



August 21 - 22, 1970

Miss Mount Airy Pageant

Miss America and her Escape Machine: Oldsmobile for 1970!

It takes more than a smile and a tape measure to become Miss America. And it takes more than good looks to become Miss America's official automobile. Take this new Olds 4-4-2 for

instance, available with the functional dual-intake fiberglass hood as shown. It's quite a performer. The V-8 under those scoops is as large as any ever bolted into a car its size—

455 cubic inches! And it's standard. So is its exceptional rally suspension, with front and rear stabilizers. See your Olds dealer and drive a 1970 Olds Escape Machine soon. Miss America does.

Pam Eldred, Miss America for 1970, with new Olds 4-4-2.



Oldsmobile: Escape from the ordinary.





Pamela Anne Eldred, of Birmingham, Michigan, is pictured at the very moment she was announced Miss America 1970 in Atlantic City's Convention Hall... and then, with composure regained, head erect, and a radiant smile, she walked the long runway which represented the beginning of many thousands of miles of travel.

The daughter of Mr. and Mrs. William B. Eldred, Pamela was born on April 21, 1948. A senior at Mercy College in Detroit, majoring in speech and drama, Pamela is also an accomplished ballet dancer, has appeared as lead dancer for the Detroit City Ballet, and delighted the Pageant audience with an interpretive ballet dance during the talent presentation at the 1969 Miss America Pageant.

"The Sound of Young", a musical salute to the youth of America, was the theme of the 1969 National Finals and Pamela Anne Eldred is a supporter of that youth. She is sincere in her conviction that today's young people are primarily interested in furthering their education and that the girls who enter the Miss America Pageant "do not compete with one another but with themselves, for what better education can there be than to compete and learn about yourself."

With her firm belief in America's youth, Pamela's deepest hope is to represent the girls of America in such a way they will be proud of her.

To meet Miss America 1970, to hear her speak, and to understand her sincerity, is to know that "The Sound of Young" is a good sound in America today.

The Miss America Pageant has shared Pamela's belief in the youth of America for the past 50 years... and look forward to welcoming her back Labor Day Week 1970, when the Pageant will hold a gala celebration of its 50th Anniversary in Atlantic City.







MARIA BEALE FLETCHER
Miss America 1962



VONDA KAY VAN DYKE
Miss America 1965



MARY ANN MOBLEY
Miss America 1959



MARILYN VAN DERBUR
Miss America 1958



NANCY FLEMING
Miss America 1961



JANE ANNE JAYROE
Miss America 1967



DEBRA DENE BARNES
Miss America 1968



DEBORAH BRYANT
Miss America 1966



SHARON KAY RITCHIE
Miss America 1956



LEE MERIWETHER
Miss America 1955



The Miss America Pageant

is proud to announce its

50th Anniversary

will be commemorated the week during the

National Finals of the Miss America Pageant

in the resort of Atlantic City, New Jersey

September 7-13, 1970.

*You are cordially invited to attend
this gala celebration which promises to be
the most spectacular week in the history
of the Miss America Pageant*

R S V P

Miss America Pageant

1325 Boardwalk

Atlantic City, N. J. 08401



Miss America

PAGEANT

SCHOLARSHIP FOUNDATION



AWARDED BY

Oldsmobile Division of General Motors Corporation
The Toni Company, a Division of The Gillette Company
Frigidaire Division of General Motors Corporation

When the Miss America Pageant was inaugurated in 1921 few people concerned themselves with thoughts of higher education for young women. In fact, it was not until 1945 that the first educational scholarship of \$5,000 was awarded to Miss America. From that year on the Local and State Pageants over the country joined hands with the Miss America Pageant in a sincere endeavor to provide, through the generous cooperation of outstanding American business firms, individu-

als, colleges and universities, a Scholarship Foundation of significance for the fine young women who participate in the Miss America Pageant programs.

Today \$500,000 in educational scholarships are awarded annually at the Local, State and National Pageants, and over \$1,000,000 in scholarships will have been awarded at the National Finals alone by the conclusion of the 50th Anniversary of the Miss America Pageant in September of 1970.

Miss America	\$10,000.00	Semi-Finalist	\$1,500.00
First Runner-Up	6,000.00	Semi-Finalist	1,500.00
Second Runner-Up	3,000.00	Semi-Finalist	1,500.00
Third Runner-Up	2,500.00	Semi-Finalist	1,500.00
Fourth Runner-Up	2,000.00	Semi-Finalist	1,500.00
Miss Congeniality \$1,000.00			
Seven Non-Finalist Scholarships for			
Most Talented Contestants		each \$1,000.00	
All Preliminary Winners not included in above Scholarships		each \$1,000.00	
All Other National Contestants		each \$ 500.00	

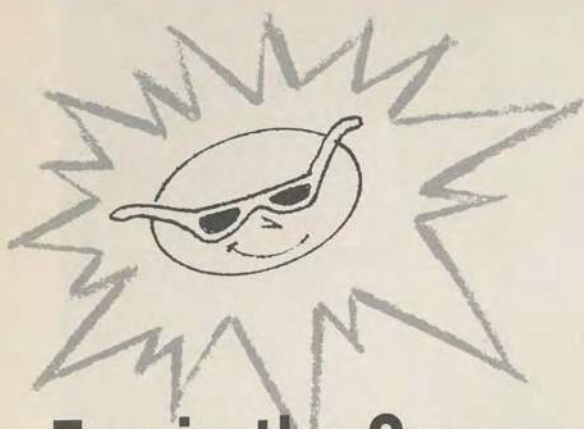
Winners of Yesterday and Today



The Ten Semi-Finalists, 1969 Miss America Pageant
(Each assured at least a \$1,500 scholarship.)

Miss Massachusetts, Georgina Sylvia Hossfeld; Miss New Mexico, Pat Brummett; Miss Colorado, Adria Easton; Miss New Jersey, Cheryl C. Carter; Miss Michigan, Pamela Anne Eldred; Miss California, Susan Anton; Miss New York, Linda Marie Trybus; Miss Hawaii, Sheryl Akaka; Miss Minnesota, Judy Mendenhall; and Miss Ohio, Kathy Lynn Baumann.





Fun in the Sun

With a heavy schedule of rehearsing, Judges interviews and other Pageant-related activities still before them, some of the State Representatives found time to have fun in the sun on the beaches, boardwalk and waterways of Atlantic City.

1. Ready to cast off for a ride through the bay waters are Miss New Hampshire, Catherine M. Zanichkowsky; Miss North Dakota, Charlene Hope Seifert; Miss New York, Linda Marie Trybus; Miss Ohio, Kathy Lynn Baumann and Miss Florida, Lynne Topping.
2. Heading for the beach chairs are Miss South Dakota, Nancy Jean Nickelson; Miss Wisconsin, Cindi Anne Morgan; Miss Idaho, Diana Hopperstad; Miss Alaska, Gwenn Gregg; and Miss Wyoming, Sandra Ann Grim.
3. Miss Oregon, Margaret Elaine Huhta; Miss Florida, Lynne Topping; Miss California, Susan Anton; Miss Alaska, Gwenn Gregg; and Miss Georgia, Marilyn Louise Olley, seemed to enjoy getting "sand in their shoes".
4. Ready for a rolling chair ride down the boardwalk are Miss Kentucky, Louisa Ann Flook; Miss Indiana, Jill Jackson; Miss Ohio, Kathy Lynn Baumann; Miss Illinois, Dulcie Elizabeth Scripture; and Miss Tennessee, Mary Susan Cox.
5. Miss Georgia, Marilyn Louise Olley; Miss Louisiana, Sharon Branaman; Miss Tennessee, Mary Susan Cox; Miss South Dakota, Nancy Jean Nickelson; Miss Massachusetts, Georgina Sylvia Hossfeld; and Miss Ohio, Kathy Lynn Baumann, discover the fun of bicycling on the boardwalk.



2.



3.



4.



5.



It All Started With The Parade

Back in the early '20s the Parade was the Pageant, for practically all activities centered on the beach and Boardwalk. It was a wonderfully gay time, recalled by many with a feeling of nostalgia for "the good old days".



High Spirits of Another Day



Miss Connecticut—Carol Jean Norval
\$2,000 Scholarship Award
(Preliminary Swimsuit Winner
and Judges Special Award)



Miss America 1969, Judith Anne Ford



Miss Nebraska—Jane Deliese Briggeman
\$2,000 Scholarship Award
("Miss Congeniality"
and Judges Special Award)



Miss Nevada—Karen Wastun
\$1,000 Scholarship Award
(Judges Special Award)

Today the Miss America Pageant Boardwalk Parade, featuring the fifty State Representatives, is even more glamorous. Enormous floats, skillfully designed and decorated with great artistry, roll down the Boardwalk under the sponsorship of civic and service clubs, communities, hotels and business interests. The holiday atmosphere is heightened with each passing band . . . vivacious majorettes leading the way.

The Parade route is lined with hundreds of thousands of visitors and residents, who actively participate in this one spectacular outdoor event of Pageant Week. They applaud the floats . . . keep time with the bands . . . enthusiastically cheer each State Representative as she appears on her official Oldsmobile convertible . . . and hail, with fond approval, the reigning Miss America.



Miss Kansas, Margo Schroeder; Miss Oregon, Margaret Elaine Huhta; Miss Virginia, Sydney L. Lewis; Miss Iowa, Lois Ann Koth; Miss Illinois, Dulcie Elizabeth Scripture; Miss Colorado, Adria Easton; and Miss California, Susan Anton.

