

# 會商總華中省羅

## Chinese Chamber of Commerce

OF LOS ANGELES

425 GINLING WAY

LOS ANGELES, CALIFORNIA 90012

(213) 628-1828

### "GUNG HAY FAT CHOY" THE YEAR OF THE VALIANT TIGER-4672

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The thunder of 150,000 firecrackers will start the Chinese New Year GOLDEN DRAGON PARADE at 8:00 p.m. on Friday, January 25, 1974 in Los Angeles Chinatown. As the year of the Valiant Tiger-4672 unfolds, the Chinese community welcomes the public to a full weekend of continuous activities from January 25 through 27, as well as to the pre New-Year festivities beginning January 12th.

The Honorable Councilman Gilbert W. Lindsay leads the parade as Grand Marshal, followed by one of Chinese ancestry, Assembly-woman March Fong as Honorary Marshal. Celebrities and officials, floats and characters, musical and marching units, clowns and beauties, young and old--all will be part of the parade.

Pre-New Year events include a cultural program, a baby show, the Beauty Pageant, a fashion show, and several exhibits and displays. The BIG WEEKEND will feature the 3-day carnival and outdoor stage shows at the three Plazas--Center, Chinatown West, and Mandarin, as well as art shows, cooking and martial arts demonstrations, Chinese chess, ping-pong and other sports tournaments, a noodle eating contest, and much much more. Chinese New Year is the biggest celebration of the Chinese community--it is their Christmas, New Years, and birthday all lumped into one big holiday. This is their happiest and most joyous day of the year.

As Occidentals make New Year's resolutions, traditional Chinese families pay all debts and sweep out the dusts of Year 4671. Their homes are shiny as scrolls of thanks, good luck, and prosperity are hung on the front doors to welcome Lunar Year-4672. The almond eyed children are decked in their finest and each maintains his best manners as the elders present them with the good luck "lee-see" (money wrapped in red paper).

The Tiger symbol, third character of the Eastern zodiac, reigns in the Cathayan World as the king of terrestrial animals. People born in the years 1902, 1914, 1926, 1938, 1958 and 1962 are fortunate to carry his strong will and courage and is well respected by his friends. This is a good year to consider an addition to ones family--a sure and true leader to guide his fellow men.

Come to the Chinese New Year celebration--whether it's a repeat performance or a totally new experience. The Chinese Chamber of Commerce promises something old, and something new for every one. A weekend to remember-January 25, 26, 27. For information call-Bea Jue, 222-4716 or 221-0447.



CALENDAR OF EVENTS FOR

THE CHINESE NEW YEAR CELEBRATION, THE YEAR OF THE VALIANT TIGER-4672

Jan. 12, Saturday

CHINESE NEW YEAR  
IN THE PROVINCES

Embassy Aud. 7:30 P.M.  
843 So. Grand  
Donation \$1.00

Evans Cambria Community Adult School presents a new event. Students, many which are professional entertainers from Hong Kong, will perform songs and dances from Chinese history and mythology. Information call: Mr. Walter Gushman 626-7151. Tickets at the door.

Jan. 19, Saturday

BABY SHOW

Chung Wah Chinese Sch.  
816 N. Yale 10:30 A.M.  
Free Admission

The L.A. Chinese Women's Club, Jrs. will present their baby contest. Open to children 1-6 years old. Entries must be in by Jan. 12. There is an entry fee. For applications write to Baby Show, 2945 Finch St. L.A. 90039 or phone 666-2078 after 6 P.M.

Jan. 19, Saturday

BEAUTY PAGEANT/  
CORONATION DANCE

L.A. Hilton 7:30 P.M.  
930 Wilshire Blvd.  
Donation: \$5.00

The Chinese Chamber of Commerce and the Young Chinese Assoc. are presenting the event that selects the 1974 Misses L.A. Chinatown, Chinese New Year, Teenage Chinatown and Miss Firecracker. Coronation ceremony follows selection. Two versatile groups will provide music for dancing. For an exciting and entertaining evening write to 425 Gin Ling Way L.A. 90012 or phone: 222-4716 after 4 P.M. Tickets at the door.

Jan. 20, Sunday

FASHION SHOW/LUNCHEON

Hollywood Palladium  
11:30 A.M.  
6215 Sunset Blvd.  
Donation: \$12.00

The L.A. Chinese Drum & Bugle Corps presents "Oriental Expressions" featuring fashions by Asian designers. Coordinator is Lois Rose. Personality Mario Machado will MC. Infor. call: 663-7010, 875-2399, (714) 842-4978, 295-0616. Reser. write to : 3751 Potomac Ave. L.A. 90016 or phone: 295-0616.

