

THIRD ANNUAL ROSE FESTIVAL WILL LIVE IN HISTORY AND SPEAK FOR GREATER THINGS IN FUTURE

Aoy H. Marx's Private Touring Car.

Portland's third annual Rose Festival is now history. During the past week it has held first place in all minds, has furnished the incentive for all endeavor, has reigned as king in the City of Roses. Even so serious a task as the election of a mayor, several councilmen and other officials to direct the business of the city was started over by the busy celebrants, eager to get out to see parade and pageant. There has been nothing doing in Portland but Rose Festival for the past six days.

The third time, they say, is the charm, and the third festival which has been given to Portland and her visitors by the Portland Rose Festival association has clinched the presumption that the festival is a permanent institution into a definite and a certain fact.

Amateur testimony is abundant regarding the success of the festival, but professional laudation is also present voluntarily.

Last night William Shepherd, who during the past few months has been a resident of Portland, started for St. Louis. Before starting he added his evidence to the weight already existing, concerning the status of the Portland festival.

Rose Festival Equal to Any.

"I have seen many celebrations and have aided in preparing most of them at New Orleans for the Mardi Gras, at St. Louis for the Velled Prophets, at Los Angeles for its feast of roses, said Mr. Shepherd. "Portland's Rose Festival as a whole is equal to any of them. In all of my experience I have seen nothing that could equal the pageant of Rex Oregonus Tuesday night and again presented tonight. That spectacle alone is enough to give the festival a place in the list of successful pageant cities."

As Mr. Shepherd is one of the best known float constructors and designers in the United States. He has worked in the preparation of the big spectacles of the country and he knows whereof he speaks when he says that the Portland festival was a big success.

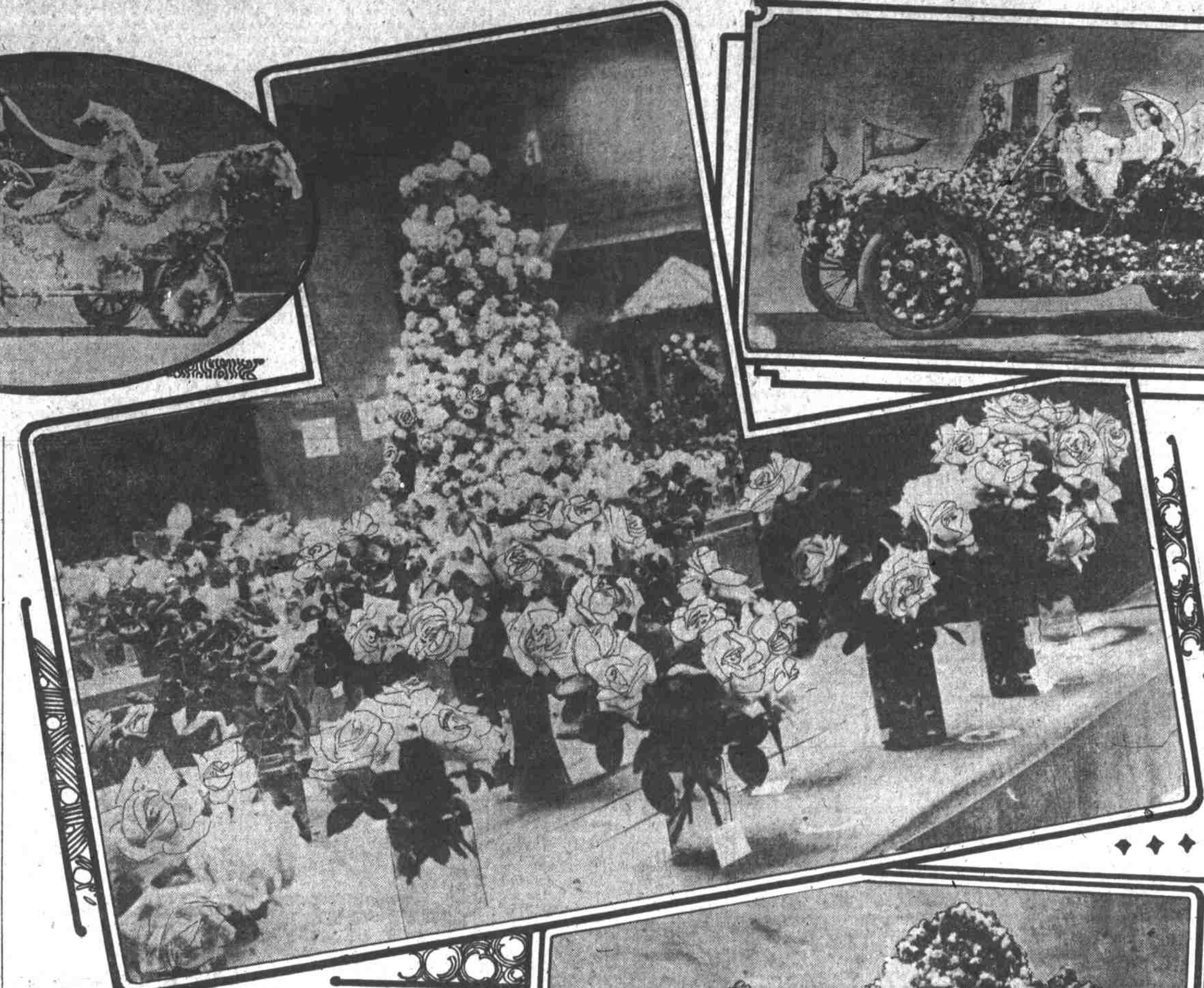
Before his departure for St. Louis, to take part in the preparation of the big "Velled Prophets" celebration and pageant of that city, Mr. Shepherd was presented with a beautiful gold medal by the officials of the Rose Festival association in recognition of his tireless efforts in directing the construction of floats shown in the different parades.

