

PORTLAND, OREGON, SUNDAY MORNING, FEBRUARY 21, 1915.

## THE PORTLAND ROSE

### CITY BEAUTIFICATION

By Lloyd W. McDowell.

**O**NE hundred miles of roses of wondrous beauty—a floral display that would prove a world-wide attraction! A hedge that would reach from Portland to the sea!

That is just the very thing the city beautiful committee of the 1915 Rose Festival association hopes to accomplish.

Instead of the hedge from Portland to the sea, however, the thousands of new rose bushes are to adorn parking strips along more than 3000 city blocks, or 100 miles of city beautification—sections of the city where roses now are not grown in great quantities.

Millions of flowers will thus be added to Portland's annual review of roses—a timely aid to assist in upholding the city's well-merited reputation, not only as the "Rose City," but the most beautiful city on the Pacific coast.

Therefore, the slogan, "The Whole World Knows the Portland Rose."

"From the standpoint of a city beautiful," declares Emery Olmstead, president of the 1915 festival, "Portland could easily have passed muster without turning a hand."

"But visitors are coming—thousands of them—and we must add further to our reputation as the most beautiful city west of the Rockies and surpass every expectation," agreed governors of festival.

Festival directors began at once to broaden the scope of the association. The city beautiful campaign was inaugurated and is being financed by the festival. The first meeting of the city beautiful committee was held late in December.

This branch of the festival association has grown with leaps and bounds. Now, more than 300 delegates, representing every fraternal, social and commercial organization in Portland and suburbs, are meeting in convention with festival directors and the city beautiful committee. Public schools are represented, and every man, woman and child in Portland has a part in the city beautification plan.

From figures obtained by the city beautiful committee, there are available in Portland more than 250,000 two-year-old rose plants which, if set out at once, will bear flowers this year. This vast number of bushes would be sufficient, say men familiar with rose culture, to decorate 3000 blocks of parking strips, or the 100 miles of beautification, which the committee will strive to accomplish.

Portland's annual Rose Festival also brings out several rose headliners that are worth featuring, and which no city in the world can boast.

Automobile and vehicle decorated parades show more than 3,500,000 roses. It has been estimated as high as 5,000,000 flowers will be used this year.

Portland each year grows more than 10,000,000 roses—some florists say between 15,000,000 and 20,000,000. They have never been counted.

Out at Peninsula Park Portland has a garden in which are more than 1,000,000 rose flowers—700 varieties and 14,000 plants.

