

August 22, 1968  
New York City

### NO MORE MISS AMERICA!

On September 7th in Atlantic City, the Annual Miss America Pageant will again crown "your ideal." But this year, reality will liberate the contest auction-block in the guise of "genyocaine" de-plasticized, breathing women. Women's Liberation Groups, Black women, high-school and college women, women's peace groups, women's welfare and social-work groups, women's job-equality groups, pro-birth control and pro-abortion groups -- women of every political persuasion -- all are invited to join us in a day-long boardwalk-theater event, starting at 1:00 p.m. on the Boardwalk in front of Atlantic City's Convention Hall. We will protest the image of Miss America, an image that oppresses women in every area in which it purports to represent us. There will be: Picket Lines; Guerrilla Theater; Leafleting; Lobbying Visits to the contestants urging our sisters to reject the Pageant Farce and join us; a huge Freedom Trash Can (into which we will throw bras, girdles, curlers, false eyelashes, wigs, and representative issues of Cosmopolitan, Ladies' Home Journal, Family Circle, etc. -- bring any such woman-garbage you have around the house); we will also announce a Boycott of all those commercial products related to the Pageant, and the day will end with a Women's Liberation rally at midnight when Miss America is crowned on live television. Lots of other surprises are being planned (come and add your own!) but we do not plan heavy disruptive tactics and so do not expect a bad police scene. It should be a groovy day on the Boardwalk in the sun with our sisters.

Male chauvinist-reactionaries on this issue had best stay away, nor are male liberals welcome in the demonstrations. But sympathetic men can donate money as well as cars and drivers. We need cars to transport people to New Jersey and back.

Male reporters will be refused interviews. We reject patronizing reportage. Only newswomen will be recognized.

Anyone interested in further information, and anyone willing to help with ideas, transportation, money, or anything, can write us at: P.O. Box 531, Peter Stuyvesant Station, New York, N.Y. 10009, or telephone (212) 475-8775 between 7:30 and 10:00 p.m. weeknights. Get a group of women together, come to the Miss America Pageant on Saturday, September 7th, and raise your voice for Women's Liberation. We will reclaim ourselves for ourselves. On to Atlantic City!

### THE TEN POINTS

We Protest:

1) The degrading Mindless-Boob-Girlie Symbol. The Pageant contestants epitomize the roles we are all forced to play as women. The parade down the runway blares the metaphor of the 4-H Club county fair, where the nervous animals are judged for teeth, fleece, etc., and where the best "specimen" gets the blue ribbon. So are women in our society forced daily to compete for male approval, enslaved by ludicrous "beauty" standards we ourselves are conditioned to take seriously.



