



FOUNDERS OF ROSE FESTIVAL

A Self-Guided Tour of Portland's Historic Lone Fir Cemetery

A real extravaganza, the Lewis & Clark Exposition in 1905 caused an economic boom like Portland had never seen. City officials scrambled to find a way to continue the good times. On the last day of the Expo, Mayor Harry Lane pronounced Portland as 'The City of Roses' and pledged to use the proceeds from the expo (\$130,000) to buy land and plant a test garden for roses and have a 'festival of roses'.

The first Rose Festival was held two years later, with amusements, several parades and a rose competition. This contest had begun as a friendly competition between neighbors, which was organized by Georgiana Pittock and later incorporated into the festival. Now, it has become a juried show with national standing.

That first year, 2000 children marched in a parade. A night parade provided a 'Grand Illumination' as 20 railroad flatcars decorated with flowers were pulled into place along trolley tracks and lit by power from Oregon City, delivered by the world's first long-distance power line. The crowd of 150,000 was delighted as the floats lit up all at once, and the next day, Portland awoke to find herself famous.

Georgiana Pittock, one of the main inspirations for the Rose Festival, was a simple, practical woman despite the great wealth of her industrial baron husband, Henry. A pioneer of 1851, her family survived a difficult crossing of the Oregon Trail, with Georgiana being kidnapped by Indians along the way. She loved gardening and her friends & neighbors began a competition for the best roses every summer. The rose-judging contest still exists as one of the longest-standing events of Rose Festival.



Frederick von Voorhies Holman, a great friend of the Pittocks and a gardener himself, Holman took part in the first rose contest in Portland in 1887, which Georgiana organized. The next year, the Portland Rose Society was formed by Holman, Pittock and others. They were instrumental in the establishment of the International Rose Test Garden in Washington Park. The friendly competition for best roses grew into a 2-day 'Fiesta', which became the original inspiration for the Rose Festival as we know it today. In 1904,

the Portland Rose Society sponsored a rose show and parade. A rose show was included in the Lewis & Clark Exposition in 1905. Somewhere along the line, Mr. Holman thought of the name 'City of Roses' for Portland, and the name was adopted.



Portland has a real icon in *Harry Lane*, doctor, lawyer, mayor (1904-1908), senator and true civil servant. He took on a city plagued with many social problems-political corruption, open prostitution and gambling, public health problems and angry citizens. He hired the first woman



detective in the country, Lola Greene Baldwin, to bring a woman's perspective to the issues of the day. He hired the first woman public health officer as well, Esther Clayson Pohl Lovejoy, who went on to have a long career in public



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health issues internationally.

Harry was personally humble, lived in East Portland and rode public transportation. He worked tirelessly to help the citizens of Portland prosper. He presided over the Lewis & Clark Exposition in 1905. It was truly world-class, advertising Oregon's talents and assets to the world. It was a huge success, and Harry dedicated the profits to producing an annual festival to showcase Portland and keep the momentum rolling. This became the Rose Festival we know today, including many features we still enjoy-3 parades, a carnival, rose competitions and an air show. Rose Festival has been a powerhouse for Portland's economy from its earliest incarnation, and for that we can thank Harry Lane.



The Pioneer Rose Garden is made up of roses documented to have come across the Oregon Trail with the pioneers. In 1936, Mary Drain Albro founded the Pioneer Rose Association, curious to find old roses said to have been brought in the pockets of women's aprons. Inquiring from Walla Walla, Washington south through the Willamette Valley to the Applegate Valley in southern Oregon, they identified 23 different roses. They would stop at old farmsteads and ask. They often learned who brought them as well. More plants were grown from cuttings and four gardens were planted around the state- 1 in Salem, 1 at Champoeg (the Territorial capital), one at Pacific University in Forest Grove, and one at Lone Fir. The one at Lone Fir is the only one left, a real connection with the pioneers who worked so hard to get here.



This garden was dedicated on Memorial Day 1943, by Portland's Royal Rosarians, to commemorate the centennial of the Oregon Territorial Capital. A native Oregon Maple was planted also, in honor of Gen. Joseph Lane, the first Territorial Governor of the old Oregon Country. The maple tree was planted by the Pioneer Rose Association, which also planted rhododendrons at the Soldiers' Monument and purchased plaques for the Lone Fir Tree and botanical name plaques for many of the different tree species in the cemetery.





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Map of Lone Fir Cemetery

| | | | | | | | SE Stark St. | |
|----|-----------------------|-----------------------|-------------|-----|----------------|----|--------------|----|
| A | B | 5M | 6M | 11M | C | D | E | |
| 1 | 2 | 3 | 71 | 10M | 24 | 25 | 34 | 35 |
| 6 | 5 Fireman's Lot | 4 | 8M | 9M | 23 | | | |
| 7 | 8 | Soldier's Monument | | 22 | Rose Garden | 26 | 33 | 36 |
| 10 | 9 | | 16 | 21 | | 27 | 32 | 37 |
| 11 | 12 | | Mac Leay | 20 | | 28 | 31 | 38 |
| 14 | 13 | | 18 | 19 | 29 | 30 | | 39 |

SE Morrison Gate (Closed)

Robert Pittock Family
Marker Block 1

Frederick vV Holman Block 3
EM Burton Block 6

Harry Lane Block 4
Pioneer Rose Garden