A Time to Relax

The Miss America Pageant Hostess Committee knew that a large majority of the State Representatives would arrive in Atlantic City prior to Labor Day and Official Registration. As a result, plans were formulated weeks in advance for a delightful Sunday dinner to which the girls and their official chaperones were invited.

The Hostesses dubbed this social affair a "Mix and Mingle Dinner" and took special care to keep the get-together strictly informal, thus assuring the girls and their chaperones an opportunity to meet one another under relaxed conditions, dine together in a lovely beachfront hotel, and enjoy entertainment of a special nature.



Miss California, Susan Anton; Miss New Hampshire, Catherine M. Zanichkowsky; Miss Mississippi, Jane Carol Foshee with Miss New Jersey, Cheryl C. Carter, at the piano.



Miss Florida, Lynne Topping; Miss Alaska, Gwenn Gregg; Miss Indiana, Jill Jackson; Miss Georgia, Marilyn Louise Olley; and Miss Hawaii, Sheryl Akaka seated at piano.

RULES and REGULATIONS

Entrant agrees to abide by all the rules of the local and national contests now in effect or as announced hereafter.

Entrant agrees that the time, manner, and method of judging the contest shall be solely within the discretion of the organizations sponsoring local, state and national associated with the Miss America Pageant.

Entrant agrees that if she is selected as the winner of this contest, she will not sign a management contract with any individual or corporation, and that she will not give any written or verbal endorsement of any mercantile commodity, nor will she permit any photographs to be used in connection with any advertised commodity or service not associated with this contest, without the permission of the Miss America Pageant.

Entrant must be a resident of the official territory by this particular contest for the past six months. This rule is only waived for contestants whose residence is out of the territory of state, but who is a college or university student in city where contest is held and at time the contest is held. She must not have completed in more than one official preliminary contest this year.

Entrant must be single and never have been married, divorced, or had marriage annulled.

Entrant must be a high school graduate by September first of this year.

Entrant's age on September first shall not be less than eighteen nor more than twenty-eight years.

Entrant must be of good character and possess poise, personality, intelligence, charm and beauty of face and figure.

Entrant must possess and display in a three minute routine Talent. This talent may be singing, dancing, playing a musical instrument, dramatic reading, art display, dress designing, etc., or she may give a three minute talk on the career she wishes to pursue.

Entrant may be either amateur or professional.

Dear Citizens of Mount Airy,

It is with a tremendous amount of pride, we the Mount Airy Jaycees once again have the opportunity to thank you kind citizens of Mount Airy, for your most loyal support throughout our numerous Jaycees projects. We the Mount Airy Jaycees realize that without your fine support our club could never have achieved its goals.

The Mount Airy Jaycees have but one real goal and that is to build a better Mount Airy, and with the fine support that you have extended to our club, and with Gods help we shall reach this goal.

We would also like to thank the merchants of the Greater Mount Airy area who have chosen to give of their time and money in order to bring about this Miss Mount Airy Pageant and ask that all citizens of Mount Airy patronize these fine merchants listed in this program book.

The Miss Mount Airy Pageant means much to each citizen of Mount Airy, for a young lady will be chosen to represent our city in all her walks of life for the coming year.

Again may the Mount Airy Jaycees thank each of you and with your continued support we pledge to you a constant goal of building a Greater Mount Airy.

Fred Schafer, President
Mt. Airy Jaycees

Program of Events

FRIDAY, AUGUST 21, 1970

3:30 P. M. - Parade

8:00 P. M. - 1970 Miss Mount Airy Pageant
A. Talent
B. Swim Suit

SATURDAY, AUGUST 22, 1970

5:00 P. M. - Judges' Luncheon

8:00 P. M. - Finals - 1970 Miss Mount Airy Pageant
C. Evening Gown

Announcement of Five Finalists
A. Talent
B. Swim Suit
C. Final Judging

Announcement of Miss Congeniality

Announcement of Runners-up

Announcement of 1970 Miss Mount Airy

Crowning of 1970 Miss Mount Airy

Compliments Of
Currier-Withers Supply Co., Inc.

"Service That Aids Industry"

JOBBER OF

Mill and Factory Supplies

HADLEY STREET

MOUNT AIRY, NORTH CAROLINA

PHONES: Local 786-4175 Long Distance 786-2011

BLU-VUE MOTEL

**and
Restaurant**

PRIVATE DINING ROOM EXCELLENT FOOD

MOTEL

30 UNITS

ROOM TELEPHONES

789-9213 AND 786-6101

INTERSECTION OF U. S. 52 AND 52A ONE MILE NORTH OF MT. AIRY, N. C.

ALL MAJOR CREDIT CARDS ACCEPTED

MR. AND HENRY COBLE, OWNERS

MASTER of CERMONIES

Don Beason is a member of the Mount Airy Jaycees and lives at 339 Country Club Road in Mount Airy. He is married to the former Janet Thacker. They have 2 children, Mark and Natalie.

Don is General Manager of Williams Chevrolet in Mount Airy, Public Affairs Director of WSYD Radio, former Legislative Assistant to Congressman Wilmer D. Mizell and his Campaign Manager. Past President of the Surry County Heart Association, 32 degree Master Mason, active in Chamber of Commerce, United Fund and other civic activities.

JUDGES

Robert Lewis and his wife, Georiga Lewis, are active in civic affairs in Charlotte and have judged many local pageants. Also, Owners of Park Road Drug, Inc.

JUDGES

Robert R. Ingersoll lives in Charlotte, N. C. with wife and four children.

"Bob" has an excellent background, having attended: Flint College, Flint, Michigan, Western Michigan University - Michigan State University - University of Michigan and University of Denver, Denver, Colorado. "Bob" has a Degree in Journalism and a Degree in Secondary Education. An active young man, now in North Carolina.

Mrs. Faye Myers is a resident of Elkin, North Carolina and is married to David Myers. They have two daughters, Pam eight years of age and April seven years of age.

Fay's former titles include Miss Majorette of North Carolina, Miss Majorette of Dixie, Miss Teenage North Carolina, North Carolina Golf Queen, Miss Personality USA, University of North Carolina's Golden Girl and 1st runner-up Miss Majorette of America.

She is an active civic leader, past president of the Elkin Junior Woman's Club, Elkin's Woman of the Year 1965 and Director for Elkin's 1969 Fine Arts Program.

Mrs. Myers has judged over fifty pageants throughout North and South Carolina in the past ten years. She has also served as official chaperone for Miss Elkin Valley and was a member of the Miss North Carolina Pageant Committee to the 1968 Miss America Pageant.

Mr. David W. Myers is a resident of Elkin, North Carolina where he is a member of the City Council, Vice-President of Cash and Carry Stores, Inc. and is 2nd Vice-President of the North Carolina Wholesaler's Association.

His many civic activities include: the P.T.A., the Elkin Summer Thertter, the Tri-County United Fund, and the Elkin Jaycees and the Receipient of the 1965 D.S.A. Award. David is also a member of the Oasis Temple - Mason, 32nd Degree Shriner.

His pageant experience includes, Producer-Director of the Miss Elkin Valley Pageant for the last eight years, Judge and MC for pageants throughout North Carolina. He is a member of the Miss North Carolina Pageant Committee.

He is married to the former Faye Gooch, who is with us tonight as a judge.

PIANOS

ORGANS

GUITARS

BAND INSTRUMENTS
RENTALS SALES

REPAIRS

Thomas Organ

FOR MISS MOUNT AIRY PAGEANT

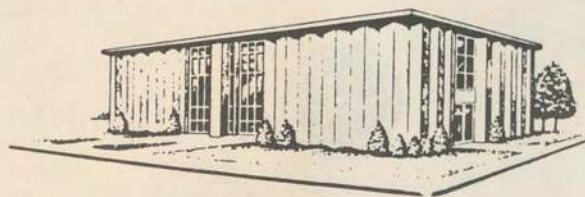
DIXIE MUSIC COMPANY

830 WEST PINE STREET
HIGHWAY 89 WEST

MOUNT AIRY, NORTH CAROLINA
TELEPHONE 786-2187

MRS. BEN "DOT" VOLGER - MANAGER

WORKMEN'S FEDERAL *Savings and Loan* *Association*



Main Office

MAIN STREET AT RAWLEY AVENUE
MOUNT AIRY, NORTH CAROLINA

Branch Office

PILOT MOUNTAIN, NORTH CAROLINA

Congradulates the Jaycees on their endeavors to make this
a better community

W.S.Y.D. RADIO

Mount Airy, N. C.
Surry County's Most Powerful Full-Time Station

Number One in Listening Audience
1300 on the Dial

News Every Hour on the Half Hour
Regional, Local and Farm News M.B.S.

COCKERHAM'S FLOWERS & GIFTS

"Flowers and Gifts For All Occasions"



AUTHORIZED FLORIST'S TELEGRAPH DELIVERY SHOP
MOUNT AIRY, NORTH CAROLINA
TELEPHONE 786-2169

Awards

Awards and prizes to be given to winners of Miss Mount Airy Pageant
MISS MOUNT AIRY - \$600 Scholarship (or \$300 cash) plus Miss Mount Airy Trophy
1st Runner-up ----- \$250 Scholarship (or \$125.00 cash) plus Trophy
2nd Runner-up ----- \$150 Scholarship (or \$75.00 cash) plus Trophy
3rd Runner-up ----- "Miss America" Bulova Watch by The Jewel Box
4th Runner-up ----- Brownie Camera by W. S. Wolfe Drug Co.

