

\$1.50



**OFFICIAL  
SOUVENIR  
PROGRAMME**

GREATER MIAMI, FLORIDA

19th Annual  
*Miss Universe*  
Beauty Pageant  
1970

Gloria Diaz

# *How do we try harder? Let us count the ways.*

We try harder with the cleanest, brightest, smoothest-running cars around.

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**We try harder.**

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NEW YORK, N.Y. 10001

PROCLAMATION

State of Florida  
Executive Department  
Tallahassee

WHEREAS, our great nation appreciates and enjoys the beauty, charm and talent of her young womanhood, and

WHEREAS, an annual selection is made of a Miss U.S.A. who best exemplifies these characteristics, and

WHEREAS, the Miss U.S.A. Pageant has become an event of great significance and interest to the citizens of our country with Florida receiving benefit from this interest, and

WHEREAS, Florida is extremely proud to be the host for this annual Miss U.S.A. Pageant;

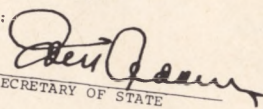
NOW, THEREFORE, I, Claude R. Kirk, Jr., by virtue of the authority vested in me as Governor of the State of Florida, do hereby proclaim May 8 - 16, 1970, as

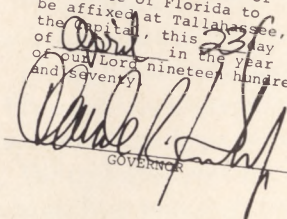
MISS U.S.A. WEEK

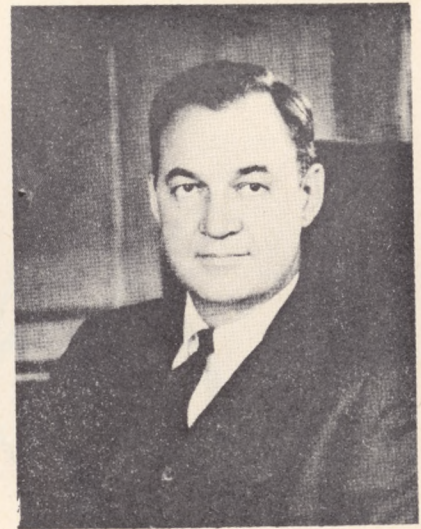
in Florida, and urge all citizens to join in honoring the lovely ladies participating in this event.



IN WITNESS WHEREOF, I have hereunto set my hand and caused the Great Seal of the State of Florida to be affixed at Tallahassee, of Florida, this 23 day of April, in the year of our Lord nineteen hundred and seventy.

ATTEST:   
SECRETARY OF STATE

  
GOVERNOR



PROCLAMATION

State of Florida  
Executive Department  
Tallahassee

WHEREAS, the beauty, charm and talent of young women exemplified in the characteristics of the girl chosen for the annual Miss Universe pageant in Florida, and

WHEREAS, this world contest stirs much interest in our country and throughout the world, bringing publicity and benefit to Florida, and

WHEREAS, Florida is extremely proud to be the host for this annual Miss Universe Pageant;

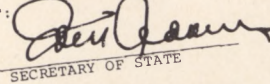
NOW, THEREFORE, I, Claude R. Kirk, Jr., by virtue of the authority vested in me as Governor of the State of Florida, do hereby proclaim July 4 - 11, 1970, as

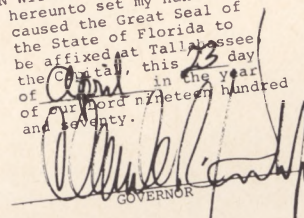
MISS UNIVERSE WEEK

in Florida, and urge all citizens to join in honoring the pageant and its participants from countries throughout the world.



IN WITNESS WHEREOF, I have hereunto set my hand and caused the Great Seal of the State of Florida to be affixed at Tallahassee, of Florida, this 23 day of April, in the year of our Lord nineteen hundred and seventy.

ATTEST:   
SECRETARY OF STATE

  
GOVERNOR

MISS  
UNIVERSE  
Beauty  
Pageant

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**Prestolite International Company, Toledo, Ohio**

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# WELCOMES

## The Miss U.S.A. and Miss Universe Beauty Pageants

Mayor Stephen P. Clark  
has proclaimed

MISS USA WEEK — May 7-17, 1970  
MISS UNIVERSE WEEK — July 2-13, 1970



MELVIN L. REESE  
*City Manager*



STEPHEN P. CLARK  
*Mayor*



LEW PRICE  
*Publicity and Tourism Director*

OFFICIALS  
CITY OF MIAMI, FLORIDA  
Stephen P. Clark, Mayor  
Mrs. M. Athalie Range, Vice Mayor  
David T. Kennedy, Commissioner  
Maurice A. Ferre, Commissioner  
Irwin Christie, Commissioner

# Message from the Pageant



HAROLD L. GLASSER  
*President, Miss Universe, Inc.*



HERBERT K. LANDON  
*Vice-President and  
Executive Director  
Miss Universe, Inc.*

FOR the 19th consecutive year (11th in the Greater Miami area) it is our pleasure to welcome beauty delegates to the Miss USA and Miss Universe Beauty Pageants.

In the summer of 1952, in an auditorium in California, the master of ceremonies announced, . . . and now, we present the parade of states." This marked the opening of the very first Miss USA and Miss Universe Beauty Pageants. About 700 people were in the audience and, some thousands at home watched the proceedings on local television.

Thirty-nine young ladies from the United States and 29 delegates from foreign lands were on hand at that time and competed for the two titles.

In the summer of 1960 the Miss USA and Miss Universe Beauty contests came to Miami Beach. 43 girls from the USA and 43 from other lands were presented in the Miami Beach Convention Hall to an audience of thousands and, for the first time, to millions of television viewers all over the country.

This year, 51 winners of state pageants from each of the fifty states and the District of Columbia, will have vied for the title of Miss USA. 68 nations, the largest number anywhere, anytime, will

send delegates to this year's Miss Universe Beauty Pageant. They come from every continent and from virtually every Island country . . . from nations known since the earliest days of civilization to those newly emerged on the world scene.

A total audience in excess of 100,000,000 persons will see all or parts of the Miss USA and Miss Universe Beauty Pageants this year. Thousands of lines of newspaper copy will be filed by hundreds of reporters and thousands of photographs will be disseminated all over the world. Motion picture and TV newsreel cameramen will record the events and send their features out almost immediately after the new Queens receive their crowns. Radio will be here with instantaneous "on-the-spot" coverage.

The pre-eminent position enjoyed by the two pageants is in a great part due to the forward thinking and planning of our franchise organization throughout this country and all over the world.

Hundreds of local and regional eliminations are held. Thousands of the most beautiful young women in the world compete for the opportunity to be considered for the most prestigious of all beauty titles . . . MISS USA AND MISS UNIVERSE.

The high calibre of these contestants

is indeed a tribute to the diligence of these franchise holders.

Here, in the Greater Miami Area, the cooperation of the Council of the City of Miami Beach, the Tourist Development Authority of Miami Beach and the Commission of the City of Miami, makes possible the ultimate success of the pageants.

No endeavour of this kind however could achieve its goals without the unstinting assistance rendered by our Executive Civil Committee and its Board of Governors. Comprised of civic minded men and women who volunteer their time and talents, this group provides the bed-rock for our operation. The many wonderful ladies who serve as hostesses for the contestants, in the canteen, as security aides, and in many other capacities combine to make the over-all activity flow smoothly.

To all those who work closely with us, giving so unsparingly of their time and devotion, a million thanks.

To the contestants, our congratulations and good wishes. We trust that each of you will look back on these pageants as the most memorable days of your lives.

# Miami Beach

SUN AND FUN CAPITAL OF THE WORLD!

Welcomes

## The 1970

# Miss U.S.A. Beauty Pageant



JAY DERMER  
*Mayor*



CLIFFORD W. O'KEY  
*City Manager*

LEONARD WEINSTEIN  
*Vice Mayor*

COUNCILMEN

NORMAN CIMENT  
ROBERT GOODMAN

D. LEE POWELL  
JEROME GREENE

HERBERT MAGNES



Miami Beach Auditorium and Convention Hall Home of the Miss U.S.A. and Miss Universe Beauty Pageants



# Miss Universe & Miss U.S.A. Salute the Members of the Miami Beach Tourist Development Authority



# ED PIERCE

## Producer - Director of Pageant Productions



EDWARD PIERCE

One of the entertainment field's most versatile and successful producer-directors, Edward Pierce has been responsible for a long roster of shows of virtually every variety, most of them for network television. In a career that began when he was half of the internationally famous team of Pierce and Roland, he has staged extravaganzas ranging from parades down New York's fabled Broadway to tiger hunts in the jungles of India. This is his fourth consecutive year as Producer-Director of the Miss U.S.A. and Miss Universe Beauty Pageants.

Mr. Pierce's coast-to-coast TV credits are extensive. For nine consecutive years he produced the telecast of Macy's Thanksgiving Day Parade, guiding that annual event to its present status. His other special shows for the home screen include the recent Pied Piper of Astroworld, with Soupy Sales and The Muppets; the top rated Ringling Bros. and Barnum & Bailey Circus, hosted by Roy Rogers and Dale Evans; two programs for ABC's American Sportsman, including a Sambar Stag Hunt from Bundi, India; Miami's Orange Bowl Parade and Jamboree; the original Marineland Circus; The Emmy Awards; The St. Paul Winter Carnival; and several America Pauses colorcasts. In addition, he has been a producer of such series as Wide Wide World; The Jan Murray Show; the NAFBRAT Award-winning Today on the Farm; and Saturday Prom, which won Radio-TV Daily's "best musical series" award. "This season he produced the first "Bunny of the Year" show for Hugh Hefner's Playboy Magazine,



DONALD K. EPSTEIN  
*Special Material and Lyrics*

A prolific writer of scripts, lyrics and special material for television, Donald K. Epstein also has made a specialty of live spectacles and pageants of all kinds. His home screen credits include The Pied Piper of Astroworld, Marineland Circus, America's Junior Miss Pageant, The Orange Bowl Jamboree, The St. Paul Winter Carnival and several Macy's Thanksgiving Day specials, and he has been associated with TV series hosted by Perry Como, Andy Williams, Pat Boone and Merv Griffin. Two special programs he wrote for the United States Information Agency have been telecast throughout the world. Between television assignments, Mr. Epstein has written books, music and lyrics for dozens of industrial shows and films. A graduate of Northwestern University, he lives in New Rochelle, New York, with his wife and two daughters.



