

# LA SEÑORITA 1980

SCHOLARSHIP BEAUTY PAGEANT



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November 22, 1980



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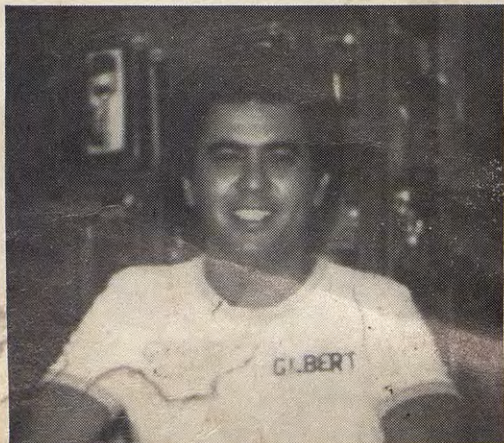


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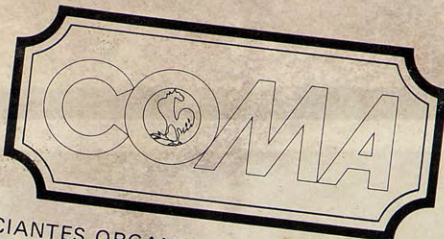
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COMERCIANTES ORGANIZADOS MEXICO AMERICANOS

November 22, 1980

WELCOME TO THE 1980 LA SENORITA SCHOLARSHIP BEAUTY PAGEANT

COMA is proud to present the third annual La Senorita Scholarship Beauty Pageant. We have worked very industriously to bring you a presentation that will be a credit to our community.

Our lovely Senorita Pageant contestants have devoted many hours in preparation for this event. We congratulate them for their efforts and dedication. The pageant committee hopes this will be an enriching experience they will cherish the rest of their lives and that it will serve as a foundation to guide them toward reaching their respective goals in life.

We deeply appreciate the contestant's parents and the community for their support in this very special endeavor.

A special thanks to our reigning Senorita, Naomi Cantu for being an outstanding representative of the Mexican American community.

The Senorita Pageant Committee thanks you for your attendance tonight and your continued support of the COMA activities.

Sincerely,

*Gloria Reyes*  
Gloria Reyes  
Chairman, Senorita Pageant Committee

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*and*

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## ***¡Jesusita en Chihuahua!***

The legend of Jesusita en Chihuahua as celebrated in song lends the theme to the contestants' opening chorus number. It also provides the theme for the girls' dress during their appearances together throughout the pageant season, which began August the ninth. This theme gave the girls' a unity of dress which still provided room for individuality, a common, distinctive style capable of variations to suit the individual personality.

Besides the pageant proper the girls went through a three phase preparatory program. The first phase was a managerial skills seminar conducted by Gloria Reyes, manager of business services at Southwestern Bell Telephone. Miss Reyes stressed organizational techniques. The ability to get things done, Miss Reyes feels, is the most basic element in making a winning presentation. The idea of attractiveness in a young lady comprises many facets of personality and talent as well as physical beauty.

Modeling skills, the second phase of the pre-pageant program, are handled by Gloria Madrid, herself a professional model. As a pictorial summary of the girls' activities throughout the book shows, modeling takes in a complete course in personal esthetics and is basic to the success of the modern woman.

The third phase of the pre-pageant program is talent and scholarship. The main prize that is awarded the winner is a scholarship. Counseling in pursuing higher education is, therefore, a major part of the prepageant program and a visit to the Texas Tech campus was the focus of the pre-pageant activities. The girls had a photo session on the Tech campus from which many of the shots of the present program album were taken. While at Tech they toured the main facilities and learned about the fabulous opportunities available in higher education.

The girls were featured in a number of activities as a group, in their distinctive Jesusita en Chihuahua costume. They took part in the 16 de septiembre celebration of Mexico's Independence from Spain and were featured in the parade through downtown Lubbock. They held a Halloween benefit party and were treated to their annual banquet at the Continental Room atop Lubbock's Metro Tower office building. The very serious side of competing for a scholarship and learning about management, modeling and how to make a super impression were balanced by a lot of fun and good times together to say nothing of the thrill of being in the pageant tonight.





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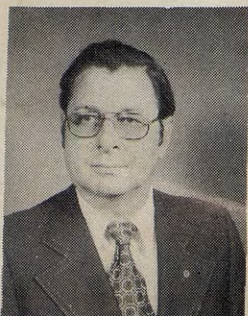
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*Salutes  
Las Senoritas*

And congratulate COMA and all its members for the outstanding job they are doing in the community. Thank you Comerciantes Organizados Mexico Americanos.

Ernesto



Mary Ann



Luis







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*Photo Session on  
Tech Campus*



*Modeling is more than trying on pretty dresses. More than anything it is developing poise, posture and learning how to choose colors which bring out natural beauty.*

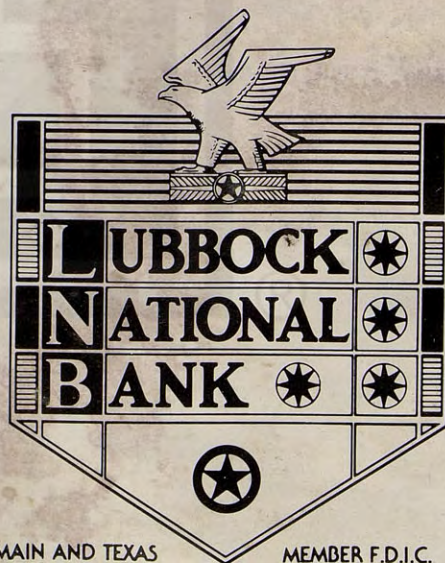






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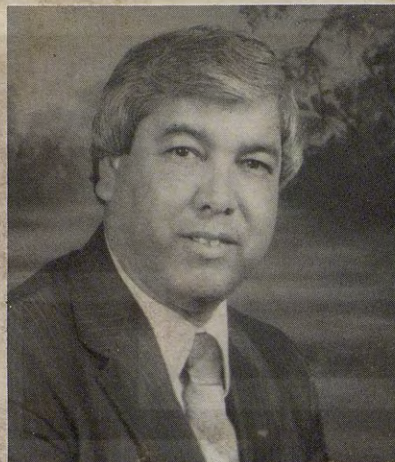
### Free Estimates



