

PORTLAND

“THE ROSE CITY”



FOURTH GRAND ANNUAL FESTIVAL

JUNE 6TH TO 11TH, 1910

A Week of Floral Revels

One Hundred Thousand Dollars will be spent in producing this week of festivity.

More than one quarter of a million visitors will be entertained at this Jubilee.

More than 5,000,000 beautiful roses will be used in decoration.

Portland has a thousand miles of roses. If set side by side they would reach to Los Angeles.

Tokio is noted for its cherry blossom parades. Florence, Naples, Venice and Nice are famous for their floral carnivals and New Orleans for its Mardi Gras. Portland with her peerless floral pageants has won world-wide renown as "The Rose City."

One of the most striking features of the 1910 Festival will be the profusion of electrical and floral decoration of the streets and public buildings.

Every night and day there will be imposing pageantry, pyrotechnics, water carnivals, athletic sports and pastimes.

The electrical parades and the other illuminated pageants will eclipse anything of like character ever seen in this or any other country. These parades will be historical, allegorical and mythological.

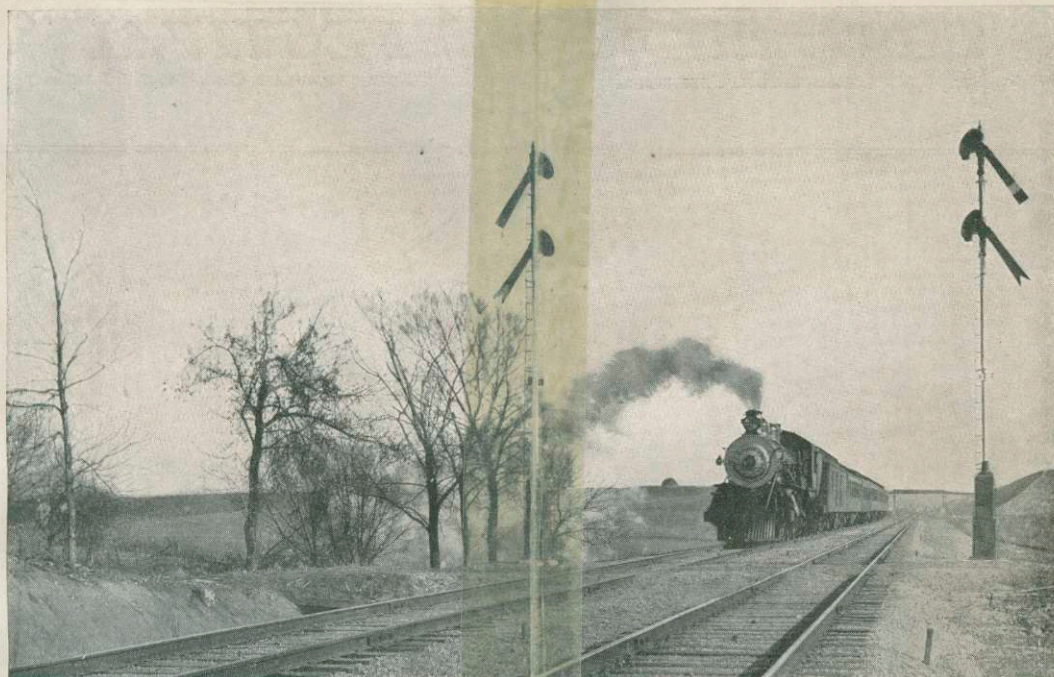
The decorated automobile and horse and carriage parades will be floral dreams of Oriental splendor.

This land of perpetual flowers has an ideal climate and an endless profusion of matchless bloom. Thousands travel across the continent annually to behold this wealth of fragrance and color that has made Portland famous throughout the civilized World.

It is hoped and believed that the offer of princely prizes will tempt the most daring aeronauts to enter the contests for honors in the dirigible balloon and aeroplane races.

Special low excursion rates will be given on all lines of transportation.

By order of
REX OREGONUS,
King of the Festival.



THE OREGON-WASHINGTON LIMITED ON LANE CUT-OFF, NEAR OMAHA, NEB.

The Best Route to
PORTLAND

— IS VIA —

UNION PACIFIC

“THE SAFE ROAD”

ELECTRIC BLOCK SIGNALS

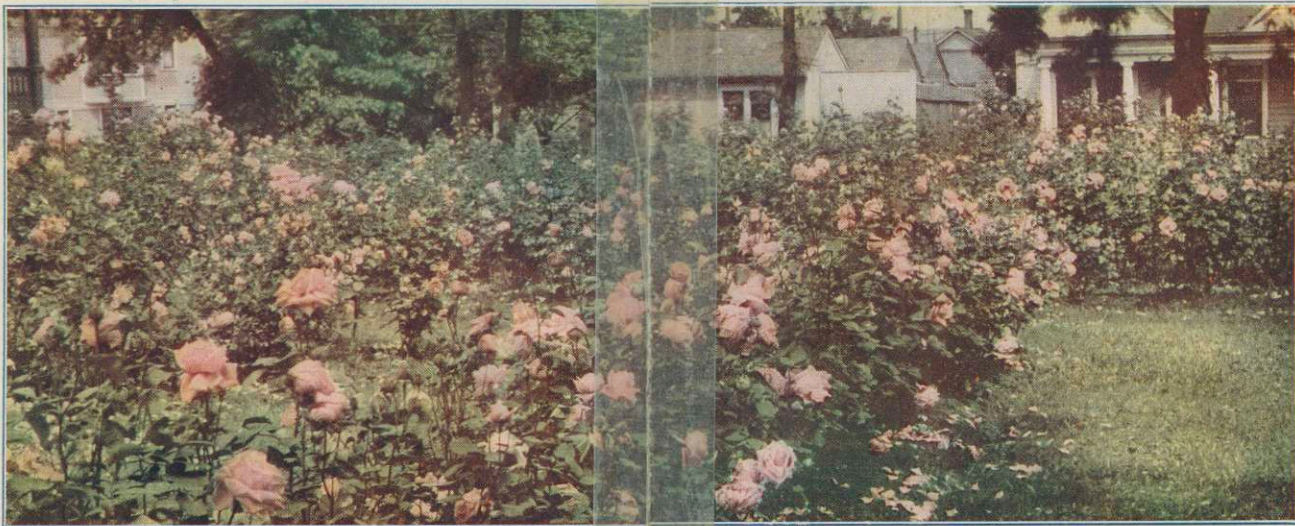
NEW STEEL PASSENGER EQUIPMENT

DINING CAR MEALS AND SERVICE “BEST IN THE WORLD”





PORTLAND ROSE FESTIVAL



A Yard of Roses in Portland, Oregon.