All contestants will receive an Official Miss America Sterling Charm Bracelet
Oil Portraits by Stanley King
Judges votes varification: Strand, Skees, Jones and Company

Leon's \$10.00 gift certificate
Canteen \$5.00 to Miss Mount Airy Expense Account
Ma-Del's \$25.00 Gift Certificate
Ellis Clothing \$25.00 Gift Certificate
Jessup Brown Shoe Store 1 pair shoes
Boyle Shoe Store, shoes
Davis Shoe Store, shoes
Mammies Dress Shop, lingerie
Nichols, lingerie
Leonard Jewelry, jewel box
Baldwins, evening gown
Wall's Jewelry, bracelet
Farees, hat and gloves

Hiatt Television

MOUNT AIRY, NORTH CAROLINA

Dealer in Zenith, Admiral, and Sylvania

SALES & SERVICE

First In TV

Phone 786-5492

SALES BACKED BY SERVICE



Surry
Drug Co.

OF MOUNT AIRY

Corner Worth & Rockford Sts.

Dial 786-8358

Mount Airy, North Carolina

Our primary concern Your prescription. Filling your prescription is our most important responsibility. Let us fill your next prescription. Prompt courteous service is assured.

FREE PARKING — FREE DELIVERY — DRIVE-IN WINDOW — FAMILY PRESCRIPTION RECORDS

MOUNT AIRY JAYCEES, INC.

President -----	Fred Schafer
First Vice President -----	Freddie Gray
Second Vice President -----	Denny Shelton
Secretary -----	M. J. Jackson
Treasurer -----	Joe Harrell
State Director -----	Roger Puckett
Chaplain -----	William Blair Slaughter

Directors

Jack Wampler
Kay Lawrence

Jerry Beverly
Mitchell Pruitt

Jaycees Creed

WE BELIEVE:

THAT FAITH IN GOD GIVES MEANING AND
PURPOSE TO HUMAN LIFE,
THAT THE BROTHERHOOD OF MAN TRANSCENDS
THE SOVEREIGNTY OF NATIONS,
THAT ECONOMIC JUSTICE CAN BEST BE WON
BY FREE MEN THROUGH FREE ENTERPRISE,
THAT GOVERNMENT SHOULD BE OF LAWS RATHER
THAN OF MEN,
THAT EARTH'S GREAT TREASURER
LIES IN HUMAN PERSONALITY, AND
THAT SERVICE TO HUMANITY IS
THE BEST WORK OF LIFE.

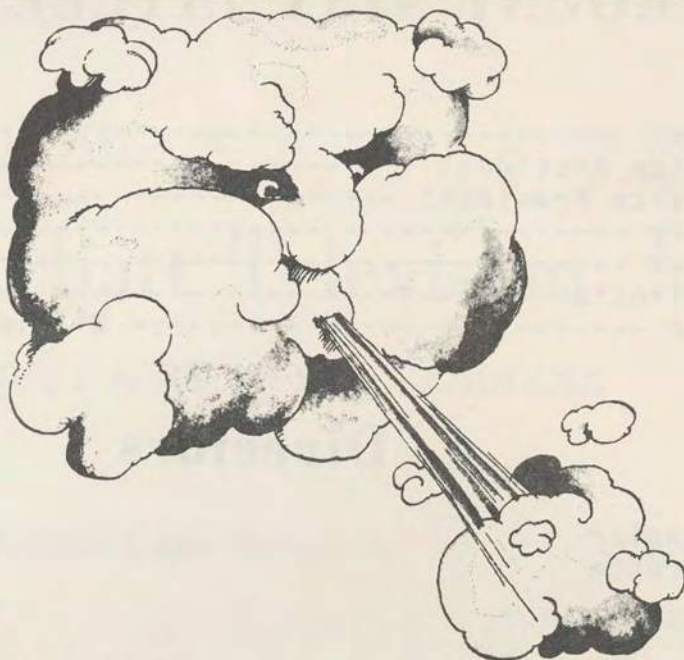


Roster

Bruce Ammons
Don Beason
Donald Gray Beverly
Jerry Beverly
Dean Bray
Herbert O. Chandler
Reggie Davis
Dean Draughn
Joe D. Galyean
Freddy Gray

Joe Griffin
Grady Harmon
Joe Harrell
M. J. Jackson
Melvin Jackson
K. W. Lawrence, Jr.
Otis McCraw
Steve Petlitz
Mike Poore
Roger Puckett

M. R. Pruitt
Fred Schafer
Denny Shelton
Tom Simmons
William Blair Slaughter
Ronald Snow
Jack Wampler
Roger Young
Dave McGovack
Frank Longest



**Win the battle against cold weather
with electric heating.**

Duke Power

W.S. WOLFE DRUG CO.
PRESCRIPTION DRUGGISTS

PHONE 786-5171

MOUNT AIRY, N. C.

165 North Main Street

COME BY AND SEE OUR NEW STORE

PAGEANT COMMITTEES

CHAIRMAN
Don Beason

SUB-COMMITTEE CHAIRMAN
Jerry Beverly

SUB-COMMITTEE CHAIRMAN
Fred Schafer

SUB-COMMITTEE CHAIRMAN
Joe Harrell

SCHOLARSHIP FUND
Joe Harrell

PROGRAM BOOK
Kaye Lawrence

SPONSORS
Fred Grey

WARDROBE
Otis McCraw

PRINTINGZ
Otis McCraw

ENTRIES
Mr. & Mrs. Roger Puckett

PRODUCTION
Mr. & Mrs. Jack Wampler

PARTIES
Mrs. Maggie Poore

TICKETS
M. J. Jackson

JUDGES
Grady Harmon

CONCESSIONS
Mitch Pruitt

ENTERTAINMENT
Mrs. Linda Grey

AUDITORIUM
Mike Poore

PARADE
Ronald Snow

SPECIAL SERVICES
Mrs. Pat Draughn

CONGRATULATIONS

MISS MOUNT AIRY

QUALITY OIL COMPANY



JOBBER

Phone 786-8331

24 HOUR BURNER SERVICE

Merritt Machine & Supply, Inc.

Your Authorized Ford Tractor Dealer

COMPLETE SALES & SERVICE

1948 Rockford Street

MOUNT AIRY, N. C.

PHONE 786-4165

FLOWERS FURNISHED BY

HOSPITAL FLORIST

"Across From Hospital"



FLOWERS FOR ALL OCCASSIONS

 *Jewel Box* STORES

Home of Perfect Love Diamonds by Wedding Bells

Satisfaction Guaranteed or Your Money Back

211 North Main Street Mt. Airy, N. C. Phone 786-6417

Bob Lawing, Mgr.

1334 W. PINE STREET
MOUNT AIRY, NORTH CAROLINA

TELEPHONE 786-5056

MERRY TILLER GARDEN PLOW
JACOBSEN LAWN MOWER

EVANS CHAIN SAW

USED CAR'S, TRUCKS AND TRACTORS
1/2 TON PICK-UP AND LARGE TRUCKS

YOU NAME IT, IF WE HAVEN'T GOT IT
WE WILL GET IT

WORLD'S LIGHTEST CHAIN SAW



CONSTRUCTION



BLUE RIDGE ENTERPRISES, INC. 1120 WEST LEBANON ST.
MOUNT AIRY, N. C. 27030 PHONE 789-2134 OR 789-2135

PAST MISS MOUNT AIRY

1954 Patsy Oliver

1955 Pat Estes

1956 Dot Tyndall

1957 Glenda Llewellyn

1958 Wilma Joy Golding

1959 Judy Beamer

1960 Eleanor Blackburn

1961 Carolyn Bishop

1962 Mary Oren King

1963 Jane Davenport

1964 Donna Hartman

1965 Sandra Puckett

1966 Janet Evans

1967 Linda Reed

1968 Brenda Marshall

1969 Tanya Blackman



you can't beat
CITGO HEAT!

YORK OIL COMPANY, INC.

WHITE PLAINS

SILOAM

DOBSON

Ann Marshall 17, daughter of Mr. and Mrs. Henry G. Marshall, is a rising Senior at North Surry High School.

She is a member of the New Americans and the choir at White Plains Friends Meeting.

She attended the Governor's School of North Carolina, in choral music.

Ann received first place and a \$1,000.00 scholarship from her school in the World Peace Study and Speaking contest, in New York and Washington.



ARLIS HEIFRIN

There are two words to describe Arlis and they are "New Americans".

A Mount Airy resident since January, 1968, Arlis came from Baltimore, Md., and is employed by W.S.Y.D. Radio Station.

He attended elementary school and high school in Washington and California and attended the University of Richmond, Richmond, Virginia.

While serving in the U. S. Army he was a member of the Armed Forces Barbershop Quartet and with them traveled extensively throughout the U. S.

As director of the New Americans he has become involved with the youth of Surry County and during the year 1969-70 taught choral music at North Surry High School.



Bridgett Irene McKeithan, age 18, main interest is music. She has had three years of voice lessons and is a soloist of the Flat Rock Baptist Church.

Bridgett is a rising senior of North Surry High School.

Her hobbies are singing, sewing, swimming, cooking and dancing.

She plans to continuing her education in the field of music, Majoring in voice.



SPECIAL ENTERTAINMENT



Brenda Marshall Joyce, Miss Mount Airy of 1969, graduated from North Surry High School and Surry Community College.

She studied voice in Greensboro for three years.

Brenda enjoys being with people, singing, and sewing.



