



THE WEBFOOTER

The official publication of The Webfooters Post Card Club in Portland, Oregon

Volume 41 - Issue Number 6 - June 2007

"Every subject known to man can be found on a post card"

www.thewebfooters.com



Rose Festival Celebrating 100 Years



Post Card Published by Steve Kenney

Next Meeting – June 16, 2007

At Russellville Grange - 12105 NE Prescott Street

10:00 am to 4:00 pm – Card sales to begin at 10:30

See Page 4 for Rose Festival Recollections

See the full color version of this newsletter at www.thewebfooters.com



President's Corner

As we transition from spring to summer, there are some business items we need to focus on. Our monthly rent at the Russellville Grange has doubled to \$80 a month. The members in attendance at the last meeting felt we should keep meeting at the Grange.

After the picnic last year, our informal poll of participants indicated that we should have another picnic and try to have more field trips as well. What we need is an activity coordinator to plan and organize more trips. Is there any interest in trying to secure a picnic spot at Roslyn Lake again?

Portland General Electric set aside two days for tours of Marmot Dam and the Bull Run Powerhouse before they are demolished. Those tours filled up very quickly. We are still hoping to see them before they are gone. Anyone have any contacts at PGE that could get us in for a tour?

It's not too early to think about running for an office on next year's board. We were notified that half of the board is ready to retire. By joining the board, you can show your appreciation to The Webfooters for holding meetings and shows that help us to find the cards to "complete" our collections. What about the workshops and newsletter articles? We try to make them informative and enjoyable. We need your help to sustain our efforts and to make The Club thrive and grow.

Club Officers

President/Editor.....Mark Moore
Vice President.....Dale Nix
Secretary.....Dave Elston
Treasurer.....Arne Soland
Membership Chairman.....David Sell
Member-at-Large.....Jane Burton
Member-at-Large.....Phyllis Palmer
Historian.....Joe Macdonald
Librarian.....Steve Kuryk

Articles and information for the Webfooter are always welcome. Please contact your editor.
Post cards and information in this issue from www.pdxhistory.com unless otherwise noted.

www.thewebfooters.com



In Our Mailbox

Webfooter Jan Giles of Salem writes to say that she "was given some postcards that smell very musty", but otherwise they were in good shape. She asked if we have any suggestions for removing the smell.

One method is to lay the cards out on a porch or in a garage on newspapers or butcher paper. Then cover them with dryer sheets for several days. One of our dealers responded that he uses that method with some success.



Northwest Productions Presents

The Largest Antique Paper Shows in the Northwest

**The Greater Portland
Postcard, Stamp & Paper
Collectibles Show**

**The Greater Seattle
Postcard & Paper
Collectibles Show**

June 16 and 17, 2007

Kliever Armory
10000 NE 33rd Drive
Portland, OR

June 23 and 24, 2007

Kent Commons
525 4th Avenue North
Kent, WA

**Old Postcards, Photographs, Stereo View Cards, Books,
Stamps, Valentines, Matchbooks, Magazines, Prints,
Maps, Trade Cards, Movie Posters & Much More!**

Early Bird Show Hours:

Saturday: 8 - 10 am
Admission: \$20 (Also good Sunday 10-4)

Regular Show Hours:

Saturday: 10 am - 6 pm
Sunday: 10 am - 4 pm
Admission: \$5 (Good for Saturday & Sunday)

Upcoming Shows:

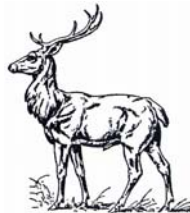
**Portland Oregon
at Kliever Armory
October 20 and 21, 2007**

**Kent Washington
at Kent Commons
October 13 and 14, 2007**

Call or Write:

Terry Weis
10350 N Vancouver Way, PMB 245
Portland, OR 97217
503-679-4755

Jeremy LeRoque
PO Box 217
Temple City, CA 91780
626-665-9435

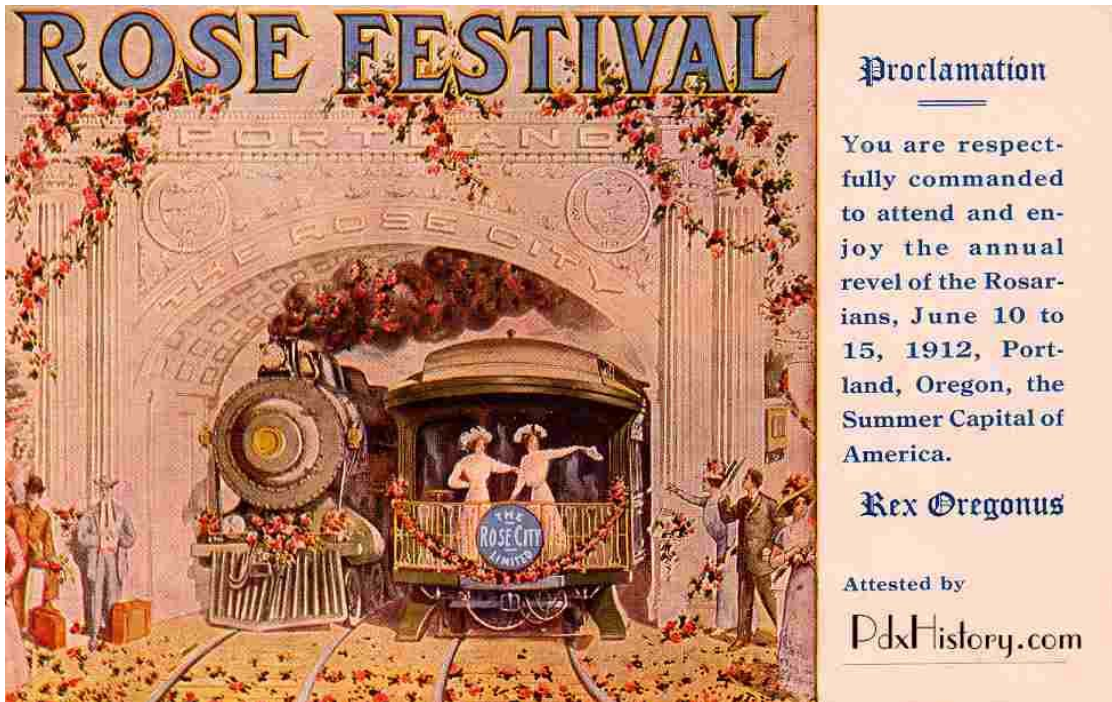


www.postcardshows.com

FREE APPRAISALS

(paid advertisement)

Rose Festival Recollections



Rose Festival time comes in late spring as the roses begin to bloom. Portlanders pause in their everyday pursuits to celebrate a mythical Kingdom that is ruled by the Queen of Rosaria and her Court, who each represent one of Portland's High Schools. Early in the spring, Portland High Schools start selecting a princess to represent their school and one of them is chosen to become the Queen of Rosaria.



Early Rose Show

Portland's Rose Festival has been drawing people to the City of Roses since 1907 when it was known as the Rose Fiesta. In the early years, it was also called the Rose Carnival as well as the Rose City Festival. The festival featured horse-drawn floats, aquatic events and fireworks.

In 1888, the Portland Rose Society, which still attracts rose enthusiasts today, was formed to bring prize rose gardeners together for competitive events and to share their knowledge of the proper care of roses.

The Rose Society held their first Rose Show in 1889, and in 1904 they expanded the Spring-time celebration of the blooming of Portland's roses to include a Rose Fiesta. On June 10, 1904, the Rose Society held Portland's first Floral Parade, but it was not until 1907 that Portland's grand Rose Festival traditions officially began.

SEE OREGON ROSES BLOOM

PORTLAND ROSE SHOW AND FIESTA

Carnival Days:
June 19-20-21-22, '07

Wednesday, June 19th
Oregon Pioneers' Day

Thursday, June 20th
Competitive Exhibit of Oregon's Rare
Rose Blooms at Forestry Building.
Floral Parade of 2000 school children, trained in
Kaleidoscopic marching movements, by Prof. Krohn.

Friday, June 21st—FIESTA DAY
Monster parade of Floral Decorated Automobiles,
Competitive Floats, Equestrian Clubs, Military and
Bands, Trophy and Cash Prize Awards.
Convening of Oregon Development League.

Saturday, June 22
Continuation, Oregon Development League Convention.
No set public program announced for Wednesday and
Saturday of Carnival Week. Special Rose Matinees
at Theatres and visitors will enjoy those days going
about gaily decorated Portland when acres of the
"Rose City" heights and lawns are resplendent with the
Queen of Flowers.
Building decorations and illuminations during the Carnival Days
will follow the color scheme of Rose Pink and Leaf Green.