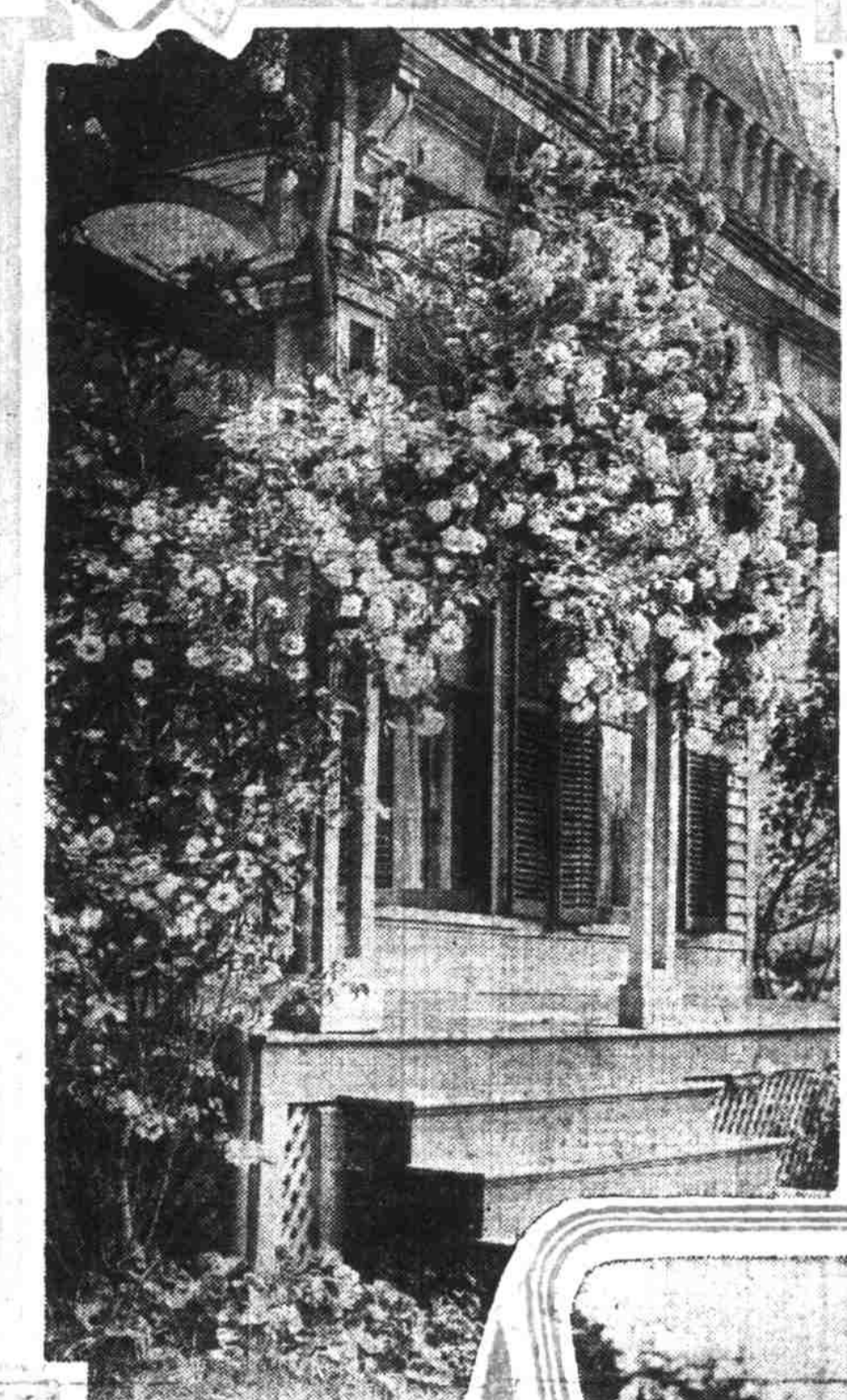
From this four-acre garden of a million roses or more, tourists in the city may look to the northeast and see snow-capped Mt. St. Helens. Further east lies Mt. Adams, and if they look sharp Mt. Rainier comes into view.

Syracuse, N. Y., is planning a rose garden to cover three acres and, it is understood, several varieties of the rose grown so successfully here will be sent to Syracuse with the compliments of the city beautiful committee.