Portland Rose Festival

JUNE, 1910



THE Portland Rose Festival is a Mardi Gras of flowers, whose beauty and poetic grandeur have eclipsed every carnival of other nations and challenged the admiration of the civilized world.

It is a solid week of floral pageants by day; of mythological, historical, and allegorical floats, cars, and chariots at night. These beautiful and costly gems of art are dazzling, brilliant, and gorgeous in their barbaric splendor. In the "All Oregon" parade, entitled "The Spirit of the Golden West," the more prominent localities of the Pacific Northwest are represented, allegorically, by beautiful floats showing the wonderful products and resources indigenous to their several localities. Gaily caparisoned horses, drawing smartly bedecked equipages, show millions of rare and radiant roses in parade, while hundreds of

automobiles, ornate with floral garnishment in unique and endless design, create a roseate and opalescent picture that time can not efface nor custom stale.

Portland has one thousand miles of roses. If these roses were set side by side, they would reach from Portland to Los Angeles. More than a million roses are used for decoration in each floral parade. The roses of Portland are more beautiful, more fragrant and more variegated than the roses of any other clime.

Washington's Birthday, February 22d, has been formally adopted as "Rose Planting Day" in Portland, and, while the East and Middle West are often at that time held in the vice-like grip of the Ice King, the Rose City is basking in sunshine, and its citizens, inspired with civic pride and public patriotism, are planting myriads of rose bushes to supply



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imposing demonstration than has been attempted before. But it may not be out of place to set down a few of the things that are proposed, and that, there is every reason to believe, will be successfully consummated at the fourth annual Festival to be held during the week of June 6th to 11th, this year.

Through arrangements with leading citizens of Portland who are now abroad, and others who will go later, the Rose Festival has ambassadors in foreign lands, spreading the fame of Portland and collecting all the information possible that may prove of advantage to the Rose City in its next annual celebration.

It hardly seems like an exaggeration to prophesy that Portland will be called upon to entertain no fewer than 250,000 visitors during the week of the celebration. Tourists will find a variety of attractions on the Pacific Coast this year, and, as Portland has set June 6th as "Home-Coming Day," it is reasonably certain that every house in the city will be taxed to its capacity to entertain its guests.

Then, too, the water carnival, with its hundreds of craft, ablaze with myriads of Chinese and Japanese lanterns, dancing like fireflies over the rippling waters, forms a wondrous kaleidoscopic picture. It should not be forgotten that, as an inseparable feature of the week of Festival, Portland is always in gala attire.

As the public is already aware, Portland's annual Festival of flowers is not a purely local institution. It is for Portland, for Oregon, and, indeed, for the whole Northwest. Nearly a score of enterprising cities and towns outside of Portland have caught the spirit, see the possibilities of the Festival as an advertising feature, and enter picturesque floats, representative of their varied resources, in the street parades.

The Rose Festival has nothing of commercialism about it. It gives everything free. It has, therefore, no source of revenue save and except the gratuity of a generous public. From present indications, it seems that the Rose Festival will be able to give a \$100,000 exhibition this year. Skilled workmen and artists from the East have been employed to construct the pageants for 1910, and it is certain that

Portland will be prouder than ever when it beholds their magnificence and splendor.

Think of attar of roses at twenty-five cents a drop, while here are acres and acres of the most beautiful roses in all the wide world, exhaling delicious odors that rival the perfumes of Araby.

The spirit of the Golden West, all fragrant with dewy dreams, calls this Paradise and lingers in the fond embrace of eternal spring. The joy of living sparkles with the wine of life, and here, indeed, is "every prospect pleasing and only man is vile."

The auto-cars, bearing their thousands of iridescent roses, are indeed beautiful, but the cavalcade and the smartly bedecked carriages drawn by gaily caparisoned horses are a roseate and opalescent dream. Is there any other State in the world in which horses wear such necklaces of waving beauty? These prancing chargers, these high stepping steeds, are garlanded with roses and feathery ferns and Oregon grape entwined.

The day is not afar when every home in Portland will nestle in a bower of roses, and he that is improvident of the universal custom will be looked upon as an undesirable citizen, a citizen to execrate and taboo.

The gentle breezes of the ocean, mingled with the balsam of the pine, unite with the crystal drops from melting peaks of snow and golden sunshine to make Portland roses fairer, rarer, and more fragrant than the roses that bloom in Araby. A climate that is ideal for roses, and makes them unfold their budding beauty every month in the year, must be alluring to those who wish to spend their green old age in peace, amid scenes as charming as they are fruitful and lasting.

The wealth of color and perfume has its annual climax in the ROSE FESTIVAL of June. The Festival is a week of floral revels. Tokio is noted for its cherry blossom parades; Florence, Nice, Venice, and Naples are famous for their floral carnivals; New Orleans is known as the Madri Gras City; but Portland, with its wondrous floral pageants, has won world-wide fame as the Rose City.



PORTLAND ROSE FESTIVAL



Roses, Portland, Oregon.

A prophetic dreamer has told us, and the dream may be true, that the market of the great Northwest is the Orient and the Pacific Ocean is the sea of the future. The countless millions of India, China, and Japan are knocking at the granaries filled from our teeming golden acres. Other cities on this evergreen shore of the mighty Pacific have claims to greatness, but, towering above them, like the oak above the alder, is Portland with her combined advantages of climate and soil, location and endless resources. Here in the land of plenty, in the zone of eternal spring, age will be soothed by happy children's laughter, while all Nature paints pleasant pictures in the minds of men. Labor and wealth will go hand in hand and lie down together upon a perennial bed of roses.

Portland invites the world to join her in a festival of peace. "Come!" says the Rose City, "where dull care is unknown and sip from the chalice the nectar that Nature distills only in Oregon; where the joy of life is made golden by the glories of a matchless summer sun whose azure hues can be found nowhere else in this world. Come! for it is our week of festival, when tender sentiment and good fellowship reign supreme."

