

The Entertainment Guide of West Texas and Eastern New Mexico

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THE ENTERTAINER SHOWCASE

Vol. 3 No. 13

Oct. 21 - Nov. 3, 1987

*Hispanic Music Awards
Pictorial Flashback*

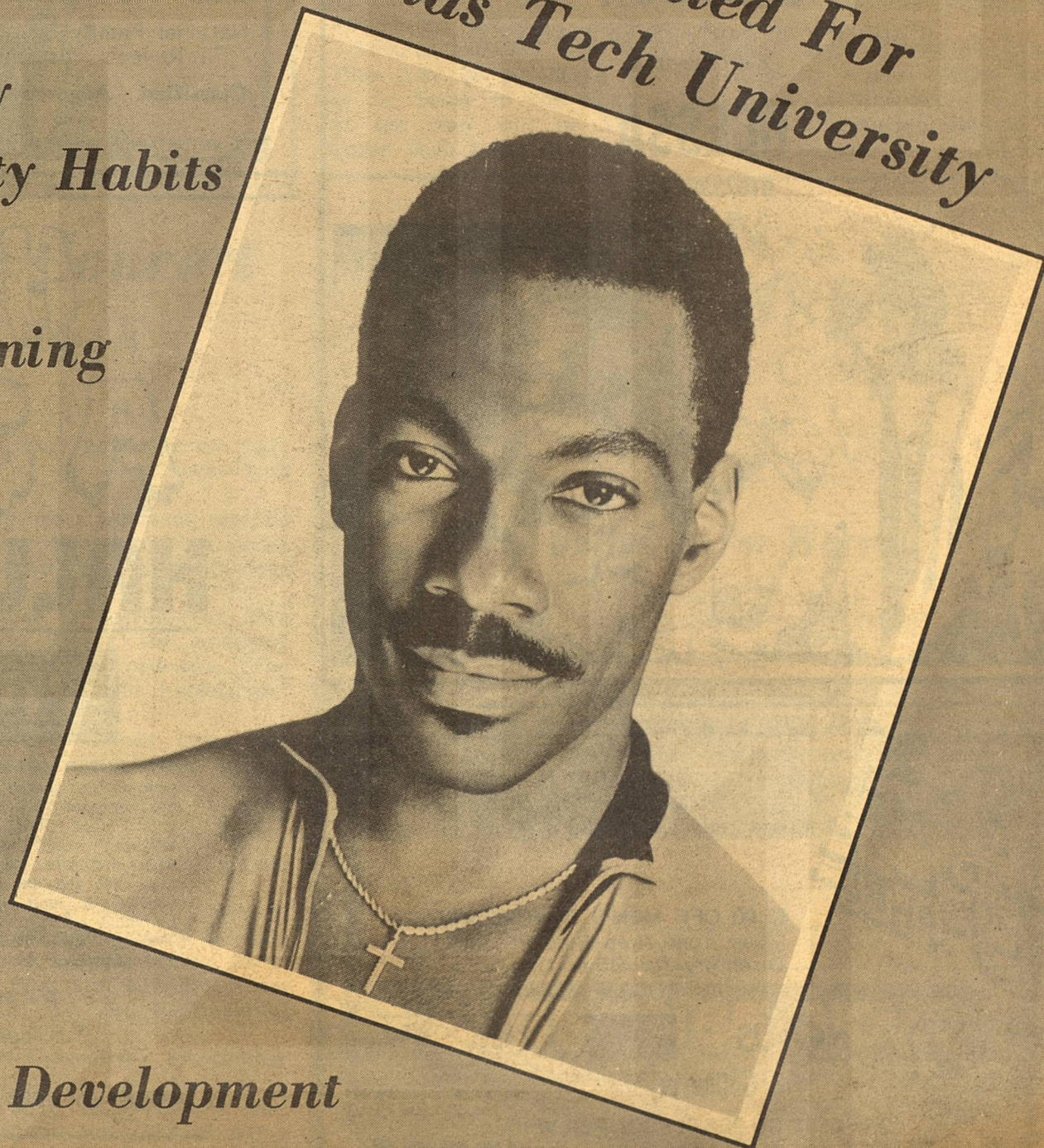
*National Survey
Reveals Minority Habits*

