

WINNER - Beach Memorial Fountain Competition

I ✱
Lee Kelly
13099 S. Warnock Road
Oregon City, Oregon

He is 42 years old, born in McCall, Idaho

He has many pieces exhibited around the country:

A stainless steel piece at the University of Houston, Texas

A piece in Golden Gate Park, San Francisco

He did a piece for the Highway Department of Washington
and it is exhibited in Olympia

He had a piece built for Dr. Bob Rankin, whose house was
built around it

A piece in Unthank Park in Portland

He is presently working on a piece for the Portland Center

FRANK EDWIN BEACH MEM. FOUNTAIN

GIFT ACCEPTED BY COUNCIL
IN JANUARY FROM —

MR. FRANK L. BEACH OF
LONG BEACH, CAL. (SON)

MAY-LIN
ESTATE OF RUTH MEHLIN
SISTER (DAUGHTER)

LOCATION OF FOUNTAIN —

CROSSWALK OF UPPER GARDEN
ROSE GARDEN — WASHINGTON PARK

WINNER DESIGN CONTEST —

1ST

LEE KELLY, OREGON CITY —

(~~OUT OF TOWN~~ — ~~REPRESENTED~~
~~BY WIFE~~)

2ND

CHARLES KELLY of PORTLAND —
(NO RELATION)

ALL MODELS ON DISPLAY
FOR 2 WEEKS —

THANK — ALL PARTICIPANTS —

THANK SELECTIONS COMMITTEE —

MRS. PAUL FELDEN HEIMER
(CHAIRMAN)

RACHAEL GRIFFITH

BOB ORINEDULPH

KEN SHORES

STAFF

BOB GUSTAFSON

MARION SCHWARTZ

INTRODUCE

NANCY JOHNSON

GRAND-DAUGHTER

OF FRANK E. BEACH

GROUND BREAKING -

DURING ROSE FESTIVAL

WEEK —

THE CITY OF
PORTLAND



OREGON

DEPARTMENT OF
PUBLIC SAFETY

FRANCIS J. IVANCIE
COMMISSIONER

BUREAU OF PARKS AND
PUBLIC RECREATION

DALE R. CHRISTIANSEN
SUPERINTENDENT

2115 S.E. MORRISON ST.
PORTLAND, OR. 97214
503/248-3580

BEACH MEMORIAL FOUNTAIN
COMMITTEE DISCUSSION

Monday, March 4, 1974

Present at the meeting were Mrs. Paul Feldenheimer, Ms. Rachael Griffin, Mr. Robert Oringdulph, Mr. Ken Shores, Mrs. Marian Swartz, and Mr. Robert Gustafson.

Mrs. Feldenheimer began the meeting asking for the names of artists each member brought for consideration. There was considerable discussion on the procedure for approaching these artists with our idea and also on how many artists should be included in the original invitation. It was decided to limit the invitation to Portland artists and to include landscape architects in the list. Mr. Oringdulph will prepare a list of architects who are capable of sculpturing a fountain and present it at the next meeting.

Bob Gustafson and Marian Swartz will draft a letter of invitation to the artists and mail a copy to each committee member for review before the next meeting. At that time, the committee will decide which artists should be sent the letter. It was agreed that the letter should contain information on deadline dates, the commission to be paid to the artist and the site and what the Park Bureau will provide (water supply, foundation, etc.).

The meeting adjourned at approximately 3:00 p.m. The next meeting will be Monday, March 11, at 2:00 p.m.



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BEACH MEMORIAL FOUNTAIN
COMMITTEE DISCUSSION

Monday, February 25, 1974

Present at this first committee meeting were Mrs. Paul Feldenheimer, Ms. Rachel Griffin, Mr. Robert Oringdulph, and Mrs. Marian Swartz and Mr. Bob Gustafson of the Park Bureau.

Mr. Gustafson gave a brief history of the proposed fountain, stating that approximately a year ago Mr. Frank L. Beach, Jr., approached the Park Bureau with the offer of money to build a fountain or sculpture in memory of his father. The money, in the form of stocks, was originally set aside as part of the father's will. Because Mr. Beach, Sr., was the first to call Portland the "City of Roses", it was felt the most appropriate place for this memorial fountain would be the Rose Garden in Washington Park.

A tentative site on the central terrace on the first walk below the tennis courts was discussed. Permission to move the flag pole presently there has been obtained from the Elks Club who donated it.

Some practical points of putting a fountain in the Rose Garden were considered, such as that the Park Bureau would bring water and electricity to the site as needed, build a foundation, and make reasonable changes in the garden itself if necessary.

Mrs. Swartz reported on the value of the stocks involved. At the present time, the stocks are worth approximately \$14,000 and Mr. Beach, Jr., is donating an additional \$3,500 to make a total of \$17,500 available.

