



COLUMBIA HIGHWAY SUNSET



GORGE OF THE COLUMBIA



COLUMBIA RIVER SUNSET FROM CROWN POINT

Where Rolls The Oregon

50¢

A.E. Richards
1928

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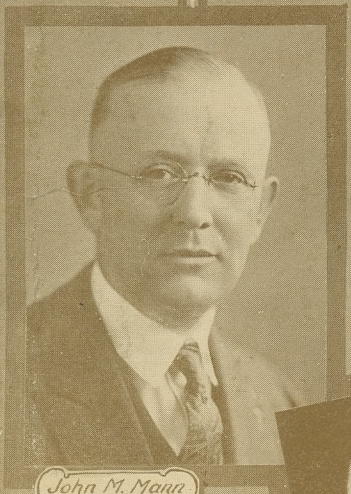
City Hall



G.A. Bigelow
Commissioner



A.L. Barbur
Commissioner



John M. Mann
Commissioner



George L. Baker
Mayor



Stanhope S. Pier
Commissioner



Fred W. Stadler
Municipal Judge



H. M. Tomlinson
Municipal Judge



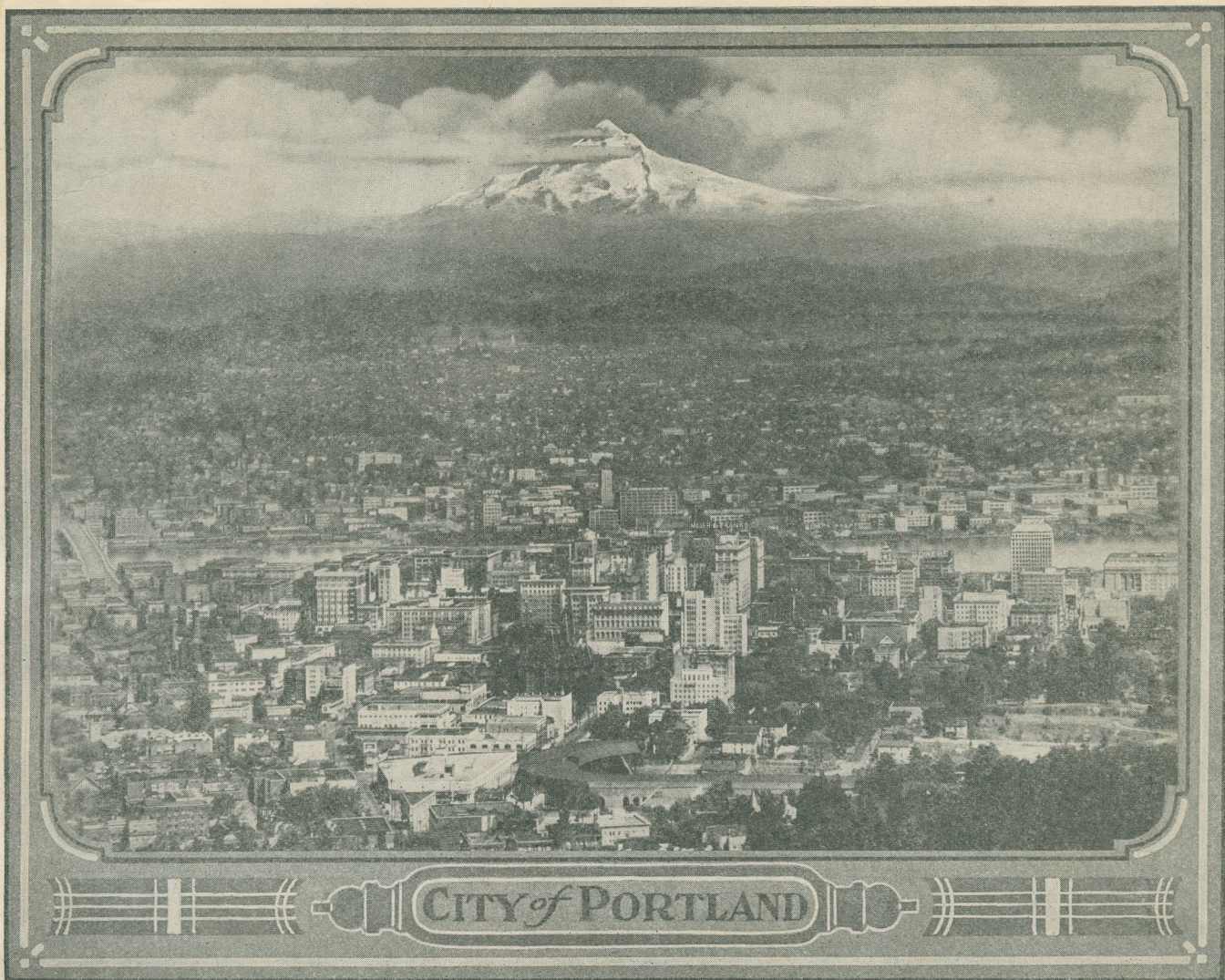
Edward Grenfell
Fire Chief



Municipal
Auditorium



Leon V. Jenkins
Chief of Police



FOREWORD

WHERE ONCE ROAMED THE dinosaur, now rolls the Oregon. Once a tropic clime, now mildly temperate. Once a jungle, now the "green land" that invites the world. Fossil remains show the pre-historic creatures that once had Oregon as habitat; rock paintings show traces of a civilization before the red man; this volume, it is hoped, shows what the Oregon of today is like.

Oregon's history, it may be, began in 1543, when it is possible that Ferrelo, Spanish navigator, piloted his vessel as far north as the 42nd parallel. Captain Robert Gray it was who first sailed ship into the mighty and long-sought river, Oregon, which he renamed the Columbia. Meriwether Lewis and William Clark headed the expedition into the Oregon country in 1805, the first visit from any white men who had come overland.

Vicissitudes of pioneer life were overcome by those who followed Lewis and Clark. Many names are written large in the history of those days, names that Oregon still honors.

Oregon as a modern state still is in its infancy, an infancy of undevelopment, which promises fortune to those who participate in making available to the world the "green land's" natural resources.

In this volume is presented a visual idea of Oregon's potentialities—its scenic spots, its wealth, and the substantial property and prosperity that go to make its metropolis—Portland.

Ever the "green land" invites you. As you turn these pages, it is the wish of all Oregon people that you accept each photograph as a personal greeting, as an invitation to know better the land "where rolls the Oregon."

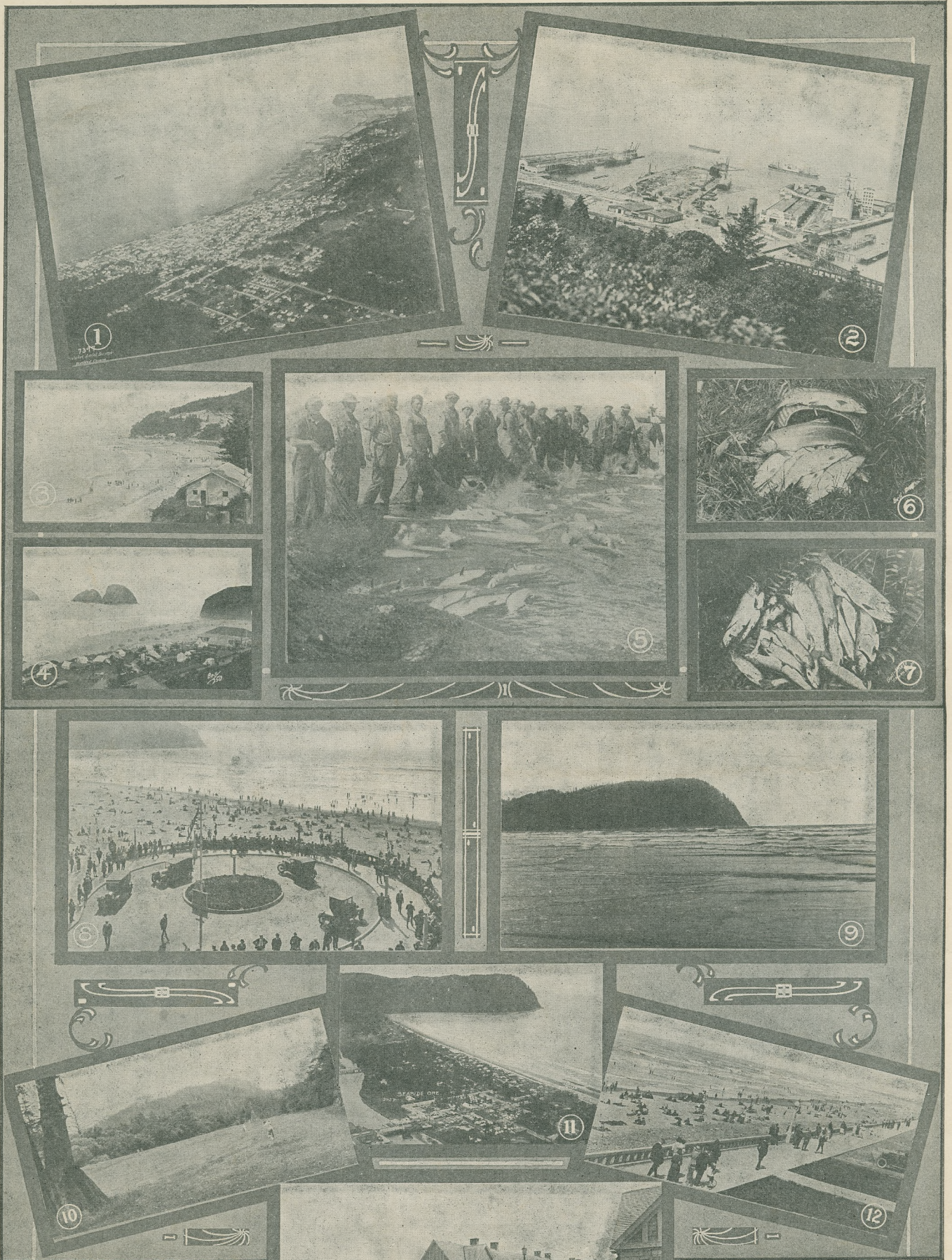
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NATURE HAS SPREAD BEAUTY ON THE COLUMBIA RIVER HIGHWAY



OREGON COUNTIES PROUDLY EXHIBIT THEIR PRODUCTS



1—"Where Rolls the Oregon" down to the sea at Astoria. 2—Modern in every respect are the facilities the port of Astoria offers the mariner. 3-4—Oregon beaches in Tillamook county relieve the tedium of city life. 5—Astoria is today the foremost center of the world's oldest occupation—fishing. The industry adds \$10,000,000 annually to the

wealth of the district. 6-7—Fishing in Oregon is also sport. Trout taken in Tillamook county. 8—The end of the Lewis and Clark trail—the "Turn-Around" at Seaside. 9—Tillamook head from Seaside beach. 10—On the Seaside golf course. 11—Seaside from the air. 12—The Promenade along the beach at Seaside. 13—The Tides, Seaside.