*Financial Planning
Protection*

*Expose'
An Uprising
Miami Sound*

*Lack Of
Public Support
Hinders Talent Development*

*Eddie Murphy
Concert Slated For
Texas Tech University*



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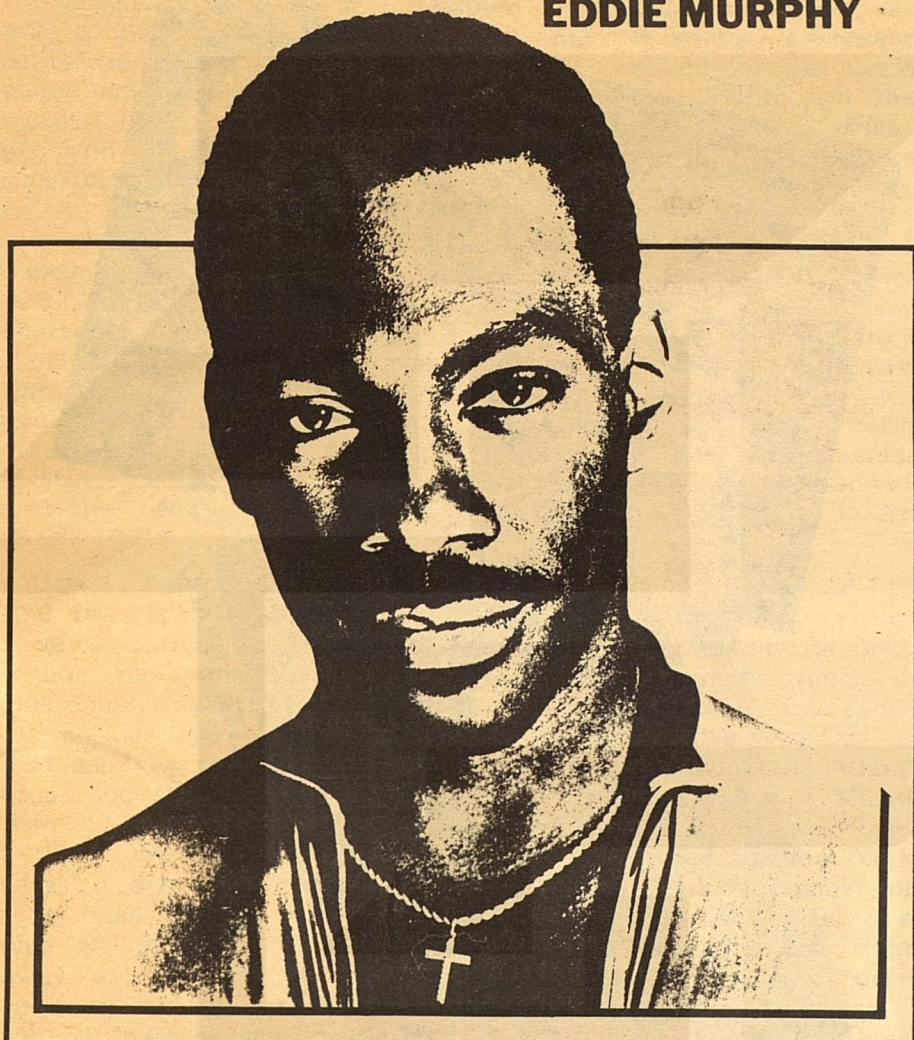
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PROFILE

EDDIE MURPHY



Eddie Murphy Concert Visits Texas Tech

Writing and performing his own material at an early age, Murphy was appearing at youth centers and even local bars when he was only 15.

Eddie Murphy has become one of the entertainment world's biggest movie, television, concert and recording star, an artist who not only acts and does comedy, but writes music and sings as well.

Memorable television appearances include co-hosting the 35th Annual Emmy Awards telecast with Joan Rivers, the Academy Awards show, the 1984 and 1985 MTV Awards broadcasts, "The Barbara Walters Special," "Late Night With David Letterman," "The Tonight Show" and Joe Piscopo's HBO Special.

