

\$1.50

OFFICIAL
SOUVENIR
PROGRAMME

GREATER MIAMI, FLORIDA

19th Annual
Miss U.S.A.
Beauty Pageant
1970



Wendy Dascomb
(Miss U.S.A. 1969)

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

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

We try harder with friendly, courteous service from Avis people who are trained to try harder.

We try harder with a promise. That if we don't have the Plymouth you reserved, we'll give you a higher-priced car. At no extra cost.

We try harder with Fly Avis Nonstop. The fastest way to get from your plane to the car you've rented.

We try harder by changing almost all of our Plymouths every six months for newer ones. (If you rent a Plymouth any time before July 1st, 1970 with over 19,000 miles on it, it's yours.)

We try harder by accepting over 33 different credit cards. (Even ones from other rent-a-car companies.)

We try harder with our See America Plan. Rent a Dodge for seven days for only \$99 and get a thousand miles free.

As you travel throughout America, there are over 1,300 different Avis locations.

And in every single one of them, we try harder.

Avis.
We try harder.

Schiaparelli

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In
Fur Fashion

Universally
Cherished

305 SEVENTH AVENUE
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.

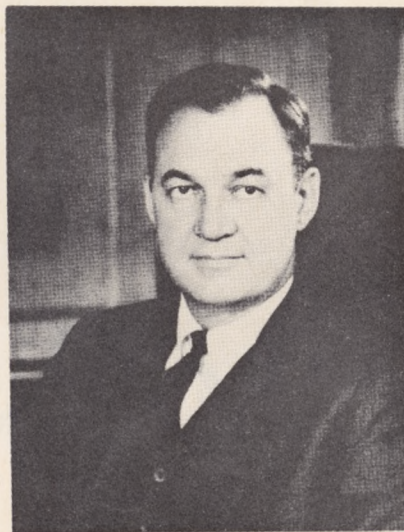


IN WITNESS WHEREOF, I have hereunto set my hand and caused the Great Seal of the State of Florida to be affixed at Tallahassee, the Capital, this 23rd day of April, in the year of our Lord nineteen hundred and seventy.

C. R. Kirk, Jr.
GOVERNOR

ATTEST:

Herb Hoover
SECRETARY OF STATE



PROCLAMATION

State of Florida
Executive Department
Tallahassee

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

WHEREAS, this world contest stirs much interest in the 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, the Capital, this 23rd day of April, in the year of our Lord nineteen hundred and seventy.

C. R. Kirk, Jr.
GOVERNOR

ATTEST:

Herb Hoover
SECRETARY OF STATE

MISS
U. S. A.
Beauty
Pageant



now - two on the isle!

El Casino

Oriental splendor in the center of a lush tropic isle . . . one of the most beautiful and costly gaming casinos in the world, largest in the Western Hemisphere. A veritable pleasure palace, inspired by the design of the famed Taj Mahal, El Casino contains within its elegant walls the El Morocco Dining Room, the thrilling-Kasbah Celebrity Room, and the casino itself . . . a catalyst for excitement where you can enjoy your favorite game or just watch, entranced with the sights and sounds of play, and with the feeling of international pleasures, universally shared.



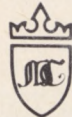
OPEN DAILY INTERNATIONAL BAZAAR

Monte Carlo Casino

Enjoy gaming in the grand tradition of the most respected casinos of Europe — midst great elegance, in an atmosphere of quiet restraint, but with a strong undercurrent of high excitement. This is a special blend that cannot be matched.

And you'll be watching or playing with the most sophisticated company in the Monte Carlo Casino. Add to these lures a fine continental casino staff, ready to explain and instruct, and each game of chance becomes sure pleasure.

OPEN DAILY IN LUCAYAN BEACH HOTEL



BOTH IN FREEPORT,

GRAND BAHAMA ISLAND



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 DERNER
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



WALTER KAPLAN
Chairman



ARTHUR BANT



JERRY OLIN
Vice Chairman



ED BISHOP



JACK GORDON



HANS H. MARCUSE



JESSE WEISS



ELLIOTT ROOSEVELT
Executive Director

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 years Radio City Music Hall Easter show.



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



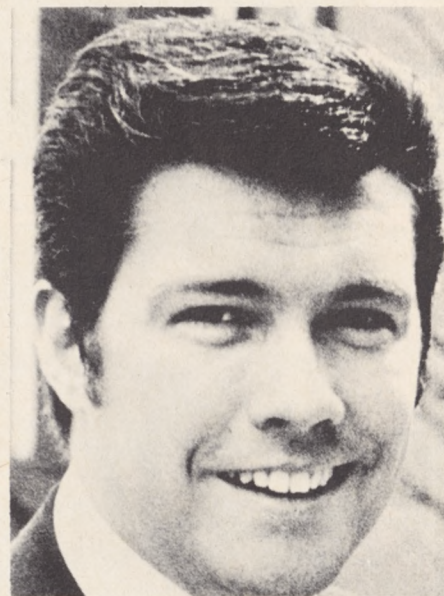
LEE BRADBURY
Operations Manager



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

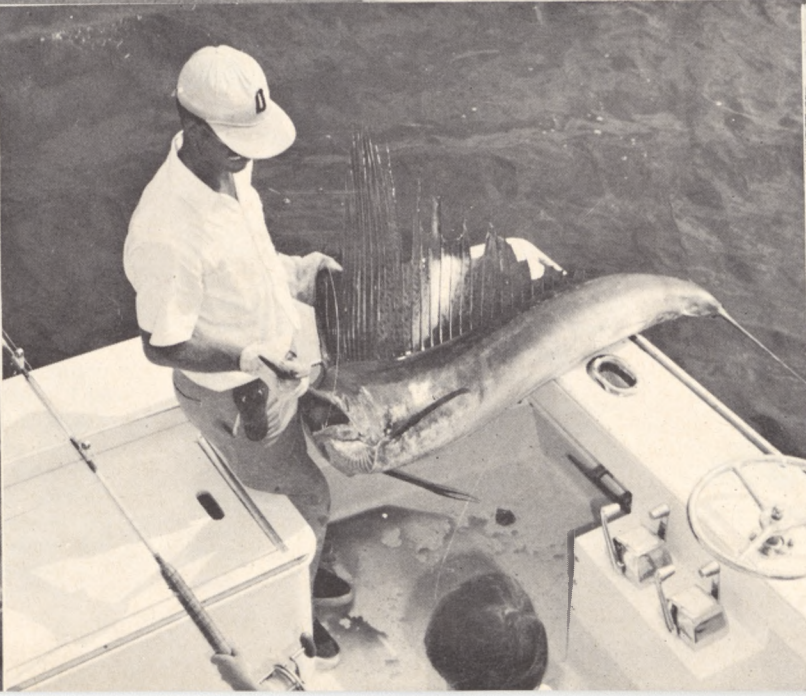
In New York:
Helen Schenker
Leita Asher
Claire Layfield



MARIE HICKMAN
Executive Secretary



Miami Beach: *The World's Playground!*



FABERGÉ



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The most beautiful girls in the world
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to proper acid balance,
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clean, without snarls.

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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 Diamond Delight Setting Lotion

Creates an invisible
oil and moisture barrier
so styles keep fresh
and crisp far longer.

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.