Compliments of CHAS. F. BERG
309 Morrison St. and Washington and Sixth Sts.

OFFICIAL PROGRAM

PORTLAND ROSE FESTIVAL ♦ JUNE 8 TO 14, 1929



To Our Guests:

WELCOME to the kingdom of Rosaria. May your sojourn here be a pleasant one. The keys of this capital city are yours. All our subjects are your hosts, eager to do your bidding and to fulfill your slightest wish. At this time happiness abounds in the realm. Dull care is banished and all is joy and laughter. We bid you be one with us in making merry and enter fully into the spirit of this festive occasion.

For at this time, Rosaria, bedecked in her most brilliant raiment, unlocks her jewel box and spreads for our pleasure her rare and priceless treasures. Nature's marvelous gifts have been bestowed upon us with lavish hands. And yearly we take this occasion to give thanks and manifest our appreciation of these wonderful blessings.

These good things we would share with others and they

are yours to revel in during your stay with us. Enjoy them to the fullest extent; partake of our hospitality as long as you may. We are delighted to have you with us. We will do our best to please and entertain you that your trip to Rosaria may long be remembered with pleasure.

Only for a short period are we subjects of Rosaria but wonders abound with us at all times. A drive through the residence sections will indicate to you why Portland has become world famous as the "Rose City." An inspection of the business and industrial districts will tell a story of prosperous conditions. Visit our seaside resorts if you have the time and by all means make a trip over the Columbia River Highway, one of the most marvelous scenic drives in the world. Then do not overlook the Mount Hood loop, winding through forests of gigantic trees, crossing turbulent streams plunging down from glacial formations and then entering into beautiful, fertile valleys, dotted with well-kept farms and orchards. On this trip, climb with safety, if you wish, snow-capped Mount Hood, 11,000 feet high, standing as a sentinel at the door of Portland.

After seeing what Portland has to offer, it would well repay you to give attention to the various attractions throughout the state of Oregon. Crater lake is one of the wonders of the world. See it by all means. Then make a trip through the marvelous subterranean caves of Josephine County. The list is a long one and I would advise you to call at the Portland Chamber of Commerce where information you might seek will be cheerfully given you.

We believe that all you see here will delight and impress you and that you will depart with the determination to visit us again. We bid you do so and urge your friends to be our guests at some early period.

HUGH J. BOYD, *President Rose Festival, Inc.*

Twenty-first

PORTLAND ROSE FESTIVAL

PORTLAND, OREGON

JUNE 8 TO 14, 1929

Program

Saturday, June 8th

2:00 P. M.—Rose Show, Municipal Auditorium.

9:00 A. M. to 4:00 P. M.—Junior Sports Carnival under auspices Journal Juniors assisted by Manual Training Department Public Schools. Jantzen Beach Park. Admission Free.

9:00 P. M.—Illuminated Fire Boat Exhibition in harbor between Morrison and Burnside Bridges.

Sunday, June 9th

Rose Show open 2 to 10 P. M. Organ recitals. Municipal Auditorium.

4:30 P. M.—Concert, Civic Stadium.

5:00 to 6:00 P. M.—Rose Vesper Hour, Civic Stadium. One thousand voices in hour of praise.

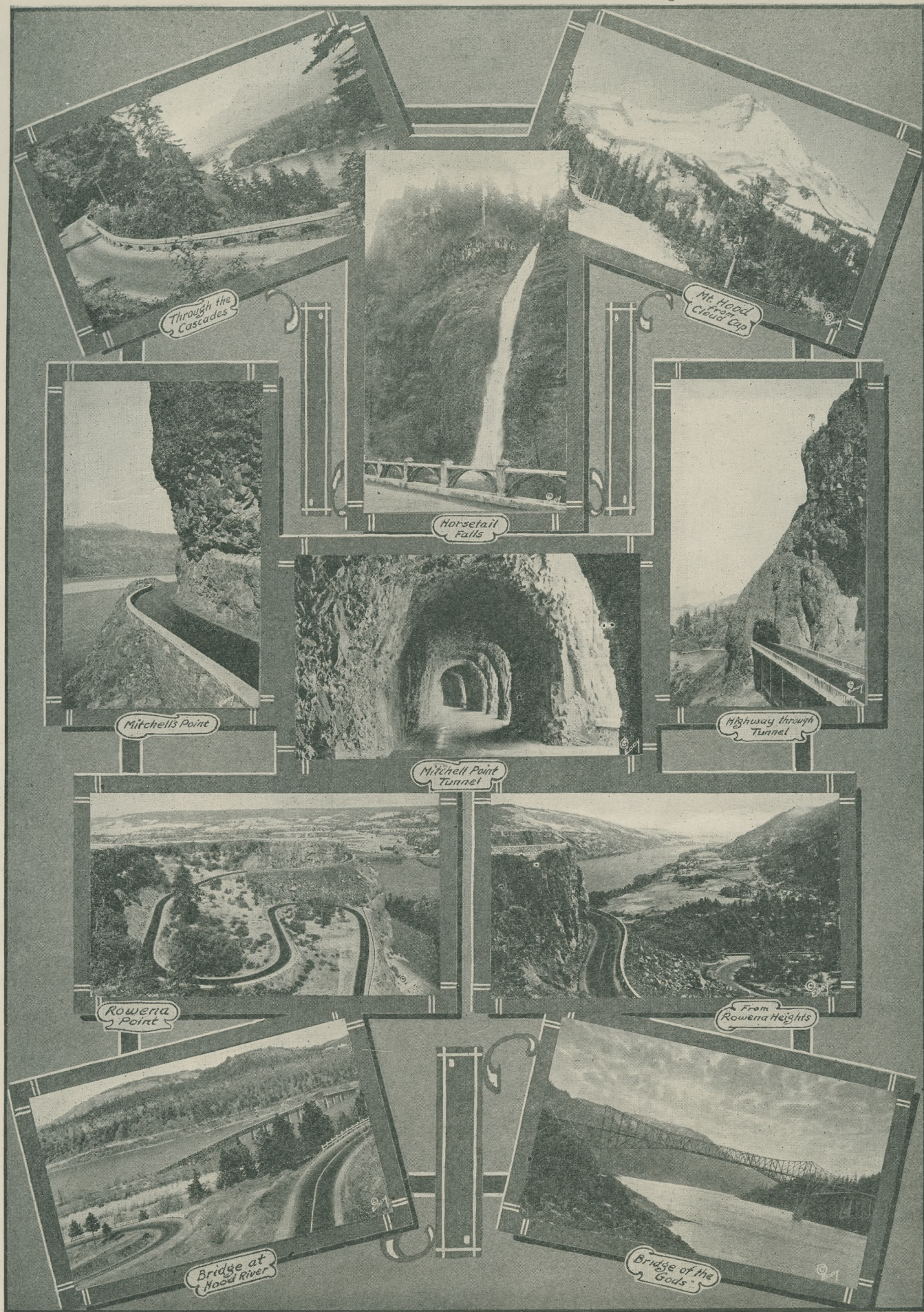
Monday, June 10th

11:00 A. M.—Coronation of Rose Festival Queen, Laurelhurst Park.

1:00 P. M.—Rose Show, Municipal Auditorium.

2:00 P. M.—GRAND FLORAL PARADE.

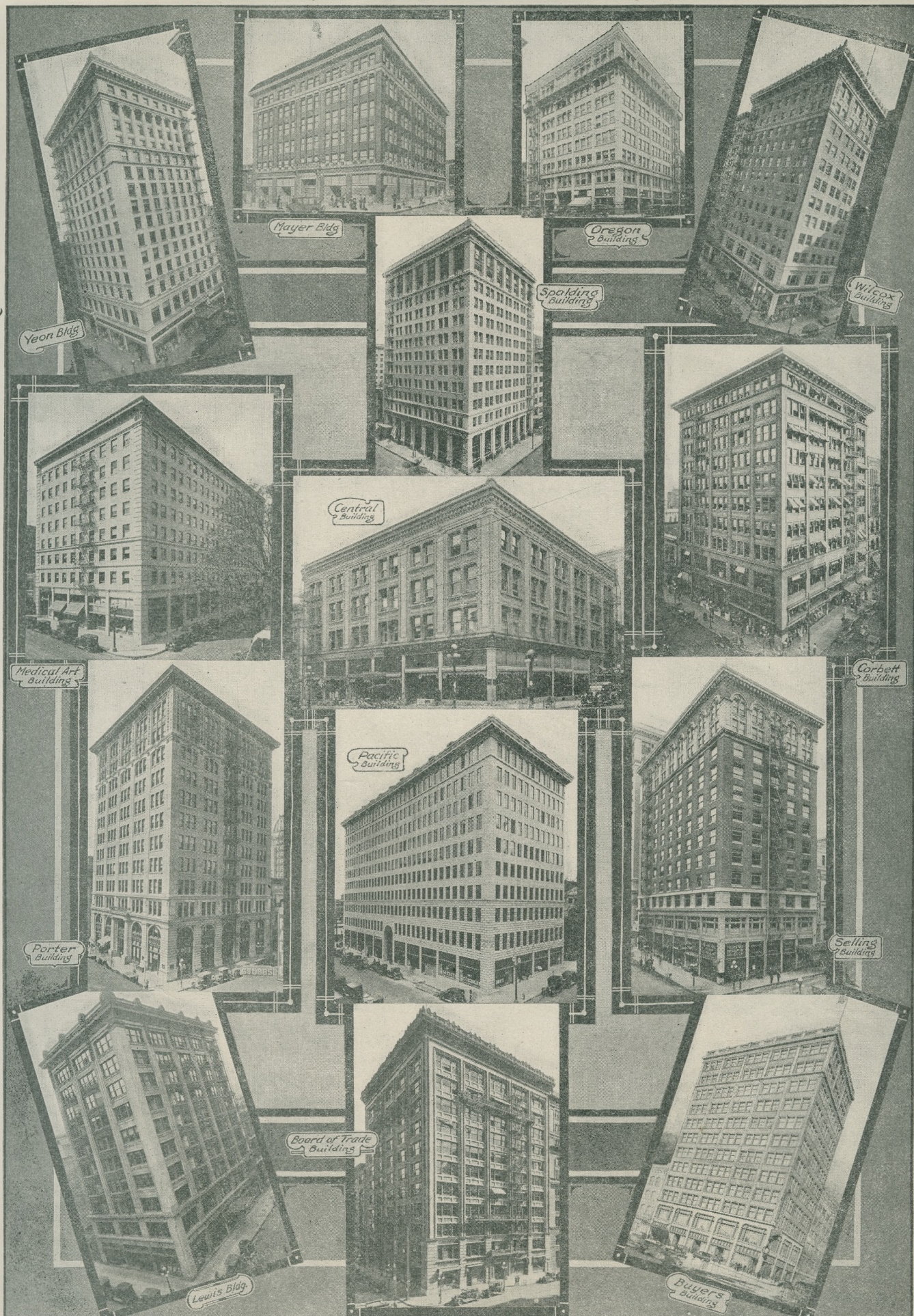
8:15 P. M.—Queen and Court make triumphal entry at Mammoth All-Star Circus and Fireworks Display—Civic Stadium.