As a summer resort, the fame of Portland is as wide as the tidal wave's measureless motion. It is fast becoming known as the Summer Capital of America; its climatic conditions making it a modern Paradise.

Many thousands of people visit Oregon each summer. Some come as investors, for the Portland of today is not the Portland of yesterday, and the man of affairs has the foresight to see its expanding opportunities. Others come as pleasure-seekers to find the relaxation they need; but the greater number come to view the scenic grandeur in river, mountain, dale, and ocean and to enjoy the wondrous climate, for in the Oregon country will be found the most delightful climate in all christendom.

When the East and Southland are sweltering with unbearable heat, and prostrations are frequent, the Rose City is enjoying delightfully cool and exhilarating breezes. It is called summer simply through courtesy to the seasons. It is like perennial spring-time.

Throughout these delightful days one may ride, drive, row, or motor, or, with rod and gun, find the finest fishing and hunting in all the world.



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The city has many beautiful parks and play grounds. The parks are frequented by myriads who delight in fine music, in gorgeous flowers and artistic landscape gardening and the wondrous works of Nature.

Society in Portland is naturally hospitable, for that is a feature of its individual life. Brilliant social functions are continuously occurring throughout the eight months of the most inviting summer days.

The height of the season is reached at the Rose Festival when everybody lays aside the cares of life and enters into the spirit of the hour with an enthusiasm and an abandon that makes Portland stand grand and alone as a Colossus of rational enjoyment.

The Rose Festival sentiment is an odd thing and seems particularly indigenous to Portland alone; however, it is contagious and springs into full-fledged being in the hearts and minds of the visitors. There it remains until the carnival is over for another twelve months. Young and old alike seem inspired by its effects and the joyous laugh of the young finds echo in the breast of the elder.

The principal thoroughfares are crowded with a constantly moving stream of people who instinctively fall into the spirit of the fiesta. As they pass and re-pass, a view of the thoroughfares has the appearance of an ever-changing kaleidoscope. No matter how thick the crowd, how dense the jam, or how severe the crush, everything is jollity and everybody is smiling. The wonderful good nature through it all is a most remarkable feature of these yearly celebrations.

At night, during the passing of the processions, the streets are brilliantly illuminated and charm every spectator by their dazzling splendor.

Portland is well provided with every facility and advantage that is necessary to make an incomparable home city. Its libraries, clubs and educational institutions repose resplendently in elegant homes of their own. There are many churches, some of them remarkable for their architectural beauty and majestic proportions. The schools, both public and private, deserve high praise.

The splendid hotels have ample accommodations for all guests, especially since the advent of several mammoth modern hostleries which have all the comforts and luxuries of modern invention, and are accustomed to purveying to the most critical.

During the last few years Portland has been advancing with giant strides above the sister cities of the Coast. It is now upon the very threshold of a golden era. Is it then a matter of surprise that the people should pause for a brief week to revel in the pleasures of the sentimental rose?

The splendor and prosperity of Portland are proverbial and phenomenal. Many beautiful new homes have spread out in every direction, and in every yard, on every lawn and terrace, the ever-blooming rose holds undisputed sway.

In fact, the attractions and advantages of flower-bedecked and rose-crowned Portland are almost indescribable in this scope. Steadily the Rose City is advancing to its certain place among the metropolitan cities of America.

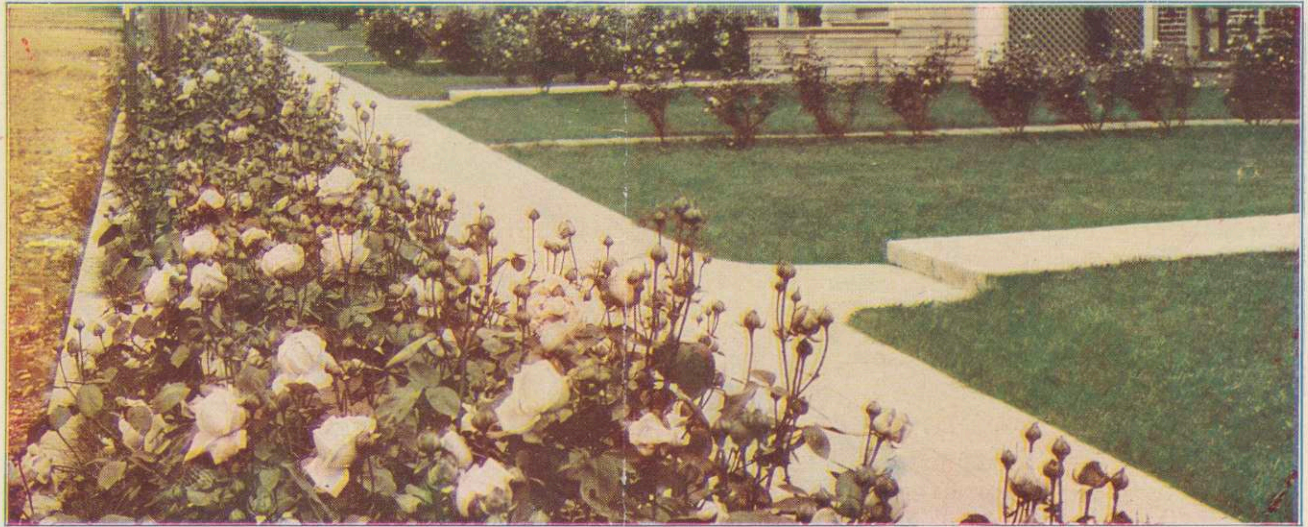
THE ROUTES

The visitor to Portland has choice at the Missouri River of the two main gateways of that great overland route, the Union Pacific, Omaha and Kansas City, direct lines from each of them converging at Denver. The magnificent agricultural region traversed by these lines is well worth seeing, for the section that was under Indian sway and a pasture land for buffalo, when the Union Pacific was completed, is now the grain-producing land which helps to feed the world. The Nebraska corn crop, for 1909, was one hundred and seventy-nine million bushels.