PAGEANT COMMITTEE



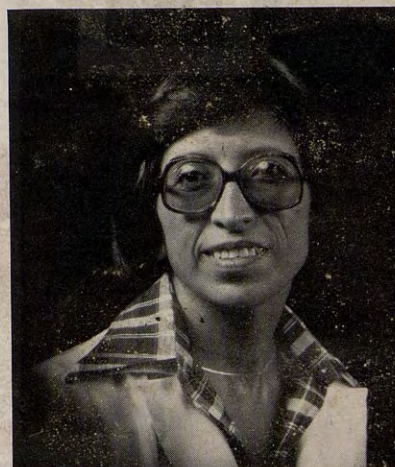
Janie Garza



John Cervantez



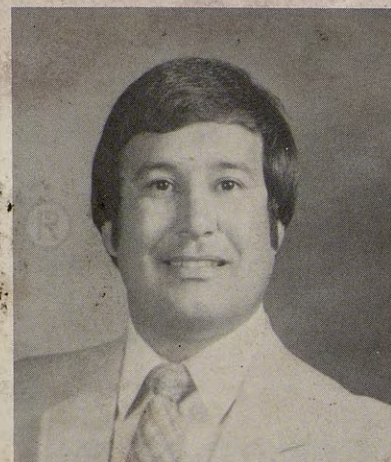
Gloria Reyes



Josie Guzmán



Cris Rivera



Rubén Martínez





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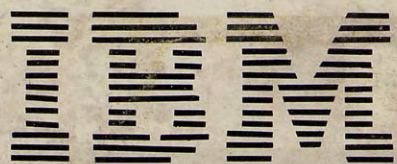
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parents, Mr. & Mrs. Paul  
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*Gloria Madrid conducts another modeling session as she and the girls discuss fashion at Gloria's residence. The education the girls receive as part of the pageant by such experts as Ms. Madrid is one of the big pluses of being a Señorita contestant.*

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Here Gloria Madrid and John Packard observe a rehearsal session. John has been choreographer for the pageant since its beginning.



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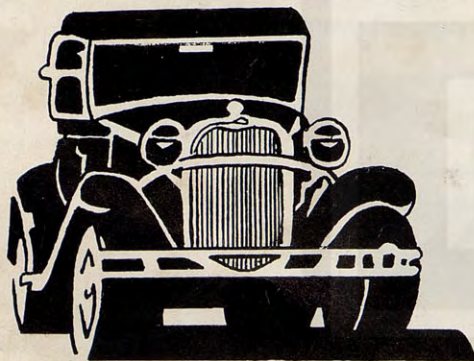


On the way to the library at Texas Tech University, the girls cross from the University Center with the Administration Building in the background.



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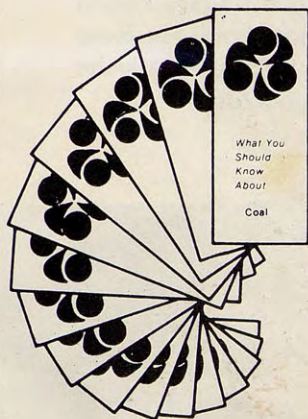


The day at Tech was not just fun, food and drinks on the campus . . . the girls had the opportunity to get a brief look at the extensive informational resources in the Texas Tech library.



Gloria Madrid shows how it's done.

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## PAGEANT JUDGES

### **Ruben Bonilla**

, an attorney licensed to practice in the state of Texas, was elected National President of the League of United Latin American Citizens (LULAC), the nation's largest and oldest Hispanic organization, in June 1979. He previously served as Texas LULAC State Chairman for two years.

Mr. Bonilla is a graduate of the University of Texas at Austin where he received a Bachelor of Arts degree in 1968. He graduated from the University of Texas School of Law with a Doctor of Jurisprudence in 1971.

He also serves as a member of the Hispanic advisory committee to the U.S. Attorney General, the first time in American History that Hispanics were afforded a mechanism to deal directly with top justice officials regarding delicate community problems.

*Texas Business Magazine*, in its March 1980 issue, named Mr. Bonilla as one of the "Rising Stars of Texas in the 1980's." He was also named by the Jaycees as one of the U.S. outstanding young men of 1980.

### **Julie Garcia**

Julie Garcia is a native of Houston, Texas. She received her B.S. Degree in Mathematics and Computer Science from Stephen F. Austin State University. Ms. Garcia is presently employed with Southwestern Bell as District Staff Supervisor-Outside Plant Engineering. Her background with the company has been in Engineering and Construction.

Julie believes in being involved in her community. Her extra-curricular involvement includes the following: Chairman of Texas Alliance for Minority Engineers in the Dallas Chapter, Member of Association for Mexican American Professionals, Member of Advisory Board for Women and Minorities in Science and Engineering, involved in Dallas Independent School District in role modeling, speaking at Career Day activities and Counseling.



