



The
**Portland
Rose**

"For you a Rose in Portland Grows"



A Triumph in Train Comfort

Named in honor of Portland...

"The City of Roses"

The Portland Rose

A Triumph in Train Comfort

*Selling Portland and the great Pacific Northwest
to the World*

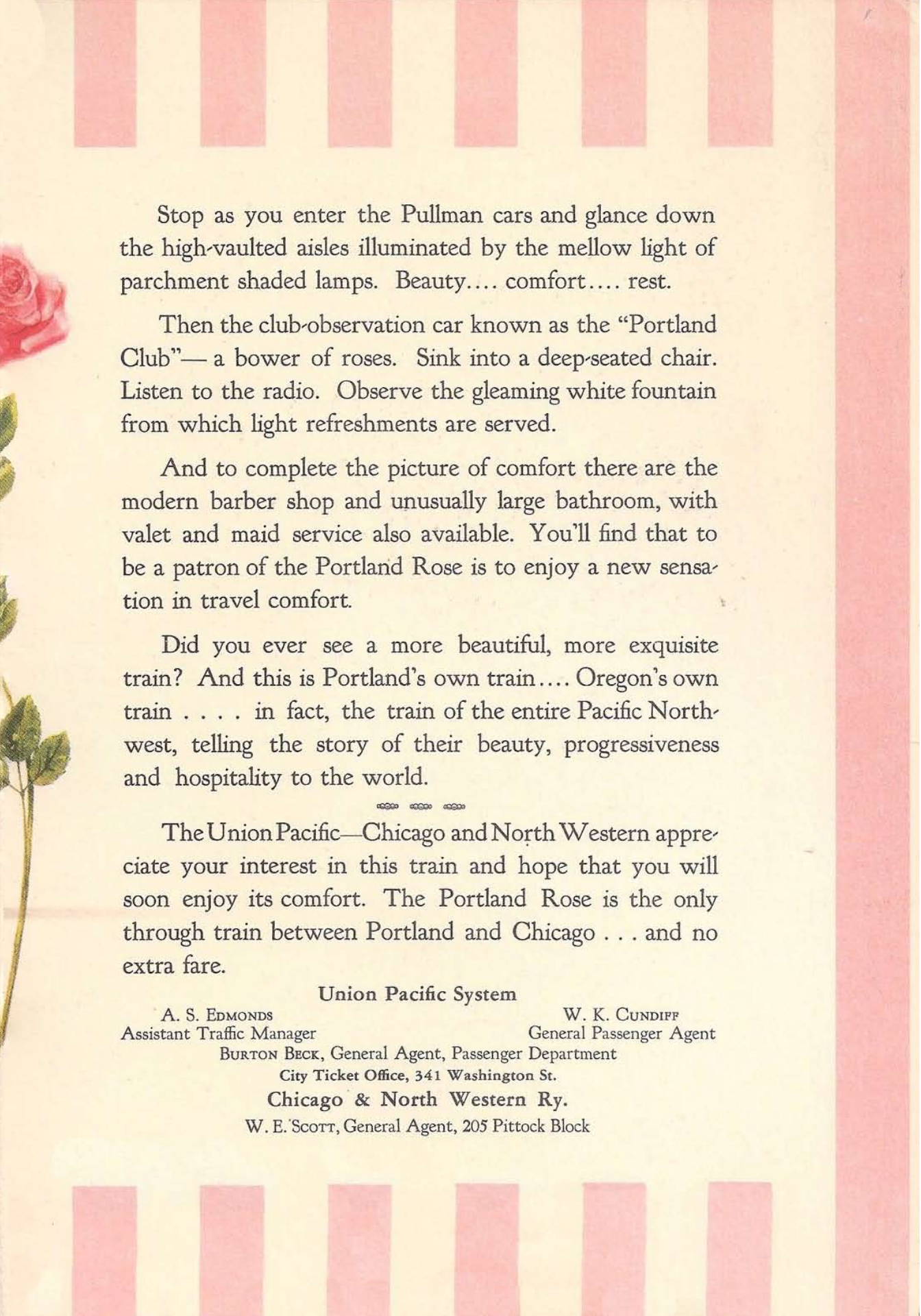
Today you see for the first time a train into which has been built the "spirit of a city".... a train named for a city.... a train reflecting the beauty of that city and the region wherein it lies.

The Portland Rose, named for the "City of Roses," was designed to convey to the nation an impression of the scenic charm of Portland, the Pacific Northwest and the beautiful Columbia River along which it travels.

Note how this has been achieved. Note how the design and color of the rose—the decorative motif for the entire train—is in evidence everywhere.... in the rich carpeting, upholstery, lamp shades, stationery, bridge pads, magazine binders and other train accessories.

Step into the exquisite dining room with its rose decorated dinner-ware, menus and soft lights — with its paintings of Pacific Northwest scenery.





Stop as you enter the Pullman cars and glance down the high-vaulted aisles illuminated by the mellow light of parchment shaded lamps. Beauty.... comfort.... rest.

Then the club-observation car known as the "Portland Club"—a bower of roses. Sink into a deep-seated chair. Listen to the radio. Observe the gleaming white fountain from which light refreshments are served.

And to complete the picture of comfort there are the modern barber shop and unusually large bathroom, with valet and maid service also available. You'll find that to be a patron of the Portland Rose is to enjoy a new sensation in travel comfort.