DON SHIRLEY, JR.  
*Art Director*

Don Shirley, Jr. brings to the Miss USA and Miss Universe Beauty Pageants his wide experience in the field of Production Design. With a BS degree in Art from the University of Oregon and M.F.A. degree in Drama from Yale, he has over 500 TV productions to his credit including the Milton Berle, Perry Como, Steve Allen and Mitch Miller Shows and the recent Carol Channing-Pearl Bailey hour. For the NBC Opera production of Don Giovanni he designed both costumes and sets. He also has done this year's Emmy Award-Winning Anne Bancroft TV Special.



GENE BAYLISS  
*Choreographer*

Broadway has seen Gene Bayliss' choreography and staging in Carnival and Bye, By Birdie. He also recreated these shows for their national touring companies, and in Buenos Aires, he directed a Spanish production of Carnival which enjoyed similar success there to My Fair Lady. Mr. Bayliss has directed and choreographed over one hundred musical shows for most of the major summer theatres. His choreography and staging has been seen by television audiences on the Voice of Firestone, CBS Repertory Theatre, Dave Garroway, Ken Murray and Dinah Shore Shows. For the past eight years, Mr. Bayliss has directed and choreographed the America's Junior Miss Pageant. For the World of Business Theatre, he has directed and staged numerous shows for Chevrolet, Pontiac, Coca-Cola and Cadillac, and his credits include many industrial films. A native of Birmingham, Alabama, he now makes his home in Westport, Connecticut.



SUZANNE K. GRIEF  
*Assistant*



JUNE MONTAGNA  
*Assistant*



CHRIS WELKER  
*Assistant*

# OPERATIONS

## MISS USA & MISS UNIVERSE PAGEANTS



**LEE BRADBURY**  
Operations Manager

Immediately upon the culmination of each Pageant, the franchising department reviews and evaluates the activities of each state and country Pageant to ensure that the quality and standards of local competitions have been in keeping with the Universe Pageant rules.

Other departments are at work instructing and outfitting the newly elected Miss USA and Miss Universe to prepare them for their exciting year of travel and personal appearances. Organizing the schedules, assigning chaperones and tending to all the needs of the reigning queens, demands constant attention.

Meanwhile, the Miami office begins setting up actual operations procedures, such as; hotel accommodations for all visiting delegates, coordinating the assistance of local Civic volunteers, securing hostesses to care for the contestants while they are in the Greater Miami area, and making all necessary physical and material arrangements to provide for the comfort and welfare of the visiting delegates during Pageant weeks.



**BOB PARKINSON**  
Field Director



**EVELYN KAY**  
Special Projects



**LITA ASHER**  
Director of Licensing



**MARIE HICKMAN**  
Executive Secretary

In New York: Helen Schenker Claire Layfield

# MESSAGE

from Comite International • Miss Europe Organisation

38, Avenue de Friedland  
PARIS 8<sup>e</sup> France

Exclusive Representative  
of the

**MISS UNIVERSE BEAUTY PAGEANT**  
FOR EUROPE AND MID-EAST

“AROUND THE WORLD”,  
Such could be the theme of the

## 1970 MISS UNIVERSE BEAUTY PAGEANT.

Around the world, such has been the fabulous trip accomplished by the beauty delegates from the six continents who travelled to Japan to visit “EXPO 70” in Osaka, prior to their trip to the U.S.A.

Around the world, such will be the Pageant coverage which will be seen by an audience estimated to over 100 million people. Indeed, for the first time, via Telstar satellite, Brazil, Japan and other countries will receive by life telecast the Miss Universe program sent by C.B.S. TV from the Miami Beach Auditorium.

The aim of EXPO 70 is to enhance dignity and progress of humanity. The MISS UNIVERSE BEAUTY PAGEANT widely contributes to such an ideal, in promoting and developing through feminine beauty, better understanding and friendship between all nations and people of the world, without prejudice to races, colours or faith.



*Claude Berr*

*Photo "Studio Star", Paris"*



*R. Zeiler*

# FABERGÉ



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The most beautiful girls in the world  
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Delightfully fresh—  
essence of lemon  
formula restores hair  
to proper acid balance,  
leaves it lustrously  
clean, without snarls.

## Revlon Softint and Shades Lighter

Elegant and distinctive  
one-step coloring—  
even lighter color  
results with  
Shades Lighter  
Lightening Energizer.

## Realistic Fashion a la Carte

For a handful,  
not a headful of curls!  
Unique body-building  
service creates  
lasting body,  
lasting curl  
where they're wanted.

## Shari Kay New Dimension

Now a better hair  
thickener in its own  
individual controlled  
application bottle.  
The first hair thickener  
with  
superset ability and  
extra conditioning power.

*The only professional products used at the Miss U.S.A. and Miss Universe beauty pageants.*



# C.B.S.-TV

## Telecast Production

### STAFF



*Charles E. Andrews*



*Clarence Schimmel*



*Adrienne Kalison*



*Sid Smith*

One of the tasks facing the CBS-TV crew who arrive in Miami Beach a week prior to the Miss U.S.A and Miss Universe telecasts is to transform the Miami Beach Auditorium and Convention Hall into the equivalent of two of the largest television studios in the world.

Directing more than 60 production personnel are Charles E. Andrews, telecast producer; associate producers Clarence Schimmel and Adrienne Kalison; and Sid Smith, television director.

Mr. Andrews is one of the production giants in the television industry. Early in his career he was one of the creators of the famous GARROWAY-AT-LARGE program considered by many to be among the best of the television musical formats. He has since written or produced such shows as: THE SID CAESAR SHOW, WIDE WIDE WORLD, THE STEVE ALLEN SHOW, THE ARTHUR GODFREY SHOW, THE BELL TELEPHONE HOUR, as well as many dramatic shows and special events.

Clarence Schimmel, associate producer, is a former director of the

Garry Moore, Arthur Godfrey, Fred Waring, Steve Allen and Major Bowes shows. The versatile Rutgers graduate also has to his credit more than 17,000 live and tape network commercials. He served as commanding officer of Armed Forces Radio in New York and has been involved in many CBS special events.

Adrienne Kalison, Associate Producer for the CBS Television Network's presentation of the MISS U.S.A. BEAUTY PAGEANT, has been with CBS for nineteen years. She has served on the production staff of all MISS UNIVERSE PAGEANTS since 1960 and other programs such as the Democratic and Republican National Conventions, National and General Elections, Presidential Inaugural Coverage, Thanksgiving Parade Jubilee, Let's Go to the Fair and The Tournament of Roses Parade.

Sid Smith joins the CBS Pageant Production Staff for the fourth time this year. The versatile director of the Miss USA and Miss Universe Network Telecasts has to his credit the following notable programs: ELIZABETH TAYLOR IN LONDON, TELESTAR

— FIRST INTERNATIONAL BROADCAST, BELL TELEPHONE HOUR and HALLMARK HALL OF FAME.

The production crew is composed of veterans who are engaged on such shows as Jackie Gleason and Ed Sullivan. They are chosen for the Miss USA and Miss Universe assignments not only for their technical competence, but also for varied linguistic ability which comes in handy in dealing with contestants from 70 nations.

In broadcasting the Pageant five color cameras are employed. The cable required to link these cameras with each other and with the control room represents the equivalent of 14 miles.

Special long-range Zoomar lenses are used on the cameras for capturing close-ups of the entrants on stage, close-ups of faces, native costumes, swimsuits and evening gowns which are so important in telling the full story of the Pageant in visual terms.

During the shows, the thousands of manhours put in by CBS crews are evident. After all, 120 million viewers can't be wrong.



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**JERRY GIVNER**  
Gen. Manager



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MR. ED BELL - General Manager



# THE MISS UNIVERSE CORONATION BALL



For The Benefit Of The

## MUSCULAR DYSTROPHY ASSOCIATIONS OF AMERICA, INC.

HOTEL  
*Fontainebleau*

Miami Beach, Florida

SUNDAY, JULY 12, 1970



1970  
MISS UNIVERSE  
CORONATION BALL



Benefit of  
MUSCULAR  
DYSTROPHY  
ASSOCIATION  
OF AMERICA

SUNDAY, JULY 12

Grand Ballroom

HOTEL

*Fontainebleau*

\$25. PER PERSON  
TAX DEDUCTIBLE  
DONATION

Reservations  
624-6577

Miss Universe 1969, Gloria Diaz and Laura Taylor

WE HAD A MAN WALK ON THE MOON...  
WON'T YOU HELP A CHILD WALK ON EARTH?