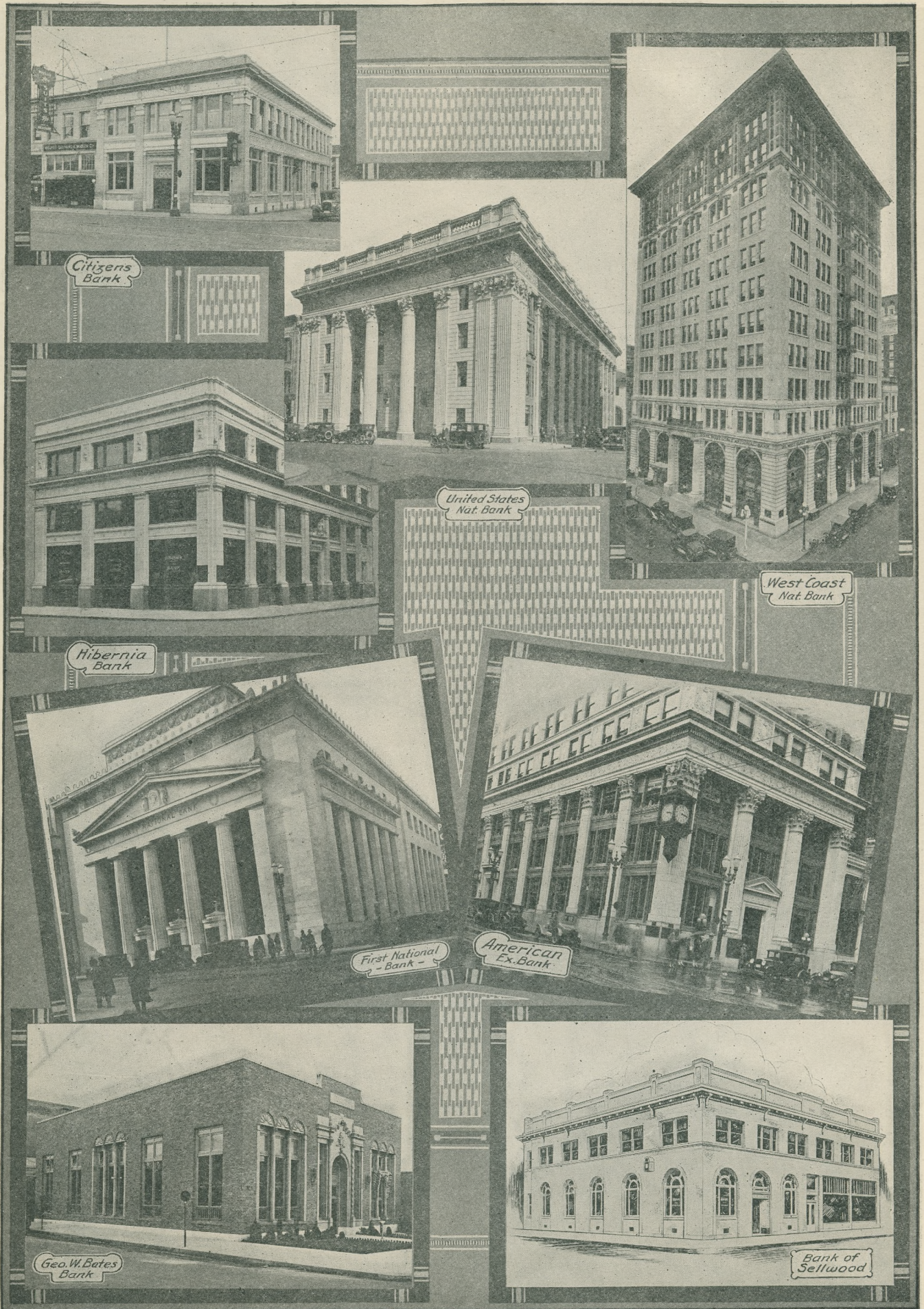
MAGNIFICENT ARE THE VISTAS THROUGH THE COLUMBIA RIVER GORGE



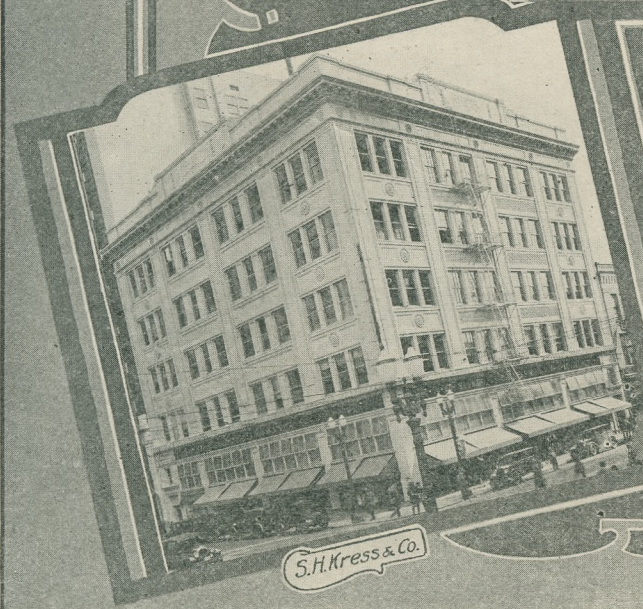
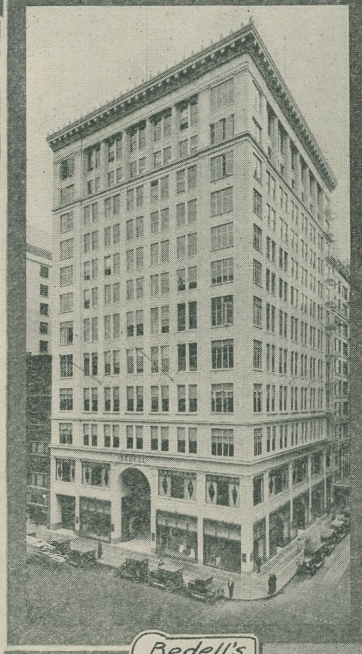
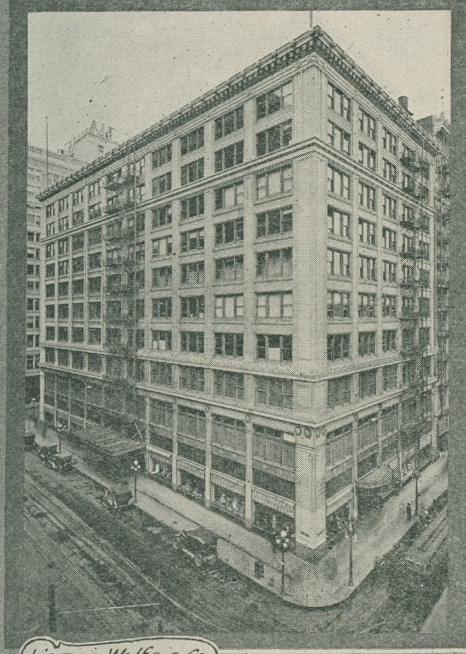
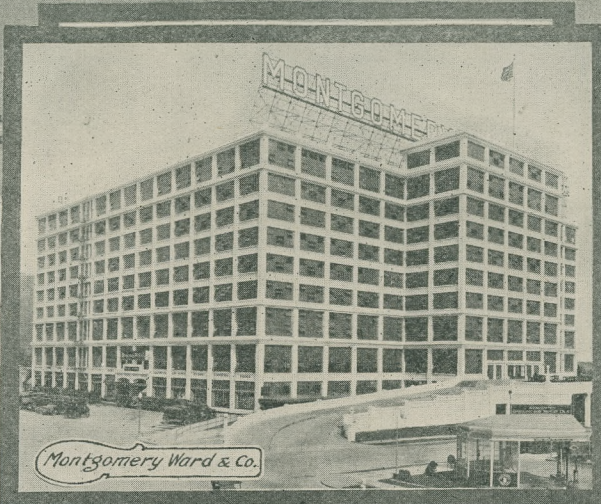
MODERN BUILDINGS HOUSE PORTLAND'S MODERN BUSINESSES