Barbara Gail Williams, daughter of Mr. and Mrs. Elbert Williams, is a rising senior of North Surry High School. She is organist at Flat Rock Baptist Church and also traveled with the Franklin ensemble as accompanist to Expo 67 in Canada and Hemisfair 68 in Texas.

Barbara Gail has had seven years of piano and is presently studying under Mrs. William R. Pendleton.

She plans to attend Appalachian State University to continue in piano.



Kathe Hicks Beaver is the daughter of Mr. and Mrs. Bill Hicks and wife of PFC Teddy Beaver, who is serving in Vietnam with the Army.

She graduated from North Surry High School.

She sang with a trio at the Expo 67 in Montreal, Canada and the Hemisfair at San Antonio, Texas.

Kathe has had special training in piano and voice. Her accompanist in the pageant is Benny Younger, son of Mr. and Mrs. Randolph Younger. He is a Junior at North Surry High School.

INMAN ELECTRIC CO., INC.
ELECTRICAL & ELECTRIC HEAT CONTRACTORS

— Dealers In —

Lighting Fixtures, Wiring Devices and Insulation
1326 North Main Street P. O. Box 110

Dial 786-2345

Mount Airy Paint Store

"MOUNT AIRY'S COLOR CENTER"

PITTSBURGH PAINTS

Sun-Proof House Paints
PPG Latex House Paints
Wallhide Wall Paints & Enamels
Florhide Floor Enamel
Waterspar Enamel & Varnish
Maestro Custom-Color Center
Brushes & Clean-up Aids

"A COMPLETE LINE OF QUALITY WALLPAPERS"

222 Franklin Street

Mount Airy, N. C. 27030

Phone 786-6755

"SEE US FOR ALL YOUR DECORATING NEEDS"



C. B. ROBERSON, INC.

DISTRIBUTOR GULF OIL PRODUCTS

P. O. Box 1283

PHONE 786-4107

MOUNT AIRY, NORTH CAROLINA 27030

WHERE COBLE
Quality BEGINS



FROM COBLE, COMES A COMPLETE SELECTION
OF FINE, FRESH GRADE - A DAIRY FOODS FOR
YOUR ENJOYMENT AND GOOD HEALTH.

Compliments to Miss Mount Airy and the J. C.'s From

MOTOR SUPPLY INC.

Wholesale & Retail Auto Parts

219 S. South Street

Phone 786-6159

DOUGLAS BATTERIES

DELCO BATTERIES

AC — AUTOLITE — CHAMPION SPARK PLUGS

AC — FRAM FILTERS

AUTO PAINTS

GATES BELTS AND HOSE

BRAKE DRUM TURNING

SHURHIT DELCO IGNITION

AC FUEL PUMPS

MONROE AND DELCO SHOCKS

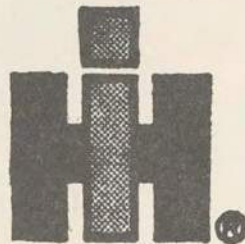
MOOG FRONT END PARTS

BCA - BOWER BEARINGS

FEDERAL MOGUEL BEARINGS

INTERNATIONAL HARVESTER FARM EQUIPMENT

International wheel and crawler tractors. International tillage, planting, harvesting and materials handling equipment. Parts, service and twine.



"WHERE TO BUY THEM"

"DEALER"

Surry Truck & Tractor Co

1986 Rockford Mt Airy 786-4821

For a delicious meal in pleasant surroundings
visit us at

**RAY'S STARLITE
RESTAURANT AND
STEAK HOUSE**

Country ham with hot biscuits are our
speciality or for a quick treat eat at.

RAY'S KINGBURGER

No. 1 — By-Pass 52

No. 2 — Lebanon Street

RAY'S RESTAURANT, INC.
1018 ROCKFORD STREET
MOUNT AIRY, N. C.

Compliments Of

**Florists—Retail
AIRMONT FLORIST**

GLADYS & BERNARD NEAL

**Funeral • Artificial Flowers
Weddings • Hospital Arrangements**

"FLOWERS WIRED ANYWHERE"

308 W Pine Mt Airy

786-2101



MT. AIRY, N. C. 27030

P. O. BOX 471

AUTO - HOME - FARM - BUSINESS - TRAVEL - HAIL - LIFE

152 North Main Street

Phone 789-2105

GARY PRUETT - REX HALL - MARION MILLS - E. C. COLLINS

**Holiday
Inn®**

INVITES YOU TO ENJOY SUPERB FOODS IN

TEMELS FAMILY RESTAURANT

SOON
OTHER HOLIDAY INNS IN
WILKESBORO
WINSTON SALEM
SANFORD WILL ALSO FEATURE
TEMELS RESTAURANTS AND OFFER
MANY FINE SERVICES

HOLIDAY INN, PILOT MOUNTAIN INTERSTATE 52 AT N. C. 258





Kathy Simmons is the daughter of Mr. and Mrs. William R. Simmons. She is a graduate of North Stokes High School.

She would like to attend Surry Community College.

Kathy enjoys dancing, reading, and dating.

Kathy Simmons

SPONSORED BY

PEPSI - COLA

PARRISH TIRE COMPANY of Mount Airy, Inc.

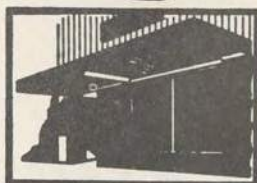
851 WORTH STREET



PHONE 789-2158
MOUNT AIRY, N. C. 27030

TIRES AND RECAPS FOR TRUCKS AND PASSENGERS
BATTERIES -- SHOCKS
SHELL GASOLINE

GLASS



American Saint Gobain Flat Glass Products

Quality Products Of

Leading Glass & Aluminum Manufacturers

ALUMINUM CANOPIES

STORE FRONTS & ENTRANCES

FURNITURE TOPS — WINDOW GLASS

STORE FRONT FACINGS

FRAMED MIRRORS

STORM DOORS & WINDOWS

24-HOUR EMERGENCY SERVICE

786-2161

MT. AIRY GLASS CO., Inc.

203 N. SOUTH

MT. AIRY, N. C.

Moody Funeral Home

and CHAPEL



MODERN SPACIOUS CHAPEL

Offering A Quiet, Dignified Service Within the Means of All
No Charge For Use Of Chapel

BURIAL & FUNERAL INSURANCE

FOR YOUR CONVENIENCE
24 Hour Ambulance Service

FUNERAL CHAPEL
Oxygen Equipped

—
STUART, VIRGINIA

DIAL 694-3145

DOBSON, NORTH CAROLINA

DIAL 386-8742

AMBULANCE SERVICE

Modern Equipment — Air Conditioned — Long & Local Trips

DIAL 786-2165

206 West Pine Street

Mount Airy, N. C.



HOME OIL & GAS CO.

DISTRIBUTORS of

PHILHEAT HEATING

OILS & PHILLIPS 66 GASOLINES

OFFICES IN

MOUNT AIRY

SPARTA

DANBURY

ZEPHYR

Penneys

ALWAYS FIRST QUALITY

THE PENNY STORE

BY ROBERTA NASH

**"One eye on quality;
one on price"**

More often than not, in a store's newspaper advertising, the emphasis is on the price of merchandise, for this is the news that the readers want to know.

But the Penney people want to be sure you understand that this emphasis on price in advertising does not represent the thinking within the Penney organization. The thing that makes Penneywheels go round is value, or what you get for that low price.

"We have to keep one eye on quality and the other on price," one of our buyers said to me. "Every sale we make today is designed to bring the customer back tomorrow."

The First National Bank



YOUR HOME OWNED, HOME MANAGED FULL SERVICE BANK
Mount Airy, N. C.

Since 1893



Geneva Love Eaton is the daughter of Mr. and Mrs. Richard E. Eaton.

She graduated from South Stokes High School and has had special training in piano, drama and speech.

Her hobbies include art, tennis, and cooking.

Geneva Love Eaton

SPONSORED BY

BOYLES SHOE STORE

INSURANCE

Complete Insurance Service

LLOYD H. JONES INSURANCE REPRESENTING



The Travelers

THE TRAVELER UMBRELLA
OF TAILORED PROTECTION
one plan - one man - -
one monthly check to pay
That's the modern
TRAVELERS WAY

125 Rockford Street
Mt. Airy, N. C.

TELEPHONE 786-6421

208 MOORE AVENUE, MOUNT AIRY, NORTH CAROLINA
TELEPHONE 786-2791

Mount Airy Beauty College

MEMBERS OF NATIONAL ASSOCIATION COSMETOLOGY SCHOOL
SOUTH'S LEADING BEAUTY SCHOOL -- FULLY ACCREDITED

THERE'S NO OTHER PROFESSION THAT YOU CAN BECOME FINANCIALLY INDEPENDENT
IN SO SHORT A TIME. ENROLL NOW FOR THE NEW CLASS. CHARM, PERSONALITY,
AND STYLING ARE EMPHASIZED. FOR FURTHER DETAILS, CONTACT THELMA C. HAIR,
BEAUTY CONSULTANT AND INSTRUCTOR.

COME IN AND LET OUR STUDENT "HAIR STYLISTS" FASHION YOUR HAIR AT ONE-
HALF REGULAR SALON PRICE. EXPERT SUPERVISION AT ALL TIMES.

OUR BUILDING HAS BEEN COMPLETELY RENOVATED IN THE LATEST EQUIPMENT,
THREE FULL TIME INSTRUCTORS ADDED AND AIR CONDITIONED.



