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Beauty Pageant Mothers: Demographics, Motivations, and Family Structure

Martha Heltsley
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BEAUTY PAGEANT MOTHERS: DEMOGRAPHICS, MOTIVATIONS, AND FAMILY STRUCTURE

A Thesis
Presented to
the Faculty of the Department of Sociology
Western Kentucky University
Bowling Green, Kentucky

In Partial Fulfillment
of the Requirements for the Degree
Master of Arts

by
Martha Heltsley
May 1998
BEAUTY PAGEANT MOTHERS: DEMOGRAPHICS, MOTIVATIONS, AND FAMILY STRUCTURE

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Director of Graduate Studies  Date
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An exploratory analysis of national beauty pageants for children was conducted through the administration of a questionnaire and through observation. The population surveyed was mothers with daughters sixteen years old or under. Questionnaires were distributed at six national pageants in five states with a total of 134 respondents. The questionnaire probed a variety of areas concerning the child’s involvement, expenses incurred, beauty enhancements worn, and general demographic information concerning the contestant’s family. Attitudinal statements concerning the role of women in society and the importance of beauty in society were investigated. A comparison was made between the attitudes of the pageant mother and a sample of mothers taken from the 1993 General Social Survey. The results suggested that pageant mothers were more supportive about the changing roles of women. In addition, mothers were given an attractiveness scale on which they rated themselves and their daughters. Data analysis on a variety of variables was carried out at univariate and bivariate levels.
CHAPTER I

INTRODUCTION

It seems almost appropriate that Eris, the goddess of discord, may have invented the first beauty contest. Greek mythology tells of the wedding of the King Pelias in which all the gods and goddesses were invited but one -- Eris. To get even she tossed a golden apple onto the banquet table. The inscription indicated that the apple was only for the most beautiful woman. Competitions to be crowned as the most beautiful continue today and are televised yearly in the Miss America Pageant, the Miss USA Pageant, and the ultimate superbowl of beauty contests -- the Miss Universe Pageant.

The Miss Universe Pageant has recently been upstaged by the media spotlight on beauty contests for children, and even Eris could not have predicted the discord that has erupted. Children's beauty competitions have been the focus of both media attention and public debate. The spangled subculture was virtually unheard of only months ago, but it is fast becoming the most controversial subject since the O.J. Simpson murder trial.

The tragic death of JonBenet Ramsey has illuminated the bizarre world of children’s pageants. The six year old, blonde beauty queen from Boulder, Colorado, was found murdered in the basement of her home on December 26, 1996 (Hewitt 1997). The case was perfect for catching the attention of the press: a wealthy father, a former Miss America finalist for a mother, and the mysterious sexual abuse and murder of a child star. A consuming passionate interest has developed among the media, the public, social scientists, and feminists to uncover more about these contests.
History of Pageants

Beautiful women have often attracted admirers, and contests featuring several beautiful women have been known to attract crowds. Lois Banner (1984) traces the historical progression of beauty contests in *The American Beauty*. The earliest beauty pageants emerged in the late 1800s for the purpose of drawing spectators to the festivals of European cities. Events, such as these contests, would enable the local merchants to profit from the onlookers. Like the mythological Cinderella, the winning contestant would be queen for a day. These pageants were probably more attractive to women in the lower social classes who would benefit most by an elevation of status, even if only temporary. The ultimate benefit of such contests might have been the attraction of a potential husband among the spectators.

P.T. Barnum was among the first commercial entrepreneurs in America to capitalize on using beautiful women to attract audiences. He enjoyed some success with dog shows and baby contests in the mid-1800s but he wanted to appeal to larger audiences. The problem that confronted businessmen such as Barnum was that this era was one of modesty. Respectable women would not parade around vying for beauty titles in front of a crowd. The contest that emerged did not require women to be physically present, only a photograph of the woman was used (Banner 1984).

Adam Forepaugh, another circus entrepreneur, successfully produced a photographic contest that drew 11,000 entrants to vie for a $10,000 prize. When newspapers across the country began to print the contestants' photographs, these contests grew. A Chicago newspaper challenged other cities to compete with their chosen beauty -- Della Carson, and the image of the wholesome pageant contestant was born. Carson was a secretary at the Chicago Divinity School, the icon of morality. With the respectability of the women no longer suspect, these photographic contests grew even more; one pageant reportedly drew about 40,000 entrants. Even ladies magazine publishers, who were among
those most outraged by beauty pageants, softened enough to start running their own contests (Banner 1984).

May Day celebrations in the early 1900s featured some of the first women who actually competed physically, but these were soon to take second place to the bathing beauty contests that were being held at beach resorts. The creation of the Miss America contest in 1921 was an attempt to attract tourism to the resort communities. Like the early European festivals, the Miss America Pageant was a week long celebration. The women competing in this contest were reported to be both wholesome and intellectual, but personality and brains did not carry as much weight in determining the winner as did body shape (Banner 1984).

The Miss America Organization has been conducting pageants for over 75 years. This not-for-profit scholarship foundation awards over $29 million to its winners to enhance their professional and educational interests (Miss America Organization 1996). The Miss USA, Miss Teen USA, and Miss Universe Pageant are profit-oriented ventures operating together. These televised pageants have not been around quite as long as Miss America (Miss Universe celebrated 45 years in business in 1996) but are among the most watched specials ever broadcast on television (Miss Universe 1996).

Children's pageants have probably been around longer than their adult counterparts, if Barnum's baby contests can be used as an example. Most parents are proud of their offspring and enjoy showing them off. Many mothers believe that their children are beautiful, and this pride surely must account, in part, for the fact that these contests are still around today. The number of these contests is difficult to ascertain as many of these are independently owned and dispersed throughout the country. Nearly every county that is big enough to hold a fair has a baby contest, and when these are added to the small, individual pageants being held in local motels and community centers on any given weekend, the number grows rapidly. It can only be estimated that there are
thousands of beauty pageants that cater to children from infancy through young adulthood.

The Pageant Subculture

There is virtually no information available about children's beauty contests for a variety of reasons. The first reason, quite frankly, is that nobody has cared. Children's pageants are a hobby in which most of the major players are women. These women enjoy a pastime that other people might find distasteful. Beauty is sometimes a taboo subject. Those who possess beauty are often admired but those who brag about being beautiful or having exceptionally beautiful children are often considered conceited. One cannot pretend that her child has been rewarded for a skill she possessed when the child is crowned a beauty queen. It is genetics with a healthy portion of money thrown in for decoration and discipline. Miss Manners would surely agree that how attractive one's child is should be kept to oneself.

The pageant subculture is in many ways an underground business, and this obscurity provides the second reason why so little is known about these events. Involvement in pageants is usually introduced through word of mouth, one mother telling another. The majority of these contests are never advertised on the radio or on television, but rather in trade magazines for the pageant industry, and what an industry it is. Pageants are making a profit for directors, photographers, seamstresses, hairstylists, and modeling and talent instructors. Many of those listed work on a cash only basis which adds to the difficulty of estimating profits in this business. One can only guess that this is a mult-million-dollar industry.

The number of these contests is also difficult to estimate. There are no set requirements for having pageants and registering them in most states, and only a fraction
of children's pageants are listed in publications such as the International Directory of Pageants. Many states, such as Kentucky, require no license and bonding for pageants. With little regulation many fly-by-night operators are allowed to come into these states and profit from these contests without anyone noticing. Many pageant mothers have been known to set up pageants just to finance their child's next competition. Lack of regulation makes such set ups easy and profitable to do. The low profile of children's beauty pageants has kept the general public from recognizing the huge profits that can be made with such a small investment in crowns, trophies, and banners.

This all rings of exploitation, which is another reason why so little is known about this industry. Pageants and pageant-related businesses benefit by having so little known about them and no one tries to regulate an industry that is discounted for its earning ability. The general public also tends to believe that the parents who put their daughters in these contests are exploiting the children. Many of the pageant mothers believe that it is the media and the general public who are exploiting their children and some are angry about how a negative view of these contests affects their daughters. The end result is a subculture that enjoys an underground status and cannot wait for the JonBenet Ramsey tragedy to be forgotten.

The information about the pageant industry has come from my personal experiences in this subculture for over 10 years. This personal knowledge is the foundation used to uncover some of the mystery behind the pageant phenomenon. However, the primary focus of this thesis will be on the analysis of a beauty pageant survey administered to mothers who put their children in national beauty competitions. The questionnaire was distributed at six national competitions to mothers with daughters sixteen years old or younger. The majority of the contestants (approximately two-thirds) were eight years old or younger. Therefore, in this thesis the research covers the lifestyles and activities of many children still in elementary school.
The main objective in this thesis is to explore thoroughly the pageant subculture by analyzing survey data and through personal observations. No hypotheses are developed -- these will be left to future investigators who may build upon these data. In this exploratory study I will describe the general demographics of the participants and will address several issues: 1) how involved the respondents are in terms of time invested and money spent; 2) the motivations for participation; 3) the mothers’ beliefs about the role of women in society; 4) their beliefs about the importance of beauty in society; and 5) their personal evaluations of their own physical attractiveness and their daughter’s attractiveness.
CHAPTER II

FEMINIST PERSPECTIVE

It is common knowledge that physical appearance once played a significant role in the perpetuation of the species. Physical cues such as youth, strength, and sexual maturity indicated that the female was capable of bearing and raising children. Females too old or too young to produce children were rejected as mating partners. Physical cues indicating health are relied on much less today in choosing potential partners, thanks to so many advances in medical technology. Modern medicine can enable many people plagued with health problems to lead a basically normal life. Women are no longer chosen as partners on whether or not they can bear children. For many childless couples artificial insemination, invitro fertilization, surrogate motherhood, or adoptions are an option. Remaining childless by choice and aborting pregnancies are also socially accepted options.

Physical cues of health have often been replaced by physical cues of beauty in choosing female partners. In this section of the thesis the socialization of beauty and the importance of physical appearance of women are discussed because they play such a large role in the continuation of beauty contests today. The feminist perspective on beauty and beauty pageants has remained virtually unchanged over the years. One reason for that may be that with all the advancements women have made, the emphasis on physical appearance has changed little. The early reformists believed beauty contests presented women as sexual objects, and the modern feminists agree. In this section of the thesis I examine the feminist perspective of beauty and beauty pageants and explore
the consequences of trying to adhere to the societal ideal of beauty.

Physical Attraction Research

The fact that there are still females competing for beauty titles (and at such a young age) may represent an old prejudice that many would rather deny than acknowledge: that even with all the advances we have made, looks still matter. Elliot Aronson, a forerunner in researching the area of interpersonal attraction, noted the amount of discomfort that even professionals display when confronting the subject of physical attractiveness and the effect it has on the perceptions of others. Cited in *The Physical Attraction Phenomenon*, Aronson noted:

"It is difficult to be certain why the effects of physical beauty have not been studied more systematically. It may be that on some level, we [researchers] would hate to find evidence indicating that beautiful women are better liked than homely women--somehow this seems undemocratic. In a democracy we like to feel that with hard work and a good deal of motivation, a person can accomplish almost anything. But, alas (most of us believe), hard work cannot make an ugly woman beautiful."
(Patzer 1985, p.6)

In an age of political correctness, we do not want to imagine that looks can make a difference in how we are perceived -- but they do. Research has shown time and time again exactly what Aronson feared: beautiful people are liked better. These studies have shown that both men and women who are blessed with good looks are thought to lead better and more exciting lives, and to possess many admirable personality characteristics such as confidence, curiosity, popularity, and friendliness (Dion, Berscheid, and Walster 1972; Hatfield and Sprecher 1986). The relationship between popularity and attractiveness was found to be even greater for women than men (Eagly, Makhijani, Ashmore, and Longo 1991).

Attractiveness has also been shown to be an important trait for a woman to possess
in marriage and dating relationships. Research has shown that men value beauty highly when selecting dates and mates (Davis 1990; Hatfield and Sprecher 1986; Harrison and Saeed 1977; Stroebe, Inkso, Thompson, and Layton 1971), and evidence supports this view cross-culturally (Buss and Barnes 1986). Even women who were rated as attractive when they were preadolescents tended to marry more successful men and were considered to have done better in life than those women rated less attractive as children (Elder 1969). Teachers have also been found to discriminate according to their students' appearance. They tend to favor attractive children and rate them as having more academic ability than children not as attractive (Patzer 1985). A person's physical appearance is often evaluated before the individual says a word. Prior to the initial social interaction, it is one of the first personal characteristics available. This impression is made before the individual's personality or intellect is ever known, and is often summed up as "What is beautiful is good" (Dion, Berscheid, and Walster 1972 p.285).

Socialization of Beauty

In a patriarchal culture that values youth and beauty it is not surprising that we are rewarding women and even girls for their physical attractiveness. A female's power may still be thought to lie in her ability to attract a husband. Agents of socialization, such as the media, have long indoctrinated females to the value of youth and beauty. The socialization of women in this culture has resulted in what many may see as an overemphasis on physical attractiveness. With so great an emphasis on appearance, it is no wonder that many insecurities based on physical attractiveness have emerged in our society. A woman's insecurities mean profits for the "$33-billion-a-year diet industry, the $20-billion cosmetics industry, the $300-million cosmetic surgery industry, and the$7-billion pornography industry . . ." (Wolf 1991, p.17).

The images of women found in magazines and on television depict a cultural
stereotype of what is considered beautiful. Walt Disney has created a fantasy world
where beauty is the answer to many of life’s problems. By watching these videos, the
young girl can see that beauty can make a poor girl rise through marriage (Cinderella), or
it can tame the most brutal of men (Beauty and the Beast). And even worse, it warns
young women that older women will be jealous of them, a fragmentation of women:

Once there was a lovely virgin called Snow White. Say she was thirteen. Her
stepmother, a beauty in her own right, though eaten, of course, by age, would
hear of no beauty surpassing her own. Beauty is a simple passion, but oh my
friends, in the end you will dance the fire in iron shoes.
(Sexton 1971, pp.4-5)

Inequality between the sexes was recognized by reformists during the first wave of
feminism. The early liberal forerunners felt that the inequalities stemmed from social,
not biological, relations within the greater social structure (Schwartz and Scott 1994).
The patriarchal family structure was viewed as a means of creating inequitable gender
attitudes as well as enforcing them. Women and children were often seen as property,
much like the way the black man was viewed. When legislation was passed freeing black
citizens, the black man was eventually given the right to vote. The right to vote for the
black man came long before women were given that opportunity, further demonstrating
the lower value placed on women in our society (Wood 1993).

Male power was thought to be kept intact because women were often focused on
maintaining their socialized role. While men were busy acquiring property and gaining
wealth, women were more focused on maintaining and enhancing their appearance.
Women, with no wealth or power of their own, were often left to gain these through
attachment with a male partner in marriage. The Beauty Myth focuses on the ways in
which women’s opportunities are limited by ideologies that insist that a women needs a
husband to make her life complete (Wolf 1991). This traditional method of gaining
upward status was brought publicly into view as early as 1792 by Mary Wollstonecraft’s
A Vindication of the Rights of Women and has been cited in feminist works detailing the lack of purpose and identity women suffered. Josephine Donovon quotes Wollstonecraft in the Feminist Theory: The Intellectual Traditions of American Feminism:

“Strength of body and mind are sacrificed to libertine notions of beauty, to the desire of establishing themselves — the only way a woman can rise in the world — by marriage.” (Donovan 1993, p. 8)

While feminism has certainly diversified over the years, its basic beliefs about the subject of beauty remains the same. Modern feminist authors, such as the early reformists, note that the objectification of women’s bodies and the overemphasis on youth and beauty are a reflection of our male-dominated culture (Barrett 1980; Donovon 1993; Wolf 1991). Females are expected to conform to a beauty mold that men are not, and this concept seems clear in the fact that male beauty pageants are extremely rare.

The degree to which the objectification or communization of women’s bodies is endemic in the culture may be seen if one considers simply reversing the sexes and attempting to objectify or commodify male bodies. It does not work. Male bodies are simply not perceived as erotic objects (except in the homosexual content) because the controlling viewpoint is the male subject. (Barrett 1980, p.92)

Naomi Wolf (1991) compares the icon of the ideal beauty to the Iron Maiden, a medieval torture instrument. On the inside of this instrument of torture are spikes embedded to close upon and silence the unfortunate victim. Like the Iron Maiden, the cost of conforming to the beauty ideal is often torture. When women attempt to imitate the thinness of models or television actresses it can be costly physically as well as financially. Money is often spent on diet programs, cosmetics, cosmetic surgery, and trying to stay abreast of the latest fashions. Even more costly to women is the time wasted in trying to conform to the ideal standard instead of outside success.
The involvement of women in beauty contests may appear as conformity to the beauty standards of our patriarchal culture. During the second wave of feminism in the 1960s, radical feminists protested the televised Miss America Pageant. Feminists were outraged by the objectification of women’s bodies in the televised contest. The actions taken by the feminists seemed extreme to the media, and those protesting were given a reputation for burning bras. While no bras were burned in protest of the pageant, they did parade a crowned pig around the area naming it “Miss America” (Wood 1993, p.98). The public reacted to the protest by carrying signs implying that Miss America was beautiful and they were just jealous (Wolf 1991, p.68). The public reaction could be seen as an indication that even with the advancements women had made in terms of equality in employment and education, they had actually evolved little in a male-dominated culture that still viewed them as objects.

Historically the motivations given for entering beauty contests has changed. Research by Deborah Wolfe (1994) suggests that the motivation for entering pageants have changed from trying to secure a husband to trying to secure a career. Pageants have been used as a short cut or steppingstone for many women: Diane Sawyer, Cloris Leachmen, Susan Anton, Debbie Reynolds, Cybil Shephard, Phyllis George, Lee Merriweather, Kathie Lee Gifford, Vanessa Williams, Marla Maples, and Hali Berry (“Crowning Moments” 1986; Miss America Organization 1996; Miss Universe 1996). Even Imelda Marcos began her rise to fame by exposure in the Miss Phillipines pageant (Seagrave 1988, p.66). While these women certainly had other qualities that led them to secure career success, it was conformity to the beauty ideal that gave them the opportunity. Whether to gain a husband or to secure a career, women have often been manipulated into the conformity of the patriarchal society.

Women participate in pageants voluntarily. They weigh the costs and rewards and then decide for themselves whether it would be advantageous. The economic rewards,
the increase of status, and the media exposure tempt many women into entering these contests. Vanessa Williams, the first black Miss America, was publicly humiliated when the scandal about posing nude in Penthouse broke out ("Beauty Contests . . ." 1984). The negative media exposure served only to make her a household name and her career skyrocketed. When one remembers that among young women working full-time there is still one in four earning less than $10,000 a year (Wolf 1991), then it becomes much clearer what the contest appeal is for women. The results from the 1991 Preliminary SAT/National Merit Scholarship Qualifying Test indicated that males receive two-thirds of all Merit Scholarships (Sadker, Sadker, Fox, and Salata 1993), while the Miss America Organization is still the largest scholarship foundation for women (Miller 1985; Miss America Organization 1996). Again, it is clear that inequalities still exist and conforming to the beauty ideals of our male-dominated culture can be advantageous to women.

Mothers who place their young daughters in pageants may be buying the same bill of goods. Not unlike the mother hoping her son’s basketball skills will take him out of the ghetto, the pageant mother may think her daughter’s beauty can make her rise in a world of limited opportunities. Children’s beauty competitions can be seen as a reflection of the emphasis placed on youth and beauty in our culture. Even our daughters are not immune to the unspoken message that for a female it is advantageous to conform, and beauty is often seen as the core of a woman’s worth. While the emphasis on beauty has been felt most by adult women, it is now being passed down to our young daughters. Perhaps the emphasis on beauty for our daughters suggests that the role of women is being devalued even more in our society. In earlier times our daughters were allowed the freedoms of pigtails and climbing trees; make-up and styling hair usually did not enter the picture until the teenage years. The JonBenet Ramsay exposure showed the public that there is a large, growing interest in enhancing and promoting our children’s
appearance. Is it a glimpse of what the future holds for our daughters? Will young girls develop the same insecurities as their mothers, but at a much younger age? In this thesis I explore the growing subculture that emphasizes make-up, color treatments for hair, and other beauty enhancements to a population that consists largely of babies, toddlers, and preschoolers.
CHAPTER III

METHODOLOGY

The previous sections of this thesis were designed to give the reader a clearer picture of the emphasis on beauty in our society, the creation of beauty contests, and the feminist perspective of both. The challenge in writing this thesis was to create a methodology that would thoroughly explore the phenomenon of children's beauty pageants. My personal accounts of this subculture come from ten years of playing various roles within the pageant circuit: pageant mother, judge, director, and finally an uninvolved bystander. Drawing on this previous knowledge, a questionnaire was developed to explore many aspects of children's competitions. Several children were also followed throughout their competitions as further evidence that the survey respondents were reporting accurate information.

Population Studied

The population used in this study consisted of mothers who place their daughters, aged from infants to sixteen years of age, in national beauty competitions. As noted earlier in Chapter I, the majority of the respondents surveyed had children eight years of age or younger, indicating a very young sample of competitors. The reader is urged to remember that the routines and abilities required for the older contestants are often necessary for the babies, toddlers, and preschoolers.

A national competition is defined as one in which children from any state are eligible to compete, where entry fees are higher than at the local level, and where the majority of
contestants are seasoned competitors. Chapter IV is devoted to a more detailed look at the basic tenets of national beauty competitions. Six “southern” national competitions were chosen within a reasonable traveling distance from Bowling Green to minimize travel expenses. “Southern” is not used to describe the location, although many of these are located in the south, but rather denotes a style. Southern pageants are by far the most competitive contests this author has attended in the ten years of following pageants. These contests are looking for what is referred to as a “package child.” This child is attractive, poised, well-groomed, expensively attired, and possesses a bubbly personality -- in short -- a supergirl.

Table 1 lists the name of the pageant, its location, and the date(s) on which the competition was held. Respondents from 19 states filled out the questionnaire with the greatest response coming from Tennessee (21.9 percent), Kentucky (19.0 percent), and Alabama (17.5 percent). Since the surveys were administered in their home states and nearby states, it seems plausible that the largest response would come from these areas.

Table 1. National Pageant Name, Location, and Date(s) of Competition.

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<td>Decatur, Alabama</td>
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<td>Glamour Girls</td>
<td>Clarksville, Indiana</td>
<td>February 8, 1997</td>
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<td>Young Miss and Mister</td>
<td>Jackson, Tennessee</td>
<td>March 16, 1997</td>
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<td>Southern Beauties and Beaus</td>
<td>Cullman, Alabama</td>
<td>May 3, 1997</td>
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<tr>
<td>America’s Most Beautiful</td>
<td>Pigeon Forge, Tennessee</td>
<td>May 23-25, 1997</td>
</tr>
</tbody>
</table>
Pageants Surveyed

Southern Angels

While all these competitions fit the description of a national competition, they are also representative of the diversity of these contests. "Southern Angels" boasted that two local television stations were contracted to replay the competition and that a talent scout, Peter Skylar, was not only judging and doing a seminar about what qualities a child star needed but was also scouting for talent. This pageant had a choreographer for the production number which was to be aired that included the Marines Corps Honor Guard.

The director, Sherry Hart, had postponed the original pageant which was scheduled for July in Pigeon Forge, Tennessee. Postponing a pageant is often an indication that the director did not get enough children to finance the contest. In this case the excuse given was the ill-health of her mother. The pageant was then rescheduled for September in Kentucky. Tennessee is one of the strictest states on requiring licensing and bonding for pageants, plus they add an entertainment tax and make sure the pageant is listed with ASCAP, an organization that monitors copyrighted music. The switch to Kentucky, which requires no license and bonding, was not necessarily a red flag. There are many legitimate pageant systems that find Kentucky attractive due to its central location. The contestants previously registered for the Tennessee national merely rearranged their schedule to compete at a later date in Kentucky.

The Southern Angels entry fee for all events was $595. Contestants were also required to purchase tee shirts to wear during the interview section of the beauty competition. Program books featuring the contestants were to be picked up at registration. These books are usually an indication of a quality pageant system because it shows an added expense that the director was willing to forego. This contest included three boys age divisions, and eight girls age groups. The pageant also featured two age
divisions for women: 19-40 years old, and 40 or older. The prizes offered to the contestants sounded wonderful – one male and one female winner would win an all expense cruise for two on Disney's Big Red Boat. Beauty winners would receive 19-inch color televisions in addition to the crowns, banners, trophies, and robes. Some winners would receive beaded gowns, gold chains, savings bonds, and modeling contracts.

Registration began at 8:00 a.m. for all the boys and the girls five and older. Forms were distributed to the mothers of the qualifying female contestants. The contestants were required to attend the seminar, and the Pro/Am modeling competition began directly after the seminar concluded. The modeling events were sportswear, westernwear, and any outfit with a prop. A prop may be anything that you can carry, and outfits included swimsuits with beachballs, a nurse’s costume and a baby doll, and a bride carrying a bouquet. At 2:00 the registration began for the girls four and under. No seminar was held for these younger girls and their Pro/Am competition began at 3:00. A “sock hop” was held for all the children that night and they were asked to dress in a 50s style.

Interviews were held for all contestants the next morning at 8:00. Contestants were required to purchase matching T-shirts and they were required to wear red, white, or blue shorts in the interview. Later that morning all the contestants competed in the formal wear, or beauty competition. Talent began at 1:00 followed by all contestants practicing for the production number that was to be aired.

Peter Skylar was unable to attend the pageant when it was rescheduled. His replacement was an equally talented acting scout. Two representatives of Nashville modeling agencies also stood in as judges for the pageant. The pageant ran smoothly during the competition, and pageant questionnaires were completed and turned in. There were approximately 37 children who competed, with 11 of those being boys, leaving only about 26 contestants eligible to fill out the survey.
Southern Angels sounded as if it had the makings of a good pageant system. The pageantry effect -- given by the promised television stations, the choreographer, the modeling scouts, and the impressive Honor Corps -- was overwhelming. It was at the crowning ceremony that things went sour. The choreographer was present, the Marine Corps Honor Guard was present, but the director, the program books, the prizes, and the contestants' money were not there. Chaos erupted. No crowning took place. The judges were forced by the hotel to pay for their own rooms and expenses that were charged to the rooms. Contacting these judges ten months after the pageant revealed that they were never reimbursed nor did they ever receive their fee charged for judging. Similar discussions with the contestants after over one year revealed that same message, they never received a refund or the prizes offered.

This pageant was demonstrative of the fly-by-night systems that contestants easily fall prey to because of the weak regulation of pageants. In ten years of following pageants, Southern Angels is the only one this author has witnessed that literally ran off with the contestants' money -- suggesting that this situation does not happen often. For the purposes of the survey, it met the definition of a national pageant, and until the crowning ceremony it was a legitimate contest for the respondents and their children.

Sugar and Spice

The "Sugar and Spice" pageant had competition and crowning in one day. One day schedules limit the number of competitions to only beauty, sportswear, and photogenic. The one day pageant often helps the mothers in terms of motel expenses but leaves them with very little leisure time. With approximately 85 girls competing in the 11 age divisions, it made for a difficult pageant to survey. Registration began at 8:00 a.m., beauty followed at 10:00, and sportswear began after a lunch break at approximately 1:00.
The prize listing was outstanding: three winners would receive $5000 in cash, two more winners would take home $2000 in cash, and 11 more beauty winners would receive $500 each. The competition was as outstanding as the prize listing. Professional hairstylists and make-up artists charged $300 a child for their work, and they were kept busy all day. The pageant was directed successfully by Trina Lindsey at the Holiday Inn located in Decatur, Alabama. The cost of entering the whole pageant was only $350, quite a bit less than the pageant previously surveyed. The price, the prize list, and the timing of the contest (one of the first nationals of the year) brought contestants traveling long distances to this event.

Glamour Girls

“Glamour Girls” was scheduled for the next weekend and many of the contestants from Sugar and Spice went on to compete there as well. Glamour Girls was also a one day event that attracted over 90 contestants. The prize listing was not as outstanding as Sugar and Spice but neither was the cost. A fee of only $275 was charged to enter all events. There were 13 age divisions in which the winners were awarded $1,500 saving bonds. Two big winners of the day would take home $5,000 savings bonds and three more would earn $2,500 savings bonds. At all these national competitions it is taken for granted that crowns, banners, trophies, and other assorted prizes will be awarded, and even those who place last in their group will take home something. Like Sugar and Spice, this contest attracted many of the top girls in pageants and several professional hairstylists were on hand.

In some respects, administering the survey at Glamour Girls was much easier than at Sugar and Spice. Madonna Durbin, the director, encouraged contestants’ mothers to fill out the survey. Those leery of outsiders, due to the JonBenet Ramsey tragedy, were told that the survey was “okay” to fill out. This competition had an Indiana state trooper on
call in case the media tried to invade the contest, also reassuring the mothers that the
survey taker was an invited guest. The same procedure was used in administering the
questionnaire, and both competitions were one day events, and a similar response rate
was achieved.

Registration was available for contestants who arrived the night before, and it lasted
from 6:30 to 10:00 on Friday night. Most of the contestants chose to register the next
morning from 7:00 to 9:00. Beauty began for the youngest groups of contestants at 9:30,
then they were to change into their sportswear outfits for the Pro/Am competition. After
a lunch break the contestants five and older began their beauty competition at 2:00, and
then changed into their sportswear outfit for competition in the Pro/Am event that
followed. Crowning was scheduled for all contestants at 7:00 that night.

The director of this contest has an excellent reputation, which aids in pulling large
numbers of contestants into her competitions. "My Little Angel" is another national
pageant that Durbin directs annually. The contestants came from long distances, and
many of them had previously filled out the survey at the Sugar and Spice pageant in
Alabama. Those contestants were not eligible to fill out the survey at Glamour Girls.

Young Miss and Mister

The "Young Miss and Mister" competition was a one day event held on a Sunday
March 16, 1997. For those traveling long distances, the Sunday competitions are difficult
to make and get back home by Monday morning; therefore, this contest mainly drew
contestants from Tennessee, Arkansas, and Kentucky. The director, Helen Owens, is part
of Metropolitan Pageants, Incorporated, of which Young Miss and Mister are included.
This pageant offered little in comparison to the previous nationals, with the supreme
winner receiving only a $1,000 savings bond. The fee to enter all events was only $189
and the turnout was small (approximately 32 including seven boys). Many of the
mothers had been to both Sugar and Spice and Glamour Girls; thus they were ineligible to complete the questionnaire. This contest also featured two boys’ groups which were discounted for the purpose of this research, and of the contestants in the other ten age divisions, only 16 were qualified to fill out the questionnaire. All 16 filled out the survey form, but two were returned incomplete and were thrown out. This pageant was representative of the many small nationals that perhaps make up half of all the national competitions.