### **Gloria Espino**

Ms. Gloria Espino is a resident of Fort Stockton, Texas. She is a certified bilingual bi-cultural teacher and is presently teaching Math and Science to third graders. She received her B.A. degree in Music with a specialization in Voice. Gloria received her elementary certification and Master of Education from Sul Ross University in Alpine. Ms. Espino enjoys community involvement and is presently the youth choir director at St. Joseph's Catholic Church in Fort Stockton.

### **Marcos L. Rincon**

Mr. Marcos L. Rincon is the Executive Director for SER Minority Business in Dallas. He is responsible for the administration and compliance of all contracts and federal regulations governing each. He is also responsible for all programming, planning, and budgeting. Through his efforts placement activity has increased due to improved morale and working conditions. SER remains a viable and productive agency.

His academic career includes a B.A. and M.P.A. from Southern Methodist University. Mr. Rincon also completed one year at Kent State University for his Ph.D. He participated in originating Chicano Student Coalition and Scholarship Fund and was instrumental in organizing Chicanos at Southern Methodist University.





**Mercurio Martinez, Jr.**



Mercurio Martinez, Jr., 43, a life long resident of Laredo, Texas, a former college instructor, bank vicepresident and small business owner is the SBA Region VI Administrator. As Regional Administrator, Mr. Martinez is responsible for SBA's financial, management, procurement and disaster assistance programs administered through 15 field offices located in the five state area of Arkansas, Louisiana, New Mexico, Oklahoma and Texas.

Born in Laredo, Martinez attended high school and junior college there. He is an alumnus of St. Mary's University in San Antonio and North Texas State in Denton where he received a MBA in accounting in 1963. He taught economics, accounting and business law at Laredo Junior College for 8 years, served as vice-president of Union National Bank and later the Laredo National Bank. From 1974 until his appointment as Regional Administrator he was division manager for Century Papers, Inc., in Laredo. He was also part owner of a lumber and supply company in Laredo.

Martinez has been a city councilman in Laredo, president of the school board, president of the board of trustees of Laredo Junior College and chairman of SBA's San Antonio District Area Advisory Council.

Active in Laredo community and charitable affairs, he has been chairman of the National Jewish Hospital Drive, the Salvation Army building fund and co-chaired the United Fund. He has received the Boy Scouts of America Silver Beaver and St. George awards, named educator of the year and cited for distinguished service by the Laredo Jaycee's. Mr. Martinez and his wife, Rosa Ancira, have six children.



*Photo Session at South Park Inn - Nothing enhances the decor of a beautiful courtyard like a bevy of attractive señoritas. Here is another scene from an eventful day in one of Lubbock's many travel accomodations.*



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Believe in God, love Humanity and rely upon the framework of human progress, slow and sound, unequivocal and firm.

Always be honorable and highminded; learn how to be self-reliant upon your qualifications and resources.

In war serve your country, in peace your convictions; discern, investigate, meditate, and think study, at all times be honest and generous. Let your firmest purpose be that of helping to see that each new generation shall be of a youth more efficient and capable and in this let your own children be included.

District Director  
**OLIVIA SALINAS**

**LULAC Council 263 Lubbock**

President  
**CHEVO MORALES**

Deputy District Director  
**LUPE GARCIA**

**LULAC Council 281 Lubbock**

President  
**CARMEN M. SALAZAR**





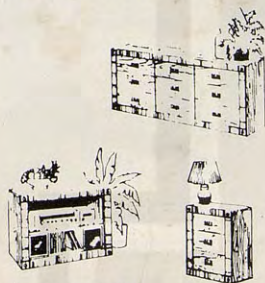
The managerial skills seminar was the first session for the pageant. An added feature this year, it helped the girls learn the elements of organization.

Conducted by Gloria Reyes, manager of business services at Southwestern Bell Telephone, the managerial skills seminar aims at preparing the contestants not only for a successful pageant, but goes beyond to give them skills that will help them in the business world and throughout life.



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A vital part of charm and beauty is revealed in the talent competition. Here the girls are shown in a dress rehearsal of this important part of the pageant.



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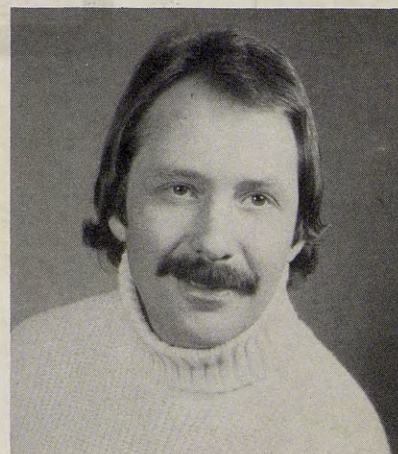
**GLORIA MADRID**

Gloria Madrid is an instructor with the Robert Spence School of Modeling. She is locally known for her tearoom modeling, her participation in television commercials, newspaper advertising for clothing and hairstyles, and fine jewelry. She has studied under five makeup consultants.

Gloria attended the 1978 World Modeling Association Eastern Showcase in New York City. She won first runner-up, best portfolio, most beautiful hair and hands in the 1978 World Modeling Association Western Showcase in Salt Lake City, Utah. Gloria was also fashion consultant for KCBD, Channel 11, "People Place." Gloria is a graduate of Texas Tech University. This is Gloria's third year as the professional model working with Las Señoritas.

**JOHN A. PACKARD**

John has starred in "Brigadoon", a musical at the Civic Center. Directed and choreographed "Gypsy" at the Lubbock Theatre Center; acted, danced and sang in "Little Mary Sunshine" at the Texas Tech University Theatre for the First United Methodist Church, participated in the Miss Lubbock Pageant; Directed "Never Too Late" at the Lubbock Theatre Center. Last year he was the production assistant for the Miss Lubbock Pageant. This is John's third year with La Señorita Pageant.