The committee considered the process for picking the sculptor to do the work and agreed that the first thing to do is compose a letter to prospective artists outlining broad guidelines for the fountain. It was also agreed that each member of the committee would bring names of artists to the next meeting for review and Ken Shores would be asked to assist in supplying names. After the responses to the original letter have been reviewed, the committee would pick the best five or six and give them \$200 each to make a model. From these models the final selection of a sculptor would be made. A final decision on this procedure was not made at this meeting.

The original letters will be sent out following the next meeting so there should be ample time to have a model of the fountain for a dedication ceremony during the 1974 Rose Festival and the fountain itself could be finished in time for the 1975 festival.

Mrs. Paul Feldenheimer was chosen chairman of the committee. It was decided to hold meetings once a week and keep Mr. Beach, Jr., informed of the committee's progress.

The committee meeting adjourned to Washington Park to view the site for the Beach Memorial Fountain. The next meeting will be Monday, March 4, at 2:00 p.m.

COMMITTEE - Beach Memorial Fountain Competition

Mrs. Paul Feldenheimer was the Chairman.

She founded the Arts Associates at Reed College and is still participating in this organization.

Until recently she was on the Portland Art Museum Board.

Ms. Rachael Griffin

She has been the curator of the Portland Art Museum for the past ten years.

Prior to that appointment, she had a wide experience in all phases at the museum.

She compiled a catalog of many exhibits on contemporary and Northwest art and is a well-known lecturer in this field.

As of May 1, Ms. Griffin has retired from the Portland Art Museum and is leaving for an extended stay in Europe.

Mr. Robert Oringdulph

He is an architect with partners Broome and Selig.

Some of his recent projects are the Mountain Park development, the Reed College theater, a new facility at Lewis and Clark, and a center in Anchorage, Alaska.

He is a member of several boards in the community as well as on the Examining Board for Architects.

He donated his services in designing the remodeling of the Community Music Center in Portland.

Mr. Ken Shores

He is an artist and sculptor; a member of the art faculty at Lewis and Clark and past faculty member of University of Oregon.

He is actively involved with the Portland Art Museum and other cultural activities throughout the West Coast.

COMMITTEE (cont'd)

Mr. Robert Gustafson, Assistant Superintendent of the Portland Park Bureau, and Mrs. Marian Swartz, Assistant Director of Recreation in charge of cultural affairs, worked in an advisory capacity with the committee.

Mrs. Pat Bell, Dept. of Public Safety, may wish these newspaper articles for use in connection with the dedication of the F. E. Beach fountain.

248-4151 - Room 211, City Hall 1220 S.W. 5th

223-1032

CHANGE NAME OF "WEBFOOT"

F. E. Beach Would Have Oregon Known Abroad as the "Rose State."

Suggests Rose Festival for Holiday Season in Each Year.

It is suggested by F. E. Beach, of F. E. Beach & Company, that people of Portland, and of Oregon in general, should use all possible effort to do away with the name of "Webfoot," as applied to Oregon, and substitute in its place the term "Rose State," that a misconception regarding the climate of Oregon might be corrected. To aid in this, he suggests that several weeks each year should be set aside as a sort of Summer holiday, to be termed "Rose Festival," when a sort of holiday season should be observed.

Mr. Beach declares that the name of Webfoot does very much harm to Oregon, as it gives some people an idea that there is no time here when it does not rain. It causes the general opinion abroad regarding the weather to be overdrawn, and he believes that every use of the word in a local sense should be discouraged.

But it is not alone for this reason that Mr. Beach would have the Rose Festival. He thinks that the work begun by the Lewis and Clark Fair should be continued in a small way each year, by having a holiday season set aside that will draw visitors from afar. He would have in that season large conventions held here and every inducement given to Easterners to come to Oregon. This matter, he declares, has been discussed by himself and a number of his friends, and all have agreed that it would be of benefit to Oregon if a plan of that kind is materialized.

Regarding the matter of discouraging the nickname of webfoot, Mr. Beach relates many instances that have come to his notice, wherein the name has given a wrong idea of Oregon. He tells of men who have talked with him in the East and who sincerely believed that the sun scarcely ever shines in Oregon.

HOBBIES OF PORTLAND CITIZENS

F. E. Beach Thinks City Should Have Annual Rose Carnival.

Portland should have an annual rose festival, beginning about June 15 and extending for several weeks, for the purpose of entertaining tourists from the East and letting them see the city in its gayest season. This is the hobby of F. E. Beach, one of Portland's leading business men.