This pageant also offered an early registration the night before, but no contestants registered until the following morning at 8:00. The majority of these contestants did not have that far to travel and chose to simply arrive early in the morning instead of paying for a hotel room. The formal competition began at 9:15, the sportswear event began at 11:00, westernwear began at 1:00, and crowning took place by 3:00 that afternoon. Having such a small turnout enabled the director to conduct the whole pageant in a small number of hours.

Southern Beauties and Beaus

The next national, “Southern Beauties and Beaus,” was directed by Suzanne Howell in Cullman, Alabama. Howell is reputed to turn out more pageants than many of the other directors, averaging one big national or mini-national every two months. Her contests feature a lower entry fee than most, and at the pageant surveyed it was only $225 to enter all events. That was a small price to pay for an opportunity for one winner to leave with a $2,000 saving bond, for three to go home with $1,000 bonds, and for nine age division winners to leave with $300 bonds. There were fewer professional contestants at this pageant, and the professional hairstylists were absent. There were hairstylists present, but these were not the ones who charged rates of $300 or more. The competition was very good but not quite the level noted at Sugar and Spice or Glamour
Girls. Approximately 70 contestants (including 11 boys) competed with many from surrounding areas in Alabama and Tennessee.

Registration began by 8:00 a.m. and continued for a couple hours. The contestants began their competitions at 10:30 with beauty followed by sportswear. The Over All Most Beautiful competition was conducted shortly before the crowning ceremony at about 8:00 that night. Most of the contestants were very tired after this long pageant.

**America’s Most Beautiful**

The final national competition surveyed is often considered the kick-off of the pageant season. “America’s Most Beautiful Girls and Most Handsome Boys” (its full name) begins the official pageant season of contests, which begins Memorial Day and slows down on Labor Day. The directors are a mother-daughter team, Bettie Daughtery and Lisa Ashby, and their national pageant has been around for over 18 years. This contest was the largest one surveyed with over 125 contestants. Supportive of this research, the directors included copies of the questionnaire in all the contestants packets distributed at registration. This advanced distribution gave the respondents time to fill out the forms in their leisure but proved futile as no mothers responded to that method. Therefore, the regular distribution method was also used, with the researcher personally handing the surveys out at registration, supplying available forms at the registration table, and then personally supplying forms throughout the weekend. The forms were first distributed the night before the competition. A party also was arranged for the children that night. Registration was conducted in the morning at 9:00. The Pro/Am events of sportswear and casualwear took place the first day; the following day the beauty competition and crowning ceremony were conducted. Having the formal wear competition before the crowning eliminated the need for the children to change. They could go directly from the competition and watch the other contestants while they
awaited the outcome of the pageant. Many of the smaller children left to take naps since there were so many other contestants in the pageant.

America’s Most Beautiful Girls drew contestants from long distances to compete. Two “Supreme” winners would receive $5,000 in cash, four “Mini-Supreme” winners would receive $1,000 in cash, and ten beauty winners would take home $500 in cash, in addition to the traditional listing of trophies, crowns, and banners. This national also featured three boys’ divisions with a similar prize listing, drawing approximately 13 boys to the Gatlinburg area. To qualify for these prizes an entry fee of $695 was required, although most contestants received $200 off for entering one of their many preliminary contests.

America’s Most Beautiful Girls offered, in addition to the traditional beauty, sportswear, and photogenic competitions, a casualwear modeling event. One of the directors mentioned that a photograph of what is considered “casual” had to be included in the paperwork (see Appendix D for a sample photograph), but she concluded that pageant mothers had no concept of casual. The competition was outstanding with a large showing of professional contestants. Several professional hairstylists were working in their hotel rooms. One had a large banner on his window listing his clients and their appointment times. The list included 23 names with each paying $300 for his services. The other hairstylists were just as busy and charged similar fees.

Table 2 shows the approximate number of girls in the competition sixteen or under and the number of completed surveys at that pageant. The number of contestants is approximate for several reasons. It was impossible for the author to count the eligible contestants on stage while distributing questionnaires and observing contestants. In the older age divisions that are a mix of ages, such as “14 or older” or “16 to 18 years,” it was impossible to guess the true age. Some pageants announce the age of the contestants but many do not. The third reason the numbers are only approximate is that the
director supplied only an approximation when asked the number of contestants. All the directors answered in this fashion, even though they were urged to pinpoint a specific number. The directors may have been leery of supplying that information for a variety of reasons. A few contestants may have dropped out at the last minute while others may have entered the contest at the last minute. The directors may have supplied the latest count they had made. The stress of producing a national pageant may have caused them to be reluctant to dig the books back out for a more accurate account or perhaps because of the current controversies concerning pageant they were unsure of how the information was to be used. The Young Miss and Mister was the only competition where the researcher was certain that all eligible contestants had responded to the survey; however, since this knowledge was not used to discount the eligibility in the other contests, it will not be used in the table.

Table 2. Pageant Name, Number of Female Contestants, Number of Completed Forms, and Response Rate.

<table>
<thead>
<tr>
<th>Pageant Name</th>
<th>Contestants</th>
<th>Completed Forms</th>
<th>Response Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Southern Angels</td>
<td>26</td>
<td>12</td>
<td>46.2%</td>
</tr>
<tr>
<td>Sugar and Spice</td>
<td>85</td>
<td>27</td>
<td>31.8%</td>
</tr>
<tr>
<td>Glamour Girls</td>
<td>90</td>
<td>29</td>
<td>32.2%</td>
</tr>
<tr>
<td>Young Miss and Mister</td>
<td>25</td>
<td>14</td>
<td>56.0%</td>
</tr>
<tr>
<td>Beauties and Beaus</td>
<td>59</td>
<td>24</td>
<td>40.7%</td>
</tr>
<tr>
<td>America's Most Beautiful</td>
<td>112</td>
<td>28</td>
<td>25.0%</td>
</tr>
<tr>
<td>Total</td>
<td>397</td>
<td>134</td>
<td>33.8%</td>
</tr>
</tbody>
</table>
The response rates indicated in Table 2 show that the greatest response came from the smallest contests followed by the medium-sized one-day pageants. The poorest response came from the larger contest held over a three-day period. Leisure time apparently had an adverse affect on completion of the questionnaire, and it was hard to compete for the attention of the mothers among swimming pools and the Great Smokey Mountains. Overall, out of approximately 397 qualifying mothers, there were 134 responses to the survey, with an overall response rate of 33.8 percent. Several of these women may have been to more than one of the contests surveyed or had more than one daughter competing in the pageants. This duplication would raise the actual response rate slightly, but to an unknown extent.

When this thesis was first proposed the response rate was expected to be higher. The added skepticism about outsiders asking too many questions evolved when JonBenet Ramsey was murdered. The negative media attention about pageants and pageant mothers may have caused many to be reluctant about filling out the survey. It could also be speculated that pageant mothers did not feel they had time to devote to filling out the survey while attending to their daughter's needs at the contests.

Data Collection

All the pageants selected, except Southern Angels, were recommended by "Memories in Motion" owner, Robert Lester, a professional pageant photographer who taped these contests. Southern Angels was brought to attention by a pageant mother who was entering her children. Four of the contests surveyed were also advertised in pageant trade magazines.

The procedure used in administering the survey was identical at all pageants. One month before the date of the pageant the director was contacted to gain permission for administering the questionnaire. A copy of the survey was then mailed to the director for
approval. The questionnaires were distributed personally by the researcher during the time allotted for registration. Return envelopes were provided to ensure the anonymity of the respondents. A large box was displayed on the registration table for the completed entries. Information about the survey was provided in a cover letter on display at the table.

Registration times were similar for all the pageants. Most nationals have the early morning hours reserved for registering the contestants before the start of the competition later in the morning. Several also offered an early registration the night before. The forms were distributed at both these times. In the break between the beauty competition and sportswear competition, the researcher distributed forms to mothers who had misplaced them. Some of these contests included more modeling events than just sportswear; however no additional forms were distributed between these competitions.

All questionnaires were to be completed before the crowning ceremony. The researcher gathered all forms not placed in the box at this time. Forms turned in after the crowning were discarded. The outcome of the contest, whether the child won or lost, might color the mother's opinions, and therefore no forms were accepted after the crowning ceremony.

Observational Procedures

The researcher followed several children through the pageant to record anecdotal information. A total of 20 contestants varying in ages were followed at the six national contests. Due to the limited time available at the one-day pageants, fewer children were able to be observed. The longer weekends enabled the researcher to observe more children, with the greatest number (5) of girls observed at the smaller Southern Angels competition. After registration was completed, mothers were contacted personally and asked if their child could be observed. There were no refusals. At the Southern Angels
pageant the researcher stayed overnight in the same hotel room of three of the contestants followed. With that one exception, the children were observed only as they prepared for and competed in the beauty and sportswear events, as well as during the crowning ceremony. The children chosen were not in successive age divisions which contributed to more thorough observations. Field notes were prepared during the break after preparations and before competions. It was necessary to make field notes at the registration table in order to be ready to redistribute questionnaires before the competitions began.

The broad spectrum of children included three infants, seven preschoolers, eight in elementary or middle school, and two teenagers. The author was able to witness preparations taken prior to performance, the performance itself, and the outcome of the performance (crowning). Other contestants were also approached and observed throughout the contests but the author did not find the time for in-depth observations.

Survey Questionnaire

The survey administered to the mothers included indices of personal, demographic, and family structure variables (see Appendix B). It was on 11 X 17 paper and professionally typeset. The first page dealt primarily with the child’s involvement, her age, activities, etc. The respondent was also asked how many children she had, how many daughters enter pageants, whether she was ever in contests herself, how far she traveled, and the amount of money invested for the day’s pageant.

Page two began by inquiring what beauty enhancements were used when her daughter competed, with a list of nine enhancements from which to choose. There were also nine choices for the reason the respondent put her daughter in pageants, it was followed up by an open ended probe about how she became involved originally. A scale was devised for the following three questions about attractiveness. The scale was
numbered one through 10, with one being considered as “very unattractive,” five as
“average,” and 10 as “very attractive.” Each respondent was asked to rate the
attractiveness of her daughter, herself today, and herself when she was her daughter’s age.

Page two ended with eight Likert-type attitudinal statements taken from the General
Social Survey (GSS) pertaining to the role of women in society. These were used to find
the values and and perceptions of the pageant mothers. Page three began with similar
Likert-type attitudinal statements concerning the importance of beauty in society.
Statements probed the importance of children being considered attractive, the role
appearance plays in dating and marital relationships, and issues concerning weight and
attractiveness.

Page three ended with general demographics about the respondent. Questions
concerning her age, marital status, race, education, and employment were asked in
addition to the state in which she resided and the size of her community. Married
respondents were asked their husband’s education and his occupation. The final question
dealt with total family income.

Page four asked two open-ended questions about the likes and dislikes the
respondent had concerning pageants. These were of no actual purpose for the study
except to reassure the respondent that the survey was about pageants as it was thought the
mothers might be intimidated by so many questions that did not deal primarily with the
contests. The reader is again reminded that the general public has not given pageants
favorable support, and the respondents were expected to be leery of outsiders asking
questions about the importance they place on beauty or the role of women in society.
The two open-ended questions brought the survey focus back on the pageant.
Pilot Study

Seventeen of the survey questions were pilot tested at a small national pageant in Huntsville, Alabama, in order to pretest a preliminary version of the instrument and to test the receptiveness of the mothers. Twenty mothers responded to the survey (see Appendix A). The director estimated the number of children present as about 53. The response rate was estimated to be 38 percent, but it should be noted at that time surveys were distributed to all contestants, and the age limits used in this study had not been set. The response rate was shown to be similar to the response rate of the six national competitions surveyed later.

One open-ended question eliminated from the later survey investigated the long term goals of the mothers for their daughters. Their responses were coded and the following is a listing of those goals in order of frequency: education, happiness, success, involvement in the entertainment industry, independence, God in their life, family, and self-esteem. Responses were thought to be too vague and general. Another question eliminated asked for the greatest cash or equivalent prize won. Respondents reported that one-half (50 percent) had won less than $500 in these contests, 30 percent had won between $500 and $4,999, and 20 percent had won $5,000 or more in pageants. Though an interesting question, it was eliminated because of lack of space.

A comparison of the questions used in the pilot and the later six national pageants is valuable in determining whether the respondents were affected by the JonBenet Ramsey case. Table 3 shows the distribution of the demographic variables concerning the respondents, with the majority of both groups married and between the ages of 20 and 39. They also reported similar levels of education. Table 3 also compares the involvement, enhancements, and mean prices of pageant attire and photographs. These two comparisons demonstrate that the mothers in the pilot study and the survey answered in
similar fashion. Respondents reported using colored contact lenses, braces, and permed hair treatments the least, followed by greater applications of hair color treatments, false teeth, and hair extensions for the daughters. Make-up was the most used enhancement indicated in both groups. Pageants were attended frequently as noted in the number of contests entered for both groups. The Ramsey affair did not seem to alter the representativeness of the responses.

Table 3. Comparison of Pilot and Survey Respondents.

<table>
<thead>
<tr>
<th>Variable Name</th>
<th>Pilot</th>
<th>Survey</th>
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<tbody>
<tr>
<td><strong>Respondents Age</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>19 or younger</td>
<td>00.0%</td>
<td>3.1%</td>
</tr>
<tr>
<td>20-39 years</td>
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<td>79.0%</td>
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<tr>
<td>40 or older</td>
<td>25.0%</td>
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</tr>
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<td>100.0%</td>
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<td>n=20</td>
<td></td>
<td>n=130</td>
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<tr>
<td><strong>Marital Status</strong></td>
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<tr>
<td>Married</td>
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<td>6.8%</td>
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<td>100.0%</td>
</tr>
<tr>
<td>n=20</td>
<td></td>
<td>n=130</td>
</tr>
<tr>
<td><strong>Level of Education</strong></td>
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</tr>
<tr>
<td>Less than High School</td>
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<td>GED</td>
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<td>High School Graduate</td>
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<tr>
<td>Some College/Vocational</td>
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<td>College Graduate</td>
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</tr>
<tr>
<td>Postgraduate</td>
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<td>3.0%</td>
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<td>Total</td>
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<td>99.9%</td>
</tr>
<tr>
<td>n=20</td>
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<td>n=132</td>
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Table 3. Comparison of Pilot and Survey Respondents (cont.)

<table>
<thead>
<tr>
<th>Variable Name</th>
<th>Pilot</th>
<th>Survey</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total Family Income</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$29,999 or less</td>
<td>20.0%</td>
<td>21.5%</td>
</tr>
<tr>
<td>$30,000 - $59,999</td>
<td>35.0%</td>
<td>52.3%</td>
</tr>
<tr>
<td>$60,000 or more</td>
<td>45.0%</td>
<td>26.1%</td>
</tr>
<tr>
<td>Total</td>
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<td>99.9%</td>
</tr>
<tr>
<td>n=20</td>
<td></td>
<td>n=130</td>
</tr>
</tbody>
</table>

| **Pageants Per Year**          |                |                |
| One only                       | 00.0%          | 2.3%           |
| Two to 20 pageants             | 90.0%          | 78.9%          |
| More than 20 pageants          | 10.0%          | 18.8%          |
| Total                          | 100.0%         | 100.0%         |
| n=20                           |                | n=133          |

| **Mean Price Paid For:**       |                |                |
| Pageant Dress                  | $586.11        | $660.63        |
| n=20                           |                | n=125          |
| Pageant Sportswear             | $350.00        | $337.93        |
| n=20                           |                | n=113          |
| Pageant Picture                | $431.11        | $405.48        |
| n=20                           |                | n=115          |

| **Worn by Daughter in Competition:** |                |                |
| Colored contact lens            | 4.8%           | 8.3%           |
| Braces                         | 4.8%           | 5.3%           |
| Hair extensions                 | 19.0%          | 26.3%          |
| Make up                        | 90.0%          | 79.7%          |
| False teeth/tooth              | 19.0%          | 14.4%          |
| Permed hair                    | 00.0%          | 6.8%           |
| Colored/bleached hair           | 9.5%           | 19.5%          |
CHAPTER IV

OVERVIEW OF CHILDREN’S PAGEANTS

This section of the thesis is intended to familiarize the reader with the operations of children’s pageants. Pageants cater to a variety of children. Pageants held at county fairs, for example, cater to local children and are usually do not have strict requirements for dress or presentation of modeling ability. These types of contests are merely looking for a cute kid with a good personality.

Pageants located in the West and North are also known, in the pageant world, as catering to more of a “natural” contestant. These contests require little or no make-up and an elaborate attire is not necessary to win. These pageants are generally not as competitive and their fees and prize listings are not as great as the Southern contests.

The pageants investigated for this thesis are often referred to as “Southern,” as mentioned earlier, and this label describes a style and not a location. These are by far the most competitive contests the author has attended in ten years of following these contests. These are also the type of contest the media has focused on in the months since JonBenet Ramsey’s death.

The mother usually hears about an upcoming pageant through word of mouth, an advertisement in a trade magazine, or from one of the many pageant forms circulated at the last contest that her daughter entered. Once a child has participated in a pageant, that particular system keeps the child’s name on a mailing list and sends future advertisements directly to the contestant. These mailing lists are often sold or traded to
other systems. The result is a mailbox full of literature on upcoming pageants.

Many of these contests begin at the preliminary level. The idea behind the preliminary contest is to induce the contestant to enter the larger and more expensive national contest. Seasoned competitors rarely attend these pageants which leaves this venue open to the less skilled. The girls often compete in small age groupings and vie to win the beauty, photogenic, and sometimes an added modeling event such as sportswear. The winning queens are often paid the “beauty fee” to enter the national contest in addition to their crowns and trophies. Seasoned competitors recognize that most of the time the beauty fee is waived for all contestants who enter the national pageant. This waiver does not mean there is no cost to enter the national competition, and many times one has to pay a mandatory registration fee. In other words, the award of having one’s beauty fee paid to the national pageant is often no award at all, but rather an illusionary inducement to encourage the novice contestants to enter the more expensive contest.

The registration fee required for many of these national competitions is over $100. This fee is usually paid in advance by a check or money order, but the remaining balance, as listed in the pageant form in Appendix I, can be paid with cash only. Part of the reason that registration fees are to be paid in advance is so that the director may better plan schedules for the attending children. This fee is most often non-refundable, which guarantees the director that mothers will not change their minds about attending the contest. Those scarce pageants that still allow checks to be written for the registration fee are certain that the check has cleared the bank before the competition begins. In the past, many pageants allowed participants to pay with checks; but unfortunately whether the check would clear the bank often depended on whether or not the child won the contest. The cash only policy for the remaining balance, which is often several hundred dollars, is the general practice of most national competitions.

After the mother sends in her daughter’s registration fee, she must begin a great
deal of preparation. If the national is located in an area to which one must travel, then lodging must be made in advance. Time off from work may be required and babysitting arrangements for any other siblings must be made. Babbette’s (1996a) suggests the checklist in Appendix C be followed when packing for the national competition (p. 84). When scanning the list the reader is sure to see how overwhelming it can be just to prepare for a weekend competition. Because so much of the child’s wardrobe is one of a kind with shoes and accessories dyed to match, it is essential that one never forgets an item.

The contestant and her family usually arrive the night before the pageant. They unpack and set about to prepare the youngster for the morning competition. This preparation often involves washing and rolling the child’s hair before bed. The mother slips out in the early morning hours to formally register her daughter in the competition. Generally this begins around 7:00 or 8:00 a.m. and continues until approximately 30 minutes prior to the beginning of the first competition. At registration the mother pays the balance for all fees owed, turns in her daughter’s photogenic and/or portfolio pictures, and receives her daughter’s line number to wear in the competitions. The mother then returns to the room and preparations are made for breakfast if they have not already eaten by this time. If the daughter is scheduled for make-up and hairstyling by the professional stylists, then both the mother and daughter may have been up for several hours. The professional stylists are responsible for the hair and make-up of many contestants. With competitions beginning at about 10:00 a.m., quite often it is the youngest children who must be prepared first and earliest.

The beauty competition is usually the only mandatory competition, although most contestants enter all events for a chance at the Supreme title. The beauty competition in children’s pageants is generally judged on facial beauty, attire, personality, and poise or stage presentation. A sample scoresheet might award a maximum of ten points on each
of these factors for a perfect score of 40, or 25 points on each factor for a total of 100. Sometimes these factors are weighted, depending on the focus of the contest. The pageants that look for a more beautiful child will weigh the facial beauty factor more. The pageants looking for more of a model will weigh the stage presentation more. Basically most southern pageants are looking for a “package child.” They generally award equal weights to facial beauty, attire, personality, and poise. They are looking for an attractive girl with a bubbly personality, well poised, and dressed elaborately. It is not unusual for a beautiful child in plain attire to place lower than a well-dressed, poised, average-looking child. Facial beauty only carries one-fourth of the score, which leads many to find that beauty does not have much to do with beauty pageants.

The children go out individually and then in a line-up with others in their age grouping. When the little girls are lined up across the stage it is hard to determine their socioeconomic status. The majority of the contestants are well-groomed, poised, and smiling in their pastel dresses shimmering with rhinestones, sequins, crystal beading, and pearls. In contrast to the contestants in local contests, and even of their late 1980s cohorts, the youngest have been trained by modeling instructors to work the stage individually with grace and poise. Each of the contestants appears to be the daughter of the elite standing at attention in some finishing school exercise.

The Cinderella myth comes to mind when one observes the mothers in the audience. In the pageants observed for this thesis, the mothers were casually dressed and even sloppily dressed. This contrast was so obvious that a mother in Indiana, a college professor working on her Ph.D., commented that a master’s thesis would not be complete without mentioning the poor condition of the pageant mothers’ attire. The appearance of the mothers may demonstrate that these women are more concerned about their daughters’ appearance than their own. It could be said that the mother who does her own
daughter’s hair and make-up may not have time to give much attention to her own appearance. However, both the mother that sends her daughter to a professional for hair and make-up and the mother who does this work herself seem to have little concern for their own appearance. The mothers obviously take second place to their daughters’ requirements, and it could easily be hypothesized that they may be living through their daughters’ success. The mothers who responded to the survey indicated that they paid well for their daughters’ pageant party dress/gown. The prices ranged from $30 to $2,650, with a mean of $660.63.

There is a certain logic behind starting the pageant off with the beauty competition. The contestants hairstyles are usually upswept, romantic coiffures. If the Pro/Am competition were held first the contestants hair might be flattened by the hats worn. It would be almost impossible to completely restyle the hair in time for the beauty competition. In the past, several pageants held an interview session prior to the beauty competition. Today such an event is rare, and only one of the six national pageants observed for this thesis held such a session. The contestants enter the interview individually, although some pageants have a group interview, in a simple Sunday dress or white shorts or slacks. Their hair has not been styled for the beauty competition and the contestant appears natural with make-up applied lightly, if at all. The contestants are asked rather simple questions and the judges are looking only for personality and not content in the responses. Teen pageants have a more complicated interview, but for children’s contests in general, the judges are evaluating the naturalness of the contestant. A child with programmed responses is usually spotted and receives lower scores, although the author has been fooled a time or two by truly fine little actresses. One little girl, about seven-years-old, was asked how many brothers and sisters she had. She replied with a number and then said, “but I told my Mommy that I wanted a baby sister
and she said (shaking her finger as though imitating her mother) ‘Charity Faye!’” The judges gave little Charity high scores for having such a cute personality. About three age groups later a ten-year-old was telling the judges about how many brothers and sisters she had and then added the same remark, shaking her finger as she spoke as well. “Melinda Sue!” was the only difference in the two stories. The judges had been fooled.

Because the interview section requires a more natural look, it is possible to tease and style the child’s hair in time for the beauty competition. Unfortunately there are very few pageants with interviews anymore, apparently individual interviews are too time consuming and are not at all practical for pageants trying to cover all events in one weekend.

The hairstylists are in much demand at the national competitions. They function as babysitters and entertain the contestant as well as applying make-up and styling hair. With many of the hairstylists charging as much as $300 a child, one does not need to be a great mathematician to figure out that these hairstylists are making huge profits off pageants. It is also humorous to note that one of these entrepreneurs said he charged only a fraction for the same work in his place of business. These enterprising stylists also include retouches and additional hairstyling for no additional charge. In order for a stylist to attend a national competition he or she must have a certain number of clients requiring their services in advance.

It is also noted that stylists have enough power to boycott a pageant. They inform their clientele that they will not attend so-and-so’s pageant; thus with many of the mothers dependent on the stylist to do their daughter’s hair, the children do not attend that national. A pageant is too costly to try a different stylist or to try and style the child’s hair themselves. The America’s Most Beautiful Pageant was boycotted by two of these hairstylists. There were three others who did attend and made a healthy profit.
After their grouping has been judged, the contestants file off the stage and proceed to the dressing rooms or upstairs to their room to change. Lunch is eaten quickly; the child must then dress for the next competition. A child may return to the hairstylist/make-up artist for a touch-up or new hair style that will better flatter their modeling attire. The most competitive and indeed the most controversial part of the pageant is the Pro/Am modeling competition. Smaller pageants are often limited to a Sportswear event only, while many of the nationals lasting several days have several modeling events -- such as swimwear, westernwear, casualwear, or costume. Children are expected to change clothes and modeling routines for each event. With the modeling routines so complicated, allowances must be made for the youngest children entered in several modeling events.

To understand the Pro/Am section of the contest it may be best to surrender all former ideas of a model in a fashion show. The modeling competitions are closer in resemblance to a highly-charged, well-choreographed, three-minute-or-less dance routine. Even the preschoolers have perfected routines, as one does not attempt this competition unless skills are honed. Many of the mothers at the pageants surveyed indicated that the going rate for a qualified modeling instructor is currently about $30 for a private, 30-minute session. The survey indicated that almost one-half (46.6 percent) of the daughters practiced twice a week or more on these routines and another 21.8 percent practiced at least once a week.

It could well be said that the children who do well in this competition are disciplined and surely intellectually bright. The routines observed were complex, detailed, and precise. At an Alabama pageant, an eight-year-old from Texas preformed what the audience assumed was an extraordinary display of skill. She was perfectly poised as she left the stage and proceeded to the ballroom exit. Once outside the pageant area she burst into tears and ran to her room. She was dissatisfied with her own
performance. The judges, like the audience, were unaware of a flaw in her routine: she placed high in that event. It was also interesting to note that her mother did not scold her, in fact the mother was running to keep up with the child as she dashed out of the ballroom. The mother later revealed that her daughter was a perfectionist and that even though the mother had told her she performed well, it was not enough. It also seemed in this mother-daughter team that the child was in charge not the mother.

The clothing for the modeling events generally cannot be bought "off the rack." The mother must find a dress designer who specializes in children's pageant wear. These designers are sometimes advertised in trade magazines, but usually they are located by asking around at pageants. These designers expend great effort is made to ensure that each outfit is unique and tailored to fit like a glove. These outfits often imitate the look and style of the elite women in our society, and this look is often referred to as "vogue." Perhaps not since the Middle Ages have children so resembled adults in clothing and mannerisms. The costumes worn suggest many lies: that the wearer is older, mature, sophisticated, sensual, and wealthy. The price range reported in the survey for a sportswear outfit started at only $40 and went up to $1,500, with a mean of $337.93. One can assume that these mothers have probably spent close to the same amount for other needed outfits in Pro/Am modeling events such as westernwear, costume, and, yes, even casualwear.

The materials used in these outfits have traditionally included a colorful array of satins and suede, but the latest trends call for mink and other animal fur as well. The income of the parents would most likely determine whether these materials are genuine or faux. Hats are widely used -- the style and type worn by the elite women in society. These hats are usually not scaled down in size and are often decorated with rhinestones, pearls, or gold studs; often they are trimmed in fur as well. The majority of these costumes, even among the babies, include a tear-a-way skirt or jacket to be pulled off.
in the routine.

Pageant mothers are quick to point out that these outfits are only costumes used in a specific situation -- the pageant. A truer statement could not be made when one considers the cost of cleaning one of these outfits. The overwhelming majority of contestants wear these outfits only long enough to perform on stage; they are then placed, like the precious jewels they are, away until the next competition.

The music for the modeling events is loud and upbeat. The audience is constantly yelling its support as the girls work the stage. The audience is made up primarily of mothers, grandmothers, and an occasional father or grandfather -- an unusual audience for what many might describe as a strip show. It is not the audience but the clothing choices that may lead many to find this event questionable. The garments are tight-fitting and often when the jackets are removed the audience howls. Many of these costumes have the backs cut out or include a midriff top underneath the jacket. The exposure of flesh and the tight-fitting clothing convey a direct sexual message that is further exaggerated by the gestures, expressions, and movements of the child model. Precocious sexuality is displayed in the pursed lips, swaying hips, and in the removal of the jackets or skirts. In combination with the music and the enthusiastic audience, one could forget that these are young girls in a pageant and not young adults in a strip show.

The children who remove items of clothing are thought to receive higher scores because of the added skill in tossing and throwing the jacket during their routines. The removal of the jacket is often the most creative and difficult maneuver in the child’s routine. They are not just taken off and dropped to the floor. The jackets are sometimes dropped off the shoulder and then caught with a bent leg or shaken off the shoulder during a spin and caught before it drops on the ground. A few contestants refuse to remove items due to past stage embarrassments. One woman revealed that her granddaughter refused to remove her jacket after her halter underneath came off while
she was on stage. At one of the Alabama pageants the author witnessed a similar incident. When the jacket was removed the young teen’s halter came loose as well. She did not miss a step, she proceeded through her routine with a big smile and one hand holding the top in place. The majority of mothers do not see the sexuality in the fashions and modeling techniques used by their daughters. Most think it is harmless because the audience is made up mostly of women, and perhaps they see it as a parody of their own sexuality. Regardless of the mothers’ beliefs many outsiders may find this section of the pageant disturbing.

