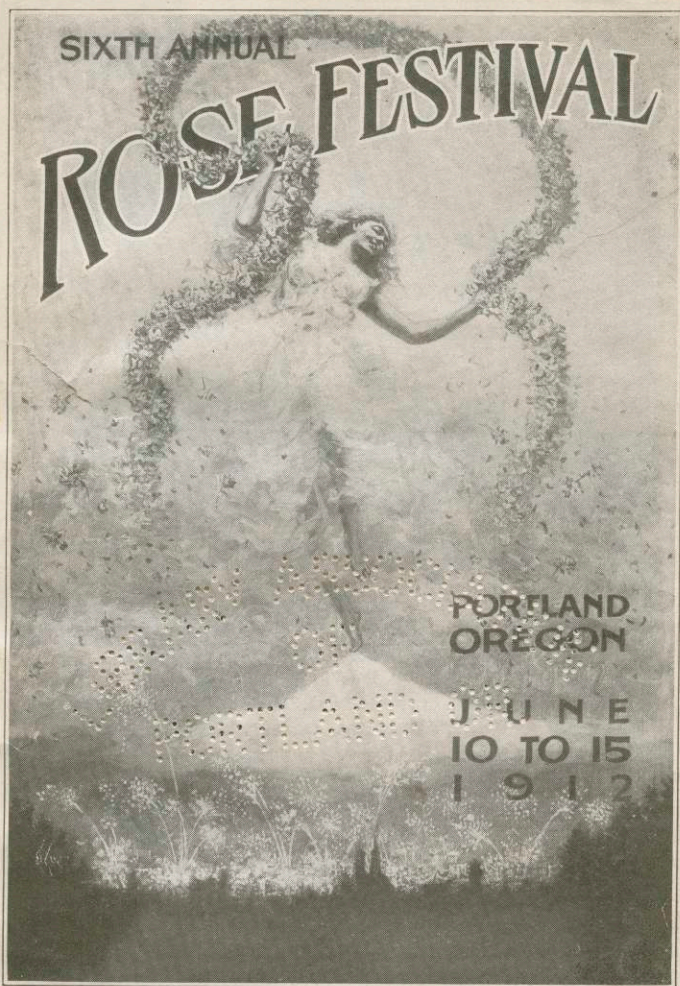
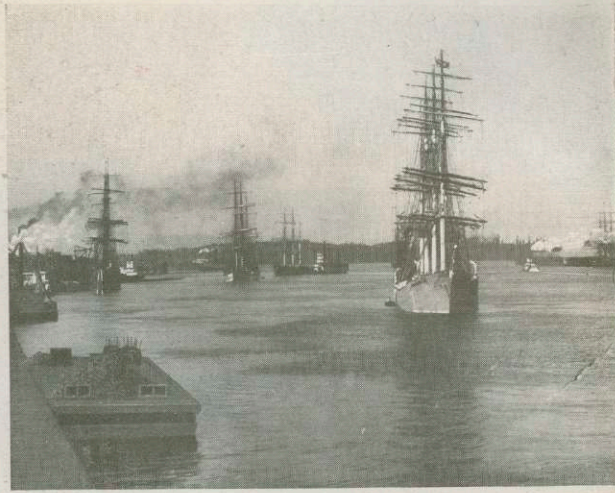


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(The panel above is a reproduction of the Rose Festival poster for 1912)





Grain Vessels in Portland Harbor



ANY years ago John Muir, the great apostle of out-of-door life and recreation, gave expression to an idea that, stated a little differently, meant we all take life too seriously, work too much and play too little, and do not get out into the open enough to enjoy the beautiful things of God's great and marvelous world. The deep-toned roar of the surf or the plashing of the waves upon the beach; a quiet ramble amid the forest aisles, beside a shadowy, murmuring stream; an hour of rest upon the green turf, under the shade of a sturdy pine or oak; a day in the rapids of a trout stream; a climb to some lofty mountain peak; an excursion into a devious canyon, with wild and everchanging panorama; a quiet period of camp life in a snuggling valley where the ground is richly carpeted with flowers—these rest and refresh the physical man and elevate the spiritual nature.