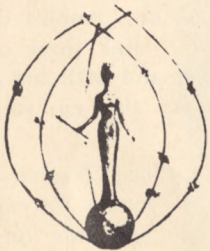
Special long-range Zoomar lenses are used on the cameras for capturing close-ups of the entrants on stage, close-ups of faces, native costumes, swimsuits and evening gowns which are so important in telling the full story of the Pageant in visual terms.

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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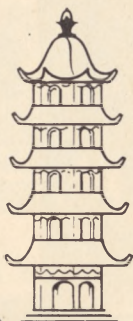
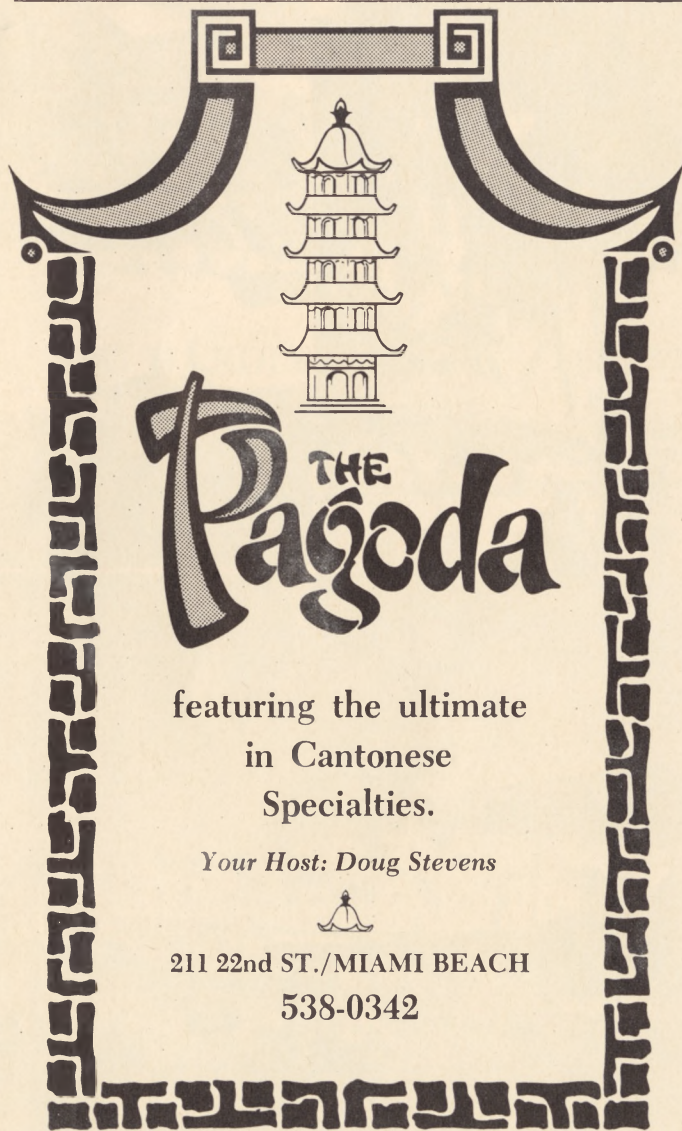
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Your Host: Doug Stevens



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girls in the world.

MIAMI

LINCOLN

MERCURY

World's largest
featuring:

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- CONTINENTAL
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- COUGAR

and the all new

- MONTEGO
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- CAPRI



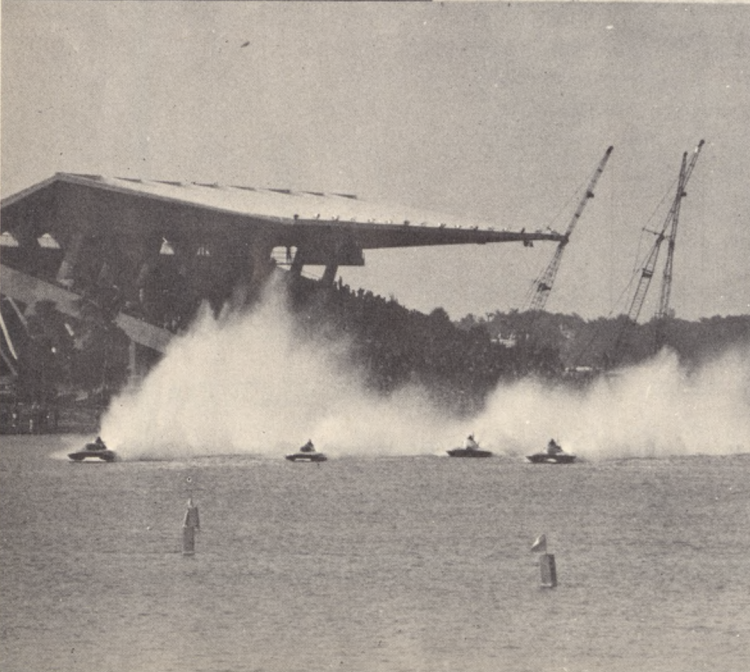
MIAMI LINCOLN MERCURY

8101 N.W. 7th Avenue; MIAMI, FLORIDA

MR. ED BELL - General Manager

Magic Miami:

Crossroads of The America's





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

FURS

BY

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Herb & Art Login's

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The Harbor Lounge

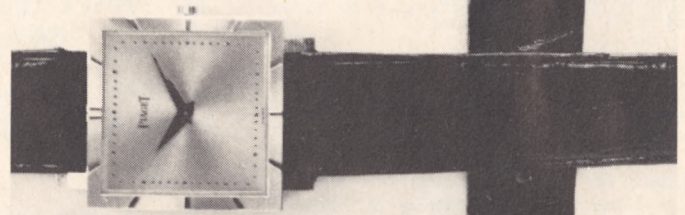


Tasty Jazz in the Harbor Lounge
Charcoal Steaks Served til 4 A.M.

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PIAGET

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WATCH
IN THE WORLD



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Jewelers

MIAMI BEACH
CORAL GABLES
HOLLYWOOD



CHUCK ZINK

A native of Indiana, Chuck Zink has been a Floridian for 15 years. An active force in TV broadcasting for the past 24 years, Chuck has produced and hosted the top rated "Skipper Chuck Show" for 15 years that has proven to be a continued success with Miami's younger generations.

In addition to these "routine" broadcasting duties, he serves as Special Events Director for WTVJ (CBS affiliate in Miami) and has produced specials such as the Orange Bowl Parade as well as some outstanding documentaries.

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.

Tony Bennet, Ella Fitzgerald, Tony Martin, Vic Damone, Martha Raye, Gene Krupa, Buddy Rich, Billy Holiday to name a few.