From a miner's cabin to a city of palaces is Denver's story of the fifty years of an extraordinary life; and, at the close of the first half century, the gold-finder's hut has been transformed into a great city of about two hundred thousand souls. Unquestioned queen of the Rocky Mountain region—peculiarly attractive in beautiful and costly homes, miles of imposing business blocks, a citizenship that has



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White Roses, Portland, Oregon.

never had time to understand defeat, possessing all the necessary adjuncts for either business or pleasure, a climate peerless in America by reason of its clean, vital purity—there is no need for wonder that Denver is one of the most talked of, most described and bewritten cities in this country. And one other peculiar advantage it enjoys—that of being the starting point for, and entrance to, all the scenic grandeur of Colorado. After the manifold attractions of the city have been exhausted, there remain for the tourist innumerable detours and side-trips of absorbing interest.

Colorado Springs, altitude 6,000 feet, seventy-five miles to the south, home of many a retired or active millionaire; beautiful, restful, quiet, no sound of any clamorous industry—a residence town, inexorably. Both railway and street car reach Pike's Peak, Cheyenne Mountain, Garden of the Gods, and Manitou from here. Bewitching Manitou, altitude 6,325 feet, five miles west, still holds a magic spell for all who come.

Idaho Springs, altitude 7,500 feet, thirty-eight miles west of Denver—a charming town, cradled in a wild gorge; Georgetown, altitude 8,475 feet, fifty miles

west of Denver, just below the world-famous Loop—that daring example of engineering skill; Central City, forty miles west of Denver, altitude 8,000 feet, clinging to the mountain side—all these and more. There are Leadville and Cripple Creek, Glenwood Springs and Cherokee Park to visit, and many another noted point.

Going north, on the Union Pacific to join the main line at Cheyenne, we pass Brighton, where the branch line starts off for Boulder, a noted health resort, twenty-nine miles from Denver; Greeley, on the Union Pacific, fifty-two miles from Denver, lies in one of the most charming and fertile fruit valleys in Colorado. From Cheyenne, west, the train runs over the main line of the Union Pacific to Ogden. Here a detour can be made to Salt Lake City, thirty-seven miles distant.

Visitors of other years will note, with pleasure, the rapid growth of Utah's metropolis, the strong, sustained advance in material prosperity and progress along many lines. Deep as may be the abiding historic interest in this City of the Saints, its commercial importance as the metropolis of the great intermountain country is manifestly apparent, and its future



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seems to indicate, surely, a manufacturing center and ore-reducing point. The sight-seer will enjoy pleasant hours going over the city, and, eighteen miles distant, on Salt Lake, is Saltair Beach, which is one of the most luxurious bathing places in the world. Trains leave for the lake every few minutes, day and evening. A dip in water wherein you can not sink is a startling experience. At Ogden the Great Salt Lake Cut-off has been constructed, which saves over forty-three miles from that point to Lucin. Twenty-seven and one-half miles of this new line are built on piles, directly across Salt Lake—an engineering feat of uncommon magnitude.

Running due north from Ogden on the Oregon Short Line, we reach the town of Pocatello—important as a division point, a busy place of eight thousand inhabitants—the commercial gateway to Idaho. From either Pocatello or Ogden, tourists may obtain detours to the Yellowstone National Park, the wonderland of this Continent. The trip is made from Ogden to Pocatello, north to Idaho Falls, and thence, by the recently constructed St. Anthony's Branch with a terminus at Yellowstone, Montana, only nineteen miles from the Fountain Hotel, Lower Geyser Basin. No description of this majestic region can do it justice; unnumbered word-pictures of its beauty and grandeur have been made, but these pale and fade before the actual scene as revealed by personal visitation.

Returning to the main line of the Oregon Short Line, the next point of interest is Shoshone Falls, located twenty-six miles south from Shoshone station. Larger than Niagara, nine hundred and fifty feet from cliff to cliff and a sheer fall of two hundred and ten feet, carrying the full volume of the great Snake River, Shoshone Falls do not suffer by comparison with any waterfall in the world, and, in certain characteristics, are unique and alone. The savage, sullen chasm of the river, twelve hundred feet from the water-edge to the top of the cañon, the desolate surroundings, the remoteness from men and cities, keep Shoshone's primal grandeur safe—it is as lonely here as when, at the beginning, this whirling torrent

sprang through those frowning cañon walls. A first-class hotel is maintained here.

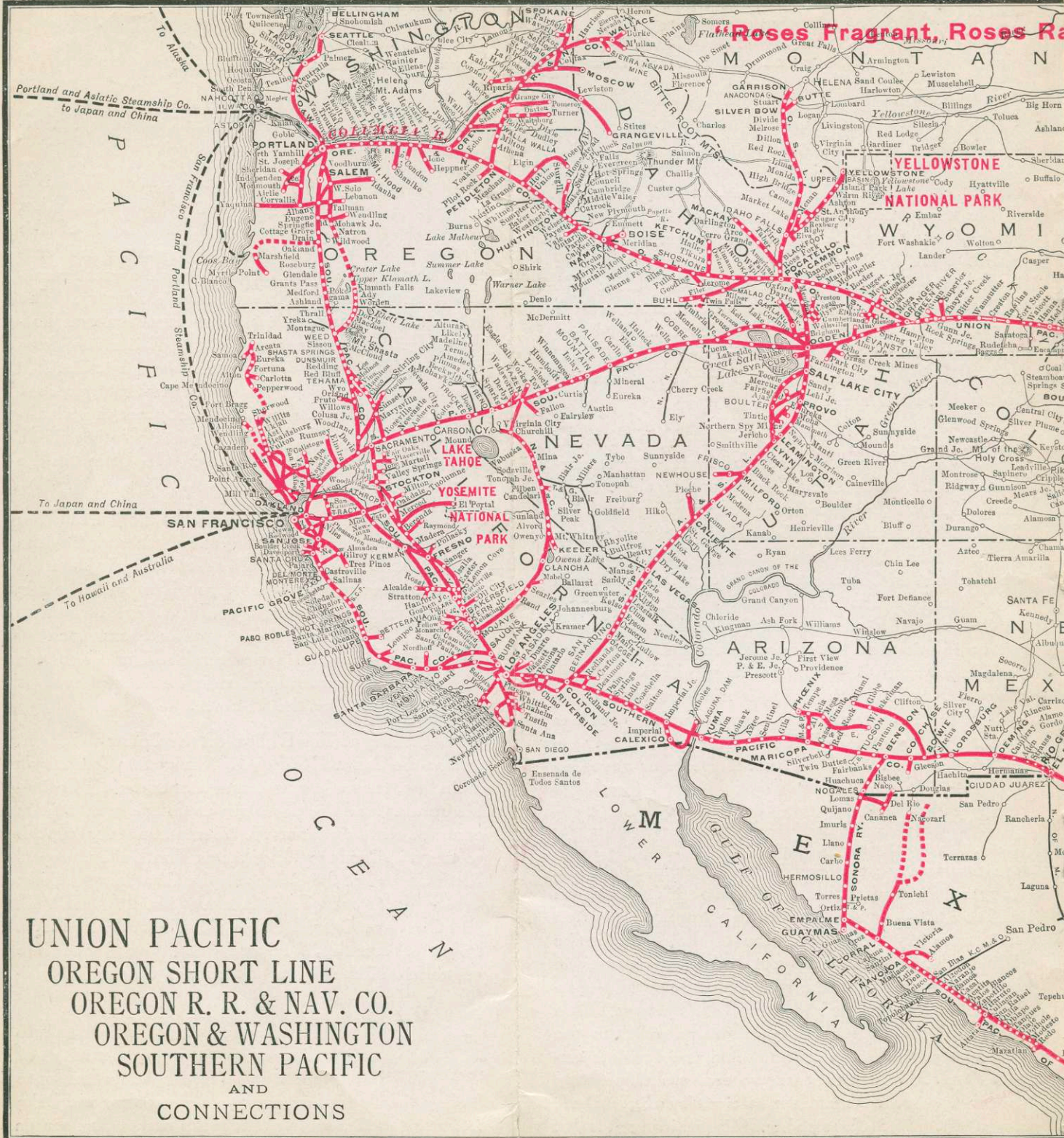
Boise, still farther west, on the Short Line, is a fine example of true western growth. In addition to its commanding position at the head of the famous Boise Valley—one of the greatest fruit sections in the West—Boise has become a great pleasure resort for all the intermountain country. The splendid Natatorium, covering a vast natural hot-water spring, is attraction enough of itself to draw visitors. The water of this spring is so hot that it is piped into the city and used for heating purposes during the winter. Imperial Idaho, great in agricultural resources, forests, mines of gold and other metal, is not surpassed by any State in the Union in the quality of fruit raised.