SID was one of England's leading sports photographers for more than ten years. In 1955 he came to the United States and attended the New York Institute of Photography. After graduation, Sid opened his own studios and now Sid and his lovely wife and assistant Cookie, have photographed every major star who has appeared in Miami Beach.

color, covers by Bennett

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*The Harbor Lounge*

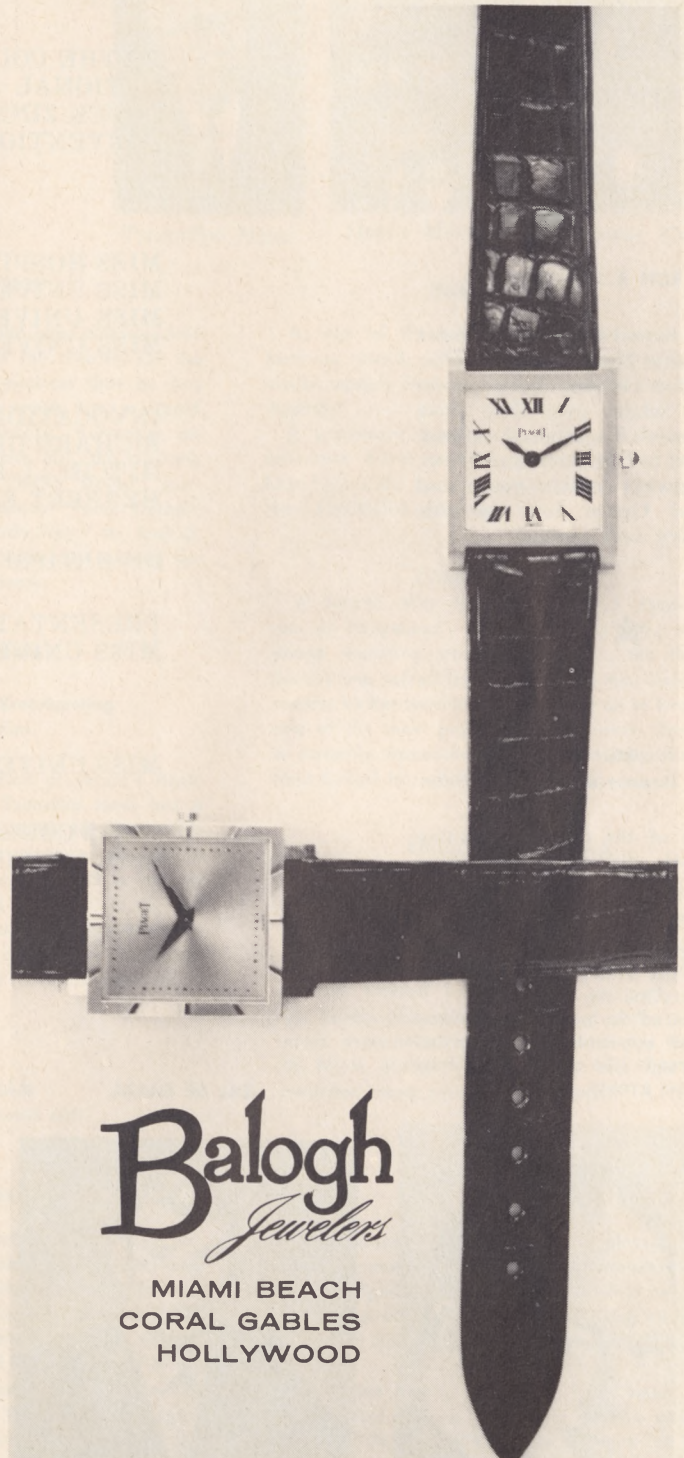


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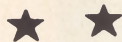


CHUCK ZINK



RON & JOY HOLIDAY

As two of the world's finest acrobatic ballet dancers, Ron and Joy Holiday have gotten raves where ever they have appeared. Together they have played to television audiences, Broadway theatre goers and Grand Opera fans in this country and abroad.



DON GOLDIE

Musical Director at the Hilton-Plaza

One of the country's leading trumpet playing and singing maestros has appeared in the finest clubs and has done television shows throughout the country, including Mike Douglas, the today show, Steve Allen and Arthur Godfrey.

A list of the artists with whom he has appeared and recorded with reads like a roster of show business greats.

# OPENING CEREMONIES

MISS UNIVERSE PAGEANT  
Sunday July 5th 1970

OVERTURE ..... Miss Universe Orchestra and Chorale  
Bernard Green, Conducting

TO THE COLORS ..... U.S. Marine Corps Color Guard  
NATIONAL ANTHEM

CHUCK ZINK ..... Master of Ceremonies  
CONVENTION OF BEAUTY ..... Miss Universe Beauty Delegates  
in National Costumes  
"This Could Be The Start of Something Big"

MISS HOSPITALITY ..... Lynda Lockman  
MISS UNIVERSE 1966 ..... Margareta Arvidsson Stupakoff  
MISS UNIVERSE 1967 ..... Sylvia Hitchcock  
MISS UNIVERSE 1969 ..... Gloria Diaz

INVOCATION ..... Rev. Arthur E. Colton  
RICHARD OLSEN ..... Chairman, Board of Governors  
MITCHELL POTTER ..... Chairman, Executive Civic Committee  
HERBERT K. LANDON ..... Executive Director, Miss Universe, Inc.

DIVERTISSEMENT ..... Bill DeShara

PRESENTATION OF GIFTS FROM THE  
MISS UNIVERSE BEAUTY DELEGATES TO:  
Honorable Stephen P. Clark, Mayor of Miami;  
Honorable Jay Dermer, Mayor of Miami Beach.

MISS UNIVERSE CREED ..... Gloria Diaz, Miss Universe 1969

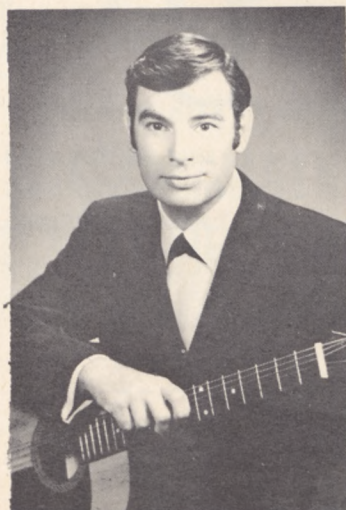
"THIS COULD BE THE START OF SOMETHING BIG"  
GOOD NIGHT ..... Chuck Zink

FINALE ..... Miss Universe Orchestra and Chorale  
Bernard Green, Conducting

BILL DE SHARA

RON & JOY HOLIDAY

ALAN HOEL SINGERS





Line Renaud



Pearl Bailey



Dong Kingman



Earl Wilson



Eileen Ford



Edilson Cid Varela

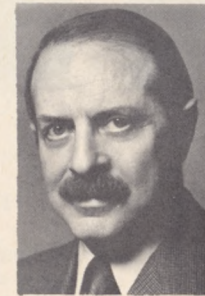


Corinna Tsopei

# JUDGES



Tsunejiro Hirai



David Merrick



Yousuf Karsh

## PEARL BAILEY

Very few stars have been showered with as many honors as Pearl Bailey. In recent years, the star of Broadway's "Hello, Dolly!" was the first woman named "Man Of The Year" by the March Of Dimes; the USO named her "Women of The Year" and she has received a special Tony award.

Pearl's career started when her brother forced her to enter an amateur singing contest. Soon after, she started singing professionally and rave reviews followed her everywhere — a habit that has continued to this day.

The author of the widely acclaimed book, "Raw Pearl", she is currently starring, in addition to "Hello, Dolly!", in the United Artists film, "The Landlord".

## LINE RENAUD

A top star of Paris theatres, this French beauty is now producing her own shows in Las Vegas. As a singer, Line has appeared on almost every famous Paris stage and has received a number of musical awards, including the "grand prix du disque" for the best selling French record of the year — which she holds for two years running.

As a producer, Line produced "Irma La Douce" in Paris and worked with David Merrick on the New York production. After starring in a number of Las Vegas reviews, Line produced her own "Flesh '69" for the Bonanza Hotel and "Flesh '70" for Caesar's Palace.

## EARL WILSON

This most popular of syndicated writers has come a long way since his days as a country boy in Ohio. As the author of some of the most amusing columns ever written on show business people, Earl has gathered millions of readers worldwide. In addition to his internationally distributed New York Post column, Earl's book, "I am Hiding Behind My Eight-Ball," was extremely well-liked. Through his column, his wife, B. W. (Beautiful Wife), has become almost as famous as he is. His son is the singer Earl Wilson, Jr.

## DAVID MERRICK

David Merrick is one of the most distinguished and successful producers in the theatre. Of the more than 60 plays and musicals that he has presented, 75% have been smash hits, a record unparalleled in theatre history. Currently, on Broadway, he has four smash hits, the musicals "Promises, Promises" and "Hello, Dolly!" starring Ethel Merman, the comedy "Forty Carats" and the suspense play, "Child's Play." Mr. Merrick has been the recipient of numerous awards for his extraordinary achievements.

## TSUNEJIRO HIRAI

President, Asahi Broadcasting Corporation

Now the dynamic president of Japan's Asahi Broadcasting Corporation, Tsunejiro Hirai has a long history in communications. He has made numerous trips to various parts of the world inspecting broadcasting facilities and is one of the most renowned figures in this field. In addition to his position as Asahi, he is the President of the Japanese National Association of Broadcasters and the Executive Vice-President of a cable television firm.

## JULIO ALEMAN

famed Mexican movie star

## YOUSUF KARSH

This most celebrated portraitist, born in Armenian-Turkey and schooled in Canada and the United States, has photographed famous people all over the world. His pictures have appeared in numerous publications and he was honored with having one of his portraits of Winston Churchill used for a commemorative stamp.

Yousuf Karsh is one of those rare photographers who has become almost as famous as the people he points his camera at and he has been the subject of innumerable articles and interviews.

## EILEEN FORD

As one of the most versatile women in the business world, she runs a multi-million-dollar model agency in New York known as the Ford Agency.

