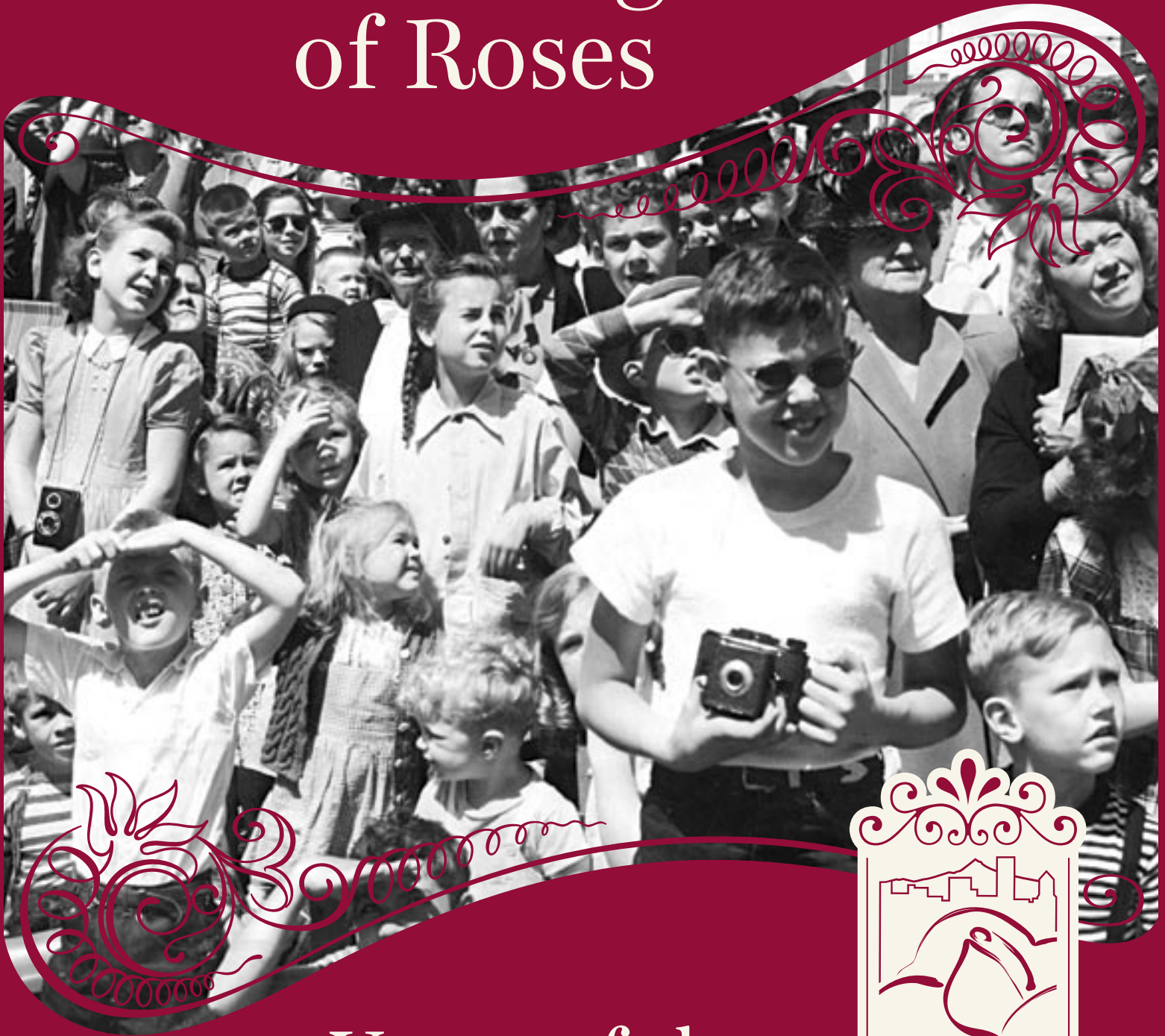


A Heritage of Roses



100 Years of the
Portland
Rose Festival



Portland Plants A Festival

In 1907, Portland was only about 50 years old. People drove horses and wagons, not cars. There were hardly any paved roads. There was only one public school. Many people lived in homes without an indoor toilet. Portland had a lot of stumps, though. People had cut down the forests to make room for buildings. That's why Portland is sometimes called "Stumptown."