Miss Karen Stanley, daughter of Mr. and Mrs. Ralph Stanley, is a recent graduate of Surry Central High School. She has had special training in piano, baton, clarinet and dancing.

Karen would like to further her education at Hardbarger Business College.

Karen is a school bus driver and enjoys being with small children.

Karen Stanley

SPONSORED BY

JOHNSON FURNITURE

Park and Shop At

HOSPITAL PHARMACY

"Across from Hospital"

HEARING AID SERVICE

WE GIVE TOP VALUE STAMPS

GRACE FITTING SERVICE

Virgil Jones

Expert Watch Repair
On All Watches and Clocks

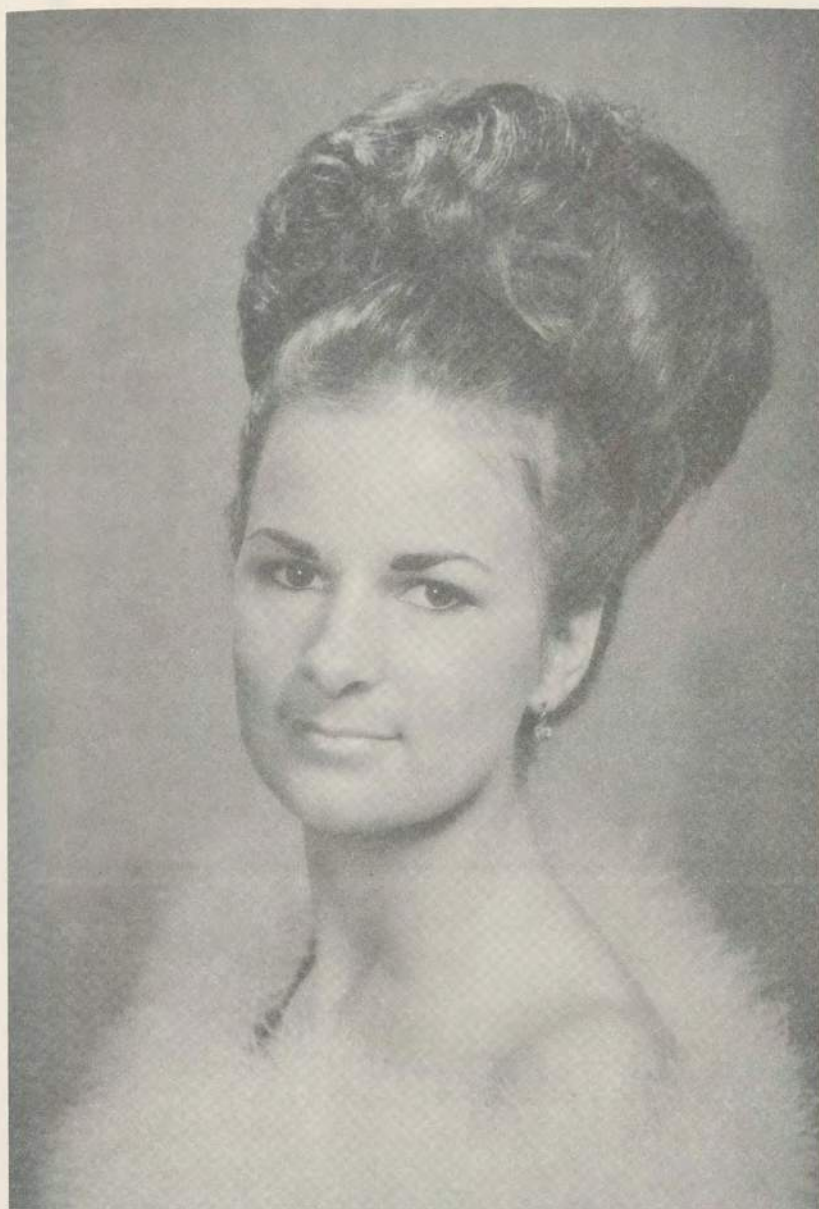
C.R. Golding Excavating Co.

Congratulations Miss Mount Airy

Route 7

Mount Airy

Phone 786-4090



Miss Joyce Edwards is the daughter of Mr. and Mrs. Joe Edwards and is a graduate of Mount Airy High School.

She would like to attend Surry Community College.

Her hobbies include dancing, horse-back riding, sewing and swimming.

④

Joyce Edwards

SPONSORED BY

MOUNT AIRY SCHOOL OF BEAUTY

Lowry Insurance Agency

118 MOORE AVENUE

C. FRANK LOWERY, JR.

WE CAN HANDLE ALL YOUR INSURANCE NEEDS
SERVING SURRY COUNTY AND SURROUNDING AREA



WESTSIDE VARIETY CENTER

BUY MORE - PAY LESS

Home Owned By
REGINALD DAVIS

1314 West Pine Street, Ext.

Phone 786-6285

Mount Airy, North Carolina



Rebecca Coulson is the daughter of Mr. and Mrs. Okra Coulson. She is a graduate of Hillsville High School and has attended Wingate Jr. College.

Rebecca would like to further her education at Stewardess School.

Her hobbies are bike riding, sewing and reading.

Rebecca Coulson

SPONSORED BY

FULTON INSURANCE

BLUE RIDGE RESTAURANT

Hi-Way 601 - 52 By Pass

CATERING TO CLUBS AND PRIVATE PARTIES

PHONE 786-2410

Manager DARVIN FLOYD

PETROLEUM TRANSPORT CO., INC.

BULK PETROLEUM HAULING

GASOLINE, FUEL OIL

NUMBER 2, 5 AND 6 OILS

PETCO SERVICE, INC.

Mount Airy, North Carolina

(4) MOUNT AIRY STATIONS TO SERVE YOU

TOWN TIRE SERVICE

MOUNT AIRY AND GREENSBORO



Judy Collins, the daughter of Mr. and Mrs. James H. Collins, is a recent graduate of Mount Airy High School.

She plans to attend Appalachian State University.

Judy enjoys bowling, cooking, music, and soft-ball.

①

Judy Collins

SPONSORED BY

PROCTOR SILEX

W. E. Merritt Company, Inc.

RETAIL HARDWARE and SPORTING GOODS

301 NORTH MAIN STREET
MOUNT AIRY, N.C. 27030

PHONE 786-2235
AREA CODE 919

Radio-dispatched burner service



Just a word away—our radio-dispatched trucks bring you fast service 'round the clock. And nothing beats Esso "Watchdog" burner service for expert repairs and efficient heating.

CALL:



HARRELL OIL COMPANY

ESSO PRODUCTS

P. O. Box 747

814-16 Forest Drive -
Mount Airy North Carolina

Dial 786-4021



Kathy Dollyhigh is the daughter of Mr. and Mrs. E. Gray Dollyhigh. She graduated from North Surry High School.

She has had special training in piano.

Kathy wants to further her education at UNC-G.

Her hobbies include water skiing, dating, dancing and reading.

Kathy Dollyhigh

SPONSORED BY

SCENIC FORD

Compliments of

FRED JARRELL & SON, INC.

906 WEST PINE STREET

MOUNT AIRY, N. C.

CONGRATULATIONS

T.G. SIMPSON

PLUMBING AND HEATING CONTRACTORS

RESIDENTIAL AND COMMERCIAL

Mount Airy

Route 5

Telephone 786-6960



Janice Newman, daughter of Mr. and Mrs. Veto Newman graduated from North Surry High School.

Janice wants to further her education at Northern Hospital of Surry County.

Her hobbies are swimming, horse-back riding, and shooting pool.

Janice Newman

SPONSORED BY

NORTHWESTERN BANK

MARTY'S DISCOUNT RECORD SHOP

No. 83 MAYBERRY MALL

TELEPHONE 789-2323

8 TRACK STERO TAPES AND PLAYERS, HOME, PORTABLE AND CARS
RCA RECORD PLAYERS

RHYTHM AND BLUES, OVER 1000 "OLDIE GOLDIE'S"
WHEN YOU THINK OF MUSIC THINK OF MARTY'S

"Serving the South's
Loveliest Ladies"

MR. JOSEPH &
MRS. PENNY

Call . . .
789-6165



JOPEN'S BEAUTY SALON

W. LEBANON ST.

MT. AIRY, N. C.



Judy Kay Davis is the daughter of Mr. and Mrs. John M. Davis. She graduated from Mount Airy High School.

She has had two years of Modern Dance instruction.

Judy would like to further her education at Presbyterian School of Nursing.

Her hobbies include horseback riding and volunteer work at the hospital.

Judy Kay Davis

SPONSORED BY

F. REES CO.

UNITED DAIRIES

FARMER'S DIVISION - LOWGAP HIGHWAY

MILK AND ICE CREAM

P. O. Box 264

MOUNT AIRY, NORTH CAROLINA

WE PLEDGE EXCELLENT SERVICE

AUTO

HOMEOWNERS

BUSINESS

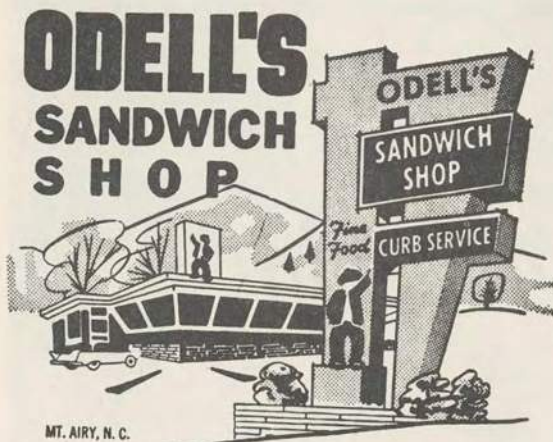
JONES INSURANCE AGENCY

791 W. LEBANON STREET

MOUNT AIRY, NORTH CAROLINA

AGENT - GRACE S. JONES

ALL INSURANCE IS ALIKE UNTIL YOU NEED IT



MT. AIRY, N. C.