Jan. 23, Wednesday

CHINESE NEW YEAR'S DAY FIRECRACKERS EVERYNIGHT 7:00

Jan. 23, 24, 25

ART OF MINIATURE TREES

Cathay Bank  
777 N. Broadway  
Wed, thur 10-3 P.M.  
Fri 10-6 P.M.  
Free Admission

The L.A. Chinatown Bonsai Society presents an exhibit of miniature trees belonging to the students of the Castelar evening adult class. The highlight of the exhibit will be the instructor's, Master Ben T. Susuki, personal collection. The art of miniature trees originated in China and was perfected by the Japanese. Mr. Susuki will be demonstrating at 1 P.M. each day. For information call: 628-2496 after 7 P.M.

Jan. 25, Friday

GOLDEN DRAGON PARADE

8:00 P.M.  
Chinatown

The Honorable Gilbert W. Lindsay leads the parade Grand Marshal, followed by one of Chinese ancestry Assemblywoman March Fong. Personalities of movie and TV fame will be participating. The Year of the Valiant Tiger will usher in a uniquely Chinese parade.

Jan. 25, 26, 27

Fri, Sat, Sun.

CARNIVAL

Hill & College Sts.

Neon ferris wheel, thrilling rides, fun games and skill games for all ages. Chinese specialties such as chow mein, chashu bow will please everyone. The L.A. Chinese Drum & Bugle Corps will be manning the game and food booths. Proceeds go to maintaining the musical and marching youth organization.



Jan. 21-25 Mon-Fri  
CH. CULTURAL DISPLAY  
Bank of America  
850 N. Broadway  
M-Th 10-3; F 10-6 P.M.

A replica collection of priceless ancient art objects displayed at the National Palace Museum, Taipei, Taiwan. Included are bronzeware, porcelain, carvings and chinaware. For information call Mrs. Ruby Ho: 389-1215 10-5 p.m.

Jan. 26, Saturday  
SPORTS TOURNAMENT  
Alpine Center All Day  
817 N. Yale St.  
Free Admission

Central City Optimist Club is presenting their Chinese New Year Tournament finals in ping-pong and basketball. Everyone is invited to watch the champs. Hot dogs and soft drinks will be available. For information phone: 620-9286.

Jan. 26, Saturday  
CHINESE COOKING  
Center Plaza  
4:00 P.M.  
5:00 P.M.

The art of Chinese cuisine will be demonstrated by experts. Mrs. Bernice Sam will be featured for the L.A. Chinese Women's Club. Their famous cookbook will be available. Orange County Chinese Club will feature Steven Chen, master of the art of Chinese cooking. The chefs will be using a specially made "wok" unit by Kefco Incorporated.

Jan. 26, Saturday  
CHOW MEIN NOODLE  
EATING CONTEST  
Center Plaza  
1:00 P.M.

For fun and laughs see chopsticks in action with slippery Chinese noodles. Contest in two age categories: 1:00 P.M. 5-12 year olds, 2:00 P.M. 13-18 year olds. Chopsticks required. Trophies will be awarded. There will also be lion dancing lessons for the 5-12 year olds.

Jan. 26,27 Sat,Sun.  
CHINESE CHESS  
TOURNAMENT  
727 N. Broadway St.  
9:30 A.M.

The Young Chinese Association will conduct the tournament.. It will be opened to all ages. Entry fee is \$1:00. Interested spectators are invited to watch. Write to: Chess Tournament, 2312 Thelma Av. L.A. 90032, or call 225-2012 after 6 P.M.

Jan. 26,27 Sat,Sun.  
ART SHOW  
East-West Savings  
935 N. Broadway  
Sat 10-10;Sun 12-8

Amateur artists of all ages are welcomed to submit entries to the L.A. Chinese Women's Club, Jrs. show. There will be a nominal entry fee. Entries are to be submitted to East-West Savings on Jan. 18, 10-9 p.m. Jan. 19, 10-4 p.m. Miss Woo Tom, 380-3600 9-5 p.m.

Jan. 25,26,27  
Fri, Sat, Sun.  
OUTDOOR STAGE SHOW  
Center Plaza  
Fri: 9:30 St-S: 6 P.M.  
Chinatown West  
Sat: Sun:  
Mandarin Plaza  
Sat,Sun: 2:00 P.M.

Each plaza will provide variety shows. There will be demonstrations in Karate, Judo, Kung-Fu and Tai Chi Chuan. Musical and dancing groups of international origin, cooking demonstrations and other exhibitions will provide festive entertainment. Appearance of Beauty Pageant contestants will be made on each stage. A special feature will be presented by Mandarin Plaza: "Paint the Tiger". It will be a creative art contest for children 5-10 year olds. Material will be provided. Trophies will be awarded. Call: 626-1352.

Jan. 27 Sunday  
MAH-JONG TOURNAMENT/  
DEEM SUM LUNCHEON  
415 Bamboo Lane  
11:30 A.M.

The fascinating and favorite game of the Chinese will be held for any level of players. Winner will be determined by elimination. Entry fee of \$3.00 includes lunch. Trophies will be awarded. Sixteen people are needed to recruit 3 others to make a table. The recruiter brings a Mah-Jong set-his entry fee is waived.