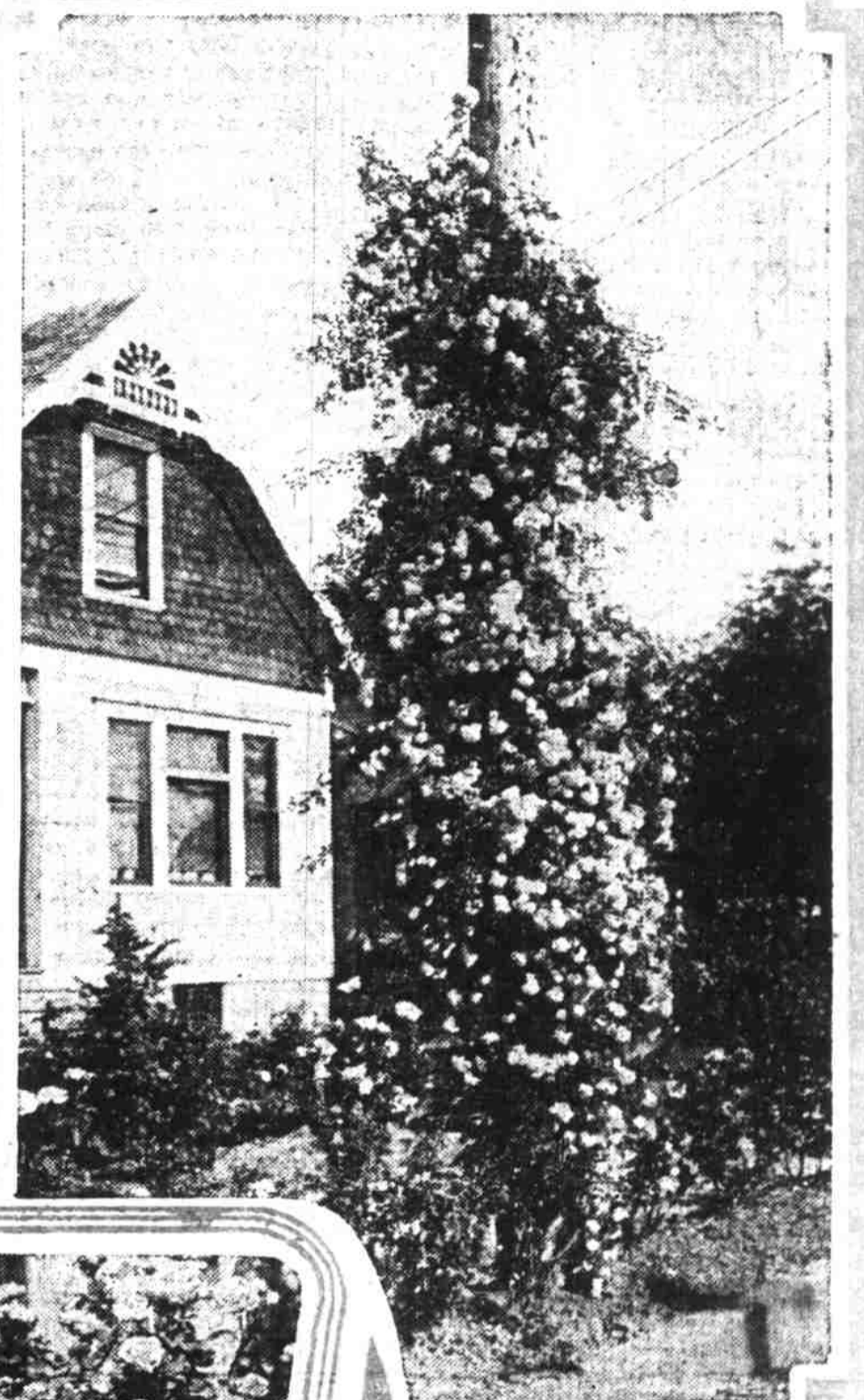
With the city beautiful campaign, under the direction of Julius L. Meier, general chairman, and the board of governors of the Rose Festival, well in hand, the committee says parking methods should first be carried out in the work of city beautification. It is the hedges of roses, or the beautiful flowers in the parking strips that attract attention of visitors to the city in their sight-seeing trips by street car or automobile.

"Plant rose bushes in the parking strips between two and three feet apart, depending on the varieties," is the advice of the rose experts co-operating with the city beautiful committee.