1224 West Pine Street Phone 786-4246

SERVING
NORTHWEST NORTH CAROLINA
AND
SOUTHWEST VIRGINIA'S
FINEST SANDWICHES

FORMAL WEAR AND ACCESSORY ENSEMBLES



DOYLE PERDUE

AT

REES CLOTHING



WATCH FOR THE GRAND OPENING OF

Glen's Snack Bar

HIGHWAY 89 WEST

HOLLY INN

HIGHWAY 52

COMPLIMENTS OF



2 LOCATIONS IN MOUNT AIRY

201 NORTH MAIN STREET

FRANKLIN STREET DRIVE IN



BUD AND MARGUERITE KALLENBACK

The Kallenbacks are northern transplants from Philadelphia, Pennsylvania but are now true southerners residing at 616 Knollwood Drive. Both are very active in civic affairs and community programs; in fact, the Mount Airy Chamber of Commerce in 1968 presented them the "Citizen of the Year Award".

Bud graduated from Temple University with a Teacher's Degree and an Engineering Degree. While attending Temple, he had special training in Pageantry.

He is employed by Quality Mills, Inc. as a plant manager. His civic activities include the Rotary Club, Mount Airy Chamber of Commerce, and the Autumn Leaves Festival. Painting and associating with people are only a part of his noted talents, which earned him the fame of being a notorious joke teller.

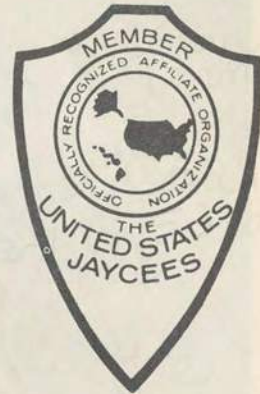
Marguerite earned an English Degree from Cornell. She devotes a great deal of her time to organizations interested in community improvement, such as the Mount Airy Women's Club, the Red Cross, the Hospital Auxiliary, and the Surry Arts Council.

Besides their other activities, Bud and Marguerite have been associated with the Miss Mount Airy Pageant in directing and consulting roles for ten years. During this period they have affectionally gained the alias of "Ma and Pa" Kallenback. For their faithful and unselfish service, they were made Honorary Members of the Mount Airy Jaycees in 1968.

Mount Airy

JAYCEES IN ACTION

THE MOUNT AIRY JAYCEES TAKE THIS OPPORTUNITY TO THANK THE MERCHANTS, BUSINESSMEN, AND INDUSTRIES THAT APPEAR IN THIS PROGRAM. WHEN YOU SHOP WE ASK YOU TO JOIN WITH US IN PATRONIZING THOSE WHO HAVE MADE THIS PROGRAM POSSIBLE.



COMPLIMENTS OF

SCLU CO

SCHAFER LUMBER COMPANY



Virginia Sue Monday is the daughter of Mr. and Mrs. Zephyr Monday.

She graduated from North Surry High School and would like to further her education at Northern Hospital of Surry County.

Virginia Sue enjoys church activities.

Virginia Sue Monday

SPONSORED BY

BALDWIN'S

WARREN'S TIRE & BATTERY

Bannertown, Across From The Derby



HOME OF DUNLOP TIRES

'Quality Recapping'

Front End Alignment, Brake Service
Tune Up Battery Service

HAROLD WARREN CLYDE WARREN

YOUR PREDICTION

TEN CONTESTANTS

- | | |
|-------------------------|----------------------------|
| 1. <u>Judy Collins</u> | 6. _____ |
| 2. _____ | 7. <u>Patsy Holton</u> |
| 3. _____ | 8. _____ |
| 4. <u>Joyce Edwards</u> | 9. <u>Maren Stanley</u> |
| 5. _____ | 10. <u>Penny Nichols</u> |
| | 11. <u>Rebecca Carlson</u> |

FIVE FINALISTS

- | | |
|-------------------|-------------------|
| 1. <u>Monday</u> | 4. <u>Coulson</u> |
| 2. <u>Nichols</u> | 5. <u>Edwards</u> |
| 3. <u>Stanley</u> | |

4th Runner Up Nichols 2nd Runner Up Stanley
3rd Runner Up Shelton 1st Runner Up Joyce Edwards
MISS MOUNT AIRY _____

OFFICIAL CHOICES

FIVE FINALISTS

- | | |
|-------------------|-------------------|
| 1. <u>Edwards</u> | 4. <u>Nichols</u> |
| 2. <u>Shelton</u> | 5. <u>Coulson</u> |
| 3. <u>Stanley</u> | |

4th Runner Up Stanley 2nd Runner Up Coulson
3rd Runner Up Shelton 1st Runner Up Stanley
MISS MOUNT AIRY Nichols

Miss Congeniality -
9 - Maren Stanley

Everette's Printing Shop

PHONE 789-1185



Penny Nichols is the daughter of Mr. and Mrs. Merlin Nichols.

She graduated from North Surrey High School and would like to attend A.S.U.

Her hobbies include singing and cooking.

Penny Nichols

SPONSORED BY

WILLIAMS CHEVROLET

CONGRATULATION
MISS MOUNT AIRY 1969

HARRIS BUILDERS SUPPLY, INC.

"The Builders Super Market"

203 South Main Street

Mount Airy, N. C.
27030

Phone 786-6193

HAZEL KELLER

CORRECTIVE COSMETICS FOR LUXURIOUS LIVING
FOR A COMPLIMENTARY FACIAL AND CONSULATION

OF

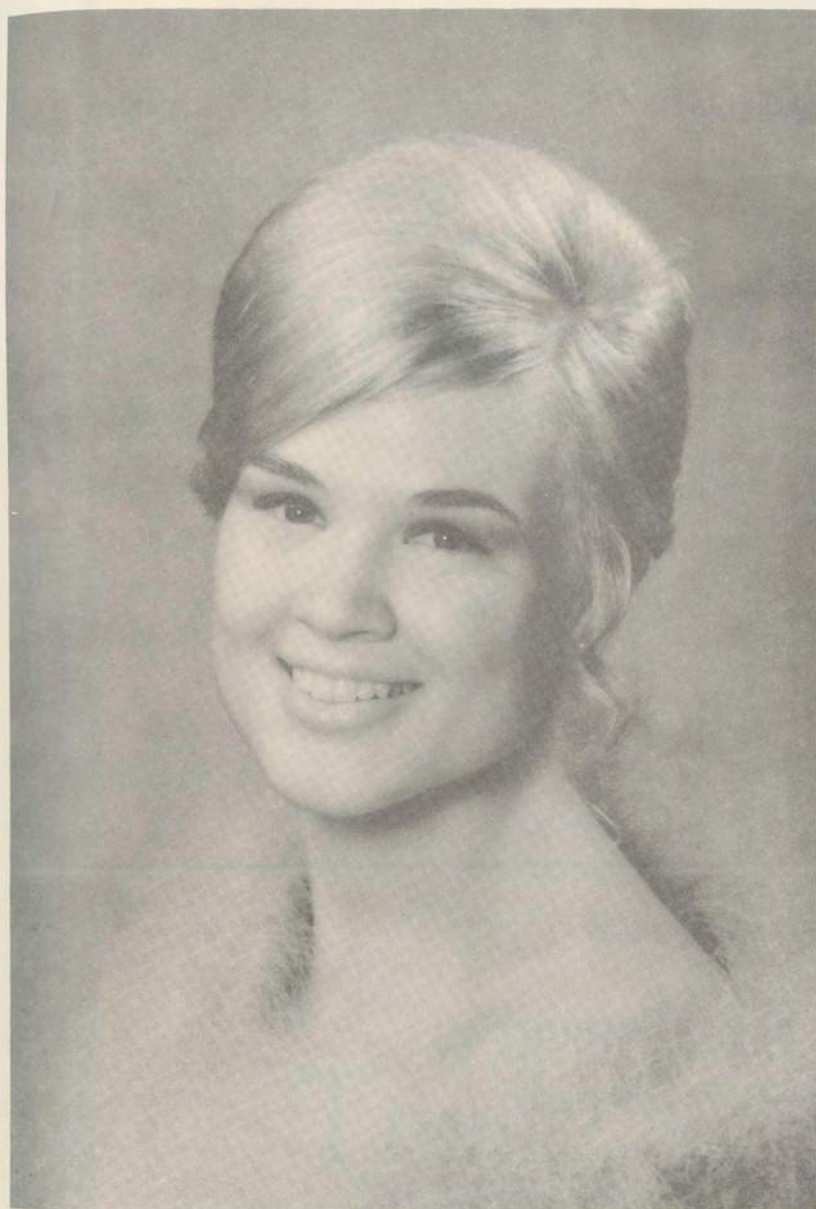
SKIN CARE AND GLAMOUR ITEMS

CALL YOUR HAZEL KELLER REPRESENTATIVE IN THIS AREA

MRS. DOROTHY SNODY

TELEPHONE 786-8122

BY APPOINTMENT ONLY



Miss Patsy Shelton is the daughter of Mr. and Mrs. Ted Shelton. She is a recent graduate of East Surry High School.