Credit to George L. Hutchin.

In totaling up the meed of credit to be given to those aiding in the success of the festival special consideration should be shown to General Manager George L. Hutchin. He gave his entire energy to the success of the festival. He mapped out and planned the Rex Oregonus and the Spirit of the Golden West spectacles, the two big spectacular events of the week. He calculated and completed the details of the floats and painted them out for the builders to the smallest part. He, working with President Ralph Hoyt, has been the brains of the festival, and to the brains belong the credit for its success.

All through the week the festival has been an uninterrupted success. Beginning with the Homecoming day parade of Monday evening, with its military and fraternal organizations in line, through Tuesday with the big pageant of Rex Oregonus, past Wednesday with its long automobile parade, beyond Thursday the crest and climax with the horse and vehicle procession and the night pageant of the Spirit of the Golden West, including Friday with its most interesting children's parade, and its races and Saturday with its great closing scene and its double headed speed programs from the first to the last there has been no dull moments, no slack in the entertainment.

But beyond this celebration and show and merrymaking the Rose Festival



Section of Exhibit at the Third Annual Rose Show.

stands for still more to the people of Portland, to the city itself. The festival has produced for the guests of the city a spectacle such as has never been seen in any city before. It has shown to the visitors here a wealth of bloom which has never been equaled in any other place or on any other occasion. It has impressed therefore on the minds of the guests from far and near the name of Portland and has left a fragrance in their memories. It has advertised the city.

As a result of the festival of this year, and of those which have preceded it, with their advertisement, the retelling of the story of the celebration by those who witnessed the different parades, the name of Portland is being fixed upon the minds of countless people in every direction. Those who hear the name of Portland will link it with the fragrance and the beauty of the rose. Those who are of this mind will think of the city and country as a place of beauty and one to be desired. Further than this the success of the past speaks for greater things for the future. The Rose Festival has passed by the experimental stage. It has come to stay, and to grow. Next year the festival will be still greater, still more successful, if it is possible, still more pleasurable, and still more beneficial.

PRESIDENT OF FESTIVAL PLEASED WITH SUCCESS

Ralph W. Hoyt, president of Portland's Rose Festival association, is in thankful mood. He is satisfied and pleased with the great success of the past week, and he believes that the year will witness a still greater and more

spectacular week-long spectacle than the one just closed.