In recent years it has become a common practice for our leading cities to establish festivals based upon some particular fact or feature of the locality, and largely, in their celebrations, of an out-of-door character—gala occasions, both entertaining and educational. For five consecutive years the city of

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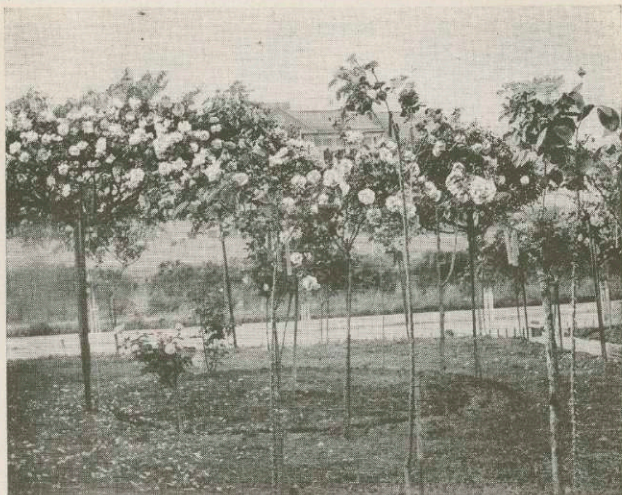


Public Square, Portland

Portland has held its Rose Carnival, each better than its preceding one. In 1912, during the week of June 10 to 15, the Sixth Annual Rose Festival will be held, promising to at least equal if not eclipse any previous festival, and rivaling the famous Mardi Gras at New Orleans.

Portland has become so identified in the public mind with this magnificent annual floral display that it is now commonly known as the "Rose City," and a most appropriate designation it is. For the festival of 1911, five million blooms were used—enough to form a solid hedge reaching from Portland to Los Angeles—one thousand miles of fragrant roses!

The month of June in the north Coast region is, perhaps, the most delightful one of the year, diffusing, as it does, the fresh, primal, warming breaths of summer, when vegetation unfolds and the hearts of mankind and nature both expand. This is the time of roses—roses of every hue, every size, every kind. Then the good people of Portland see roses, talk roses, pick roses, inhale roses, give away roses, twine roses into all imaginable sorts of wreaths and designs, and, in a word, live in an atmosphere of roses—particularly during Festival week. Rose festival week in 1912, when Rex Oregonus will reign supreme, means six successive days of imposing pageantry, carnival spirit, sports and entertaining pastime that



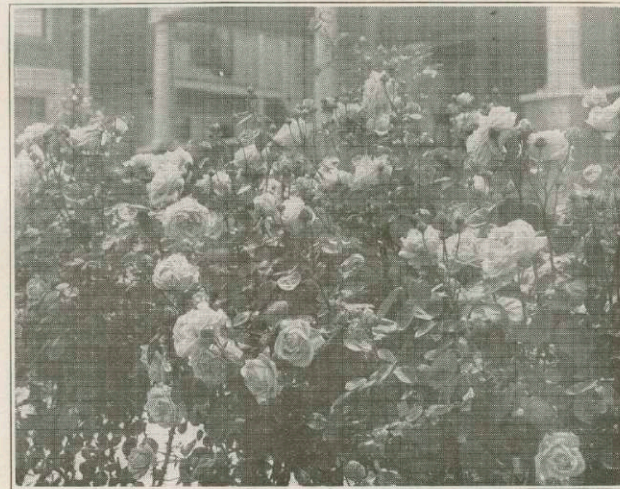
Their Fragrance Wafted Everywhere

will surpass anything the sunset slope of America has ever witnessed. That this is not an extravagant and idle assertion will be seen when it is stated that \$100,000 was expended in producing this festival in 1911. All Oregon and the Pacific Northwest will join with Portland to make this a notable and successful event.