The Oregon Short Line Railroad ends, and the Oregon Railroad & Navigation Company's line begins, at Huntington. Pendleton and Umatilla are two gateways to the upper Northwest Pacific Coast Country—the Walla Walla Valley, the famous Palouse region—branches running from each of these points into the agricultural and mining lands of western Idaho, and extending to the marvelous city of Spokane, on the far north.

Beginning at The Dalles, on the Columbia River, and on the Oregon Railroad & Navigation Company's main line, the majestic panorama of the lordly Columbia unfolds, and the day's trip down this great stream can not, in this country, be matched for superb scenery. Memloose Isle, below The Dalles, the old Block House at the Cascades, the Government locks, lovely Multnomah Falls, Latourelle and Bridal Veil, and Oneonta Gorge, Horse Tail Falls, Castle Rock, Pillars of Hercules, Rooster Rocks, the Palisades, are only a few of the sights and scenes on this delightful trip.

VIA SACRAMENTO

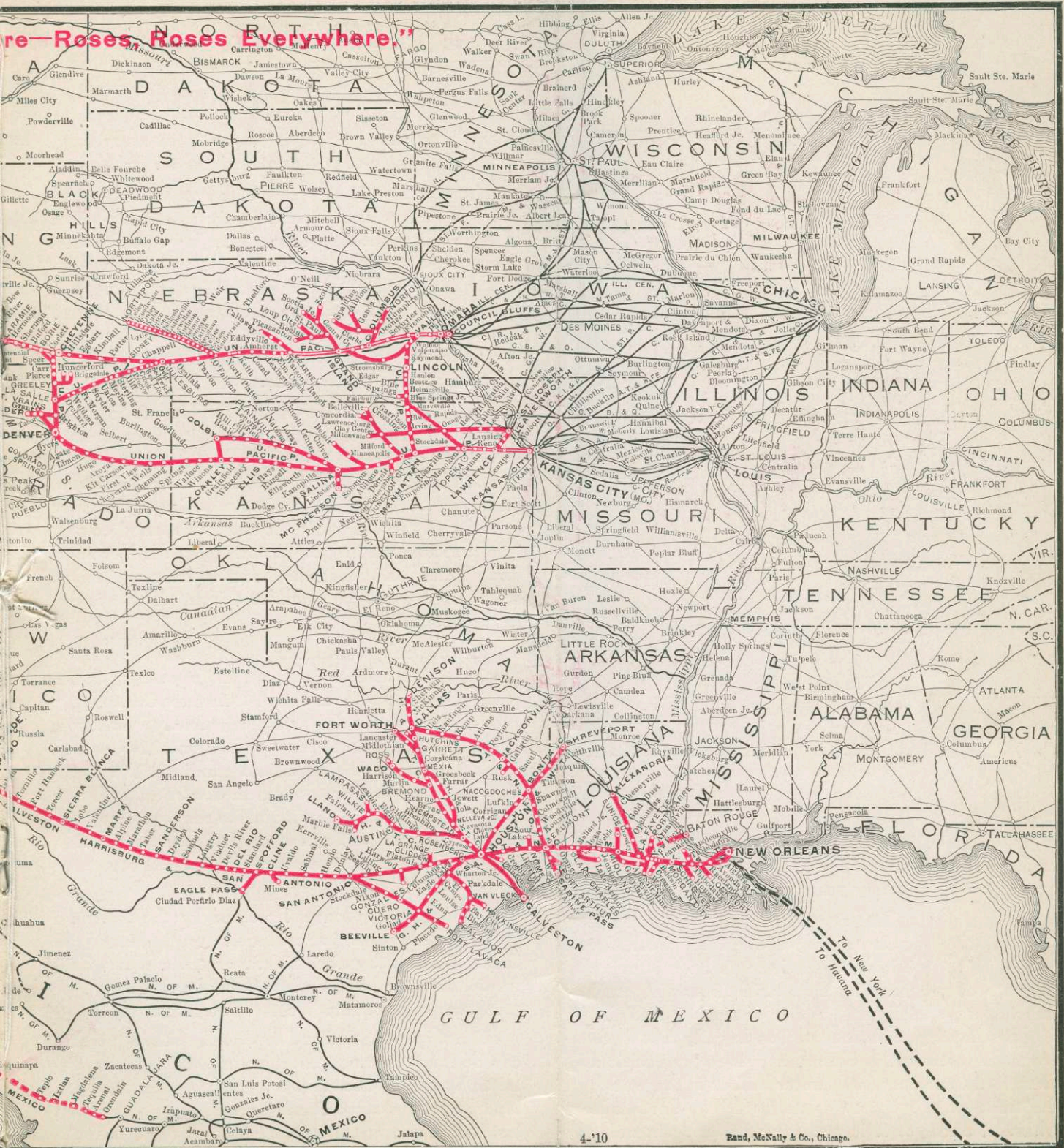
Persons traveling via Sacramento will enjoy the opportunity of seeing the far-famed Sacramento Valley, the wondrous beauty of Lake Tahoe and Lake Donner, the heart of the Sierras at Truckee, and scores