Several months ago Mr. Beach began to plan for Portland a yearly holiday season that would become so identified with the city that it would become known to travelers. It must not be confined to the entertainment of local people, but should, in his opinion, be specially planned to attract Easterners who come to the Pacific Coast yearly for pleasure or business.

"The rose festival should be patterned in a way after the Mardi Gras Carnival of New Orleans, which saw its best days before the war. People of all sections of the South looked forward annually to the season of the Mardi Gras, and weeks before the carnival began crowds would begin to arrive and fill the hotels. Portland is one of the most beautiful cities in the world, and its fame in this regard is growing rapidly. Eastern people are getting more and more interested in the West, and after a Summer festival of the kind I propose has proved a success for a few seasons, travelers will make it an object to be here at that time.

"There is now a large tourist travel to this Coast in Winter. Persons coming to Portland in the Winter do not understand the attractions of the city in the Summer, and thus the tourist travel from California comes at the wrong season.

"By inducing conventions to come to Portland during the festival season the railroads will make special rates, which will insure a large attendance from a distance. If the festival runs for four weeks there should at least be four conventions, one for each week, and it would be better, perhaps, to have it last six weeks and have a correspondingly larger number of conventions.



F. E. Beach.

"It is my opinion that the festival should be in the hands of a permanent corporation. The trustees should hold office and their terms of office so arranged that one-third of them would retire yearly. We want to get people to Portland in the Summer, and get them as far away from this 'webfoot' idea as possible. I hope the matter will be taken up and encouraged by the people of the city."

L. A. J.

P. O. & V. CLUB HOLD BANQUET

(Special Dispatch to The Journal.)
Oregon City, Or., Sept. 21.—The Paint, Oil and Varnish club of Portland, Oregon City and Vancouver, held a banquet at the Royal restaurant last night. The club membership consists of the wholesale and retail dealers in paint, oil and varnish, and salesmen engaged in that line. The local members are Frank Busch, C. G. Huntley, W. A. Huntley, G. A. Harding, T. L. Charman and E. E. Charman.

The Portland and Vancouver members came up at 8 o'clock last night on a special car.

President F. E. Beach of Portland made a speech full of wit and humor, preparing the way for a most enjoyable evening.

The club holds monthly banquets, the object being the encouragement of good fellowship among the tradesmen in their line, and for discussion of questions relating to their business.

ROSE WILL HONOR BEACH

Late Festival Sponsor Will Have Bloom Bearing His Name.

Formal recognition of the valuable service rendered Portland in the creation of the annual Rose Festival by the late F. E. Beach, who also aided in forming the Portland Rose society and in naming this city "the Rose City," was chronicled Monday at a meeting of the Portland Industrial Recovery Associates.

A resolution, signed by Roy S. Searle, secretary of the organization, was sent yesterday to the Portland Rose society and in honor of the founder of the festival, a rose will be given his name. The resolution follows:

Whereas, it is apparent from historical data that Mr. Frank E. Beach first suggested the idea of an annual Rose Festival as a continuous follow-up of the publicity gained through the Lewis and Clark fair, and that he also suggested the name "Rose City" for Portland therefore be it

Resolved, that Industrial Recovery Associates, founded by Mr. Beach, suggest to the Rose Festival association and the Rose society that this seems an opportune time for naming a rose in honor of Mr. Beach.

A page from "The Portland Story" by Stewart H. Holbrook, who is generally recognized as the authority on early Portland history.

The city's annual Rose Festival had become quite an event. It had grown out of the Portland Rose society's exhibit in 1889, and was made official in 1907, with a truly gigantic parade and other doings. Frank E. Beach, local insurance man, was inspired to say that Portland was the Rose City; and Portland was happy with its new slogan that told where a rose grew for you and you and you. The international rose test gardens in Washington park became known the world over.

LIPMAN'S MOVES UPTOWN

There could be little doubt about it: The city of Portland had grown into a metropolis. In 1912, already sixty-two years old, the firm of Lipman Wolfe & Company moved into its own huge building at Fifth and Washington, one of the largest in town, prompting, among other things, the management of the old Perkins hotel, catty-corner from the new store, to re-gild the cow that stood—and stands in 1950—in a niche especially made for her on the hotel's south wall. Lipman's announced it had just opened buying branches in London, Paris and Berlin; and, incidentally, that visitors to those branches would find at all times the latest issues of the Portland newspapers. Locally, the Oregon Journal said that "Lipman Wolfe will show gowns here within 12 days after they appear on the boulevards of Paris".

The enterprise of the members of the firm at that time—Adolphe Wolfe and the two sons of the founder, I. N. and Will F. Lipman—was not confined to the department store business. On the contrary, Mr. Wolfe's participation and

May 6, 1974

Press statement, for immediate release

Office of Commissioner Francis J. Ivancie

Subject: Selection of winning design for Frank E. Beach
Memorial Fountain to be located in Rose Garden
in Washington Park.