Wonderful results were achieved in the Festival of 1911. It needs but a passing glance at the series of views which are displayed in this booklet to evidence that fact. They show a dash here and there of the gorgeous electrical parades which hundreds of thousands of spectators united in saying were the most impressive spectacles they had ever seen; they show something of the splendor of the horse and vehicle parade; something of the automobile procession, and glimpses of its most perfect rose exhibits. The exhibition of roses at Portland was surpassingly fine. It is planned to have a greater variety of effects this year and electricity will, as heretofore, be a prominent feature in the decorations and of the illuminations at night.

The festival of 1912 will be ushered in on Sunday, June 9, by a grand chorus of one thousand voices, assisted by 10,000 Sunday School children, singing a welcome to the Return of the Rose.

At High Noon on Monday, June 10, Rex Oregonus, the King of the Festival, will arrive. Bells



The Queen of Flowers

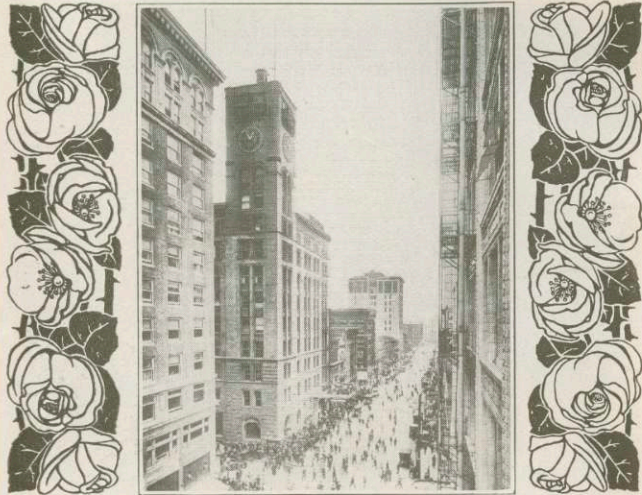
will ring, whistles blow, cannon boom and everybody will once again cheerily welcome the Monarch to his dominions, and he will be given the golden key to the freedom of the city.

Each day and night will see a change in program and there will be much variety.

Motorboat races on the Willamette River; a Wild West Show; Aquatic Sports; a Parade of Human Rose Buds; Band Concerts; an Electrical Parade—"The Carnival of Nations"—will be features of the 1912 festival. There will be wonderful Pyrotechnic displays varied and brilliant street parades with tableaux, floats, chariots, autos, cars, and other vehicles decorated with flowers. Musical programs, a Grand Ball in honor of Rex Oregonus, and other pageants and floral and electrical sports and entertainments will delight the onlookers.

Of course, the Rose Show proper, which opens at the large Armory on Monday, June 12, will be **THE GREAT ATTRACTION**. Another special feature will be the "Bridge of the Gods," a spectacular production at Multnomah Field. Racing matinees under the direction of the Hunt Club and Riverside Driving Club, will attract many. The U. S. Steamship Boston will be at Portland open for public inspection.

Numerous conventions and meetings, commercial, social, fraternal, etc., will be held in Portland during Carnival week.

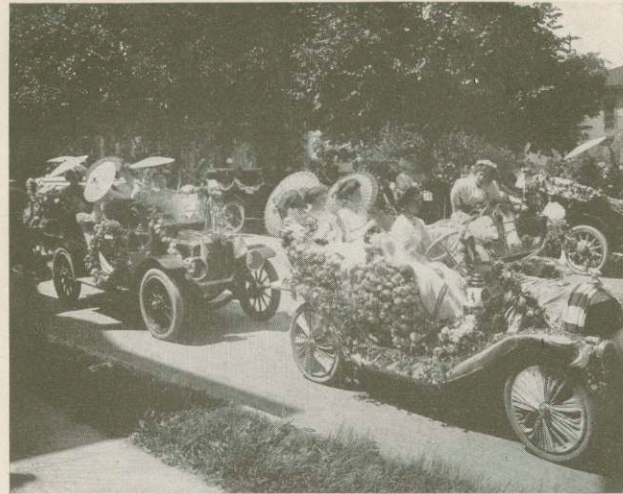


Sixth Street, Portland

The "Battle of Roses," where, from a train of five cars hauled through the city, young and handsome girls will bombard the crowds with roses, will prove of charming interest and produce a vast amount of jollity.