But aside from his optimism regarding the future, President Hoyt has several words of thanks to say to those who have aided in making the festival week so great a success. Last night he prepared an official statement, telling in a brief way of the festival from the official viewpoint, and making some suggestions for the future. In this statement he tendered the thanks of himself and the association to those citizens who have aided with time and money and to the press for its courteous and liberal treatment.

Many Entitled to Thanks.

"If we had been obliged to pay for everything," said President Hoyt last night, "we could not have given the show we did for a cent under \$100,000, but the public confidence shown and the support given to the management made it possible to plan and consummate a week of entertainment for a surprisingly low figure. And for this the festival has a number of loyal-hearted organizations to thank—clubs, bodies, orders and societies which pitched in with lusty good-will to assist in making a success of the stupendous undertaking. I feel certain that the festival has proven a powerful instrument of exploitation. The publicity which our own local press has given it stands as a monument to the public-spiritedness of the Portland newspapers. The Associated Press and other news agencies have been staunch friends of the festival. The great transcontinental railroad systems not only gave freely of money but it is a positive fact that we had undertaken to purchase at advertising rates the national and international publicity which these roads have given us gratis. It would have cost us hundreds of thousands of dollars, if indeed we could have reached such avenues of exploitation at all.

The entire press of the northwest extended us courtesies which we could scarcely hope for, yet it was done with a royal good-will and unstintingly. We inaugurated a system of publicity which was extremely effective, and one which yet is under no financial obligations whatever. We kept in close touch with any and all of our citizens who planned trips throughout the east and foreign lands during the year; we gave them official credentials of the festival, named them as ambassadors for our celebration; supplied them with an abundance of literature, and the result was that we had throughout a greater part of the civilized world an active working force that made the Portland Rose Festival known everywhere and furnished us with an infinite variety of helpful suggestions from similar celebrations the world over.

It was no small achievement to bring here the officers of the Japanese cruiser squadron, for Portland was the only city visited by them where they did not meet their ships. The Pacific coast tour of the Chicago Association of Commerce was timed so that these industrial chiefs, financiers and merchant kings could be in Portland during the Rose Festival. Other distinguished bodies of men and individuals were brought here for our celebration.

Heavy Work Borne by a Few. The response of the public to our appeal for funds was good so far as it

went, but it was by no means universal. The burden was borne by a very few, comparatively speaking. I would suggest that some plan be devised for next year's festival whereby the financial assistance may be divided more generally.

Gras and for the "Velled Prophet"

at St. Louis, indicating that Portland had the best talent to be had in America. The electrical pageants bespeak this. As another hint for the future, I would suggest that a great industrial parade be arranged for which will give the large mercantile and other concerns an opportunity to display the evidences of their enterprise and industry.

"Boundless credit must be given the

work for the New Orleans Mardi

Gras and for the "Velled Prophet"

at St. Louis, indicating that Portland had the best talent to be had in America. The electrical pageants bespeak this. As another hint for the future, I would suggest that a great industrial parade be arranged for which will give the large mercantile and other concerns an opportunity to display the evidences of their enterprise and industry.

"Boundless credit must be given the

work for the New Orleans Mardi

Gras and for the "Velled Prophet" at St. Louis, indicating that Portland had the best talent to be had in America. The electrical pageants bespeak this. As another hint for the future, I would suggest that a great industrial parade be arranged for which will give the large mercantile and other concerns an opportunity to display the evidences of their enterprise and industry.