Patsy has had special training in piano, oboe, ballet, clarinet and tap dancing.

Patsy would like to further her education at Appalachian State University.

Her hobbies include swimming, dancing and all outdoor sports.

Patsy Shelton

SPONSORED BY

BURTON DODGE

Pilot Floor Covering

FOR ALL YOUR FLOOR COVERING NEEDS

RESIDENTIAL AND COMMERCIAL

See Gleen Adams

King, N. C.

Sawers Auto Repair

127 N. SOUTH STREET

PHONE 786-5259

Miss Colorado, Adria Easton; Miss Virginia, Sydney L. Lewis; Miss Vermont, Barbara Ann Schmitt; Miss California, Susan Anton; and Miss Kansas, Margo Schroeder, admire the "Welcome to the 1969 Miss America Pageant" cake, which proved to be as good as it looked.



Mix and Mingle

So the girls would have pictures available to add to their album of Pageant Week memories, photographers were invited for a short time prior to the Mix and Mingle Dinner and then after dinner to catch the State Representatives gathered around the piano, playing and singing their favorite numbers. The Miss America Pageant Hostesses provided the special after-dinner entertainment. Their singing and dancing for the girls . . . their colorful home-sewn stage costumes . . . and their great good humor must be indelibly pictured in the mind of each of those present. It was an evening to be long remembered and cherished as a special "private" part of the 1969 Miss America Pageant.

Miss Vermont, Barbara Ann Schmitt; Miss Pennsylvania, Trudy Lee Pedersen; Miss Virginia, Sydney L. Lewis; Miss Maryland, Margaret Elaine Mackie, join Miss Iowa, Lois Ann Koth, at the piano.



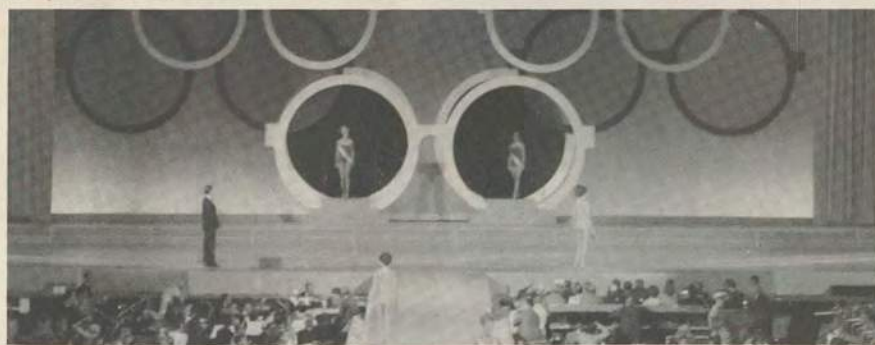
Miss Michigan, Pamela Anne Eldred; Miss Louisiana, Sharon Branaman; Miss West Virginia, Judith Ann Shoup; Miss Idaho, Diana Hopperstad; Miss Ohio, Kathy Lynn Baumann; and seated at piano, Miss Montana, Jeanne Meek.



Miss Colorado, Adria Easton; Miss Pennsylvania, Trudy Lee Pedersen; Miss New York, Linda Marie Trybus; and Miss New Mexico, Pat Brummett, were impressed with table decorations made by the Hostess Committee.



"The Sound of Young"



A contemporary musical salute to the youth of America was the theme of the 1969 Miss America Pageant. Stage sets, designed in rhythm with the new theme, required months of advance preparation to ready the mammoth Convention Hall Stage for opening night.

The original musical score set the colorful background for the competition events with such songs as, "There Where You Belong", "Just You Do Your Thing", "Where Is The Real", all leading into the pre-finale number, "If All The World Were A Concert", and its lyrics which speak on behalf of today's youth . . . "If all the world were a concert, what a wonderful world it would be! . . . every man and his brother could synchronize with one another and the splendid blend would always end—in harmony!"



Graceful Beauty

Miss South Carolina
Brantlee Price

Miss Alabama
Ann Fowler

Miss Arizona
Kathleen Ann Ennis

Miss Oklahoma
Jeanne Gambrell

Miss Arkansas
Marilyn Kay Allen

Miss Utah
Susan Neilson

Miss Washington
Marsha Maye Covey



Two Special Honors

"She brightened everyone's day along the way . . . she was an inspiration to all of us . . . her good humor was always there . . . she was so sincere . . . so good . . ."

These are the qualities attributed to Jane Deliese Briggeman, Miss Nebraska, by her fellow State Representatives, who paid her the highest honor they could when they cast their ballots for "Miss Congeniality".

A new honor was created at the 1969 Miss America Pageant when the Chairman of the Hostess Committee had a gold "Neat As A Pin" charm especially designed to award that girl who best qualified by the end of Pageant Week.

On the last day of the National Finals the Judges (the three Hostesses assigned to the backstage area) cast their secret ballot for Cheryl Carter, Miss New Jersey, as the first recipient of the beautiful "Neat As A Pin" award.

P. S. According to the Hostess Committee, the backstage area never looked so good!



A happy Miss Congeniality, Jane Deliese Briggeman, Miss Nebraska.



Miss New Jersey, Cheryl C. Carter, as she was announced "Neat As A Pin" winner is surrounded by congratulating State Representatives. From left, Miss Louisiana, Sharon Branaman; Miss New York, Linda Marie Trybus; Miss Colorado, Adria Elaine Easton; Miss Ohio, Kathy Lynn Baumann; Miss Maine, Kirsten Elizabeth Bell; and Miss Connecticut, Carol Jean Norval.



Jane Deliese Briggeman, Miss Nebraska, as she is announced Miss Congeniality receives congratulations from all her fellow State Representatives. Shown, left to right are: Miss Rhode Island, Jeanne Lynn Bursley; Miss Delaware, Margo Ewing; Miss New Hampshire, Catherine M. Zanichkowsky; Miss Texas, Dana Dowell; and Miss Massachusetts, Georgina Sylvia Hossfeld.

Miss
gave
"Tall

Miss
play
Fifth



Spotlight

*The Seven Talent Winners,
awarded \$1,000 scholarships each,
perform at the 1969 National Finals.*



Miss Illinois, Dulcie Elizabeth Scripture,
plays Khachaturian's "Toccata"



Miss Missouri, Frances Elaine Biesemeyer,
gave an art presentation and talk—
"Talk To The Animals" from "Dr. Dolittle"



Miss Virginia, Sydney L. Lewis,
presented an original monologue—
"Prisoner at the Bar"



Miss Tennessee, Mary Susan Cox,
singing "One Kiss"



Miss Iowa, Lois Ann Koth,
played "Tocatta" from Charles Marie Widor's
Fifth Symphony for Pipe Organ



Miss North Carolina, Patricia Elaine Johnson,
singing a medley of songs
from "Porgy and Bess"



Miss West Virginia, Judith Ann Shoup,
played the French horn,
followed by vocal of "I've Gotta Be Me"

The Five Finalists



Reading left to right

Miss New Jersey,
Cheryl C. Carter,
\$3,000 Scholarship
as 2nd Runner-Up (Tie)

Miss Minnesota,
Judy Mendenhall,
\$2,500 Scholarship
as 3rd Runner-Up

Miss America (Miss Michigan)
Pamela Anne Eldred,
\$10,000 Scholarship

Miss Ohio,
Kathy Lynn Baumann,
\$6,000 Scholarship
as 1st Runner-Up

Miss California,
Susan Anton,
\$3,000 Scholarship
as 2nd Runner-Up (Tie)

Plan your vacation now to enjoy the entire 50th Anniversary Celebration of the Miss America Pageant at Atlantic City. Spectacular Boardwalk Parade—Tuesday, September 8. Opening Night Show, Convention Hall, Wednesday, September 9 through Saturday, September 12.

Send for brochure outlining complete schedule of activities for the 1970 Miss America Pageant and order your tickets early by writing to:



*Ticket Department
Miss America Pageant
1325 Boardwalk
Atlantic City, N. J. 08401*

The Awards Breakfast

Judith Anne Ford, Miss America 1969, passes along a bit of advice to Pamela Anne Eldred, Miss America 1970.



Prior to the Awards Breakfast, Miss America, Pamela Anne Eldred, accompanied by her Miss America Pageant Hostess, Mrs. Charles E. Wilson, attended Sunday morning Press Conference.



Jane Deliese Briggeman, Miss Nebraska, after receiving her \$1,000 scholarship award as "Miss Congeniality."



Miss Tennessee, Mary Susan Cox, and Miss Texas, Dana Dowell, admire the Miss America statuettes presented to each of the State Representatives at the Scholarship Awards Breakfast.



Clearly visible at the buffet table are Miss Idaho, Diana Hopperstad; Miss Missouri, Frances Elaine Biesemeyer; Miss Rhode Island, Jeanne Lynn Bursley; and Miss California, Susan Anton.