Did you ever see a more beautiful, more exquisite train? And this is Portland's own train.... Oregon's own train in fact, the train of the entire Pacific Northwest, telling the story of their beauty, progressiveness and hospitality to the world.

The Union Pacific—Chicago and North Western appreciate your interest in this train and hope that you will soon enjoy its comfort. The Portland Rose is the only through train between Portland and Chicago . . . and no extra fare.

Union Pacific System

A. S. EDMONDS
Assistant Traffic Manager

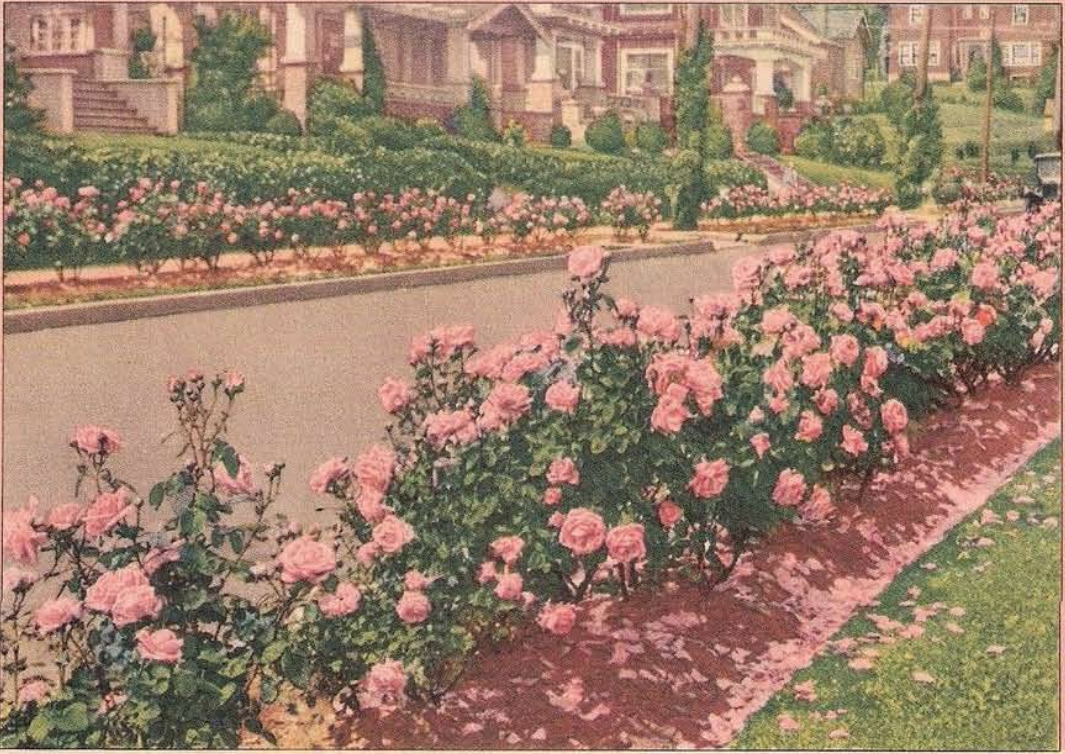
W. K. CUNDIFF
General Passenger Agent

BURTON BECK, General Agent, Passenger Department

City Ticket Office, 341 Washington St.

Chicago & North Western Ry.

W. E. SCOTT, General Agent, 205 Pittock Block



A Rose bowered Street in Portland.

The Portland Rose

By A. De Bernardi, Jr.

There are roses of Killarney where the river Shannon flows,
And in England there are roses—roses everywhere one goes;
And the Alpine rose's fragrance is a perfume to recall—
But the rose that grows in Portland is the sweetest of them all.

There is romance in the roses of sunny Picardy;
And the Persian rose breathes faintly of a far-off ecstasy;
Every country has its roses, be it large or be it small—
But the lovely Rose of Portland reigns supreme above them all!

* * *

A fairyland of radiant roses, Portland looks out upon a vast domain of verdant valleys, peacefully ranging rivers, tumbling waterfalls, fragrant forests and shimmering lakes, snow-capped mountain peaks—a city of plenty in a land of promise; a promised city in a land of plenty.

Portland literally looks at the world through rose-colored glasses, for in Portland one will find acres of roses—miles of roses; roses banked in bowers of ineffable beauty; roses in hedges; roses in streets; roses on quaint trellises; roses climbing rockbound walls to diffuse their fragrance; roses in an international test garden (one of four such gardens in the United States): Roses everywhere to exemplify the hospitable invitation, "For you a rose in Portland grows," and to give mute testimony to the city's equable climate. For in Portland the roses bloom practically the year around and reach their peak of riotous radiance at the season of the annual festival when the rose is glorified in song and in pageant.

It is fitting, then, that in honor of this City of Roses, the Union Pacific System—Chicago & North Western Railway should name this unusual train "The Portland Rose," and dedicate it to the service of those who chose that designation—the people of Portland. And as the rose is the triumph of horticultural beauty, the Union Pacific—"North Western" has made the Portland Rose a Triumph of Train Comfort. About you, on every hand, are reminders of Portland's charm; of its endlessly-blooming gardens, majestic mountains, balm-laden forests and warm-hearted hospitality.