OPENING CEREMONIES

Miss USA May 10, 1970
 Bayfront Park Band Shell
 Miami, Florida

1. OVERTURE Miss USA Orchestra and Chorus
 Bernard Green, Conducting
2. TO THE COLORS U.S. Marine Corps Color Guard
 NATIONAL ANTHEM
3. CHUCK ZINK Master of Ceremonies
4. CONVENTION OF BEAUTY Miss U.S.A. Beauty Delegates
 in State Costumes
 MISS HOSPITALITY Lynda Lockman
 MISS U.S.A. 1969 Wendy Dascomb
5. INVOCATION The Reverend Mr. Colton
6. RICHARD OLSEN Chairman, Board of Governors
 MITCHELL POTTER Chairman, Executive Civic Committee
7. HERBERT K. LANDON Executive Director, Miss Universe
8. SPECIALTY ACT Tanya and Biagi
9. PRESENTATION OF GIFTS FROM THE
 MISS U.S.A. BEAUTY DELEGATES TO:
 Honorable Stephen P. Clark, Mayor of Miami;
 Honorable Jay Dermer, Mayor of Miami Beach.
10. MISS U.S.A. CREED Wendy Dascomb, Miss U.S.A. 1969
11. "IT'S A GRAND OLD FLAG" Miss U.S.A. Beauty Delegates
 AND
 "YANKEE DOODLE DANDY"
12. GOOD NIGHT Chuck Zink
 FINALE Miss U.S.A. Orchestra and Chorus
 Bernard Green, Conducting

TANYA & BIAGI
 Humorous Ballroomologists



PAT HENNING



ALAN HOEL SINGERS





Hy Gardner



Teresa Graves



Len Dawson



Richard J. Knight



Sue Ann Downey Olsen



Bert Bacharach



Ben Novack



Wilhelmina



George Lindsey

JUDGES

GEORGE LINDSEY

Unlike the guileless service station attendant, Goober, that he portrayed on the "Andy Griffith Show" and is currently portraying on Mayberry RFD, George Lindsey is a one-time history teacher and football coach. He made his television debut on the Jack Paar show in 1961. He has since appeared on "The Alfred Hitchcock Hour" and more recently "Gunsmoke." He lives in the San Fernando Valley with his wife, Joy and their two children.

BEN NOVACK

Regarded as one of the most brilliant hotelmen in the area, Ben Novack, president of the magnificent \$40,000,000 Fontainebleau Hotel, is also one of the most diligent workers in the community. He believes the secret of success is paying attention to details. He demonstrated the courage of his convictions, 13 years ago, when he purchased the 14 acre Firestone Estate, at Collins and 44th St. for \$2,000,000 to build the Fontainebleau.

BERT BACHARACH

Columnist Bert Bacharach's spritely and amusing column, "Now See Here," is widely syndicated throughout the United States and in a number of foreign lands. The author of 3 books, Bert is an outstanding authority on fashion, travel, food and drink. He claims, though, that his one real claim to fame is being the head of a family which includes his wife, Irma, a fine portrait painter, his son, Burt, one of the nations' best-known and most successful composers (Wives & Lovers; What's New, Pussycat ; Alfie; etc.) and new daughter-in-law, Angie Dickenson.

SUE ANN DOWNEY OLSEN

One of the most popular Miss USA's ever, Sue Downey married Judge Richard Olsen on April 1, 1967 and proudly calls Miami home.

In addition to being active in charity organizations, Sue has managed to pursue a successful modeling career, and can be seen in several national TV commercials.

In her "off-time" Sue makes it a point to take full advantage of the warm Florida climate to enjoy her favorite sports—tennis, swimming and fishing.

TERESA GRAVES

Teresa Graves must like crowds. After making her professional debut with the Doodletown Pipers, a platoon-sized singing group, she has now moved into the mad mob on "Rowan and Martin's Laugh-In."

Teresa spent three years with the Pipers, during which time they traveled all over the United States and Canada as well as to Puerto Rico. Her TV appearances brought her to the attention of "Laugh-In" talent scouts.

Teresa lives in Los Angeles with her mother. Her hobbies are cooking, interior decorating, dancing and writing music. More recently, she appeared with Bob Hope on his Viet Nam Christmas Tour and at the Sahara Hotel in Las Vegas with Buddy Hackett.

LEN DAWSON

The quarterback for the 1969 World Champion Kansas City Chiefs football team and the sports director for KMBC-TV 9 Kansas City, are one and the same . . . Len Dawson.

Len, who guided the Chiefs to their convincing triumph over the Minnesota Vikings in the 1970 Super Bowl, has been associated with the Kansas City based Metromedia Television station since 1966. He is host of the "Len Dawson Sports Show" which is featured twice each weeknight.

Len is married and the father of two children. He, his wife Jackie and Lenny, Jr. 11 and Lisa 15 reside year round in Kansas City, Missouri.

RICHARD J. KNIGHT
Vice President & General Manager
AVIS RENT A CAR SYSTEM, INC.

Dynamic young Vice President and General Manager of Avis Rent A Car System, Inc. Born in Marion, Ohio, Mr. Knight is a graduate of St. Mary's High School in Marion, Ohio and attended college at Capital University in Columbus, Ohio.

During World War II, he served in the 101st Airborn Division of the U.S. Army. Before being discharged in 1945, he was awarded the Purple Heart and two Presidential Citations.

Beginning his association with Avis Rent A Car in 1958 as a city manager, Mr. Knight's rise to eminence as Vice President and General Manager has been phenomenal.

He is married to the former Donna Ruth Cook of Marion, Ohio. They have two children, Gregg and Sue, and reside in Lloyds Neck, Huntington, New York.

WILHELMINA

Regarded in her industry as "one of the greatest professional models ever", Wilhelmina's beautiful face has adorned the covers of over 275 major international fashion magazines and has been on the cover of Vogue more often than anyone else.

A native of Holland, she began her career as a fashion designer and after being "discovered" as a model, soon became the number one model of Chicago, Paris, and finally New York.

In the spring of 1967 Wilhelmina decided to stop modeling and open her own model agency in New York City, which, in a few short years has become a resounding success.

Married to Bruce Cooper, a former production executive with the Johnny Carson Show, Wilhelmina thoroughly enjoys the private part of her life as wife and mother.

HY GARDNER

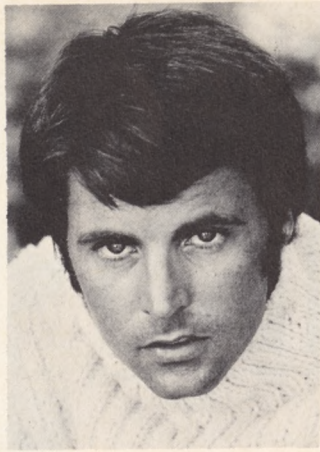
Dean of Miss USA judges, Gardner is now a permanent resident of Miami, here to create new TV programs for syndication as well as to do his own long-running TV talk show, via WCIX, Channel 6. He also files his widely syndicated columns for the N.Y. World, Journal Tribune, The Philadelphia Inquirer, Miami Herald and other coast-to-coast media. Has the largest syndicated column in the United States "Glad You Asked That".

PROGRAMME

Wednesday, May 13, 1970
MIAMI BEACH AUDITORIUM



JUNE LOCKHART
Hostess



RICK NELSON

JUNE LOCKHART — Hostess

LOVELY June Lockhart made her debut two years ago as hostess of both the Miss USA and Miss Universe Beauty Pageants.

The Miss USA of 1970 will be selected on a 90-minute CBS telecast in color Saturday, May 16. The crowning of Miss Universe also will be a 90-minute CBS colorcast, Saturday, July 11. Both are live, 10 to 11:30 P.M. EDT, from the stage of the Miami Beach Auditorium.

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

The actress starred with Guy Williams on CBS-TV's "Lost In Space." For many years she was the mother of the master of TV's "Lassie" John Lindsay, and now you can see her on "Petticoat Junction."

"The best part of hosting the pageants," June says, "is that I get a chance to be myself, not an echo of a scriptwriter's lines."

She comes from a noted theatrical family. Her grandfather, John Coates Lockhart, and her mother, Kathleen, were distinguished actors of stage and screen.

RICK NELSON

THE story of Rick Nelson, an outstanding acting and singing star, is that of a performer who began his career as a boy, and at 29 can look back on 21 spectacularly successful years in show business.