That the festival of 1912 will be every whit the equal of that for 1911 cannot be doubted. Experience will suggest new features and serve also to perfect the details and arrangements.

Portland is one of the most interesting cities in the country, from a commercial standpoint, also from a scenic point of view. The first white man to settle within the limits of the present city located there in 1843. The townsite was surveyed and the first house built in 1844. The town was incorporated in 1861; the population in 1870 was, 9,565; in 1890 it was 46,000; in 1900, 90,000; in 1910, 207,214. Portland is the chief distributing market for a territory of 240,000 square miles. It lies just above the confluence of the Columbia and Willamette rivers, and commands the commerce of a vast territory drained by these two great streams, the most important rivers, commercially, west of the Mississippi. The development of this great territory has only begun. Portland is growing at a remarkable rate, because the resources of the Pacific Northwest are now being rapidly utilized, and the vacant lands occupied and made productive.



Ready for the Festival Parade

Portland's position gives it a water-level route from the far interior, and the railway lines, following the rivers, pour their traffic into this city along low-water grades. Portland's splendid fresh water harbor, with a 26-foot channel to the sea at low tide, affords an ideal outlet for the huge volume of traffic thus brought to this market from the interior. Port commissioners, in connection with state and national appropriations, maintain open waterways to the ocean as well as far up the Columbia and Willamette rivers.

Portland's commerce reaches every prominent port. Steamship lines ply from this city to the Orient, to the Pacific Coast ports, and to the Atlantic Coast via the Tehautepec and many big tramp steamers and sailing vessels carry huge cargoes of lumber and wheat from Portland to the markets of the world. The great foreign shipping houses have large establishments here. The harbor is in the heart of the city, and vessels find docks close to the big houses. Portland led all American cities in 1910 in wheat exporting, was second only to New York in 1911, and it is the chief lumber shipping city of the world.

Portland's importance as a railway center has greatly increased within the past three years. In the fall of 1908 the Spokane, Portland & Seattle Railway, the new and affiliated line of the Northern

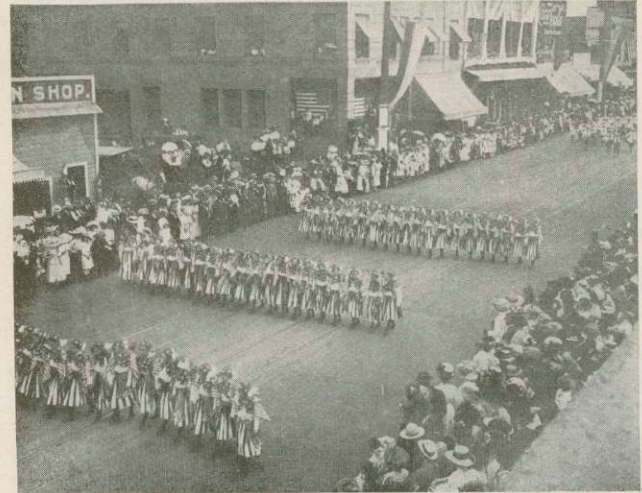


One of Many Portland Front Yards

Pacific down the north bank of the Columbia river from Spokane was completed and opened up a rich new territory to this city. At present there is great interest in Central Oregon, owing to the completion of the Oregon Trunk Railway—another affiliated line of the Northern Pacific—up the Deschutes river, and through Central Oregon to Redmond and Bend. The building of “feeder” lines goes on continuously in the vicinity of Portland, constantly adding to its trade territory. A large fleet of river steamers plies on the Willamette and Columbia rivers, carrying both freight and passengers between the surrounding country and Portland. From the earliest times these rivers have been valuable transportation mediums, and they continue to serve their useful purposes today.