"Boundless credit must be given the

work for the New Orleans Mardi

"Boundless credit must be given the

work for the New Orleans Mardi

"Boundless credit must be given the

work for the New Orleans Mardi

"Boundless credit must be given the

work for the New Orleans Mardi

"Boundless credit must be given the

work for the New Orleans Mardi

"Boundless credit must be given the

work for the New Orleans Mardi

"Boundless credit must be given the

work for the New Orleans Mardi

"Boundless credit must be given the

work for the New Orleans Mardi

"Boundless credit must be given the

work for the New Orleans Mardi

"Boundless credit must be given the

work for the New Orleans Mardi

"Boundless credit must be given the

work for the New Orleans Mardi

"Boundless credit must be given the

work for the New Orleans Mardi

"Boundless credit must be given the

work for the New Orleans Mardi

"Boundless credit must be given the

work for the New Orleans Mardi

"Boundless credit must be given the

work for the New Orleans Mardi

"Boundless credit must be given the

work for the New Orleans Mardi

"Boundless credit must be given the

work for the New Orleans Mardi

"Boundless credit must be given the

work for the New Orleans Mardi

"Boundless credit must be given the

work for the New Orleans Mardi

"Boundless credit must be given the

work for the New Orleans Mardi

"Boundless credit must be given the

work for the New Orleans Mardi

"Boundless credit must be given the

work for the New Orleans Mardi

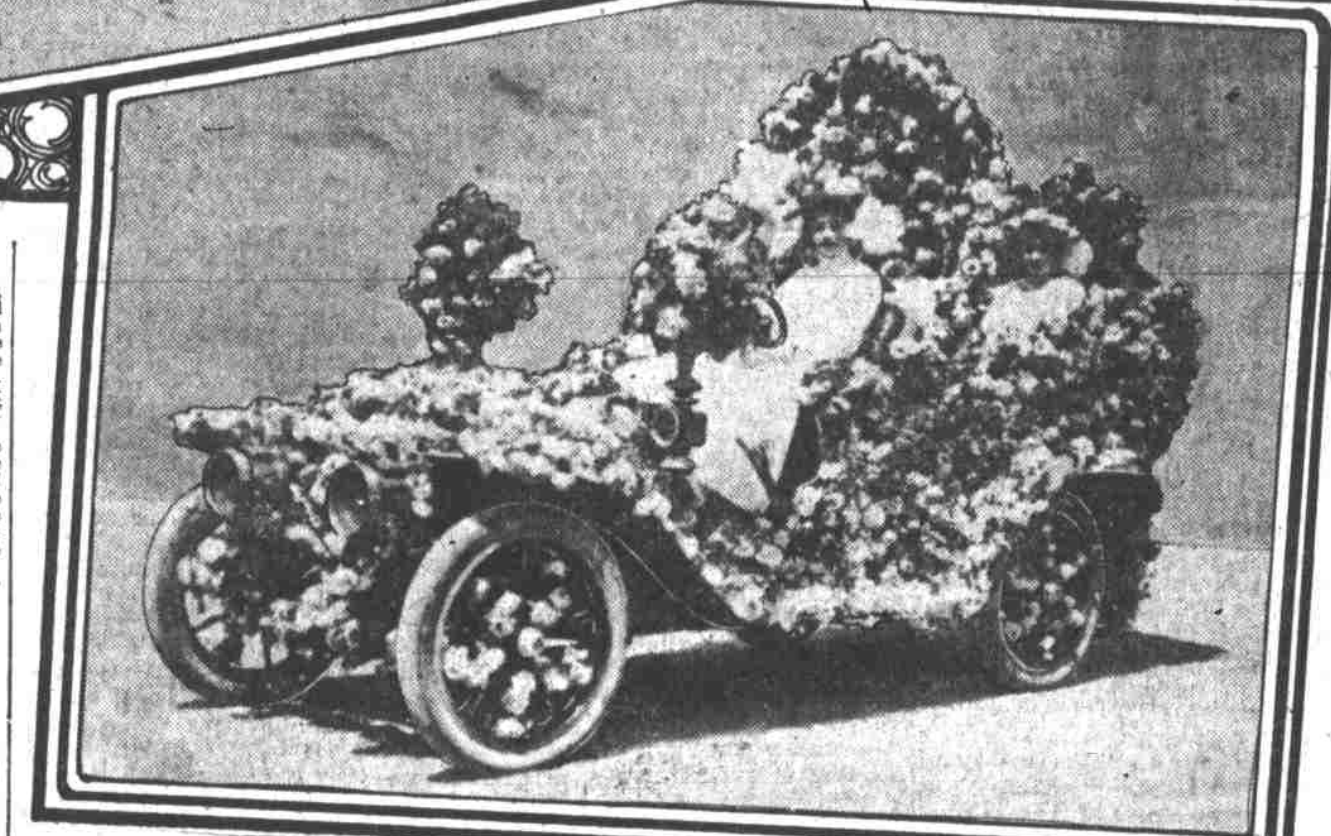
"Boundless credit must be given the

work for the New Orleans Mardi

"Boundless credit must be given the

work for the New Orleans Mardi

Miss Hazel Tichner's Auto of Roses in Wednesday's Parade.