Rick made his bow at age 8 by portraying himself in the radio version of his parents' long-running (22 years) family comedy series, "The Adventures of Ozzie and Harriet."

At 16, Rick branched out on his own as a singer, and zoomed into orbit as a world-wide teenage idol. His acceptance as a recording artist was instantaneous. A volley of hits followed, including nine "gold records," and numerous albums.

At the same time the handsome youngster became a personal appearance star of magnetic drawing power, shattering gate records not only in this country, but abroad as well.

Rick stands 6'1". His once-blond hair is dark, and that impish grin has become a devastating smile. This, coupled with a simmering quality that explodes into contagious excitement when he sings, has caused fluttering of feminine hearts around the world.

Among Rick's many awards is one by the nation's motion picture theater exhibitors who voted him the No. 1 male actor in their "Top Ten Stars of Tomorrow" poll for his performance in "Rio Bravo" with John Wayne.

Rick married the former Kristin (Kris) Harmon, in April, 1963. The young Nelsons are parents of a daughter, Tracy Kristin, and twin boys Matthew and Gunnar, born in 1967 and make their home in the Hollywood Hills.

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

BOB BARKER Master of Ceremonies
MISS U.S.A. 1967 Cheryl Patton Allen
MISS U.S.A. 1969 Wendy Dascomb
OPENING PRODUCTION .. Miss U.S.A. Beauty Delegates
"You're A Grand Old Flag" &
"Yankee Doodle Dandy"

PARADE OF STATES Miss U.S.A. Beauty Delegates
in State Costumes
MISS HOSPITALITY Lynda Lockman
JUNE LOCKHART CBS Television Hostess
INTRODUCTION OF JUDGES .. Costume Award Judges
and Miss U.S.A. Award Judges

SPECIALTY ACT PRESENTATION .. Tanya and Biagi
SALON OF AMERICAN BEAUTY Miss U.S.A.
Beauty Delegates — Individual & Group
Judging in Evening Gowns
AWARD TO "Miss Pixable" Trophy to be presented by
John Foster, President;
Miami Press Photographers Association

RICK NELSON and MISS U.S.A.
BEAUTY DELEGATES Musical Production
(Intermission)
REPRISE OF OVERTURE Miss U.S.A. Orchestra
and Chorale, Bernard Green, Conducting

MISS UNIVERSE 1969 Gloria Diaz
AWARD TO "Miss Best State Costume"
BEACH BEAUTIES Miss U.S.A. Beauty Delegates
Individual and Group Judging
in Official Catalina Swimsuits

ENTERTAINMENT Rick Nelson
COMEDY DIVERTISSEMENT Pat Henning
SELECTION OF TEN BEST IN SWIMSUITS

FINALE — Special lyrics to
"You're A Grand Old Flag" and "Yankee Doodle Girl"
by George M. Cohan used by permission of George M.
Cohan Music Publishing Co., Inc. an affiliate of the
Edward B. Marks Music Corp.

PROGRAMME

Miss U.S.A. Finals
 MIAMI BEACH AUDITORIUM
 Saturday, May 16th 1970
 Pre-Telecast 9:30 P.M.



BOB BARKER
Master of Ceremonies



BERNARD GREEN
Musical Director

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

BOB BARKER Master of Ceremonies
 CBS-Color Telecast
 10:00 PM

OPENING Miss U.S.A. Beauty Delegates with
 Orchestra and Chorale
 Bernard Green, Conducting

BOB BARKER Master of Ceremonies
 JUNE LOCKHART Hostess
 MISS U.S.A. 1969 Wendy Dascomb
 PARADE OF STATES Miss U.S.A. Beauty Delegates
 In State Costumes

ANNOUNCEMENT 15 Semi-Finalists
 DIVERTISSEMENT Rick Nelson
 INTRODUCTION OF JUDGES Miss U.S.A. Panel
 BEACH BEAUTIES Miss U.S.A. Semi-Finalists
 Individual and Group Judging
 in Official CATALINA Swimsuits

AWARD TO MISS AMITY Presented by Rick Nelson
 INTRODUCTION OF PAST U.S.A. WINNERS
 MISS U.S.A. 1969 Wendy Dascomb
 MUSICAL PRODUCTION Miss U.S.A. Beauty Delegates
 "Spinning Wheel"

SALON OF AMERICAN BEAUTY Miss U.S.A.
 Semi-Finalists Judging in Evening Gowns
 RICK NELSON Production Song with Miss U.S.A.
 Semi-Finalists.

ANNOUNCEMENT OF FIVE FINALISTS
 MISS U.S.A. 1969 Wendy Dascomb
 INTRODUCTION OF FOURTH, THIRD,
 & SECOND RUNNERS-UP
 SELECTION AND CROWNING OF
 "Miss U.S.A. 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 is master of ceremonies for the Miss USA Beauty Pageant to be televised in color on CBS-TV, Saturday May 16 (10-11:30 p.m., EDT).

He is continuing with Truth or Consequences in syndication and for the first time, via David Wolper Syndication, the show is in prime time in all major markets.

Barker, who emceed last year's Miss USA and Miss Universe Pageants, remarked: "I expected the girls to behave like prima donnas. To be sure they were tense, but they were most cooperative and charming and did as much as the technical crew to make the show professional."

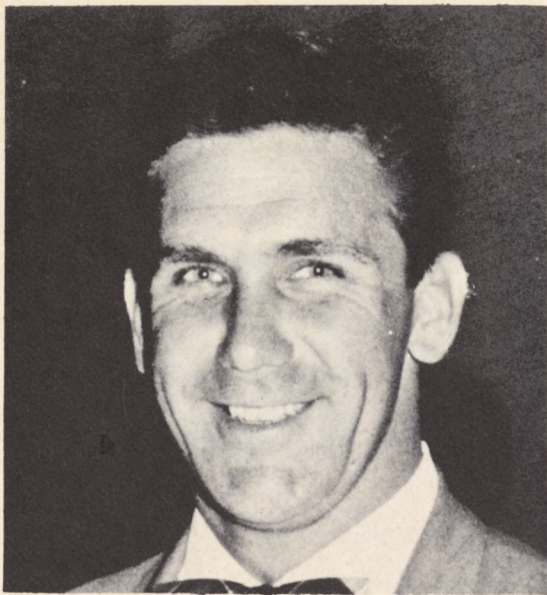
"I was surprised at how much depth they have—either in college or going to college, or were graduated. They weren't just pretty, they were also intelligent and all of them were fine representatives of their respective states.

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.

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

COMMUNITY RELATIONS

Hank Goldberg,
Chairman

JUDGES HOSTING

Jim Duncan,
Chairman

BALLOTING COMMITTEE

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

PARADE

Steve Martin,
Chairman
Jim Barney

COMMUNITY LIAISON

Al Wolfe,
Chairman

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
Advisor
Sylvia Friedman, *Advisor*
Susan Remo, *Advisor*

HOSTESSES

Jean Burns
Diane Delmar
Libby Eisen
Tommie Griswald
Therese Kargl
Sue Klimkowski
Jeannette Massari
Grace Pericello
Miki Pollack
Edythe Rosenthal
Margie Westman
Dinorah Zicree

HOSTESS AIDES

Git Berick
Ann Friedman
Ernestine Klein

"Additional Hostesses may be appointed but names are not available at this printing."

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



PAST MISS U.S.