Commissioner of Parks Francis J. Ivancie, this morning announced plans for a memorial fountain to Frank Edwin Beach, a former President of the Board of Trade which was a forerunner of the Chamber of Commerce, and the gentleman who christened Portland the " Rose City ". Simultaneously, at a press conference in the Portland Art Museum, Commissioner Ivancie announced the winning design for the fountain submitted by sculptor Lee Kelly. Mr. Kelly was away from the city on business but was represented at the announcement by his wife.

The Portland Park Bureau and the Commissioner's staff have selected a site in the Rose Garden as the location for the Beach Memorial Fountain, contributed in their father's memory by Mr. Frank L. Beach, of Long Beach, California, and the will of his recently deceased sister, Mrs. Ruth Mehlin. Mr. Beach, who plans to be in Portland to attend the formal groundbreaking ceremony during Rose Festival this year was represented at the press conference by his daughter, Mrs. Nancy Johnson, a resident of Portland.

The portrait of Mr. Frank E. Beach hangs in the present Chamber of Commerce commemorating his many contributions to the city. He proposed, in addition to the "Rose City" name for Portland, that Oregon become known as the Rose State, and only the Portland nickname seems to have taken root.

At about the same time (date unknown but assumed to be near the close of the Lewis and Clark Exposition) Mr. Beach suggested and worked extensively toward an annual civic function similar to the fair, which is believed to be the fore-runner of our Rose Festival. Clayton Hannon, Director of the Rose Festival Association reports that Mr. Beach is mentioned in some of their early records, and for this reason, has scheduled dedication and ground-breaking ceremonies for the Beach Fountain to immediately precede the Royal Rosarians Knighting Ceremony in the Rose Garden.

All design entries were on display at the Portland Art Museum for the announcement and will remain for two weeks for the enjoyment of the public.

Mr. Kelly, winner of the design competition resides in Oregon City, and is 42 years of age. Coming to Portland area from McCall, Idaho, Mr. Kelly has many pieces of sculpture on exhibit nationally. Some of them are a stainless steel piece at the University of Houston, Houston, Texas; pieces in Olympia, Washington, and Golden Gate Park, San Francisco; a piece built for

Dr. Bob Rankin around which Dr. Rankin built his home; and a piece in Unthank Park in Portland. Presently he is working on a piece for the Portland Center.

Second prize was won by Charles Kelly (no relation) who has been a teacher to the Portland Museum Art School since 1964. Mr. (Charles)Kelly has exhibited widely throughout the Northwest and is currently completing the Anderson Memorial Sculpture Purchase for Reed College which will be installed later this spring.

Members of the selections committee were Mrs. Paul Feldenheimer, Ms. Rachael Griffith, Mr. Robert Oringdulph, and Mr. Ken Shores. Expressing the appreciation of the City to the selections committee, Commissioner Ivancie also extended thanks to Mr. Robert Gustafson, Assistant Superintendent of Parks, and Ms. Marion Schwartz, Assistant Director of Recreation in charge of cultural affairs, for their staff support to the committee.

Attached for your convenience is identification material for the four members of the selections committee, and two pages of historical material on Mr. Frank Edwin Beach.

For further information contact Pat Bell, 248-4151

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HOPPIES OF PORTLAND CITIZENS

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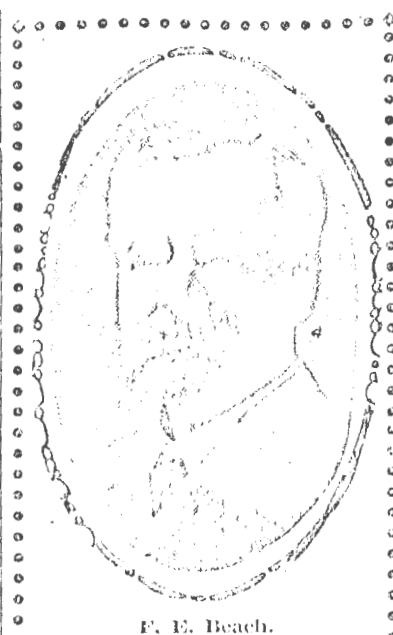
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P. O. & V. CLUB

HOLD BANQUET

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COMMITTEE (cont'd)

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PRESS STATEMENT

OFFICE OF COMMISSIONER FRANCIS J. IVANCIE
DEPARTMENT OF PUBLIC UTILITIES
CITY OF PORTLAND

FOR IMMEDIATE RELEASE, JUNE 1, 1974.