A prominent beauty expert and syndicated columnist, Eileen and her husband, Jerry, both have helped the Ford Agency's volume reach more than \$5,000,000 annually.

## CORINNA TSOPEI

A former Miss Universe, Corinna Tsopei is one of Hollywood's brightest young stars. As a young modeling student in Athens, the Greek beauty was talked into entering the Miss Universe contest by her teacher and she went on to become one of the most popular winners ever. Corinna is currently appearing in National General's "A Man Called Horse" with Richard Harris.

## EDILSON CID VARELA

One of Brazil's most distinguished newspapermen, Dr. Varela is the director of TV Brasilia and the managing superintendent of Diarios Associados. A law graduate from the University of Brazil, he entered journalism at an early date. Dr. Varela undertook management of the official press department in the capital of Rio Grande de Norte during World War II and has been awarded many prizes for his work.

## DONG KINGMAN

More than 40 museums have placed Dong Kingman paintings among their permanent collections. Specializing in the water color medium, the United States born and Hong Kong educated artist has had his works exhibited all over the world.

In recent years, his works have been used in connection with a number of motion pictures, such as: "The World Of Susie Wong," "55 Days In Peking," "Circus World," "Flower Drum Song," etc.

# PROGRAMME

Wednesday, July 8th 1970  
MIAMI BEACH AUDITORIUM



JUNE LOCKHART  
*Hostess*



JOHN ROWLES

JUNE LOCKHART — Hostess

**T**HE lovely actress June Lockhart made her debut five years ago as hostess of both the Miss USA and Miss Universe Beauty Pageants.

"Originally, my real ambition was to be a tv news reporter," June says. "But I can't think of anything closer than getting the chance to talk with the girls on these specials."

During the course of her career, June has been honored with the highest accolades of the theatrical profession as the recipient of the Donaldson Award, the Antoinette Perry "Tony," the Theater World Award, and Woman of the Year in Drama by Associated Press.

Among her many television credits are "Lassie," "Lost In Space," and most recently, "Petticoat Junction," all of which were CBS Television Network series.

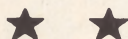
June comes from a noted theatrical family. Her father, the late Gene Lockhart, and her mother, Kathleen, were both well-known performers in the theater and motion pictures.



JOHN ROWLES

**J**OHN ROWLES started his musical career early. At the age of 10 he received first prize in a talent contest held in his home town of Kawerau, New Zealand by playing a guitar. Soon after, he bought his first electric instrument, paying for it by chopping down trees around the neighborhood. By the age of 16 he was performing in a leading nightclub in Auckland, New Zealand's largest city.

The young singer has appeared on television throughout the British Commonwealth and has enjoyed immense success in England. His recording of "If I Only Had Time" was awarded a silver disc in London. Everywhere John Rowles has been associated with exciting entertainment.



INTRODUCTION TO SHOW ..... Chuck Zink  
NATIONAL ANTHEM  
OVERTURE ..... Miss Universe Orchestra and Chorale  
Bernard Green, Conducting

BOB BARKER ..... Master of Ceremonies  
MISS UNIVERSE BEAUTY QUEENS  
MISS UNIVERSE 1966 .. Margareta Arvidsson Stupakoff  
MISS UNIVERSE 1967 ..... Sylvia Hitchcock  
MISS UNIVERSE 1969 ..... Gloria Diaz  
OPENING PRODUCTION ..... Miss Universe  
Beauty Delegates  
Beauty Delegates  
"This Could Be The Start of Something Big"

PARADE OF NATIONS .. Miss Universe Beauty Delegates  
in National Costumes  
MISS HOSPITALITY ..... Lynda Lockman  
JUNE LOCKHART ..... Television Hostess  
INTRODUCTION OF JUDGES .. Costume Award Judges  
and Miss Universe Award Judges

SPECIALTY ACT PRESENTATION Ron and Joy Holiday  
SALON OF INTERNATIONAL BEAUTY .. Miss Universe  
Beauty Delegates Individual and Group  
Judging in Evening Gown

AWARD TO "MISS PHOTOGENIC" ..... Trophy to be  
present by Mr. John Foster, President,  
South Florida News Photographer's Association.

GUEST STAR JOHN ROWLES —  
PRODUCTION SONG with Miss Universe Beauty Delegates  
(Intermission)  
(Intermission)  
REPRISE OF OVERTURE ..... Miss Universe Orchestra  
and Chorale, Bernard Green, Conducting

AWARD TO "BEST NATIONAL COSTUME"  
Trophy to be presented by Harold L. Glasser,  
President, Miss Universe, Inc.  
BEACH BEAUTIES ..... Miss Universe Beauty Delegates  
Individual and Group Judging  
in Official Catalina Swimsuit

DIVERTISSEMENT ..... John Rowles  
SELECTION OF TEN BEST IN SWIMSUITS

FINALE

"This Could Be The Start of Something Big" used by  
permission of Composer Steve Allen and Rosemeadow  
Publishing Corp.

# PROGRAMME

*Miss Universe Finals*  
 MIAMI BEACH AUDITORIUM  
 Saturday, July 11th 1970  
 Pre-Telecast 9:30 P.M.

CHUCK ZINK ..... Introduction to Telecast  
 DIVERTISSEMENT ..... Don Goldie and His Dixieland  
 Jazz Group

BOB BARKER ..... Master of Ceremonies  
 CBS-Color Telecast

OPENING ..... Miss Universe Beauty Delegates  
 With Orchestra and Chorale  
 Bernard Green, Conducting

BOB BARKER ..... Master of Ceremonies  
 JUNE LOCKHART ..... Telecast Hostess  
 MISS UNIVERSE 1969 ..... Gloria Diaz  
 PARADE OF BEAUTY ..... Miss Universe Delegates  
 in National Costume

AWARD TO "MISS AMITY"  
 INTRODUCTION &  
 ANNOUNCEMENT ..... 15 Semi-Finalists  
 DIVERTISSEMENT ..... Guest Star: John Rowles  
 INTRODUCTION OF JUDGES ..... Miss Universe Panel  
 PRESENTATION OF 15 SEMI-  
 FINALISTS IN SWIMSUIT ..... Official Catalina  
 Swimsuit Judging

INTRODUCTION OF PAST UNIVERSE WINNERS  
 MISS UNIVERSE 1969 ..... Gloria Diaz  
 MEDLEY OF INTERNATIONAL  
 HIT SONGS ..... Miss Universe Beauty Delegates  
 Guest Star: John Rowles

PRESENTATION OF 15 SEMI-  
 FINALISTS IN EVENING GOWNS ..... Judging Event  
 Miss Universe 15 Semi-Finalists  
 ANNOUNCEMENT OF FIVE FINALISTS

MISS UNIVERSE 1969 ..... Gloria Diaz  
 INTRODUCTION OF FOURTH, THIRD,  
 SECOND & FIRST RUNNERS-UP  
 INTRODUCTION AND CROWNING OF  
 MISS UNIVERSE 1970

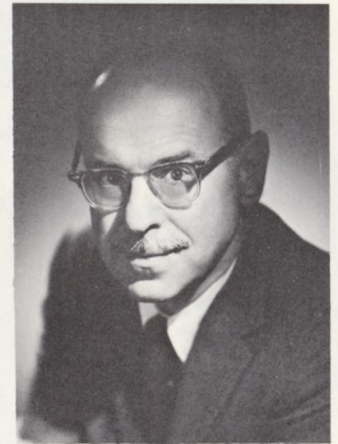
## AUDITORIUM STAGE CREW

ALBERT M. STASKO ..... Technician in Charge  
 GEORGE GEOGERIAN ..... Public Address System  
 WALTER G. MORRIS, SR. .... Chief Carpenter  
 WILLIAM RYAN ..... Chief Electrician  
 VERNON MORRIS ..... Chief Properties  
 ANGELO SANDS ..... Carpenter

Scenery by Presentations, Inc., Joseph Korvick, Pres.



BOB BARKER  
*Master of Ceremonies*



BERNARD GREEN  
*Musical Director*

**B**ARKER is master-of-ceremonies for the Miss Universe Beauty Pageant to be televised in color on CBS-TV, Saturday, July 11, (10-11:30 p.m., EDT).

The genial host of tv's longest running audience participation show, "Truth Or Consequences," he is also the head of his own tv production company.

Barker, who is in his fourth year emceeing for the Miss USA and Miss Universe Pageants, remarked: "The girls weren't just pretty, they were also intelligent and all of them were fine representatives of their respective countries or states."

An ex-Naval fighter pilot who got his first job in show business to finance his college education, Barker married his high school sweetheart, Dorothy Jo Gideon, in 1945 and they have worked together on various television projects.

## BERNARD GREEN — MUSICAL DIRECTOR

Bernard Green's television music credits run the gamut from serious dramatic programs like the Hallmark Hall of Fame to live, outdoor entertainment spectacles like Miami's Orange Bowl Parade. In TV's early days he helped to make the Ford 50th Anniversary Show a home screen milestone, and for three and a half years he wielded the baton for Sid Caesar's highly successful variety hour. More recently he has conducted network orchestras on the Garry Moore Show, CBS' Coliseum series and America's Junior Miss Pageant. Among the Hallmark dramas for which Mr. Green provided background scores are the Magnificent Yankee, which starred Alfred Lunt and Lynn Fontanne, and Barefoot in Athens with Peter Ustinov.

# EXECUTIVE

BOARD OF



**RICHARD H. OLSEN**  
*Chairman, Board of Governors*

The Pageant is fortunate to have Judge Richard H. Olsen, one of South Florida's outstanding young civic leaders as Chairman of the 1970 Board of Governors. Judge Olsen is responsible for coordinating the more than 300 civic-minded volunteers involved in the facilitation of the Miss U.S.A. and Miss Universe Beauty Pageants.