## MASTER OF CEREMONIES



### ***Dr. Ray E. Santos***

Dr. Ray E. Santos is an orthopaedic surgeon in Lubbock, Texas. He is a graduate of the University of Texas Medical Branch in Galveston. He received his orthopaedic training at the Mayo Clinic in Rochester, Minnesota.

He is also an Associate Clinical Professor of Orthopaedic Surgery at the Texas Tech University School of Medicine. He is a past Member of the Texas State Board of Health, appointed by Governor Dolph Briscoe.

He was a panelist on the Symposium of National Health Care at the LBJ School of Public Affairs. He serves on numerous boards and committees on a local, state and national level in areas regarding medical care and political affairs.

He and his wife, Jo, have two children. Lisa is currently a Freshman Medical Student at Texas Tech University School of Medicine and Eric is a Sophomore Pre-Med Student at Texas Tech University.

## MISTRESS OF CEREMONIES

### ***Mary Martha Cuellar Arana***

Mary Martha is 23 years old and a News Reporter/Anchor at KCBD - TV, Channel 11 Eyewitness News. She has lived in Lubbock for 7 months. Mary Martha came to us from Odessa where she was a reporter at KOSA - TV, Channel 7. She attended Sul Ross State University in Alpine and then went to the University of Texas at El Paso. There are 12 in her family — 5 girls and 5 boys. Her parents are Joe & Mary Arana, of McCamey.







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1980  
*La Señorita*  
*Naomí Cantú*

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## PROGRAM



1. Opening Number "Jesusita En Chihuahua" ..... (featuring) - Las Señoritas
2. Parade of Contestants
3. Contestant Rating System ..... M.C.
4. Introduction of Special Guests ..... M.C.
5. Introduction of Judges ..... M.C.
6. "Dance" ..... (featuring) - Briercroft Dancers
7. Talent ..... (featuring) - La Señorita Contestants  
(1 through 6)

## INTERMISSION

8. Talent ..... (featuring) - La Señorita Contestants  
(7 through 11)
9. "Rocky" ..... (Production Number featuring) - John Packard,  
Helen Geddes, Leigh Ann Fouts,  
and the Briercroft Dancers
10. Evening Gown Competition ..... (featuring) - La Señorita Contestants
11. Special Entertainent ..... (featuring) - Cipriano Aguilar y Los Norteños
12. The Reigning La Señorita Naomi Cantu ..... Farewell Speech
13. Announcement of the Top Finalists ..... M.C.
14. Introducing the 1981 La Señorita ..... M.C.





# 1980 - 1981 La Señorita Beauty & Scholarship Pageant Contestants

3/1

## Rosario Alejandro

Rosario is the 20 year old daughter of Mr. and Mrs. Alejandro. Her hobbies include sewing, swimming and basketball. Her honors are, Honor Society, Jr. R.O.T.C., Drill Team, and Varsity Basketball. She graduated from Lubbock High School in 1978, attended Texas Tech for two years, and is presently enrolled in American Commercial College. She plans to become a medical secretary.



## Viola Bryand

Viola Bryand is the daughter of Mr. Felix Bryand. She is 21 years old and a 1978 graduate from Lubbock High School. Her honors are F.T.A., Officer in C.O.E., 2nd Lt. of R.O.T.C. in her senior year. Hobbies of Viola are shopping, meeting people, and volleyball. "My future plans are to continue my education and go into social work assisting juvenile delinquents because teenagers of today have a lot of trouble understanding their families, friends, school, and themselves."

Annie  
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*2nd*

### **Marcia Jane Cristan**

Marcia is the 18 year old daughter of Demetrio and Julia Cristan. She is a 1980 graduate from Coronado High School where she was honored as Jr. Class President, National Honor Society, Senior Council Chairman, and author of a poem published in the school magazine *Hugin*. Cooking, sewing, tennis, jogging, basketball, and writing poetry and short stories are her hobbies. "I plan to get a degree in education and teach American History in the secondary level. I want to be the kind of teacher students can relate to, a friend who can really help them solve their problems. In addition to teaching I would like to take an advanced degree in fashion merchandising and become a well known buyer and seller. I plan to donate part of my profits to MS, the American Cancer Society, and needy children because these and many other people deserve the money much more than myself."

### **Annie Diego**

Annie is the 19 year old daughter of Mrs. Rosa Diego. She was a 1979 graduate from Estacado High School where her honors were: Student Body Treasurer, Band Secretary, O.E.A. Treasurer-President, District Winner senior Breakfast Speaker, and Commencement Speaker. Her hobbies include embroidering and swimming. She attended South Plains College for one year and is presently attending Texas Tech University where she is working toward a career in fashion merchandising.



### **Mary Jane Duran**

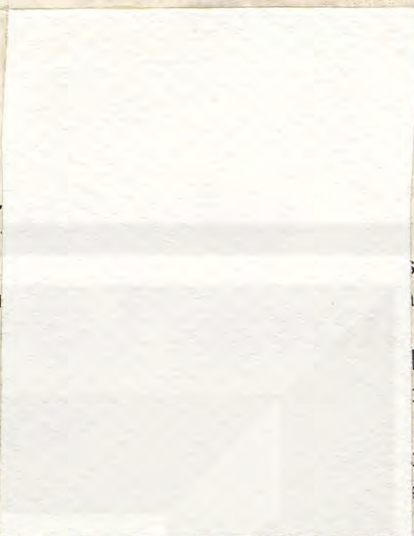
Mary Jane Duran is the 21 year old daughter of Mr. and Mrs. Jesse Duran. She is a 1978 graduate from Abernathy High School and her honors are, F.T.A., F.H.A., and photography. Her hobbies include reading, dancing, jogging, and tennis. "My plans for the future are to own and operate a day care center because I enjoy working with children."





