before, and we have done so well. However, we ought to make preparations now for a still larger crowd next year. Credit is Due Manager Hutchin. "I think the highest credit is due to Manager Hutchin for the work on the floats. Everyone is agreed the electric parade has not been surpassed anywhere. His has been the brain behind this magnificent pageant, and from the experience he has had in other cities he has been able to evolve possibilities hardly yet realized. "These connected with festivals in other cities have learned of what the float-builders have accomplished here, and their comments have run to the credit of the Portland float-builders. They are willing to concede Portland has outdone them. Therefore, I feel we should be thoroughly satisfied with the entertainment we have provided our visitors, and I am sure they will agree with this sentiment. "In regard to the criticism we received for starting the parade late Tuesday night, I feel we should have the opportunity to set ourselves straight before the public. "The facts are these: Saturday night M. C. Banfield, of Banfield & Vesey, and Sam Hermann, of the Draymen's Association, visited the office here. They promised to provide 52 horses and as many men. We requested them to send the order of the Committee in some manner what horses were sent went to the public. "Apparently many of them didn't, for a glance at the streets toward morning showed that many had resolved to tramp the streets for the fun of it, and because it was unusual and they did it only once a year. "A little before that someone suggested they visit the restaurant, which had started there. And so the bands played some songs and some just happily laughed. "Cooks were merrily drunk to everyone and everybody. "As the night lengthened the throng still stayed. No one seemed to like to suggest going. "Finally they began to go one and two at a time. Soon the streets were deserted. The Rose Festival was over.

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