**MR. MITCHELL POTTER**  
*Chairman Executive Civic Committee*

The story of the Miss U.S.A. and Miss Universe Beauty Pageants can best be told by the thousands of volunteer workers across the United States and in countries throughout the world whose efforts make it the largest Pageant in the world. Naturally, the most demanding job falls on the Executive Civic Committee under the chairmanship of Mitchell Potter and its many members in the Greater Miami Area. Mr. Potter, in addition to his duties on the Civic Committee is the Vice-Mayor of North Bay Village.



*Mr. Ed Abdella*



*Mr. Ed Melniker*



*Mr. Ed Lassman*

## MEDICAL COMMITTEE

Dr. Harris Anderson,  
*Chairman*  
William Wickman, M.D.  
L. Marshall Goldstein, M.D.  
Marvin Meitus, M.D.  
Eduardo Mejia, M.D.  
Jules Trop, M.D.  
Mark B. Cirlin, M.D.  
Bennett Lee, DDS  
Dr. Herbert Feinberg, Podiatrist  
Dr. E. Weiss, Podiatrist  
Phyllis Reizes, R.N.  
Ana Maria Cumba, R.N.

## COMMUNITY RELATIONS

Hank Goldberg,  
*Chairman*

## BALLOTING COMMITTEE

Sidney Wasserman, C.P.A.  
Jay Howard Linn, C.P.A.

## COMMUNITY LIAISON

Al Wolfe,  
*Chairman*

## MESSAGE & GIFT CENTER

Marge Mandel (Mrs. Lee),  
*Chairman*  
Bertha Feldman  
Helen Mandell  
Lee Richmond

## SECURITY COMMITTEE

Mrs. Elsie Lawrence,  
*Chairman*  
Eva Lewis  
Mary Kawas  
Mrs. Janet Kish  
Florence Anderson  
Lois Dimock

## JUDGES HOSTING

Jim Duncan,  
*Chairman*

## PARADE

Steve Martin,  
*Chairman*  
Jim Barney

## CANTEEN

Faye Alman  
Tauba Birn  
Roselle Chisling  
Dolly Schwartz



*Mrs. Elsie Lawrence*



*Hank Goldberg*



*Dr. Harris Anderson*



*Ingrid Fine (Mrs. Seymour)*



*Sylvia Friedman*



# CIVIC COMMITTEE

## GOVERNORS



Emil G. Remo



Therese Beckman  
(Mrs. Michael)



Jo Housenga



Rica DeGaetani

### CREDENTIALS

Sylvia Friedman (Mrs. Philip),  
*Chairman*  
Florence Reller

### VIP PARTIES

Mel Deutsch,  
*Chairman*

### PAST HOSTESS CHAIRMEN

Mrs. Inez Krensky  
Mrs. Ruth Bernard  
Mrs. Therese Beckman  
Mrs. Eunice Gordon  
Mrs. Ingrid Fine  
Mrs. Sylvia Friedman

### PAST EXECUTIVE CIVIC COMMITTEE

*Chairmen*

Mr. Leonard H. Glasser	1960
Mr. Art Bruns	1961
Mr. John Sheehan	1962
Mr. Burton S. Kahn	1963
Mr. Samuel L. Seltzer	1964-5
Mr. Richard Olsen	1966
Mr. Chuck Schlakman	1967-8

### EXECUTIVE HOSTESS COMMITTEE

*Chairman*  
Jo Housenga  
Rica DeGaetani  
Sylvia Friedman, *Advisor*  
Susan Remo, *Advisor*

### HOSTESSES

Joan Reitsma  
Ivonne Arenas  
Jane Boyer  
Jean Burns  
Mimi Beraha  
Tommie Griswold  
Linda Karlick  
Jeannette Massari  
Miki Pollock  
Delight Poske  
Lula Poulos  
Sara Pucci  
Gloria Robinson  
Cassie Serfass  
Kitty Simonsen  
Elsie Storrier  
Louise Tateishi  
Danielle Wellman  
Dinorah Zicree  
Eva Zoravich

### HOSTESS AIDES:

Sue Klimkowski  
Guadalupe Luno  
Alice Rockett  
Marge Westman

### Hostess Chairmen

There is an outstanding group of civic minded ladies in the Greater Miami Area that are indispensable to the Miss USA and Miss Universe Beauty Pageants. These highly qualified, devoted ladies are the Hostesses who chaperone, advise and assist the lovely contestants who come to Miami Beach to compete for the titles of "Miss USA" and "Miss Universe." Volunteering their services for the full term of the Pageants, they know that they are representatives of the Greater Miami Area and as such, impart the friendliness and hospitality that should be associated with our resort community. They communicate in a language common to all youth of today . . . mainly, sincere friendship, love and understanding between all races and nations. This is the civic responsibility that our Hostesses strive to fulfill and in this respect, they deserve the praise and gratitude of all.

Hostesses are interviewed, screened and instructed for many weeks prior to the Pageants and when they finally reach the day of arrival of the contestants, they are fully capable of handling any unforeseen problem that might arise.

To stress the fact that the Hostesses truly enjoy their responsible positions, we can state that more than 50% of these ladies have been volunteering their time and energy to the Pageants since its move to the Greater Miami Area 11 years ago.

This year the duties of Chairman of the Executive Hostess Committee will be shared by Mrs. Jo Housenga and Mrs. Rica DeGaetani. Jo will coordinate the Miss USA Pageant and Rica the Miss Universe Pageant. Their leadership, plus the advice and assistance of the Past Chairmen, has made this the most efficient and dedicated group of its kind in the history of national and international presentations.

May we take this opportunity to say to the Hostesses that your country, your community and especially the Pageants have the deepest appreciation for your efforts.



Steve Marin



Al Wolfe



Marge Mandel  
(Mrs. Lee)



Jim Duncan



Mel Deutsch

OUR THANKS TO  
BEAUTY SHOP

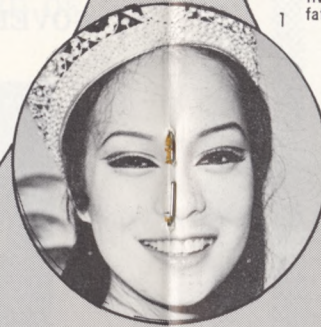
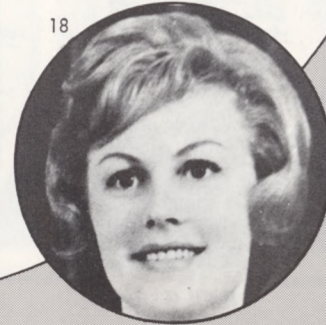
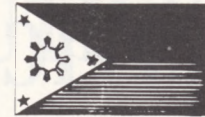
KATE LASSMAN  
GRACE KRAUSE  
EDNA GLANZ

17 1953 — **CHRISTIANE MARTEL** of France  
Christiane Martel has been one of the most professionally successful of all title-holders. Born in Nancy, France, Christiane won her first beauty title at the age of 15. As Miss Universe, she toured Peru, Colombia, Venezuela and Mexico — where she began her career in motion pictures. She resides in Mexico City, with her husband, Miguel Alemán, Jr., son of the former president of Mexico.

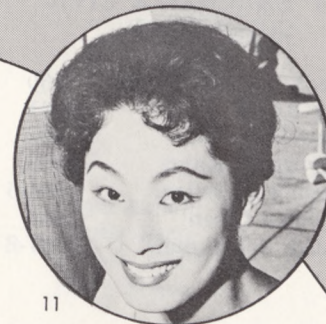
18 1952 — **ARMI KUUSELA** of Finland  
Armi Kuusela was the first beauty to wear the crown of Miss Universe. During her reign she met Virgilio Hilario and the much-publicized international courtship that followed culminated in a quiet wedding in Tokyo, Japan. The Hilarios reside in Forbes Park, Manila, here today Armi is active in business and civic affairs and reigns as a happy housewife and mother of five lovely children.

16 1954 — **MIRIAM STEVENSON** of S. Carolina  
Miriam Stevenson was the first Miss U.S.A. to wear the crown of Miss Universe. As Mrs. Donald Miles Upton of Columbia, South Carolina, she spends her time actively engaged in community work with occasional television appearances and commercial, but, most important, as a housewife and mother.

15 1955 — **HELLEVI ROMBIN** of Sweden  
The classic beauty of Sweden's beauty delegate to the 1955 Miss Universe Pageant made the world even more aware of Sweden's reputation for beauty. Miss Rombin enjoyed personal appearance tours of the U.S., South America and Europe before she met and married G. David Schine, president of Schine Enterprises.



# AROUND THE WORLD WITH PAST MISS UNIVERSE QUEEN



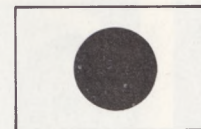
14 1956 — **CAROL MORRIS** of Iowa  
Carol Morris was the second Miss U.S.A. to hold the coveted crown of Miss Universe. Carol now resides in Houston, Texas, with her husband, Mike Burke, and their children. She achieved her girlhood dream — combining a successful career and a happy marriage and home for her family. Her selection led to a contract with Universal-International Studios and stardom in television dramas.

13 1957 — **GLADYS ZENDER** of Peru  
Latin Americans are aficionados of beauty — and they sent a winner to the Miss Universe Pageant in 1957. During her reign, Miss Zender was an outstanding Good Will Ambassador in touring the United States, Mexico and Colombia. Gladys is now happily married to Antonio Meier of Lima.

12 1958 — **LUZ MARINA ZULUAGA** of Colombia  
Luz Marina Zuluaga, the darling South American beauty, became a national heroine when she won the Miss Universe title in 1958. Colombia struck a Commemorative Stamp in her honor and awarded her an emerald ring valued at \$35,000.00. After triumphant tours of the United States, South America and Europe, she returned to marry Dr. Enrique Vélez in 1960.