### **Sylvia Teresa Mora**

Sylvia is the 18 year old daughter of Mr. and Mrs. Pedro Mora, Sr. She is a 1980 graduate from Monterey High School and will attend Texas Tech University. Her honors include: Medals and ribbons in track competition, C.C. certificate for Student Council, Officer in F.H.A., and Tri-Hi-Y Club. Sylvia's hobbies are dancing, sewing, cooking, and sports. "I plan to go to Texas Tech in the spring and major in Law Enforcement. After I turn 21, I will join the police academy and hopefully after a few years of being an officer, I can work as an undercover narcotics agent. The reason I choose to be a police officer is that there is too much violence in the world and we need to put a stop to it before it stops us first. I also enjoy working with and helping people. This job will help me live a worthwhile life knowing I will be helping others. I want to try out for Tech's track team and continue running; it is my favorite sport and it relaxes my mind and body."



Trina is the daughter of Mr. and Mrs. Jose P. Moreno. She is a 1980 graduate from Lubbock High School and will attend Texas Tech University. Her honors include: F.T.A., Student Council, F.H.A. Sargeant at Arms, Sophomore-Junior All-School and Class Council Representative. She enjoys jogging, dancing, and gymnastics. "I plan to attend Texas Tech this fall majoring in Fashion Merchandising and Marketing. The world of fashion has always fascinated me and it is because of this that I feel I can excel in this area. I will also be working part time for my own benefit. Modeling school is also in my plans."

Trina is 18 years old and will attend Texas Tech University as a Sophomore. She is currently Secretary, Student Council, Southwest District, and a member of the Southwestern Month, and a member of the Southwest District. She enjoys camping, and traveling. "I plan to get as much education as I possibly can. I would like to work in a bi-lingual field."



### **Estella N. Moreno**

Estella is a 21 year old, 1977 graduate from Lubbock High School. Her parents are Mr. and Mrs. Jose P. Moreno. In high school Estella received honors of: F.T.A., Student Council, F.H.A. Sargeant at Arms, Sophomore-Junior All-School and Class Council Representative. She enjoys jogging, dancing, and gymnastics. "I plan to attend Texas Tech this fall majoring in Fashion Merchandising and Marketing. The world of fashion has always fascinated me and it is because of this that I feel I can excel in this area. I will also be working part time for my own benefit. Modeling school is also in my plans."

Rosalva Vasquez is a high school senior and is currently attending Vocational School and studying for her University degree.





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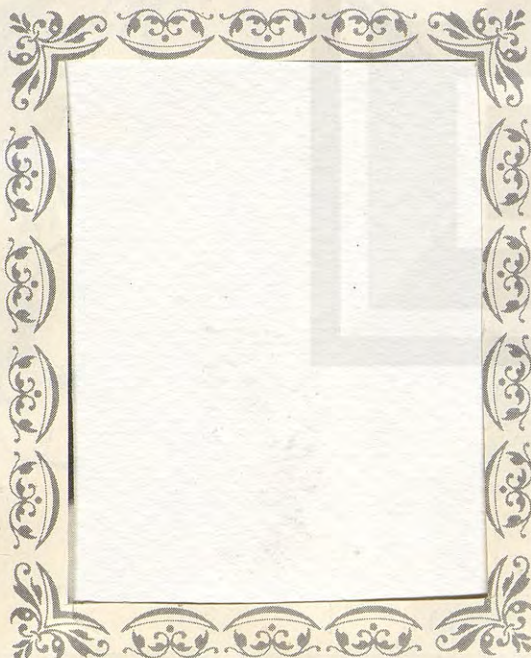
### **Esther Muñoz**

Esther is the 18 year old daughter of Mr. and Mrs. Emmitt Muñoz. She is a 1980 graduate from Estacado High School. Esther's honors include Sr. Cheerleader, Sophomore Twirler, Homecoming Queen, Miss E.H.S., Teen of the Month, Who's Who among High School Students and her hobbies are skating, dancing, football, basketball, and gymnastics. "My future plans are to attend Texas Tech, and major in music and some day play with Lubbock Symphony Orchestra. I also plan to try out for Texas Tech Cheerleader."



### **Rosalinda Perez**

Rosalinda is the 18 year old daughter of Mr. and Mrs. Arthur Vasquez. She is a 1980 graduate from Lubbock High School. While in high school, her honors included Sophomore Secretary, Junior and Senior Cheerleader, FHA President, Student Council, Vocational Student of the Month, Sophomore and Junior Favorite, and Student of the Month. Cooking, sports, sewing, and volleyball are her hobbies. Rosalinda is presently attending Texas Tech University and plans to get a degree in psychology.



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### **Manuela Rodriguez**

The daughter of Mr. and Mrs. Marcelino Rodriguez, Manuela is 20 years old and a 1978 graduate from Crosbyton High School. She attended South Plains College in 1978 and 1979. Her honors are: FHA, FTA, Hero Club, Spanish Club, Catholic Church CYO, National Honor Society, Who's Who among American High School Students, Distinguished High School Students, and Dean's List. Her hobbies include reading, tennis, teaching Sunday school, and softball. "My main goal and desire is to be able to go back to school and better my education. When I go back to school, I plan to major in public administration. As in my present position of Housing and Urban Development secretary at South Plains Association of Governments, I have come to realize the importance of people working together to better the community. I feel that in majoring in public administration I will not only be helping myself but I will be helping better the community for future generations. As a proud citizen of Lubbock, I feel that it is my obligation to make public administration my goal."