ON JUNE 1, 1974, THE YEAR OF THE 100TH ANNIVERSARY OF THE ARRIVAL OF MR. FRANK E. BEACH IN PORTLAND, HE WAS HONORED FOR HIS OUTSTANDING CONTRIBUTIONS TO THIS CITY AT THE GROUNDBREAKING CEREMONY FOR A MEMORIAL FOUNTAIN BEARING HIS NAME.

PRESENT FOR THE BRIEF CEREMONY AT THE SITE OF THE FOUNTAIN IN THE ROSE GARDEN IN WASHINGTON PARK WERE GUESTS FROM THE ROYAL ROSARIANS, THE PORTLAND ROSE SOCIETY, THE ROSE FESTIVAL ASSOCIATION, THE PORTLAND BUREAU OF PARKS, FRIENDS AND FAMILY INCLUDING HIS SON, TWO GRAND-DAUGHTERS, AND THREE GREAT-GRANDCHILDREN.

INTORDUCED BY COMMISSIONER IVANCIE TO DO THE ACTUAL GROUND-BREAKING WAS MR. FRANK L. BEACH OF LONG BEACH, CALIFORNIA, SON OF THE HONOREE AND A FORMER RESIDENT OF PORTLAND. ALSO PRESENT WERE GRAND-DAUGHTERS NANCY JOHNSON OF PORTLAND AND VIRGINIA HOYTE AND MR. HOYTE OF SEATTLE, WASH. AND THREE OF THEIR CHILDREN. A THIRD GRAND-DAUGHTER, MRS. SALLY ALTICK WAS UNABLE TO ATTEND AS SHE SERVES ON THE CALIFORNIA STATE PARK COMMISSION WHICH IS MEETING TODAY IN MENLO PARK, CALIFORNIA, HER HOME.

THE FRANK E. BEACH MEMORIAL FOUNTAIN WILL BE EXECUTED BY LOCAL ARTIST LEE KELLY, WHOSE WINNING DESIGN WAS CHOSEN BY A COMMITTEE OF DISTINGUISHED PORTLAND CITIZENS TO REVIEW ENTRANTS IN A DESIGN CONTEST. THE COMMITTEE INCLUDED MRS. PAUL FELDENHEIMER, MS. RACHAEL GRIFFIN, MR. ROBERT ORING-DULPH, AND MR. KEN SHORES. REPRESENTATIVES OF THE PORTLAND PARK BUREAU, MARION SWARTZ AND BOB GUSTAFSON HAVE COORDINATED THE PROJECT AND SERVED AS ADVISORS TO THE COMMITTEE.

FRANK E. BEACH

(1853/1934)

At 9:30 a. m. , Friday the 14th of June 1974, the City of Portland is dedicating a fountain in the Rose Garden in memory of Frank E. Beach. When he was President of the Board of Trade, a predecessor to the Chamber of Commerce, he christened Portland the "Rose City" and suggested the annual Rose Festival.

He was born on a self-sufficient Wisconsin farm eight years before the start of the Civil War, came to California while still in his teens to work for an older brother. In 1874 he moved to Portland--a full century ago. At that time the rails north from California came only as far as Redding. Passengers and mail were transferred to a horse-drawn stage line which, in two days and two nights of travel, brought them to Roseburg, the southern terminus of the railroad from Portland.

During the construction of the railroad, he was secretary of the Dayton-Sheridan & Grande Ronde railroad, a narrow gauge line running from Dayton to Sheridan, Oregon. Freight and passengers were transferred from the river steamer at Dayton. After his time, the line was extended into Portland on the west side, and almost to Eugene on the east side.

He conducted a retail and wholesale business for thirty years, then founded the Pacific Fire Insurance Company, and in addition was always active in civic affairs.

He was one of the founders of the Boys and Girls Aid Society and served on its board as secretary for 50 years. One of their buildings is named after him.

'Father' Of Rose Festival's Name To Grace New Home Of Aid Society

By SUZANNE RICHARDS
Journal Staff Writer

With the dedication Friday of a new Boys and Girls Aid Society residence home for unwed mothers, the name of Frank E. Beach once again comes to light.

The new home, named in honor of the late Mr. Beach, is a tribute to the man who was one of the founders of the society in 1885 and who served as board secretary for 50 years.

A Wisconsin farm boy who years later recalled keeping his family table supplied with rabbits, quail and partridge which he shot with his single barreled, muzzle - loading shotgun, Beach came to Portland in 1874.

ALTHOUGH quiet and unassuming, Beach is credited with working to change the name of Oregon from the Webfoot State to the Rose State. In line with this, he suggested that there be staged each year a Rose Carnival, a holiday period which would focus national attention on the beauties of the Oregon setting. He worked toward this end and lived to see the Rose Festival become an important part of the Portland scene.