Signed on as a featured player for the 1980-81 season of "Saturday Night Live," Murphy was quickly given star status, creating characters such as prison poet Tyrone Green, a grumpy, "Mr. Robinson's Neighborhood," and an adult Buckwheat. During his four-year stint on "Saturday Night Live," he received three Emmy award nominations; one for his part of the show's writing team and two for Outstanding Supporting Actor.

As evidence of the demand for Murphy's original stand-up material, Columbia released two Eddie Murphy comedy albums. "Eddie Murphy" (July 1982), recorded live at the Comic Strip, received two Grammy nominations, as Best Comedy Recording and Best R&B Instrumental performance for the instrumental version of the hit single, "Boogie In Your Butt."

His second album, "Eddie Murphy: Comedian" (September 1983), was recorded live at Constitution Hall in Washington, D.C., during Murphy's SRO 18-city, 37-show cross-country tour earlier that summer. It went on to receive the 1984 Grammy Award Best Comedy Album of the year.

The star demonstrated an unexpected versatility with the release of his third album, on which Murphy sings rather than perform comedy. Entitled "How Could It Be," the LP exploded with the hit single and video, "Party All The Time," written and produced by Eddie's friend, Rick James, at his (Rick's) Buffalo, New York, studio in the winter of 1985. Another contributor to the album was Stevie Wonder, who provided his Wonderland Studio of Los Angeles.

In 1982, Eddie Murphy initiated his movie career with his acting debut in Walter Hill's "48 HRS." co-starring with Nick Nolte. He received overwhelming favorable reviews for the Paramount picture that premiered in December of 1982 and became one of 1983's biggest hits.

His next movie was John Landis' "Trading Places" with Dan Aykroyd. Released in the summer of 1983, it was an even bigger box office hit than his first film and resulted in a substantial, long-term contract with Paramount. For his work in comedy, Murphy won the 1983 NAACP Image Award for Best Actor in a Motion Picture and also received a second nomination for a Golden Globe Award as recognized by the Hollywood Foreign Press Association.

Murphy reached outstanding box-office results with "Beverly Hills Cop," his third starring role. Opening in December of 1984, the Don Simpson-Jerry Bruckheimer Production directed by Martin Brest managed to become one of 1984's Top-10 grossing money-makers in just three weeks. It was subsequently named the hottest non-summer movie of all time. It joined the ranks of the most successful movies in film history.

Eddie Murphy will be performing Halloween night, Saturday, October 31st at 8:15 pm in the Lubbock Coliseum as sponsored by the UCP Concerts Committee. The presentation is suggested for mature audiences. All seats are reserved.

Tickets are \$15 for Tech students and \$18 for all others. They may be purchased at the University Center Ticket Booth or at Sears in the South Plains Mall of Lubbock. Admission at the door will be \$18. For more information contact the Texas Tech University Center Activities Department at 742-3621.

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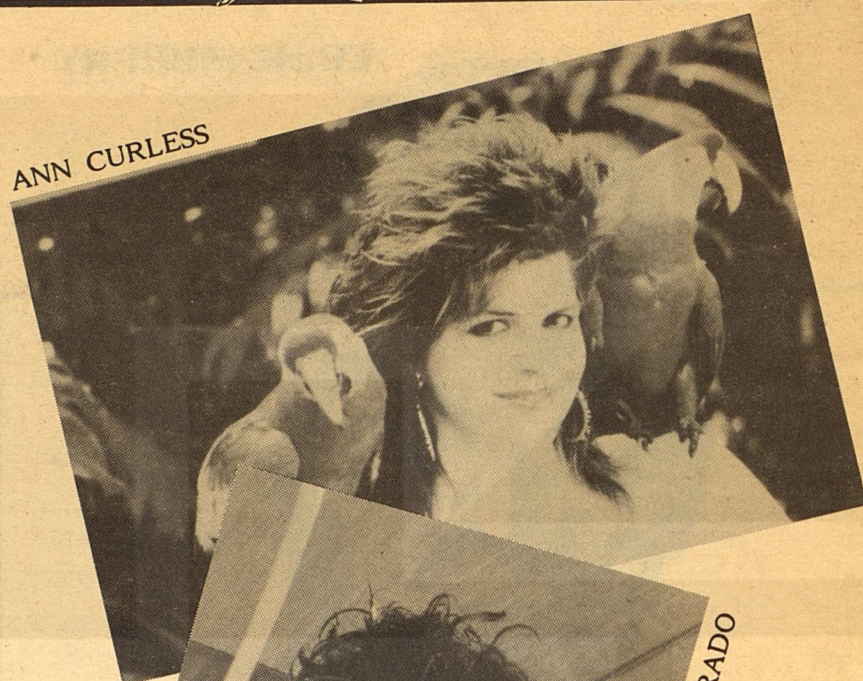