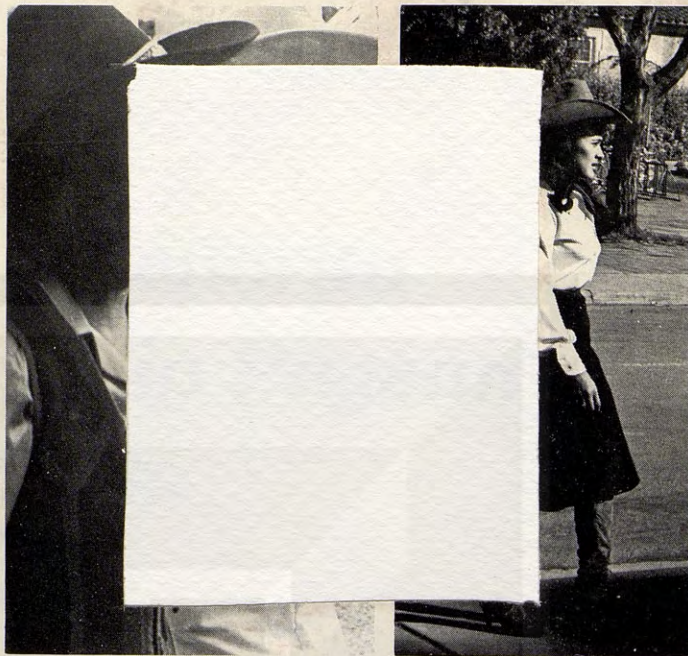


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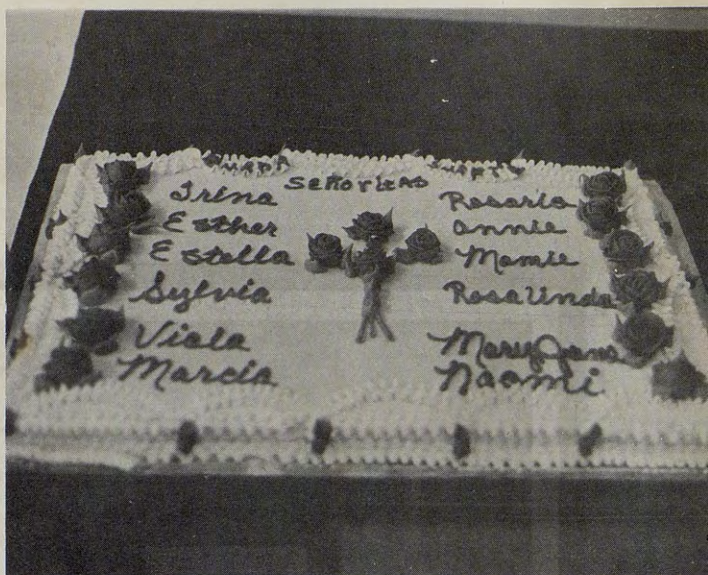
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¿Buena Suerte Señoritas! Good Luck, Señoritas! At the parents' party recognition was given to the role the parents play in the upbringing of the girls. The parents' avid involvement in all the functions of the pageant is an indispensable aid in molding the girls further by helpful criticism and constructive comments. The girls are, after all, a reflection of the excellent home qualities instilled in them by their parents.



The true success of the pageant for all the girls is built on the nurture and family education they have received at home. In a contest where all the girls are winners, the crown goes to their parents, whose support, both moral and financial, has been the one element for which there is no substitute.





*Another shot from the photo session at South Park Inn.*

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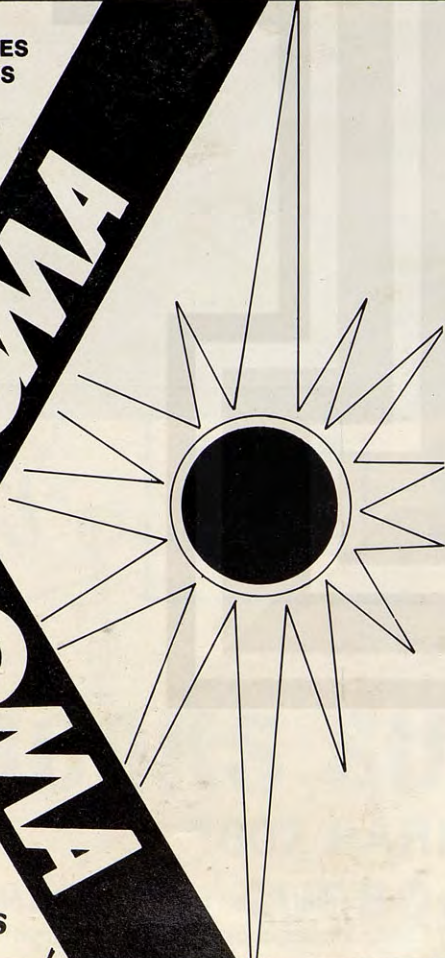


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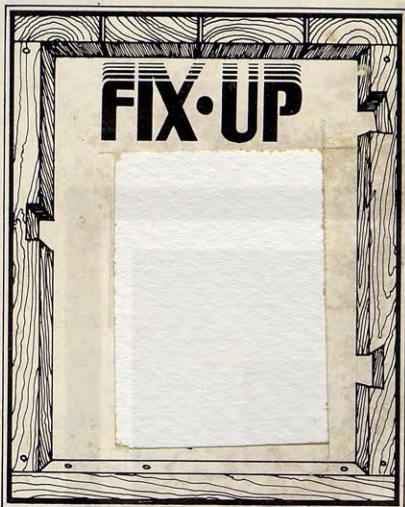


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*Banquet at the Continental Room atop Lubbock's Metro Tower, hosted by George and Cindy Mayer, was one of the highlights of the pre-pageant round of events.*





