

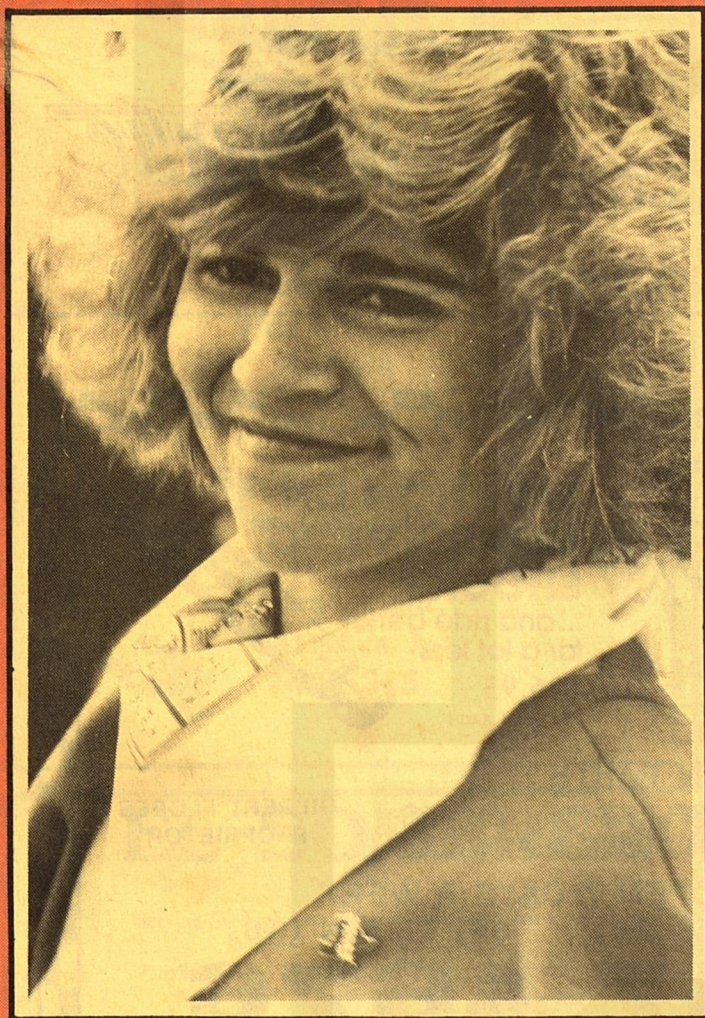
THE Lubbock

*"The People
Picture Publication"*

ENTERTAINER

Vol. 1 No. 3

MAY 1985



**A Look At
Laura Canales**

**Lopez & Gonzales
Create El Grupo Mazz**

**Johnny Hernandez
On His Own**

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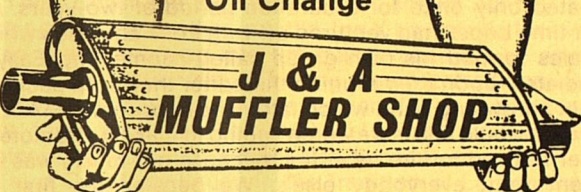


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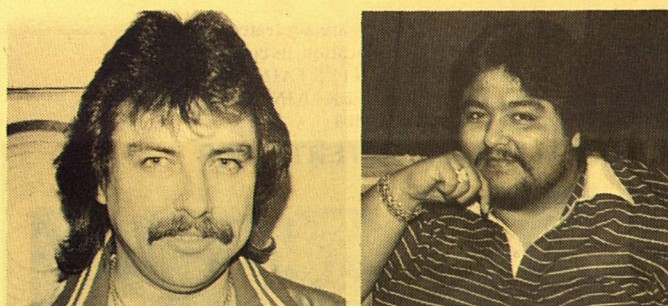
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Joe Lopez & Jimmy Gonzales

The Driving Power Behind MAZZ

by Leandro Rivera

Joe Lopez and Jimmy Gonzales, lead singer and guitarist respectfully and co-leaders of El Grupo MAZZ, are the two individuals accredited with the development of one of today's top leading acts.

Lopez and Gonzales were born on the same birthdate and in the same hometown. They were both born August 28, 1950 in Brownsville, Texas. Both are thirty-four years old to date.

Sharing their common interests as youngsters, Lopez and Gonzales began performing at the early age of eighteen in their hometown during the year 1968.

"When we first began, we'd play for local house parties in homes of friends and relatives for as little as ten dollars a nite. We were calling our group 'Belaire Band' at that time," Jimmy explains.

Throughout their careers Lopez and Gonzales were separated only once for a duration period of two years. At which time Lopez had ventured off with Los Fabulosos while Gonzales formed his own group called "Something Easy". Immediately upon their reunion thereafter they both decided to form a traveling band which later was to become "MAZZ".