1965

SUE DOWNEY
of Ohio

Crowned before an estimated audience of more than 55 million television viewers, Sue Downey has proved to be one of the most popular choices in the history of the Miss U.S.A. Pageant. She married Judge Dick Olsen and now lives in Miami and will be a Judge at the 1970 Pageant.



1961

SHARON BROWN
of Louisiana

was the second Miss U.S.A. to come from the State of Louisiana. While traveling as Miss U.S.A. she met Joseph Hugh Scales, III, and became his wife shortly after completing her reign. Now the mother of two children, a daughter, Kellie and a son, Joseph C., Sharon has settled down to community living in Jacksonville, Florida.



1957

CHARLOTTE SHEFFIELD
of Utah

Following her year as Miss U.S.A., Charlotte starred in summer stock, taught grammar and speech in her hometown of Salt Lake City and gained the "title" of Mrs. M. Richard Maxfield. Though she leads an active and full life as housewife and mother of two sons, Charlotte has found time to write a book about her experience as Miss U.S.A.



1968

DOROTHY ANSTETT
of Washington

Radiant Dorothy Anstett combines rare beauty with a wholesome charm which won the hearts of millions during the nationally televised Miss U.S.A. 1968 Beauty Pageant and saw the State of Washington girl chosen as the nation's most beautiful girl. Didi will return this year as welcome guest at the Pageant.



1960

LINDA BEMENT
of Utah

Within two short months, Linda Bement went from Miss Utah—to Miss U.S.A.—to Miss Universe and has been on the go ever since. She has traveled throughout the world with her husband, the renowned jockey, Manuel Ycaza and their children. When they're not traveling, they call Great Neck, Long Island, New York home.



1956

CAROL MORRIS
of Iowa

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 the dream she had hoped for from girlhood—combining a successful career and maintaining a happy marriage and home for her family. Her selection led to a five-year contract with Universal-International Studios and stardom in television dramas.



1963

MARITE OZERS
of Illinois

was a long way from Riga, Latvia when she was crowned Miss U.S.A. 7 years ago. She and her family of nine migrated to the U.S. to escape oppression in their country. Marite is an excellent swimmer, tennis player, folk dancer and a seasoned sailing enthusiast. Following her year as Miss U.S.A., she enrolled at Monticello College in Alton, Illinois where she was awarded a scholarship. She is continuing her studies in drama, music and languages.



1969

WENDY DASCO
of Virginia

"To be myself!" is the described by pretty Wendy U.S.A. 1969. Wendy is the daughter of Dr. Harry E. and Mrs. D. Orleans, Louisiana. Wendy is a tall girl, star doesn't worry at all about tributed weight of 124 pounds. Following her years reign, Wendy intends to complete her education and hopes to spend Europe studying art and drama.



1966

MARIA JUDITH REMICK
of California

After Maria turned over her scepter to the 1967 Miss U.S.A., she returned to her studies of nursing at Columbia University. She has thick reddish brown hair and a Gabor accent, and was just arrived in the United States. She was a choice for TV commercials and has been a familiar figure to many. She will be a welcome guest at the Pageant.



1955

CARLENE KING JOHNSON
of Vermont

gave up all the glamour and excitement commensurate with being Queen of this country's most elaborate and well-known beauty pageant for "the most glamorous event in my life"—marrying Larry Drake on a beautiful Christmas morning in Vermont.

MISS U.S.A. QUEENS



1969
WENDY DASCOMB
of Virginia

"To be myself!" is the life ambition described by pretty Wendy Dascomb, Miss U.S.A. 1969. Wendy is the daughter of Dr. Harry E. and Mrs. Dascomb of New Orleans, Louisiana.

Wendy is a tall girl, standing 5'8" and doesn't worry at all about her well-distributed weight of 124 pounds. She measures 35-24-35.

Following her years reign as Miss U.S.A., Wendy intends to complete her education and hopes to spend some time in Europe studying art and drama.



1962
MACEL WILSON
of Hawaii

brought great pride to the 50th State—Hawaii, when she was selected as Miss U.S.A. After her exciting and rewarding year as Queen, Macel enrolled in Miami-Dade Junior College. She is now working in New York City as a fashion and photography model.



1954
MIRIAM STEVENSON
of South Carolina

was the first Miss U.S.A. to wear the crown of Miss Universe. As Mrs. Donald Miles Upton of Columbia, South Carolina, she now spends her time actively engaged in community work and occasional appearance on television. Her most important duties now are as a housewife and mother.



1967
CHERYL ANN PATTON
of Miami

Cheryl Ann Patton is a blue-eyed typical American girl. A great sports enthusiast, she helped finance her education as a model and occasional actress. She enjoys tennis, water skiing, dancing and baseball. When she relinquished her crown, she appeared with Sandler and Young in San Juan, Puerto Rico for Industrial shows (Remington). Married Nov. 16, 1968 to Robert T. Allen, she has successfully combined a career with her role as housewife and mother.



1959
TERRY LYNN HUNTINGTON

was "one of 5,000 California Beauties" participating in her state's elimination for the 1959 Pageant. This languid beauty, whose favorite sports are swimming and skiing, has become an outstanding television performer. She has appeared on many network TV shows, the most outstanding as a featured performer in the Perry Mason series.



1953
MYRNA HANSEN
of Illinois

is one of the prettiest gals to emanate from Illinois. Representing that state in the 1953 pageant, she took the top honors and went on to a career in motion pictures. Miss Hansen is one of the busiest gals in the film capitol today. In private life Myrna is the mother of two very active sons.



1964
BOBBI JOHNSON

of the District of Columbia
Bobbi Johnson, Miss U.S.A. 1964 not only traveled throughout the United States but circled the globe during her reign as Miss U.S.A. She now travels in different circles—as Mrs. Ken Kaufman, housewife. She's the mother of a little boy named Scott. She will of course, attend the 1970 Pageant.



1958
ARLENE HOWELL
of Louisiana

Bossier City, Louisiana still boasts of Arlene Howell, who was a successful professional photographer's model when she was selected Miss U.S.A. in 1958. With the advent of her Queen's crown, Arlene gave up modeling and accepted a contract from Warner Bros. Studio. Her face is familiar to millions of TV viewers who watch "Maverick" and "77 Sunset Strip." She has also co-starred in Warner's television series, "Bourbon Street Beat."



1952
JACKIE LOUGHERY
of New York

was the first winner of the title of Miss U.S.A. In 1952 the lovely readhead from Brooklyn won the crown and traveled throughout the United States representing the Pageant. When her reign was completed she moved to Hollywood, California and became a popular star in motion pictures. More recently she has been concentrating her talents on television.

A W A R D S

MISS U.S.A. 1970

\$5000. Cash Award
\$5000. Personal Appearance Contract
Miss USA Trophy
\$5000. Schiaparelli Mink Coat
Wardrobe for personal appearances
Foundation wardrobe — *Perma Lift*
6 piece Wig wardrobe — *Madame DuBarry 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*
Trip to Expo '70 — Tokyo and Osaka, Japan
14K Gold engraved USA Charm, Village Corner
Miscellaneous Gifts
1 Year's Supply Hazel Bishop Cosmetics

FIRST RUNNER-UP

\$1000. U.S. Savings Bond
First Runner-Up Trophy
Peignoir set — *Kayser-Roth Lingerie Company*
Foundation garments — *Perma Lift*
1 piece Luggage — *Crescent Luggage Corporation*
1 Wig fall — *Madame DuBarry Wigs*
(subsidiary of Imex Corp.)