For thousands of years human beings have communicated with one another in the language of dress. Long before I am near enough to talk to you...you announce your sex, age, and class to me through what you are wearing—and very possibly give me important information (or misinformation) as to your occupation, personality, opinions, tastes, sexual desires and current mood. I may not be able to put what I observe into words, but I register the information unconsciously; and you simultaneously do the same for me. By the time we meet and converse we have already spoken to each other in an older and more universal tongue. (Lurie 1981, p.3)

The outfits worn in sportswear are not sports-related costumes or outfits that one would ever wear outside a pageant. Basically they are very elaborate, classy outfits complete with jacket, hat, and matching ensemble underneath the jacket. No dresses are worn in this event. An occasional skirt can be found but it is often torn off displaying a jumpsuit or shorts. The contestant’s skill in modeling the outfit as well as the choice in attire is weighed and she is given a score. If there is only one modeling competition, such as sportswear, then it is clear that the Supreme winner of the day must have a high score in the beauty competition as well. If there are several modeling events, for example sleepwear, swimwear, and costume, then a contestant who models well may take the Supreme title even though she did poorly in the beauty competition. Beauty and Pro/Am modeling are usually only part of the events the contestant must do well in to be given the Supreme title, she must also do well in the Photogenic and/or Portfolio.
contests.

The Photogenic and Portfolio competitions may be judged at any time after all the photographs have been handed in at registration. This segment is done at a convenient time for the judges and directors. It is judged behind closed doors and does not require the contestants to be present. The photogenic competition usually carries the same weight as the Pro/Am event in scoring. The Photogenic pictures chosen for this competition are usually black and white headshots. Contestants may enter as many pictures as the mothers care to pay a fee for, which is usually around $50 each. A wise mother, with a healthy budget, may choose to enter not just a black and white photo but also a color shot of her daughter. At one pageant the majority of contestants entered as many as eight extra photos. The majority of the extra photographs are black and white as well but show the child with different clothing choices, hairstyles, etc. Only the highest scoring photograph of the contestant is recorded. Therefore it is sometimes wise to include a wide selection of shots. One judge may favor color photos, another may dislike hats in pictures, and still another may prefer only smiling photos. This section of the pageant is clearly determined by personal choice and it is a difficult competition to judge. The vast majority of photographs are top quality and are truly beautiful photos. A high quality photograph is essential for those vying for top prizes. The photogenic competition requires little skill on the part of the child but expertise on the part of the photographer. Several years ago it was possible to win this competitions with an Olan Mills or a Glamour Shots type of picture, but currently these photos would get tossed quickly to the side. Scanning through back issues of a trade magazine, Babette's, one can trace a growing interest in the photogenic section of national competitions. While there were only three-and-one-half pages of photographic studio advertisements in the winter of 1994 issue, there were eight full pages advertised by the summer of 1997.

The advertisements for the studios many times picture the well-known
professional contestants that are clients of the photographer. Amateurs, unsure of what type of pictures win, and seasoned competitors wanting to increase their odds at winning, are greatly influenced by these advertisements. By using photographs of the contestants who frequently win, the pageant mothers who read the trade magazines are able to compare the photos in the advertisements with the ones they have of their daughters. If there is a great difference and the mother wants to win badly enough, she will set up an appointment for her child.

These photographers are very expensive. The mean price paid for a photograph to be used in competition, according to the survey respondents, was slightly over $400 ($405.48). This price is an exorbitant amount to pay for a black and white head shot whether it has been retouched or not. The advertised photographers have the reputation for being the creme-de-la-creme of the pageant circuit. This established reputation does not mean that one cannot find a photographer and show him or her the type of pictures that win and then have that type taken. A funny thing has been known to happen when an unknown (in the pageant circuit) photographer reproduces similar pictures at a fraction of the cost: the price of the photos go up. The price the photographer charges for senior pictures or family pictures is often lower than the price charged when one mentions these photos are for a pageant. Perhaps the secret is out, pageant mothers are known for spending a great deal of money on their children.

The use of these photographers does not guarantee that one will be pleased with the final outcome. Of the 20 contestants followed throughout these contests, almost one-half had tried one of the photographers advertised in the trade magazines. It required a good deal of travel for most since the studios were several states away, but some were able to take advantage of the photographers who travel and set up in areas easily accessible to contestants. Most of the contestants observed for this thesis had traveled a great distance. One mother-daughter team flew to Florida from Kentucky for one
photograph, which was all they could afford at $400 each. Unfortunately, the mother was displeased with the picture she had purchased and attempted to get a refund. The studio agreed to let the child return for remakes at no extra charge because it was their policy not to refund. The mother was “stuck” with an 8 X 10 of her daughter looking like “Eddie Munster” because her husband refused to pay any more money for airline tickets and hotel reservations.

Another mother traveled to a nearby town when one of the studios had set up there. She took her daughter and paid the exorbitant amount even though she was on a fixed income. She, too, was disappointed with the photograph she had purchased but chose not to complain. She considers it a $400 lesson she needed to learn. One mother had visited several of these studios and had most recently visited a studio in Louisiana. She and her daughter traveled from Memphis and spent several hours at the photo session. She explained that the sitting fee was $1000 and the photos were about $400 each. According to these mothers, the typical photo shoot consists of a photographer taking pictures and a hairstylist/make-up artist changing the child’s “look” throughout the session. It should be noted that her African-American daughter received the same look as most of the other pageant children: romantic upswept hair, or hair pulled tightly underneath a large hat, adult-sized earrings and jewelry, and make-up applied to accent the eyes and lips.

The portfolio competition is included in many nationals, but it is rarely a component included for the Supreme title. It is usually an added side event with a large prize, such as a savings bond or cash, awarded to the winner. The portfolio consists of a wide variety of shots: indoor, outdoor, head shots, full-length shots, in a mixture of black and white and color. Given the high price paid for the type and style of photographs necessary to win these contests, one can imagine that few contestants could afford a good portfolio. Such expense is often the reason it is only a side event. The judging is done
similarly to the photogenic competition although it takes longer because one must flip through several pages of photographs in each portfolio binder. Generally there is a minimum of about ten pictures included in the portfolio. The winner is usually the contestant with the most variety in her photos.

Quite possibly the only competition in pageants that is based solely on facial beauty is the “Most Beautiful” event. This competition may or may not contribute points to the Supreme winner. Many times the judges are simply asked to choose the one contestant in the pageant with the prettiest face. Attire, poise, and personality carry no weight in this event. Often this event is broken down so that one winner will come from the younger contestants and another from the older girls. It is not unusual for a child to be chosen as the most beautiful and yet not even place in the beauty competition, because only facial beauty is considered. A child may be breathtakingly beautiful but unless her modeling skills are honed, her clothing is stunning, and her personality is contagious, she may not fare as well in the actual beauty competition for her age division.

Most pageants also feature a talent section, with scores that may or may not contribute to Supreme. If the scores do not affect the Supreme score, then the prize usually offered is quite sizable in itself: a large sum of cash or savings bond. This event may be entered with as many acts as the child wishes to perform and for which she can pay the required fee. This sum varies but it is usually around $50 per act. To sit through the youngest competitors acts is sometimes nothing less than torture. A two-year-old sings “I’m a Little Teapot” or “The Barney Song” or recites her ABC’s. A few may simply try ballet steps in a cutesy costume, and this pretty much exemplifies the talent of the four years and younger age.

Beginning with five-year-old girls, the talent becomes more enjoyable. There may be several off-key notes but the entertainers are enthusiastic and fun to watch. “Broadway Baby” is a favorite among the younger girls and many of them can light up
the audience. The song pieces get more complicated as the age of the children increases. An eight-year-old sang "How Great Thou Art" with so much emotion and voice control that the audience was mesmerized. One seven year old sang "Memories" from *Cats* in a pink cat costume and her added feline movements might make wonder her true age. The talent keeps increasing. There is the occasional first-or-second timer but usually the competitors have had years of vocal coaching and are truly entertaining. The costumes are exceptional as well, worthy to be cast in a Broadway production.

The talent is also one section of the pageant in which a male can enter. There are a few nationals that still feature boys age divisions for all competitions, but these are rare: you simply cannot make money off boys. Even in the nationals that do not feature boys, a boy may come and enter only the talent event. There is usually only one boy, or perhaps two that enter, and their presence has a tremendous effect on the judges and audience. In the majority of contests this author has attended, if a boy was competing, he usually won. Perhaps the judges have seen so many talented girls that they pause when they see the boy and think, "Now, this is different." It happens too many times -- all those wonderfully talented girls and the judges still choose the boy.

A few contests feature a commercial event that carries the same weight as talent. This event is necessary if talent scores are included for Supreme. In that case the not-so-talented girls would not have a chance at the main title and therefore probably would not enter the contest. That is the reason that the commercial event is sometimes used, it gives everyone a chance to score points. The commercials are performed on stage, similar to a drama piece. The babies usually perform "Huggies" commercials where they wonder around on stage in disposable diapers while the emcee reads a script. The stage is set up for each contestant’s small props, and music may be used for the background. Several smaller children can perform the "Oscar Meyer" commercials that feature a child singing "My bologna has a first name..." or the Band-Aid commercial
song, “I am stuck on Band-Aids, ‘cause Band-Aids stuck on me.” The older children’s productions are more elaborate and detailed. The mothers really try to outdo each other in their children’s productions. Unfortunately, no matter how creative the commercials are, they are usually no match for equaling the scores of the talent contestants. And, yes, there are many children who will compete in both the commercial and the talent so that their highest score from either event will go toward the Supreme. As noted earlier though, the talent and commercial competitions do not usually go toward Supreme. In most cases the talent section of a national will not have a large number of contestants. Most of the pageant participants have one goal in mind -- to win Supreme. They focus all of their attention on gaining points for that event.

The last contestant crowned at the end of a national is the Supreme winner, or winners if the pageant chooses to award both a younger and older contestant. Scores have accumulated over the weekend and the winners have been announced in the individual categories. Trophies, crowns, and banners have been given out. Each age division has awarded prizes for photogenic, portfolio, Pro/Am events, and the beauty winners. Many of these events have runners-up as well. The pageant mothers listen intensely to who is winning or placing high in each event, silently tallying scores in their heads. They know that the contestant receiving the most awards is very likely the Supreme winner. After all the division awards have been given out, the pageant announces the “Over All” winners. These would be winners in events such as Over All Most Beautiful, Over All Photogenic, Over All Model, etc. If a pageant chooses, and many of them do, they give the highest scoring contestant in each event an award. The awards have been given to the winners in the age grouping. By awarding an “Over All” title, one more child will receive a prize and is allowed to hold a superior position over the contestants chosen as age group winners. The contestant with the highest scoring Photogenic winner is given the title of Over All Photogenic Queen, the model who
accumulates the highest scores in all the Pro/Am events is named the Over All Pro/Am Model. The other events are often awarded in the same manner, attaching an “Over All” label in front of the remaining categories.

Many nationals end the suspense by calling the top ten or fifteen contestants to the stage. At this time all the awards have been given out. Smaller prizes have gone to the age division winners, larger prizes have been awarded to the Over All winners, and the grand prize will go to the Supreme winner. Some contests will not allow the Supreme winner of the day to receive any of the division titles, and it is announced that she placed first runner-up. Pageants do this for two reasons. The first reason is that it keeps the audience in suspense: did so-and-so really place as first alternate or is she the Supreme? It adds mystery to the air as well as gives hope to the children winning first runner-up. The other reason is more practical: it gives other contestants the chance to win titles and prizes. After all, the Supreme winner will take home the lion’s share: a new automobile, $10,000 in cash, $5,000 in cash, a cruise, a tanning bed, or an equally large savings bond will be among her winnings.

The Supreme winner takes home the largest trophy, the biggest crown, and one of the large prizes mentioned above. If she has won an automobile her parent(s) will be asked if they would like the car or cash instead. The parent usually takes the cash but certainly wants the child’s picture made standing beside the car. Few people can brag that their child has won a car. The car is usually a lower priced economy version with few added luxuries. It is not unusual for these cars not to be equipped with an air conditioner, for example. It is more economical for the pageant to award a cash sum and the minimally equipped car aids in discouraging the parent from choosing the car. The car is usually on loan from a local car dealer. The dealer receives a sum, such as $100, for displaying the car on the pageant site. Many times the car is brought into the ballroom where the pageant is being held and is decorated with a large ribbon and
magnetic door sign. The door sign is given to the Supreme winner whether she chooses the car or not. She may place it on her family's car for the next year. Often it is because many families already own a car, and the contestant is often too young to drive, that the mother chooses cash. The car is valued at a greater amount than the cash that is awarded, but the mother does not have to worry about trying to resell it or insure the not-really-needed automobile. A sum of around $5,000 is offered in place of the car.

With the announcement of the Supreme winner the national officially closes. Score sheets are made available and many times the parents rush to complain to the judges about the scores. Many will openly complain while the more seasoned will be bitter in the privacy of the car on the way home. This is not to say that all contestants act in this manner. Many are not in the least discouraged, since it is after all only a pageant. The families with the most to lose are possibly the most disappointed. If it is hard to afford the thousands of dollars in clothes, fees, photographs, and instructors, then these families are understandably upset. But then there is always the next national at which the gamble might be worth it, at least for the mother.
CHAPTER V

DATA ANALYSIS

The univariate responses are subdivided into characteristics of the contestant’s family, information concerning the contestant’s participation, physical attractiveness ratings of the contestant and her mother, and attitudinal statements. Information gathered from pageant participants observed throughout the competitions will be added to enrich the responses from the questionnaire. Together, the reader should get a good idea of the characteristics of the mothers sampled and those in the greater population. The questionnaire responses and the observations should also reveal to the reader the seriousness of these contests to the participants.

In addition to the univariate analysis, a bivariate analysis was also performed on several variables that had an effect on the pageant expenditures -- the amount of time the child spends in practice and the types of classes/sessions taken by the child. The relationship between the mother’s and father’s educational level was also explored, as well as the relationship between the education of the mother and the total family income. Summary tables are provided for the eight attitudinal statements pertaining to the role of women in society and the ten attitudinal statements about beauty in society to better enable the reader to see the relationship between these statements and the independent variables of educational level, employment status, and attractiveness self-rating of the mother. The data will reveal information that may alter the pageant mother stereotype that many people seem to carry.
Univariate Analysis

Characteristics of the Family

The typical pageant mother is white (88.6 percent), married (80.3 percent), and between 29 and 39 years of age (79.1 percent), as reported in Table 4. These results are not surprising. Most mothers who have children under 16 would be in the age range described. Mothers younger than 20 and older than 50 were a rarity, comprising only 7 percent of the total respondents. Most likely the older teens were the children of the mothers in the 40 to 49 range, although there could be exceptions. Three of the women responding to the survey were biologically the grandmothers of the contestants; however they had adopted their daughter’s child and were raising her as their own. This observation cannot be revealed in the responses to the survey but is known through personal knowledge of many of the contestants and their families.

Pageants have traditionally been a white dominated activity supported by a two-parent family. Not unlike the slight increase in the number of black women entering the nationally televised pageants such as Miss America, there also has been a growing population of black children competing in pageants. Less than one out of every ten respondents (7.6 percent) indicated that they were black and only 3.8 percent indicated their race being neither white nor black. The percentages, however, does not reveal the racial distributions of their children, as some may have a mother of one race and a father of another. Regardless, of the large number of children competing in pageants, many are not what one might picture as the typical contestant.

While certainly in the minority of children doing pageants, the contestants of different races are doing exceptionally well. Some may see the darker hair and skin color as an advantage because it tends to make the contestant stand out more in the group lineup. Many seasoned competitors recognize that the judges welcome a different look
when they see so many girls with blond hair and blue eyes. The younger black children are set apart by the uniqueness of their hairstyles: pigtails, ponytails, and multiple braids are often ways in which they wear their hair. These children appear somewhat younger than their white cohorts who are sporting romantic upsweeps. Perhaps this freshness is part of their appeal. In the youngest age divisions the black contestants appear more like little children than their white cohorts wearing hairstyles more appropriate for mature women. The majority of the older black contestants have adopted the hairstyles of their white cohorts. Perhaps this trend is a subtle demonstration that if one continues very long in pageants and wishes to do well in them, conformity to the mannerisms of the dominant group becomes the way to go.

Financially it is much easier to support the child’s pageant endeavors if the mother is married; however, slightly less than two out of every ten mothers (19.7 percent) reported being single or divorced. Several pageant mothers who are divorced have had to negotiate pageant weekends and holidays with their ex-husbands. Drawing on previous experience, the children from single parent and divorced families drop in and out of the pageant scene frequently. It is often noted that children quit competing for one of two reasons: they are not winning or Momma has a new boyfriend. Unless the divorced or single mother dates someone who loves pageants, it is likely that the mother has to cut down on pageants in order to spend more time with her boyfriend.

A little over six out of every ten contestants (61.8 percent) are from communities with populations less than 50,000. The pageants surveyed were in rural states and many of the respondents were from Alabama, Kentucky, or Tennessee. Only about two out of every ten respondents (20.6 percent) reported living in communities of 50,000-99,999, and a slightly smaller number (17.6 percent) reported living in communities of 100,000,000 or more.
Table 4. Frequency Distribution of Respondent’s Age, Race, Marital Status, Community Size, and Previous Pageant Experience.

<table>
<thead>
<tr>
<th>Variable</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Mother’s Age</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>19 or younger</td>
<td>4</td>
<td>3.1%</td>
</tr>
<tr>
<td>20-29 years</td>
<td>50</td>
<td>38.8%</td>
</tr>
<tr>
<td>30-39 years</td>
<td>52</td>
<td>40.3%</td>
</tr>
<tr>
<td>40-49 years</td>
<td>18</td>
<td>14.0%</td>
</tr>
<tr>
<td>50 or older</td>
<td>5</td>
<td>3.9%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>137</td>
<td>100.1%</td>
</tr>
<tr>
<td><strong>Mother’s Race</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>white</td>
<td>117</td>
<td>88.6%</td>
</tr>
<tr>
<td>black</td>
<td>10</td>
<td>7.6%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>2</td>
<td>1.5%</td>
</tr>
<tr>
<td>other</td>
<td>3</td>
<td>2.3%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>137</td>
<td>100.0%</td>
</tr>
<tr>
<td><strong>Mother’s Marital Status</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>married</td>
<td>106</td>
<td>80.3%</td>
</tr>
<tr>
<td>divorced</td>
<td>17</td>
<td>12.9%</td>
</tr>
<tr>
<td>single</td>
<td>9</td>
<td>6.8%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>132</td>
<td>100.0%</td>
</tr>
<tr>
<td><strong>Community Size</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>rural (less than 10,000)</td>
<td>38</td>
<td>29.0%</td>
</tr>
<tr>
<td>10,000-49,999</td>
<td>43</td>
<td>32.8%</td>
</tr>
<tr>
<td>50,000-99,999</td>
<td>27</td>
<td>20.6%</td>
</tr>
<tr>
<td>1,000,000 or more</td>
<td>22</td>
<td>17.6%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>131</td>
<td>100.0%</td>
</tr>
<tr>
<td><strong>Did Mother of Contestant Ever Enter a Pageant (When Under 21)</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>yes</td>
<td>42</td>
<td>31.6%</td>
</tr>
<tr>
<td>no</td>
<td>91</td>
<td>68.4%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>133</td>
<td>100.0%</td>
</tr>
<tr>
<td><strong>If Yes, Number of Contests Entered</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1-3 pageants</td>
<td>13</td>
<td>36.1%</td>
</tr>
<tr>
<td>4-8 pageants</td>
<td>9</td>
<td>25.0%</td>
</tr>
<tr>
<td>9 or more pageants</td>
<td>14</td>
<td>38.9%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>36</td>
<td>100.0%</td>
</tr>
</tbody>
</table>
Less than one-third (31.6 percent) of the mothers responding to the survey indicated that they had been in pageants when they were younger. As mentioned in the introduction, Patsy Ramsey, JonBenet’s mother, was a former state pageant queen. She would have fallen into this category of former pageant participants who want their daughters to follow suit. Among those who had been a former pageant participant, the majority (63.2 percent) were in fewer than nine contests. Slightly less than four out of every ten (36.2 percent) reported entering more than nine contests. In observing the contestants and their families for this research, many former state winners identified themselves: a former Miss Kentucky, a former Miss Alabama, etc. The state contests that are part of a nationally televised pageant are quite different from the children’s contests, and the winners seemed proud to mention their former title.

The former child pageant winners who grew up and began to enter their children in these contests never boasted about titles that they had won (at least not to this observer). If it were not for a few of the national directors (and their husbands), they would not have been recognizable as former queens of anything. The former Miss “States” looked as stunning as one might expect they appeared after being crowned. The former children’s pageant winners seemed to blend in more with the crowd, nothing outstanding in their grooming or attire that would make one suspect that they were once “stars” of the pageant circuit.

The results in Table 4 suggest that the mothers sampled are representative of the image most of us have of the women who choose to enter their daughters in pageants. There is nothing unusual in their age distributions, race, or marital status. The majority (61.8 percent) come from communities of less than 50,000, which is also not surprising. Many of the mothers lived in rural states such as Kentucky, Tennessee, or Alabama. It is also no surprise that a few of the mothers had been in pageants themselves.
Table 5 contains an even closer look at the background characteristics of the contestant’s family. Results in Table 5 indicate that one-third (33.3 percent) of the mothers reported having a high school education or less, while slightly over four out of ten (42.6 percent) of the fathers had a similar level of education. Slightly more mothers (2.8 percentage points) than fathers attended a vocational school or had some college experience. There seems to be a pattern indicating that the mothers were slightly more educated than their husbands: 26.5 percent of the mothers were college graduates while only 18.5 percent of fathers were.

Thirty-three of the respondents indicated that they were not employed; and perhaps these women stay home to raise their children. Slightly over one-half (51.9 percent) of the respondents were employed full-time, and another 22.9 percent were employed part-time. The occupations of the respondents were coded as requiring little skills or education (i.e., waitresses, store clerks, seamstresses), some skills or education (i.e., beauticians, LPNs, secretaries), requiring a degree or high level of skill (i.e., registered nurses, dental hygienists, managers), and occupations considered professional (i.e., director of Health and Safety for American Red Cross, hospital administrator, professors). The category of “other” contained the women who were self-employed (4) or business owners (4). Similar coding was used for the fathers’ occupations. The category of “other” in Table 5 also included fathers who were disabled or retired.

Among the working mothers, over one-fourth (27.4 percent) were employed in occupations requiring little skills and education. Almost four out of ten fathers (36.7 percent) were considered to be in that category: truck drivers, miners, or laborers. While 22.6 percent of the women were considered to be employed in an area that required some skills (such as a vocational school would supply) or a moderate education, only 16.3 percent of the men were similarly categorized: electricians, welders, and mechanics.
Table 5. Background Characteristics of Mothers and Fathers: Level of Education, Occupation, and Family Income.

<table>
<thead>
<tr>
<th>Variable</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Mother's Education</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>less than high school</td>
<td>3</td>
<td>1.5%</td>
</tr>
<tr>
<td>GED</td>
<td>5</td>
<td>3.8%</td>
</tr>
<tr>
<td>high school graduate</td>
<td>37</td>
<td>28.0%</td>
</tr>
<tr>
<td>some college/vocational school</td>
<td>49</td>
<td>37.1%</td>
</tr>
<tr>
<td>college graduate</td>
<td>35</td>
<td>26.5%</td>
</tr>
<tr>
<td>postgraduate</td>
<td>4</td>
<td>3.0%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>132</td>
<td>99.9%</td>
</tr>
<tr>
<td><strong>Father's Education</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>less than high school</td>
<td>4</td>
<td>3.7%</td>
</tr>
<tr>
<td>GED</td>
<td>2</td>
<td>1.9%</td>
</tr>
<tr>
<td>high school graduate</td>
<td>40</td>
<td>37.0%</td>
</tr>
<tr>
<td>some college/vocational school</td>
<td>37</td>
<td>34.3%</td>
</tr>
<tr>
<td>college graduate</td>
<td>20</td>
<td>18.5%</td>
</tr>
<tr>
<td>postgraduate</td>
<td>5</td>
<td>4.6%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>108</td>
<td>100.0%</td>
</tr>
<tr>
<td><strong>Mother's Employment Status</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>unemployed</td>
<td>33</td>
<td>25.2%</td>
</tr>
<tr>
<td>part-time</td>
<td>30</td>
<td>22.9%</td>
</tr>
<tr>
<td>full-time</td>
<td>68</td>
<td>51.9%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>131</td>
<td>100.0%</td>
</tr>
<tr>
<td><strong>Mother's Occupation</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>little skills/education required</td>
<td>23</td>
<td>27.4%</td>
</tr>
<tr>
<td>some skills/education required</td>
<td>19</td>
<td>22.6%</td>
</tr>
<tr>
<td>skilled/degree required</td>
<td>14</td>
<td>16.7%</td>
</tr>
<tr>
<td>professional</td>
<td>20</td>
<td>23.9%</td>
</tr>
<tr>
<td>other</td>
<td>8</td>
<td>9.5%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>84</td>
<td>100.1%</td>
</tr>
<tr>
<td><strong>Father's Occupation</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>little skills/education required</td>
<td>36</td>
<td>36.7%</td>
</tr>
<tr>
<td>some skills/education required</td>
<td>16</td>
<td>16.3%</td>
</tr>
<tr>
<td>skilled/degree required</td>
<td>23</td>
<td>23.5%</td>
</tr>
<tr>
<td>professional</td>
<td>9</td>
<td>9.2%</td>
</tr>
<tr>
<td>other</td>
<td>14</td>
<td>14.3%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>98</td>
<td>100.0%</td>
</tr>
</tbody>
</table>
Table 5. Background Characteristics of Mothers and Fathers: Level of Education, Occupation, and Family Income (cont.)

<table>
<thead>
<tr>
<th>Variable</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Family Income</td>
<td></td>
<td></td>
</tr>
<tr>
<td>less than $10,000</td>
<td>3</td>
<td>2.3%</td>
</tr>
<tr>
<td>$10,000-$19,999</td>
<td>3</td>
<td>2.3%</td>
</tr>
<tr>
<td>$20,000-$29,999</td>
<td>22</td>
<td>16.9%</td>
</tr>
<tr>
<td>$30,000-$39,999</td>
<td>25</td>
<td>19.2%</td>
</tr>
<tr>
<td>$40,000-$49,999</td>
<td>26</td>
<td>20.0%</td>
</tr>
<tr>
<td>$50,000-$59,999</td>
<td>17</td>
<td>13.1%</td>
</tr>
<tr>
<td>$60,000-$69,999</td>
<td>15</td>
<td>11.5%</td>
</tr>
<tr>
<td>$70,000 or more</td>
<td>19</td>
<td>14.6%</td>
</tr>
<tr>
<td></td>
<td>130</td>
<td>99.9%</td>
</tr>
</tbody>
</table>

Almost the reverse statistics were found in the category requiring a degree or a great deal of skill. There were 16.7 percent of women and 23.5 percent of men in this category. While both groups had a wide selection of managerial positions, more technological positions were found among the father’s occupations: engineering technicians, medical technicians, and a robot technician. Both groups also had teachers filling the professional categories, but the occupations of the men also included a physician, an attorney, and an executive -- occupations not found among the women respondents.

The reader is warned however that due to the vagueness of some of the job descriptions, such as self-employed and business owner, we can only speculate that many of the mothers appear to be doing quite well in their careers. However, this information might actually be demonstrating that women with some college background (66.6 percent) were more inclined to fill out a survey questionnaire. Regardless, these women
were present at the competitions surveyed, suggesting that pageants appeal to the educated as well as the uneducated and to the stay-at-home mother as well as the career woman. Both the college professors and the receptionists had made pageants a part of their daughter's upbringing.

Table 5 also illustrates the socioeconomic status of pageant participants.
Understandably, only a scant 4.6 percent of families reported earning less than $20,000. Over one-half of the respondents (56.1 percent) indicated total family incomes within the range of $20,000 to $49,999, and about four out of every ten respondents (39.2 percent) indicated family incomes of $50,000 or more. The results presented in Table 5 suggest it is the lower-middle and middle-class families that comprise the majority of pageant participants.

Table 6 examines the reasons for becoming involved in pageants. The open-ended answers on how the mother first became involved in pageants were coded as follows: entered child in hometown contest, knew someone who placed their children in pageants, mother was former participant, entered sibling in an earlier contest, child requested to enter, sought out pageants because child lacked certain qualities, and other. The category of other responses included: other people had encouraged the mothers to put their child in pageants, they saw advertisements for them, and they thought their child was exceptionally beautiful. This category contained 17.4 percent of all responses because the responses were so individual that they could not be placed within a common category.

The results presented in Table 6 suggest that the majority of women entered their child in a small local pageant or became involved in pageants through an acquaintance. Pageants are rarely advertised outside trade magazines. Table 6 verifies that many women initially heard about pageants through word of mouth.
Table 6. Frequency Distribution of Reasons for First Involvement in Pageants and Number of Miles Traveled to Pageant.

<table>
<thead>
<tr>
<th>Variable</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>How did Daughter First Become Involved in Pageants</td>
<td></td>
<td></td>
</tr>
<tr>
<td>entered hometown contest</td>
<td>33</td>
<td>38.4%</td>
</tr>
<tr>
<td>friends/relatives were in them</td>
<td>12</td>
<td>13.9%</td>
</tr>
<tr>
<td>older sibling was in them</td>
<td>9</td>
<td>10.5%</td>
</tr>
<tr>
<td>mother was in them</td>
<td>7</td>
<td>8.1%</td>
</tr>
<tr>
<td>child requested to be in them</td>
<td>6</td>
<td>6.9%</td>
</tr>
<tr>
<td>daughter lacked certain qualities</td>
<td>4</td>
<td>4.5%</td>
</tr>
<tr>
<td>other</td>
<td>15</td>
<td>17.4%</td>
</tr>
<tr>
<td></td>
<td>86</td>
<td>99.9%</td>
</tr>
</tbody>
</table>

| Number of Miles Traveled to Pageant           |           |         |
| 100 or less                                   | 39        | 31.5%   |
| 101-200                                       | 27        | 22.0%   |
| 201-400                                       | 32        | 25.2%   |
| 400 or miles                                  | 27        | 21.3%   |
|                                               | 127       | 100.0%  |

Mean 279.7
Median 200
Mode 200
The majority of respondents (38.4 percent) indicated that they had entered their daughters in small local pageants. This category could be anything from the county fair to a local pageant at the mall. Friends and relatives (other than the mother) informed 13.9 percent of the respondents about pageants, and one out of every ten respondents (10.5 percent) reported that her daughter had entered the contest because an older brother or sister was also a contestant. While Table 4 showed that several of these mothers had previously entered pageants themselves (31.6 percent), only 8.1 percent of respondents indicated that their previous experience made them look for contests for their daughters. A few respondents (6.9 percent) indicated that their child requested to be in them. One child “begged” to be in them after she saw the televised pageants. A scant 4.7 percent of respondents sought out pageants because they felt their daughters were lacking in certain qualities. The daughter may have had low self-esteem, no confidence, or poise, for example. One mother wrote that her daughter used to come home in tears because the other children at school thought she was ugly. The mother went on to say that pageants had taught her daughter to carry herself in a more confident manner and that the school peers now thought her daughter was attractive.

