

of every Political
Persuasion

On September 7, in Atlantic City, the annual Miss America Pageant Plastic Circus will again crown "your ideal." But this year, reality will liberate the contest auction-block, in the guise of de-plasticized, genyoine breathing Women. Women's Liberation Groups, Black Women, high school and college women, women's peace groups, women's welfare and Social Work groups, job-equality groups, pro-birth control and pro-abortion groups--women from the left, right, and middle--all are welcome to join us in a day-long boardwalk-theater event to protest the image of Miss America, ~~which is not~~ an image that oppresses women in every area in which it purports to represent them. USA

We protest:

We don't want a Miss A. Why? :

1) The degrading Body-Bopb-Mindless-Plastic-Girlie Symbol. Miss America and Playboy's centerfold are sisters over the skin, perpetuating the stereotype of women as objects destined solely to serve male fantasies and male ego needs. (+ women)
(the Pure and the Naughty)

has not been for

2) Racism with Roses. Since its inception ~~in~~ in 1921, the Pageant has not had one Black finalist, and this ~~is not for~~ a lack of test-case contestants. Nor has there ever been a true Miss A.--an American Indian.

Classified

3) The Consumer Con-Game. The Pageant is sponsored by ~~industry~~ Big ~~Business~~ Pepsi-Cola, Toni, and Oldsmobile--Miss America is a walking commercial. Wind her up and she "endorses" your product, goes on promotion tours, does TV plugs--all from the "honest, objective" belief in your product, no tacky hired spokeswoman she. It's a great skill.

4) Miss America as Military Mascot ~~Death Cheerleader~~. The highlight of her reign each year is a tour of American troops abroad--this year she went to Vietnam to pep-talk our husbands, fathers, sons, boyfriends into killing and dying with a better spirit. The Living Bra and the Dead Soldier. That's where it's at.
What the Boys are fighting for. No more mascot.

5) Competition Rigged and Unrigged. We deplore the encouragement of an American myth that oppresses all of us, men as well as women: the Win-or-you're-worthless competitive disease. A Cooperative Congress of women from all fifty states might bring to light common problems and possible solutions about our oppression as women--but the Competitive "beauty" Pageant only creates one winner to be "used," and forty-nine "useless" losers.

PR?

6) The Woman as Pop Culture Obsolescent Junk Theme--spindle, mutilate, and then discard tomorrow. What is so ignored as last year's Miss America? This only reflects the ~~attitude~~ of our country, according to Saint Male: ~~Women must be young and juicy and malleable--hence age discrimination to a point of hysteria. And we women are conditioned to believe it ourselves!~~ gospel

5.

7) "Classy" Discrimination. Miss America is invariably drawn from the upper middle-class; she usually is or is about to become a college girl. If you're a poor white girl from Appalachia, forget it.

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8) Perpetuation of the Cookie-Pattern Uniform Mold. No one who "stands