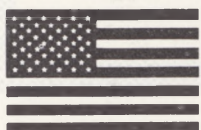
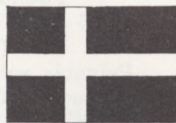
11 1959 — **AKIKO KOJIMA** of Japan  
After a most successful reign as the most beautiful girl in the Universe, Miss Kojima continued her career as high fashion model for Harper's Bazaar. Akiko is now the wife of one of the outstanding international Japanese motion picture stars, Akira Takarada.

10 1960 — **LINDA BEMENT** of Utah  
Within two short months, Linda Bement went from Miss Utah — to Miss USA — to Miss Universe and she has been on the go ever since. She continues to travel extensively around the world but tries to spend sometime in her home in Great Neck, New York.



# AROUND THE WORLD WITH MISS UNIVERSE QUEENS

**1** **GLORIA DIAZ** of Philippines  
Miss Universe 1969  
This popular queen did much during her reign to realize her life's ambition: "To make as many friends as possible."  
Able to speak three languages, Gloria is a student of piano who is interested in dramatics and modelling. A great admirer of the American astronauts, she plans to continue her travels of the world after this year's pageant helping to foster international understanding. When in the Philippines, she lives with her family in Parnaque where her father is a businessman.



**2** **MARTHA VASCONCELLOS**  
Miss Universe 1968  
The raven-tressed daughter of the Chief of Police of Salvador, Brazil has traveled throughout North and South America as well as around the world. A major celebrity in her country, Martha plans to use her influence for world peace and understanding. She lives with her husband, Reynaldo Loureira, who was her childhood sweetheart.

**4** 1966 — **MARGARETA ARVIDSSON** of Sweden  
Winning the coveted title of Miss Universe at the age of 18 was quite a challenge to Margareta, but the accolades she received during her year proved she was capable of fulfilling the duties. Following her year of world travel and appearances, she pursued a modeling career and has been most successful in being featured in numerous national magazines. On June 20, 1969, she became the wife of Otto Stupakoff, noted fashion photographer. They reside in New York City, working together in the fashion world.

**3** **SYLVIA HITCHCOCK**  
Miss Universe 1967  
Sparkling Sylvia Louise Hitchcock, a brown-eyed University of Alabama coed, is the first beauty since Linda Bement (1960) to become Miss USA and later emerge as winner of the Miss Universe title. The 21-year-old grew up with a lively family of four brothers and a sister. An All-American Girl, she likes to go fishing with her father, Dan. Her ambition is to be a successful painter and sculptor. She sculpts, paints, twirls the baton, dances, water skis and is active in church work

**5** 1965 — **APASRA HONGSAKULA** of Thailand  
Apasra Hongsakula was determined to show the beauty and tranquility of her native land to people around the world. She returned to Thailand in an official homecoming for which 600,000 citizens clogged the streets of Bangkok. Pook, as she affectionately known, married in 1968 in Bangkok, Thailand to K. Kitiyara (first cousin of Queen Sirikit).

**7** 1963 — **IEDA MARIA VARGAS** of Brazil  
Ieda Maria Vargas has a magical year to remember as Miss Universe 1963. After a tremendous welcome in New York City she returned to a triumphant tour of her native, Brazil. Married March 29, 1968 in Porto Alegre, Brazil to José Carlos Athanasio.

**6** 1964 — **CORINNA TSOPEI** of Greece  
During her reign, Corinna flew around the world many times and became one of our most travelled beauties. On completion of her year as Miss Universe, she was signed to a contract with 20th Century Fox studios and has since been featured in several widely distributed films. While working as a starlet, Corinna met Dr. Steven Zax and they were wed in June of 1968. They are currently living in Los Angeles and awaiting the birth of their first child.

**9** 1961 — **MARLENE SCHMIDT** of Germany  
Marlene Schmidt is one of the world's classic beauties. Having graduated from the University of Jena with an engineering degree, she left East Germany to start a new life in Stuttgart, as an engineer. All that changed when she entered competition for Miss Germany and on. She is now a happy housewife and lives in Germany with her husband and child.

**8** 1962 — **NORMA NOLAN** of Argentina  
Norma Nolan became one of the most popular and most photographed girls to wear the Miss Universe crown. She toured the world with extended visits to Portugal, Manila, Canada and South America, where she received one of the most tumultuous welcomes in history. She is married to France Zanotti, prominent architect-builder in Argentina.

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# A W A R D S

## MISS UNIVERSE AWARDS

\$10,000. Cash Award  
\$10,000. Personal Appearance Contract  
Miss Universe Trophy  
\$5000. *Schiaparelli* Mink Coat  
\$1500. *Schiaparelli* Russian Bukhara Karakul Coat  
Wardrobe for personal appearances  
Foundation Wardrobe — *Perma Lift*  
6 piece Wig Wardrobe — *Boutique Wigs*  
(subsidiary of Imex Corp.)  
Peignoir set — *Kayser-Roth Lingerie Company*  
Year's supply hosiery — *Kayser-Roth Hosiery Company*  
Official Catalina swimsuit — *Catalina Inc.*  
Luggage Wardrobe — *Crescent Luggage Corporation*  
One year's supply — *Hazel Bishop Cosmetics*  
Trip to Sao Paulo, Brazil  
Miscellaneous Gifts  
14K GOLD engraved UNIVERSE Charm, Village Corner

## FIRST RUNNER-UP

\$1000. Cash Award  
First Runner — Up Trophy  
Peignoir set — *Kayser-Roth Lingerie Company*  
Foundation garments — *Perma Lift*  
1 piece luggage — *Crescent Luggage Corporation*  
1 Wig Fall — *Boutique Wigs*  
(subsidiary of Imex Corp.)  
Trip to Sao Paulo, Brazil  
\$200. for appearance in Sao Paulo  
One Month Vacation in Miami Beach

## SECOND RUNNER-UP

\$500. Cash Award  
Second Runner — Up Trophy  
Peignoir set — *Kayser-Roth Lingerie Company*  
1 piece luggage — *Crescent Luggage Corporation*  
1 Wig Fall — *Boutique Wigs*  
(subsidiary of Imex Corp.)  
Trip to Sao Paulo, Brazil  
\$200. for appearance in Sao Paulo  
One Month Vacation in Miami Beach

## THIRD RUNNER-UP

\$400. Cash Award  
Third Runner — Up Trophy  
Peignoir set — *Kayser-Roth Lingerie Company*  
1 piece luggage — *Crescent Luggage Corporation*  
1 Wig Fall — *Boutique Wigs*  
(subsidiary of Imex Corp.)  
Trip to Sao Paulo, Brazil  
\$200. for appearance in Sao Paulo  
One Month Vacation in Miami Beach

## FOURTH RUNNER-UP

\$300. Cash Award  
Fourth Runner — Up Trophy  
Peignoir set — *Kayser-Roth Lingerie Company*  
1 piece luggage — *Crescent Luggage Corporation*  
1 Wig Fall — *Boutique Wigs*  
(subsidiary of Imex Corp.)  
Trip to Sao Paulo, Brazil  
\$200. for appearance in Sao Paulo  
One Month Vacation in Miami Beach