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*The Role of the Parents during the pageant is important. They must support the girls in what at times are difficult moments of growing up. There are many meetings and a good deal of sacrifice on the part of the parents in seeing the girls through to the pageant. The payoff is when they see their daughter tonight at the pageant, each hoping that theirs will be the winner.*



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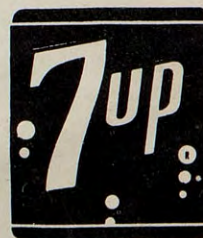


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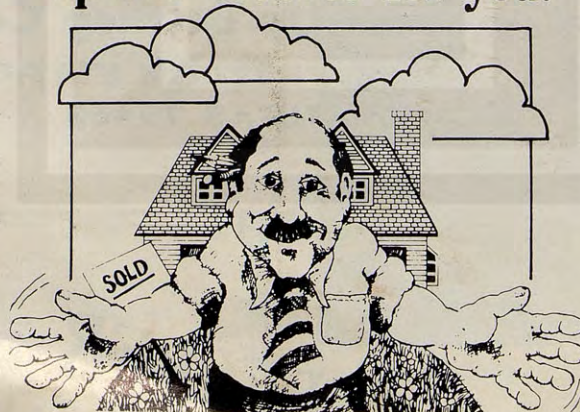


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## Lubbock Board of Realtors



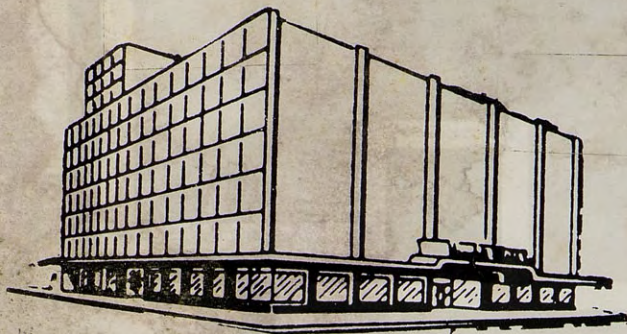
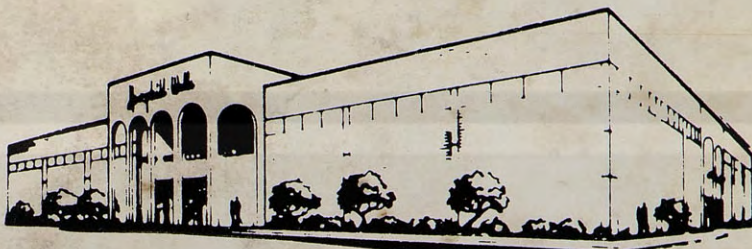
En días como estos creemos que es muy importante estar seguro que su agente vendedor es un REALTOR. REALTORS tienen el conocimiento y la experiencia necesaria para trabajar duro para usted.

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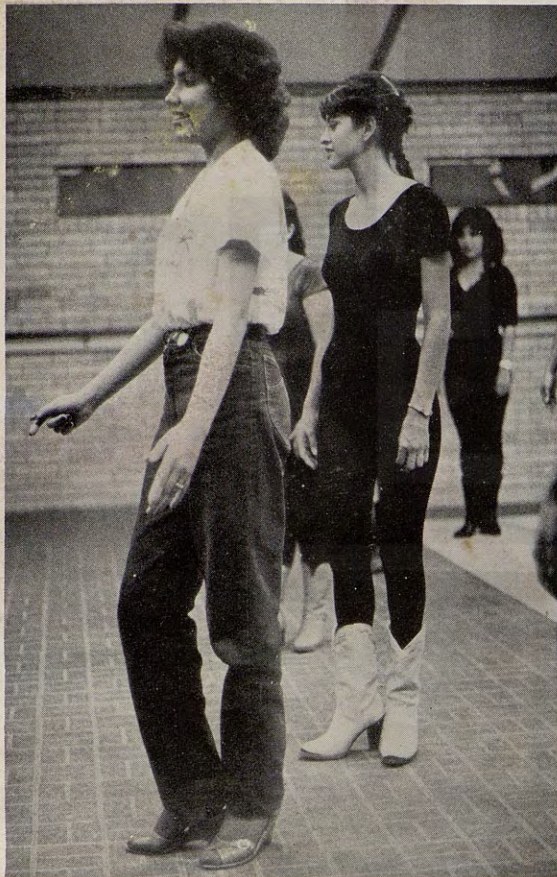
Lubbock, Texas



Halloween Benefit.



Being chosen Señorita is an important and demanding assignment. Naomi Cantu, last year's Señorita, is on hand to help this year's contestants with their rehearsals.

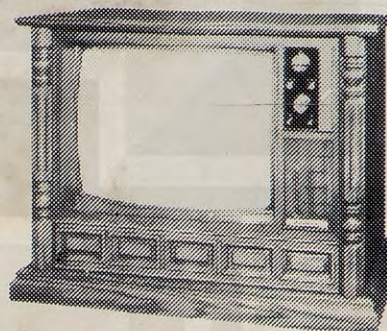


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**Congratulations  
Señoritas**



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**Congratulations to Las Señoritas**





## Acknowledgements

*La Señorita Scholarship Beauty Pageant Contributors*

*We deeply appreciate the following individuals who share our concern for the education of our youth. We all recognize they are tomorrow's future.*

### Scholarship Contributions

**\$100.**

Frank Gonzales  
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Richard Anciso  
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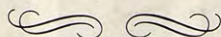
Bruce Gentry  
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Chris & Josie Guzman  
Professionals

Mr. & Mrs. Raul Sepeda

Dr. Ray Santos

Gloria Reyes  
Southwestern Bell



*A Special Thanks to the following individuals and businesses for their contribution to La Señorita Scholarship Beauty Pageant.*