Miss Americas in Review

	Height	Bust	Waist	Hips	Weight	Age	Hair	Eyes
1921—Margaret Gorman, Washington, D. C.	5-1	30	25	32	108	16	Blonde	Blue
1922-23—Mary Campbell, Columbus, Ohio	5-7	35	26	36	140	16	Brown	Blue
1924—Ruth Malcolmson, Philadelphia, Pa.	5-6	34	25	34	137	18	Brown	Blue
1925—Fay Lanphier, Oakland, California	5-8	35	26	37	138	19	Blonde	Hazel
1926—Norma Smallwood, Tulsa, Oklahoma	5-4	33	25	34	118	18	Brown	Blue
1927—Lois Delander, Joliet, Illinois	5-5½	33	25	34	115	17	Brown	Blue
1933—Marion Bergeron, West Haven, Conn.	5-4½	32	26½	37½	112	16	Blonde	Blue
1935—Henrietta Leaver, Pittsburgh, Pa.	5-6½	33	23	35½	120	19	Brown	Blue
1936—Rose Coyle, Philadelphia, Pa.	5-6	34	23½	34½	114	22	Black	Brown
1937—Bette Cooper, Bertrand Island, N. J.	5-6	32	26	36	120	17	Blonde	Blue
1938—Marilyn Meseke, Marion, Ohio	5-7	34¾	26	35½	128	20	Blonde	Blue
1939—Patricia Donnelly, Detroit, Michigan	5-7	36	25	34	126	19	Brown	Brown
1940—Frances Marie Burke, Philadelphia, Pa.	5-9	34	23	35	120	19	Brown	Green
1941—Rosemary LaPlanche, Los Angeles, Calif.	5-5½	34	24	36	120	18	Blonde	Hazel
1942—Jo-Carroll Dennison, Tyler, Texas	5-5	34	22	34½	118	18	Brown	Brown
1943—Jean Bartel, Los Angeles, Calif.	5-8	36	23	35	130	19	Brown	Blue
1944—Venus Ramey, Washington, D. C.	5-7	37½	25	36½	125	19	Auburn	Blue
1945—Bess Myerson, New York City, N. Y.	5-10	35½	25	35	135	21	Black	Hazel
1946—Marilyn Buford, Los Angeles, Calif.	5-8	35½	25½	36	123	21	Brown	Blue
1947—Barbara Walker, Memphis, Tennessee	5-7	35	25	35	130	21	Black	Hazel
1948—BeBe Shopp, Hopkins, Minnesota	5-9	37	27	36	140	18	Brown	Hazel
1949—Jacque Mercer, Litchfield, Arizona	5-4	34	22	34	106	18	Black	Brown
1951—Yolande Betbeze, Mobile, Alabama (Postdated)	5-5½	35	24	35	119	21	Brown	Brown
1952—Colleen Kay Hutchins, Salt Lake City, Utah	5-10	36	24	36	143	25	Blonde	Blue
1953—Neva Jane Langley, Macon, Ga.	5-6¼	35	23	35	118	19	Brown	Green
1954—Evelyn Margaret Ay, Ephrata, Pa.	5-8	37	24	36	132	20	Blonde	Green
1955—Lee Meriwether, San Francisco, Calif.	5-8½	34½	22	35	124	19	Brown	Blue
1956—Sharon Ritchie, Denver, Colorado	5-6	35	23	35	116	18	Brown	Blue
1957—Marian McKnight, Manning, South Carolina	5-5	35	23	35	120	19	Blonde	Blue
1958—Marilyn Van Derbur, Denver, Colorado	5-8¼	35	25	36	130	20	Blonde	Green
1959—Mary Ann Mobley, Brandon, Miss.	5-5	34½	22	35	114	21	Brown	Brown
1960—Lynda Lee Mead, Natchez, Miss.	5-7	36	24	36	120	20	Brown	Green
1961—Nancy Fleming, Montague, Michigan	5-6	35	22	35	116	18	Brown	Green
1962—Maria Fletcher, Asheville, North Carolina	5-5½	35	24	35	118	19	Brown	Hazel
1963—Jacquelyn Mayer, Sandusky, Ohio	5-5	36	22	36	115	20	Brown	Hazel
1964—Donna Axum, El Dorado, Arkansas	5-6½	35	23	35	124	21	Brown	Brown
1965—Vonda Kay Van Dyke, Phoenix, Arizona	5-6	36	24	36	124	21	Brown	Brown
1966—Deborah Irene Bryant, Overland Park, Kansas	5-7	36	23	36	115	19	Brown	Blue
1967—Jane Anne Jayroe, Laverne, Oklahoma	5-6	36	24	35	116	19	Brown	Green
1968—Debra Dene Barnes, Pittsburg, Kansas	5-9	36½	24	36½	135	20	Brown	Blue
1969—Judith Anne Ford, Belvidere, Illinois	5-7	36	24½	36	125	18	Blonde	Green
1970—Pamela Anne Eldred, Birmingham, Michigan	5-5½	34	21½	34	110	21	Blonde	Green

Official Pageant cars by: Oldsmobile Division of General Motors. • Photos by: Hess Photography and Miss America Slides. • Printing by: Delaware Valley Printers, Inc.

MISS AMERICA PAGEANT—Magazine Dept.

BOARDWALK ARCADE • ATLANTIC CITY, N.J. 08401

I enclose \$_____ for _____ Miss America Pageant Magazines.
(quantity)

(Enclose 50c additional for each Magazine to assure early delivery.)

Please forward to:

NAME _____
(please print)

STREET _____

CITY _____ STATE _____ ZIP CODE _____

Send additional copy to:

NAME _____

STREET _____

CITY _____ STATE _____ ZIP CODE _____

Send additional copy to:

NAME _____

STREET _____

CITY _____ STATE _____ ZIP CODE _____

Send additional copy to:

NAME _____

STREET _____

CITY _____ STATE _____ ZIP CODE _____

Please make check payable to Miss America Pageant
(for additional names attach sheet)

ORDER NOW! **\$1.00** each
plus 50c first class mailing costs
Magazines Mailed September 4th



1970 MISS AMERICA PAGEANT MAGAZINE

64 page Magazine featuring the 50 Miss America contestants of 1970 plus a pictorial and editorial nostalgic review of the Miss America Pageant over the years.

This will be a treasured souvenir as well as the ideal way to follow the 1970 contestants during the coast to coast telecast of the finals, Saturday evening, September 12, 1970.

30470.001



It's our first Pageant...but we're not nervous

After all, it's in our tradition. We've been judged by Miss and Mrs. America for more than 50 years. Frigidaire is proud to announce co-sponsorship of this year's Miss America Pageant.

Frigidaire

Frigidaire Division, General Motors Corporation

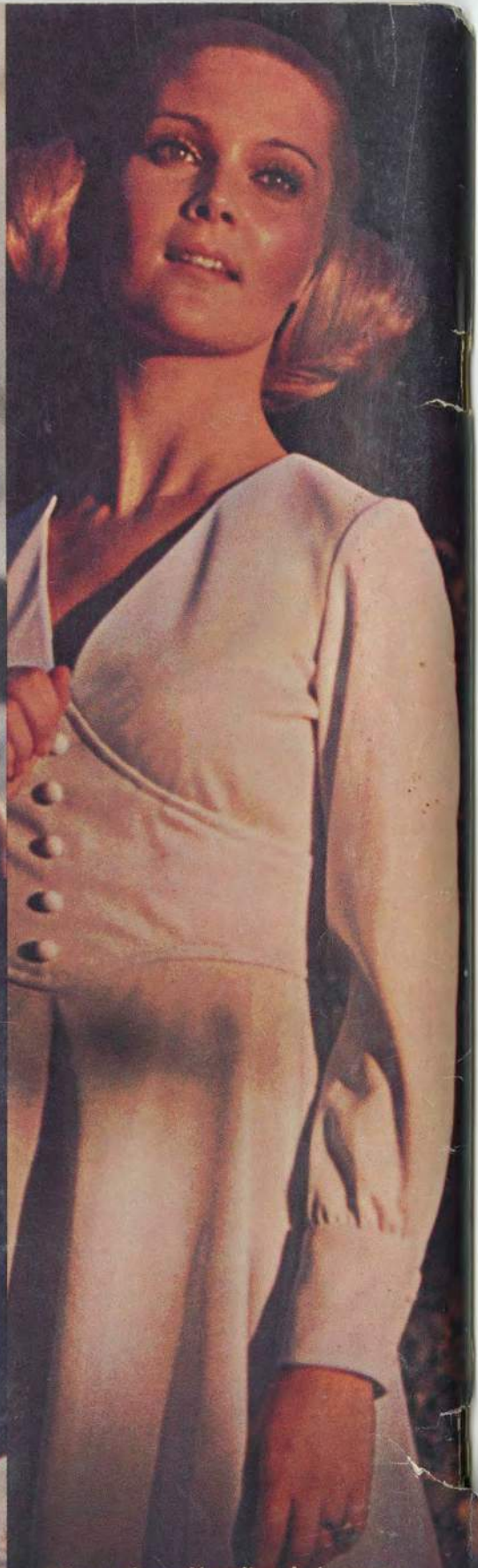
Refrigerators ☐ Food Freezers ☐ Electric Ranges ☐ Automatic Washers ☐ Clothes Dryers ☐ Dishwashers ☐ Disposers ☐ Built-in Wall Ovens ☐ Cooking Tops ☐ Room Air Conditioners



Pamela Eldred, Miss America of 1970. We're proud that Pam appears across the country on behalf of The Toni Company. And we're proud too of Toni's long association with the Miss America Pageant. Why? Because Toni believes in beauty as an ideal for every woman.



And for years The Toni Company has been a leader in developing exciting beauty products for American women. Toni recently introduced Magic Moment, the foam-in hair color; and Sun-in, the new hair lightener that works with the sun or your dryer. These two products join a long line of Toni favorites:



Adorn, the self-styling hair spray; Dippity do, the setting gel that really holds; Tame Creme Rinse, Deep Magic Moisturizer, plus many others. The Toni Company. We help beauty happen.

Toni®

CELANESE, FASHION CONSULTANT TO MISS AMERICA