

January 23, 1948

The Portland Rose Society
P.O. Box 11
Portland 7, Oregon

Fellow Members:

One of Portland's greatest assets has been our title, City of Roses. It is a title that bespeaks fine climate, good citizenship, wholesome living conditions and culture, a title and a reputation well worth preserving and well worth the effort necessary to make it a title in complete fact.

This office has long recognized the fine work that the Portland Rose Society has done in the past, and the unceasing effort that it has put forth in helping keep Portland known as "The City of Roses".

As Mayor of The City of Roses, and a member of the Portland Rose Society, I respectfully request that all members of the Society make a special effort to obtain new members for the Society, and during this year 1948, build the Portland Rose Society to a size and eminence second to none in the world; that all members plant more roses themselves and in every way possible try to prevail upon others to plant more roses.

Let us leave NO doubt in the minds of other communities that Portland is truly and justly and permanently entitled to the title "The City of Roses".

Sincerely yours,

Earl Riley
Mayor of Portland, Oregon

7040-954

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BY EARL RILEY, MAYOR

What may veterans best do to help the community during the ensuing year, is a question recently propounded to me as the subject of a talk before legion members. I am glad herewith to outline the suggestions made.

Veterans comprise a formidable force in our community because they are organized, they have had experience in solving problems and in meeting emergencies; they have learned to work collectively in accomplishing purposes for the collective good; they are thinkers because they have been trained to think. If they are not natural leaders they are at least trained leaders. Their thinking is American because the majority have seen the workings of isms in other countries and have had opportunity to witness the freedoms of our own country.

Veterans as community leaders can and should take part in many activities looking to the welfare and upbuilding of their home town. Innumrating a program for the present year I would say they should take leadership in the following:

1. Ardently preach the gospel of Americanism as against the dreams of alien isms that have disrupted the greater part of the world.
2. Work to perpetuate the new spirit of Portland which is based on the ability of the community to accomplish the impossible; the spirit that made Portland first in every war activity and has built the community since to such an extent that in 1947 every past record of progress was surpassed.
3. Work for the establishment of strong home pride with city beautification as an objective.
4. Work ardently to further the building of our industrial empire. We are only at the beginning and the future will see Portland the industrial giant of the Pacific Coast.
5. Do everything possible to further the ideal of community cooperation so that the public as a whole unites behind every move to further the city's upbuilding and welfare.
6. Become interested in your civic affairs. Let the future be a period of DOING and not talk. Whatever is for the community good is worthy of wholehearted and enthusiastic support from every veteran and every citizen

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Such a program has made Portland the most prosperous city on the Pacific Coast, the greatest industrial center, the fastest growing community, the most important harbor on the Coast and the most desirable city in which to reside.

I urge that the veteran as the community leader, put his shoulder to the wheel and see that the pace we have set is not slackened and that we shall move along as a community to still greater achievement and leadership.

We shall all strive during 1948:

To excell the all time record of building achieved during 1947.

To continue to keep Portland's harbor the busiest in point of tonnage of any port on the Pacific Coast.

To further in every possible way the building of homes in sufficient number to overcome our present housing shortage.

To continue to welcome and be neighborly to the thousands of new comers who are arriving here to establish homes.

To work against any possible delays in construction of additional power dams and generating unite so that our present power shortage may be overcome and the way cleared for additional big new industries.

To work cooperatively for the beautification of the city.