Special Reduced Round Trip Railroad Rates
On account of Portland's Rose Show and Fiesta and the concurrent
Conventions of the Oregon Development League and the Oregon
Pioneer Association.

COME TO PORTLAND CARNIVAL WEEK

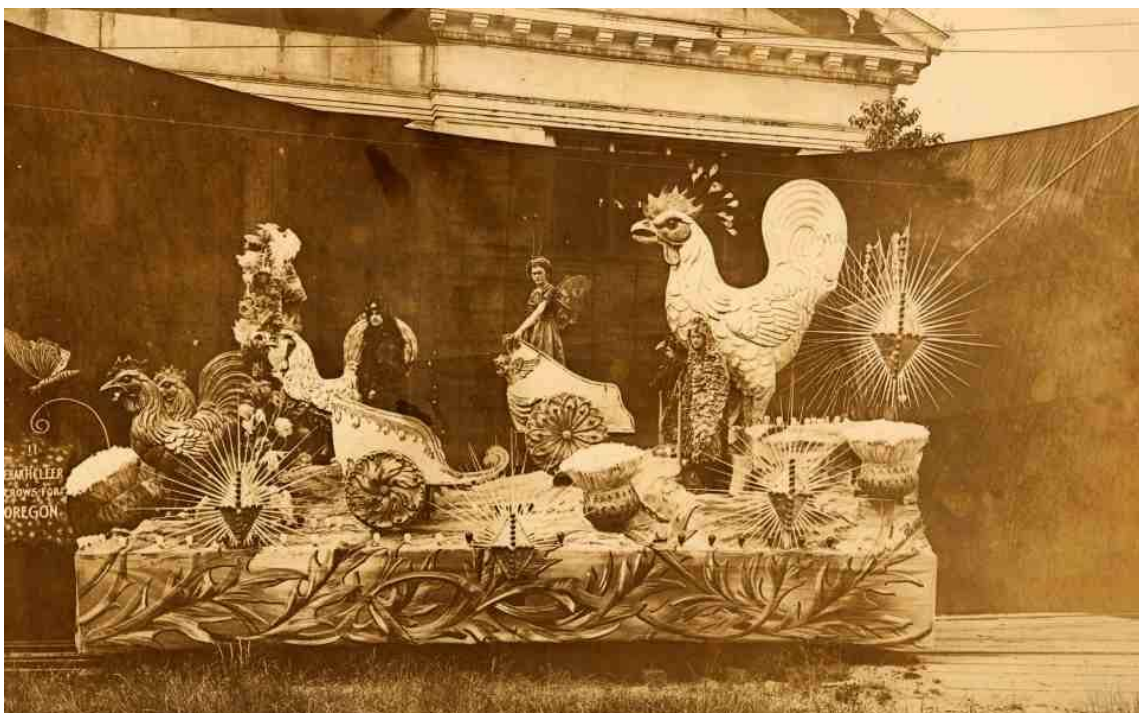
Program of Events from 1907

By the end of the 19th Century, Portland had 90,000 residents and it was the largest metropolis in the Northwest. Portland had the busiest port up the coast from San Francisco. The Alaska Gold Rush and the Railroads helped to make Seattle boom. Portland's leaders decided they needed to do something to promote growth and hold the leading edge, so they took a gamble. They decided to hold the World's Fair in Portland in 1905. They began planning the Lewis & Clark Exposition which took up residence along the waterfront in Northwest Portland.

Portland's leaders put a lot of planning into the Fair and their foresight paid off with big dividends. With all the fanfare that included opening ceremonies that were that began with a telegraph from President Roosevelt from Washington D.C., the Lewis & Clark Exposition opened on June 1, 1905 in Northwest Portland, in what is now the industrial district around Guilds Lake. Three million people came to Portland's Party and many of them decided to stay. Portland's population doubled in the next five years.

At the end of the Lewis & Clark Expo in 1905, Mayor Henry Lane mentioned the idea of holding a festival in a speech, although E.W. Rowe is credited with the original idea. After much planning, the Rose Carnival and Festival was held in 1907. Afterwards, on June 27, 1907, ten local businessmen organized the Portland Rose Festival into a non-profit corporation. They sold 1000 shares at \$10 each to finance the organization.

