

ROSE CARNIVAL IN PORTLAND, ORE.

During the week of June 9 the seventh annual Rose Carnival was held in Portland, Ore. One of the largest features of the festival was the electric parade, held on June 10 and June 14. Each year the decorated electric cars of the Portland Railway, Light & Power Company have been made more and more elaborate, and the last parade is claimed to have been the most elaborate and gorgeous ever presented. The parade was headed by the officials of the

waterfall, which, revolving, would make the tinsel look like water coming over the falls.

The first float was the "King's Float," representing the King of the Carnival. The second was the "Title Float," which bore the words: "Flowers and Gems of Oregon," and each float following represented a flower and a gem. Besides the ones reproduced, there were floats representing such combinations as "Chrysanthemum and Amethyst," "Cat's-eye and Geranium," "Agate and Poppy," "Lotus and Pearl," "The Tiger Lily," "Emerald and Wistaria,"



Portland Rose Carnival—Trolley Floats Representing "Flowers and Gems of Oregon" and "Rose and Onyx"

Rose Carnival in several decorated automobiles, followed by a large band, and between each of the floats were bands, marching.

The floats were built on single trucks, on which a perfectly flat body had been built. Part of the floor was lowered in the front end almost even with the track, and this lowered portion contained the controller and a place for the motorman. The cars were single-ended and equipped with two old motors each—W.P-30s and GE-800s. On these platforms the floats were built, composed of papier-maché, tinsel, plaster of paris and paper shapes. These designs were built onto the floats and artistically painted, and colored lights and bulbs of different shapes were used to carry out the designs. The lights varied from 700 to

"Pansy and Diamond," and many other equally beautiful groups.

The motorman on all floats was concealed in the figure in the front of the car, which had small openings covered with white scrim, through which he could see but not be seen. The sides of the cars were draped close to the track with painted designs, and the only part of the car itself that could be seen was the end of the trolley pole, which extended out of the rear end of the float. Each car had two pages, dressed in red costumes, one to watch the trolley and the other to give orders to the motorman, as he could see only straight ahead.

In many cases mirror lamps were used to throw light to bring out the design, but as the brilliant coloring cannot



Portland Rose Carnival—Trolley Floats Representing "Thistle and Turquoise" and "Rose and Sapphire"

1200 lamps on each float, and the floats cost from \$1,000 to \$2,000 each.

Quite a number of the floats had movable parts, which were belted up from the axle. On float No. 12, "Thistle and Turquoise," a rose-entwined swing was in the circle with a little girl seated in it. This swing was connected to the bird's mouth by a cord of roses, and as the swing moved back and forth the bird's head would move as if pulling the swing, and its beak would open and shut. On float No. 4, "Rose and Onyx," there were revolving lights of different colors on a corkscrew shape behind the tinsel in the

be reproduced in the photographs they hardly do justice to this very beautiful and artistic pageant.

There were 16 of these trucks, made by removing the bodies from very early single truck open cars. At one time they were kept at the Lewis & Clark fairgrounds but later were moved to the old Ice Arena on Northrup St. between 20th & 21st Sts.



Above & left: Two more trolley floats as described on previous page.

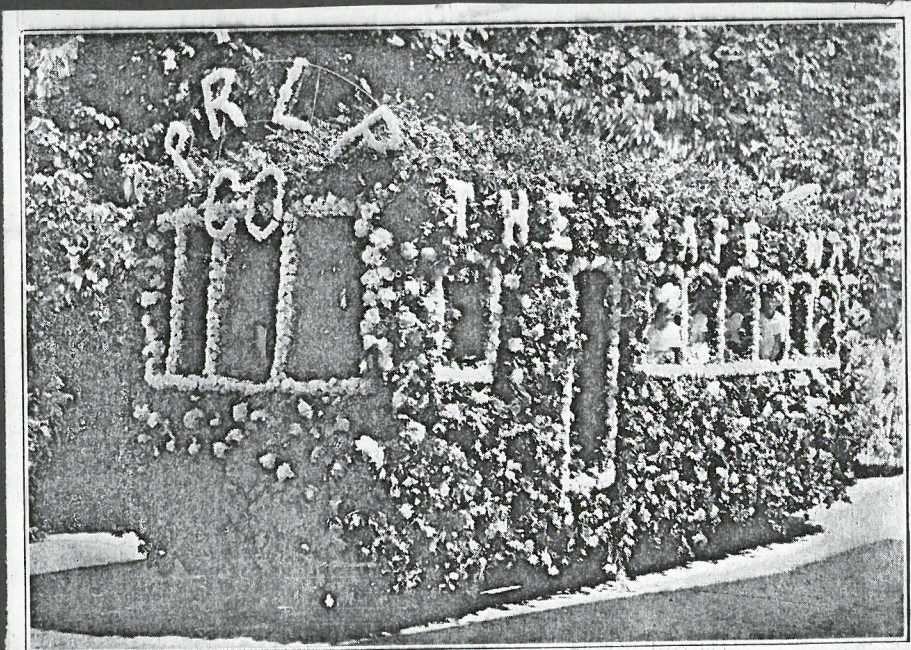
ERJ 7/14/23.

Railway Again Takes Part in Portland Rose Festival

The Portland Railway, Light & Power Company entered a "Safety First" floral float in the grand floral parade of the annual Rose Festival at Portland, Ore., June 12, 13 and 14, and won second prize in the public utility division. The float was designed to represent an actual street car and was loaded with sixteen young girls selected from the various schools, all dressed in white.

The Brooklyn school took a unique part in the famous "Rosebud (children's) parade" of the Rose Festival by entering a section devoted exclusively to "Safety First." All of the boys and girls were in uniform and bore safety first warnings on their backs and carried safety banners in the line of march. Some of the ingenious youngsters built a miniature ambulance and a miniature police patrol wagon which also took part in the procession. The accompanying photo shows the school children "at rest" during a halt of the parade.

The 250 "safety officers" of the Portland public schools were out in full force in the pageant and one of their picturesque stunts was the feeding of the 6,000 children in the parade with cookies, ice cream and milk. The feat was accomplished without halting the movement of the parade, groups of the safety officers being detailed to each of the marching divisions, handing out the goodies as the children swung by, amid the plaudits of the spectators.



Winner of Second Prize in Public Utility Division

ERJ 7/14/23

Damages of \$25,000 Asked.

The Portland Electric Power company was made defendant in a \$25,000 personal injury damage suit filed in circuit court yesterday by T. J. Sarchet. The complaint set forth that on the night of November 25, 1926, Sarchet alighted from the Murraymead one-man car at the end of the line; the vestibule was dark and he fell to the pavement. It adds that the conductor operating the car had alighted to the pavement previously and left the darkened vestibule unguarded. Sarchet, who said he is aged, declared that he was injured about the right leg and hip and also in the back.

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