Perhaps his greatest contribution, however, was during the time he served as

president of the Board of Trade. He was a charter member of the board, and it was under his leadership that plans for the Lewis and Clark Fair were initiated and carried to a successful conclusion when the city held the World's Fair in 1905.

IN A 1927 article in The Journal, Beach related his arrival in Portland: "I came to Portland when I was 18 and landed a job on the wharf of the Star line of Pacific Coast packets. Later I put in a year with Joe Gaston as secretary of the Dayton - Sheridan & Grande Ronde Railroad Company, which was later taken over by Dundee Reid. For a while I worked for the California Paint Company, later going into business for myself. After putting in 30 years in the paint business, I sold out and took up general insurance."

The pioneer's interest and activity in the Narrow Gauge Railroad continued over many years. Family scrapbooks contain many articles, carefully clipped and saved, concerning the struggles of early railroad-ing in Oregon.

AS A BUSINESSMAN Beach was respected and in an 1885 newspaper story he was highly praised.

"The firm of F.E. Beach

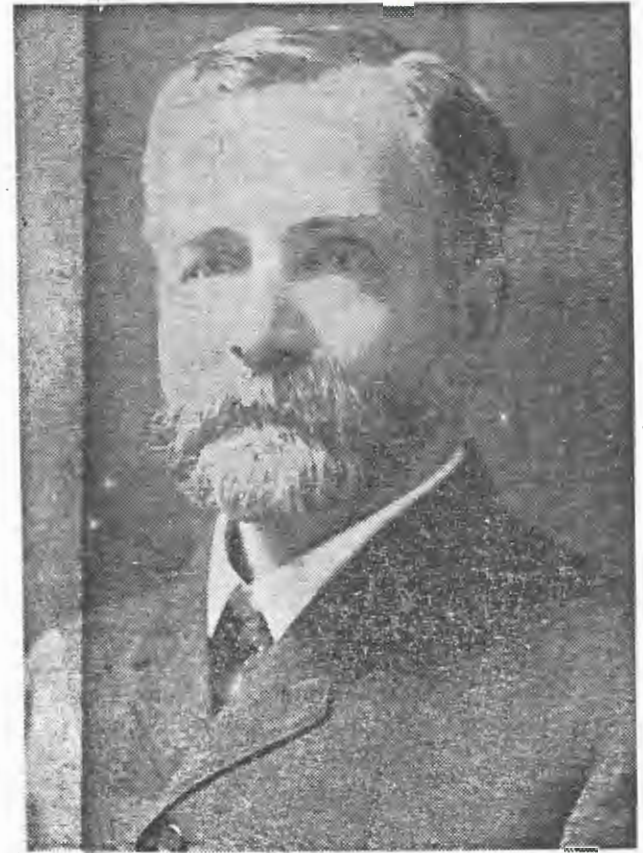
& Co. is now the pioneer store of Portland in the line of paints, oils, varnishes, artists' materials, glass, doors, etc., and they take the lead in this business . . . They are merchants of the strictest integrity, and their careful attention to business gives them a most favorable reputation all over this coast. Those who deal with them get just what they order and have no trouble with the quality of the goods and no complaint as to the price. . ."

AFTER 30 YEARS in this business, Beach sold out and formed the Pacific Fire Insurance Company of Portland. Later he was head of F.E. Beach & Co., insurance brokers.

Often nominated and asked to run for public office, Beach consistently declined. He did, however, serve as fire commissioner; and among his other civic positions, was that of YMCA board secretary for many years.

He was always concerned with young people and their welfare.

Beach died in 1934 at the age of 81 in a traffic accident. According to reports of the day, he alighted from a street car, passed around the rear end and was crossing the street when struck by a motorist.



FRANK E. BEACH

A page from "The Portland Story" by Stewart H. Holbrook, who is generally recognized as the authority on early Portland history.

The city's annual Rose Festival had become quite an event. It had grown out of the Portland Rose society's exhibit in 1889, and was made official in 1907, with a truly gigantic parade and other doings. Frank E. Beach, local insurance man, was inspired to say that Portland was the Rose City; and Portland was happy with its new slogan that told where a rose grew for you and you and you. The international rose test gardens in Washington park became known the world over.

LIPMAN'S MOVES UPTOWN

There could be little doubt about it: The city of Portland had grown into a metropolis. In 1912, already sixty-two years old, the firm of Lipman Wolfe & Company moved into its own huge building at Fifth and Washington, one of the largest in town, prompting, among other things, the management of the old Perkins hotel, catty-corner from the new store, to re-gild the cow that stood—and stands in 1950—in a niche especially made for her on the hotel's south wall. Lipman's announced it had just opened buying branches in London, Paris and Berlin; and, incidentally, that visitors to those branches would find at all times the latest issues of the Portland newspapers. Locally, the Oregon Journal said that "Lipman Wolfe will show gowns here within 12 days after they appear on the boulevards of Paris".