"People would tell us we weren't going to make it. Promoters all over refused to hire us at first because our music was so different from everybody else's. We became the first to introduce synthesizer keyboard music to the Chicano market, and we weren't like the common conjunto everyone was so familiar with at that time," Gonzales explains. "We were paid anywhere from \$120 to \$150 per nite for the whole group then," he added.

MAZZ became a reality in 1978. That same year the group released its first 45 rpm single recording on Santos Record label. The songs recorded were "Comprendo Mi Amor" and "Algo Bonito."

In 1980 the group released its first Platinum record album titled "MAZZ '80" selling over 75,000 copies.

To date the group has released approximately sixteen long play albums and a countless array of singles which include original songs written and composed by Lopez and Gonzales as well as by Luis Silva, a renowned songwriter in the Tejano Music business recognized as "Song-writer of the Year" by the Tejano Music Awards for the last five consecutive years.

MAZZ presently records for CARA Records and releases an average of three long play albums per year.

Lopez and Gonzales have come a long way since their beginning. Their drive as a team has brought MAZZ to its peak within a period of seven years making it among the most popular attractions today, and they're not satisfied yet. They're looking for bigger and better things. They want to become everyone's favorites, and indications are they may go English as well.

We haven't heard the last of them yet!

Page 4



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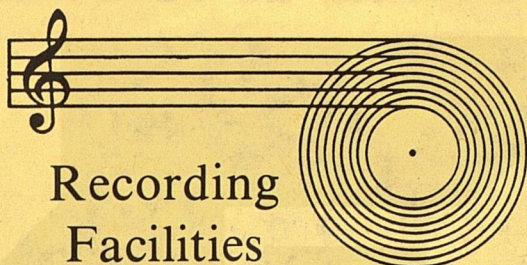
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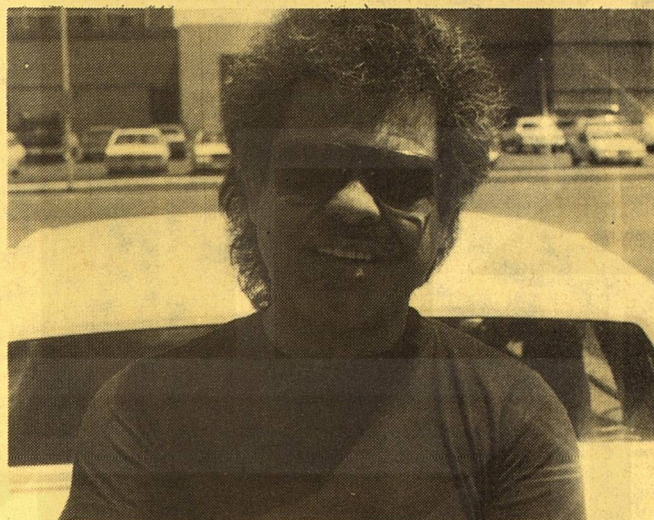
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Johnny Hernandez On His Own With Third Coast



Johnny Hernandez is a veteran of the music industry. As a professional singer for the past twenty-three years, Johnny has composed, arranged, and produced hit singles, albums, and various commercials. On stage he has performed in concerts with other top artists such as Willie Nelson, Delbert McClinton, Carlos Santana, Joe Ely, and the Grateful Dead. Now he is determined to make it with his own group - Third Coast.

"Third Coast is a big step for me", admits Johnny. "After singing with my brother in Little Joe Y La Familia for twenty-three years, breaking into the mainstream will be exciting. Singing professionally has long been a tradition in the Hernandez family. Both Johnny's grandfather and father sang with their brothers. Third Coast is both musically and professionally Johnny's most significant step.

Third Coast continues in the tradition of La Familia with Chicano polkas. Johnny, however, gives the music a decidedly international flair. He includes Top 40 and popular rock tunes in his repertoire, and describes his own music as "a smoother, more refined style."

The show may be different now that Johnny has separated from Little Joe y La Familia, but the danceability remains the same. With the addition of electronic equipment and updated synthesizer music, Third Coast appeals to a younger audience while still attracting the entire family.



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Laura Canales La Reina de La Onda



By Leandro Rivera

Laura Canales, recognized Female Vocalist and Female Entertainer of the Year at the Tejano Music Awards, was born August 19, 1954, in Kingsville, Texas. She made her first stage appearance on her twenty-first birthday of 1975 in Mission, Texas. "I was nervous and scared," she describes. "And in fact I still get a bit nervous today." Her first recordings which included "Midnight Blue" were released in 1975 on Fireball Records while she was lead vocalist for Snowball and Company. She presently records with Freddie Records, and has released approximately 10 long play albums throughout her career. In 1981, she released what probably became her biggest hit - "Si Vivi Contigo." "Although messages selected for my recordings vary, I favor themes of love and romance," she explains. Her relation to such topics becomes evident in "Si Vivi Contigo."