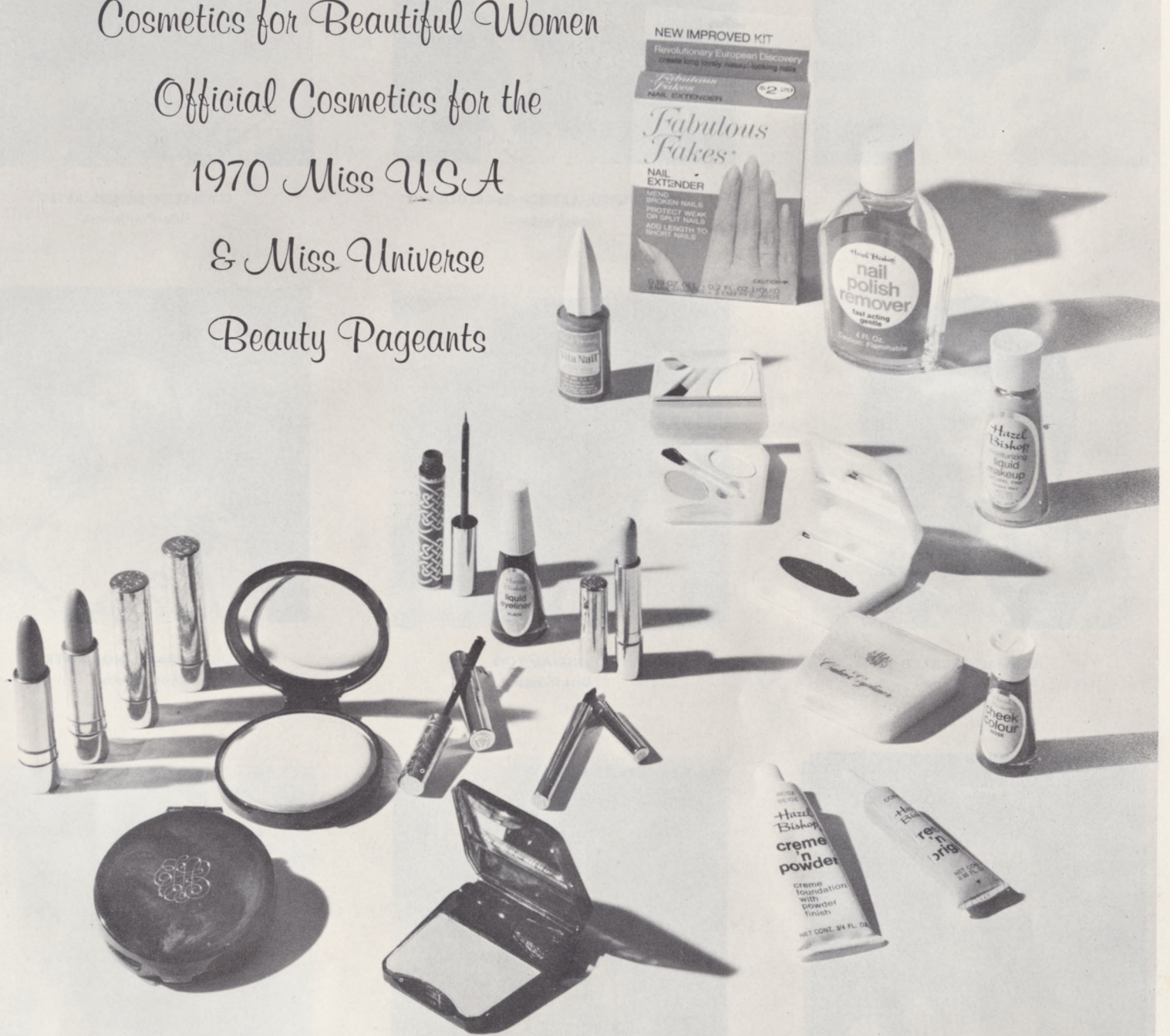
## SEMI-FINALISTS

Ten remaining semi-finalists each receive  
\$200. Cash Award  
Foundation garments — *Perma Lift*

## AWARDS TO ALL CONTESTANT

\$100. Cash Award (excluding 15 semi-finalists)  
Cosmetic Kit — *Hazel Bishop Cosmetics*  
Official Catalina Swimsuit — *Catalina Inc.*  
White evening gloves — *Kayser-Roth Glove Company*  
1 pair eyelashes — *Boutique Wigs*  
(subsidiary of Imex Corp.)  
*Mercury Slippers*  
1 pair panty hose — *Kayser-Roth Hosiery Company*  
Blouse — *Jayson Classics Inc.*  
1 pair white high heeled pumps —  
*Realities Shoes* (Division of *Oomphies, Inc.*)  
*Procter & Gamble* Product Kit

Hazel Bishop  
Cosmetics for Beautiful Women  
Official Cosmetics for the  
1970 Miss USA  
& Miss Universe  
Beauty Pageants



# MISS UNIVERSE



ANNA ZAMBONI  
Miss Italy



ANTOINETTE PATRICE DeGREGORY  
Miss Bahamas



SIMONETTE DE LOS KEYES  
Miss Philippines



LILIA BERROCAL  
Miss Costa Rica



YOUNG AE YOO  
Miss Korea



ZOILA MONTESINOS RIVERA  
Miss Ecuador



REINERT JOSEE  
Miss Luxemborg



WINNIE HOLLMAN  
Miss Denmark



VIBEKE STEINEGER  
Miss Norway

# CONTESTANTS



TESSIE PISANI  
Miss Malta



NOELIA AFONSO  
Miss Spain



DIANE ROTH  
Miss Switzerland



URSULA RAINIO  
Miss Finland



EVI KURZ  
Miss Austria



GRACIELA LANZAS  
Miss Nicaragua



GEROGETTE GERO  
Miss Lebanon



FRANCINE MARTIN  
Miss Belgium



ERNA JOHANNESDOTTIR  
Miss Iceland

# MISS UNIVERSE CONTESTANTS (Cont'd)



**MARIE-JOSE BASSOKO**  
Miss Congo



**ZOHRA TABANIA**  
Miss Tunisia



**MARGARET HILL**  
Miss Bermuda



**IRENE NEUMANN**  
Miss Germany



**MAUREEN JOAN RENZEN**  
Miss Holland



**GLENYS TREWEEK**  
Miss New Zealand



**SOBEIRA FERNANDEZ REYES**  
Miss Dominican Republic



**CRISTINA MALAGA**  
Miss Peru



**VEENA SAJNANI**  
Miss India



# PRESS LIAISON

MISS U.S.A. BEAUTY PAGEANT

MISS UNIVERSE BEAUTY PAGEANT



**HAROLD GARDNER**  
Coordinator of  
Press Information



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**LYNDA LOCKMAN**

Lovely Lynda Lockman has been named Miss Hospitality for the Miss USA — Miss Universe Pageants of 1970.

Lynda, a native of Philadelphia has been a resident of the Miami Area for the past 5 years. She was crowned Miss Black Florida in Miami Beach in 1969.

She is 19 years of age, 5'5½"; weighs 110 pounds and measures 34-24-34.

"I'm thrilled at the opportunity of welcoming girls from all of the States of the Union as well as 70 different countries," Lynda told the press during one of her first press conferences often being chosen Miss Hospitality.

**P**ROOF that "A thing of beauty is a joy forever" is genuinely demonstrated in the two historic and exciting events of the Miss U.S.A. and Miss Universe Beauty Pageants. The news stories and photographs alone published in association with these two spectacles would circle the globe, not to mention the audience in excess of 65 million who watch each of the ninety minute color telecasts carried as a climax each Saturday night.

As well as focusing major attention to the State of Florida and Greater Miami the theme of Miss U.S.A. and of Miss Universe has captured the imagination of all. The Miss Universe girls will highlight Expo 70 in Japan — described as the most magnificent World's Fair in history.

Once again this year the Press Information Office has been coordinated by Harold Gardner, veteran newsman and communications expert, whose agency has its headquarters in Miami Beach with affiliated offices in New York and Los Angeles.

News experts agree that both Miss U.S.A. and Miss Universe are the two largest space "newsgetters" of our time. Each year there has been a marked increase in interest and space both on the national and international levels. This will be the tenth anniversary of the origination of the two pageants in Miami Beach.



# BEST NATIONAL COSTUME AWARD

## JUDGES

**LOU BRAUN**  
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**HERBERT KERN**  
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This is the Ninth year trophies will be awarded to beauty delegates for Best State Costumes. During the Miss Universe Pageant, each contestant will appear in a costume representative of her state. Criteria for judging State Costumes include aptness in symbolism ingenuity and originality.



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CBS-TV

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A cursive signature in black ink.

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Managing Director

A cursive signature in black ink.

ROBERT CRUZ  
Vice-Pres. & Dir. of Sales



GRANT H. GRAVITT

For the fifth consecutive year, the official film for the Miss U.S.A. and Miss Universe Beauty Pageants will be produced by Tel-Air Interests, Inc. of Miami . . . the largest producer of documentary and industrial films in the Southeast.

Mr. Grant H. Gravitt, company president, heads up a creative staff whose talents cover the spectrum of film making activities from script writing and cinematography to film editing and distribution. Tel-Air is also active in the fields of sound recording and tape recording.

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When it comes to makeup, the eyes have it!

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The advent of the hirsute adornment is significant. It can change a drab feminine personality (like magic) into one with sparkling and dynamic appeal.

And if the Miss USA contestants appear especially interesting during their pageant parade, credit the Imex Corporation a Miami firm making hundreds of eyelashes available to the young charmers who'll appear on stage and television during both USA and Miss Universe Pageant events.