SECOND RUNNER-UP

\$500. U.S. Saving Bond
Second Runner-up Trophy
Peignoir set — *Kayser-Roth Lingerie Company*
Foundation garments — *Perma Lift*
1 piece Luggage — *Crescent Luggage Corporation*
1 Wig fall — *Madame DuBarry Wigs*
(subsidiary of Imex Corp.)

THIRD RUNNER-UP

\$300. U.S. Savings Bond
Third Runner-Up Trophy
Peignoir set — *Kayser-Roth Lingerie Company*
1 piece Luggage — *Crescent Luggage Corporation*
1 Wig fall — *Madame DuBarry Wigs*
(subsidiary of Imex Corp.)

FOURTH RUNNER-UP

\$200. U.S. Savings Bond
Fourth Runner-Up Trophy
Peignoir set — *Kayser-Roth Lingerie Company*
Foundation garments — *Perma Lift*
1 piece Luggage — *Crescent Luggage Corporation*
1 Wig fall — *Madame DuBarry Wigs*
(subsidiary of Imex Corp.)

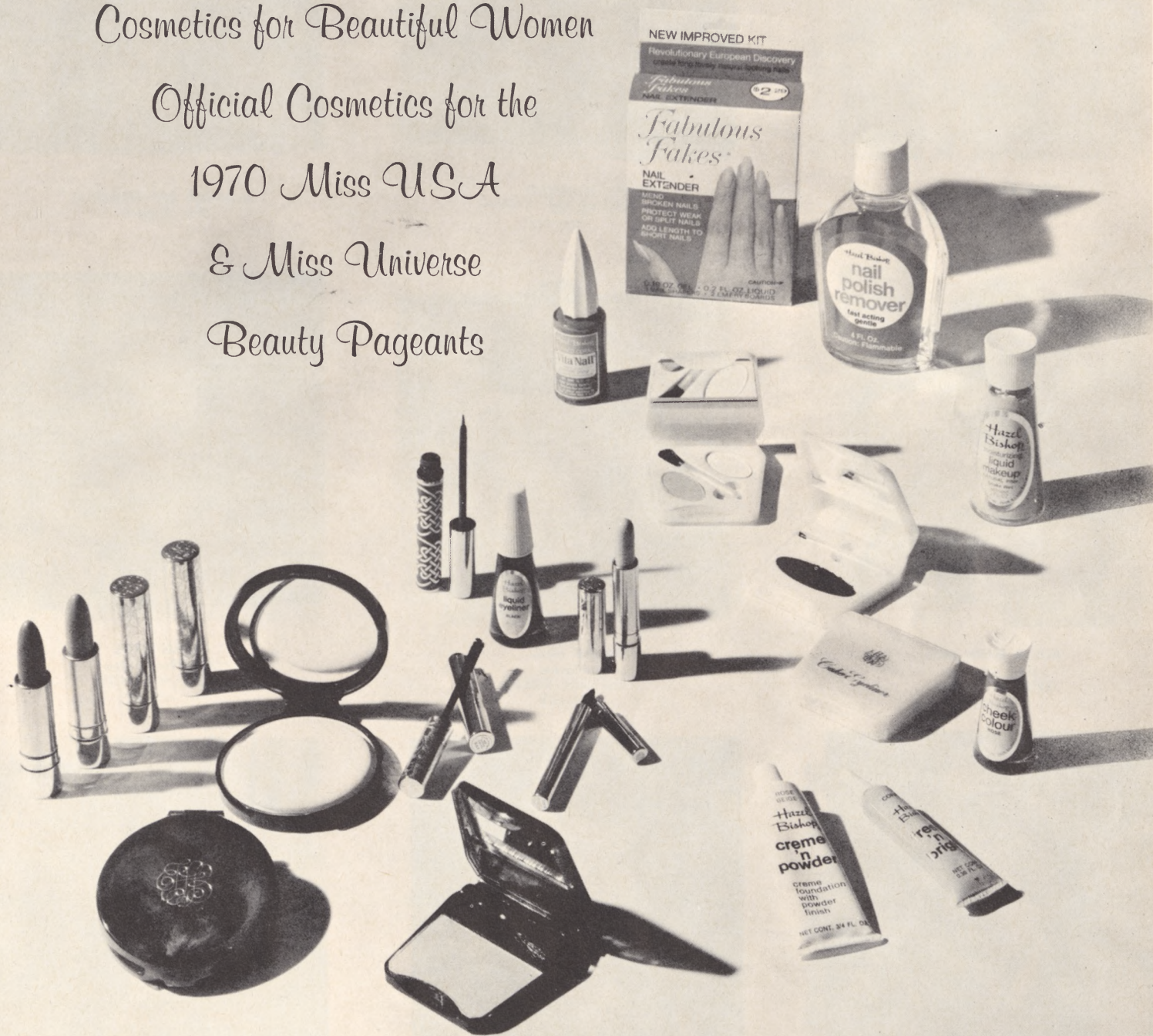
SEMI-FINALIST

Ten remaining semi-finalists receive:
\$100. U.S. Savings Bond
Foundation garments — *Perma Lift*

AWARDS TO ALL CONTESTANTS

\$50. U.S. Savings Bond
(excluding 15 semi-finalists)
Official Catalina swimsuit — *Catalina Inc.*
White Evening Gloves — *Kayser-Roth*
Glove Company
Mercury slippers
1 pair Panty-hose — *Kayser-Roth Hosiery Company*
Blouse — *Jayson Classics*
1 pair eyelashes — *Madame Du-Barry Wigs*
(subsidiary of Imex Corp.)
Hazel Bishop Cosmetics
"For each contestant a Procter & Gamble product kit."

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





MISS U.S.A.



THERESA PHILLIPS
Miss New Mexico



CHERYL JOHNSON
Miss Florida



LAURA RAE SMITH
Miss Oregon



ALICIA ELLEN LEIN
Miss Arizona



LINDA LEE HALL
Miss California



SUSAN HYDE
Miss Washington



MARGARET McALEER
Miss Maine



CYNTHIA FINLEY
Miss South Dakota



JANE HARRISON
Miss Ohio 1970

CONTESTANTS



JAQUELINE LEE JOCHIMS
Iowa



DONNA MARIE FORD
Tennessee



SHARON ALBERTI
West Virginia



SHERI SCHRUHL
Nevada



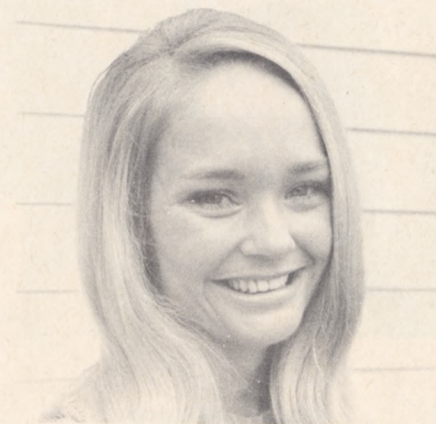
DEBBIE SHELTON
Virginia



CHERIE STEPHENS
Georgia



NIKKI PHILLIPS
Washington D.C.