Table 6 also reveals at how far these mothers had traveled to the pageant. A little over three out of every ten respondents (31.5 percent) had traveled less than 100 miles for the competition, and 22 percent had traveled 101 to 200 miles. About one-fourth of the respondents (25.2 percent) had traveled 201 to 400 miles away from home, while 21.3 percent traveled farther than 400 miles. Both the median and mode were 200 miles and the mean was slightly over 279 miles.

Table 6 revealed how the respondents first became involved in entering their daughter in pageants, but Table 7 examines why they choose to enter their daughters in them. The question specifically asked what benefits were for the daughter. In other
words, what are they hoping their daughter will gain from these competitions? Mothers were allowed to make either one or two selections and so the percentages do not add to 100. The overwhelming majority of respondents (67.9 percent) selected self-esteem as an enhancement. The mothers obviously want their daughters to be confident and to be self-assured. However, one may wonder whether the daughters actually get a true feeling of self-worth when the daughters are not portrayed naturally (i.e., when make-up is applied, hair extensions are woven into the girl's hairstyle, or when the false tooth is placed in the mouth). One can easily see the confidence they project as they move across the stage, but whether this carries over out of the spotlight cannot be determined in this thesis.

There are several children who may get a sense of normality from pageants, and it can be argued that they do receive a boost in the self-esteem area. One little girl in Alabama competed with an artificial leg; at other pageants, several were seen competing with missing limbs. These girls competed right along with the others and many won the events. One could see how such wins could make the girl feel better about her appearance. On the other hand, a dwarf competed at one of the Alabama pageants, and it seemed that her self-esteem was damaged after the competition.

The second most popular perceived benefit was enduring friendships, selected by slightly over one-third of the respondents (34.3 percent). There is a great sense of community at these contests; one can readily see contestants playing with each other and parents conversing with each other. However, upon closer examination the group is usually divided into cliques. Those too young to understand the concepts of winning and losing seem to have no problem playing together before or after the contest. But these children learn fast. It is more likely that the friendships are between girls in different age divisions, those who do not compete together.
turn, however, the friendship would most likely disintegrate.

Slightly less than one-fourth of the respondents (24.6 percent) thought their daughters benefited by the extensive traveling. These contestants visit many states, and when they are not stuck in the hotel competing they may explore these areas. Many pageants, such as America’s Most Beautiful Girls, are located in a popular resort area with lots of things for families to do in their spare time. Disney World and Six-Flags areas are sites for many large pageants. On trips such as these, the contestant and her mother can travel alone, without the father. The most common company for these trips with the mother and the daughter is the grandmother. A few grandfathers can be found and even fewer fathers. Perhaps it is not where they are traveling that has such an impact, but who they are traveling with that makes these trips more enjoyable.

A little over one out of every ten respondents (12.7 percent) thought their daughter would benefit by the exposure to the entertainment industry, perhaps hoping that their daughters would be seen by talent scouts. The same could be said of the 11.2 percent that thought pageants could benefit their daughter’s modeling career. Few talent scouts are around, and for those pageants such as Southern Angels where these scouts served as judges, they are not looking for pageant children. The modeling agents are looking for natural children — not package children. At a recent pageant in Louisiana, an acting and modeling scout confided that these mothers are doing everything wrong in the way of dressing and programming them on stage. As mentioned in Chapter IV, the Pro/Am modeling that these contestants do does not resemble runway fashion modeling. The photographs of the pageant kids are too seductive to use in a commercial portfolio. If the aim of the mother is to make her child a star, then she is probably going about it all wrong.

Almost one out of every ten respondents (9.7 percent) indicated that their
daughters benefited from the monetary prizes. Many mothers announced that all their
daughter’s winnings were being placed in an account for college. When asked if they
could have built an even stronger bank account by not paying the high fees, hotel
expenses, and purchasing the expensive clothes and photographs, they responded “yes,
but it wouldn’t be as much fun.”

Only 4.5 percent of the sample indicated that their daughters might gain
academic scholarships from pageants. Academic scholarships are virtually unheard of in
children’s pageants. The mothers who responded probably had their daughters in both
children’s pageants and the national teen pageants that do offer such awards. Even fewer
respondents (3.0 percent) thought their daughter’s status could be increased by pageants.
The category of other included a variety of responses -- such as a chance to spend time
alone with daughter, sports cause too many injuries, and enjoy watching daughter on
stage.

Characteristics of the Contestants

While the information in Tables 5, 6, and 7 addressed the background
characteristics of the family, Table 8 explores the background of the contestant. Only
38.5 percent of the contestants were an only child, while 61.5 percent of contestants had
to share attention with a sibling or two. While an additional probe was not designed to
reveal the number of daughters the respondent had, we can justifiably assume many of
them have more than one. Approximately two out of every ten respondents (20.1
percent) reported having more than one daughter entering beauty contests. Having more
than one daughter in pageants means even more of the family budget is spent on attire,
fees, and other pageant expenses. A dilemma that sometimes must be faced is having
one daughter who does well in pageants, while the other does not. Sibling rivalry is often
avoided by entering the daughters in separate contests, but many mothers attempt to
avoid a seeming favoritism by entering both daughters. Often, if the mother cannot afford to enter both daughters, then neither daughter competes. Frequently, one of the daughters finds other interests and the mother is left with a legitimate excuse for only entering one daughter. One mother revealed that she was worried that the judges might allow only one sister out of a family to win. To avoid the recognition of the same last name, this mother gave her youngest child a stage name used only when competing.

Several sisters could be found at the contests observed for this thesis. The mother’s time was often split while she prepared each child for competition. One mother would watch her youngest compete, whisk her off the stage, and run to prepare the older daughter for her competition. While many mothers may try to avoid favoritism, it was often observed that one child got the lion’s share of attention. The favorite was usually the more successful of the two children. The attire was usually more expensive, more time was spent on her hair and make-up, and more time was devoted to her practice. Judges often comment that it is easy to see which child the mother favors.

One judge confided that he “hated” to see one sister presented as a “princess” and the other presented as the “ulgy step-sister.” At one of the Tennessee pageants that he was judging there were sisters competing. One looked absolutely stunning in her dress, while the other looked like her mother placed her inside a “parade float.” No one can deny that the money spent on attire adds to overall appearance of the contestant. By spending the bulk of the money on one daughter, the mother is increasing the chances of that child winning, while decreasing the chances of the other daughter.

One sister team consisted of polar opposites in their appearance and mannerisms. While both girls were young teens, one sister was a gorgeous, vivacious redhead and her sister was a noticeably much plainer, withdrawn blonde. In speaking to these girls it was revealed that it was the blonde that entered pageants. The redhead hated these contests
and refused to compete. She was at the pageant to lend her sister moral support. The more attractive redhead applied her sister's make-up and styled her hair. During this time she was also boosting her sister's self-image, telling her constantly how beautiful she was. It was obvious to this observer that the more attractive girl did not need pageants to affirm her worth, while the plainer sister may have entered pageants for that very reason.

Table 8 illustrates the age distributions of the contestants whose mothers completed the survey. Slightly less than three out of every ten contestants (27.6 percent) were two or under, and approximately one-fourth (24.6 percent) were three to five years of age. Only 14.2 percent were ages six to eight (the age division of JonBenet Ramsey), while 22.4 percent of contestants fell into the nine to twelve age range. Slightly over one-tenth of the contestants (11.2 percent) were 13 to 16 years of age.

Pageants cater most to the youngest contestants, and having over one-half of contestants (52.2 percent) five years of age or younger is quite representative of pageants in general. One reason that there may have been fewer contestants in the next age category (6 to 8) is that around this age children begin to lose their front teeth. While some contestants do use "flippers," a partial dental plate, many do not. Many mothers find that it is best to simply wait out the period between losing teeth and growing new ones. It is difficult to compete equally when some children still have their baby-teeth, some who are wearing "flippers," and some are sporting their new "beaver-teeth."

By the age of nine many of the girls begin competing again, but by the early teens many tend to drop out. This pattern is illustrated in Table 8 and is representative of the cycle many contestants go through. The early teen years are often considered awkward times for anyone. Many girls are facing problems with acne or beginning to wear braces on their teeth. They are also developing at different rates. Once again, many
contestants find it difficult to compete in age divisions where some girls are fully developed physically and others are not yet showing any signs of sexual maturity. This age is generally the one in which most girls begin to develop interests in the opposite sex: few sixteen-years-olds would choose to spend a weekend with their mothers at a pageant over a possible date on a weekend night. Many girls drop out because they have developed other interests such as cheerleading, sports, and other school activities.

Table 8 reveals that the majority of contestants in the sample (55.2 percent) have been competing for three or more years. Comparing this information to the the age distribution of contestants in the sample, one finds that the majority of children three and older might fall into this category. The indication is that approximately over three-fourths of the contestants (76.3 percent) have competed three or more years. Only 17.9 percent of contestants have competed for less than one year and approximately one-fourth (26.9 percent) have competed one to two years. The results in Table 8 suggest that the majority of the contestants are seasoned competitors.

Table 8 further illustrates the number of competitions that these children compete in yearly. Only three contestants were first time competitors (2.3 percent). While 28.6 percent of contestants competed in two to six pageants a year, about four out of every ten contestants (38.3 percent) participated in seven to 12 competitions a year. Among those contestants averaging more than one pageant a month (30.8 percent), 12.0 percent were in 13-20 pageants a year and another 18.8 percent participated in more than 20 competitions per year. The frequency of pageants attended does not mean, however, that all these contestants are competing solely in national competitions, as many of these contests could be at the local or preliminary level. However, few seasoned competitors bother with pageants on the lower levels, it is likely that these figures represent a large number of national competitions a year.
Table 8. Number of Children in Family, Number of Daughters in Pageants, Age of Contestants, Number of Competitions, and Time Since Last Competition.

<table>
<thead>
<tr>
<th>Variable</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of Children</td>
<td></td>
<td></td>
</tr>
<tr>
<td>one</td>
<td>52</td>
<td>38.5%</td>
</tr>
<tr>
<td>two</td>
<td>54</td>
<td>40.0%</td>
</tr>
<tr>
<td>three or more</td>
<td>29</td>
<td>21.5%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>135</strong></td>
<td><strong>100.0%</strong></td>
</tr>
<tr>
<td>Number of Daughters in Pageants</td>
<td></td>
<td></td>
</tr>
<tr>
<td>one</td>
<td>107</td>
<td>79.9%</td>
</tr>
<tr>
<td>two</td>
<td>22</td>
<td>16.4%</td>
</tr>
<tr>
<td>three or more</td>
<td>5</td>
<td>3.7%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>134</strong></td>
<td><strong>100.0%</strong></td>
</tr>
<tr>
<td>Age of Contestant</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2 or younger</td>
<td>37</td>
<td>27.6%</td>
</tr>
<tr>
<td>3-5</td>
<td>33</td>
<td>24.6%</td>
</tr>
<tr>
<td>6-8</td>
<td>19</td>
<td>14.2%</td>
</tr>
<tr>
<td>9-12</td>
<td>30</td>
<td>22.4%</td>
</tr>
<tr>
<td>13-16</td>
<td>15</td>
<td>11.2%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>134</strong></td>
<td><strong>100.0%</strong></td>
</tr>
<tr>
<td>Number of Years Competed</td>
<td></td>
<td></td>
</tr>
<tr>
<td>less than one</td>
<td>24</td>
<td>17.9%</td>
</tr>
<tr>
<td>one to two</td>
<td>36</td>
<td>26.9%</td>
</tr>
<tr>
<td>three or more years</td>
<td>74</td>
<td>55.2%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>134</strong></td>
<td><strong>100.0%</strong></td>
</tr>
<tr>
<td>Number of Competitions Per Year</td>
<td></td>
<td></td>
</tr>
<tr>
<td>one pageant only</td>
<td>3</td>
<td>2.3%</td>
</tr>
<tr>
<td>2-6</td>
<td>38</td>
<td>28.6%</td>
</tr>
<tr>
<td>7-12</td>
<td>51</td>
<td>38.3%</td>
</tr>
<tr>
<td>13-20</td>
<td>16</td>
<td>12.0%</td>
</tr>
<tr>
<td>more than 20</td>
<td>25</td>
<td>18.8%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>133</strong></td>
<td><strong>100.0%</strong></td>
</tr>
<tr>
<td>Last Competition</td>
<td></td>
<td></td>
</tr>
<tr>
<td>this was first competition</td>
<td>3</td>
<td>2.2%</td>
</tr>
<tr>
<td>less than 3 months ago</td>
<td>97</td>
<td>72.4%</td>
</tr>
<tr>
<td>3-6 months ago</td>
<td>29</td>
<td>21.6%</td>
</tr>
<tr>
<td>7-12 months ago</td>
<td>2</td>
<td>1.5%</td>
</tr>
<tr>
<td>one year ago or longer</td>
<td>3</td>
<td>2.2%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>134</strong></td>
<td><strong>99.9%</strong></td>
</tr>
</tbody>
</table>
These participants also spend little time between competitions, as Table 8 illustrates. Almost two-thirds of the girls (72.4 percent) had competed less than three months before the national pageant at which their mother was surveyed. About two out of every ten mothers (21.6 percent) indicated that their daughter’s last competition was three to six months prior to the one they were attending at the time of the survey. Only 3.7 percent of contestants had waited a period of seven months or longer since their last competition, and only 2.2 percent were surveyed at their first competition. In summation, both the number of competitions a year and the time spent between competitions illustrate that pageant girls compete often.

Observations of this frequency of competing were also noted by this author. While virtually unknown to many contestants and their families prior to administering the survey, this author was well-known by many before the last competition was surveyed. Many of the same faces could be found at the national pageants surveyed. When handing out the questionnaires many mothers remarked that they had filled it out at Sugar and Spice or Glamour Girls, specifically pinpointing the pageants surveyed, and demonstrating that they were in attendance at more than one of the contests. The contestants themselves would approach and inquire whether the “survey lady” remembered them from the other pageants.

Table 9 displays some of the classes that girls in pageants may take. Respondents were asked to indicate all classes that their daughters had ever taken. The babies (those under two) were excluded because they would be too young to utilize most of the classes listed. It was no surprise that almost eight out of every ten contestants (77.2 percent) over the age of two had taken modeling classes. It would virtually be impossible to compete in the modeling competitions without some guidance. Almost one-half of the contestants (47.8 percent) had taken dance classes, a popular pastime for girls in general.
Table 9. Classes Taken by Contestants Over Two Years of Age (n=92).

<table>
<thead>
<tr>
<th>Variable</th>
<th>Frequency</th>
<th>Percent*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Classes Taken</td>
<td></td>
<td></td>
</tr>
<tr>
<td>modeling</td>
<td>71</td>
<td>77.2%</td>
</tr>
<tr>
<td>dance</td>
<td>44</td>
<td>47.8%</td>
</tr>
<tr>
<td>gymnastics</td>
<td>43</td>
<td>46.7%</td>
</tr>
<tr>
<td>voice</td>
<td>31</td>
<td>33.7%</td>
</tr>
<tr>
<td>tanning bed sessions</td>
<td>30</td>
<td>32.6%</td>
</tr>
<tr>
<td>instrumental music</td>
<td>13</td>
<td>14.1%</td>
</tr>
<tr>
<td>academic enrichment</td>
<td>11</td>
<td>12.0%</td>
</tr>
<tr>
<td>drama</td>
<td>6</td>
<td>6.5%</td>
</tr>
<tr>
<td>foreign language</td>
<td>5</td>
<td>5.4%</td>
</tr>
<tr>
<td>other</td>
<td>6</td>
<td>6.5%</td>
</tr>
</tbody>
</table>

* Contestants 2 years of age or younger were excluded since they were judged to be too young to utilize the classes. Percentages do not add to 100% since contestants could participate in more than one class.
There are some contestants that perform dance numbers for the talent section of the pageant, but these are usually few and far between. Gymnastics is also a favored activity for many girls; slightly less than one-half of the pageant contestants (46.7 percent) were reported to have taken these classes. The most popular talent is often singing, and about one-third of the respondents (33.7 percent) indicated that their daughters had taken voice lessons. Voice teachers are difficult for many people to find, and many will not work with young children. These two factors may be reasons that many other contestants have not taken voice.

Tanning bed sessions were included in Table 9 for two reasons. The first reason was that mothers might not respond if a probe about tanning bed sessions was placed alone in the questionnaire. The other reason was that like classes, tanning bed sessions require time and expense on the part of the mother and contestant. By now most people know about the association of tanning beds and skin cancer, but almost one-third of the contestants (32.6 percent) had tried them.

Fewer participants were noted in the remaining classes in Table 9. Those classes with the fewest pageant participants included instrumental music (14.1 percent), academic enrichment (12.0 percent), drama (6.5 percent), and foreign language (5.4 percent). Possibly the biggest reason for this decline in participation is due to the ages of the contestants in the sample. Many of those classes are offered only in middle school or high school. When one looks at these results keeping in mind that there were only 15 contestants in the sample who were older than 12, it appears that the pageant daughter is kept busy with many extracurricular activities. The category of other included cheerleading, Brownies, and sports. Many mothers remarked that a category about sports should have been included in the questionnaire, as many of their daughters participated in sports. While Table 8 illustrated the amount of time devoted to attending pageant
competitions, Table 9 showed that these contestants also devote time to other activities as well.

Table 10 adds even more to our knowledge concerning the characteristics of the pageant contestant. The previous tables demonstrated that pageant contestants spend a good deal of time at pageants, in classes preparing for pageant competitions, and in various school-related classes. Table 10 addresses the time the contestant spends at home preparing for competitions. Only 12.8 percent of children never practice for pageants at home, but when one considers that there were 37 children under age three in the sample and that only 17 children from the entire sample never practiced then one can see that children of all ages are spending time practicing their stage modeling. It may be necessary to remind readers that even if a child does not participate in the Pro/Am events there is a certain way of walking the runway in the beauty competition that all contestants must learn. The "step-step-turn" at each "X" must be perfected by the time the child begins to walk the runway alone -- at about three years of age. The mothers are allowed to coach the smaller children while they are on stage together but girls going out solo must know what they are doing.

Table 10 demonstrates that increasing numbers of children spend more and more time in practice. Respondents indicated that 18.8 percent of their children practice at home occasionally, 21.8 percent practice at least once a week, and almost one-half of the respondents (46.6 percent) indicated that their daughters practice twice a week or more on their routines. The daughter with an upcoming pageant or the daughter with a complex modeling routine would tend to practice more than others. One does not pay for advanced modeling sessions and expect that the child will catch on to the routines quickly. The questionnaire did not specify how long the children practiced. They may be only spending only ten or fifteen minutes in their practice sessions.
Table 10. Frequency Distribution of Daughter's Practice Time, X’s on Floor, and Beauty Enhancements Worn in Competitions.

<table>
<thead>
<tr>
<th>Variable</th>
<th>Frequency</th>
<th>Percent*</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>How Often Daughter Practices at Home</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>she never practices</td>
<td>17</td>
<td>12.8%</td>
</tr>
<tr>
<td>occasionally</td>
<td>25</td>
<td>18.8%</td>
</tr>
<tr>
<td>at least once a week</td>
<td>29</td>
<td>21.8%</td>
</tr>
<tr>
<td>twice a week or more</td>
<td>62</td>
<td>46.6%</td>
</tr>
<tr>
<td></td>
<td>133</td>
<td>100.0%</td>
</tr>
<tr>
<td><strong>X’s on Floor?</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>no</td>
<td>85</td>
<td>63.4%</td>
</tr>
<tr>
<td>yes</td>
<td>49</td>
<td>36.6%</td>
</tr>
<tr>
<td></td>
<td>134</td>
<td>100.0%</td>
</tr>
<tr>
<td><strong>Beauty Enhancements</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>make-up</td>
<td>106</td>
<td>79.7%</td>
</tr>
<tr>
<td>hair extensions</td>
<td>35</td>
<td>26.3%</td>
</tr>
<tr>
<td>colored or bleached hair</td>
<td>26</td>
<td>19.5%</td>
</tr>
<tr>
<td>false tooth/teeth</td>
<td>19</td>
<td>14.3%</td>
</tr>
<tr>
<td>colored contact lens</td>
<td>11</td>
<td>8.3%</td>
</tr>
<tr>
<td>breast enhancements</td>
<td>10</td>
<td>7.5%</td>
</tr>
<tr>
<td>permed hair</td>
<td>9</td>
<td>6.8%</td>
</tr>
<tr>
<td>braces</td>
<td>7</td>
<td>5.3%</td>
</tr>
<tr>
<td>glasses</td>
<td>0</td>
<td>0.0%</td>
</tr>
</tbody>
</table>

*Percentages do not add to 100% since contestants may use more than one “beauty enhancer” while in competitions.
Also listed in Table 10, was the response to a question about whether or not X’s could be found on the floor at home. Over one-third of the respondents (36.6 percent) reported having X’s on their floors. X is often the first letter a pageant child learns. Mothers with smaller children tape X’s on the floor to replicate the spots on the stage in which contestants must stop and turn. The older children, having perfected their moves, no longer need the Xs. The older children’s Pro/Am modeling routines may be so complex that they may discount the markings on the stage and work it however they choose. In general, if one has X’s on the floors at home, and the daughter is young, then it is a good sign that the pageant interest is serious.

Table 10 also displays some of the beauty enhancements that are used by pageant girls. Respondents were asked to indicate all enhancements that their daughters had worn during competitions, and since many used more than one the percentages do not add to 100. Not surprising, almost eight out of every ten contestants (79.7 percent) wore make-up while on stage. Most people who perform on stages, actors or dancers for example, know that make-up helps them to be seen better by the audience. The same can be said for contestants on stage. Many babies do not wear any make-up at all, but as the age of the contestant increases so does the use of make-up.

These enhancements are often referred to as “equalizers.” For the child with thin or shorter hair, hair extensions can be added. Slightly over one-fourth of the respondents (26.3 percent) indicated that their daughters had used them. In the late 80s many girls sported the short “Dorothy Hamill” hairstyles, but short hairstyles are a rarity now. The contestants with less than perfect hair can now compete “equally” with the contestants with naturally long or thick hair.

This same logic is used by mothers who have their daughters fitted with dental partials or flippers; thus, girls who have lost their front teeth can compete with
others who still have theirs in place. Only 14.3 percent of the contestants used these flippers, but this does not mean that more will not try them in the future. Over one-half (52.2 percent) of the children in the sample have not reached the age at which they begin to lose their baby teeth. As the youngest competitors begin losing their teeth, many more may use these devices. One mother from Illinois was angry with the judges because her daughter did not place well in the beauty competition. She had traveled to Tennessee one day before the pageant and had a cap placed on her daughter’s tooth by an area dentist. Her daughter’s new tooth had only come out half way and the cap would make it appear to be of full size. The mother stated that her daughter had not been able to eat the entire weekend because of the tooth. The daughter’s stage performance was likely to have been affected by the fact that her mouth was causing her great pain, and she was hungry. The mother could not understand this reasoning and felt that because of the pain and suffering, the child should be rewarded.

About two out of every ten contestants (19.5 percent) had colored or bleached hair. Our culture seems to adore blonde hair; those contestants who have once had naturally blonde hair when very young tend to have it lightened as they get older. It is not always a case of gradual lightening either. One girl, around eleven years of age, had naturally dark hair. She had been in pageants for many years and was therefore familiar with the people in the pageant circuit. She went from being a brunette to being a blonde. Several women approached the child and her grandmother either to inquire “why?” or to compliment the child. This change was a drastic one and yet the grandmother credited it to exposure to the sun and a few highlights. While this explanation may have been accepted by some of the mothers in pageants, one wonders what the child’s school teachers and peers thought about it. After about a year of being blond, this child was recognized at the Young Miss and Master pageant with her natural dark hair color.
returned. Drastic changes are often noticed by the pageant mothers, but few know how many of their daughter's naturally blond peers are really "natural." When the little girls begin to show signs of dark steaks in their hair, many mothers begin coloring, bleaching, and highlighting. It is a well known fact that many children had their hair bleached since kindergarten.

Fewer respondents indicated that their daughters had used colored contact lenses (8.3 percent), breast enhancements (7.5 percent), or permed hair (6.8 percent). The developmental problems faced by many teens may be reflected in the wide use of breast enhancements. The percentage of girls using these may seem low, but it is not. There were only 15 contestants who were thirteen years old or older in the sample, and ten contestants used breast enhancements, resulting in two-thirds (66.6 percent) of these girls using these enhancements.

Only 5.3 percent of the contestants had worn braces while competing, and none wore glasses. While "boys don't make passes at girls who wear glasses," judges do not award points to girls wearing glasses. At all the competitions this author has witnessed in the past ten years, there has never been a girl compete wearing glasses. This variable was only added to make sure that the respondents were not just marking everything on the list. With no mothers marking that choice we can assume that the beauty enhancements they did mark were fairly accurate.

Many directors announce in private to their judges and in public to the audience and contestants, that children will not be counted off for having braces, missing teeth, bumps, bruises, etc. Lisa Ashby, director of AMBG, showed her guidelines for the judges to this author. Judges were told to ignore the missing teeth or any other imperfections associated with childhood. She went on to explain that no matter how many times the mothers are told this, they apparently do not believe it.
Table 11 reveals the amount of money invested in the contestants' attire. Pageant dresses ranged in price from $30 to $2,650. There were about two out of every ten contestants (20.0 percent) wearing dresses that cost $200 or less. Many of these could have been used dresses (while still beautiful they resale at only a fraction of the original price), or the mother may have made the dress herself (reducing the cost considerably). About the same percentage (20.8 percent) wore dresses priced between $201 and $400, and only 13.6 percent purchased dresses priced between $401 and $600. The mean price paid for the pageant dress was $660.63, and slightly less than one half of the respondents (45.6 percent) reported spending over $600. Only 16.8 percent reported spending between $601 and $800, while 28.8 percent spent over $800. The distribution was bimodal with ten respondents reporting paying $500 and $800 for their daughter's dress. The median price paid was $500.

While some of these prices seem very high to those not familiar with pageants, they seem quite representative to those acquainted with these contests. It is not unusual at all to spend around $500 for these dresses. The dresses of the older girls were most likely the most expensive and tended to increase the mean for all dresses. The materials used for dresses are expensive in themselves, but it is the workmanship that truly reflect the greatest fraction of the cost of these dresses. One must pay well for the delicate hand beading, the dangling crystals, and sewn-in rhinestones. There are shortcuts, of course, but glued-on rhinestones often pop off and plastic clear stones cannot compare to the glimmer that glass and crystal beading throw off the stage. Sequins were often used in the past but are rarely used anymore. These dresses are delicate with intricate designs that require hours of work. It is the glitz and glamour of the pageant dresses worn in national competitions that adds to the overall appeal of these contests. Every contestant looks like a little princess.
Table 11. Prices Paid for Pageant Dress, Pageant Sportswear, and Photogenic Picture

<table>
<thead>
<tr>
<th>Variable</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Pageant Dress</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>less than $200</td>
<td>25</td>
<td>20.0%</td>
</tr>
<tr>
<td>$201-$400</td>
<td>26</td>
<td>20.8%</td>
</tr>
<tr>
<td>$401-$600</td>
<td>17</td>
<td>13.6%</td>
</tr>
<tr>
<td>$601-$800</td>
<td>21</td>
<td>16.8%</td>
</tr>
<tr>
<td>$801 or more</td>
<td>36</td>
<td>28.8%</td>
</tr>
<tr>
<td></td>
<td>125</td>
<td>100.0%</td>
</tr>
<tr>
<td><strong>Pageant Sportswear</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>less than $100</td>
<td>18</td>
<td>15.9%</td>
</tr>
<tr>
<td>$101-$200</td>
<td>30</td>
<td>26.6%</td>
</tr>
<tr>
<td>$201-$300</td>
<td>21</td>
<td>18.6%</td>
</tr>
<tr>
<td>$301-$400</td>
<td>8</td>
<td>7.0%</td>
</tr>
<tr>
<td>$401 or more</td>
<td>36</td>
<td>31.9%</td>
</tr>
<tr>
<td></td>
<td>113</td>
<td>100.0%</td>
</tr>
<tr>
<td><strong>Photogenic Picture</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>less than $100</td>
<td>23</td>
<td>20.0%</td>
</tr>
<tr>
<td>$101-$200</td>
<td>22</td>
<td>19.1%</td>
</tr>
<tr>
<td>$201-$300</td>
<td>15</td>
<td>13.1%</td>
</tr>
<tr>
<td>$301-$400</td>
<td>15</td>
<td>13.1%</td>
</tr>
<tr>
<td>$401 or more</td>
<td>40</td>
<td>34.8%</td>
</tr>
<tr>
<td></td>
<td>115</td>
<td>100.1%</td>
</tr>
</tbody>
</table>

Mean $660.63
Median $500.00
Mode $500.00 and $800.00

Mean $337.93
Median $200.00
Mode $250.00

Mean $405.48
Median $300.00
Mode $1000.00
This same workmanship also is required in the sportswear outfits. Respondents indicated they had paid between $40 and $1500 for their daughter's outfits, with a mean of $337.93. While only 15.9 percent of respondents paid $100 or less for this outfit, over one-fourth (26.6 percent) spent between $101 and $200, and another 18.6 percent spent $201 to $300. Only eight respondents (7.0 percent) paid between $301 to $400, but the largest proportion of mothers (31.9 percent) paid over that amount. Again, the extreme prices paid by a few of the respondents increased the mean price considerably. The mode of the distribution was only $200 and the median $250. While the sportswear outfits are beautifully made, they are not comparable with the pageant dress, and the median may reflect the price most mothers pay.

The prices of the photogenic pictures may include having their hair and make-up done by the photographer's assistant. These photographs often require cropping and being retouched to produce a more polished appearance. Regardless of these added processes, it is somehow hard to believe that a mother would pay such an extravagant price for a photograph of her child. As unbelievable as it must seem, the mean price paid for one of these photographs was $405.48.

About two out of every ten respondents (20.0 percent) paid less than $100 for their daughter's photogenic picture, and about the same percentage (19.1 percent) paid $100 to $200. Only 13.1 percent of respondents spent $201 to $300, and another 13.1 percent paid $301 to $400, which left over one-third of the respondents (34.8 percent) paying over $400 per picture. Of those included in the group that paid over $400, 15 respondents (13.0 percent) had paid $1000 per picture, which was the mode in the distribution. One respondent reported paying $2000 for one photograph which could have altered the mean price. The median price was $300 for a contestants photogenic picture. The reader may need to be reminded that these are generally black and white 8X10s. Photographers are
few and far between who would dare charge the general public these prices, but pageant mothers pay it.