The enterprise of the members of the firm at that time—Adolphe Wolfe and the two sons of the founder, I. N. and Will F. Lipman—was not confined to the department store business. On the contrary, Mr. Wolfe's participation and

CHANGE NAME OF "WEBFOOT"

F. E. Beach Would Have Oregon Known Abroad as the "Rose State."

Suggests Rose Festival for Holiday Season in Each Year.

It is suggested by F. E. Beach, of F. E. Beach & Company, that people of Portland, and of Oregon in general, should use all possible effort to do away with the name of "Webfoot," as applied to Oregon, and substitute in its place the term "Rose State," that a misconception regarding the climate of Oregon might be corrected. To aid in this, he suggests that several weeks each year should be set aside as a sort of Summer holiday, to be termed "Rose Festival," when a sort of holiday season should be observed.

Mr. Beach declares that the name of Webfoot does very much harm to Oregon, as it gives some people an idea that there is no time here when it does not rain. It causes the general opinion abroad regarding the weather to be overdrawn, and he believes that every use of the word in a local sense should be discouraged.

But it is not alone for this reason that Mr. Beach would have the Rose Festival. He thinks that the work begun by the Lewis and Clark Fair should be continued in a small way each year, by having a holiday season set aside that will draw visitors from afar. He would have in that season large conventions held here and every inducement given to Easterners to come to Oregon. This matter, he declares, has been discussed by himself and a number of his friends, and all have agreed that it would be of benefit to Oregon if a plan of that kind is materialized.

Regarding the matter of discouraging the nickname of webfoot, Mr. Beach relates many instances that have come to his notice, wherein the name has given a wrong idea of Oregon. He tells of men who have talked with him in the East and who sincerely believed that the sun scarcely ever shines in Oregon.

HOBBIES OF PORTLAND CITIZENS

F. E. Beach Thinks City Should Have Annual Rose Carnival.

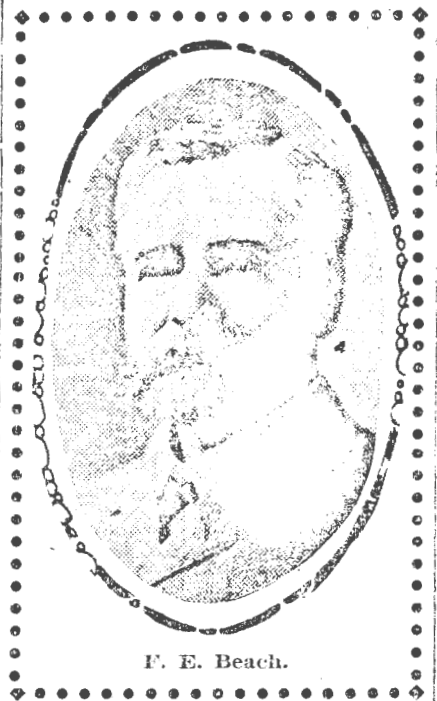
Portland should have an annual rose festival, beginning about June 15 and extending for several weeks, for the purpose of entertaining tourists from the East and letting them see the city in its gayest season. This is the hobby of F. E. Beach, one of Portland's leading business men.

Several months ago Mr. Beach began to plan for Portland a yearly holiday season that would become so identified with the city that it would become known to travelers. It must not be confined to the entertainment of local people, but should, in his opinion, be specially planned to attract Easterners who come to the Pacific Coast yearly for pleasure or business.

"The rose festival should be patterned in a way after the Mardi Gras Carnival of New Orleans, which saw its best days before the war. People of all sections of the South looked forward annually to the season of the Mardi Gras, and weeks before the carnival began crowds would begin to arrive and fill the hotels. Portland is one of the most beautiful cities in the world, and its fame in this regard is growing rapidly. Eastern people are getting more and more interested in the West, and after a Summer festival of the kind I propose has proved a success for a few seasons, travelers will make it an object to be here at that time.

There is now a large tourist travel to this Coast in Winter. Persons coming to Portland in the Winter do not understand the attractions of the city in the Summer, and thus the tourist travel from California comes at the wrong season.

By inducing conventions to come to Portland during the festival season the railroads will make special rates, which will insure a large attendance from a distance. If the festival runs for four weeks there should at least be four conventions, one for each week, and it would be better, perhaps, to have it last six weeks and have a correspondingly larger number of conventions.



F. E. Beach.

"It is my opinion that the festival should be in the hands of a permanent corporation. The trustees should hold office and their terms of office so arranged that one-third of them would retire yearly. We want to get people to Portland in the Summer, and get them as far away from this 'webfoot' idea as possible. I hope the matter will be taken up and encouraged by the people of the city."