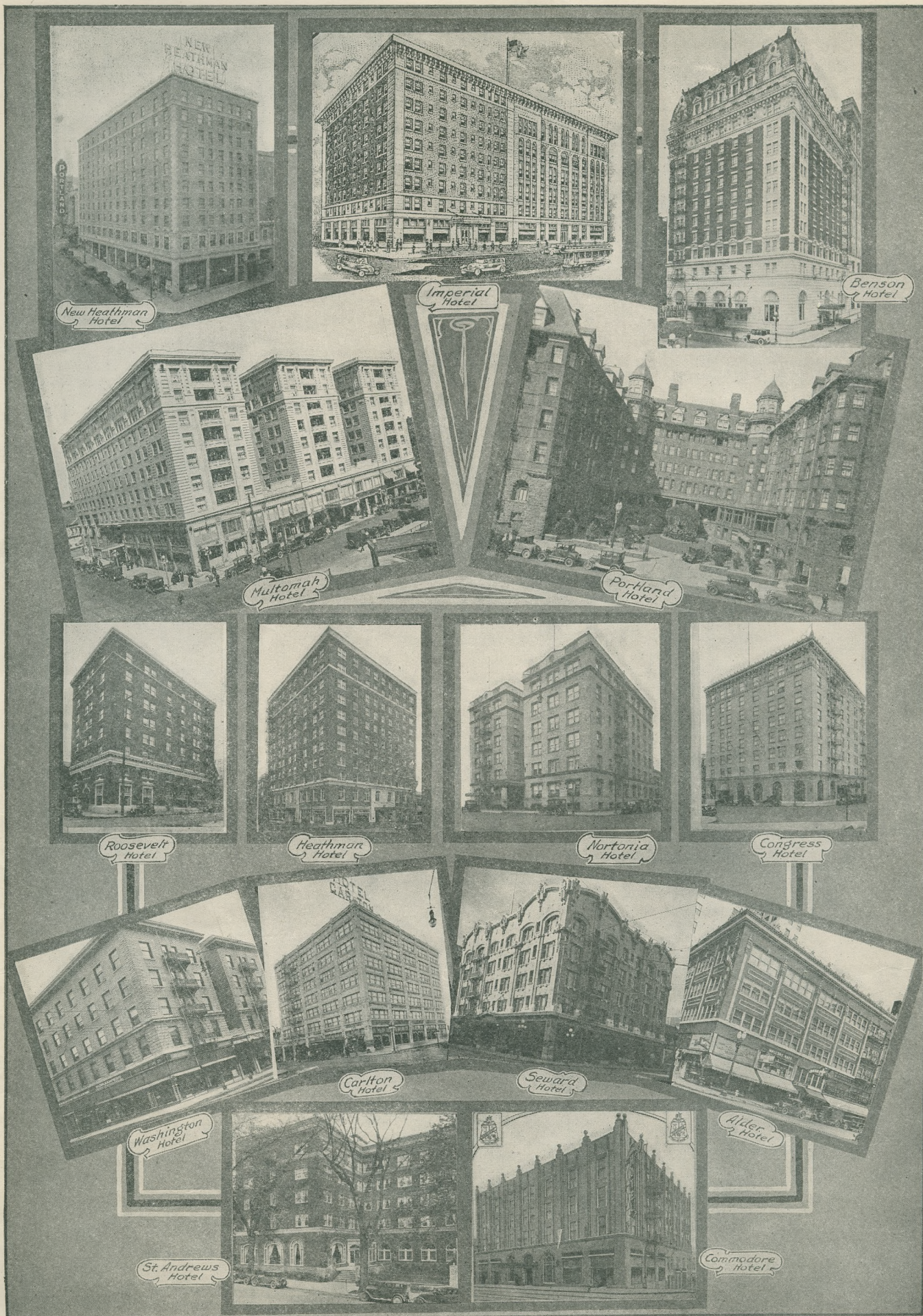
IMPOSING SKYSCRAPERS LINE THE STREETS OF DOWNTOWN PORTLAND



STRONG, CONSERVATIVE BANKS FINANCE THE OREGON COUNTRY



MILADY DRESSES WELL WITH THESE DEPARTMENT STORES TO SERVE HER



CORDIAL WELCOME TO THE SOJOURNER IS GIVEN BY HOTELS OF PORTLAND



Oregonian Building



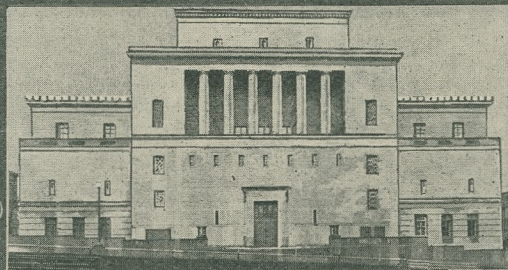
Portland Telegram Building



Journal Building



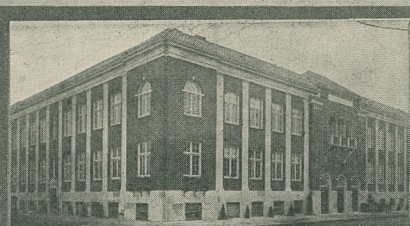
Portland News Building



Masonic Temple



Odd Fellows Temple



W.O.W. Camp 77

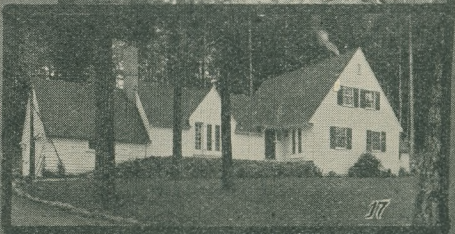
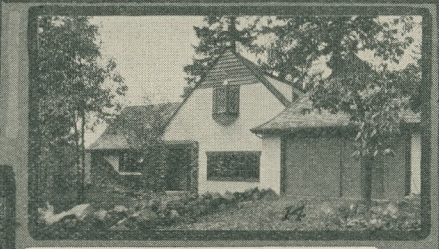
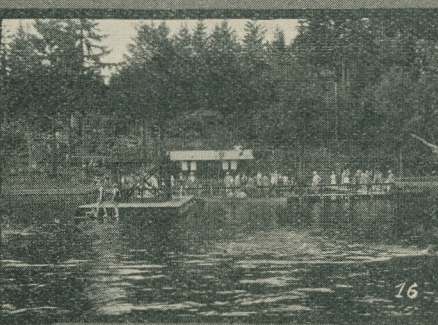
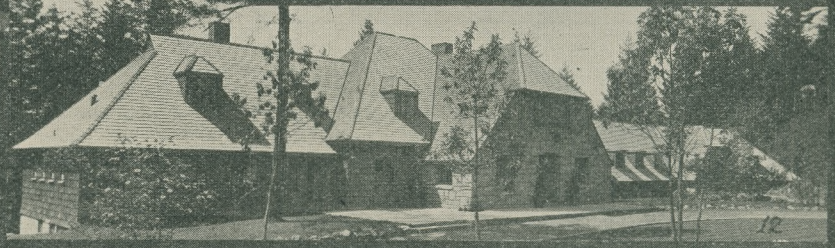
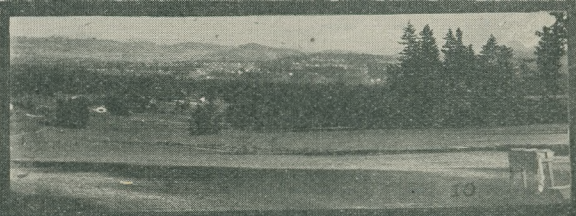
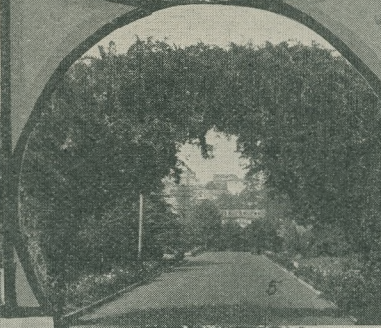
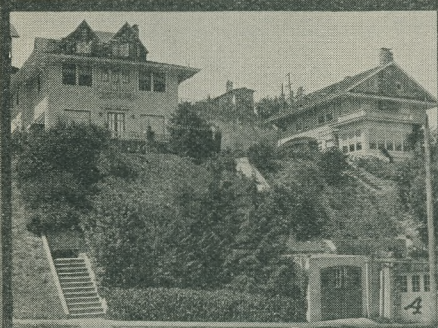
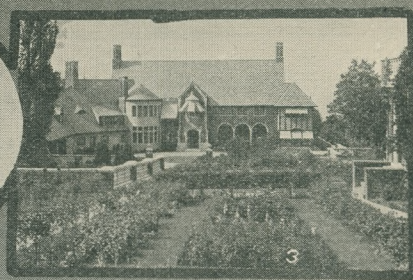
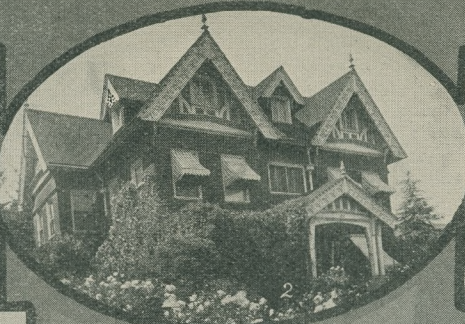
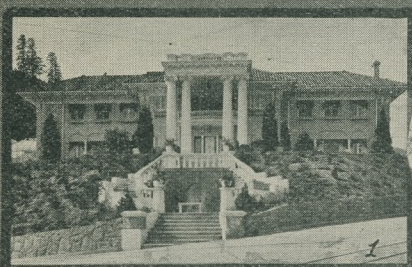


Knights of Columbus



Elks Temple

STRONG NEWSPAPERS AND STRONG FRATERNAL ORDERS ARE PORTLAND'S PRIDE



1—On Westover Terraces. 2—Roses embower this home. 3—The Cobb residence, Portland Heights. 4—Overlooking the city from Westover Terraces. 5—Archway of living green. 6—Two modern homes on Westover Terraces. 7—Sky, city, river, magnificent distances form the view from this home on Westover. 8—Noel A. Dew home at Lake Oswego. 9—On the hills west of Portland. 10—Vista from No. 7 tee, Oswego golf links. 11—Fair golfers on Oswego's fairways.

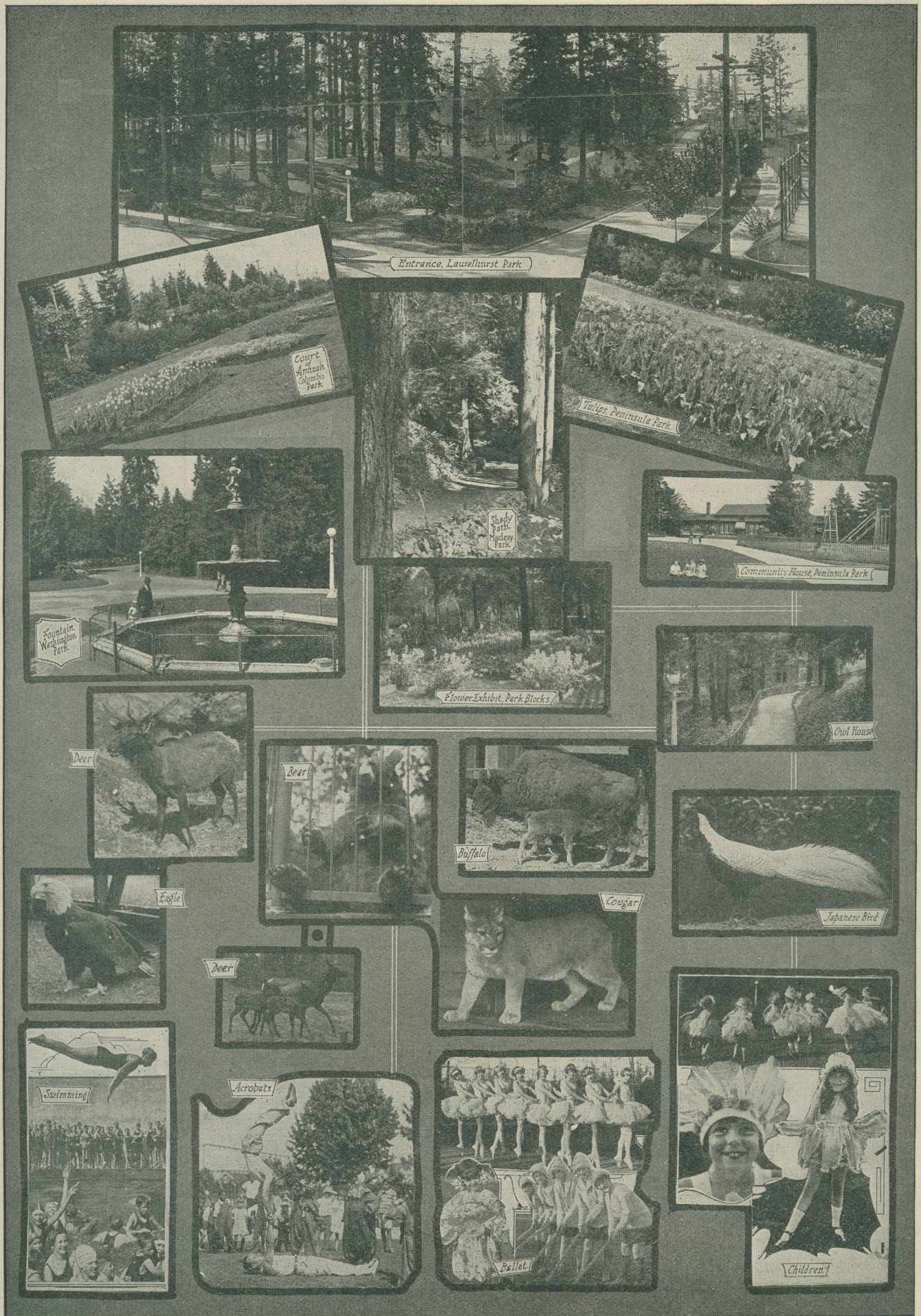
12—Lake Oswego Country Club house. 13—View from No. 15 tee, Lake Oswego golf links. 14—Home in Forest Hills, Lake Oswego district. 15—The caddy house at the Oswego Club links. 16—Lake Oswego Country Club's outdoor natatorium. 17—A. C. Mehlin home, Forest Hills. (Westover and Oswego pictures courtesy Ladd Estate Co.)