Excellent street car facilities, both city and suburban, are afforded by the lines of the Oregon Electric Railway Company, the United Railways Company, and the Portland Railway, Light & Power Company. Interurban lines are operated to Vancouver, 7 miles; Oregon City, 12 miles; Fairview, 15 miles; Cazadero, 37 miles; Salem, the capital of Oregon, 50 miles; and to Forest Grove, 26 miles, while a line is being built to Tillamook.

The Oregon Electric is now in process of extension from Salem to Albany and Eugene, with a branch from the main line to McMinnville.

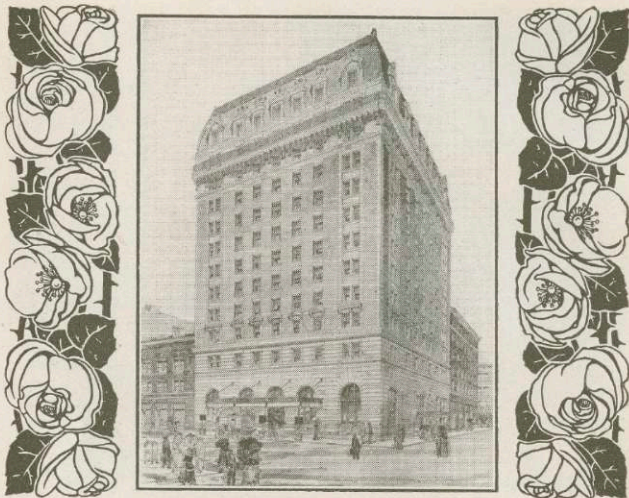


School Children in the Festival Parade

Portland is rapidly improving its streets, and now ranks among the most modern cities in this respect. During the year 1911, the city spent nearly six and one-half million dollars for street and sewer improvements. City blocks are 200x200 feet in size, with no alleys, giving the city a fine appearance. Boulevards run along both sides of the river above and below the business district, and the Council Crest drive is destined to become one of the most noted in the world, because of the splendid view that unrolls at the feet of the spectator when he stands on the crest, 1,200 feet above the city. Many large public works are under way, notably a plan to provide for the future growth of the city along beautiful, harmonious lines.

Portland's far-sighted pioneers reserved Bull Run River, a remarkably pure mountain stream, for the perpetual water supply of the city. A municipal gravity system brings to the city a plentiful supply of water from its sources among the melting snows of Mount Hood, fifty miles distant.

Private corporations supply the city with electricity and gas. Electric power is brought to the city from near-by waterfalls, gas is manufactured in the city from crude petroleum brought from California in cargoes. The city buys its electricity for street lights from the electric corporations.

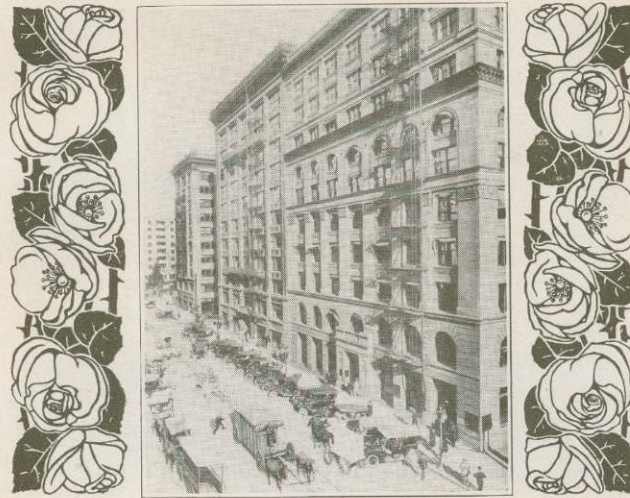


The Oregon Hotel

Portland is becoming more and more a great manufacturing center. There are 2,200 manufacturing plants here, employing 23,000 workmen, the value of whose annual product is \$50,000,000. Capital invested in manufactures is about \$32,000,000. The principal articles manufactured are lumber and its many by-products, furniture, woolens, cans, steel, etc. The value of Portland's manufactures in 1911 was \$60,000,000. Portland has twenty-five banks, five of which are national institutions. Her banks are among the largest and most substantial in the entire northwest, and they have a wide reputation for strength and conservative banking methods. Bank clearings in 1911 were almost \$558,000,000.