L. A. J.

P. O. & V. CLUB HOLD BANQUET

(Special Dispatch to The Journal.)

Oregon City, Or., Sept. 21.—The Paint, Oil and Varnish club of Portland, Oregon City and Vancouver, held a banquet at the Royal restaurant last night. The club membership consists of the wholesale and retail dealers in paint, oil and varnish, and salesmen engaged in that line. The local members are Frank Busch, C. G. Huntley, W. A. Huntley, G. A. Harding, T. L. Charman and E. E. Charman.

The Portland and Vancouver members came up at 8 o'clock last night on a special car.

President F. E. Beach of Portland made a speech full of wit and humor, preparing the way for a most enjoyable evening.

The club holds monthly banquets, the object being the development of good fellowship among the members in their line, and for discussion of questions relating to their business.

ROSE WILL HONOR BEACH

Late Festival Sponsor Will Have Bloom Bearing His Name.

Formal recognition of the valuable service rendered Portland in the creation of the annual Rose Festival by the late F. E. Beach, who also aided in forming the Portland Rose society and in naming this city "the Rose City," was chronicled Monday at a meeting of the Portland Industrial Recovery Associates.

A resolution, signed by Roy S. Searle, secretary of the organization, was sent yesterday to the Portland Rose society and in honor of the founder of the festival, a rose will be given his name. The resolution follows:

Whereas, it is apparent from historical data that Mr. Frank E. Beach first suggested the idea of an annual Rose Festival, a memorial award in honor of the publicity gained through the Lewis and Clark fair, and that he also suggested the name "Rose City" for Portland, therefore be it

Resolved, that Industrial Recovery Associates, founded by Mr. Beach, agree to the Rose Festival of 1922, and to the fact that the name "Rose City" was suggested by Mr. Beach, and that a rose in honor of Mr. Beach.

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But it is not alone for this reason that Mr. Beach would have the Rose Festival. He thinks that the work begun by the Lewis and Clark Fair should be continued in a small way each year, by having a holiday season set aside that will draw visitors from afar. He would have in that season large conventions held here and every inducement given to Easterners to come to Oregon. This matter, he declares, has been discussed by himself and a number of his friends, and all have agreed that it would be of benefit to Oregon if a plan of that kind is materialized.

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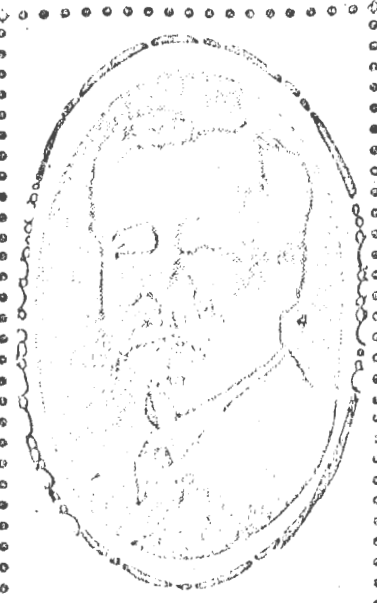
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Resolved, that Industrial Recovery Association, founded by Mr. Beach, suggest to the Rose Festival association and the Rose Society that this seems an opportune time for naming a rose in honor of Mr. Beach.

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IF YOU NEED FURTHER INFORMATION, PLEASE

at Bull

248-4151

TO ALL OF OUR GUESTS.....

FOLLOWING AN INTRODUCTION BY CITY COMMISSIONER FRANCIS J. IVANCIE, MR. FRANK L. BEACH, WHO WITH THE ESTATE OF HIS SISTER, IS THE DONOR OF THE FOUNTAIN, WILL RESPOND WITH A BRIEF AND INFORMATIVE TALK ABOUT MR. FRANK E. BEACH, HIS FATHER. ATTACHED FOR YOUR CONVENIENCE IS SOME OF THE BIOGRAPHICAL MATERIAL WHICH HE WILL USE, AND FOR THE BENEFIT OF NEWSPAPER AND TELEVISION COVERAGE, A SMALL PORTRAIT OF MR. FRANK E. BEACH, WHO DIED IN PORTLAND AT THE AGE OF 81 IN 1934.

THE CEREMONY WILL CONCLUDE WITH A BENEDICTION BY REVEREND GILBERT O. ROSSING AND MR. JOHN CORGAN, INTERN, FROM GETHSEMANE LUTHERAN CHURCH.

THANK YOU FOR COMING, AND IF YOU NEED FURTHER INFORMATION, PLEASE CONTACT MY OFFICE.

Pat Bull

248-4151