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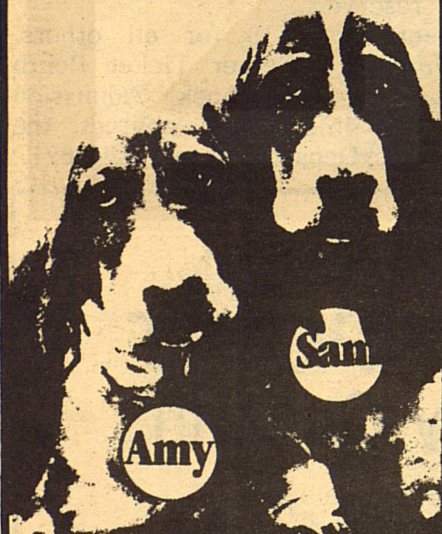


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Expose' *A Refreshing Miami Sound*

In the last couple of years, the Miami sound - a refreshing blend of dance grooves and Latin rhythms - has developed a broad-based national following, in no small part due to the rise of *Expose'*, the Miami-based (naturally) trio, whose debut album, *Exposure* (on Arista Records), shows off the collective and individual talents and the versatility of group members Jeannette Jurado, Gioia Bruno and Ann Curless. *Expose'* immediately became a musical force to be reckoned with in 1985 upon the release of their first 12-inch single, the propulsive "Point of No Return," which reached the No.1 spot on Billboard's Dance Chart and then went on to be named "Dance Record of the Year" at the National Dance Music Awards, held in

Boston. The group's second single, the taut, steamy "Exposed to Love," brought more fans out onto the dance floor, as did Headline engagements in major cities throughout the United States and Canada.

Exposure includes both of **Expose**'s previous smash hits, as well as the No.1 hit "Come Go With Me," yet another exuberant dance track with Latin sizzle. Other cuts destined for the dance clubs include the tough, riveting "I Know You Know" and the irresistible "Extra Extra." But the album will also receive plenty of, well, exposure outside of the clubs, as the group makes significant forays into pop and soul with such songs as the frisky "You're the One I Need," the lilting "Seasons Change," and the dramatic ballad, "December." All three members of **Expose** take turns expertly handling lead vocals: for example, Jeannette steps out front on "Come Go With Me," Ann takes charge on "Extra Extra," and Gioia grabs the mike on the sultry "Let Me Be the One." At once warm and contemporary, **Exposure** was produced by Miami studio whiz, Lewis Martineez, who also wrote all of the LP's material (two songs in collaboration with other writers) and programmed most of the instruments. Martineez is also known for remixing the 12-inch version of Jermaine Stewart's smash "We Don't Have to Take Our Clothes Off."

Group mentor Martineez searched the country in order to find the right singers to form **Expose**. Jeannette Jurado, a Los Angeles native, started singing in her school choir. In high school, she joined her first band and has been performing in clubs and concerts ever since, for the last three years with the popular Top 40 group, New Breeze. Miami native Ann Curless also sang in school and in Top 40 bands throughout the Miami area, and she recently graduated from the University of Miami with a degree in music merchandising. Gioia Bruno was born in Italy and raised in New Jersey, but she moved to New York City to dive into the music scene, singing with a number of rock bands before moving to Miami when she was offered a club gig there. As Jeannette says, "**Expose** became a unit right away, as the three of us developed an immediate rapport. Since we were young, we all knew that we wanted to be singers, and our careers grew naturally." In addition to singing, all three women write songs, and they look forward to their material becoming part of **Expose**'s repertoire in the near future. At the moment, however, they are busy preparing for an extensive tour, which will provide further welcome "exposure" for **Expose**.