DIANE SWENDEMAN
Texas

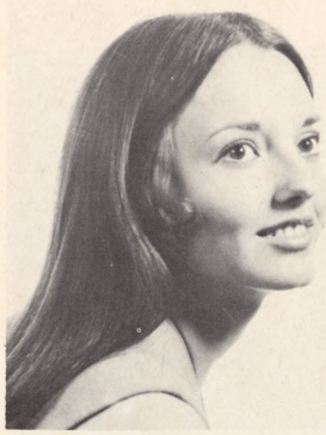


GRACE ERIKSSON
New Hampshire

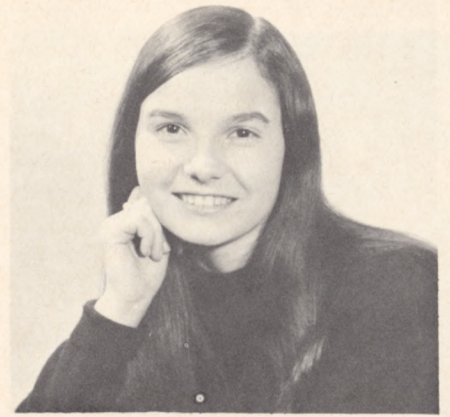
MISS USA CONTESTANTS (Cont'd)



VICKIE CHESSE
South Carolina



ELIZABETH ANN SWARTHOUT
Wyoming



CAROL CERULLY
Pennsylvania



EVELYN WALKUP
Oklahoma



KATHY CRAVENS
Idaho



TAMINA ROARK
Utah



DONNA HARTLEY
Hawaii



REBECCA GALLES
Rhode Island



BONNIE McELVEEN
Nebraska

PRESS LIAISON

MISS U.S.A. BEAUTY PAGEANT

MISS UNIVERSE BEAUTY PAGEANT



HAROLD GARDNER
Coordinator of
Press Information



HAL COHEN
Publicity Director
M.B. Publicity Dept.



HOWARD B. BERGER
Director
Miami-Metro
News Bureau



TED PRESS
Photo Editor
Miami Beach Sun



S. W. MATTHEWS
Miami Beach
Publicity Dept.



DON DUFFY
Chairman, Executive
Photo Committee



LEE EVANS
Assistant Director
Dept. of Publicity
& Tourism



CHRIS HANSEN
Miami Beach
Publicity Dept.



GEORGE HAMILTON
Miami Beach
Publicity Dept.



MIKE SERLICK
Chief Photographer
Miami-Metro
News Bureau



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.

PROOF 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 spectaculars 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 "newsgettors" 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
President
Schiaparelli Furs

ALEX FAVERMAN
President
Hazel Bishop Products

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



CHUCK KRAMER
Managing Director
Shelborne Hotel



LAWRENCE J. ABERMAN
Executive Director
Carriage House



JERRY GIVNER
General Manager
Algiers Hotel



GENE ROSIERE, JR.
Vice President
Imex Corporation



ROBERT CRUZ
Vice President
Dir. of Sales
Monte Carlo Hotel



I. ORTEGA
South East Regional
Vice President
Avis Rent A Car System.

THE "IN" PLACE OF MIAMI BEACH

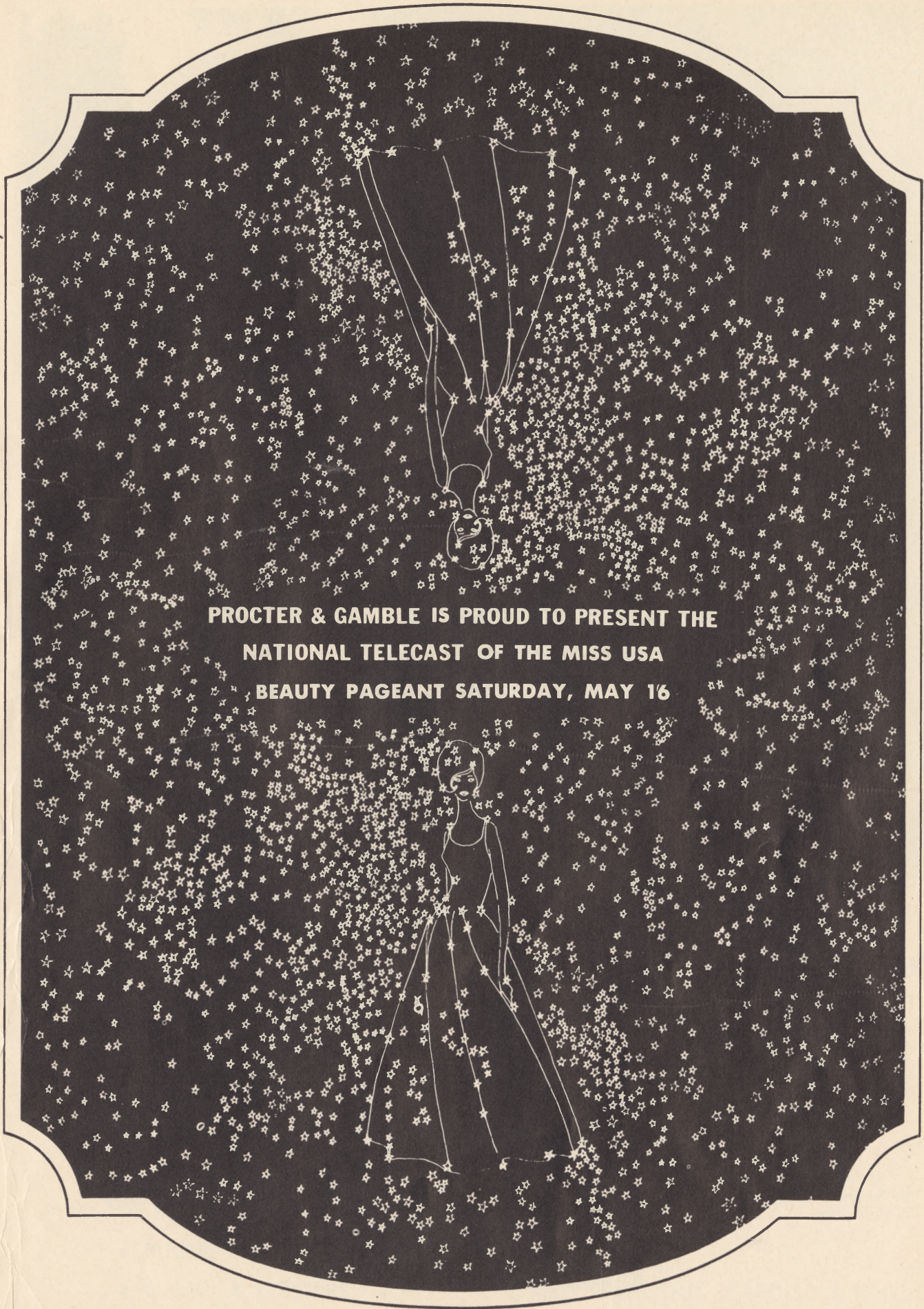
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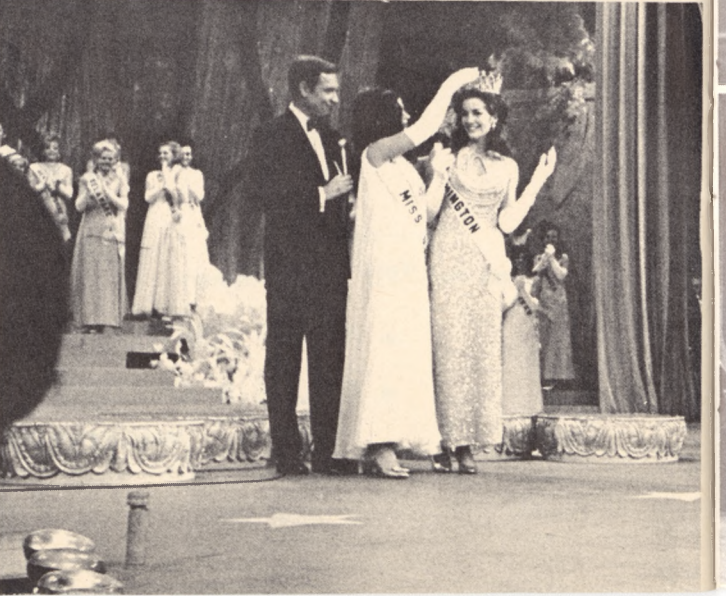
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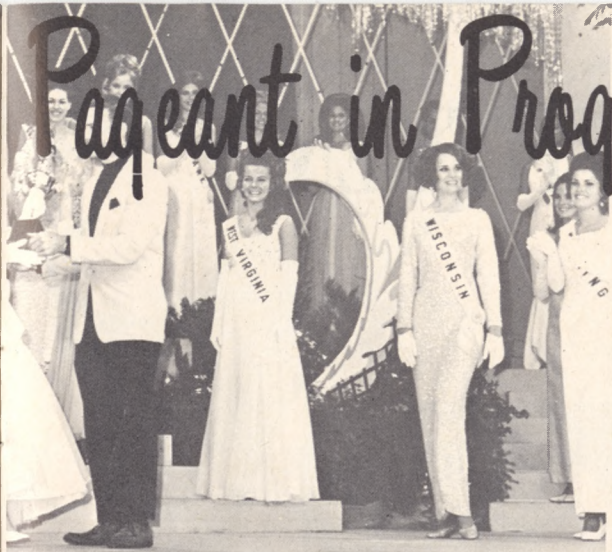
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MISS USA CONTESTANTS (Cont'd)



