

The 1953 winner, Christiane Martell of France, became famous in Mexico as a motion picture star and still is in films there. Miss Universe of 1955, Hillevi Rombin of Sweden, was launched on a movie and television career, but dropped ~~it~~ to become Mrs. G. David Schine.

Miss Peru, Gladys Zender, won the top title in 1957 and the honor again went south of the border in 1958, to Miss Colombia, Luz Marina Zuluaga. The current Miss Universe is a Japanese doll, Akiko Kajima.

Many of the Miss Universe contestants have gone on to successful stage or screen careers. Misses France, Brazil and Germany of 1957, for example, are now movie queens in the native lands.

That the Miss Universe contest should become a Miami Beach event is a natural. Miami Beach long has used pictures of pretty girls in swimsuits (cheesecake in the vernacular) as a publicity means. It is felt that no picture can better tell the charms of Miami Beach than that of a ~~Swimsuit~~ Pretty Miss ready for a swim. The message gets across so much the better if it is printed in a northern newspaper during a blizzard.

Miami Beach has found that editors like to print such pictures. And editors, of course, use pictures their readers like.

The Miss Universe Pageant already is bringing publicity to Miami Beach. With the prettiest girls in the world competing, it can't miss. But publicity received so far is as nothing compared to what will come in the next four months. Newspapers, magazines, radio, television and newsreel coverage of the event will go all over the world.

In addition, it will be a great show for Miami Beach's residents and visitors.