SPLENDID CHURCHES AND SCHOOLS START PORTLAND'S YOUTH RIGHT



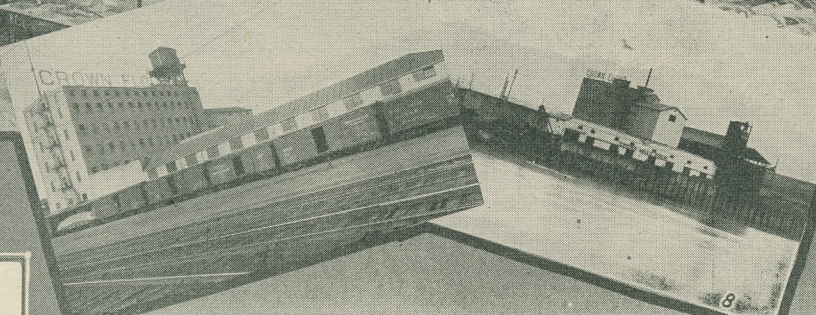
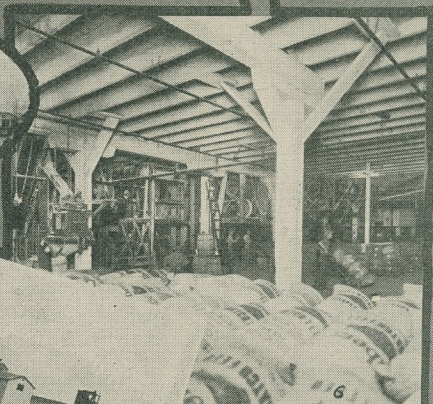
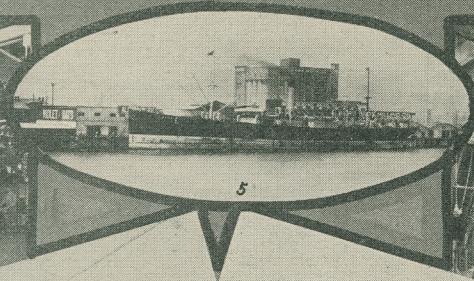
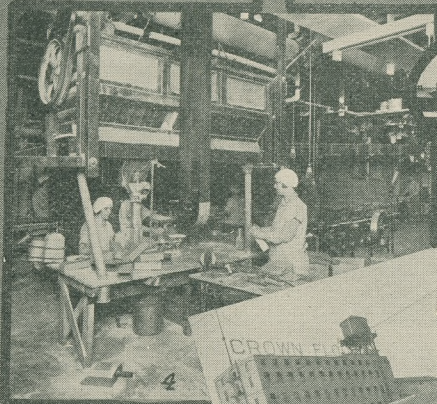
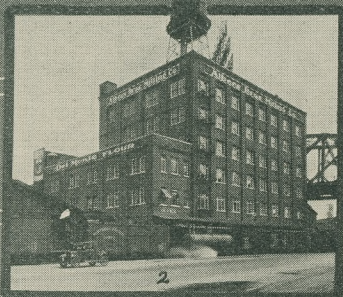
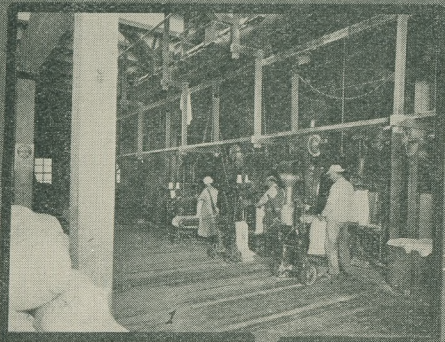
BEAUTIFUL THEATERS, REFRESHING PARKS PROVIDE PORTLAND'S ENTERTAINMENT



YOUNG AND OLD FIND RECREATION IN PORTLAND PARKS

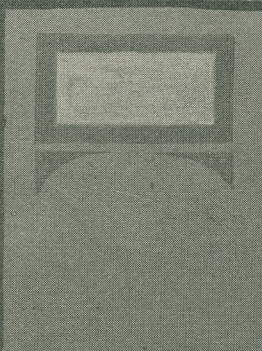
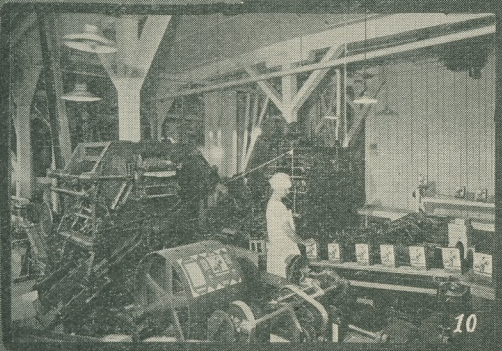


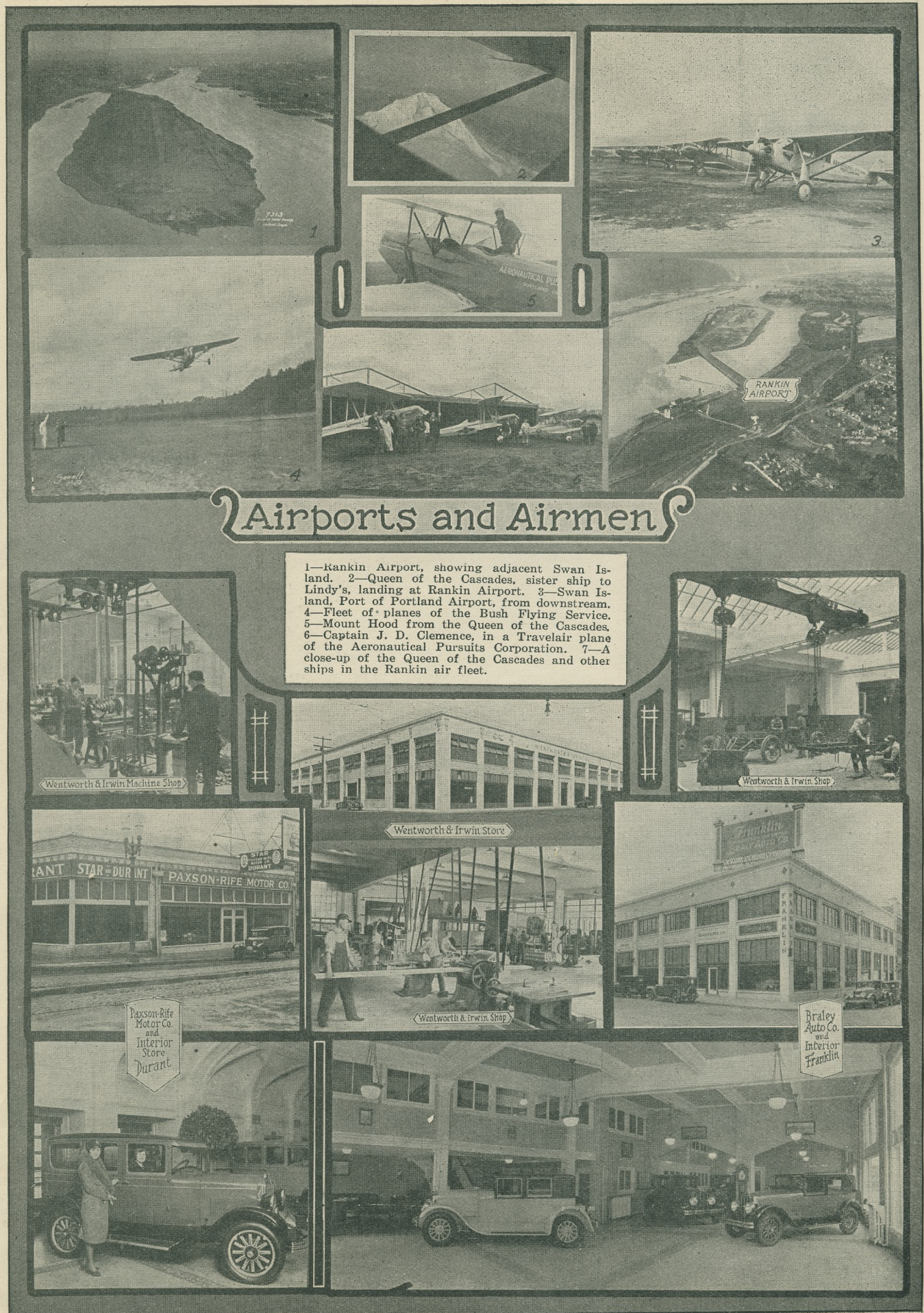
FINE FURNITURE STORES DRESS PORTLAND APARTMENT HOMES



1—Weighing and packing flour, Albers Mills. 2—Albers Bros. Milling Co. plant. 3—Loading Northwest wheat products at Albers docks. 4—Packing cereals, Albers Mills. 5—SS. Suveric, taking Albers Mills products for Oriental trade. 6—Cargo in Albers warehouse, ready to feed the world.

7—Rail lines from all over the United States send their cars to Crown Flour Mills for the staff of life. 8—Ships from all over the world come to Crown Mills dock for cargo. 9—Portland unit of the Sperry Flour Co. 10—Sperry's automatic label machines are all but human. 11—Manufacturing feed for poultry and dairy farm at Sperry Mills.