An artist now for ten years, Laura entered her profession with Snowball and Company. "I met my fate by accident," she explains. "I was at the right place at the right time. In fact our keyboard player, Mario Martinez, and drummer, Balde Munoz, with Encanto today were also elements of Snowball and Company then."

Laura strives to please her fans everywhere and indications are her rewards are gratifying. "My fans are very flattering," she states. "And I love it!"

Her advice to other artists is - "get a law degree and with it an accounting degree." No doubt the business becomes complicated in terms of legal rights and figures in dollars and cents.

Laura visits Lubbock from three to four times each year. Carlos Perez, Owner/Manager for Valentino's marks her next appearance at Valentino's this month.

Laura presently resides in McAllen, Texas, and with her busy schedule she rarely enjoys the luxuries of a private life at home. When she does, however, she takes full advantage of "sleeping and watching T.V."

Devoted to her profession, Laura Canales has obviously opened doors for other female artists to follow. She represents the true "Tejana" in every sense of the word - especially when it comes with music.



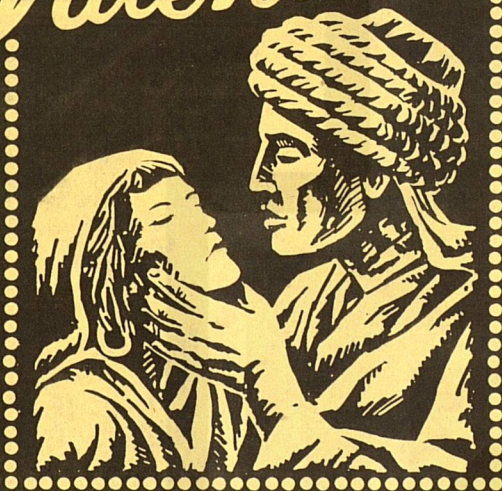
Exclusive staff photos while performing at the Lubbock KTLK/COMA Spring Festival '85.



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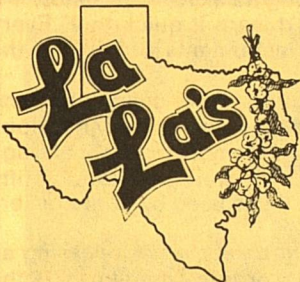
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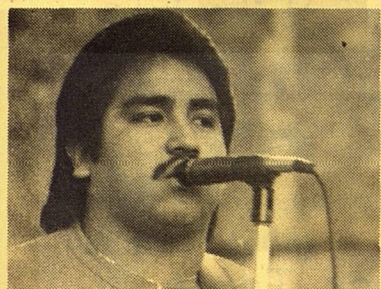


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(Top) EL Grupo Internacional today, (middle left) Ricky Martinez, (middle right) Ramon Jr. and Joe, accordionist, (top lower left) Jesse Martinez, (top lower right) Roman Martinez, Sr.

(Bottom right) David Ramos, composer with Grupo Internacional, (lower bottom left) Grupo Internacional with Bobby and Rosalinda in 1975, (lower bottom right) Mrs. Ricky Martinez is also a former member.



El Grupo Internacional A Family Affair

by Leandro Rivera

Roman Martinez Sr., the father of the entire Grupo Internacional de Ricky y Joe Martinez formed a band on a game plan which took several years to perfect. Unlike other leaders and producers instead of hiring available musicians, Martinez bore and raised his own group.

Roman Martinez, Sr. and wife, Maria Dolores Martinez, originally participated as members of the original "Madrugadores del Valle" - a very popular conjunto group today which began in the early '50s. Upon raising a family, the Martinez decided to pass on to their children their experience in the music field. Ever since then music has been a strong family tradition.

Family members who where to become what is today known as El Grupo Internacional de Ricky y Joe Martinez were: Roman Sr. himself, Roman Jr. Ricky, Joe, Bobby, Jesse, and a daughter, Rosalinda.

"During our school years, my father would encourage us to take music lessons and band," Joe explains. "He would make every effort to buy the instruments we needed. And then he'd attempt to teach us the basics. He'd leave the rest to our teachers at school and ourselves."

Roman would encourage music at an early age. "I was thirteen years old when my father arranged for me to open my own account in my name at Jent's House of Music so that I could buy my first accodian. I've been buying'em there ever since."

Roman Martinez Jr., the oldest of the family, played a distinctive role in the development of the band. "My oldest brother nos animaba (encouraged us) by giving us five dollars each time we'd learn a song he liked," Joe states. "I'd try my hardest. For five bucks I'd learn it quick too!" Every member of the group plays all the instruments in use within the group today.

