

Beauty Pageant



Mary Black Roberts today and in 1924.



First Miss Santa Cruz to Appear At Pageant Tonight

In 1924 a beautiful young Santa Cruz girl was selected to wear the crown of Miss Santa Cruz. It was the first time the title was given out and ceremonies took place at historic Cocanut Grove.

Tonight, just 49 years after that momentous event in her life, Miss Santa Cruz of 1924 — Mary Black (Roberts) — will return to the Grove. She will assist with the crowning of this year's Miss Santa Cruz County.

Mary Black won't have far to come, to reach the Grove. She lives on Beach Hill with windows that look out over Monterey Bay and the beach building where she was presented with the crown 49 years ago. She has lived there since 1912, at first in the old family home, and later in her present home.

Mary was born in Cloverdale where her parents operated a ranch, and moved to Santa Cruz in 1912.

She attended Laurel Grammar School and graduated from Santa Cruz High School.

During high school years she worked for the Lewis family in their Frazier-Lewis candy factory where the famous Victoria chocolates were produced.

After graduation from high school, Mary worked at Leask's Department Store. It was there that she was noticed by Samuel Leask Sr. who persuaded her to enter the Miss Santa Cruz contest in 1924.

She was married in 1925 and has three children: Bill Lidderdale of Chicago, Mrs. Mary Lee Lincoln and Gary Roberts, both of Santa Cruz.