Guadalupe-Parkway Neigh-  
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The Polka Dot

Pueblo's Total Fashions

Gogi's Coiffures

Jack and Janis Geddes

John Packard

Gloria Madrid

KAMC TV "Si Se Puede"

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Sepeda Real Estate

Frank Brown Pontiac

*Thanks to All of You Who Helped Us.*



**Speci**

Julia  
Pueblo's



*Special Thanks to . . .*

*Julia Guzmán*  
Pueblo's Total Fashions



*Gogi Biera*  
Beautician  
Gogi's Coiffure



*Janie Rivera*  
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*Lee Rivera*  
Photographer



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## How Much Life Insurance Should You Buy

Having served as Vice-President of COMA, the Mexican American Chamber of Commerce, John remains an active member and has served on the membership committee and as an organizing officer for La Senorita Pageant of 1978, 79, and 80.

John is also an active member of Life Underwriters Political Action Committee (LUPAC), and is a current member of National Association of Life Underwriters (NALU) of Lubbock.

Winning such awards as Leadership Award for Production, Leadership Award for Written Applications and The National Sales Achievement Award through NALU, John is better qualified to serve you with every possible insurance need. These include:

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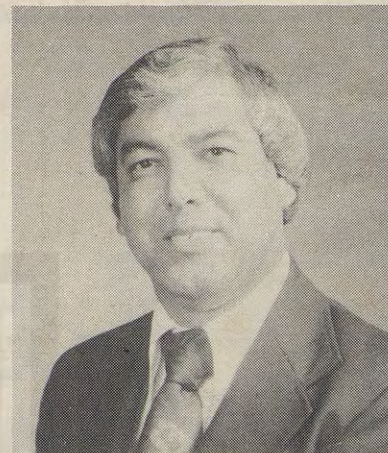
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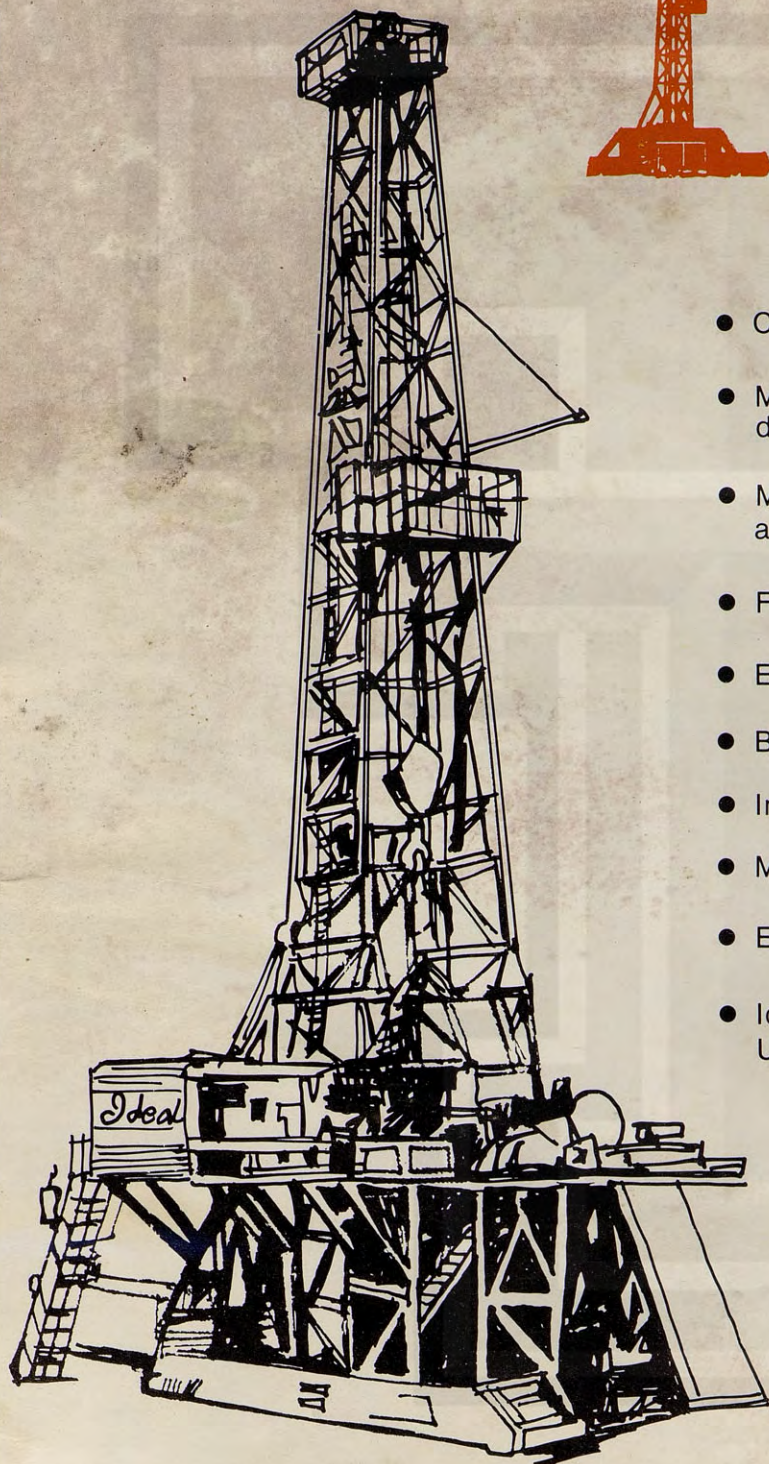
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to all the  
**LOVELY CONTESTANTS**  
in the COMA  
1980

**La Señorita Scholarship  
Beauty Pageant**

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