Roses Fragrant, Roses Ra

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 SOUTHERN PACIFIC
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re—Roses, Roses Everywhere."





PORTLAND ROSE FESTIVAL



Tea Roses, Portland, Oregon.

of points, all of absorbing interest—landmarks which have made the scenery of California famous the world over these many years.

THE ROSE CITY

The city of Portland is old enough and strong enough to speak for itself, and there is no mistaking the note of progress in all material, financial, commercial, and social gain. A city of two hundred and fifty thousand people, situated so happily that there are no drawbacks, is almost a unique proposition. Here is the greatest fresh water harbor in the world; the trade of the Orient is delivered at Portland's wharves, and yet it is one hundred and six miles

inland from the Pacific, a great city in every way, with the promise of still greater things to come.

Numberless detours can be made from here, in every direction, varied sufficiently to suit the whim of the most exacting tourist. The lower Columbia, down to Astoria, the numerous sea beaches within a few hours' travel, the ascent of Mount Hood, the wonders of the Willamette, the Umpqua and Rogue River Valleys, Hood River Valley from which come the finest strawberries in the world—something of inviting charm on every side.

CRATER LAKE

Some day, while you are in Portland, the Rose City, and breathing the soft Italian air of Oregon, take a run down to Klamath Falls in the southern part of the State, and visit Crater Lake. Professor LeConte, the great scientist of the University of California, used to say, "Yellowstone has its glories, and so has the Yosemite and Crater Lake; but they are entirely dissimilar. You can not compare unlike things. There is but one Crater Lake."

The difficulty of reaching Crater Lake has been the chief obstacle to its fame and popularity in the past. Originally it was a pack-train expedition of ten or twelve days for the round trip from the nearest railroad point. Later more or less primitive wagon roads shortened the time and modified the hardships. Now it is simply a matter of a couple of days in each direction; and comfortable conveyances, with still more comfortable places to lodge and dine, have robbed the trip of its terrors and made it attractive and delightful.

One can now leave Portland by the Southern Pacific Sunday morning and arrive on the rim of the Crater Wednesday morning, traveling via Weed, California, and Klamath Falls, a distance of about 580 miles, and all but fifty-five by rail and boat.

The trip via Medford is equally attractive and can be made in much shorter time, though the distance by conveyance is much longer. Leaving Portland at 1:30 o'clock Sunday morning a party of not less than four, having made previous arrangements,



PORTLAND ROSE FESTIVAL



can reach the Crater by 5:00 p. m. on Monday; and starting on return the following morning can arrive in Portland at 11:15 o'clock Wednesday night.

Crater Lake is on the summit and in the very heart of the Cascade Range, inland from the coast by an air line of about one hundred and fifteen miles, and sixty-five miles north of Oregon's southern boundary, and its name describes it perfectly. It is a lake in a huge mountain Crater, whose extreme depth is approximately two thousand feet, and its walls rise abruptly above its surface some two thousand feet higher in irregular and extremely picturesque conformations. So nearly vertical are its walls in many places that one may stand on the edge of the rim and drop a pebble into the water. Human figures on the water's edge, viewed from the Crater's rim, appear like dark objects hardly more than a finger's length.

The Crater is slightly elliptical in shape and about five and one-half miles in diameter at its widest point. Near the shore on the western side a huge cinder cone, remarkably symmetrical in form, rises eight hundred and forty-five feet above the surface of the lake, and is known as Wizard Island. This peculiar formation also has a crater, but it is only one hundred feet deep and most of the year contains snow instead of water. Near the opposite, or eastern, shore a jagged rock rises abruptly out of the lake to a height of some sixty or seventy feet, and, because of its striking resemblance to a full rigged sailing vessel, has been named the Phantom Ship. These are the only islands in the lake and the only natural interruptions in its profoundly placid and solemn aspect.

So far as can be ascertained there is absolutely no inlet or outlet to the lake, and its origin, the source of its phenomenally pure and crystalline waters, and the strange formations discernible at every turn, are matters of mere conjecture, even among the noted scientists who have made the subject a serious study for years. The generally accepted theory is that the mountain in which the lake now



Roses, Portland, Oregon.

rests was at one time a mighty volcano towering three miles high; that after it became spent it settled within itself and disappeared, taking with it seventeen cubic miles of volcanic matter into the bowels of the earth.

Whatever may have been the real cause, the result speaks for itself. As W. G. Steel writes, in the Crater Lake edition of *Steel Points*: "The overpowering impressiveness of its grandeur can not be described, and no idea of its masterful influence over the human mind can be conveyed by words. It must be seen to be appreciated. It stands alone in its class in all this world. It has no peer, no rival to divide the charms, but stands alone, the only Crater Lake."



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Rose Bush, Portland, Oregon.

The lake was first discovered in 1853 by John A. Hillman and a party of prospectors. Because of the deep ultramarine blue of its waters it was then named Deep Blue Lake, but it has since been known as Lake Mystery, Lake Majesty, Hole in the Ground, and, finally, Crater Lake, which most natural name was given by a party from Jacksonville in the summer of 1869 and will no doubt always be retained.

Until comparatively recent date the huge mountain containing the Crater had no name. It was simply one of the irregular upheavals forming the Cascade Range, and differed from numberless others only in the possession of this mysterious lake. During the summer of 1896, the Mazamas, a mountain-

climbing club of Oregon, selected Crater Lake for their outing, and reached there some seventy-five strong in August. On the twenty-first of the month the mountain was christened Mount Mazama by Miss Fay Fuller, one of the party, and that is now its official title.