Airports and Airmen

1—Rankin Airport, showing adjacent Swan Island. 2—Queen of the Cascades, sister ship to Lindy's, landing at Rankin Airport. 3—Swan Island, Port of Portland Airport, from downstream. 4—Fleet of planes of the Bush Flying Service. 5—Mount Hood from the Queen of the Cascades. 6—Captain J. D. Clemence, in a Travelair plane of the Aeronautical Pursuits Corporation. 7—A close-up of the Queen of the Cascades and other ships in the Rankin air fleet.

PORTLAND IS AT THE FOREFRONT IN TRANSPORTATION



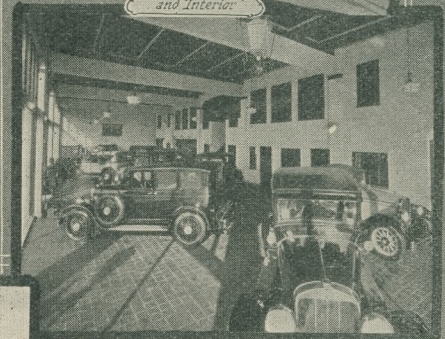
Oldsmobile Store and Interior



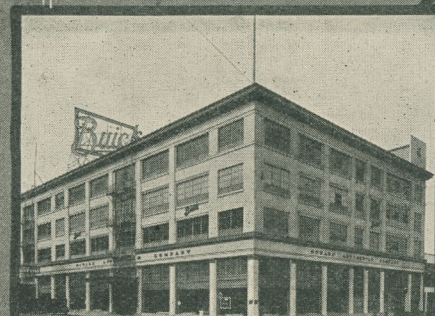
Dodge Bros. Store and Interior



Manley's Store and Interior



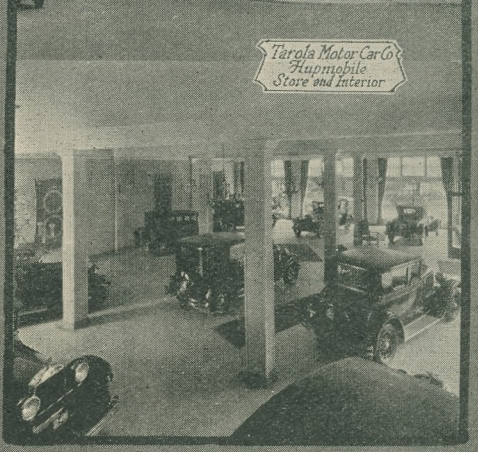
John K. Leander Co. Store and Interior



Howard Automobile Co. Buick Store and Interior

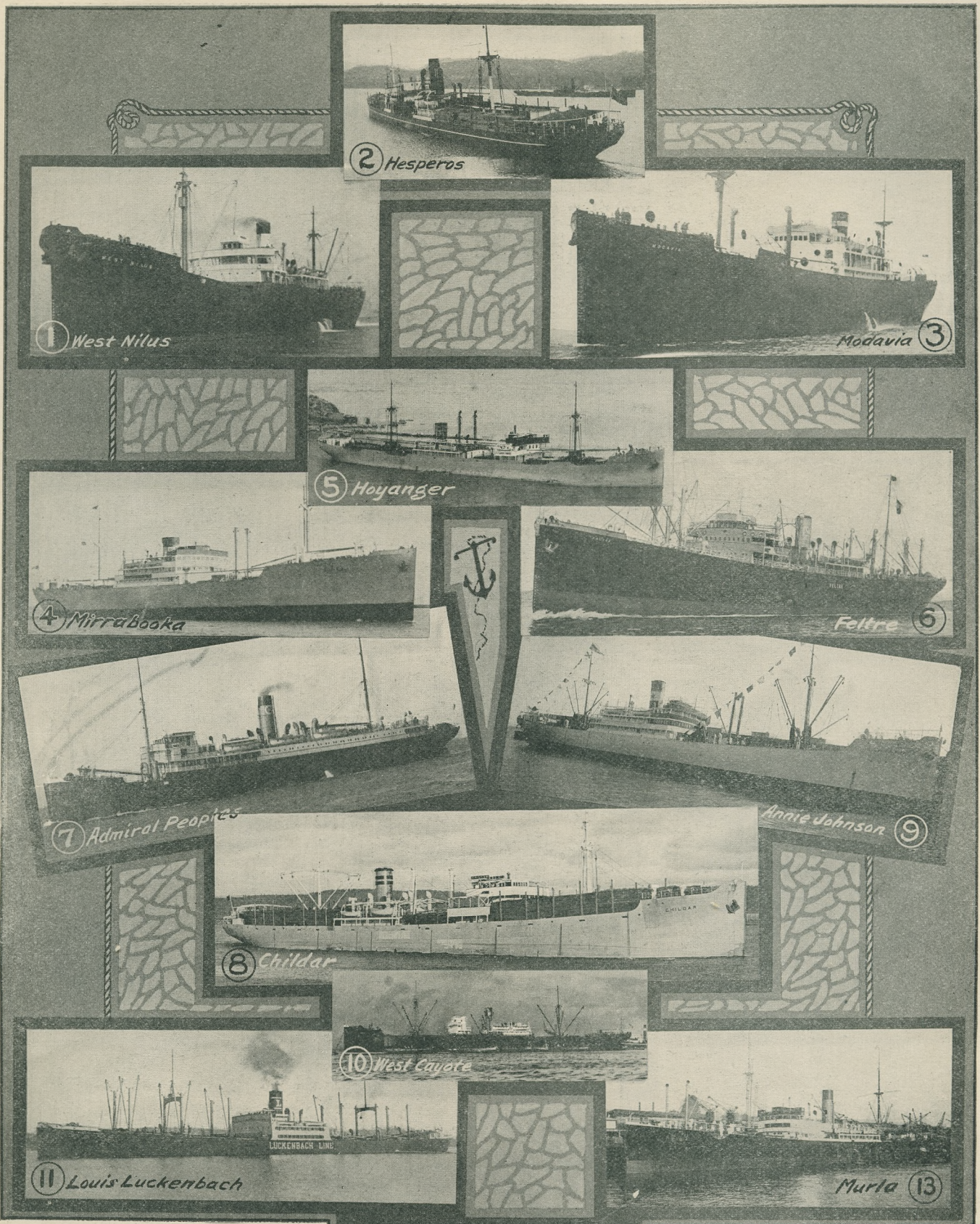


Targa Motor Car Co. Buick Store and Interior



In the air and on land, the Oregon country keeps abreast of modern ideas in transportation. Swan Island, the Port of Portland airport, has just been developed at a cost of \$365,000. Almost every make of airplane on the market is represented with an agency in Portland, and among the local schools of flying is counted the largest in the world, Rankin's. Fine automobiles find a ready market in Oregon, for thousands of miles of paved highways along the Pacific coast invite the motorist to seek new pleasure in living.

PORTLAND'S PROSPERITY IS REFLECTED IN THE NUMBER OF AUTOMOBILES OWNED



1—SS. West Nilus, Portland to South America. McCormick Steamship Co. 2—SS. Hesperus in European trade. Ernest E. Johnson & Co., agents. 3—MS. Modavia, Donaldson fleet, Pacific Coast to Europe. Balfour, Guthrie & Co., agents. 4—MS. Mirrabooka, Transatlantic Steamship Co., Ltd., of Gothenburg, Pacific Coast to Australia. General Steamship Corporation, agents. 5—MS. Hoyanger, in Westfal Larsen fleet, to east coast of South America. General Steamship Corporation. 6—MS. Feltre, in fleet of Libera Line (Italian). Portland to Mediterranean ports. General Steamship Corporation. 7—MS. Admiral Peoples, Admiral

12—MS. Pacific Reliance, Furness Line, in United Kingdom, Pacific Coast service. 13—SS. Murla, North German Lloyd, Pacific Coast and continental European trade. Chalmers Shipping Co., agents.

Line, passenger and freight service, Portland to California. 8—MS. Childar, Latin America Line. R. S. Silva & Co., general agents. Chalmers Shipping Co., Portland agents. Between Portland and west coast of South America. 9—MS. Annie Johnson, Johnson Line, Portland and United Kingdom and Scandinavia. Lidell & Clark, agents. 10—SS. West Coyote, new name Washington. Columbia Pacific Steamship Co., trans-Pacific trade. 11—Louis Luckenbach, one of Luckenbach fleet, Portland to the east coast of the United States.