Portland was growing fast. Many people had come west to Portland on the Oregon Trail. One was a girl named Georgiana. When Georgiana grew up, she married Henry Pittock. He owned Portland's newspaper. Georgiana liked to help people. She founded a home to help children who had no parents. She loved roses, too. She planted a garden at her house. She helped start the Portland Rose Society. They held rose shows in Georgiana's yard. The same rose show still happens today during the Portland Rose Festival.

The leaders of Portland wanted their city to grow. They hoped people would visit Portland. In 1905, they held an event to honor the explorers, Lewis and Clark. It was called an Exposition, but it was really a World's Fair. The city and the people planted roses to make Portland beautiful. Many people

traveled on the train to come. The Portland Rose Society held rose shows during the Exposition, too. People started calling Portland the City of Roses.

Many people thought it would be a good idea to have more big events. The Mayor, Dr. Harry Lane, said Portland should have a festival of roses every year. "It ... would make Portland's fame as a rose city world-wide," he said. He gave some money to help start the festival.

Two years later, in 1907, the Portland Rose Festival began. There was a children's parade and a floral parade and a rose show, just like there is now! People cut flowers from their yards to put on the parade floats. The next year, in 1908, the Rose Festival had an electric light parade. This was very exciting because electricity was new. A king ruled over the Rose Festival. His name was Rex Oregonus. "Rex" means king in Latin. What do you think "Oregonus" means?



AN ENTRY IN THE FIRST PARADE, 1907

PORTLAND ROSE FESTIVAL TIME LINE



1889 GEORGIANA PITTOCK HAS THE FIRST ROSE SHOW IN HER BACKYARD



1907 FIRST PORTLAND ROSE FESTIVAL IS HELD



1924 CANADIAN SHIPS JOIN ROSE FESTIVAL FLEET WEEK

1905 MAYOR HARRY LANE'S SPEECH

1908 REX OREGONUS REIGNS

1914 ROSE FESTIVAL QUEEN REPLACES REX OREGONUS

1917 INTERNATIONAL ROSE TEST GARDEN FOUNDED

1845 THE BRAND-NEW TOWN OF PORTLAND GETS ITS NAME

1912 BIPLANE FLIGHT FROM MULTNOMAH HOTEL ROYAL ROSARIANS FOUNDED

The Festival Grows

People liked the first Portland Rose Festival a lot. So Portland's leaders decided to have it every year. The festival has grown and changed as the city of Portland has grown and changed. You can see some of those changes on the time line below.

In 1914, the festival leaders chose a queen instead of a king to rule the festival. There has been a queen every year since then. Today, Portland high school students choose a girl to be on the Rose Festival Court. One of those girls becomes queen.

In 1933, the festival launched a new event—an air show. The air show continued for many years. All kinds of airplanes came to Portland to fly over the crowds. They did tricks in the air. Sometimes people even walked on the wings of the planes while they flew!

The very first festival included a parade where kids marched downtown. In 1936, the Junior Parade became an official Rose Festival event. For many years, a Junior Court was chosen. They rode in the Junior Parade.

In 1960, the Memorial Coliseum was built. This building has very large doors on both ends, which were made so parade floats could fit! That year, the parade went through the Coliseum for the first time. People sat inside and watched the bands and floats go by. The Grand Floral Parade is still the only parade that goes through a building.

Many people think of carnival rides when they think of the Portland Rose Festival. Today, the carnival is on the waterfront in downtown Portland. It is called the Waterfront Village. Can you find the first year this happened on the time line?

Rose Festival time also means that large ships come to visit. We call this "Rose Festival Fleet Week." Ships come from the United States Navy and Coast Guard. In 1924, ships started coming from Canada, too! The sailors enjoy going to the Rose Festival events in town, and people who live here enjoy touring the ships.

The Portland Rose Festival became very famous. Even people in other countries knew about it. Portland has special friendships with cities in other countries, called "sister cities." Our sister city in Taiwan is called Kaohsiung (gow-shung). In 1988, Kaohsiung gave us boats carved in the shape of dragons. People in China have raced these boats for thousands of years! In 1989, the Dragon Boat Races became part of the Portland Rose Festival.

Can you find other Rose Festival events on the time line? What year did someone fly a biplane off a downtown building? When did the Starlight Parade begin? When did pirates become a part of the Waterfront Village?