The city is the chief live stock market west of Denver. By the building of a new \$3,000,000 packing plant on the peninsula, between the Willamette and Columbia rivers, several great packers have been attracted to this territory. Big Union stockyards have been established, and the importance of this market is constantly growing. The annual output of the packing industry is now about \$7,000,000.

Millions have recently gone into splendid new hostelries with luxurious appointments for the comfort of travelers.



In the Heart of Portland

The old Oregon hotel will have completed by September, 1912, a new and beautiful twelve story addition, the old hotel then becoming the annex. An entirely new structure, the Multnomah, opened February 10, 1912, is nine stories high, of steel and concrete, covers a block in the heart of the business district and has 725 rooms and suites. Each hotel is on the European plan, has accommodations for 1,000 guests, and prices for rooms are \$1.00 and upward. Portland is well supplied with many excellent hotels, a list of which will be found on page 15. During the past three years Portland has built many business blocks that would be a decided credit to any city on the continent. Six daily newspapers are published at Portland. In addition, there are about 80 weekly and monthly publications of all classes printed here, keeping the people of the Northwest informed in all lines.

Portland has an equable climate. Extremes are practically unknown either winter or summer. Neither season has any terrors. For a period covering the last thirty years, the United States Weather Bureau gives the average annual rainfall at 45.13 inches. The average temperature for 1911 was 52 degrees.

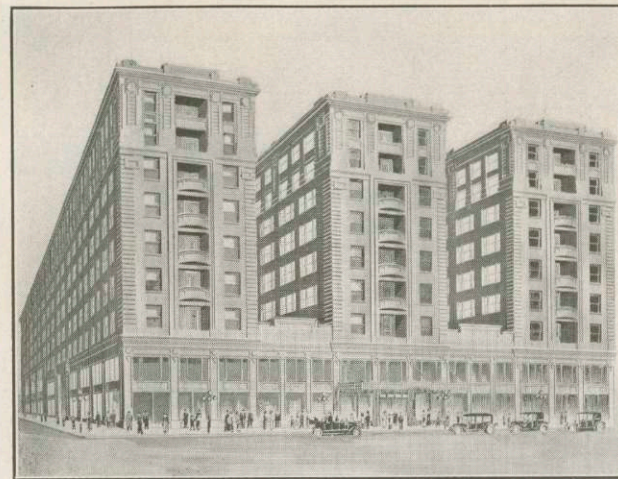
There are over 400 churches and church societies of all denominations in the city and suburbs. The Y. M. C. A. and the Y. W. C. A. have splendid



Auto Owners Vie with Each Other in Decorations

buildings, with large memberships. Portland has one of the best public libraries in the West, and it is entirely a home institution. The library was built by Portland people and has been maintained by them. There is also an excellent public school system. There are forty-five buildings in the city under the control of the school board. In addition to various social organizations, there are strong commercial bodies—the Commercial Club, the Chamber of Commerce, and the Manufacturers Association—that deal with public questions and do valuable publicity work. They have large memberships, made up of the most substantial business interests in the city. There are many social, educational, musical and literary clubs in the city. The chief organizations of this character with splendid homes of their own, are the Arlington Club, Commercial Club, Elks' Club, Multnomah Club, University Club, Concordia Club, Waverly Golf Club, Portland Rowing Club, Oregon Yacht Club, Hunt Club, Irvington Tennis Club, Portland Heights Club, Oregon Camera Club, Portland Country Club, Portland Cricket Club, and Rock Island Club.