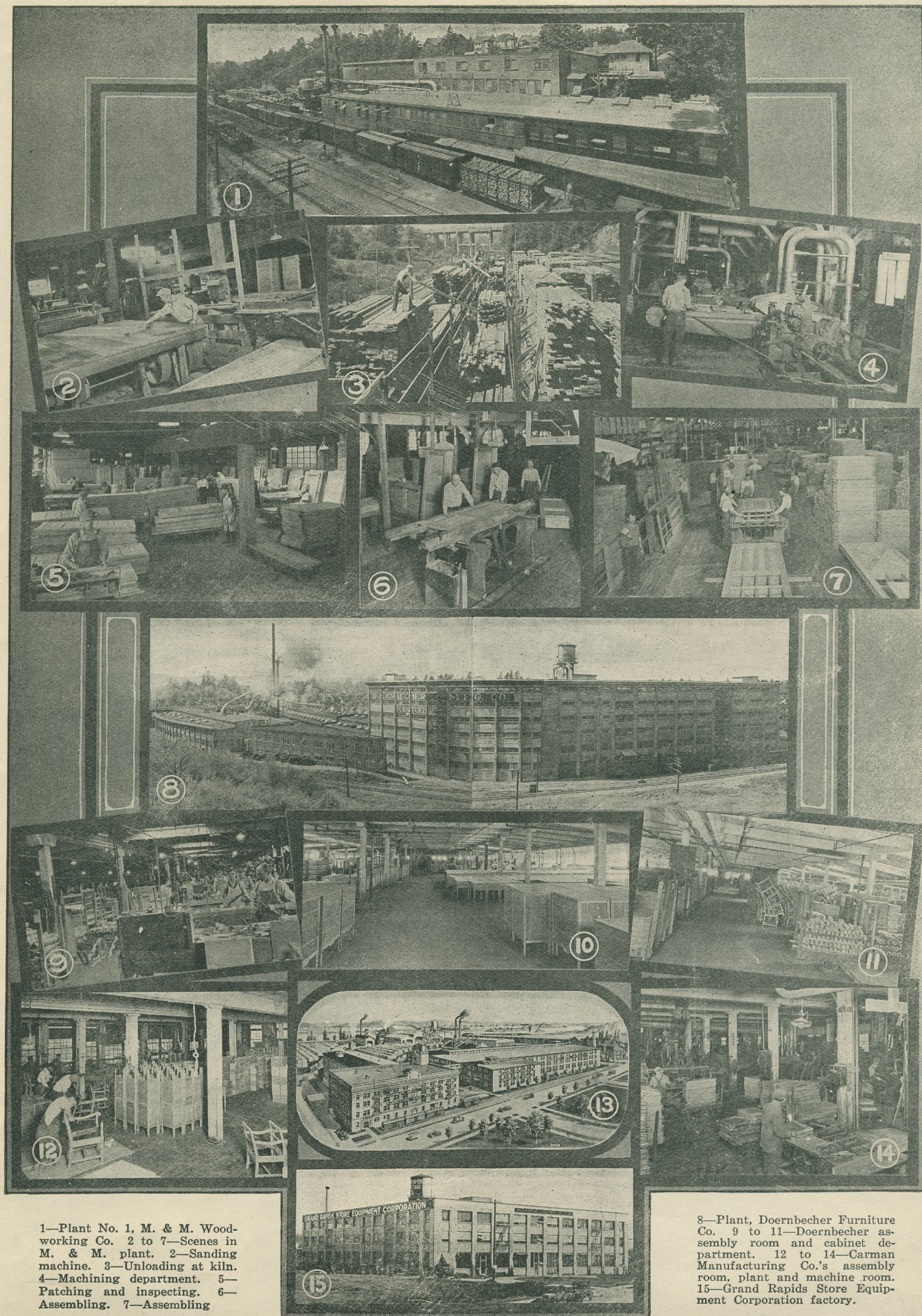


1—Cargoes of sacked wheat at pier 1, Municipal Terminal 4. 2—SS. Rose City, fast passenger steamer of McCormick line, at Supple's dock on Portland's busy east side waterfront. 3—General cargo on pier A, Municipal Terminal 1. 4—Slip No. 1 at Municipal Terminal 4. 5—H. L. Hudson, general traffic manager, traffic department, joined the Port of Portland Commission in 1919. In 1919 six steamer lines made Portland a

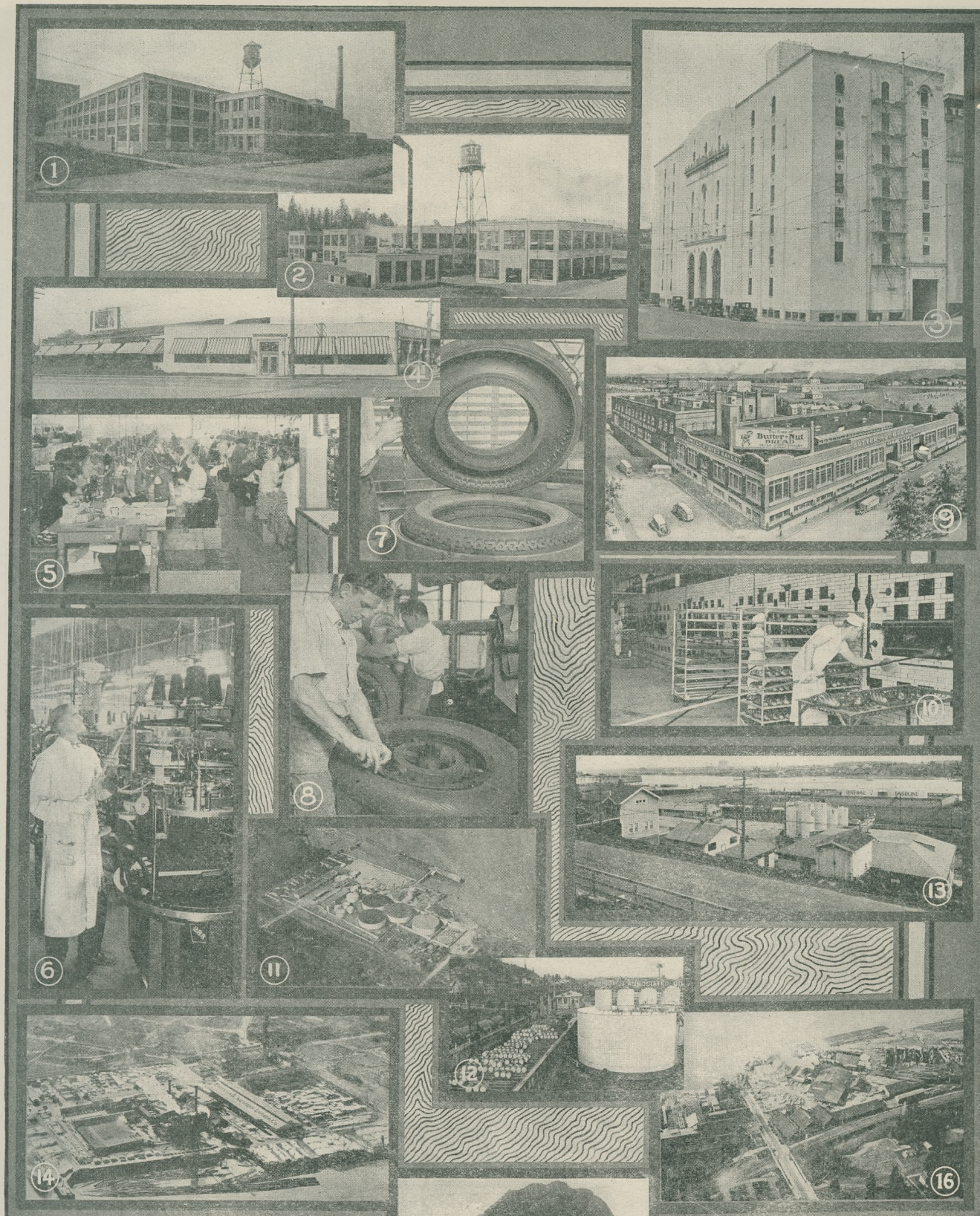
port of call. In 1928, this number had increased to 59 lines. 6—All in the day's work at the McCormick terminal, Portland. Three large vessels discharging and loading cargo at fast freight handling modern terminal. 7—Rear of Pier 1, Municipal Terminal 4. Ventilated cold storage warehouse at left. Grain elevator and flour mills in background. Conveyors lead Pier 1, at right. 8—The Willamette River at Portland.

9—Loading zinc concentrates by automatic machinery at bulk handling plant, Pier 5, Municipal Terminal 4. 10—The Lochkatrine at Oceanic Terminals, Pier 2. 11—Sacked potatoes awaiting carrier in Oceanic Terminals refrigerator house. 12—Artist's view of Municipal Terminal 4, when completed. 13—Sugar for the Northwest's sweet tooth at Oceanic Terminals, Pier 2. 14—Municipal Terminal 2, as the sailor sees it. 15—Paper and general cargo in Oceanic Terminal's Pier 3.

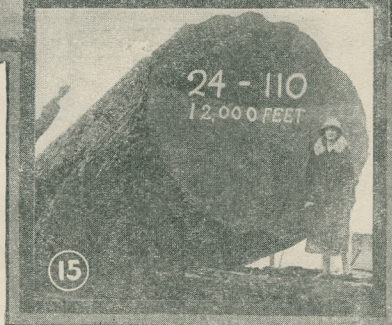
SHIPS FROM THE SEVEN SEAS SEEK PORTLAND HARBOR



FINE FURNITURE AND CABINET WORK IS DONE IN PORTLAND FACTORIES



1—Products of the Northwest are preserved in cans of the American Can Co., Portland. 2—Columbia Tire Corporation is the only plant of its kind in the Northwest and the finest of its kind in the United States. 3—Single pieces or carload lots are handled by Bekins Transfer Co. from the main office and depository. 4—The Jantzen Knitting Mills, where one-tenth of the world's business in swimming suits is controlled. Home of the famous "diving girl." 5—Girls making swimming suits at Jantzen's. 6—The most modern machinery makes for efficiency in the Jantzen plant. 7—Workman treading a tire at the C-T-C plant, after (8) it has been fabricated by another specialist. 9—United States Bakery, typical



of the busy places that make Portland's staff of life. 10—Battery of up-to-date ovens at the United States Bakery. 11—12—Associated Oil Co. gasoline storage tanks, from the air and the ground, help keep Portland motors running. 13—Linnton and St. Johns plants of the General Petroleum Co. 14—A large portion of the Northwest's wealth is due to the lumber industry, as this huge plant of the Eastern & Western Lumber Co. is evidence. 15—The largest log ever sawed in the world as it lay at the Eastern & Western mill. 16—The East Side Mill & Lumber Co. is one of Portland's big mills.

INDUSTRY MEANS PAYROLLS, PAYROLLS MEAN PROSPERITY, AND PROSPERITY BRINGS HAPPINESS IN PORTLAND AS ELSEWHERE



1—Receiving milk at Portland-Damascus creamery. 2—Portland-Damascus Milk Co. plant. 3—Testing milk samples. 4—Pasteurization safeguards health. 5—Steigerwald Dairy Co.'s unique building. 6—Bottling milk at Portland-Damascus plant. Modern methods are employed in all of Portland's large milk-handling plants. 7—Modern layout of DeYoung dairy, near Portland. 8—What a gallon of milk contains. 9—Interior of DeYoung's dairy barn. Cleanliness is a first principle. 10—Stanley R. Hall, son of county agent, and Hallrose Pauline, his first responsibility. 11—Imported Lion's Farm O. K., owned by the Gibsons of Gresham. Said to be best all-around

Jersey on Pacific Coast. 12—Prince Johanna Tobe Beets, Holstein Bull from Hallrose ranch, Troutdale. 13—Ruby Stock Farm's dapple gray draft horses in action. Ruby's Stock Farm has some of the finest draft horses in the Northwest. 14-15—Two more of Ruby's prize teams. 16—Isabelle Newlands and her champion Duroc Jersey pig. 17—Close-up of the type of huge draft horses on Multnomah county's better farms. 18—Three to two that club boys place these Cotswolds right. The animals shown are the pride of the Multnomah county fair, where competition for finest bred stock is keen each year.