PATRICIA ANN MATTHEWS
Connecticut



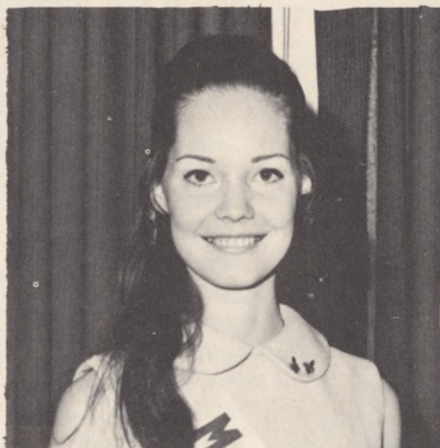
MARY ANN McBRIDE
Indiana



BECKIE PRICE
Maryland



CHERYL STANKIEWICZ
Massachusetts



DAUNE MARIE BERGEN
Michigan



SUSAN LADNER
Mississippi

SOUVENIR PROGRAMMES
Published by
Miss Universe Publications
939 Arthur Godfrey Road — Miami Beach, Florida

Harold Gardner — Publisher	Bonnie Hullman — Treasurer
Lois Pesin — Editor	Sam Beneckson — Consultant

Printed by — Vartan Litho — Miami, Fla.



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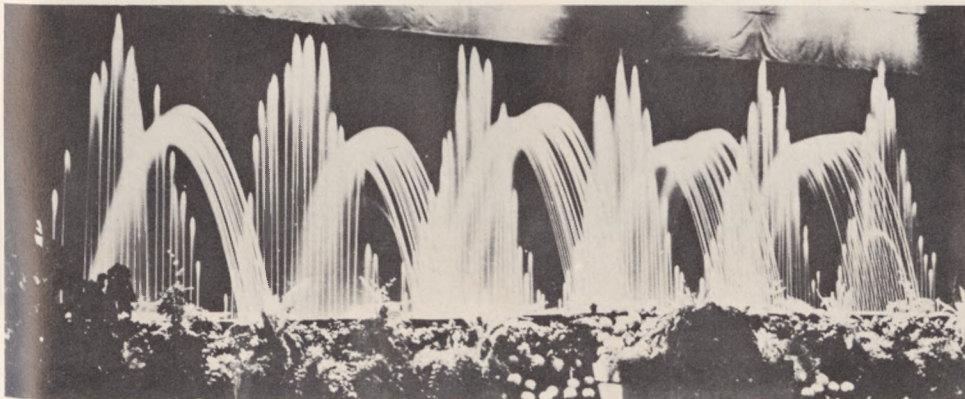
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THANK YOU

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.

City of Miami
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Chief of Police Rocky Pomerance &
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CYNTHIA FINLEY
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JoANN SOLLER
Wisconsin



THERESE PRESS
Alaska



ELLEN CREAM
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SALLY STRICKLAND
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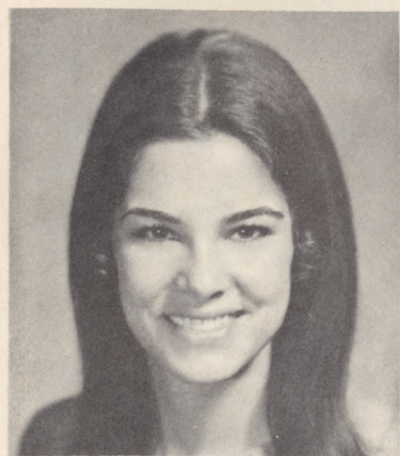


KATHY BRYANT
Alabama



JOANNA SMITH
Kentucky

MISS USA CONTESTANTS (Cont'd)



NORMA DECKER
Kansas



MARILYN O'NEILL
Delaware



CHRISTINA TEFFT
New York



MARY JANE DIAL
Arkansas



LINDA HICKLIN
Colorado



CAROL PEPOON
Illinois



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EXECUTIVE COMMITTEE HARD AT WORK — Actively preparing for the Miss USA 1970 Pageant are: Photo 1. Lee Bradbury, Operations Manager of Miss Universe; Mitch Potter, Executive Director of Civic Committee; and Lynda Lockman, Miss Hospitality. Photo 2. Left to right Marge Mandel, Chairman of Messages and Gift Department; Sylvia Friedman, Chairman of Credentials Committee; Ingrid Fine, Chairman of Greater Miami Woman's Organizations; and Lynda Lockman, Miss Hospitality; Mr. Machael Beckman, substituting for his wife, Therese, who is a member of the Board of Governors.

Photo 3. Janet Kish, Member of Security Committee; Elsie Lawrence, Chairman of Security Committee; Marie Hickman, Executive Secretary for Miss Universe; Jo Housenga, Chairman of the Executive Hostess Committee; Lynda Lockman, Miss Hospitality.

Photo 4. Mr. Ed Adbella, Member of Board of Governors of Executive Civic Committee; Lynda Lockman, Miss Hospitality.



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Wendy Wended Way Across Nation-A Cavalcade of Youth



WENDY DASCOMB, Miss U.S.A. 1969, has had a busy and exciting year of travel to all of the states in our wonderful country. Symbolizing the youth of this new decade, she appeared in cities from coast to coast, meeting and greeting thousands of citizens, telling of her experiences and her hope for the future generations.

She has been an excellent emissary for the Pageant and for our nation and after relinquishing her title to a new queen, she plans to return to college and complete her education, then go out into the world and work to further the cause of peace and freedom for all mankind.

We wish you the best of luck Wendy, and hope that you will come back to the Pageant often to visit with the many hopeful young ladies who will be looking to you and all of our former Miss U.S.A.'s for inspiration and guidance.





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Miss USA 1969

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