**Attractiveness Ratings of the Respondents and their Daughters**

Table 12 compares the attractiveness self-ratings of the respondents, the ratings the respondents gave their daughters, and the self-ratings of the respondents when they were the age their daughters are now. The logic behind this rating was to simply see if the respondents themselves had low opinions of their own appearance. Perhaps they thought of themselves as unattractive, and by being less attractive somehow missed out on some of life’s opportunities. If that was found to be the case then maybe that could be why they enter their daughters in pageants.

The respondents were asked to make their ratings on a scale of “one” to “ten,” with “one” being “very unattractive,” “five” being “average,” and “ten” being “very attractive.” These mothers know quite well about ratings, too. Seeing so many scoresheets of their daughters they are quite aware of the difference between a nine and a ten, for example. One out of every ten mothers (9.8 percent) gave themselves a rating of “four,” indicating that they were below average in appearance. While that was the lowest rating of themselves compared to others their age, when compared to how they appeared when they were the same age as their daughter the ratings dropped even lower.

There were 3.8 percent of mothers who rated themselves as a “three,” and another 6.8 percent that ranked themselves as a “four,” both ratings below average. A little over one-third of the mothers (33.3 percent) gave themselves a rating of “five” (average) currently, and 22.7 percent rated themselves as average when they were the age their daughter is now. While ratings of “three” and “four” were found only in the comparison of the mothers’s appearance when she was her daughter’s age, over all about one-third (33.3 percent) rated themselves as average or below when younger compared to
41.3 percent who thought they were average or below currently. No respondent rated her daughter as average or below.

Table 12. Comparison of Attractiveness Ratings of the Respondent, Her Daughter, and the Respondent at the Same Age as Her Daughter (N=132).

<table>
<thead>
<tr>
<th>Rating</th>
<th>Respondent</th>
<th>Daughter</th>
<th>Respondent at Age of Daughter</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Very Unattractive)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>one</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>two</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>three</td>
<td>0.0%</td>
<td>0.0%</td>
<td>3.8%</td>
</tr>
<tr>
<td>four</td>
<td>9.8%</td>
<td>0.0%</td>
<td>6.8%</td>
</tr>
<tr>
<td>five (average)</td>
<td>33.3%</td>
<td>0.0%</td>
<td>22.7%</td>
</tr>
<tr>
<td>six</td>
<td>9.8%</td>
<td>1.5%</td>
<td>15.9%</td>
</tr>
<tr>
<td>seven</td>
<td>16.7%</td>
<td>3.8%</td>
<td>9.1%</td>
</tr>
<tr>
<td>eight</td>
<td>15.2%</td>
<td>15.2%</td>
<td>22.7%</td>
</tr>
<tr>
<td>nine</td>
<td>8.3%</td>
<td>25.0%</td>
<td>7.6%</td>
</tr>
<tr>
<td>ten</td>
<td>6.8%</td>
<td>54.5%</td>
<td>11.4%</td>
</tr>
</tbody>
</table>

(Very Attractive)
Almost one out of every ten mothers (9.8 percent) gave themselves a score of "six," and about three out of ten (31.9 percent) ranked themselves as "seven" or "eight." The smallest percentages were given to ranks of "nine" (8.3 percent) and "ten" (6.8 percent) when the mothers rated themselves in comparison with others their age. At the age of their daughter however, 15.9 percent of the mothers scored themselves as a "six," with another 31.8 percent as a "seven" or "eight", very similar to their current rankings. When the respondents were the same ages as their daughters are today, 7.6 percent remembered themselves as a "nine," and 11.4 percent saw themselves as a "ten."

These scores are dramatically lower than the ones they gave their daughters. Only 5.3 percent of the mothers gave their daughters a score of "six" or "seven," while 15.2 percent rated their daughters as an "eight." Slightly less than eight out of every ten respondents (79.5 percent) rated their daughters as belonging in the "nine" or "ten" category. One mother remarked as she read over the questionnaire, "No one will rate their daughter as less than a ten, that is a stupid question!" Apparently not, as almost one-half (45.5 percent) did not give their daughter the top rating. It was clear, however, that the mothers did view their daughters as much more attractive than they perceived themselves as being. This researcher cannot say whether or not the mothers imagined that their opportunities in life were limited by their own appearance.

**Attitudinal Information about Respondents**

Table 13 displays statements pertaining to the importance of beauty in society. Respondents were given the choices of "strongly agree," "agree," "strongly disagree," or "disagree." Both agree statements were combined and both disagree statements were combined in the results in Table 13. The first statement listed, "Life, in general, is much easier for beautiful women," probably gives the best example of why these women are entering their daughters in pageants. Almost three-fourths of the respondents (73.6
percent) were in agreement, and among the 26.4 percent in disagreement, only 7.0 percent strongly disagreed. Several studies indicate that beautiful women are thought to lead better lives and have more desirable characteristics than those women considered less attractive (Dion, Berscheid, and Walster 1972; Hatfield and Sprecher 1986; Eagly, Makhijani, Ashmore, and Longo 1991). The beliefs of the pageant mothers seem to be in congruence with those studies. Our society seems to stress attractiveness, especially for women, and rewards those blessed with good looks. Teachers were found to respond more positively to children that are attractive (Patzer 1985). The pageant mothers seemed to agree. Only about one-third of the mothers (36.7 percent) believed that attractiveness makes no difference to teachers. Part of the minority of women who believed that teachers treat all children equally were teachers themselves (10). It is understandable that they might believe that they show no prejudice toward their own students. Almost two-thirds of the mothers (63.3 percent) agreed with the research: teachers do make value judgements based on a child’s appearance.

Few women were in agreement to the weight issues: only 18.0 percent believed that “you can never be too thin,” and only 10.2 percent thought that “there is no excuse for people to be fat.” Most people are aware of the dangers of being too thin and how hard it is to lose weight. The majority of mothers (82.0 percent and 89.8 percent) were sympathetic to these weight issues.

Research also reveals that more attractive women are thought to marry more successful men (Elder 1969), but only about three out of every ten respondents (31.7 percent) believed this statement to be true. Several studies indicated that men value beauty highly in dating and marital relationships (Buss and Barnes 1986; Davis 1990; Hatfield and Sprecher 1986; Harrisonson and Saeed 1997). A slight majority (58.4 percent) did believe that men value beauty more highly than cooking skills or personality.
Table 13. Attitudes about Beauty in Society.

<table>
<thead>
<tr>
<th>Statement</th>
<th>Percent in Agreement*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Life, in general, is much easier for beautiful women.</td>
<td>73.6%</td>
</tr>
<tr>
<td>Teachers treat all children equally, attractiveness is not a consideration.</td>
<td>36.7%</td>
</tr>
<tr>
<td>You can never be too thin.</td>
<td>18.0%</td>
</tr>
<tr>
<td>The more successful the man, the prettier his wife.</td>
<td>31.7%</td>
</tr>
<tr>
<td>In dating and marriage men value beauty more highly than personality or cooking skills.</td>
<td>58.4%</td>
</tr>
<tr>
<td>There is no excuse for people to be fat.</td>
<td>10.2%</td>
</tr>
<tr>
<td>Attractiveness is only important in the beginning of relationships, after that it is okay to let yourself go.</td>
<td>2.4%</td>
</tr>
<tr>
<td>It is better to be beautiful than smart.</td>
<td>15.7%</td>
</tr>
<tr>
<td>Men are afraid of intelligent women.</td>
<td>46.5%</td>
</tr>
<tr>
<td>Beautiful children grow up to be beautiful adults.</td>
<td>55.2%</td>
</tr>
</tbody>
</table>

* Sample size ranged from 125 to 129 based on missing data.

Almost every respondent (97.6 percent) disagreed with this statement:

“Attractiveness is only important in the beginning of a relationship, after that it is okay to let yourself go.” It is obvious that this statement struck a cord as almost every women disagreed with it. Although these mothers pay much value to beauty, only 15.7 percent
thought it was better to be beautiful than smart. The overwhelming majority (84.3 percent) valued intelligence more highly, but slightly less than one-half of the respondents (46.5 percent) agreed that men are afraid of intelligent women. Therefore, while many seem to value intelligence, almost one-half think intelligence would intimidate men. Over one-half of the mothers (55.2 percent) believe that beautiful children grow up to be beautiful adults. The other 44.8 percent disagree that childhood can guarantee future appearance. Overall, Table 13 suggests that the pageant mothers responded to the statements congruent with research on attractiveness. One exception was noted: pageant mothers did not feel beauty is linked to the success of the husband.

Figure 1 compares mothers of pageant contestants and a national sample of 1500 mothers who responded to the 1993 General Social Survey (GSS). The General Social Survey is an “opinion poll” conducted annually by the National Opinion Research Center on American households (Smith and Davis 1993). The sample used from the GSS datafile were white, married women with children sixteen years of age or younger. This group was thought to correspond as closely as possible with the sample of pageant mothers. Statements were taken from the GSS datafile and codebook.

Figure 1 displays the percentage of the pageant mothers and GSS respondents who disagreed with the GSS statement “Women should take care of running their homes and leave running the country to men.” Both groups had a similar amount of disagreement; 81.7 percent of the GSS respondents and 81.4 percent of pageant mothers disagreed with the statement. Less than one percentage point separated the two groups on this issue. A slightly higher percentage of pageant mothers (8.0 percentage points) approved of the married woman earning money when she had a husband capable of supporting the family. Over three-fourths in the GSS sample approved (76.5 percent), and 84.5 percent of pageant sample approved.
Figure 1. Comparison of General Social Survey Respondent’s and Pageant Mother’s Beliefs about the Role of Women in Society.

<table>
<thead>
<tr>
<th>Percentage Who</th>
<th>GSS Respondents</th>
<th>Pageant Mothers</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Disagree that women should take care of running their homes and leave running the country to men.</td>
<td>81.7%</td>
<td>81.4%</td>
</tr>
<tr>
<td>2. Approve of a married woman earning money if she has a husband capable of supporting her.</td>
<td>76.5%</td>
<td>84.5%</td>
</tr>
<tr>
<td>3. Would vote for a qualified woman nominated for president.</td>
<td>86.2%</td>
<td>79.8%</td>
</tr>
<tr>
<td>4. Disagree that most men are better suited emotionally for politics than are most women.</td>
<td>72.4%</td>
<td>76.7%</td>
</tr>
<tr>
<td>5. Disagree that a preschool child is likely to suffer if his or her mother works</td>
<td>59.4%</td>
<td>76.5%</td>
</tr>
<tr>
<td>6. Agree that a working mother can establish just as warm a relationship with her children as a mother who does not work.</td>
<td>71.8%</td>
<td>82.9%</td>
</tr>
<tr>
<td>7. Disagree that it is much better for everyone involved if the man is the achiever outside of the home and the woman takes care of the home and family.</td>
<td>61.0%</td>
<td>71.3%</td>
</tr>
<tr>
<td>8. Disagree that it is more important for a wife to help her husband’s career than to have one herself.</td>
<td>72.4%</td>
<td>81.4%</td>
</tr>
</tbody>
</table>
The next question taken from the survey asked, "if your party nominated a woman for President, would you vote for her if she were qualified for the job?" Slightly less than eight out of ten of the pageant mothers (79.8 percent) indicated that they would vote for a qualified woman, while 86.2 percent of the mothers in the national sample indicated that they would vote for a woman. Another political statement, "Most men are better suited emotionally for politics than are most women," elicited more disagreement from the pageant mothers. While 72.4 percent of women in the national sample disagreed, over three-fourths of the pageant sample disagreed (76.7 percent). A difference of less than five percentage points separated the groups.

A difference of 20.4 percentage points separated the groups on their responses to the statement "A preschool child is likely to suffer if his or her mother works." While almost six out of every ten (59.4 percent) of the respondents in the national sample thought that a preschool child would not suffer if the mother worked, over two-thirds (76.8 percent) of the pageant mothers thought a child would not suffer from having a mother that works. Another statement concerning children was "A working mother can establish just as warm and secure a relationship with her children as a mother who does not work." While only 71.8 percent of mothers in the national sample agreed with the statement, over eight out of ten pageant mothers (82.9 percent) agreed that working mothers can have secure relationships with their children.

There were over ten percentage points separating the two samples of mothers on disagreement that family life is better if the husband is the achiever. While over seven out of every ten pageant respondents (71.3 percent) disagreed with that statement, only 61.0 percent of the GSS respondents indicated disagreement. The next statement also centered around the question of whether it is more important for a husband to be successful in his career; 81.4 percent of the pageant sample disagreed with the statement
while only 72.3 percent of the respondents in the national sample disagreed.

Overall, it appears that the pageant mothers have strong beliefs about the role of women in society. The pageant mothers had higher percentages in six of the eight responses to the statements. One factor accounting for a more favorable opinion of women may simply be a matter of timing. The GSS mothers responded to the survey statements over three years ago. Things have changed since then, and a comparison of more current GSS data might reveal both groups having even more similarity. One also cannot be sure if mere lip service is being given to these attitudes toward the role of women in society. Participating in events that undermine women's progress in the world, of which pageants have been accused, may raise doubts about the credibility of these results.

Bivariate Analysis

Variables Effecting the Prices Paid for Pageant Items

Two variables seem to explain logically how much money is invested in the pageant attire and photogenic pictures -- the total family income and the age of the contestant. Table 14 reveals the relationship between the price invested in the pageant dress, the pageant sportswear, and the photogenic picture and the total family income as reported by the respondents. The eight levels of income were collapsed into three: $29,999 or less, $30,000 to $59,999, and $60,000 or more.

The prices paid for a pageant dress were collapsed into three levels and coded as $250.00 or less, $251 to $500, and $501 or more. Prices paid for the sportswear was collapsed into three levels and coded as $199 or less, $200 to $400, and $401 or more. The amount invested in the photogenic picture was coded identical to the sportswear categories: $199 or less, $200 to $400, and $401 or more.
Table 14. Purchase Price for Pageant Items by Total Family Income.

<table>
<thead>
<tr>
<th>Purchase Price</th>
<th>Total Family Income</th>
<th>$29,999 or less</th>
<th>$30,000-$59,999</th>
<th>$60,000 or more</th>
<th>$29,999 or less</th>
<th>$30,000-$59,999</th>
<th>$60,000 or more</th>
<th>X^2</th>
<th>d.f.</th>
<th>P-value</th>
<th>Gamma</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pageant Dress</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>$501.00 or more</td>
<td>38.5%</td>
<td>45.3%</td>
<td>62.5%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>p&lt;.05</td>
<td>.33</td>
</tr>
<tr>
<td>$251.00 - $500.00</td>
<td>15.4%</td>
<td>29.7%</td>
<td>25.0%</td>
<td></td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$250.00 or less</td>
<td>46.2%</td>
<td>25.0%</td>
<td>12.5%</td>
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<td></td>
<td></td>
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<td></td>
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</tr>
<tr>
<td>Total</td>
<td>100.1%</td>
<td>100.0%</td>
<td>100.0%</td>
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<tr>
<td>(N)</td>
<td>(26)</td>
<td>(64)</td>
<td>(52)</td>
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<tr>
<td>Pageant Sportswear</td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td>p&gt;.05</td>
<td>.33</td>
</tr>
<tr>
<td>$401.00 or more</td>
<td>20.0%</td>
<td>29.6%</td>
<td>41.9%</td>
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<td></td>
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<tr>
<td>$200.00 - $400.00</td>
<td>44.0%</td>
<td>42.6%</td>
<td>48.4%</td>
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<tr>
<td>$199.00 or less</td>
<td>36.0%</td>
<td>27.8%</td>
<td>9.7%</td>
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<tr>
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<td>(N)</td>
<td>(25)</td>
<td>(54)</td>
<td>(31)</td>
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<tr>
<td>Photogenic Picture</td>
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<td></td>
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<td></td>
<td></td>
<td>p&lt;.05</td>
<td>.24</td>
</tr>
<tr>
<td>$401.0 or more</td>
<td>20.0%</td>
<td>42.1%</td>
<td>35.5%</td>
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<tr>
<td>$200.00 - $400.00</td>
<td>24.0%</td>
<td>35.1%</td>
<td>38.7%</td>
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<tr>
<td>$199.00 or less</td>
<td>56.0%</td>
<td>22.8%</td>
<td>25.8%</td>
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<td>Total</td>
<td>100.0%</td>
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<tr>
<td>(N)</td>
<td>(25)</td>
<td>(57)</td>
<td>(31)</td>
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</tbody>
</table>

Table 14 displays a clear pattern of the relationship between income and the price paid for the pageant dress. Slightly less than one-half (46.2 percent) of mothers in the lowest income level indicated that they had spent $250 or less on their daughter’s pageant dress, while only one-fourth (25.0 percent) of the respondents in the $30,000 to $59,999 income level paid that amount. Of those respondents in the highest level of income, $60,000 or more, only 12.5 percent paid $250 or less on the dress, and only one-fourth of them (25.4 percent) paid $251 to $500. The majority of mothers in this group reported paying over $500 for their daughter’s dress. Only 38.5 percent of the
mothers in the lowest income level reported paying that amount, while 45.3 percent of
the respondents reporting the middle income invested $500 or more.

The relationship between the level of income and the price paid for the pageant
dress was statistically significant (Chi-square = 9.74, 4 d.f., p<.05). A gamma of .33
indicates a positive moderate association. The relationship is linear, and as the total
family income increases so does the price the mothers pay for the dresses.

This relationship is less clear in the purchase price for the pageant sportswear and
family income. The respondents in all income levels seem to spend in the $200 to $400
price range for the sportswear outfit: 44.0 percent in the lowest family income level, 42.6
percent in the middle income level, and 48.4 percent in the highest income level.
While over 36.0 percent of respondents in the lowest level reported purchasing their
sportswear for less than $200, only 27.8 percent of those in the middle income range and
9.7 percent of those in the highest income range paid that amount. Slightly over four out
of every ten respondents in the highest income level (41.9 percent) purchased sportswear
for over $400. Only 29.6 percent in the middle income level paid over $400, and even
fewer paid that amount in the lowest income level (20.0 percent). The relationship was
not shown to be significant (Chi-square = 6.72, 4 d.f., p>.05), although an association can
be seen in the gamma of .33.

Table 14 shows a relationship between the price paid for a photogenic picture and
family income. The majority of respondents in the lowest income level (56.0 percent)
purchased their daughter’s photogenic picture for less than $200, less than one-fourth of
these mothers (24.0 percent) paid from $200 to $400, and only 20.0 percent purchased
the photograph for over $400. More respondents in the middle income level reported
purchasing their daughter’s photograph for over $400 than did the mothers in the highest
income level, a difference of 6.6 percentage points. Of the mothers reporting incomes of
$60,000 or more, slightly over one-fourth (25.8 percent) purchased photos for less than $200, and 38.7 percent purchased photographs for $200 to $400. Only 35.5 percent purchased their daughter’s photogenic picture for over $400. The relationship between the total family income and the price paid for the photogenic picture is statistically significant (Chi-square = 9.91, 4 d.f., p<.05). The measure of association was slightly less than moderate at .24.

Table 15 reveals what may be the strongest variable that affects the purchase price of pageant items -- the age of the contestant. It is logical to assume that less material is used on smaller sized dresses and thus the price of these dresses would increase as the size of the child increases. The ages of the children were collapsed into the following categories: 0-4, 5-8, 9-12, and 13-16. Due to fear of violating a Chi-square assumption of having too many empty cells, the purchase prices were dichotomized. There were almost no contestants in the teen division that had purchased a dress for $500 or less, and very few in the age grouping of nine to twelve. This same logic was used in dichotomizing the prices paid for pageant sportswear (collapsed into $250 or less and $251 or more) and photogenic pictures (collapsed into categories of $250 or less and $251 or more).

A pattern can clearly be seen concerning the price paid for a pageant dress and the age of the contestant, as shown in Table 15. The overwhelming majority of mothers with children under age five (73.7 percent) purchased dresses for under $500. The price paid for the daughter’s dress is split 50-50 among the five to eight year-old group, and the overwhelming majority of those in the nine to 12 age division (72.4 percent) had their dresses purchased for more than $500. Only a scant 7.7 percent of teen contestants wore a dress priced at less than $500. The relationship between the age of the contestant and the price paid for the pageant dress was statistically significant (Chi-square = 27.87, 3
The relationship was clearly linear, as the ages of the contestants increased so did the price paid for their pageant dresses. The gamma of .68 showed the association between these variables was strong. The age of the contestant was a better indicator of the purchase price of her dress than was family income.

Table 15. Purchase Price for Pageant Items by Age of Contestant.

<table>
<thead>
<tr>
<th>Purchase Price</th>
<th>Age of Contestant</th>
<th>$^2$</th>
<th>d.f.</th>
<th>P-value</th>
<th>Gamma</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>0-4</td>
<td>5-8</td>
<td>9-12</td>
<td>13-16</td>
<td></td>
</tr>
<tr>
<td><strong>Pageant Dress</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$500.00 or more</td>
<td>26.3%</td>
<td>50.0%</td>
<td>72.4%</td>
<td>92.3%</td>
<td>27.87</td>
</tr>
<tr>
<td>$500.00 or less</td>
<td>73.7%</td>
<td>50.0%</td>
<td>27.6%</td>
<td>7.7%</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
<td>(57)</td>
</tr>
<tr>
<td><strong>Pageant Sportswear</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$250.00 or more</td>
<td>33.3%</td>
<td>45.8%</td>
<td>69.2%</td>
<td>75.0%</td>
<td>12.61</td>
</tr>
<tr>
<td>$250.00 or less</td>
<td>66.7%</td>
<td>54.2%</td>
<td>30.8%</td>
<td>25.0%</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
<td>(51)</td>
</tr>
<tr>
<td><strong>Photogenic Picture</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$250.00 or more</td>
<td>39.6%</td>
<td>62.5%</td>
<td>73.1%</td>
<td>75.0%</td>
<td>10.99</td>
</tr>
<tr>
<td>$250.00 or less</td>
<td>60.4%</td>
<td>37.5%</td>
<td>26.9%</td>
<td>25.0%</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
<td>(53)</td>
</tr>
</tbody>
</table>

A similar relationship was found in Table 15 for the price paid for the sportswear outfit. While the majority of respondents with children under five (66.7 percent) were able to purchase an outfit for $250 or less, the majority of contestants aged from nine to twelve (69.3 percent) and 13 to 16 (75.0 percent) wore sportswear purchased for $251 or more. The contestants in the five to eight year-old group were again divided almost in
half concerning the price paid for their sportswear. Slightly over one-half of that group (54.2 percent) wore outfits purchased for $250 or less, while the others (45.8 percent) wore outfits purchased for more than $250.

The linear relationship between the age of the contestant and the price paid for her sportswear outfit is significant (Chi-square = 12.61, 3 d.f., p<.01). The gamma for the association between these two variables was weaker than the one for the pageant dress (.48 as compared to .68), though it was still moderately strong. As the age of the contestant increased, so did the price of the sportswear.

Since one can logically imagine that the amount of material used in clothing would be reflected in the purchase price, the same logic cannot be used concerning photographs. It costs just as much to take a picture of a baby as it does to take a picture of an adult. As Table 15 illustrates, there is a relationship between the price the mother is willing to pay for a photograph and the age of her child.

The majority of mothers with children under five (60.4 percent) purchased their daughter's photogenic picture for $250 or less, and only 39.4 percent purchased the photo for over $251. The reverse is found among mothers with children aged five to eight. The majority (62.5 percent) paid over $250 for a photogenic picture, while only 37.5 percent paid a lesser price. The majority of the two oldest groups of children, those nine to twelve (73.1 percent) and those 13 to 16 (75.0 percent), used pictures for the pageant that cost over $250. The relationship between age and price paid is not as strong as the relationship with the clothing purchased, but it is significant (Chi-square = 10.99, 3 d.f., p<.05). A moderate association is shown in the gamma of .43. The price paid for photogenic pictures increased as the age of the child increased. Table 15 may also reflect the fact that as these children stay in pageants, the investments in the attire and photographs increases. It seems perhaps that they more of a stake in how the pageant
turns out as more and more time is invested in them.

Variables Related to Participation

The age of the contestant and the total family income are explored in Table 16 and Table 17 to determine if these variables influence the number of pageants the contestants participate in per year. As the child enters school there are more opportunities to find activities outside of pageants. Table 16 explores this effect. The ages of contestants were collapsed and coded in the same manner as the above table: 0-4, 5-8, 9-12, and 13-16. The number of contests was dichotomized into 6 or less (collapsing one pageant only and 2-6 pageants) and 7 or more (collapsing 7-12 pageants, 13-20 pageants, and more than 20 pageants).

Table 16. Number of Pageants Attended Yearly by Age of Contestant.

<table>
<thead>
<tr>
<th>Number of Pageants</th>
<th>0-4</th>
<th>5-8</th>
<th>9-12</th>
<th>13-16</th>
</tr>
</thead>
<tbody>
<tr>
<td>7 or more</td>
<td>55.7%</td>
<td>85.2%</td>
<td>86.7%</td>
<td>60.0%</td>
</tr>
<tr>
<td>6 or less</td>
<td>44.3%</td>
<td>14.8%</td>
<td>13.3%</td>
<td>40.0%</td>
</tr>
<tr>
<td>Total</td>
<td>100.0%</td>
<td>100.0%</td>
<td>100.0%</td>
<td>100.0%</td>
</tr>
<tr>
<td>(N)</td>
<td>(61)</td>
<td>(27)</td>
<td>(30)</td>
<td>(15)</td>
</tr>
</tbody>
</table>

Chi-square = 13.31, d.f. = 3, p < .01
Gamma = .34

The contestants four or younger were more equally divided in the number of pageants they entered. Over one-half (55.7 percent) competed in more than seven pageants a year, while 44.3 percent competed in six pageants or less yearly. The overwhelming majority of children in the age range of five to eight (85.2 percent)
competed in more than seven pageants a year. The contestants that were between nine and 12 years of age also competed in several contests a year, the majority (86.7 percent) competed in seven or more pageants. A drop in the number of pageants can be noted among the teen contestants. Only 60.0 percent of the teens competed in seven or more pageants yearly, and the other 40.0 percent competed less than seven times a year.

The relationship between the age of the contestant and the number of competitions competed in annually is significant (Chi-square = 13.30, 3 d.f., p<.01). The measure of association, gamma at .34, indicates a moderate association between these variables. Table 16 illustrates a curvilinear relationship, with comparably lower percentages among those under five and the teen contestants and higher percentages found in the middle age groups.

Table 17 examines the effect of family income on how frequently the contestant participates. Categories of family income were $29,999 or less, $30,000 to $59,999, and $60,000 or more. The number of pageants attended yearly was dichotomized into 6 or less and 7 or more. Table 17 shows the relationship of these two variables not statistically significant.

The overwhelming majority of contestants in each level of income attended more than seven pageants a year. This result goes against a certain logic. One would think that the families with a lower income would be less able to afford the high costs of competing in several contests a year. That, however, was not found to be the case. The lower income respondents were just as likely as the higher income respondents to participate in several pageants a year.

The results in Table 16 and 17 suggest that family income was not a good predictor of how many pageants a contestant competes in annually. The age of the contestant is a better indicator of how many contests a contestant competes in annually.
Table 16 and 17 also suggest that the majority of contestants of every age and all socioeconomic groups attend several pageants yearly.

Table 17. Number of Pageants Attended Yearly by Total Family Income.

<table>
<thead>
<tr>
<th>Number of Pageants</th>
<th>Total Family Income</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$29,999 or less</td>
</tr>
<tr>
<td>7 or more</td>
<td>80.8%</td>
</tr>
<tr>
<td>6 or less</td>
<td>19.2%</td>
</tr>
<tr>
<td>Total</td>
<td>100.0%</td>
</tr>
<tr>
<td>(N)</td>
<td>(26)</td>
</tr>
</tbody>
</table>

Chi-square = 5.09, d.f. = 2, p > 0.05
Gamma = 0.03

Effect of Age on Practice Times and X’s on Floor

Table 18 reveals how often the daughter practices for pageants at home in relation to her age. In Table 18 the category of “she never practices at home” and “occasionally” were collapsed into occasionally or less. The other two categories remained as they were: at least once a week and twice a week or more. Ages were divided into three levels, 0-5, 6-10, and 11 and older.

Table 18 reveals that almost one-half of the contestants in the youngest age group (49.3 percent) only occasionally practice, and one-third (33.3 percent) practice twice a week or more. Hardly any children in the six to ten age range (5.4 percent) practice
occasionally or less, and the overwhelming majority (70.3 percent) practice at least twice a week. Almost one-fourth (24.3 percent) of the children in this age division practice at least once a week. Slightly less than one-half (48.1 percent) of the contestants 11 years or older practice twice a week or more, while 29.6 percent practice at least once a week, and only 22.2 percent occasionally practice, if at all.

Table 18. Time Spent Practicing at Home by Age.

<table>
<thead>
<tr>
<th>Time Spent in Practice</th>
<th>Age of Daughter</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>0-5</td>
</tr>
<tr>
<td>Twice a week or more</td>
<td>33.3%</td>
</tr>
<tr>
<td>At least once a week</td>
<td>17.4%</td>
</tr>
<tr>
<td>Occasionally or less</td>
<td>49.3%</td>
</tr>
<tr>
<td></td>
<td>100.0%</td>
</tr>
<tr>
<td>(N)</td>
<td>(69)</td>
</tr>
</tbody>
</table>

Chi-square=24.17, d.f.=4, p<.01
Gamma=.40

The relationship between the age of the contestant and the amount of time she spends practicing at home is statistically significant (Chi-square = 24.16, d.f. 4 d.f., p<.01). The measure of association, gamma at .40, reveals that there is a moderate association between these variables. The results from this table suggest that as the age of the child increases the amount of time devoted to practice at home increases, but there is a decrease noted at the oldest age level compared to the middle age level. The reader is
reminded that Table 18 refers only to the time the children spend practicing at home. Many of these contestants were also taking modeling classes regularly, so they were practicing at home and in modeling class. This thesis research and results show that many contestants are practicing with considerable frequency; however, there were no questions pertaining to how long the children practiced. Many of these children might very well be practicing only ten minutes two days a week.