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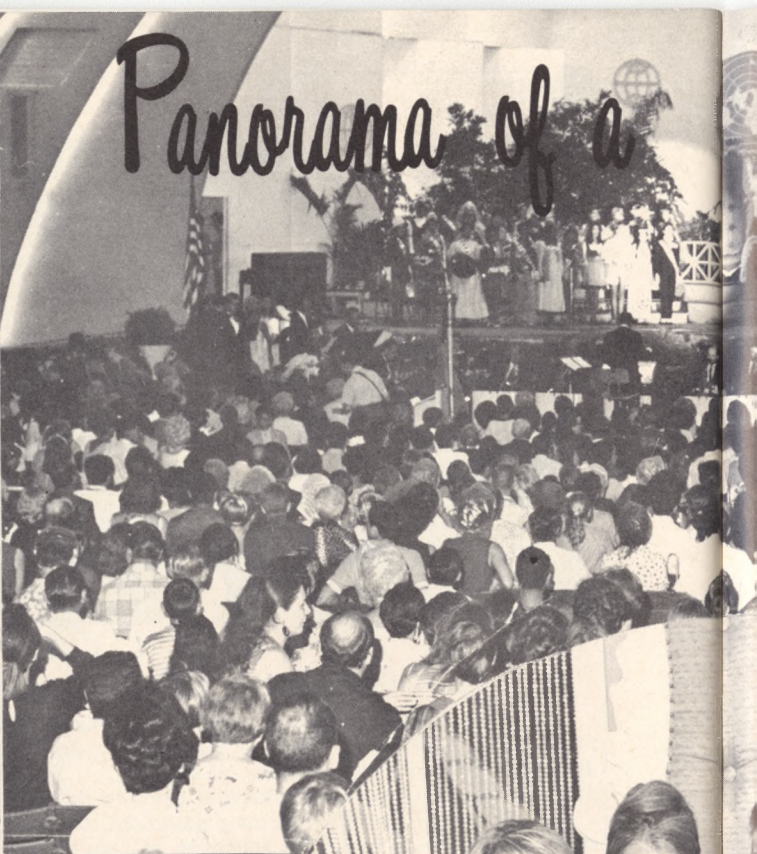
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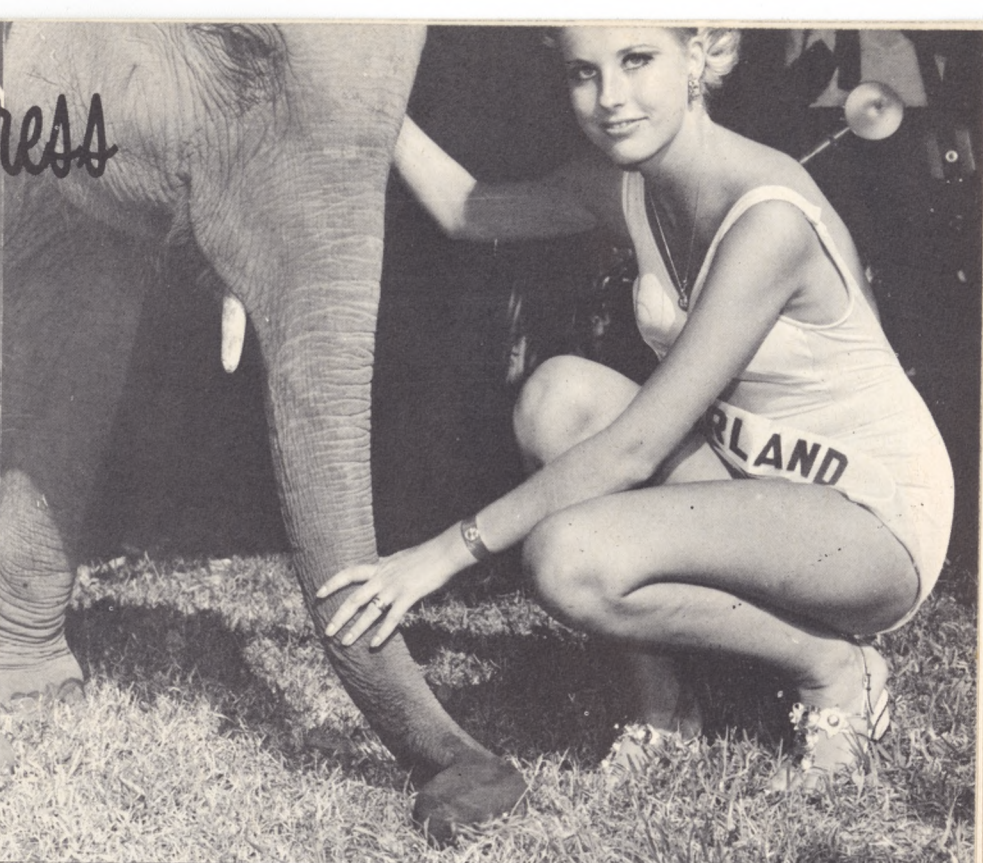
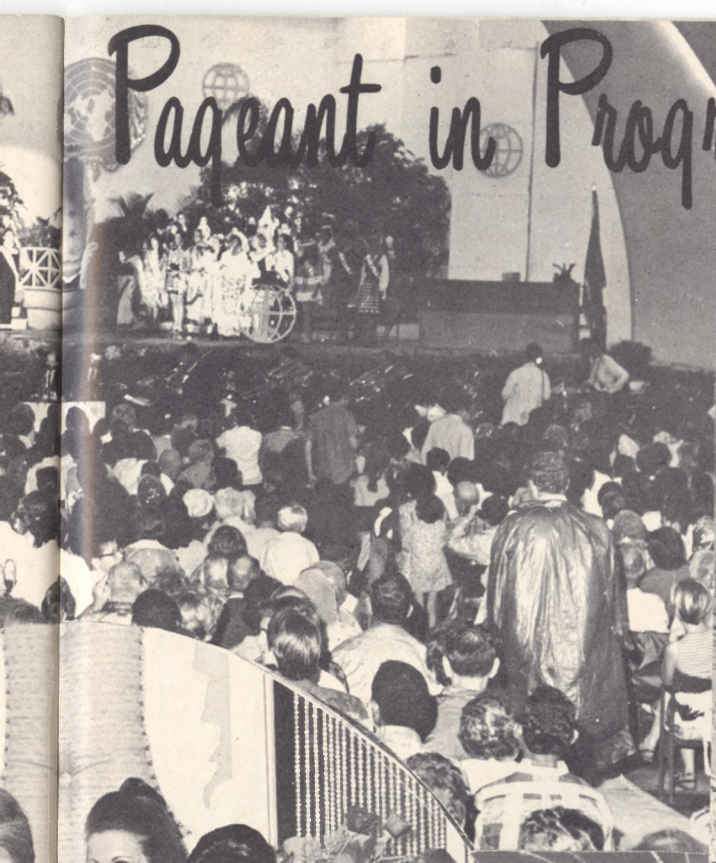
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# Paradeant in Progress



# MISS UNIVERSE CONTESTANTS (Cont'd)



**MOSHIT ZIPORIN**  
Miss Israel



**DEBBIE SHELTON**  
Miss U.S.A.



**BRITT-INGER JOHANSSON**  
Miss Sweden



**ASUMEN TUGBERK**  
Miss Turkey



**MARIA LUISA RIASCOS VELASQUEZ**  
Miss Colombia



**JOAN ZEALAND**  
Miss Australia



**LIBIA ZULEMA LOPEZ**  
Miss Mexico



**FRANCISCA IRENE VAN TUYL**  
Miss Honduras



**MABEL HAWKETT**  
Miss Hong Kong



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*Contestants*  
*and their Chaperons*



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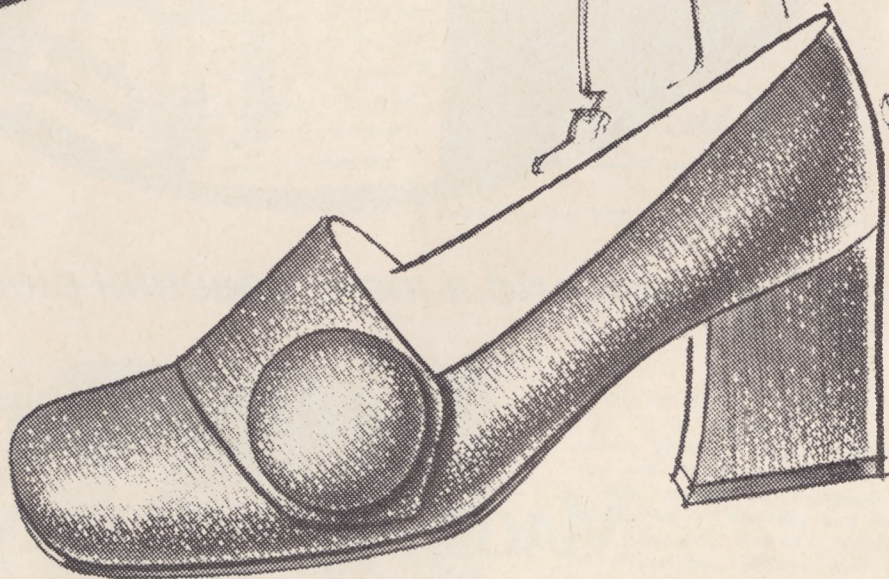
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Published by

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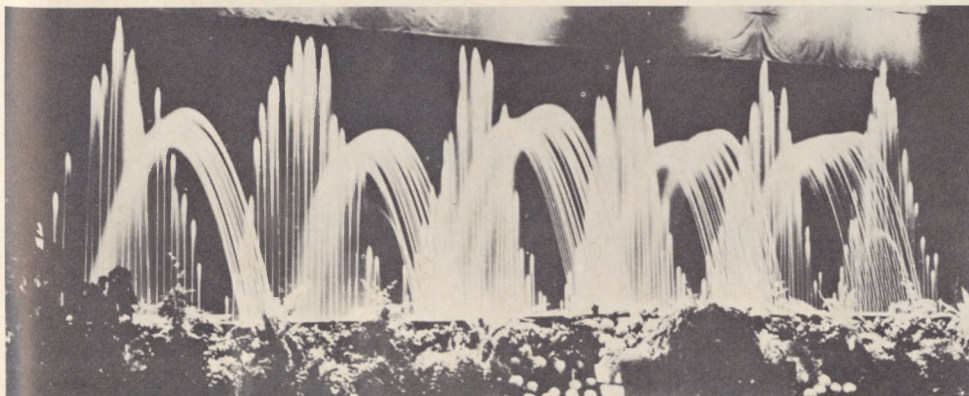


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The "Miss U.S.A." and "Miss Universe" Beauty Pageants wish to express their appreciation to the following individuals and organizations for their significant contribution to the Pageants' successful presentation.

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National Air Lines, Float  
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Janis Wadsworth's Warriors  
Miss Mimi Fraser, Baton Champion  
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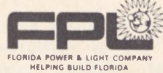
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SANDRA CATER  
Miss Wales



ANGELIQUE BOURLESSA  
Miss Greece



FRANCOISE DURAND-BEHOT  
Miss France



ANA MARIA LUCAS  
Miss Portugal



NILVA MADURO  
Miss Curacao



Miss Singapore



Miss Ceylan

# MISS UNIVERSE CONTESTANTS (Cont'd)



**RENEE BUNCRISTAND**  
Miss Uruguay



**KRISTINA HANAZALOVA**  
Miss Czechoslovakia



**BEATRIZ MARTA GROS**  
Miss Argentina



**JOSEPHINE JENG**  
Miss Malaysia



**LEE MARSHALL**  
Miss Scotland



**TERESA SULOW**  
Miss Paraguay



**NORMA JOYCE HICKEY**  
Miss Canada





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Miss Universe and the 1970 contestants from all over the world are greeted warmly at the EXPO '70. Tokyo crowds mobbed the girls where ever they went and the event received wide spread attention from the press and public officials.



Gloria won a chance to travel the world over plus more than \$30,000 in prizes.



Queen Gloria has breakfast in bed the morning after being chosen the most beautiful woman in the world.



All fun and no works is recommended for Miss Universe, seen here splashing in the surf on Miami Beach.

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