Although discovered at quite an early period, almost nothing was known of the lake until 1885, and the limited fame it now enjoys is probably due more to the interest and energy of W. G. Steel, a noted mountaineer and writer of Oregon, than to any other agency. In the summer of 1885 Mr. Steel started a movement to secure a National Park which would include Crater Lake, and in January following, President Cleveland signed a proclamation withdrawing ten townships from the market. Because of a strong opposition, however, no bill passed Congress and the project lay dormant for many years. During the session of 1901-2 it was again set in motion, and by dint of a most vigorous campaign, supported by the entire press and populace of Oregon, a bill was passed and signed May 22, 1902, creating the Crater Lake National Park. Since then it has been under Federal supervision, and, although little has been expended as yet in its improvement, it will, in due time no doubt, receive its proportionate share of National favor along the Yellowstone, Yosemite, and the rest of Uncle Sam's playgrounds.

As is nearly always the case with the singularly weird creations of Nature, the early history of Crater Lake is blended with legend and myth. The Indians were awe stricken in its presence and approached it with fear and trembling. They believed it to be the dwelling place of the Great Spirit and inhabited by monsters called "llaos." Not until very recently have their superstitions faded and have they dared to visit and enjoy its beauties freely.

Nor is this fact surprising. To this day—and it will probably always be so—the scene exerts a strange influence over those who gaze upon it for the first time. Sometimes the sensation may be likened to terror, which wears away only after



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repeated or prolonged visits. Then, as the mind begins to grasp the reality, the grandeur and majesty of the scene is supreme.

TACOMA

Tacoma is a modern, up-to-date city of attractive homes, admirable schools, colleges, and churches, fine parks, clean and well-paved streets, delightful social life, and a liberal, intelligent municipal government. It is chief manufacturing center of the Northwest, with great jobbing houses and a large railway and ocean commerce. Situated on Puget Sound, a most picturesque body of water, with Cascade and Olympic Ranges rising on the east and west, stately Mount Tacoma on the south, and a great lake-strewn prairie stretching away to the Columbia River, Tacoma has a wealth of superb natural scenery equaled by few, if any, of the world's seaport cities. Its harbor is so large and well protected that the world's shipping might anchor there in safety, and the biggest steamships easily dock at any point on the twenty miles of waterfront. More than thirty miles of tidelands, deeply indented by waterways along the meander line and traversed by the trains of five transcontinental railways, are rapidly being occupied by important industries. With cheap land, fuel, and electric power, splendid transportation facilities, unlimited raw materials, and market in Alaska, the growing Northwest and the Orient, Tacoma offers every guarantee of success to the business man, and a most desirable place in point of civic advancement and natural attractions, to establish a permanent residence.

SEATTLE

Seattle, the strongly entrenched queen of Puget Sound, favored by Nature in every way, has taken every possible advantage of existing conditions and made wide use of the opportunities. The result is that a city has sprung up in a few years and attained a maturity, a strength, and enduring commercial importance, which would seem well-nigh impossible anywhere else, even in this country of rapid growth and vast surprises. A harbor, four miles long and



Roses, Portland, Oregon.

two miles wide, is ample for sea trade; and, a cable's length from the wharves, the largest vessel afloat can anchor safely. Great transcontinental lines have their termini here; crafts of all sorts come and go to and from Alaska, all the Asiatic ports, the far-off islands of the Pacific, to California and far down the Western Coast of this continent—traffic from the ports of the world may enter here. All the surroundings, the appliances, the manifold industries of a great and growing city are here strongly in evidence. Seattle is an interesting city in point of attractiveness, mantled profusely, in its residence district, by a prodigal growth of flowers, shrubs and choicer



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Climbing Roses, Portland, Oregon.

plants, and solid in its imposing array of public buildings, office structures and hotels in the downtown section.

SIDE TRIPS

The Northwest offers the tourist many attractions. Beautiful Puget Sound, the wonderful lakes and snow-capped mountains will give the visitor a great scenic treat. In addition to the places of interest in and about Portland, Tacoma, and Seattle, there are many delightful side trips that can be made in a short time and at little expense. The principal cities of Washington and the other States of the Pacific Northwest are all within easy reach, by boat or rail. Victoria, British Columbia, a typical English city, and Van-

couver, which is more like a hustling American city, may be visited from Seattle in a day. Puget Sound and its connecting waterways offer beautiful scenic trips, as also does the Columbia River. There are many other little journeys that may be taken that will bring one into the heart of the mountains, where fishing and hunting may be found in abundance.

Holders of tickets reading via the Union Pacific Railroad will be accorded the following special side-trip privileges:

From Valley, or Fremont, Nebraska, to Lincoln, Nebraska, and return.

From Denver to Colorado Springs, or Pueblo, Colorado, and return.

From Ogden, Utah, to Salt Lake City, Utah, and return.

LOW RAILROAD FARES

The transcontinental railroads will have in effect low fares from Eastern points to Portland, Tacoma, Seattle, and other important North Pacific Coast points. Local fares from Western points to the same territory will be equally favorable.

It may be fairly said that the fares the railroads will announce will make it as cheap to travel to the Pacific Coast, in 1910, as to stay at home. Many thousands of people who know the West only by name, will have an unparalleled opportunity to visit the Pacific Coast, Alaska, British Columbia, and Yukon, in 1910, and view the innumerable scenic attractions, which are not surpassed in grandeur anywhere in the world.

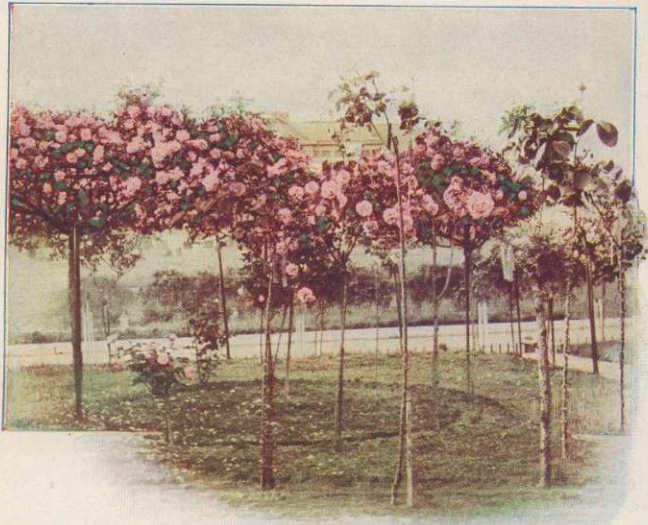
RETURNING VIA SHASTA ROUTE

Of all trips in the West the one from Portland to San Francisco will always be remembered for its attractions and topographical interest.

