



This blossom-bedecked car was part of the Portland, Oregon *Rose Parade*, around 1916. The Parade, held every June, circles three sides of the block occupied by our present downtown Portland branch. Both the driver and passengers of the blooming car are unidentified.

Hail, Dorothy—Queen of the Fiesta

Rose Queen Is Selected

Miss Dorothy Mielke Will Rule
Over Festival and Pageant;
Pretty and Popular.



Dorothy Mielke, charming Portland girl, who will be queen of the 1927 Rose Festival and the pageant "Rosaria".

Dorothy Mielke, 20, daughter of Mr. and Mrs. O. W. Mielke, No. 630 Knott street, a junior at the University of Oregon, and member of the Alpha Omicron Pi sorority, will be queen of the 1927 Rose Festival and the pageant "Rosaria."

The selection was made by C. C. Colt, director of the Rose Festival, and chairman of the committee on queen selection.

Mr. and Mrs. Mielke went to Eugene last night to notify their daughter of the honor awaiting her.

POPULAR STUDENT

The selection of Miss Mielke met with unanimous approval of the directors of the fiesta.

Mielke, president of Blake, Moffett & Towne, and a former president of the Portland Chamber of Commerce, the publicity committee of which he is now chairman, is credited with having been largely responsible for establishing the Rose Festival on a self-supporting basis through development of the pageant of "Rosaria."

Miss Mielke is one of the most popular students at the state university. She has a marked talent in art and has won several prizes at the state fair at Salem in the amateur painting division. During the last semester she did practice teaching at Springfield as part of her college work and has been teaching commercial arithmetic to high school students, some of them her seniors.

As monarch of the mythical kingdom of "Rosaria," Queen Dorothy will be crowned Monday, June 13, at 2 p. m. in Laurelhurst park, by the Royal Rosarians. E. R. Wiggins, prime minister, will place the \$1200 crown, fashioned of Oregon gems and gold, and donated to the Rose Festival organization in 1923 by the Business and Professional Women's club of Portland, upon the brow of the fair Queen of the City of Roses. The ceremonial of coronation will be worked out by the Royal Rosarians and will be an impressive and beautiful event of the fiesta week.

On Tuesday Queen Dorothy will officially open the annual Rose show at The Auditorium at 2 p. m. Two hours later in the Garden theatre, Washington park, the Royal Rosarians with Queen Dorothy and her court will honor a number of the distinguished guests of the 1927 festival by raising them to knighthood in the Royal Rosarian organization.

On Wednesday the queen and the ladies of the court will pay an official visit to "The Fairy Queen" pageant at Laurelhurst park, where 1000 children will take part as "Human Rose Buds."

TO LEAD PAGEANT

On Thursday Queen Dorothy and her court will head the annual Floral parade and Friday Queen Dorothy will enter into the fun of the Merrykhana parade and carnival day by crowning the jolly Rex Oregonus and placing in his hand the symbol of his power. This ceremony will take place on the great stage for the pageant "Rosaria" just preceding the start of the Merrykhana parade.

Queen Dorothy and her attendants take part in the great climax of the pageant "Rosaria" each evening, when the people of all nations forming the mammoth International ballet with the great cast of "Rosaria" pay homage to the Portland Rose.