

SIGHTS AND SCENES OF ROSE FESTIVAL WEEK IN PORTLAND



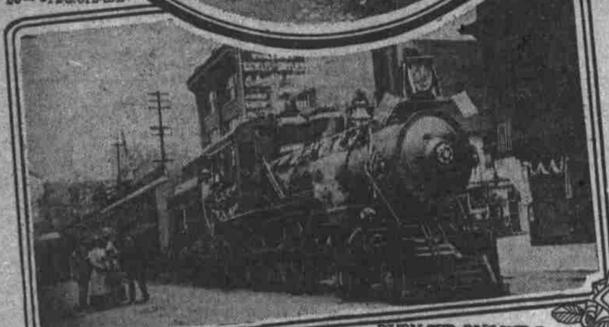
TEST TOUT HEDGES AT 25th ST. MARSHALL



FRAU CARL DRUSCHKI BY G. S. CREGO



FREDERICK HOLTMAN EXHIBIT AT THE ROSE SHOW



EVEN THE ENGINES WERE DECORATED WITH ROSES



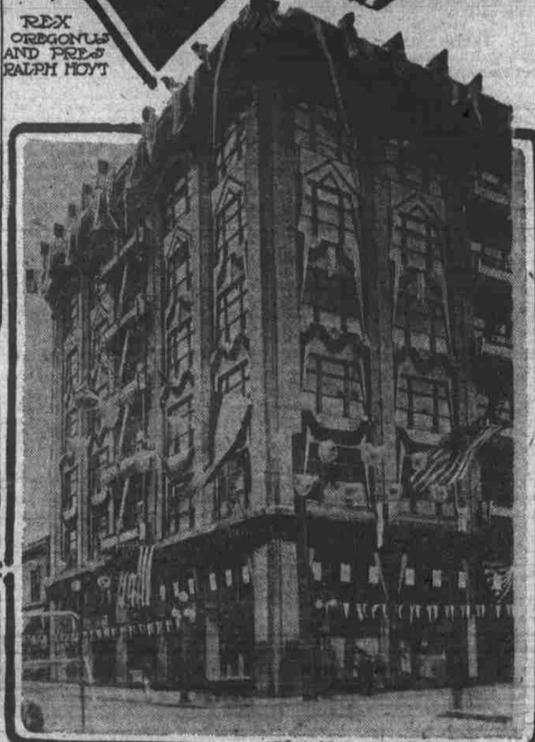
REX OREGONUS AND FRED RALPH HOYT



LAVISH DISPLAY OF ROSES IN STORE WINDOW



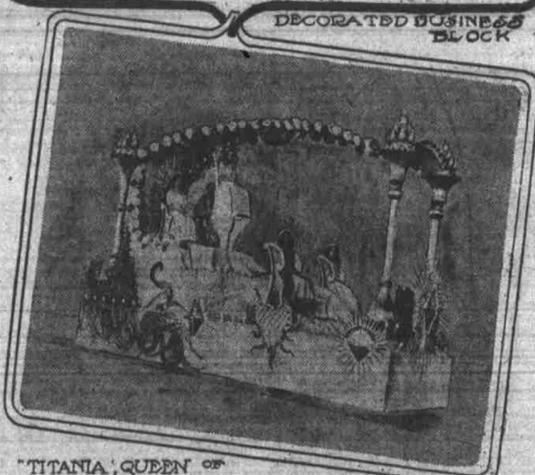
INDIANS IN THE SOCIETY CIRCUS



DECORATED BUSINESS BLOCK



SOCIETY CIRCUS PARADE



"TITANIA" QUEEN OF PAIRIES IN THE ELECTRIC PARADE

DURING FESTIVAL 1,608,400 RODE ON THE STREET CARS

Number Greater by 200,000 Than That of Corresponding Period of Last Year; Table Shows Increase.

Day	1909	1910
Monday	247,700	252,900
Tuesday	281,700	329,675
Wednesday	226,125	336,225
Thursday	340,425	492,300
Friday	359,675	298,200
Total	1,406,225	1,608,400

Each Day Greater.

From the above table it is seen that the traffic of each day was heavier than that of the corresponding day a year ago, and particularly on Thursday, when the increase was nearly 75,000.

To handle the enormous traffic of Thursday, the banner day, required every car available, and the company had 410 in service during the rush hours. This included every car from the largest pay-as-you-enter to the smallest open trailer.

The company did everything within its power to take care of the traffic, yet this was impossible when the tide was at its height after the parade, or Thursday's record-smashing total would have been still greater. People living within walking distance preferred walking to crowding into the overcrowded cars, which were moving in an almost unbroken string over the rails in the downtown districts.

No Serious Accidents.
A remarkable feature was the fact that no accidents of serious nature occurred that could be attributed to the unusually heavy traffic.

East Side cars were sent across the bridges in such rapid succession that they could almost have been coupled together.
The railroads, too, report a very heavy traffic from all points in the northwest and also from California and southern Oregon. Large numbers of people came from points east of the Rockies ostensibly to participate in the feast of roses. The Puget sound cities and Spokane sent large delegations, who entered into the spirit of the occasion with as much enthusiasm as the home people.

Boats from all directions brought banner crowds, and the interurban cars were crowded every evening with people who came to take in the parades.

ROSE FESTIVAL SWELLS THE BANK ACCOUNTS OF CITY'S BUSINESS MEN

(Continued From Page One.)
acting president of the Chamber of Commerce. "No exhibit could be more splendid, or more representative of the city, and nothing could be more satisfactory."
Some of the other expressions were as follows:
M. C. Dickinson, president Employers' association—"I consider the Rose Festival a monster success. I think we business men have been helped to the best possible investment through the festival. I think we ought to conclude

by serving the best kind of a banquet to the management of the Rose Festival, who with the money given them made it what it is."