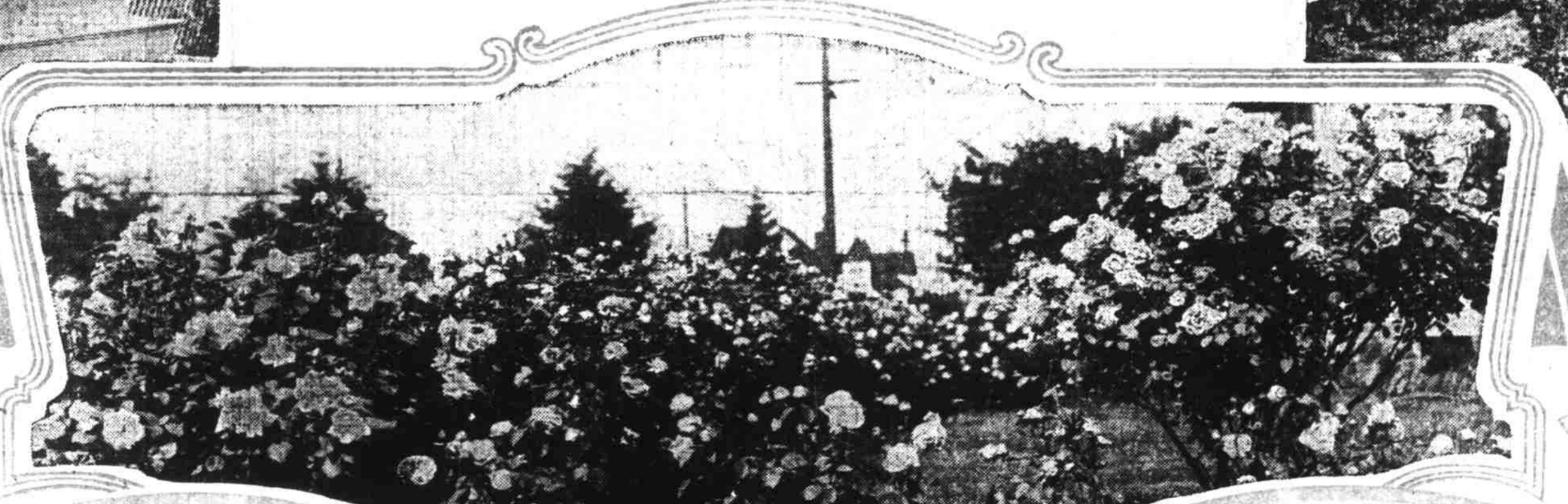
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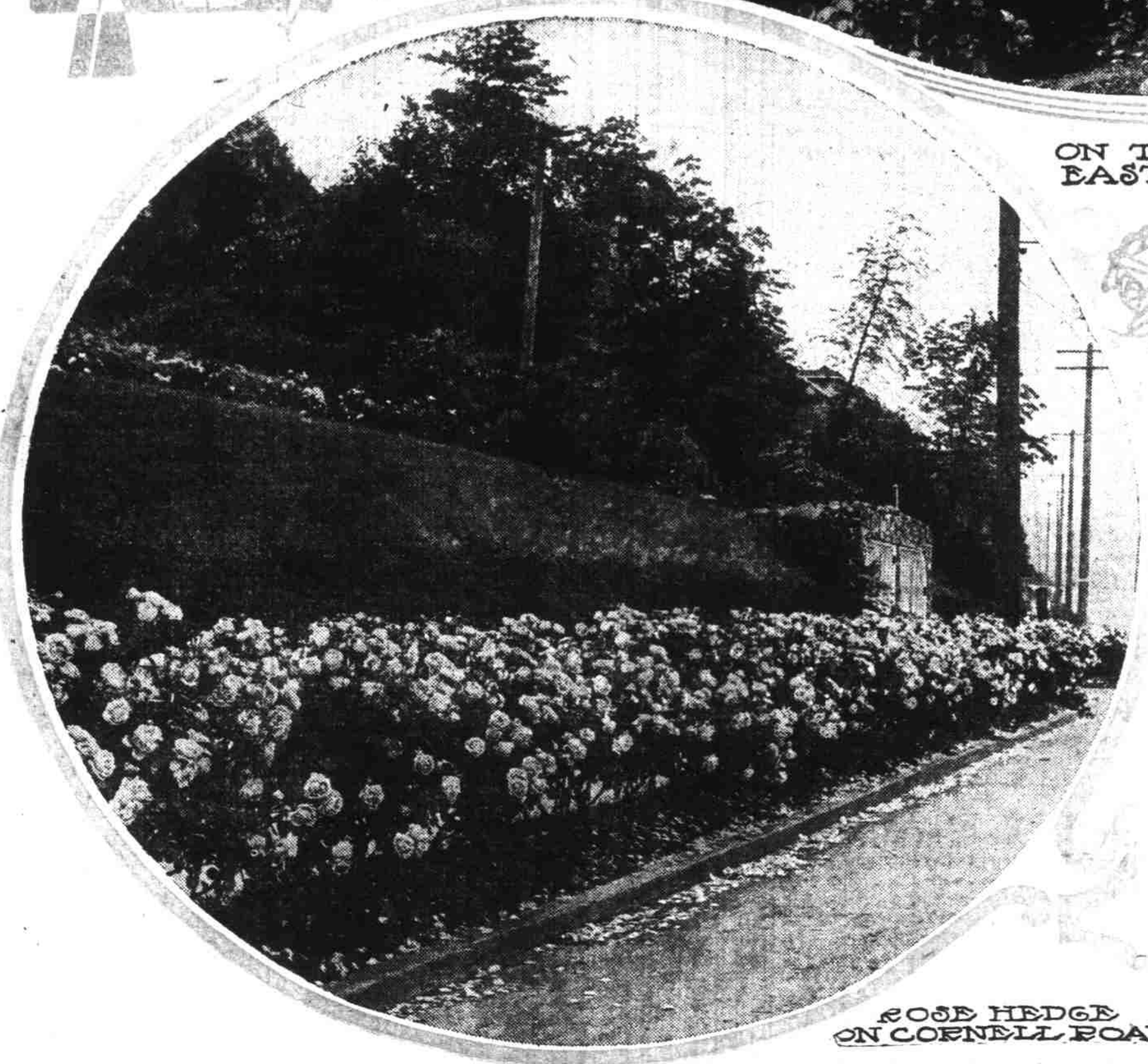
A ROSE-DECKED ENTRANCE