Table 19 reveals whether or not the contestant practices at home with X’s marking the floor and if the placement of these X’s is a practice tool for the youngest contestants. The ages of contestants were dichotomized into 0-5 and 6 and older. Table 19 shows a negative relationship between the contestants age and whether or not X’s are used in the home. As the age of the contestant increased, the use of X’s as floor markers decreased. This simple table shows that over one-half of the contestants under age six (55.7 percent) have X’s in their home, but the majority of children six and older do not. This relationship is significant (Chi-square = 23.16, 1 d.f., p<.05) and has a negative moderately strong association (Gamma = -.74).

Table 19. X’s on Floor by Age of Contestant.

<table>
<thead>
<tr>
<th>Xs on Floor?</th>
<th>Age of Contestant</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>0-5</td>
</tr>
<tr>
<td>yes</td>
<td>55.7%</td>
</tr>
<tr>
<td>no</td>
<td>44.3%</td>
</tr>
<tr>
<td>Total</td>
<td>100.0%</td>
</tr>
<tr>
<td>(N)</td>
<td>(70)</td>
</tr>
</tbody>
</table>

Chi-square=23.16, d.f.=1, p<.05
Gamma= -.74
Effect of Mother’s Education on Classes/Sessions Taken by Daughter

Table 9 listed many of the activities that pageant children are involved in, such as dance, gymnastics, etc. These are also activities enjoyed by children not in pageants. Two activities, modeling classes and tanning bed sessions, are possibly unique to pageant contestants. Table 20 looks at the relationship between the mother’s level of education and these two activities. The categories of less than high school, GED, and high school graduate were collapsed into one level of high school or less. Some college or vocational was left as it was, and college graduate and postgraduate were collapsed into college graduate or more. Each of the following tables that use education level of the mother as the independent variable was collapsed in a similar fashion.

Table 20. Classes/Sessions Taken by Daughters by Level of Education.

<table>
<thead>
<tr>
<th>Classes/Sessions</th>
<th>high school or less</th>
<th>Mother’s Education</th>
<th>$X^2$</th>
<th>d.f</th>
<th>P-value</th>
<th>Gamma</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>some college/ vocational</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Modeling Classes</td>
<td></td>
<td>college graduate or more</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>yes</td>
<td>95.8%</td>
<td>80.0%</td>
<td>61.3%</td>
<td>9.50</td>
<td>2</td>
<td>p&lt;.01</td>
</tr>
<tr>
<td>no</td>
<td>4.2%</td>
<td>20.0%</td>
<td>38.7%</td>
<td>12.83</td>
<td>2</td>
<td>p&lt;.01</td>
</tr>
<tr>
<td>Total</td>
<td>100.0%</td>
<td>100.0%</td>
<td>100.0%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(N)</td>
<td>(24)</td>
<td>(35)</td>
<td>(31)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tanning Bed Sessions</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>yes</td>
<td>62.5%</td>
<td>25.7%</td>
<td>19.4%</td>
<td>12.83</td>
<td>2</td>
<td>p&lt;.01</td>
</tr>
<tr>
<td>no</td>
<td>37.5%</td>
<td>74.3%</td>
<td>80.6%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>100.0%</td>
<td>100.0%</td>
<td>100.0%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(N)</td>
<td>(24)</td>
<td>(35)</td>
<td>(31)</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Table 20 shows the relationship between the mother’s level of education and whether or not the contestants go to modeling classes and tanning bed sessions. The overwhelming majority of mothers with a high school education or less (95.8 percent)
had taken their daughters to modeling classes. The overwhelming majority of mothers with some college or a vocational education (80.0 percent) also took their daughters to these classes, although 15.8 percentage points fewer than the mothers with the lowest level of education. While the mothers who were college graduates also took their daughters to modeling classes (61.3 percent), they were 21.3 percentage points fewer in number than the mothers with some college or a vocational education.

The relationship was significant between the mother’s level of education and whether or not modeling classes were taken (Chi-square = 9.50, 2 d.f., p<.01). The negative gamma (-.62) shown in Table 20 indicates that association is moderately strong. As the level of education increases for the mother, the less likely it is that her daughter will take modeling classes.

Table 20 also shows the relationship between the mother’s level of education and whether or not tanning bed sessions were used. The overwhelming majority of respondents with a high school education or less (62.6 percent) allow their daughters to use tanning beds. The overwhelming majority of the other two groups did not allow their daughters to use tanning beds. Almost three-fourths of those with some college or vocational education (74.3 percent) and 80.6 percent of mothers that were college graduates did not allow their daughters to go to tanning sessions.

The relationship between the mother’s level of education and tanning sessions is significant (Chi-square = 12.83, 2 d.f., p<.01), as shown in Table 20. The gamma is again negative (-.55) and indicates a moderate association between these two variables. The knowledge of the mother’s education improves our ability to predict whether or not her daughter visits a tanning bed. As the level of education increases, the less likely it is that the child will go to tanning sessions. One can assume then that the education of the mother is a factor in what measures the woman will take in enhancing her daughter’s
Parents’ Level of Education

The levels of education were collapsed for the respondent’s husband in the same manner as the mother’s. The results in Table 21 indicate that the level of education of the mother is similar to the level of education that her husband has obtained. One-half (50.0 percent) of the mothers who obtained a high school education or less were married to men having the same level of education. Almost one-fourth (24.3 percent) of the mothers with a high school education or less were married to men with some college or a vocational level of education, while only 16.0 % were married to men who were college graduates. Similarly, slightly over one-half of the mothers who have some college or a vocational education (56.8 percent) were married to men possessing a similar education level. While almost three out of every ten mothers (30.4 percent) with some college or a vocational education were married to men having only a high school education or less, only 20.0 percent had married men that were college graduates.

The majority of mothers who were college graduates (64.0 percent) were married to men who were college graduates themselves. Slightly less than two out of every ten (18.9 percent) were married to men having some college or a vocational education. Almost two out of every ten mothers (19.6 percent) who were college graduates married men with only a high school education or less.

The relationship between the level of education obtained by the mother and the level of education of her husband is statistically significant (Chi-square = 26.35, 4 d.f., p <.01). The Gamma of .40 suggests a moderate association between these variables. Table 21 shows results that one would likely find with most married couples.
Table 21. Respondent’s Level of Education by Husband’s Level of Education.

<table>
<thead>
<tr>
<th>Respondent’s Level of Education</th>
<th>Husband’s Level of Education</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>high school or less</td>
<td>some college/vocational</td>
<td>college graduate or more</td>
</tr>
<tr>
<td>college graduate or more</td>
<td>19.6%</td>
<td>18.9%</td>
<td>64.0%</td>
</tr>
<tr>
<td>some college/vocational</td>
<td>30.4%</td>
<td>56.8%</td>
<td>20.0%</td>
</tr>
<tr>
<td>high school or less</td>
<td>50.0%</td>
<td>24.3%</td>
<td>16.0%</td>
</tr>
<tr>
<td>Totals</td>
<td>100.0%</td>
<td>100.0%</td>
<td>100.0%</td>
</tr>
<tr>
<td>(N)</td>
<td>(46)</td>
<td>(37)</td>
<td>(25)</td>
</tr>
</tbody>
</table>

Chi-square=26.35, d.f.=4, p < .01  
Gamma=.40

Effect of Education on Income

Table 22 looks at the relationship between the educational level of the mother and total family income. Slightly over one-half of the mothers with a high school education or less (52.3 percent) reported family incomes of between $30,000 and $59,999, while slightly over one-third reported incomes of $29,999 or less. Only a minority of these women could be found in the highest reported income bracket (13.6 percent). Of the mothers with some college or a vocational education, one-half (50.0 percent) could be found in the income range of $30,000 to $59,999. Over one-fourth of the respondents with the mid-level education (27.1 percent) were found in the highest income level, and only 22.9 percent could be found on the lowest level. Similar to the other two education levels, 55.3 percent of mothers with a college degree could be found in the mid-level income bracket of $30,000 to $59,999. They were almost absent in the lowest income level however, only 5.3 percent of the women with college degrees reported family incomes of less than $30,000. Almost four out of every ten of the college graduates (39.5 percent) reported total family incomes of $60,000 or more, an increase
of 12.4 percentage points over the mid-level educated respondents. While about one-half of all respondents (52.3 percent) could be found in the middle income range of $30,000 to $59,999, the chances of being in a higher income bracket is much greater for those with a college degree.

Table 22. Total Family Income by Mothers' Level of Education.

<table>
<thead>
<tr>
<th>Total Family Income</th>
<th>Mothers' Level of Education</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>high school or less</td>
</tr>
<tr>
<td>$60,000 or more</td>
<td>13.6%</td>
</tr>
<tr>
<td>$30,000 - $59,999</td>
<td>52.3%</td>
</tr>
<tr>
<td>$29,999 or less</td>
<td>34.1%</td>
</tr>
<tr>
<td>Total</td>
<td>100.0%</td>
</tr>
<tr>
<td>(N)</td>
<td>(44)</td>
</tr>
</tbody>
</table>

Chi-square=13.28, d.f.=4, p<.05
Gamma=.43

The relationship that exists between the mothers' level of education and total family income is significant (Chi-square=13.28, 4 d.f., p<.05). As the level of education of the mother increases the total family income reported also increases. The relationship is moderate and in a positive direction, as is verified by the measure of association (Gamma=.43).

Attitudes about the Role of Women in Society

Table 23 is a summary of the attitudinal statements pertaining to the role of women in society in relation to the mother's level of education. The categories of strongly agree and agree were collapsed into one category, and strongly disagree and
disagree were collapsed into one category of disagree. One statement refers to the disapproval or approval of a married woman earning money; disapproval and “don’t know” responses were collapsed into “disapprove.” Similarly, the categories of “don’t know” and “no” were collapsed into a category of “not likely” and the category of “yes” was changed to “likely”.

Overall, Table 23 shows that the mother’s level of education strengthens her position on women’s issues. Figure 1 established that pageant mothers had a liberal attitude toward these statements. The stereotype of the pageant mother as a conservative woman with traditional values is therefore unsubstantiated by these results.

The relationship between the education level of the mother and her attitudes about the role of women in society was found to be significant in all but two of the statements in Table 23. Both of the statements concerned political issues, “Most men are better suited emotionally for politics than are most women,” and “If your party nominated a woman for President, would you vote for her if she were qualified for the job?” The other six statements were found to be significantly related to the mother’s education. The gamma for each also verified that there was a moderately strong association between these variables. As the level of education increased the percentage of women that supported these issues increased.

Pageant mothers as a whole had liberal attitudes about women in society, not quite what many would have believed about this group. It may have been thought that pageant mothers had conservative beliefs because they tend to focus much attention on their children. While Figure 1 showed that pageant mothers had more liberal attitudes than the sample of women taken from the General Social Survey, Table 23 showed that the mothers with the most positive attitudes about the role of women in society were those who were college graduates.
Table 23. Attitudes about the Role of Women in Society by Mother’s Level of Education

<table>
<thead>
<tr>
<th>Statement</th>
<th>Attitude</th>
<th>Level of Education</th>
<th>$x^2$</th>
<th>d.f</th>
<th>p-value</th>
</tr>
</thead>
<tbody>
<tr>
<td>It is more important for a wife to help her husband’s career</td>
<td>disagree</td>
<td>high school or less</td>
<td>100.0%</td>
<td>43</td>
<td></td>
</tr>
<tr>
<td>disagree 97.3% agree 17.0%</td>
<td></td>
<td>some college</td>
<td>100.0%</td>
<td>47</td>
<td>p&lt;.01</td>
</tr>
<tr>
<td>disagree 83.0% agree 17.0%</td>
<td></td>
<td>college and more</td>
<td>100.0%</td>
<td>37</td>
<td></td>
</tr>
<tr>
<td>$x^2$ 13.81</td>
<td></td>
<td></td>
<td>2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>p-value &lt;.01</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>It is much better for everyone involved if the man is the</td>
<td>disagree</td>
<td>high school or less</td>
<td>100.0%</td>
<td>42</td>
<td></td>
</tr>
<tr>
<td>achieve outside the home and</td>
<td>agree</td>
<td>some college</td>
<td>100.0%</td>
<td>47</td>
<td></td>
</tr>
<tr>
<td>the woman takes care of the family and home.</td>
<td></td>
<td>college and more</td>
<td>100.0%</td>
<td>38</td>
<td></td>
</tr>
<tr>
<td>$x^2$ 17.10</td>
<td></td>
<td></td>
<td>2</td>
<td></td>
<td>p&lt;.01</td>
</tr>
<tr>
<td>p-value &lt;.01</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>A working mother can establish just as warm a relationship with her</td>
<td>disagree</td>
<td>high school or less</td>
<td>100.0%</td>
<td>43</td>
<td></td>
</tr>
<tr>
<td>children as a mother who does not work.</td>
<td>agree</td>
<td>some college</td>
<td>100.0%</td>
<td>47</td>
<td></td>
</tr>
<tr>
<td>disagree 69.0% agree 31.0%</td>
<td></td>
<td>college and more</td>
<td>100.0%</td>
<td>38</td>
<td></td>
</tr>
<tr>
<td>$x^2$ 13.86</td>
<td></td>
<td></td>
<td>2</td>
<td></td>
<td>p&lt;.01</td>
</tr>
<tr>
<td>p-value &lt;.01</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Most men are better suited emotionally for politics than are most</td>
<td>disagree</td>
<td>high school or less</td>
<td>100.0%</td>
<td>42</td>
<td></td>
</tr>
<tr>
<td>women.</td>
<td>agree</td>
<td>some college</td>
<td>100.0%</td>
<td>47</td>
<td></td>
</tr>
<tr>
<td>disagree 35.7% agree 64.3%</td>
<td></td>
<td>college and more</td>
<td>100.0%</td>
<td>38</td>
<td></td>
</tr>
<tr>
<td>$x^2$ 8.71</td>
<td></td>
<td></td>
<td>2</td>
<td></td>
<td>p&lt;.05</td>
</tr>
<tr>
<td>p-value &lt;.05</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>A preschool child is likely to suffer if his or her mother works.</td>
<td>disagree</td>
<td>high school or less</td>
<td>100.0%</td>
<td>42</td>
<td></td>
</tr>
<tr>
<td>disagree 35.7% agree 64.3%</td>
<td></td>
<td>some college</td>
<td>100.0%</td>
<td>47</td>
<td></td>
</tr>
<tr>
<td>disagree 15.8% agree 84.2%</td>
<td></td>
<td>college and more</td>
<td>100.0%</td>
<td>38</td>
<td></td>
</tr>
<tr>
<td>$x^2$ 5.93</td>
<td></td>
<td></td>
<td>2</td>
<td></td>
<td>p&gt;.05</td>
</tr>
<tr>
<td>p-value .37</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Women should take care of running their homes and leave running the</td>
<td>disagree</td>
<td>high school or less</td>
<td>100.0%</td>
<td>42</td>
<td></td>
</tr>
<tr>
<td>country to men.</td>
<td>agree</td>
<td>some college</td>
<td>100.0%</td>
<td>47</td>
<td></td>
</tr>
<tr>
<td>disagree 33.3% agree 66.7%</td>
<td></td>
<td>college and more</td>
<td>100.0%</td>
<td>38</td>
<td></td>
</tr>
<tr>
<td>$x^2$ 14.74</td>
<td></td>
<td></td>
<td>2</td>
<td></td>
<td>p&lt;.01</td>
</tr>
<tr>
<td>p-value .57</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Do you approve or disapprove of a married woman earning money in a</td>
<td>disapprove</td>
<td>high school or less</td>
<td>100.0%</td>
<td>42</td>
<td></td>
</tr>
<tr>
<td>business or industry?</td>
<td>approve</td>
<td>some college</td>
<td>100.0%</td>
<td>47</td>
<td></td>
</tr>
<tr>
<td>disapprove 73.8% approve 26.2%</td>
<td></td>
<td>college and more</td>
<td>100.0%</td>
<td>38</td>
<td></td>
</tr>
<tr>
<td>$x^2$ 6.63</td>
<td></td>
<td></td>
<td>2</td>
<td></td>
<td>p&lt;.05</td>
</tr>
<tr>
<td>p-value .50</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>If your party nominated a woman for President, would you vote</td>
<td>not likely</td>
<td>high school or less</td>
<td>100.0%</td>
<td>42</td>
<td></td>
</tr>
<tr>
<td>for her if she were qualified for the job?</td>
<td>likely</td>
<td>some college</td>
<td>100.0%</td>
<td>47</td>
<td></td>
</tr>
<tr>
<td>not likely 69.0% likely 31.0%</td>
<td></td>
<td>college and more</td>
<td>100.0%</td>
<td>38</td>
<td></td>
</tr>
<tr>
<td>$x^2$ 5.19</td>
<td></td>
<td></td>
<td>2</td>
<td></td>
<td>p&gt;.05</td>
</tr>
<tr>
<td>p-value .40</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Table 24 is a summary table of GSS statements concerning the role of women in society. This table shows that the mother's participation in pageants is not significantly related to her attitude about the role of women in society. The women who had been in pageants when they were younger were just as likely to give support to women's issues, in fact the percentages in Table 24 suggest that the mothers who had been in pageants were more supportive. Although the relationship was not significant, Table 24 does show that former pageant participants do not have conservative attitudes toward the role of women in society. There were 9.6 percentage points between the two groups of mothers on the statement pertaining to working mothers with preschool children, the women who had been in pageants when younger disagreed at a greater rate. The former pageant contestants also indicated that they would vote for a woman as president with greater frequency than the mothers who had not been in pageants, a difference of 14.6 percentage points. The former pageant women had higher percentages of support in six out of eight of the statements concerning the role of women in society. Taken as a whole, Table 24 suggests that many people may have stereotyped the pageant participants incorrectly, these women are very supportive of the role of women in society.

Both Table 23 and Table 24 suggest that the pageant mothers support the changing roles of women. Table 23 illustrates that the higher the education level of the mother, the stronger the support for the changing roles of women. While the independent variable in Table 24 was not found to be significantly related to attitudes on these issues, the percentages show that pageants have not adversely affected the attitudes of mothers who had been in pageants. The image that many may have about the type of mother who puts her daughters in these contests may be altered somewhat by the results in Table 23 and Table 24.
Table 24. Attitudes about the Role of Women in Society by Mother's Pageant Experience

<table>
<thead>
<tr>
<th>Statement</th>
<th>Attitude</th>
<th>Mother's Experience</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>None</td>
</tr>
<tr>
<td>It is more important for a wife to help her husband's career than to have</td>
<td>disagree 79.1%</td>
<td>85.4%</td>
</tr>
<tr>
<td>have one herself.</td>
<td>agree 20.9%</td>
<td>14.6%</td>
</tr>
<tr>
<td></td>
<td>100.0%</td>
<td>100.0%</td>
</tr>
<tr>
<td>It is much better for everyone involved if the man is the achiever outside</td>
<td>disagree 69.8%</td>
<td>75.6%</td>
</tr>
<tr>
<td>the home and the woman takes care of the family and home.</td>
<td>agree 30.2%</td>
<td>24.4%</td>
</tr>
<tr>
<td>A working mother can establish just as warm a relationship with her</td>
<td>disagree 14.6%</td>
<td>18.6%</td>
</tr>
<tr>
<td>children as a mother who does not work.</td>
<td>agree 85.4%</td>
<td>81.4%</td>
</tr>
<tr>
<td>Most men are better suited emotionally for politics than are most</td>
<td>disagree 23.3%</td>
<td>75.5%</td>
</tr>
<tr>
<td>women.</td>
<td>agree 76.7%</td>
<td>24.4%</td>
</tr>
<tr>
<td>A preschool child is likely to suffer if his or her mother works.</td>
<td>disagree 26.7%</td>
<td>82.9%</td>
</tr>
<tr>
<td></td>
<td>agree 73.3%</td>
<td>17.1%</td>
</tr>
<tr>
<td>Women should take care of running their homes and leave running the</td>
<td>disagree 20.9%</td>
<td>85.4%</td>
</tr>
<tr>
<td>country to men.</td>
<td>agree 79.1%</td>
<td>14.6%</td>
</tr>
<tr>
<td>Do you approve or disapprove of a married woman earning money in a</td>
<td>disapprove 84.9%</td>
<td>17.1%</td>
</tr>
<tr>
<td>business or industry?</td>
<td>approve 15.1%</td>
<td>82.9%</td>
</tr>
<tr>
<td>If your party nominated a woman for President, would you vote for her</td>
<td>not likely</td>
<td>100.0%</td>
</tr>
<tr>
<td>if she were qualified for the job?</td>
<td>likely 24.4%</td>
<td>9.8%</td>
</tr>
</tbody>
</table>
Attitudes about Beauty

Table 25 looks at the relationship between the mother’s level of education and her attitudes about the importance of beauty in society. Of the ten statements, only four were found to be related to the educational attainment of the mother. “Life in general, is much easier for beautiful women,” elicited more disagreement from the mothers with some college or a vocational education. Almost four out of every ten of those respondents (40.8 percent) disagreed with the statement, while only 14.3 percent of the mothers in the lowest level and 21.6 percent of mother in the highest education level disagreed. These attitudes were found to be significantly related to education (Chi-square = 8.81, 2 d.f., p<.05).

“It is better to be beautiful than smart,” received the most disagreement from the women with a higher education. As should be expected, almost the entire group of respondents who were college graduates (94.6 percent) disagreed with the statement, while disagreement came from only 69.0 percent of mothers in the lowest education level. This attitude was found to be significantly related to education (Chi-square = 11.33, 2 d.f., p<.01). The distribution for the attitudes about this statement, “Men are afraid of intelligent women,” was quite unusual. Almost seven out of every ten respondents in the middle education level (68.8 percent) disagreed with the statement, while only 42.9 percent of the respondents in the lowest level disagreed. More surprisingly, only 45.9 percent of respondents in the upper education level disagreed.

Overall, Table 25 showed that the mother’s education was not a good predictor of the attitudes toward beauty in society. The educational attainment of these women did not affect their beliefs, in general. The pageant mothers were not sure if beautiful children would grow up to be beautiful adults, a result many may find surprising.
Table 25. Attitudes about Beauty by Mother’s Level of Education

<table>
<thead>
<tr>
<th>Statement</th>
<th>Attitude</th>
<th>Level of Education</th>
<th>$\chi^2$</th>
<th>d.f</th>
<th>p-value</th>
<th>$\gamma$</th>
</tr>
</thead>
<tbody>
<tr>
<td>Life in general, is much easier for beautiful women.</td>
<td>disagree</td>
<td>high school</td>
<td>8.81</td>
<td>2</td>
<td>p&lt;.05</td>
<td>.14</td>
</tr>
<tr>
<td></td>
<td></td>
<td>some college</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>college and more</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>agree</td>
<td>or vocational or</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>more</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>or more</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Teachers treat all children equally, attractiveness is not a consideration.</td>
<td>disagree</td>
<td>high school</td>
<td>2.60</td>
<td>2</td>
<td>p&gt;.05</td>
<td>-.03</td>
</tr>
<tr>
<td></td>
<td></td>
<td>some college</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>college and more</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>agree</td>
<td>or vocational or</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>more</td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>or more</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>or more</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>You can never be too thin.</td>
<td>disagree</td>
<td>high school</td>
<td>9.24</td>
<td>2</td>
<td>p&lt;.01</td>
<td>.27</td>
</tr>
<tr>
<td></td>
<td></td>
<td>some college</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>college and more</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>agree</td>
<td>or vocational or</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td></td>
<td>more</td>
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<td></td>
<td></td>
<td>or more</td>
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<td></td>
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<tr>
<td></td>
<td></td>
<td>or more</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The more successful the man, the prettier his wife.</td>
<td>disagree</td>
<td>high school</td>
<td>1.65</td>
<td>2</td>
<td>p&gt;.05</td>
<td>.03</td>
</tr>
<tr>
<td></td>
<td></td>
<td>some college</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td></td>
<td>college and more</td>
<td></td>
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</tr>
<tr>
<td></td>
<td>agree</td>
<td>or vocational or</td>
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<td></td>
<td></td>
<td>more</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>or more</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>In dating and marriage men value beauty more highly than personality or</td>
<td>disagree</td>
<td>high school</td>
<td>1.50</td>
<td>2</td>
<td>p&gt;.05</td>
<td>.17</td>
</tr>
<tr>
<td></td>
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<td>some college</td>
<td></td>
<td></td>
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</tr>
<tr>
<td></td>
<td></td>
<td>college and more</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>agree</td>
<td>or vocational or</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td>more</td>
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<tr>
<td></td>
<td></td>
<td>or more</td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>or more</td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>There is no excuse for people to be fat.</td>
<td>disagree</td>
<td>high school</td>
<td>4.18</td>
<td>2</td>
<td>p&gt;.05</td>
<td>.49</td>
</tr>
<tr>
<td></td>
<td></td>
<td>some college</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td></td>
<td>college and more</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>agree</td>
<td>or vocational or</td>
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<tr>
<td></td>
<td></td>
<td>more</td>
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<td></td>
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<tr>
<td></td>
<td></td>
<td>or more</td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>or more</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Attractiveness is only important in the beginning of relationships.</td>
<td>disagree</td>
<td>high school</td>
<td>1.71</td>
<td>2</td>
<td>p&gt;.05</td>
<td>-.41</td>
</tr>
<tr>
<td></td>
<td></td>
<td>some college</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>college and more</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>agree</td>
<td>or vocational or</td>
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<td>It is better to be beautiful than smart.</td>
<td>disagree</td>
<td>high school</td>
<td>11.33</td>
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<td>p&lt;.01</td>
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<td>Men are afraid of intelligent women.</td>
<td>disagree</td>
<td>high school</td>
<td>7.25</td>
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<td>Beautiful children grow up to be beautiful adults.</td>
<td>disagree</td>
<td>high school</td>
<td>2.12</td>
<td>2</td>
<td>p&gt;.05</td>
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Table 26 looks at these same statements with the independent variable of the mother’s self-rating. The logic here was to determine whether the mother’s view of herself would be related to her attitudes about beauty. Respondents who had rated themselves on the attractiveness scale with scores of five or less were grouped together as “average or below”; the mothers who rated themselves higher than a five were categorized as “above average.” The way the women viewed themselves had little bearing on their attitudes.

Only one out of the ten statements was found to be significantly related to the mother’s self-rating. “The more successful the man, the prettier his wife,” brought 80.0 percent disagreement from the women who rated themselves low on attractiveness. Slightly over four out of every ten respondents that considered themselves attractive (42.0 percent) agreed that successful men marry prettier women. A difference of 22.0 percentage points separated the two groups. The attitudes were found to be significantly related to the respondents level of attractiveness (Chi-square = 6.80, 1 d.f., p<.01).

Overall, Table 26 suggests that the respondent’s appearance had little to do with her attitudes about beauty. For the most part, both the women who rated themselves high and those that rated themselves low felt similarly about these statements. Neither independent variable showed a strong relationship toward beauty attitudes. Table 13 established that the pageant mothers agreed and disagreed with most of the statements similarly. Table 25 and Table 26 also suggests much similarity in responses.

The research on physical attractiveness indicates that teachers discriminate based on their students’ appearance (Patzer 1985); that beautiful people are liked better and thought to live more exciting lives (Dion, Berscheid, and Walster 1972; Hatfield and Sprecher 1986); and that men value beauty highly in relationships (Buss and Barnes 1986; Davis 1990; Harrison and Saeed 1977; Stroebe, Inkso, Thompson, and Layton
The results of those studies suggest beliefs about beauty that are very similar to those beliefs held by pageant mothers. It seems as though beauty is more than a just a myth, and our society as a whole shares many of the same beliefs as the pageant mothers. The college graduate and the high school dropout view beauty about the same way as the ugly duckling and the beauty queen.
CHAPTER VI

SUMMARY AND DISCUSSION

The researcher's main objective in writing this thesis was to explore the pageant subculture using survey and observational methods. General demographic information indicated that the majority of these women sampled were white, married, employed, between the ages of 20 to 39 and had two or more children. All of the respondents had daughters who were 16 years old or younger and who were in pageants. Most resided in communities of less than 50,000, and many were from the states of Kentucky, Tennessee, or Alabama.

The majority of the women were educated beyond high school but less than one-third were college graduates. The husbands had a level of education similar to that of their wives. The total family incomes reported indicated that these pageants were attended by respondents from a variety of different socioeconomic groups, but very few in the sample reported income less than $20,000.

The majority of the women had not been in pageants when they were younger. Many became interested as a result of knowing other mothers who put their daughters in pageants, and most entered their daughters in small, local competitions first. Observations and data analysis both show that the national pageants are attended most by seasoned competitors. These national events are expensive and highly competitive contests that one works up to gradually. Most of the contestants had been competing for three or more years, and the majority competed in over seven pageants a year. Those that compete with the most frequency are between the ages of five and 12.
The majority of the children were eight years old or younger; the sample included only a small number of girls aged thirteen or older. The majority of these girls had taken modeling classes. Many practice their modeling routines at home at least once a week, but most of the contestants aged six to ten practice twice a week or more. In addition to modeling classes, many of the children have taken gymnastics, dance, and a variety of extracurricular activities. The pageant child is a busy child.

Observations supported by the survey results revealed that it is not unusual for a pageant child to wear hair extensions or have color-treated hair. “All I want for Christmas is my two front teeth” takes on a whole new meaning in the pageant world. Dentists are fitting many of these children with dental partials when they loose their baby teeth. A wide variety of other beauty enhancements are used less often, but make-up is used by the majority of the contestants. Although there was only a small number of children 13 or older, data suggests that breast enhancements are used with some frequency among the older contestants. While some of these girls may be underdeveloped for their ages, the large proportion sampled that used breast enhancements may suggest that breast size is important to those in pageants.

The beauty enhancements, the suggestive modeling techniques, and the type of attire worn by these contestants suggest that these children are presented as miniature women. The questionnaire was helpful in determining which enhancements were worn by the contestants, but only observations of this subculture could relay the appearance of the contestants. These national competitions are expensive. When one looks at the median prices paid for some of the pageant items, $500 for the dress, $200 for the sportswear, and $300 for the photogenic picture, it does not require a statistician to realize pageants are a costly endeavor. It should be noted that the mean price was even higher. Certainly the attire for the younger children is less expensive, as shown in the data analysis, but children grow. The child’s attire must fit perfectly or points are deducted. The meaning is clear that the child will require a new dress and a new sportswear outfit with some regularity. The days when a ruffle could be added are gone. This knowledge,
combined with the information obtained from the questionnaires, further demonstrates the vast sum of money spent by the mothers. The questionnaire did not even address some of the other expenses: westernwear, costumes, or hotel expenses. Some of these mothers also take their daughters to professional hairstylists and make-up artists; adding several hundred dollars to their total pageant expenses.