Increases Prestige.
W. F. Olds, Olds, Wortman & King—The Rose Festival of 1910 increased Portland's prestige. It gave returns direct and indirect. It caused the message that Portland is a great city growing greater to be flashed around the earth.

E. L. Thompson, Hartman & Thompson, bankers—The Rose Festival opens up the avenues of travel, makes all roads lead to Portland, brings the people together, is good for the city and state and ought to be supported doubly next year. If I could add emphasis by any expression to my belief in the Rose Festival I would.

Ben. Selling—What is good for the city is good for the state. The cost of the festival is small compared with its advantages. It has been a tremendous and gratifying success.
A. L. Mills, president First National bank—The Rose Festival is the best advertising ever attempted by Portland. It benefits retail business interests directly; benefits banks and wholesale interests indirectly. It does us all good. The Rose Festival has become such a national feature that it would now almost perpetuate itself.

Brought People Here.
George W. Bates, president George W. Bates & Co., bankers—From a business standpoint the Rose Festival was an overwhelming success. It brought many people to Portland who are able to put money in Oregon investment opportunities. I happen to know that many people who came to Portland expecting only to see the festival, have made investments. The benefit is not only direct, but indirect. The more Rose Festival Portland has, the better for Portland and Portland's people.

M. C. Dickinson, manager Oregon hotel—The festival was the greatest success and brought more people to Portland and did more good in every way than any other single event that ever came to pass in this city. We should spend double the money for the festival next year, and we will get more than double the returns.

George T. Atchley, president East Side Business Men's club, Morgan-Atchley company—Every succeeding year should add to our faith in the Rose Festival. It is the greatest advertising Portland could have, and the best. It makes Portland known as one of the finest centers of the world.

Leave Money Here.
Publicity for Portland brings new people ready for investment. They leave their money here and the people benefit accordingly. The festival meant much this year to the east side and we are especially delighted with the children's parade. We appreciate very cordially the effort made by those who had that parade in charge. It was a beautiful spectacle. On the west side the people crowded out towards the parades and police were kept busy forcing them back. But when the children came by the people stood on the curb. Their love and reverence for the children kept them back more effectively than any policeman's mace.

George Dilworth, prominent east side business man—The festival was a great success. I believe that next year when the time of the Rose Festival comes every public spirited business man in Portland should make it the biggest thing he has to do to make the festival eclipse anything that has ever gone before.

Louis G. Clarke, Woodard, Clarke & Co.—What the Rose Festival has meant to Portland this year it will mean next year, and more. Not only that, but it will mean much to every part of the

state. Next year will witness greater development and the festival will invite more people to attend, and more money will be invested as a result. It was and is a crowning success. Its influence is more than a day.

Business Much Better.
Charles Hebbard, manager Tull & Gibbs—The Rose Festival this year was more than justified by its returns. Our business was much better than the same seasons of previous years. I expect to see greater returns another year, and I hope that as the Rose Festival is continued every year, so it will grow and become greater and more significant.

Julius Meier, Meier & Frank—The Rose Festival was a very direct benefit to us in the way of increased business. More than all we believe in it because it is good for the city. More people in Portland means more business, and all business men will profit accordingly.

William F. Lipman, manager Lipman, Wolfe Co.—The Rose Festival attracted many visitors and certainly increased our business. We are delighted with its results.

A. E. Fletcher, manager Owl Drug company—The festival increased our business wonderfully. The visitors to Portland left a great deal of money here. We think it is the finest feature of Portland and will do all we can to aid its successful continuance.

Helped Hotels.
H. E. Fletcher, manager Cornelius hotel—The Rose Festival was the greatest thing Portland ever experienced. It was worth many times its cost and it gave pleasure to every one. It was indeed profitable from a business viewpoint.

Hermann Wittenberg, president Pacific Coast Biscuit company—The Rose Festival was a great advertisement. It brings people to Portland from all the surrounding country. It brings peo-

ple to Portland from long distances. Many remain here as residents; others go back to sing the praises of Portland, Or. It does good in all business interests. As a fête day it should be promoted with energy and the faith of Portland business interests in it is great enough to insure its liberal support.

F. N. Pendleton, Buffum & Pendleton—Of course we believe in the Rose Festival. We could make no better advertising investment. It is elevating and beautiful and enjoyable, too. Success to the Rose Festival!

Tennessee Town Bans the Spit Ball.
Waterloo, Tenn., June 11.—Visiting as well as local spit ball pitchers with life spit ball as a specialty, will be subjected to a fine or imprisonment in future, according to action taken by the city fathers at a special session.

"That the so-called spit ball is disgustingly unsanitary and that it is not intended for gentlemanly ball players," was the sentiment expressed by the council, which made the punishment for

violators a fine of \$5 for each offense, the councilmen explaining that if visiting teams cared to, they could make special arrangements before each game to pay fines on the ground for each pitcher each time he used the spitter, this without going to the clubhouse or without delay of the game.

The Democratic convention of Wisconsin, when it meets a few weeks hence, will probably do little more than pass on a platform and discuss available timber for state offices without endorsing any individual candidate. This is chiefly due to the fact that there are expected to be several candidates in the field for each office and the ultimate choice will be left for decision in the primaries.

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10 CHESTS SOLID SILVER FREE! Absolutely FREE!
Head Bush & Lane Piano Co.'s advertisement, Page 4, Section 1.