Benjamin Gadsby's Machine in Automobile Parade.

car traffic was paralyzed so badly during the parades that they were not able to get down town to witness the pageants, and we had only one thought in mind in mapping out the routes this year, and that was the convenience and accommodation of the public. We worked out our lines of march with the street railway company, which gave us by all odds the largest individual contribution and assisted us in a multitude of ways. It was deemed best, therefore, to consult with the street car officials in the matter of routes so that the service be not crippled any more than was necessary, and we feel that the public will approve of what we did in this respect for certainly no other celebration of any size has ever been carried out with freer movement of passenger traffic.

This was brought about by keeping open all leading arteries of traffic, and by keeping clear all prominent central transfer points, and at the same time we instructed all clubs which had any hand in handling parades to see that their processions passed the greatest possible number of business houses.

Another point that should be mentioned is the intrinsic value of such features as the electrical pageants and the "Spirit of the Golden West" parade. They are not dependent upon the uncertainty of the rose season. It so happened that the weather and the rose season coincided ideally, but that may not occur again, and that is why we laid so much stress on bringing to perfection the fine illuminated parades of the week.

Public Expression of Thanks.

"It will be impossible for us to thank personally or by letter all those persons and organizations that assisted in making the festival so great a success this year, so I hope they will accept this as an acknowledgment of our deep and sincere gratitude to them for what they did. The celebration this year shows that the possibilities of the festival idea are absolutely unlimited, that bigger and better celebrations can be given from year to year, and this is the high aim that Portland should always have. It is not all sentiment for in its largest significance the festival has a great, almost immeasurable value in upbuilding our city. And I would like to say that the loyalty and support of the people of Portland has been a constant source of inspiration in all that the festival management has done. Without this we should have failed."

Baseball Picture.

The picture, entitled "The Ball Game," is a characteristic illustration of America's greatest sport, and will interest every lover of the game. It shows in a clever way many characters whom any one will recognize: the small boy whose love of the game leads him to climb the fence; the thirty-third degree fan, who occupy honorary positions on the broken chair and the soap box in the field; the noisy fellows in the grandstand. They are all there—the "ball well" man; the "hit 'er out" man; the "kill the umpire" man. You will see someone you know in the picture.

In the pose of the batsman and the tense attitude of the catcher, the picture reveals that the game is at a critical stage; the score is presumably a tie two out a man on third and with two strikes and three balls on the batsman. The batsman all set to swing at the ball, might be the double of the immortal "Casey."

The picture was drawn for Hart Schaffner & Marx, and is one of the best things that Mr. Samuel Nelson Abbott, a New York artist, has done, and is now on display in one of the closing windows of Samuel Rosenblatt & Co., corner Third and Morrison.

New Bank Plans Completed.

(Special Dispatch to The Journal.) Forest Grove, Ore., June 11.—The plans for the First National bank building to be built on the corner of Main street and First avenue are completed. The building will be of brick, two stories high, and will have a glass front on both Main street and First avenue.

Little Chaffeuse of First Prize Auto



Mildred L. Koats in Her Prize Automobile.

Little Mildred Louise Koats, aged 5 years, who took the first prize in the automobile parade of Thursday afternoon, herself manipulated the electric Victoria in which she rode, accompanied by her mother. The little chaffeuse had previously taken four lessons in this art.

The manner in which the beautiful decorations of this car were handled is of interest. In order to have all the blossoms as fresh as possible the roses, Madame Caroline Testout and La



Crowd Waiting in Front of California Building at Fair Grounds for Chance to See the Rose Exhibit.