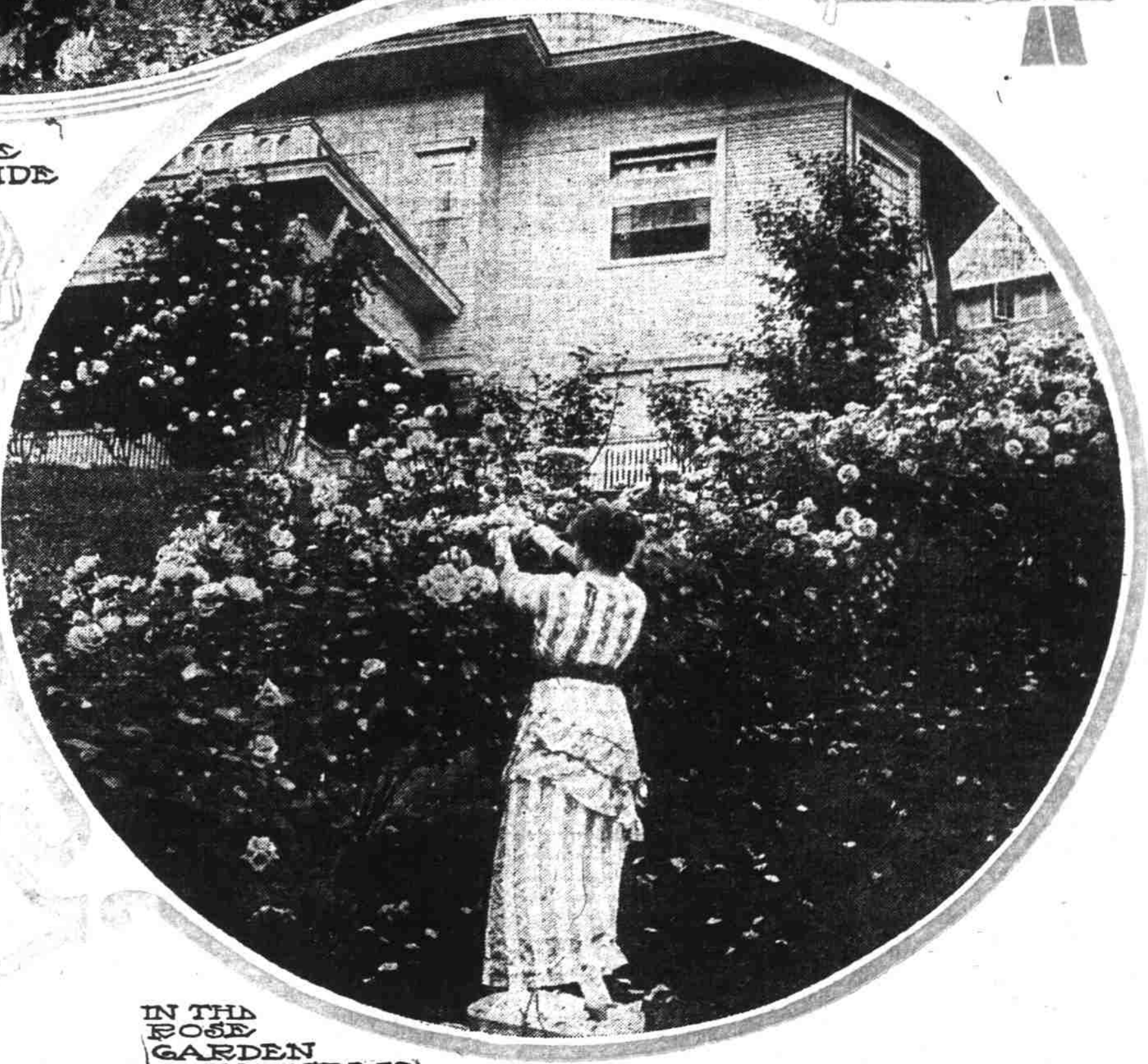
RARE BEAUTY AT SMALL COST



ON THE EAST SIDE



ROSE HEDGE ON CORNELL ROAD



IN THE ROSE GARDEN  
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