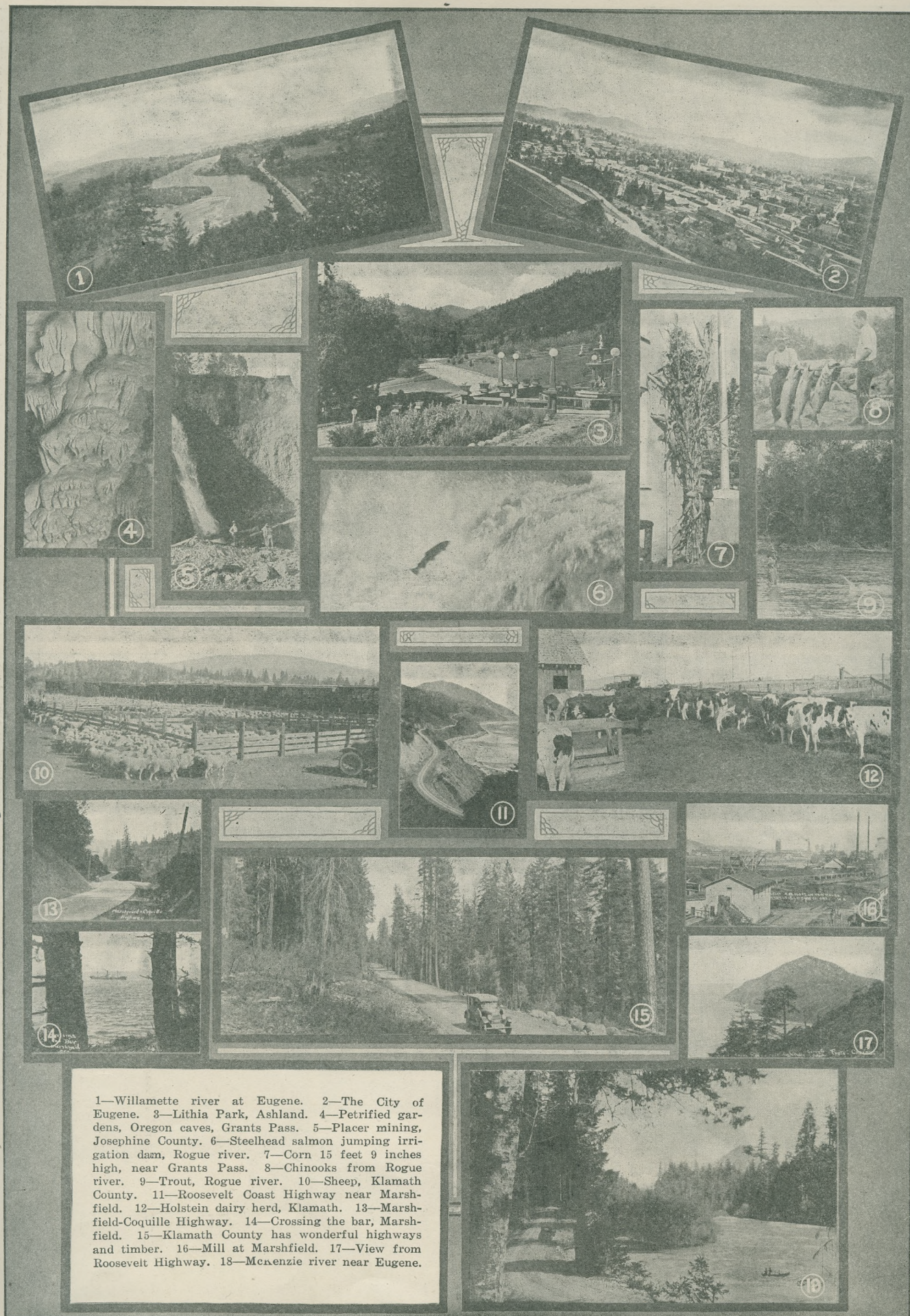
1—Crown-Willamette Paper Mill, Oregon City. 2—Jacobs' Oregon City Woolen Mill. 3—Busy shuttles weave Jacobs' yarn. 4—Willamette River Falls, Oregon City. 5—Produce of Washington exhibited. 6—Washington County has good roads. 7—Dairy herd near Forest Grove.

8—Narcissus and hyacinths bloom in full beauty near Forest Grove. 9—Hillsboro from the air. 10—Federal Telegraph radio tower, Hillsboro. 11—Pacific University building, Forest Grove. 12—Ray-Malin Co., box factory, Hillsboro. 13—Carnation Milk Co. condensery, Hillsboro.



1—Clustered wealth on a Polk county prune tree. 2—Big trees on the Santiam Pass, Linn County. 3—Registered Angora goats of U. S. Grant, Polk County. 4—Boys' and Girls' clubs of Polk County raise fine Jersey cattle. 5—The 3000 acres of Polk County hop yards produce 1800 bales annually. 6—Oregon State College Campus, Corvallis. 7—McMinnville, Yamhill County, believes in outdoor recreation. 8 and 9—Early settlers battled Indians at Battle Rock, Port Orford, Curry County, shown in these views. 10—Mariners of the Pacific look eagerly for the Newport lighthouse.

11—Cliffs and clouds at Newport, Lincoln County. 12—Albany, the Friendly City, from the air. 13—Auto tourists enjoy a dip at the ol' swimmin' hole, Dallas auto park.



NATURE HAS BEEN GENEROUS TO OREGON IN NATURAL AND MINERAL RESOURCES



1—Lumber mills at Bend. 2—Pine trees, Deschutes national forest. 3—Railway and highway bridges, highest in world, over Crooked river canyon. 4—Poultry is a source of Central Oregon wealth. 5—The airman looks at the Pendleton Roundup. 6—Wool grows heavy on Central Oregon sheep. 7—Tourist Heaven, in the lofty Elkhorn mountains, Baker County.

8—High in the rugged Corvallis mountains, Baker County. 9—River Valley and Mount Hood—41,000 beef cattle feed on County ranges. 11—Red field near Ontario. 12—sheep and lambs range in County. 13-14—Walla Walla lake. Sheep grazing in Deschutes national forest. 16-17—Part of Condon's nine wheat houses and elevators were full capacity, 1927.

EASTERN OREGON SHEEP AND CATTLE FEED AND CLOTHE MANKIND, HER TIMBER GIVES MANKIND CLOTHING, AND HER SCENERY DELIGHTS THE SOUL

Twenty-first

PORTLAND ROSE FESTIVAL

PORTLAND, OREGON

JUNE 8 TO 14, 1929

Program

Tuesday, June 11th

- 10:00 A. M. to 10:00 P. M.—Rose Show at Auditorium.
- 10:30 A. M.—Festival Center. Dedication by Queen and Court at Park Blocks.
- 11:00 A. M.—Dedication of new Rose Garden, Union Station by Queen and Court and Royal Rosarians.
- 1:30 P. M.—Coronation of Rex Oregonus, Civic Stadium.
- 2:00 P. M.—Parade of Nations—Merrykhana Parade.
- 8:15 P. M.—Mammoth All-Star Circus and Fireworks Display—Civic Stadium.
- 8:30 P. M.—Queen and Court and Royal Rosarians pay official visit to Rose Show, Municipal Auditorium.

Wednesday, June 12th

- 2:00 P. M.—Junior Festival, Laurelhurst Park—The story of "Aladdin and his Wonderful Lamp."
- 2:15 and 8:15 P. M.—Mammoth Circus and Fireworks (Matinee and evening).

Thursday, June 13th

- 4:00 P. M.—Knighting of distinguished guests by Royal Rosarians, Washington Park.
- 2:15 and 8:15—Mammoth Circus—matinee and evening.

Friday, June 14th

- 2:15 and 8:15—Mammoth Circus—matinee and evening.

Saturday, June 15th

- 9:00 P. M.—Illuminated Fire Boat Exhibition in harbor between Morrison and Burnside Bridges.

WHERE TO GO

While VISITING in PORTLAND

Information of a reliable character that will assist visitors to Portland during the Rose Festival in making the most of their stay here, can be secured from Information Bureaus in Hotels from the Portland Chamber of Commerce, Travel Bureaus and Automobile Clubs. The following are but a few of the many points of interest and attractions to be enjoyed in and near Portland.

Terwilliger Boulevard

A short auto trip which leads directly off Sixth Street from the south. Here a wonderful view of the city and mountains is afforded.

Sunken Rose Garden

At Peninsula Park. One of the finest in America.

Museum of Art

Fifth and Taylor Streets.

Oregon Historical Society

A very extensive collection of articles of historic value and interest as concerns the early settlement of the Oregon country.

Multnomah Civic Stadium

Twentieth and Morrison Streets.

Port of Portland Dry Docks

Of 10,000 and 15,000 tons capacity.

Sea Wall

Mammoth project now under construction. Extending from Glisan Street on the north to Jefferson Street on the south.

The City Park

A beautiful and sightly Park at the head of Washington Street, overlooking the city. Has an interesting zoo and other attractions.

Mt. Tabor

One of the most beautiful and refreshing of the many natural parks and hillsides of the city. It is here that three of Portland's reservoirs for the storage of water, piped directly from the Bull Run Forest Reserve, are located. Splendid view here.

Westover Terraces

One of Portland's exclusive residential districts from which a view is afforded of the Willamette River through Portland, and the Columbia River and Cascade Range in the distance.

Laurelhurst Park

If you desire to get a close-up view of the big Douglas Fir trees, visit this beautiful park with its rolling grounds, shrubbery, flowers and lake. It is here that many Rose Festival functions take place. Refer to program on inside pages for dates of these.

International Rose Test Gardens

Situated in City Park at the head of Washington Street. Lovers of roses will thoroughly visit to these gardens, one of the few of the kind in the United States.

Swan Island Airport

Municipally owned, within fifteen minutes from heart of the city. A tract of 250 acres in the middle harbor and almost surrounded by the waters of the Willamette River, has been transformed into an ideal terminal for both land and water aircraft. Landing field is 6700 feet in length by 1220 feet in width.

Highway Trips

Interesting trips occupying from an hour to a half day, entire day or more, can be made in every direction from Portland. The Columbia River Highway, east of Portland up the Columbia River, offers the opportunity of viewing the many beautiful falls, palisades, mountains, rivers and streams. Down the Columbia River Highway to the Pacific Ocean one can also enjoy a trip noteworthy for its grandeur.

Council Crest

1100 feet above city; also gives splendid view of mountains, and of country in all directions.

Arlington Heights, Willamette Heights, Kings Heights, Laurelhurst, Irvington and Alameda Drive

are other sightly residence districts of Portland.





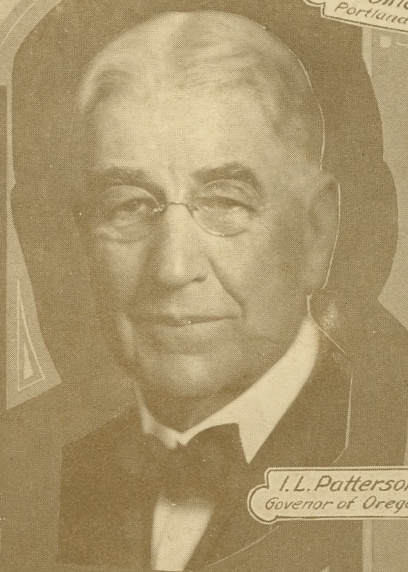
Federal
Court House
Portland



Post Office
Portland



State Capital
Salem —



I. L. Patterson
Governor of Oregon



Custom House
Portland



Multnomah Co.
Courthouse

LAND, POST
CO. 614



Mount Hood



Crater Lake