Ask any of the thousands of tourists who go over this route every year, and the same story of the matchless grandeur of the trip is always told. Mount Shasta is the center of a wild and picturesque region of peculiar interest; and the resorts,



PORTLAND ROSE FESTIVAL



Roses Grow on the Trees in Portland, Oregon.

which have grown up in the beautiful cañon of the Sacramento and about the base of the great mountain at the head of it, have the advantage at once of the most charming scenery, the most inviting climate and the most healthful mineral waters. The streams and lakes in the vicinity are stocked with trout, and the hills are full of deer. It is a place for the freest out-door life, either that which loiters among the hammocks under the trees, whips the streams for fish, gathers wild flowers on the hills, or climbs among the glaciers of Mount Shasta. Through the long summer the days are delightful and the nights made for sleep, the air fragrant and balsamic, and the whole region so full of interest, that it is not easily exhausted.

The approaches by rail to the summit of the Siskiyou Mountains are marked by some marvels of engineering skill. The grade, which reaches the steep pitch of one hundred and seventy-four feet to the mile, was formerly about the steepest broad-gauge climbing in the United States. This, however, has been materially reduced in recent years and curves have been straightened by the improvements that have almost constantly been carried out without regard to labor or expense.

The barrier that occasioned the necessity for the curve known as the Big Bend of the Sacramento was one of the huge flanks of Shasta that plunges down across the cañon a few miles above Shasta Springs. From this point, Eighteenth Crossing to Edgewood, a distance of twenty-five miles, the route is along the foothills of Shasta, the highest point reached (near Muir's Peak) being nearly 4,000 feet, and here may be seen some of the finest scenery on the road.

San Francisco ranks as one of the Great Cities of the world, by reason of its position and power in commerce and finance, as well as socially. By the character and scope of its enterprises and the progressive spirit of its people it turned what was thought to be an overwhelming disaster into signal achievement for betterment in every line that makes for the greatness of a city. San Francisco is pre-eminently a commercial city and has all the advantages of location, possessed by any of the great commercial centers of the world. It is situated on the north end of a peninsula, six miles wide and twenty miles long, separating San Francisco Bay from the Pacific Ocean.

Across the bay lies Mount Tamalpais, up which twists the crookedest railroad in the world, past the Muir Redwoods, lately given to the Government, up to the tavern of the summit where there is a wonderful view of the bay, within the Golden Gate—hill set, island studded.

To Yosemite National Park and the Big Trees is a short and easy trip from San Francisco and the opportunity should not be lightly passed over. Through sleepers accommodate the visitor, the route being by Southern Pacific to Merced, thence to El Portal at the verge of the valley by the Yosemite Valley Railroad. Staging over fine roads reaches the center of the valley and the Mariposa Big Trees. Trails to points of vantage are numerous and well kept. Hotel accommodations are ample and excellent.



PORTLAND ROSE FESTIVAL



Wagon Load of Roses, Rose Carnival, 1908, Portland, Oregon.

The Southern Pacific-Union Pacific Railroad, from San Francisco east, affords the traveler the finest transcontinental line in the country, road-bed, equipment and in attractions enroute; the line from Oakland Ferry runs due east through some of California's most beautiful scenery; passengers via

this route are allowed stopovers for the purpose of visiting the beautiful Lake Tahoe.

Just before arriving at Ogden, Utah, the passenger crosses the Great Salt Lake.

DINING CARS Union Pacific dining cars are operated on all through trains. These cars are all new in style and models of beauty and elegance.

The menus comprise all the delicacies of the season. Meals are served a la carte—that is, you pay only for what you order. No expense has been spared to bring this service up to a high standard of excellence. Many veteran chefs of the dining-car service are employed on the Union Pacific trains, and the patrons of the road are not slow to appreciate their worth in a culinary way.

DINING ROOMS AND LUNCH COUNTERS Dining Rooms and Lunch Counters are located at convenient points along the line, and all trains which do not carry dining cars are scheduled to stop at these points. Well-prepared meals of the best quality are properly served at popular prices. Full time is allowed for meals.

Come and Have a
Good Time at the

ROSE FESTIVAL

JUNE 6 TO 11, 1910

PORTLAND—The Summer Capital of America

GEORGE L. HUTCHIN, General Manager The Portland Rose Festival

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about the various points of interest on "The Overland Route" can be secured by addressing
any of the following agencies of Union Pacific Railroad Company.

Pullman Compartment, Standard

AND

Tourist Sleeping Car Fares

EAST AND WEST BETWEEN	Double Berth Tourist	Double Berth Standard	Draw- ing Room	State Room
Chicago and Denver	\$3 00	\$6 00	\$21 00	\$17 00
Chicago and Salt Lake City ..	4 75	9 50	34 00	27 00
Chicago and Portland or San Francisco	7 00	14 00	49 00	39 50
St. Louis and Salt Lake City ..	4 50	9 00	32 00	25 50
Kansas City and Cheyenne...	2 25	4 50	16 00	13 00
Council Bluffs, Omaha or Kansas City and Denver..	1 75	3 50	13 00	10 00
Council Bluffs or Omaha and Cheyenne	1 75	3 50	13 00	10 00
Council Bluffs, Omaha or Kansas City and Salt Lake City	3 50	7 00	25 00	20 00
Council Bluffs, Omaha or Kansas City and San Fran- cisco, Los Angeles or Port- land	5 75	11 50	41 00	32 50
Cheyenne and Portland	4 50	9 00	32 00	25 50
Denver and Portland	4 75	9 50	34 00	27 00
Denver and San Francisco or Los Angeles	4 75	9 50	34 00	27 00
Denver and Ogden	2 00	4 00	14 00	11 50
Denver and St. Louis	2 75	5 50	20 00	15 50

For a section, twice the double-berth fare will be charged.

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