The family band has been performing in dance halls and clubs since 1971. Their first commercial appearance took place at the V.F.W. in Floydada. "I remember the night of stage fright and mistakes," Joe remarks. "We were paid a total of fifty dollars and we wore glasses like those used by punk rockers today."

The group began it's recording career in '78 releasing an album, "Mi Ranchito," on Cielo Records in Amarillo. In '79 the single, "La Palma" and "Mire y Comprende," was released on Martinez Records. Two additional singles recorded in San Antonio featuring "Sombrero Blanco," "Buscando Un Carino," "Morenita de Ojos Negros," and "Cuanto te Debo" followed in '80 also on Martinez Records. Their second album, "La Prieta Casada - Anoche Soñe," recorded in '81 and their third album, "Amor Ingrato" recorded in '82 were both released on Las Brisas Records - Hacienda Productions of Corpus Christi. Their most recent single, "Por Un Amor" and "Hace Un Ano" recorded at Alderson's Broadway Studios co-produced by Joe Flores of Che Che's Ballroom in Lubbock and Nick Tienda of Tip Top club in Levelland will be released this month. A projected recording is underway for July featuring original compositions written by composer, David Ramos - Owner of Davids Wolkswagen Clinic in Lubbock.

The group's activity was interrupted in '76 by the marriage of Rosalinda, in '79 by the withdrawal of Bobby, and again in November '84 by Ricky Martinez's surgery in which a tumor was removed from his vocal cords. The group is back in circulation stronger than ever.

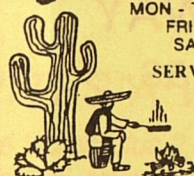
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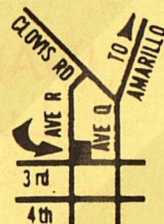
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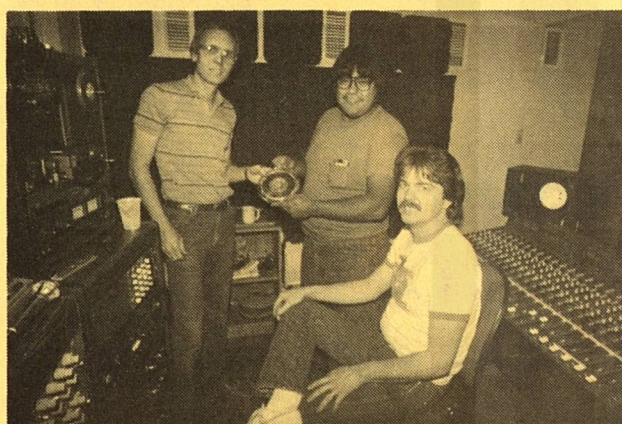


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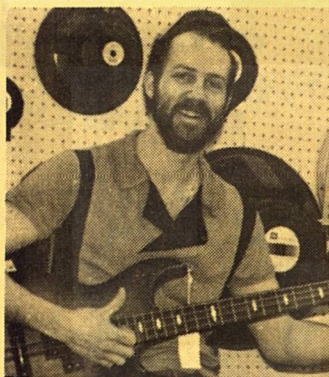
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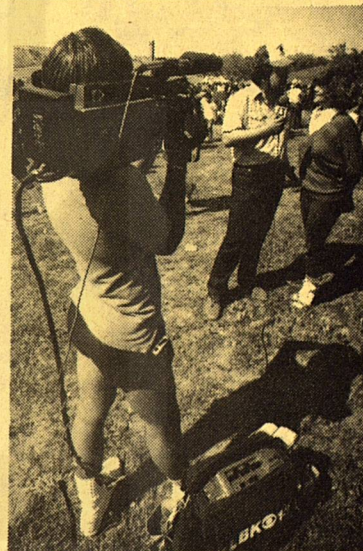
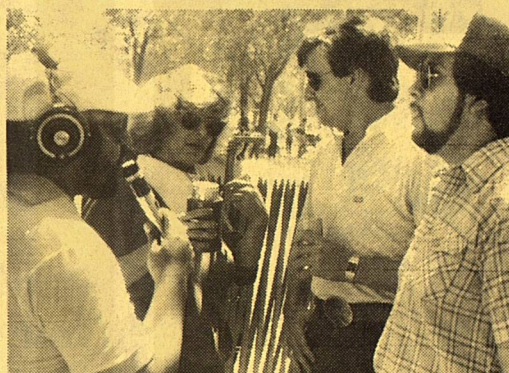


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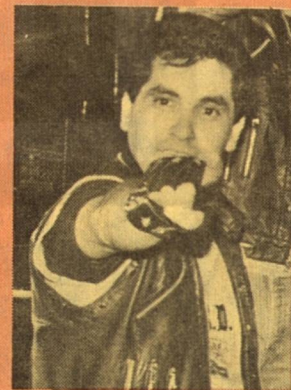
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