The Rose Festival spans over a month, mostly during June and it includes several parades (the Grand Floral Parade, an all-Children's Parade and the night-time Starlight Parade).



Chanticleer crows for Oregon

Portland's Grand Floral Parade, which is the Second Largest Floral Parade in the nation, (behind Pasadena), is the centerpiece event in a host of activities and traditions that celebrate the transition from Spring to Summer. The Rose Parade has always featured decorated vehicles. The 1904 parade had decorated horse-drawn carriages, wagons and surreys and even four automobiles!

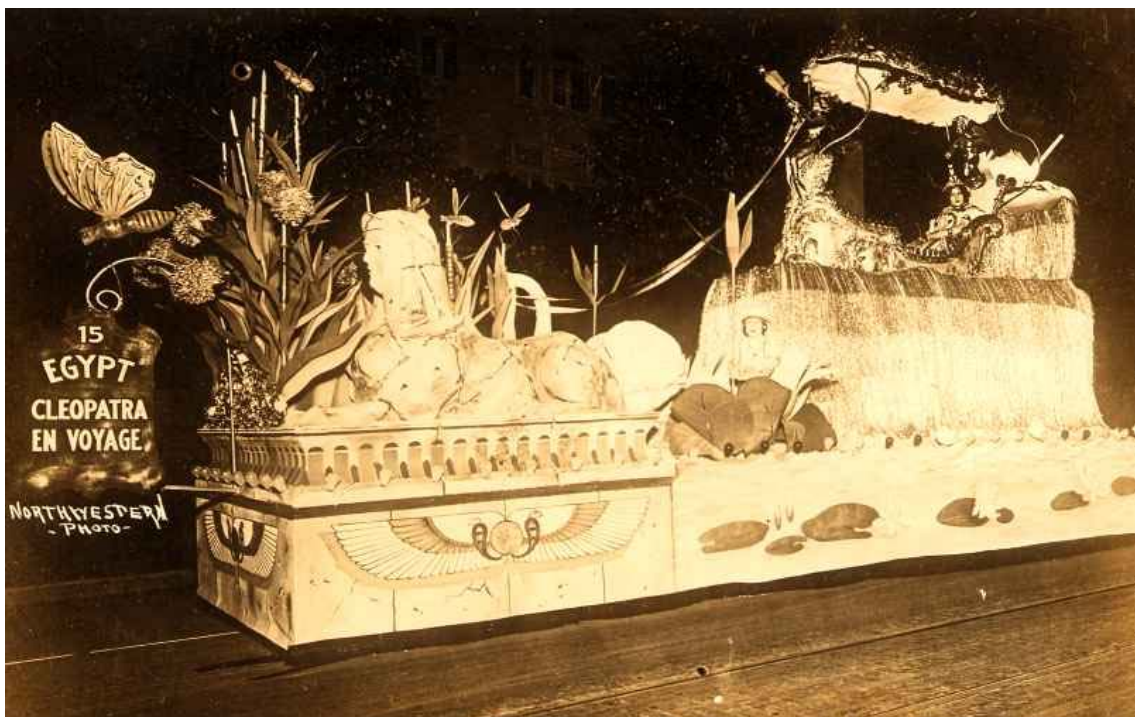


The first year's queen was the governor's daughter, Carrie Lee Chamberlain, but from 1908 until 1913, King Rex Oregonus ruled Rosaria. Rex wore a disguise and his identity was kept secret until the annual ball. From 1914 until 1930, a queen was chosen from among Portland's socialites. From 1924 to 1929, Rex was revived as the queen's co-regent. In 1931 the queen was selected from Portland's high school seniors, and that tradition continues today.