In terms of money and time invested, these women were what many might consider overly-involved. A great deal of money is being spent on their daughters' modeling classes, dance classes, beauty supplies, pageant attire, and fees. Considering that the majority of these mothers indicated that their daughters compete in more than seven pageants a year, one can see that pageants are consuming much time and energy. Participating in beauty pageants is more than just a hobby. The results of the exploratory study, through the analysis of questionnaires and by observation of this subculture, suggest that these contests can become more of an obsession than just a pastime. In addition to all the time the mothers devote to these competitions, one must not forget that the daughters' time and energy is also spent in pursuit of crowns.

When comparing this group of mothers with GSS respondents, it was found that the pageant mothers were supportive of many women's issues. Later analysis showed that the former pageant contestants and the women with higher educational levels were the most supportive. The only issue for which pageant mothers did not show strong support concerned voting for a woman as president. While these women may be stereotyped as having more conservative viewpoints, the responses to the survey questionnaire indicated that these were liberal-minded women who were supportive of the changing role of women in society.

Some may question the responses the mothers gave on their attitudes toward women in society. Logically, if these women wanted to be dishonest on any of the survey responses, it would likely be the questions probing beauty enhancements (tanning beds especially) used by their daughters or the time their daughters spend practicing for these competitions. In light of all
The negative attention pageants are receiving, it would make sense that these women may have wanted to appear conservative in those areas. These women openly admitted purchasing false teeth and hair extensions for their daughters. Many of these mothers honestly responded that their daughters had visited tanning beds. It would make not make sense that the mothers would admit to sending their daughters to tanning beds or purchasing dental partials and not be honest about their opinions concerning the changing role of women.

The level of the mother’s attractiveness, as was determined by self-ratings, did not seem to alter beliefs about beauty in society. Both the mothers who rated themselves high and those who rated themselves low were in similar agreement about the beauty statements. They were supportive of weight issues, disagreeing that thinness is an ideal state and excusing those that weigh too much. Most of these women believed appearance plays a part in teachers’ evaluation of students and men’s evaluation of women. The overwhelming majority of these women value intelligence over beauty, but about half feel that men are intimidated by intelligent women. The educational attainment of these women did not affect their beliefs, in general. The women who were not educated beyond high school and the college graduates both agreed with similar frequency that men are intimidated by intelligence. The majority of women believed that life is easier for beautiful women. As for beautiful children, about half thought these children would grow up to be beautiful and the other half did not believe that the appearance in childhood would guarantee attractiveness as adults.

These women are not unlike so many in this society. Beauty is believed to be powerful. It can make a poor girl rise in the world through marriage (Cinderella) or tame the most brutal of men (Beauty and the Beast). But it is all centered around the opinions of men. The patriarchal culture is so focused on youth and beauty that many believe acquiring beauty is the key to success.

The pageant mothers were found to have attitudes about beauty similar to those found in several studies. Pageant mothers believed that beautiful women have easier lives. Several
studies found most people believe that beautiful women are thought to lead better and more exciting lives (Dion, Berscheid, and Walster 1972; Eagly, Makhijani, Ashmore, and Longo 1991; Hatfield and Sprecher 1986). The pageant mothers believed that men value beauty highly in relationships. Research has shown that men do value beauty highly in relationships (Buss and Barnes 1986; Davis 1990; Hatfield and Sprecher 1986; Harrison and Saeed 1977). The majority of the mothers surveyed also thought that teachers tend to favor more attractive students (the mothers who were teachers themselves tended to disagree). Research indicates that many times teachers do discriminate (Patzer 1985). Pageant mothers seemed to hold attitudes congruent to research findings, which suggests they possess common attitudes about beauty.

The focus of this thesis was to explore beauty pageants for children. With the Ramsey murder still unsolved beauty competitions will be watched closely by the media. In this thesis the operations of pageants are described in detailed. Several types of national pageants were explored, from the large competitions that lasted several days to the smaller one-day competitions. The reading audience should now have a good idea about children's pageants and the contestants who compete in them. The primary focus of the thesis was concentrated more on the pageant mothers. Many views that people had about the type of mothers who enter their children in pageants were confirmed; pageants are an activity enjoyed by mostly white, married women with middle incomes or higher. Many people may have not been aware that many of the women carried common beliefs that most of us have about beauty. Perhaps the most surprising result of the survey analysis may be that pageant mothers hold strong, positive attitudes about the changing roles of women. Many may have thought that pageant mothers were more conservative, but the results of the survey indicate liberal attitudes about the role of women. The pageant mothers who were college graduates and the mothers who were former pageant contestants were found to have the most supportive attitudes about the changing roles of women in society.
Limitations

The main objective in this thesis was to explore the area of beauty contests for children. The analysis of the questionnaire revealed a great deal of information concerning these pageants. Observations further enriched the data. Generalizations are hard to arrive at with such a small sample size, but the information gained through this research gives the outsider a better look at these activities.

JonBenet Ramsey was murdered shortly after this project had begun. The comparisons of the pilot study results before her death and the later pageant results showed only small differences. One can assume, however, that the media exposure that resulted from the Ramsey tragedy may have caused many mothers to question the motives of the research. Part of the reason for the small number of questionnaires completed may be a result of the pageant mothers’ reluctance to divulge information that might be later used against them as a group. Pageants have received bad press. It is understandable that many mothers may not have wished to participate.

Pageants are also a time in which both the mother and daughter are very busy. It may have been difficult for the mothers at the one-day events to find enough time within their schedule to fill out the questionnaire. The long weekend pageant held around the Gatlinburg resort area did not find the mothers as busy with their pageant schedules, but rather they were more intent on visiting the mountains and the shops in their spare time than filling out a survey.

A problem also arose with the responses to some of the survey questions. Mothers were reluctant to complete the open-ended questions, and they seemed to only want to circle choices. In the few open-ended questions, the responses were also very vague. The occupations of the respondents and their spouses demonstrate this well. "Nurse" could be a RN, a LPN, or the doctor’s assistant at the local clinic who has no formal training at all. "Computers" could be
sales or repair. Because it was difficult to place some of these responses into the different occupational levels, the occupation category was not analyzed further.

Pageant mothers were also confused about the inquiry of the total entry fee paid for the pageant that they were attending. It was thought that by placing the entry fee in the correct spot that the researcher could tell simply by glancing at the questionnaire from which contest the form came, as each national was of a different cost. Correct responses would also enable the researcher to determine if the contestants were entered in all events or fewer, perhaps only one. Possibly because the estimates of the cost of the pageant dress, the pageant sportswear, and the photogenic picture were positioned in a consecutive manner before the total entry fee, respondents totaled up the prices paid for the dress, sportswear, and picture in the space provided for the entry fee. The word "total" may have stimulated an immediate response. Many of the respondents answered incorrectly as well. Some may have thought "total entry fee" meant how much money was invested for this pageant, as the amount was far greater than the prices they had listed for the attire, photograph, and the amount appropriate for the entry fee.

Discussion

The scope of this exploratory study was very wide, and since no one area was the focus, we have limited knowledge about a variety of subjects. One of the areas that further research could better explore would be what the pageant mother is doing for herself -- that is, what are her aspirations, her goals, her pursuits? The observations and data suggest that these women are focusing more on their daughters than on themselves.

It was established through the data collection that these women worked and many were employed full-time. But how did they spend their free time? One could guess that a good portion of the woman's time would probably be devoted to the mundane, routine responsibilities of keeping up with the housework. In addition to cleaning the house, doing the laundry, and grocery shopping, the mothers of beauty contestants spend many hours on the road. They take
their daughters to modeling classes, dance classes, seamstresses, and photographers, in addition to traveling to pageants. Most of these women also had other children, and some attention is surely devoted to them. The majority of the women were married, so time was probably spent with a husband as well.

It is hard to see how these women would have much time for themselves. The observations made of the appearances of the pageant mothers also suggest that they are more focused on their daughters than themselves. Taken as a whole, the indication might be that these women may be living vicariously through their daughters. If so, that suggests an underlying question, are pageants filling a void in the lives of these mothers?

Betty Friedan (1963) outlined such a problem in her book *The Feminine Mystique*. Friedan pointed out that many women feel discontented with their lives. She views this discontent as a political problem stemming from lack of opportunity to develop personal and professional interests. Women need more than just a husband, a job, and a couple of children to satisfy them. The media has focused so intently on the exploitation of the children in these contests that many fail to recognize the mothers as anything other than deviant. It could very well be that these women lack opportunities for other pursuits outside the pageant arena. Pageant fever may merely be a symptom of greater problems within the social structure. It is unfair to assume that the pageant mothers think negatively about their own gender. These women showed positive attitudes toward the changing roles of women in society. But perhaps they see these changes as having more effect in the future, affecting their daughters' lives rather than in their own.

Future research in the area of beauty contests for children may reveal more about why these contests are appealing to a growing population of women. Pageants were not established in a vacuum -- they reflect our culture, our values, and our beliefs. This culture is undeniably
focused on youth and beauty, and it might seem as if the pageant mothers have incorporated these beliefs into the activities of their daughters. The death of JonBenet Ramsey illuminated beauty pageants for children, and the media has given bad press to the mothers who enter their daughters in these contests (Adler 1997; Davidson 1997). This exploration may clear up some of the misconceptions held about these contests, but it is hoped that more research will be generated into the area.
APPENDIX A

BEAUTY PAGEANT PARTICIPATION SURVEY
Western Kentucky University

Instructions: Your responses are strictly confidential, and you will not be personally identified with your responses. Your cooperation is important in obtaining valid information to formulate a profile of the beauty pageant contestant. This study is designed to be answered by the mother of the contestant only.

Please circle your response to each question.

1. How old are you?
   - 1 Under 19 years
   - 2 20-29 years
   - 3 30-39 years
   - 4 40-49 years
   - 5 50 or older

2. What is your level of education?
   - 1 Less than high school
   - 2 GED
   - 3 High school graduate
   - 4 Some college or vocational
   - 5 College graduate
   - 6 Postgraduate or professional

3. What is your marital status?
   - 1 Single, never married
   - 2 Married
   - 3 Separated or divorced
   - 4 Widowed
   - 5 Cohabiting

4. What is your total family income?
   - 1 Less than $15,000
   - 2 $15,000-29,999
   - 3 $30,000-44,999
   - 4 $45,000-59,999
   - 5 $60,000-74,999
   - 6 $75,000 or over

5. How many children do you have?
   - 1 One
   - 2 Two
   - 3 Three
   - 4 Four or more

6. When did your daughter last participate in a pageant?
   - 1 This is her first pageant
   - 2 Less than 3 months ago
   - 3 3-6 months ago
   - 4 Less than a year ago
   - 5 One year ago or longer

7. How old is your daughter?
   - 1 Under 5 years
   - 2 6-12 years
   - 3 13-19 years
   - 4 20 or older

8. How many pageants does she participate in a year?
   - 1 0 (This is her first)
   - 2 1-3
   - 3 4-10
   - 4 11-15
   - 5 16-20
   - 6 More than 20

9. What is the cash equivalent of her largest prize won?
   - 1 She has never won
   - 2 Less than $100
   - 3 $100-499
   - 4 $500-999
   - 5 $1,000-2,499
   - 6 $2,500-4,999
   - 7 $5,000-9,999
   - 8 $10,000 or more

10. Estimate the miles you traveled for this pageant (fill in) ____________________
11. Has your daughter ever taken: (Circle all that apply)
   1  Modeling lessons  5  Foreign language classes
   2  Voice lessons  6  Academic enrichment classes
   3  Dance lessons  7  Drama classes
   4  Instrumental music lessons  8  Gymnastic classes

12. When competing, has your daughter ever worn: (Circle all that apply)
   1  Glasses  5  Make up
   2  Colored contacts  6  False tooth/teeth
   3  Braces  7  Permed hair
   4  Hair extensions  8  Colored or bleached hair

13. If time and money were NOT a consideration, which of these would you invest in for your daughter? (Circle all that apply)
   1  Modeling lessons  7  Academic instruction
   2  Voice lessons  8  Cosmetic surgery
   3  Dance classes  9  False tooth/teeth
   4  Braces  10  More pageants
   5  Hair extensions  11  More expensive pageants
   6  Color or bleach hair  12  Savings account for college

14. Please estimate the amount of money that was invested in these items for today's pageant:
   $________  Pageant dress  $________  Photogenic picture
   $________  Pageant sportswear  $________  Total entry fee paid

15. On a scale of 1 to 10, with 10 being the highest score, how would you rank the attractiveness of your daughter?
   1  2  3  4  5  6  7  8  9  10
   very average very beautiful

16. On a scale of 1 to 10, with 10 being the highest score, how would you rank your own attractiveness?
   1  2  3  4  5  6  7  8  9  10
   very average very beautiful

17. What are your long-term goals for your daughter?
APPENDIX B

BEAUTY PAGEANT SURVEY

INSTRUCTIONS: This study is designed to be answered by the mother of the contestant only. Your responses are strictly confidential, and you will not be personally identified. Please circle your response to each question.

1. How many children do you have?
   1. One
   2. Two
   3. Three or more

2. How many of your daughters enter beauty pageants?
   1. One
   2. Two
   3. Three or more

If you have more than one daughter entered in today’s pageant, please answer the following questions about your youngest daughter.

3. How old is your daughter?
   (fill in) ________________________________

4. How long has she been in pageants?
   1. Less than one year
   2. One to two years
   3. Three or more years

5. How long ago was her last competition?
   1. This is her first competition
   2. Less than three months
   3. 3-6 months
   4. 7-12 months
   5. Over one year

6. About how many pageants does she compete in per year? (Include today’s pageant)
   1. One pageant only
   2. 2-6 pageants
   3. 7-12 pageants
   4. 13-20 pageants
   5. More than 20 pageants

7. Did you (the mother) ever enter a pageant when you were younger (under 21)?
   1. No
   2. Yes

8. If yes, about how many did you enter?
   (fill in) ________________________________

9. About how many miles did you travel to today’s pageant?
   (fill in) ________________________________

10. Please estimate the amount of money invested for this pageant:
    $ _________ Pageant dress
    $ _________ Pageant sportswear
    $ _________ Photogenic picture
    $ _________ Total entry fee

11. How often does your daughter practice her routines at home?
    1. She never practices at home
    2. Occasionally
    3. At least once a week
    4. Twice a week or more

12. Do you have “X’s” on your floors so that your daughter can practice at home?
    1. No
    2. Yes

13. Has your daughter ever taken:
    (Circle all that apply)
    1. Modeling classes
    2. Dance classes
    3. Voice lessons
    4. Tanning bed sessions
    5. Instrumental music lessons
    6. Foreign language classes
    7. Academic enrichment
    8. Drama classes
    9. Gymnastic classes
    10. Other ________________________________
14. In competition, does your daughter ever wear: (Circle all that apply)
1. Glasses
2. Colored contact lens
3. Braces
4. Hair extensions
5. False tooth/teeth
6. Make up
7. Permed hair
8. Colored/bleached hair
9. Breast enhancements

15. Which of the following are the two most important reasons for entering your daughter in pageants? What are her benefits? (Choose two only)
1. Increased self-esteem
2. Monetary prizes
3. Academic scholarships
4. Advance modeling career opportunities
5. Exposure to entertainment industry
6. Increased status
7. Chances to travel
8. Enduring friendships
9. Other

16. How did you first become involved in entering your daughter in pageants?

17. On a scale of 1 to 10, with 10 being the highest score, how do you rank the attractiveness of your daughter, compared to others her age?

1. very unattractive
2. average
3. very attractive

18. How would you rank your own attractiveness compared to others your age?

1. very unattractive
2. average
3. very attractive

19. How would you rank your own attractiveness when you were the same age as your daughter?

1. very unattractive
2. average
3. very attractive

20. How do you feel about the following statements pertaining to the role of women in society?

Circle the response that best represents your opinion.
SA A D SD if you strongly agree A if you agree D if you disagree SD if you strongly disagree A if you disagree

a. It is more important for a wife to help her husband's career than to have one herself.
SA A D SD

b. It is much better for everyone involved if the man is the achiever outside the home and the woman takes care of the family and home.
SA A D SD

c. A working mother can establish just as warm and secure a relationship with her children as a mother who does not work.
SA A D SD

d. Most men are better suited emotionally for politics than are most women.
SA A D SD

e. A preschool child is likely to suffer if his or her mother works.
SA A D SD

f. Women should take care of running their homes and leave running the country to men.
SA A D SD

g. Do you approve or disapprove of a married woman earning money in business or industry if she has a husband capable of supporting her?
1. Approve
2. Disapprove
3. Don't know

h. If your party nominated a woman for President, would you vote for her if she were qualified for the job?
1. Yes
2. No
3. Don't know
21. How do you feel about the importance of beauty in society?

Circle the response that best represents your opinion.

SA if you strongly agree, A if you agree, D if you disagree, SD if you strongly disagree

a. Life, in general, is much easier for beautiful women.
   SA A D SD

b. Teachers treat all children equally; attractiveness is not a consideration.
   SA A D SD

c. You can never be too thin.
   SA A D SD

d. The more successful the man, the prettier his wife.
   SA A D SD

e. In dating and marriage men value beauty more highly than personality or cooking skills.
   SA A D SD

f. There is no excuse for people to be fat.
   SA A D SD

g. Attractiveness is only important in the beginning of relationships, after that it is okay to let yourself go.
   SA A D SD

h. It is better to be beautiful than smart.
   SA A D SD

i. Men are afraid of intelligent women.
   SA A D SD

j. Beautiful children grow up to beautiful adults.
   SA A D SD

22. How old are you?
1. 19 years or younger
2. 20-29 years
3. 30-39 years
4. 40-49 years
5. 50 or older

23. What state do you live in?
(fill in)

24. What is the size of your community?
1. Rural or less than 10,000
2. 10,000-49,999
3. 50,000-99,999
4. 100,000 or more

25. What is your marital status?
1. Married
2. Divorced
3. Widowed
4. Single

26. What is your race?
1. White
2. Black
3. Hispanic
4. Other

27. What is your level of education?
1. Less than high school
2. GED
3. High school graduate
4. Some college/vocational
5. College graduate
6. Postgraduate

28. If married, what is your husband's level of education?
1. Less than high school
2. GED
3. High school graduate
4. Some college/vocational
5. College graduate
6. Postgraduate

29. Are you employed?
1. No
2. Yes, part-time
3. Yes, full-time
If yes, what is your occupation?
(fill in)

30. If you are married, what is your husband's occupation?
(fill in)

31. What is your total family income?
1. Less than $10,000
2. $10,000-$19,999
3. $20,000-$29,999
4. $30,000-$39,999
5. $40,000-$49,999
6. $50,000-$59,999
7. $60,000-$69,999
8. $70,000 or over
Please take time to tell us some of the negatives and positives about pageant systems in general. This will better inform the pageant industry of changes that need to be made as well as the things that are appreciated by pageant mothers.

32. What do you like best about pageants?

33. What do you like least about pageants?

Thank you for your cooperation in filling out this survey. Please place this survey in the envelope provided and slide it into the box marked “completed questionnaires”. If you choose not to fill it out please bring your unanswered form back to the table so it may be used for another pageant. Watch Babette for the results of this survey!
**APPENDIX C**

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**Checklist for Nationals**

*Babette's 1996*

Go over everything on this list a month or two before you leave and make a list of what you need to do, repair, or buy. Then use this list to pack right before you leave.

**Competition Clothes:** Clean, press, check for fit. Includes all accessories—shoes, socks, hose, hair accessories, props, and hats.

<table>
<thead>
<tr>
<th>Short Party Dress w/slip</th>
<th>Pro Am Outfits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Long Party Dress—Evening Gown w/slip</td>
<td>Sleepwear</td>
</tr>
<tr>
<td>Sportswear (fancy and/or casual)</td>
<td>Swimwear</td>
</tr>
<tr>
<td>Interview Outfit; Sunday Dress or</td>
<td>Western Wear</td>
</tr>
<tr>
<td>White Shirts/Skin/Pants</td>
<td>Outfit w/prop</td>
</tr>
<tr>
<td>Talent Costume/Tapes/Props</td>
<td>Disco Wear</td>
</tr>
</tbody>
</table>

- Awards Breakfast/Dinner Clothes—Usually Sunday Dress
- Play Clothes, Tennis Shoes (we do play, don't we?)
- Swimsuit/Sunscreen
- Nightgown/Lingerie
- Shoes (all kinds)
- Jewelry, Accessories, Hair Bows
- Make-Up
- Brush, Rollers, Hair spray, Setting Gel
- Hair Dryer, Curling Iron, Extension Cord (sometimes they won't reach the outlet)
- Bath Essentials—Shampoo, Rinse, Toothbrush, Toothpaste, Tooth Polish
- Eyedrops (for those late nights)
- Alarm Clock (don't count on the hotel wake-up)
- Camera, Extra Film
- Travel Iron, Small Ironing Board
- Garment Rack
- Tape Recorder—Extra Talent Tapes for Practice
- Coffee Pot/Coffee/Cups
- Hot Chocolate, Orange Juice, Donuts (when there's no time for breakfast, and that's often)
- Small Change for Machines
- Snacks
- Aspirin (everyone deserves at least one good headache per Nationals!)
- Small First-Aid Kit
- Small Sewing Kit
- Paper, Pen, Phone Numbers, Pageant Forms
- Photogenic Pictures!!!
- Portfolio—Composite!
- Kids' Bag—Toys, Games, Coloring Books, Cards, Crayons, Snacks
- Exchange Gifts for Contestants/Door Posters
- Gift for Outgoing Queen/King
- Babette's Emergency Kit (to patch or fix almost anything in a wink)—glue gun, glue sticks, super glue, 2-sided tape, masking tape, iron-on hem binder, baby powder, velcro, electrical tape
- And... of course, plenty of ENERGY and ENTHUSIASM!!

Have fun and don't worry if you forgot something. There's always someone who packs everything, yes, including the kitchen sink!

*Compliments of Babette's Pageant & Talent Gazette, P.O. Box 2488, Peachtree City, GA 30269*
APPENDIX D

SOUTHERN ANGELS
1996 NATIONALS
BEAUTY, MODEL & TALENT PAGEANT

RAMADA RESORT
OWENSBORO, KY
SEPT. 14-15

TWO SUPREME WINNERS   FOUR OVERALL WINNERS

CRUISES               BONDS
7 FOOT TROPHY'S       TVs'
GOLD CHAINS           BEADED GOWNS

LARGE CROWNS, ROBES, BANNERS, MUCH MORE

GIRLS AGE GROUPS
0-18 MONTHS
19-35 MONTHS
3-4 YEARS
5-6 YEARS
7-9 YEARS
10-12 YEARS
13-15 YEARS
16-18
19-40
40-UP

BOYS AGE GROUPS
0-4 YEARS
5-11 YEARS
12 & OLDER

WILL BREAKDOWN IN SMALLER DIVISIONS IF ENOUGH ENTER
SEPT 14:
- 8:00 am  Registration boys and girls 5 & up
- 10:00 am  Peter Sklar seminar

2:00 pm  Registration for 0-4 followed by Pro-am competition

7:30 pm  Sock Hop Party for all FREE

SEPT 15
- 3:00 am  Interviews for all ages
- 11:00 am  Formal wear for all ages
- 1:00 pm  Talent reg. competition to follow
- 4:00 pm  Production Practice
- 7:00 pm  Crowning

Times may vary slightly according to number of contestants. More detailed schedule to follow later. Sock Hop is optional to attend and is free to all contestants and families. It will also be a award ceremony and a time to enter contests and just have FUN!

For information call
Sherry at 615-358-3649
Deadline 8-25-36 or you may enter at the door but will be charged a late fee.

MAIL ENTRY FORMS TO
BOX 279
CUMBERLAND CITY, Tn. 37050
SOUTHERN ANGELS
1996 NATIONALS
PROUDLY PRESENTS
CREATIVE IMAGES
PHOTOGRAPHY & VIDEOGRAPHY
To capture the moment and give you the
opportunity to update your portfolio with
International Modeling Photographer
E.J. Smith

Photo Package A
only $199.95
One 8x10 of each
outfit on runway,
and in studio with
one of formal group

Photo Package B
only $99.95
One 4x6 of each
outfit on runway,
and in studio with
one 5x7 of formal

Broadcast Quality Video Production
Three professional video cameras to capture every angle
Computer based editing, digital effects & titles
Each participant will be listed in the casting credits
V-1 Talent Contest Video $29.95
V-2 Ages 0 to 4 video set $99.95
V-3 Ages 5 & up video set $99.95

Order the Master Portfolio
Photo packages A, B & Video sets V-1, V-2, V-3
a $530.00 value all for only $429.95
All prepaid Master portfolio orders take an additional 5% off
Please fill out enclosed order form
WHO MAY ATTEND: CHILDREN AGES 5-17 AND PARENTS
YOUNG ADULTS AGES 18-24

RESERVATIONS REQUIRED

WHERE: RAMADA RESORT
OWENSBORO KY
WHEN: SEP 14, 10:00 AM

SEMINAR:
"THE TRUTH ABOUT KIDS IN COMMERCIALS,
TV, FILM, BROADWAY & MODELING"

New York producer and leading independent talent scout, Peter Sklar, who holds a Masters Degree in Education from Harvard, will present a seminar focusing on the involvement of children, teens and young adults in New York's professional entertainment world.

The discussion will include a behind-the-scenes look at auditions for commercials, television, film, Broadway and modeling, the definition of "marketability", the role of casting directors and agents, the truth about portfolios, modeling schools, pageants, talent and model searches, how to spot "rip-offs," important do's and don'ts for parents, and much more.

Following a question-and-answer period, personal interviews will be conducted with young people in the audience to briefly assess appearance, personality and overall "marketability" from a professional casting perspective. Specific advice and options will be offered to those young people who, it is felt, can realistically be encouraged to pursue professional auditions locally and/or in New York.

Dress should be casual, with absolutely no make-up or hairspray or excessive jewelry.

Reservations are required. Call (615) 358-3649. There is no charge for admission.

Peter Sklar holds a Masters Degree in Education from Harvard and is currently America's leading professional independent talent scout, directly responsible for the commercial, television, film, Broadway and modeling careers of thousands of young people from all parts of the United States. His work entails daily consultations with leading casting directors and talent representatives throughout the nation, and has been featured repeatedly in major articles in the New York Times, New York Daily News, in dozens of newspapers in major cities across the country, and on nation-wide network news and entertainment programs including Donahue, Good Morning America, Midday Live, PM Magazine and many others. Proteges include Zachery Bryan (ABC TV's Home Improvement), Ricky Schroder (The Champ, CBS TV's Silver Spoons), Lori Loughlin (NBC TV's Full House), Allison Smith (Broadway's Annie, CBS TV's Kate & Allie), Brian Bloom (CBS TV's As The World Turns), J.D. Roth (Fox TV's Fun House), Missy Goldberg (ABC TV's Saturday A.M. Posse), Carrie Shayne (ABC TV's General Hospital), Ashley Levitch (NBC TV's I'll Fly Away), Sarah Jessica Parker (Hocus Pocus, LA Story, Footloose), Allisam Porter (Curly Sue, Parenthood), Sarah Doroff (Three Fugitives) and many, many others.

Mr. Sklar is producer and composer/lyricist of the Broadway musical The Kid Who Played the Palace. He is co-author of the professional trade publication "Winning Monologues From Beginnings" (Baker's Plays/Samuel French).

Sponsored by: Sherry Hart, Director SOUTHERN ANGELS PAGEANT
Glamour Girls
PRESENTS
1997 National Competition
February 8, 1997
One Day, One Super Low Price

(13) Fabulous Age Groups - receive $1500 savings bond!
(2) Grand Supreme - receive $5000 savings bond!
(3) Mini Supreme - receive $2500 savings bond!
13 FABULOUS AGE DIVISIONS (Girls) 0-11 mon., 12-23 mon., 2 yr., 3 yr., 4 yr., 5 yr., 6 yr., 7 yr., 8 yr., 9 yr., 10 yr., 11-13 yr., 14 up. (You may compete at your age Dec. 1, 1996)

Dear Contestant & Family,

We are honored that you have chosen to compete in the 1997 national competition. We have a fun filled day for you and your family.

Since our pageant is one of the first nationals of the year we wanted to do some special things for you. First of all, we have entered you in our Grand Supreme for only $25! Did you check us out all of our age groups we are offering? You can’t beat that! And best of all we do not promote, stipulate, or combine age groups. If you win, you get it.

We will see you soon.

Madonna Daniels
National Director

BEAUTY COMPETITION (Mandatory) There will be a queen and 4 alternates crowned in each age group. Each 1997 Glamour Girl Beauty Queen will receive a beautiful crown, a beautiful tiara, a $150 savings bond, a box full of goodies, prizes, & a ticket to the River Falls Mall. Your team will pick you up for a day of fun Sunday morning, February 9, at 10:00am.

NATIONAL PHOTOGICENIC COMPETITION - The photogenic competition will be judged on a photo that you submit at registration. Pictures may be black & white or color. You may submit more than one photo and an additional charge of $25.00 per picture. There will be a National Photogenic Queen and 4 alternates crowned in each age group. The queen will receive a custom-designed trophy and a fabulous gift. Alternates will receive a special gift.

NATIONAL OVERALL BEST PERSONALITY - There will be a queen in the 0-5 & 6-8. This young lady will receive a fabulous trophy, a distinctive title banner, a beautiful tiara, a $50 savings bond, & a 14” teddy bear.

NATIONAL MINI SUPREME QUEEN - There will be a national mini supreme crowned in each age group from 7 & 8 up. The title is a beautiful tiara, sash, and a $50 savings bond. You may be designated by the黜eeance of beauty and photogenic, at the discretion of the pageant director.

NATIONAL GRAND SPECTRUM QUEEN - The title is a beautiful tiara, sash, and a $100 savings bond. You may be designated by the黜eeance of beauty and photogenic, at the discretion of the pageant director.

NATIONAL SPORTSWEAR - Any style of sports wear will be permitted. You may wear fancy or plain (judges will not be scoring on attire). There will be a queen and 4 alternates crowned in each age group. The queen will receive a beautiful trophy and a fabulous gift. Alternates will receive a special gift.

NATIONAL BEST AWARDS (Practical Wear, Coats, and Shoes) - There will be a queen in each age group and each category. The queen will receive a special gift according to age.

OVERALL MOST BEAUTIFUL - There will be a queen in the 0-5 & 6-8. These lucky young ladies will receive a special gift and trophy, a distinctive title banner, a beautiful tiara, and a $50 savings bond.