Among the many scenic spots to be visited in the fair City of Roses and its environment is The Oaks, on the Willamette river. The amusement attractions provided by the management and the natural beauties of the resort have gained for The Oaks

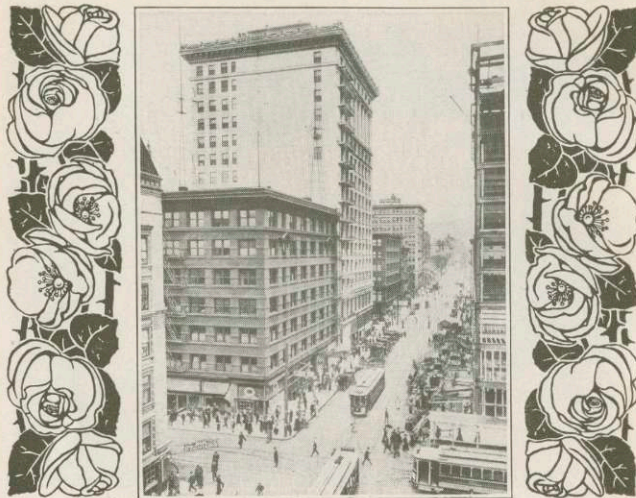


The Multnomah Hotel

a national reputation. Tourists and travelers of critical judgment long since named it The Coney Island of the West.

The wondrous beauties of The Oaks linger in the memory of the visitor. On every hand magnificent views of nature can be had. Transportation facilities by trolley and motor craft from the city to The Oaks are excellent. Several speedy motor-boats and luxuriant launches constitute a fleet which plies between the city wharves and The Oaks at regular intervals during the season.

From Portland a great number of delightful side trips are at one's command. The several seacoast resorts, where there are long clean beaches and glorious bathing, may be reached by splendid river steamers or by rail. The Spokane, Portland & Seattle Railway runs numerous trains daily between Portland and Astoria and the beaches. In order to save expense, visitors to the Rose Festival who desire to visit Astoria and the seacoast, should purchase their through tickets to Astoria instead of Portland—cost the same—and thus save local fare. The transcendent scenic features of the upper Columbia river, including Vancouver, (with Fort Vancouver—a government military post occupying a beautiful site), Cape Horn, Rooster Rock, Castle Rock, the beautiful falls and lofty palisades, the Cascades, The Dalles, several Hot Springs resorts, the



A New Portland Skyscraper

queer fish-wheels, the big salmon canneries built on piles, the giant headlands and abundant forests, may also be seen either by "North Bank Road" trains or by steamer. Cloud Cap Inn, on Mount Hood, a sublime spot, can be reached in a day. The historic and beautiful Willamette valley and the falls at Oregon City are close at hand.

For a more specific recital of the beautiful country around Portland, and the many tours that may be made from the city as a center, the Northern Pacific's publication, "Pacific Coast Resorts," should be consulted.

Special Excursion fares from Eastern points to the Pacific Coast and Portland, effective May 27, 28 and June 3, 4, 5, 6, 1912, will make possible a trip to the Annual Rose Festival at comparatively small cost. Regular Summer Tourist fares are effective June 1 to September 30, with special reductions June 12 to 20 and June 27 to July 5 inclusive, also July 11 and 12 on account of numerous conventions and events on the Pacific Coast. En route via the Northern Pacific, one should see Yellowstone National Park, the nation's great scenic health and pleasure resort, entering through Gardiner Gateway, the official entrance, reached only by this line. Full information may be obtained from any of the Northern Pacific representatives listed on another page.

"See America First," is our final word. See the fertile Northwest especially. Learn of the products and the advantages of this territory to the homeseeker. Ask for illustrated folder, "Through the Fertile Northwest."