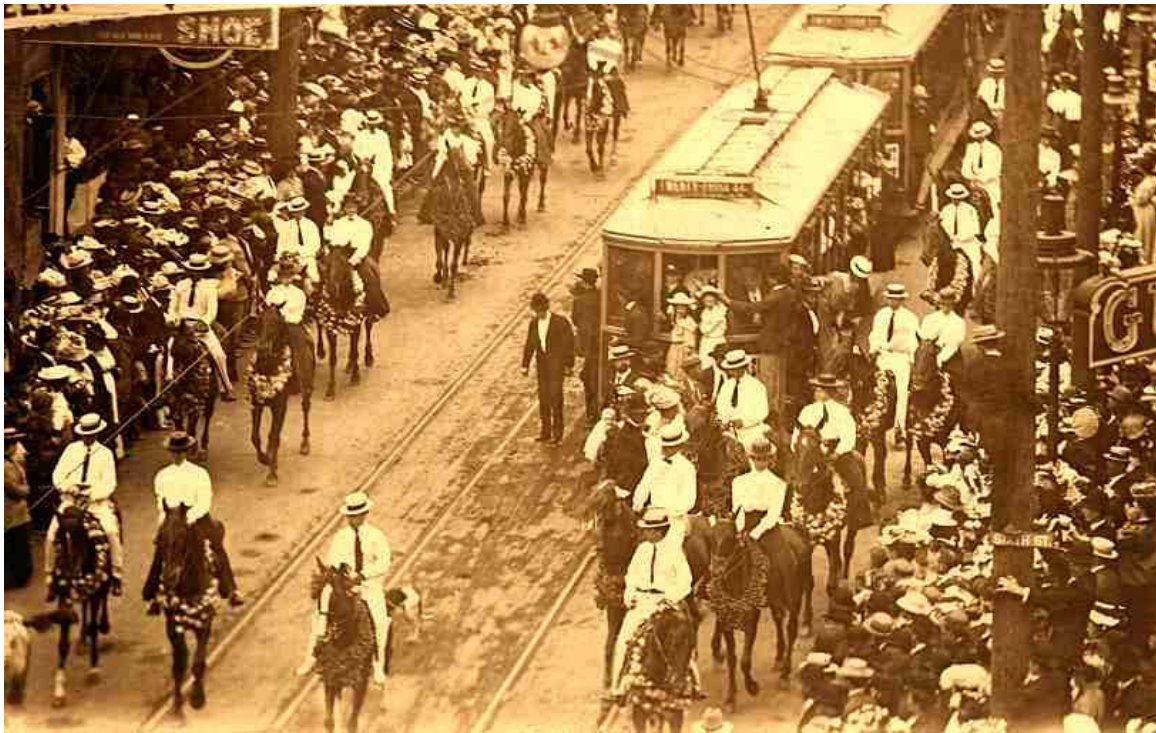


Queen Francis Kanzler from Washington High School ruled Rosaria in 1932



Night parades also began in 1907 with the spectacular Electrical Parade, when streetcars were decorated with electric lights. For a number of years, this parade was known as the Merrykhanna Parade. In 1973, the parade was discontinued. Apparently some of the Rainmakers were having too much fun making the crowds wet. The parade made a comeback in 1976 with the introduction of the Bicentennial Starlight Parade.

Since then the Starlight Parade has become one of the Nation's Largest Illuminated Parades. The Starlight Run ushers in the parade and the runners dress as though it were Halloween.



The Hunt Club rides in the Rose Fiesta Parade in 1907



When the St. John's Bridge opened on June 13, 1931, Rose Festival Queen, Rachael Atkinson Hancock, who is now 93, cut the ribbon. The opening of the bridge began with a parade that included the Royal Rosarians and an elephant.

Two times in history, the Rose Festival was cancelled, 1918 (during World War I) and again in 1926, due to the general economy at the time. Each year, over 2 million people come from far and wide to enjoy Portland's Rose Festival.



Roster Additions

We welcome James & Lisa Bennett and Art Larrance.

Bennett James	1718
Bennett Lisa	1719
Collect:	Smokey Mountains; Zanesville, OH; Tile Companies (pottery)
Larrance Art	1717
Collects:	Oregon Beer & Breweries; Manzanita, Oregon



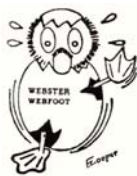
Calendar

- June 13 – Webfooters Board Meeting at Elmer’s Restaurant (no host)**
10001 NE Sandy Blvd – 6:30 pm (Board Meetings held every other month)
- June 16 – Webfooters Post Card Club Meeting at Russellville Grange**
12105 NE Prescott St near 122nd & Sandy Blvd – 10:00 am to 4:00 pm
- July 21 – Webfooters Post Card Club Meeting at Russellville Grange**
12105 NE Prescott St near 122nd & Sandy Blvd – 10:00 am to 4:00 pm

For the latest news, visit our website:



www.thewebfooters.com



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Portland OR 97217-0240