GENERAL INFORMATION (Please read all rules thoroughly)

Our National Pageant will be held at the Holiday Inn, 1 Clarksville, Indiana. Please be sure to mention that you are the Glamour Girl and make your reservation by January 31, 1997. In order to reserve the special rooms rate of $35.25. If you have any questions, please call the Holiday Inn at (384) 753-0100.

RULES

* You may compete in your age group December 1, 1995 or after your age group.

* Judges are unbiased and professional. Any display of bad sportsmanship will result in disqualification without refund.

* There will be a $500 advance deposit fee for anyone except the contestants. You will be allowed to have a lawyer in court and pay the lawyer. Please call ahead to confirm participation. Participants will be charged $500 for failure to appear. If you are late for any reason, you will be assessed an additional $500 for each of the satisfied judges.

* You must sign a waiver and release statement in the registration area. You will be allowed to have a lawyer in court and pay the lawyer. Please call ahead to confirm participation. Participants will be charged $500 for failure to appear. If you are late for any reason, you will be assessed an additional $500 for each of the satisfied judges.
Supreme Queen
Kristenie Lenderman

Supreme Queen
Erica Clinard

Supreme Queen
Hannah Douglas

(Sugar-N-Spice Grand Nationals
Feb. 1st 1997
Holiday Inn - Decatur, AL
ONE DAY ONLY!
3 Supremes receive $5,000 Cash
2 Mini Supremes receive $2,000 Cash
2 Overall Photogenic & Overall Sportswear
Winners receive $500.00 Cash.
11 Great Age Divisions - No Prorating!
No Combining of Age Divisions

Special Notice
Tina Kezelik and her system called Sugar and Spice Queen and
King Pageants out of Indiana are in NO WAY associated with
me or my system call (The Original) Sugar-N-Spice!

Supreme Queen
Ambetty Hastings

Supreme Queen
Shanna Wright

Supreme Queen
Amanda Thames

National Hostess
Courtney Lindsey

For Information Call 1-205-332-4124 - Director Trina Lindsey
APPENDIX G

Young Miss & Mr. Pageant

National Finals

SUNDAY - MARCH 12, 1967

CONFORT INN
1961 HWY - I BY PASS
JACKSON, TN 38301
901-664-4100

YOUNG MISS & MR. AGE DIVISIONS

<table>
<thead>
<tr>
<th>GIRLS</th>
<th></th>
<th>BOYS</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-11 MONTHS</td>
<td>3 YEARS</td>
<td>0-3 YEARS</td>
</tr>
<tr>
<td>12-23 MONTHS</td>
<td>4 YEARS</td>
<td>4 &amp; OVER</td>
</tr>
<tr>
<td>24-35 MONTHS</td>
<td>5-6 YEARS</td>
<td></td>
</tr>
<tr>
<td>6-13 YEARS</td>
<td>10-13 YEARS</td>
<td></td>
</tr>
<tr>
<td></td>
<td>13-13 YEARS</td>
<td></td>
</tr>
</tbody>
</table>

BEAUTY AWARDS

THERE WILL BE A WINNER & FOUR ALTERNATES IN EACH DIVISION. ALL ALTERNATES WILL RECEIVE TROPHIES. EACH CONTESTANT WILL RECEIVE AN AWARD OR TROPHY FOR ENTERING THIS PAGEANT.

SPECIAL AWARDS

BEST MODEL OR MOST ADORABLE BABY - A WINNER IN EACH GROUP, ALL WINNERS WILL RECEIVE PLAQUES.
BEST DRESSED - A WINNER IN EACH DIVISION, ALL WINNERS WILL RECEIVE PLAQUES
MOST BEAUTIFUL/MOST HANDSOME - A WINNER IN EACH DIVISION - ALL WILL RECEIVE TROPHIES.
OVERALL MOST BEAUTIFUL/OVERALL MOST HANDSOME - THERE WILL BE A WINNER CHOSEN IN EACH AGE DIVISION ALL WILL RECEIVE TROPHIES AND CROWN PINS!

PHOTOGENIC

A WINNER IN EACH AGE GROUP. ALL WINNERS WILL RECEIVE A $50.00 SAVINGS BOND AND TROPHY. EXTRA PICTURES CAN BE ENTERED - COST $6.00 EACH. PLEASE BRING PICTURES DAY OF PAGEANT, NO LARGER THAN 8 X 10.

OVERALL PHOTOGENIC WINNER

ONE LUCKY CONTESTANT WILL BE CHOSEN AS THE OVERALL PHOTOGENIC WINNER. WINNER WILL RECEIVE A 4" CROWN & BANNER, LARGE TROPHY AND $250.00 SAVINGS BOND!

PRO-AM EVENTS

SPORTSWEAR DIVISION - A WINNER WILL BE CHOSEN IN EACH DIVISION, ALL WINNERS WILL RECEIVE TROPHIES
WESTERNWEAR DIVISION - A WINNER WILL BE CHOSEN IN EACH DIVISION, ALL WINNERS WILL RECEIVE TROPHIES.

OVERALL PRO-AM WINNER

ONE LUCKY CONTESTANT WILL BE CHOSEN AS OUR OVERALL PRO-AM WINNER. WINNER WILL RECEIVE 4" CROWN & BANNER, LARGE TROPHY AND $250.00 SAVINGS BOND!

SUPREME OVERALL WINNER

ONE CONTESTANT WILL BE CHOSEN AS OUR SUPREME OVERALL WINNER. TO BE ELIGIBLE ALL EVENTS MUST BE ENTERED. THE CONTESTANT WITH THE HIGHEST SCORE WILL BE OUR WINNER. HE OR SHE WILL RECEIVE 5" CROWN FOR GIRL OR SATIN CROWN FOR BOY, MONOGRAMMED BANNER, AND $1000 SAVINGS BOND!!

CALL - 901-476-2673, 901-386-7851, 901-388-4781, 901-385-1210

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HOTEL ACCOMMODATIONS
A SPECIAL ROOM RATE OF $35.00 HAS BEEN ARRANGED FOR OUR PAGEANT, BUT RESERVATIONS MUST BE MADE BY MARCH 1, 1997 TO GUARANTEE THIS RATE. YOU MAY CALL 1-800-650-1131 AND ADVISE THAT YOU ARE WITH THE METROPOLITAN PAGEANTS SYSTEM. CHECK IN TIME IS 4:00 PM AND CHECK OUT IS 12:00 NOON NORMALLY, BUT THEY HAVE EXTENDED THE TIME TO 1:00 PM. ANYTHING AFTER 1:00 PM WILL BE A HALF DAY STAY. WITH YOUR STAY AT THE HOTEL A COMPLIMENTARY DELUXE CONTINENTAL BREAKFAST IS OFFERED WITH OTHER AMENITIES.

DOOR ADMITTANCE:
THERE WILL BE A FEE CHARGED FOR ADMISSION. ALL MUST PAY EXCEPT CONTESTANTS AND CHILDREN AGE 3 YEARS AND UNDER. THE COST IS $5.00 FOR ADULTS AND $1.00 FOR CHILDREN/STUDENTS.

REFERRALS
REFER NEW CONTESTANTS TO OUR PAGEANT AND RECEIVE CREDIT TOWARD YOUR FEES. FOR EACH REFERRAL RECEIVE A CREDIT OF $20.00, THESE MUST BE NEW CONTESTANTS NOT ON OUR LISTS.

REGISTRATION
PLEASE MAKE CHECKS PAYABLE TO: METROPOLITAN PAGEANTS, INC.
5233 OAK MEADOW
MEMPHIS, TN 38134
901-476-3678, 901-386-7851, 901-388-4781, 901-385-1210
NO CHECKS ACCEPTED AT THE DOOR, CASH ONLY!! ALL MAJOR CREDIT CARDS ACCEPTED!!!!

CHECK CATEGORIES ENTERED:
BEAUTY $49 MOST BEAUTIFUL $15 PHOTOGENIC $30
BEST DRESSED $15 MOST HANDSOME $15 OVERALL PRO-AM $10
BEST MODEL $15 OVERALL MOST SUPREME $20
MOST ADORABLE $15 BEAUTIFUL/Handsome $20 OVERALL PHOTOGENIC $20
BABY $15 XTRA PICTURES $6.00 EACH $ ___ $ __________
SPORTSWEAR $15 WESTERNWEAR $15 SPECIAL DISCOUNT PACKAGE $189.00

ENTER ENTIRE PAGEANT FOR A SPECIAL RATE OF $189.00, THIS DOES NOT INCLUDE EXTRA PICTURES OR DOOR ADMISSION.

EVERYONE MUST ENTER BEAUTY!

DIVISION
NAME
ADDRESS
PHONE
EYE COLOR
FAVORITE FOOD

AMBITION
PARENTS
HAIR COLOR

REFEREED BY

DATE
PARENT OR GUARDIAN

I WILL NOT HOLD METROPOLITAN PAGEANTS, INC., DIRECTORS, STAFF OR HOTEL RESPONSIBLE OR LIABLE FOR ANY INJURIES SUSTAINED WHILE ATTENDING OR TRAVELING TO & FROM PAGEANT, OR LOSS OF PERSONAL PROPERTY. I ALSO STATE THAT MY CHILD IS THE CORRECT AGE, AND UNDERSTAND THAT I MIGHT FORFEIT MY TITLE AND ALL AWARDS IF THIS IS NOT CORRECT. I ALSO RELEASE THE RIGHTS FOR FILMING AND PHOTOGRAPHING OF MY CHILD.

PLEASE NOTE - MEMORIES IN MOTION WILL BE PRESENT FOR VIDEOS & PICTURES, MR. ROBERT LESTER WILL PRESENT COSTS FOR THESE ITEMS AT THE PAGEANT.
Southern Beauties & Beaus Pageants

presents

A SOUTHERN EXTRAVAGANZA
NATIONAL

Saturday, May 3, 1997
Cullman Civic Center
Cullman, Alabama

One Day Pageant - LOW ENTRY FEE! GREAT PRIZES!

1996 SOUTHERN BEAUTIES & BEAUS
NATIONAL OVERALL WINNERS
Jessica Brown, Madison Eubanks, MaKenzie Gammon, Jennifer Casey

OVERALL GRAND SUPREME
will win a $2000.00 SAVINGS BOND!
All prizes awarded day of pageant
NO PRO-RATING

National Director: Suzanne Howell
P.O. Box 150
Hanceville, Alabama 35077
Phone: (205) 352-4615

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1997
America's Most Beautiful Girls
& Handsome Boys
National Pageant

2-$5000 Supreme Queens
4-$1000 Mini Supreme Queens
10-$500 Beauty Queens
2-$1000 Overall Photogenic
1 Supreme King, 1 Mini Supreme King,
& 3 Beauty Kings

All to be Crowned and Awards Issued on Stage

Mark Your Calendar!
Memorial Day Weekend
May 23, 24, & 25, 1997
Dixie National, Knoxville, Tennessee
A Note from the National Directors...

We are very pleased to hear that you have become a part of our pageant "family". We know that you will be pleased with our pageant and we can hardly wait to see you at Nationals!

We are a Christian organization with over 30 years experience. (We are proud to say this is our 18th year with AMBC!) Our Queens are truly treated as "Royalty"! We have qualified, unbiased judging. We do not play "name games"! We never pro-rate cash or prizes - it's awarded at crowning! We do not combine age groups! Photogenic is not counted into Supreme scores! We are a total package pageant - no waiting! Anyone can compete and win our pageant! Expense of clothing does not matter - fit & flatter at Nationals!

Before making your decision on which pageant to attend this year, we recommend you take into consideration the location of pageant (can you plan a family vacation and how great of a traveling distance are you willing to go), look at the price verses the prizes, and also read the "fine print" closely. (Some pageants "offer" but do not guarantee). This pageant guarantees all prizes - no matter how many contestants! And we will guarantee a weekend filled with fun!!

We have dedicated a lot of years to this pageant and are very proud of the system we have built. We feel that we have more than your everyday pageant, but a true rewarding experience for our children. And we will guarantee a weekend filled with fun!!

Age Divisions

Everyone will compete at Nationals the age you are as of May 1, 1997. Girls divisions will be held regardless of number of contestants - we do NOT combine divisions!

Boys 0-23 months, 2-3, 4-7 (if enough response) (see special insert for Boy information!)

Girls 0-23 months, 2 years, 3 years, 4 years, 5 years, 6-7, 8-9, 10-12, 13-15, 16-up

Two Supreme Winners!

One from 0-3 & One from 6-21 (Girls)
Each wins $5,000 Hard Cold Cash
Plus a Spike Crown, Monogrammed Banner, and 2-piece National Luggage with title!
(Scores from Beauty, Sportswear, & Casualwear. Supreme Winners will not win Beauty! Must enter everything!)

Four Mini-Supremes!!

One from 0-2, 3-5, 6-9, 10-up ages! (Girls)
Each wins $1,000 Cash!!
Plus a Spike Crown, Monogrammed Banner, and National Luggage with title!
(Scores from Beauty, Sportswear, & Casualwear. This will not be a Supreme Winner or Beauty Winner!)

10 Beauty Queens!!!

Each wins a National Award, Monogrammed Banner, Stunning Spike Crown, National Luggage with title, and $500 Cash!!

**Also Supreme, Mini-Supreme, & Beauty Queens receive pictures on brochures, invited back to crown your successor with a box full of gifts at the end of your reign, and best of all, gifts throughout the year from the Directors!!

Four Alternates to Beauty each receive a NATIONAL AWARD & VERY NICE GIFT! All Non-Finalist contestants will be presented an award and gift on stage. Every contestant receives a National Tote Bag upon arrival.

About the Hotel & Area

We have chosen Pigeon Forge, Tennessee and the Grand Hotel as our 1997 National location. Pigeon Forge is located in the Smokey Mountains, 4 miles from Gatlinburg, 31 miles SE of Knoxville, and easily accessible from I-40. Make sure you visit a few of the many attractions such as Dollywood, Magic World, Ogle’s Water Park, and the many specialty shops. The Grand Hotel is centrally located on the main strip on I-441. You will find there is plenty to do within walking distance. The kids will love the indoor jacuzzi and the indoor/outdoor pool! The special rate for the pageant weekend is $79.77 per night. Call and identify yourself as being with the pageant. 423-453-1000 Do not wait long this is a resort city!! Discounts given on 3rd night.

National Directors

Bettie Daugherty & Lisa Ashby
601-393-5663 or 601-393-0579
(Call between 8:00am & 6:00pm; after hours, leave message & number where you can be reached the next morning.)

Be a Supreme Winner or Beauty Winner!

NO INTERVIEWS - ON STAGE SCORES ONLY!

**Also Supreme, Mini-Supreme, & Beauty Queens receive pictures on brochures, invited back to crown your successor with a box full of gifts at the end of your reign, and best of all, gifts throughout the year from the Directors!!

Four Alternates to Beauty each receive a NATIONAL AWARD & VERY NICE GIFT! All Non-Finalist contestants will be presented an award and gift on stage. Every contestant receives a National Tote Bag upon arrival.

Beauty Judges will be scoring equally in four categories with a 1-10.5 in each category with a .5 break (example: 8, 8.5, 9, 9.5, 10, or 10.5 if necessary). .5's are counted as one half a point. Beauty judges will not judge your child in Pro-Am competition.

Last year we had a total of 10 Judges - WOW! The categories are as follows:

- First Appearance/Close-Up Appraisal/Face
- Over-All Beauty
- Poise & Personality
- Modeling/Projection for age

You will receive actual Judges Score Sheets following Crowning!
Deadline for Hotel Reservations, Program Picture, Entry Form with Deposit (minimum $200.00), Ad Pages, Ticket Money, and Personal Checks is April 25th! No entries accepted or pictures printed without deposit! We will accept entries after Deadline and at the door; however, you will be required to pay all fees in cash, your picture will not appear in program, your entry number will be close to first (if not first) and there will be a $50.00 Late Fee added due to paperwork. Mail your deposit today!!

Make Checks Payable To
America's National Pageants
1668 David Cove Southaven, MS 38671

Do not send personal checks after Deadline - they will be returned. No Exceptions! Only Cash or Certified Funds will be accepted! All persons who have returned checks will not be allowed to compete until check has been paid with Cash and they will be charged a minimum of $30.00 service charge and any attorney fees as stated by law!

National Directors
Bettie Daugherty 601-393-5663
Lisa Ashby 601-393-0579

We are here to help you with any questions you may have, please call! Do not listen to cheap gossip, get the information first-hand. Most of the time, those telling you untruths are the ones who are afraid to compete against your child!! Think, before you react!!

Sister Discount
First child enters at full price, second, third, etc. enters at HALF PRICE: Children must live in the same household and all children must enter everything for Supreme!

Birth Certificates
Birth certificates will only be asked for if someone questions the contestant’s age. If your birthday falls close to May 1st or if you are big for your age, you should be prepared to show proof of age. Everyone needs to have this available at Nationals.

Attention Other Directors
No solicitation will be allowed at Nationals! We do hand out other forms during the year, so please keep this in mind. At Nationals, if you would like us to do an insert of your forms, there is a charge of $25.00 and your forms must reach our office no later than Deadline! No packages received after Deadline will be accepted or handed out!

Hair Dressers & Pageant Shops
Private Booths will be available in the Ballroom for a small Rental Fee of $100 for the weekend. This will include two tables and curtains if needed. No Hair Dressers allowed in Dressing Rooms. Call Lisa for details!

Tentative Schedule
Friday, May 23rd
3:00 - 7:30 Registration & Practice on Stage
8:00 - 9:00 Party!!!

Saturday, May 24th
8:30 - 12:30 Beauty Competition
1:00 - 4:00 Pro-Am for ages 0-5
4:30 - 7:00 Pro-Am for ages 6-up
approx. 9:30 Rehearsal for opening number (ages 6-up)

Sunday, May 25th
10:00 - 12:30 Crowning Ceremony for ages 0-5
1:00 - 3:00 Crowning Ceremony for 6-up

All winners must stay for pictures!

As you can see, we have re-arranged our schedule into two days rather than the usual three. We hope this is more convenient for you and maybe, you can do more sight-seeing! Above schedule is approximate and could change. For this reason, we ask that all contestants stay at The Grand Hotel. (You will receive a more detailed schedule at Registration.) When making your plans, remember schedule is approximate and tardiness is unnecessary! If you cannot arrive on Friday evening, let the Directors know in advance, and have a friend pick up your number packet as we will not be registering on Saturday.

Rules & Regulations
Please read the following carefully! Parent must sign on National Entry Form before contestant may compete! I have read the entire application and understand its contents. I affirm that all information given is true, including age, birthday, city, and state. I understand that if the contestant’s age is questioned that I must show a certified birth certificate at pageant. I understand that the contestant must be single, never married, and never birthed a child. I understand that the pageant or anyone connected with the pageant is not responsible for loss or injury at the pageant or travel to and from such. I understand that all Judges decisions are final and agree to act in the proper manner of good sportsmanship as does everyone in my party. I understand and agree that bad sportsmanship (including gossip) is unhealthy for children and that my child could be disqualified with no refunds if poor sportsmanship behavior is shown by anyone in my party. I understand that the contestant will be video-taped and photographed during competition and crowning. I understand that as a winner, my photograph will be used in advertisement. I understand that if I am a winner, that it is my responsibility to pay any taxes on prizes. I also understand that all gifts and prizes will be awarded on stage and I may view my child’s scores. This application, contents, and all photographs within this application are the sole property of “America’s National Pageant/America’s Most Beautiful Girls”. Any use of or partial use of, any part of this application is prohibited without written permission from this office. Use of this application or any part of without written permission will be considered illegal and will be prosecuted to the fullest extent of the law. This pageant is registered, licensed, and bonded as required by law.
Ad Sales

This is an optional category, applies to entry fees, and is a great way to pay for lodging and receive CASH! We are very proud of our National Program Book! Remember that you receive a Program Picture Ad for free (simply send your wallet picture into us with deposit by deadline!), so this book is a keepsake! We feel that every contestant will want to have at least one full page of their very own! Your picture will appear on every full page of ads sold by you! NOTE: DEADLINE IS APRIL 25TH. All ads should be sent in art-work ready! Additional fees will be added if it is not sent in ready to print! If you are thinking about selling ads, please call the National office for your "Ad Kit". You should send in ads as you sell them - all ad sales are kept confidential! It will be a surprise to everyone which one of your pictures makes the back cover!! If you would like to receive a 1996 National Program Book, send $10.00 (you can deduct $10.00 from your first page of ads sold!).

- Each Full Page of Ads sells for $150.00
- Sell 2 Pages - receive 2 nights lodging paid
- Sell 5 Pages - receive Fees Paid
- Sell 7 Pages - Lodging & Fees Paid
- Sell 10 Pages - Lodging & Fees Paid, plus Round Crown & $200.00 Cash on stage!
- Sell 15 Pages - Lodging & Fees Paid, plus Round Crown & $500.00 Cash on stage!
- Most over 15 Pages - Lodging & Fees Paid, Bucket Crown, her picture will appear on Back Cover of Program, she will receive 2 Full additional picture pages in book, & $500.00 Cash!!

Runner-Up to "Cover Queen" will also receive her Lodging & Fees Paid, Crown, her picture on Inside Back Cover, 1 picture page, and $500.00 Cash! (If there is a tie on the number of ads sold to determine Cover Queen, tie will be broken by postmark dates!). Start selling your ads early - don't wait until last minute! Note: Two nights lodging is to be used during Nationals only! You are responsible for making your own reservations and paying for such; you will be refunded for lodging at Registration in Cash! The minimum ad sales for lodging is two pages and the minimum for entries is five pages. Please do not ask for discounts if you do not sell the minimum. "Fees paid" includes all events for Supreme as follows: Registration Fee, Photogenic, Photogenic Personality, Most Beautiful, Most Stylish, Best Model, Sportswear, Casualwear. Please call us if you are selling ads. You should send in your Registration Fee NOW; you can deduct this amount once you have sold your five pages! All ads must be turned in by April 25th!

Please send your ads in as you sell them to avoid back-up on paperwork; remember that all ads sales are kept confidential!

Ticket Sales

You may sell $5.00 Sponsor Tickets for fees. These count dollar for dollar toward fees. Please send $10.00 for your Ticket Packet & information. Ticket Deadline is April 25th!

Sample Ad Pages

Use white typing paper - size 81/2 x 11. If typing, etc., send a good original. For any writing, use a black felt tip marker - pencil and some ink pens will not copy! You receive one picture for each page sold. Send the original picture, we will size picture to fit area. Leave a full one inch border blank around all four sides of page. Call with any questions and Good Luck!!
America's Most Beautiful Girls
National Entry Form
Mark all events you plan to enter and return this sheet along with your program picture
and deposit no later than April 25th to avoid paying a late fee of $50.00!

**Remember - First to pay - Last in Line-Up**

$695.00 Supreme Package (includes Registration Fee, Photogenic, Photogenic Personality, Most Beautiful, Most Stylish, Best Model/Personality, Sportswear, & Casualwear, and qualifies you for Supreme!)

<$200.00> Minus $200 Beauty (if you won this fee at preliminary - Supreme Package is $495.00 - write in area of prelim. __________)

$10.00 Contestant T-Shirt (mandatory)

$10.00 Extra T-Shirts (each) How many? ___ Sizes ______

$20.00 Extra Photogenic Pictures (each) How many? ______

$20.00 Extra Photo Personality Pictures (each) How many? ______

$50.00 Cover Girl/Boy (send 8x10 Color Picture)

$25.00 Each additional Cover Girl/Boy picture

$10.00 Set-Up Fee for Program Picture (if not right size)

$25.00 Door Badges (each) How many? ______

$Free Party Tickets (mandatory for contestants)

$50.00 Late Fee (if entering after April 25th)

$50.00 Over-All Photogenic (Winner in 0-5 & 6-up receives $1,000 Cash!)

$30.00 Over-All Sportswear (High Scores Winner 0-3 & 6-up receives a Doll Bed!)

$30.00 Over-All Casualwear (High Scores Winner 0-3 & 6-up receives a Doll Bed!)

$30.00 Over-All Most Beautiful (Winner in 0-5 & 6-up receives a special Doll Bed!)

$30.00 Over-All Best Dress (Winner in 0-3 & 6-up receives a special Doll Bed!)

No checks will be accepted after April 25th - No exceptions!

Please enclose your program picture & deposit before mailing!!
Please enclose any certificates for discounts you may have won!!

Are you selling Ads? ______ Are you selling Tickets? ______
Have you made reservations? _____ Name reservations are in? 

Deposit Enclosed $ ________ (minimum $200.00)
Balance Due $ ________ Cash Only!

**Call about setting up a payment plan just like a lay-a-way!**

Individual fees are as follows: Registration Fee $200.00 Photogenic $50.00 Photogenic Personality $50.00 Most Beautiful $50.00 Best Model $50.00 Most Stylish $50.00 Sportswear $75.00 Casualwear $75.00

I have read this entry form, including Rules & Regulations, and understand it in it's entirety.

Signed by Parents __________________________________________

Contestant's Name ________________________________________

*Turn this page over and fill out other side completely before mailing with deposit & program picture.*
Other Events
(The age divisions are the same as Beauty.)
There will be a WINNER per division receiving a NATIONAL PLAQUE. Photogenic & Photogenic Personality will have four alternates.

Best Model/Personality
(Best Personality for ages 0-23 months & 2 years) This is judged during Beauty competition.

Most Stylish
This is judged on dress during Beauty last line-up. Color, style, and fit are very important in choosing this event. Remember to pick a dress for your child that flatters her; fancy or plain, full or straight, long or short.

Most Beautiful
This is judged on facial beauty only during last line-up.

Photogenic
Bring your picture to Registration with name and current age on back. Photogenic pictures should be 5 x 7 or 8 x 10, black & white or color, preferably a head shot. Put your pictures in slides, but make sure name is visible on back - NO FRAMES PLEASE!

Photogenic Personality
Think fun! Again, bring your picture to Registration with name and current age on back and mark "Personality". These pictures can be any size up to 8 x 10, black & white, or color, close-up or full length. This needs to be your fun pictures from your portfolio!

NOTE: All Photogenic & Photogenic Personality pictures need to be no older than one year. You may enter extra pictures in both categories.

Pro-Am
Sportswear: Think "Pageant Sportswear". Anything tailored, classy, or glitzy.
Casualwear: "Off the rack look". This does not have to be an expensive outfit! Make sure you would wear this outfit somewhere besides a pageant and stay with the age of the child. Should be casual & cute!! Excessive decoration is NOT appropriate for this event! (See Example Casualwear picture of Leslianne!)

Pro-Am will be judged on how you sell your outfit, how well it fits, etc. (equally in "Fashion Co-ordination", "Projection & Personality", & "Modeling" for age). You may work the stage and runway anyway you like-just like a fashion show. We do not have a time limit; however, do limit your time on stage - leave the judges wanting more, not wishing you would leave the stage! We will provide all upbeat music.

You may not use your own music!! All attire is of your own choosing and props are okay as long as you can carry them on and off the stage (such as hats, skirts). There will be a Sportswear Winner and Casualwear Winner in each division receiving a NATIONAL PLAQUE. Four alternates will each receive a National Plaque!

Program Picture Ad
Please send in your picture for the program as soon as possible along with your deposit. All pictures will be returned at Registration. We print a very nice program book which is a keep-sake for years to come. Pictures must be wallet size, preferably a head shot. If your picture is not wallet, you will be charged a SET-UP FEE! All Program Pictures will be judged on deadline of April 25th. BEST PROGRAM PICTURE WINNER 0-5 & 6-UP will each receive a FULL PAGE AD IN PROGRAM BOOK! We also have a page of Honorable Mention pictures - this could be you!! (No Charge for this!) Program will go to print on April 25th - don't miss the deadline!!

About the Stage & Judges
The Convention Center stage is fabulous with lots of backstage dressing rooms. All contestants should enter from the left (if you are sitting at the Judges table) and exit to the right. Beauty competition will have a first and last line-up; Pro-Am will have a last. Again, we will not be timing contestants, but do limit your time on stage. This is a very large stage, so you should not have to back-track at all. We highly recommend that you arrive on Friday so you may use this time to practice on the stage.

Our Judges will be of the best quality and from different areas. (Last year we had ten Judges from seven different states!) All events are judged separately. We do not call out last names of contestants. Actual score sheets are given out.

Example Casualwear
Leslianne scored the highest in our Casualwear competition in 1996. As you can see, she wore a very simple outfit - demin shorts trimmed in red check material, a red halter-type top, a demin jacket, hiking boots, and she actually wore pig-tails in competition! Her Mom said that she pulled this straight from her closet! (This is an example - we had lots of great outfits!)
America's Most Beautiful Girls & Handsome Boys  

National Emcee Sheet  

Complete this form and mail to National Office along with National Entry Form by April 25th.

<table>
<thead>
<tr>
<th>Do not write in this box - National Office Use Only!</th>
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</thead>
<tbody>
<tr>
<td>Age Division ___________________ Number_____________</td>
</tr>
<tr>
<td>Post-Mark Date ___________ Program Pix Rec__________</td>
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</tbody>
</table>

Contestant's Name__________________________________Boy____ or Girl____

Age _____ Birthday (include day, month, year)____________________________

Mailing Address______________________________________

City/St/Zip__________________________________________

Home Phone ( )__________________ Work ( )_____________________

Parents________________________________________________

Favorite Foods________________________________________

Pets with names________________________________________

Color of eyes ______________ Color of Hair __________________

Favorite T.V. Show_______________________________________

Favorite Person________________________________________

Hobbies/Interests_______________________________________

Ambitions____________________________________________

Sponsors______________________________________________
America's Most Beautiful Girls 1996 National Queens

Mia McKay (GA)
6-9 Supremes

Lauren Lewis (MS)
5 yr. old Queen
& 3-5 Mini-Supremes

LaShanda Grooms (K.T)
5 yr. old Queen
& 5-7 Mini-Supremes

Amanda Thomas (MD)
10-12 Queen
& 10-12 Mini-Supremes

Ashley McDonald (K.T)
10-12 Queen

Dee Bryant (T.N)
12-15 Queen

Megan Andrews (MD)
3 yr. old Queen

Ashley Hill (AL)
2 yr. old Queen

Dannelle Daffir (K.T)
6-7 Queen

Sasha Chappell (NC)
Cover Queen

DANNY PRATER (AL)
8-9 Queen
& 6-9 Mini-Supremes

Come and be a part of our "pageant family"!

America's National Pageants
America's Most Beautiful Girls
1998 David Coes
Shakewith, MS 38671

DATED MATERIAL:
OPEN IMMEDIATELY!
REFERENCES