PORTLAND HOTELS

Name of Hotel	Capacity	American Plan	European Plan	
		Per Day	Per Day	Per Week
Alder	117 rooms	\$1.00 up
Ansonia	58 "	1.00 "
Burton	131 "	1.00 "
Belvedere	75 "	1.00 "
Bowers	180 "	1.50 "
Calumet	170 "	1.00 "
Carlton	200 "	1.00 "
Cornelius	125 "	1.00 "
Eaton	70 "	1.00 "
Esmond	119 "75 "
Foster	200 "75 "
Franklin	80 "	1.00 "
Garland	30 "	1.00 "
Gordon	50 "	1.00 "
Grant	52 "	1.00 "
Houston	75 "75 "
Idora	72 "	1.00 "
Imperial	300 "	1.50 "
Irving	30 "	1.00 "
Lenox	90 "	1.00 "
Levens	70 "	1.00 "
Madras	68 "	1.00 "
Majestic	50 "	1.00 "
Medford	75 "75 "
Multnomah	544 "	1.00 "
Netherlands	72 "75 "
New Osborne	40 "	\$1.00 up
New Perkins	165 "	1.00 "
New Scott	84 "75 "
Oekley	70 "75 "
Oregon	350 "	1.00 "
Peer	77 "75 "
Phillip	62 "75 "
Portland	350 "	1.50 "
Ramapo	115 "	1.00 "
St. Charles	110 "75 "
Sargeant	100 "	\$1.50 up
Savon	48 "	1.50 "
Seward	150 "	1.50 "
York	65 "	1.00 "
Whitehall	50 "	\$2.00 up

PORTLAND THEATRES

Heilig.....	Drama	Seventh and Taylor
Bungalow.....	"	Twelfth and Marion
Baker.....	Stock	Eleventh and Marion
Lyric.....	"	Seventh and Alder
Orpheum.....	Vaudeville	Sixth and Marion
Grand.....	"	Park and Washington
Pantages.....	"	Fourth and Stark
Oaks Amusement Park	"	The Oaks

List of Representatives

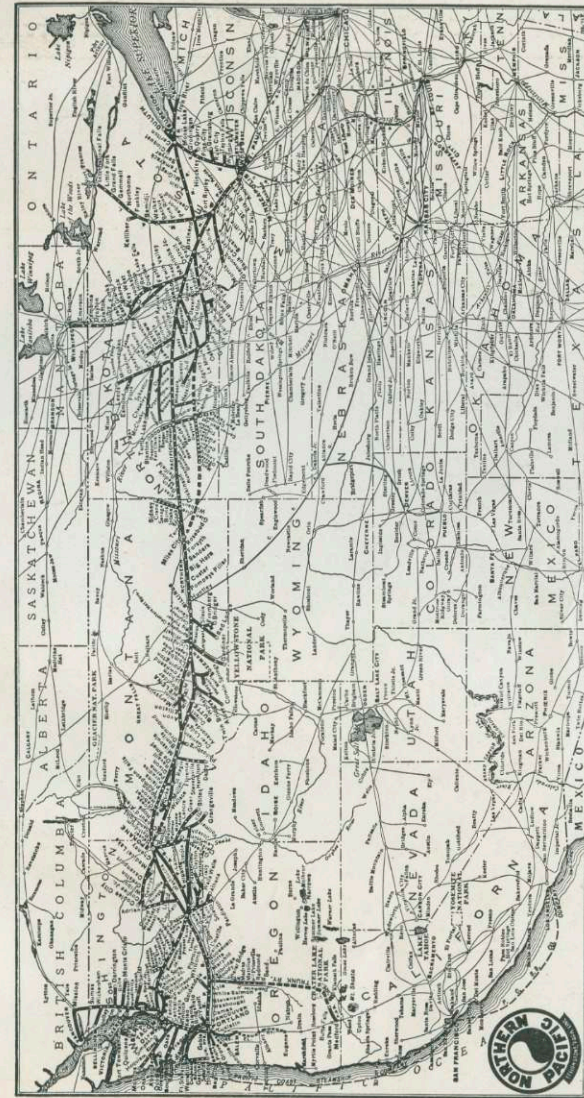
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*Fair Queen of Flowers, thee we greet:
By any name thou art as sweet.*

Northern Pacific Railw

*The Scenic Highway through the
Land of Fortune*