KIDS WATCH THE 1973 PARADE

PORTLAND ROSE FESTIVAL TIME LINE



1930 THE ROSE FESTIVAL QUEEN IS CHOSEN FROM AMONG PORTLAND'S HIGH SCHOOL SENIORS



1936 FIRST OFFICIAL JUNIOR PARADE IS HELD IN THE HOLLYWOOD DISTRICT



1960 PARADE GOES THROUGH MEMORIAL COLISEUM

1933 FIRST AIR SHOW HELD

1948 PARADE REROUTED DUE TO VANPORT FLOOD

1972 ROSE FESTIVAL'S CARNIVAL FINDS A HOME AT WATERFRONT PARK

1931 ROSE FESTIVAL PARADE FLOATS TRAVEL ACROSS THE NEW ST. JOHNS BRIDGE

1942-45 THE GRAND FLORAL PARADE IS CANCELLED DUE TO WWII

Portland Rose Festival: A Rosy Future

Today, the Portland Rose Festival still honors the great city we live in. Each year, we celebrate with three parades, a carnival, a band concert, visiting ships, car races, and—of course—roses.

In 2007, the Portland Rose Festival will turn 100 years old. Many things about the festival are the same as they were in 1907! They have become traditions for people who live in Portland. Can you name some of these things?

Because this is a very special birthday, some new things will happen in 2007. There will be a formal ball with dancing. And just like in 1905, there will be an Exposition! It will show what life has been like in Portland for the past 100 years. There will be old cars and big floats on display.

Next year will start the second hundred years of the Portland Rose Festival. Some new things will be added to the festival. Some parts will stay the same. In the future, perhaps we will have floats that float in the air! Maybe the crowd will call in a vote for the best band. What do you think the Portland Rose Festival will be like when it has its 200th birthday?



KIDS FROM KAOHSIUNG JOIN THE PARADE



PARADE FLOATS ARE COVERED WITH NATURAL MATERIALS, LIKE FLOWERS AND SEEDS



MARCHING BANDS MAKE THE PARADE MUSICAL

PORTLAND ROSE FESTIVAL TIME LINE



1976 STARLIGHT PARADE BEGINS



1984 INDY-CAR RACING COMES TO THE PORTLAND ROSE FESTIVAL



1989 DRAGON BOAT RACES BEGIN



2006 PIRATES INVADE THE WATERFRONT VILLAGE

1980 PARADE WATCHERS WEAR MASKS TO PROTECT FROM MT. ST. HELENS ASH

1985 ONE MORE TIME AROUND AGAIN MARCHING BAND IS FOUNDED

2007 THE PORTLAND ROSE FESTIVAL CELEBRATES ITS CENTENNIAL



2007 Portland Rose Festival Calendar of Events

MAY 31 – JUNE 10 WAMU WATERFRONT VILLAGE FEATURING PIRATE RENDEZVOUS

MAY 31 – JUNE 10 TALL SHIPS PRESENTED BY COMCAST

JUNE 1 WAMU FIREWORKS SPECTACULAR

JUNE 1 – 3 ROSE CUP RACES PRESENTED BY TEMP•CONTROL MECHANICAL CORP.*

JUNE 1 - 20 HISTORY & ROSES TOUR

JUNE 2 KEYBANK STARLIGHT RUN

JUNE 2 PORTLAND GENERAL ELECTRIC/ SOLV STARLIGHT PARADE

JUNE 6 FRED MEYER JUNIOR PARADE

JUNE 6 – 10 FLEET WEEK

JUNE 7 CENTENNIAL MOTION PICTURE PREMIERE: "FROM ONE ROSE"

JUNE 7 – 8 LLOYD CENTER/PORTLAND ROSE SOCIETY 119TH ANNUAL SPRING ROSE SHOW*

JUNE 8 ROYAL ROSARIAN KNIGHTING CEREMONY

JUNE 8 ROYAL ROSARIAN QUEEN'S GARDEN PARTY

JUNE 8 BI-MART CONCERT AT THE PARK*

JUNE 8 – 10 CHAMP CAR GRAND PRIX OF PORTLAND*

JUNE 8 – 10 OREGON BALLET THEATRE WORLD PREMIERE THE SLEEPING BEAUTY (ACT III)*

JUNE 9 QUEEN'S CORONATION PRESENTED BY PACIFIC POWER*

JUNE 9 GRAND FLORAL PARADE*

JUNE 9 CENTENNIAL BALL

JUNE 9 – 10 GRAND FLORAL PARADE FLOAT VIEWING

JUNE 9 – 10 PORTLAND-KAOHSIUNG SISTER CITY ASSOCIATION DRAGON BOAT RACES

JUNE 10 CENTENNIAL EXPOSITION FEATURING "VAUDEVILLE ROSE" PRESENTED BY THE OREGONIAN*

Events and dates subject to change / *Ticketed events