AMARILLO CALENDAR

ENTERTAINMENT GUIDE

OCTOBER 24, "Footage," performed by Tulsa Ballet. Amarillo Civic Center Auditorium. Sponsored by Lone Star Ballet, 8 pm. For reservations, call 387-3096.

OCTOBER 24-25, Amarillo Fine Arts Association Centennial Arts and Crafts Festival. Featuring area artists and hourly entertainment. Santa Fe Depot, 10 am-5 pm.

OCTOBER 28-31, National Old Timers' Rodeo. Amarillo Civic Center, 8 pm. For tickets information call 378-3096.

OCTOBER 31, The Buffalos vs. Texas A&I, West Texas State University Football. Buffalo Stadium, 1:30 pm. Contact the WTSU Athletic Department, 656-2551.

OCTOBER 31, First Annual Texas Pheasant Cook-Off and Taste of Texas Celebration. Sponsored by The Texas Department of Agriculture and Amarillo Chamber of Commerce. Civic Center. For more information call Angela Lamb, 358-7285.

OCTOBER 31-NOVEMBER 1, Robin Graham, French Horn. Currently with the Cincinnati Symphony, she has also been a featured soloist with the Los Angeles Chamber Orchestra, the Chamber Music Society of Lincoln Center, and performed the music from Marlboro Tours. Amarillo Civic Center Auditorium. For tickets, call the Amarillo Symphony Office, 376-8782.

ATTRACTIONS: THE ARTS

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FLASHBACK

THE WEST TEXAS HISPANIC MUSIC AWARDS

Participants to the West Texas Hispanic Music Awards held in Lubbock, October 4th, included the entire KTLK Spanish Radio staff (top left, l-r) Jr. Lucero, Johnny Olivarez, Santos Perez, Diana Castillo, Bobby Peña, Mike Gutierrez, Leticia Martinez, Rudy Garcia, Donna Carrasco, Mugsy Escobedo, former KTLK DJ, and Eddie Moreno as introduced to the public. Artists, Linda Escobar (top center) and Cathy Chavez (top right) were among the featured artists appearing. Renown songwriter/composer of San Antonio, Luis Silva (lower left) accepts the Songwriter of the Year Award from Christina Medina of Amarillo's KZIP Radio. Other artists headlining the event were Laura Canales (lower center) and Ramiro Herrera (lower right). Award recipients included: David Lee Garza for "Dejame Quererte," Conjunto Song of the Year; Little Joe for "Mi Nena," Orquesta Song of the Year; Emilio Navaira of Los Musicales, Conjunto Male Vocalist; Gary Hobbs of the Hot Sauce Band, Orquesta Male Vocalist; Linda Escobar, Conjunto Female Vocalist; Laura Canales, Orquesta Female Vocalist; Los Chamacos, Conjunto Showband; La Mafia, Orquesta Showband; Ramon Ayala for "Debajo De Aquel Arbol," Conjunto Album of the Year; Mazz for "Number 16 - The Continuation," Orquesta Album of the Year; Oscar Y Leonard Gonzales, Vocal Duo; Nick Villarreal, Most Promising Conjunto; Mel Villarreal Y Los Unicos, Most Promising Orquesta; Los Arcos, Most Promising Area Conjunto; and Grupo Siempre, Most Promising Area Orquesta.

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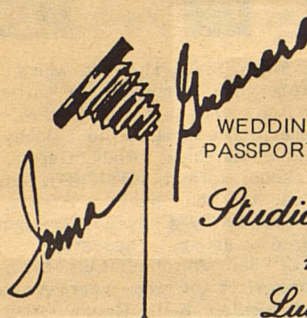
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LUBBOCK ENTERTAINMENT GUIDE

Due to possible last minute changes in schedules beyond our control we suggest that you contact the place of your choice for confirmation of schedules prior to visiting your selected Entertainment.

COMEDY

OCTOBER 31, Eddie Murphy & Paul Mooney Comedy Concert, a Halloween-night standup comedy performance. Starts at 8:15 pm at the Lubbock Coliseum. Reserved-seat tickets of \$18-general public, \$15-students are available at the Tech U.C. ticket booth and at Sears.

COUNTRY MUSIC

OCTOBER-NOVEMBER: Every Mon. & Tues., Larry Trider, 7 pm - 1:30 am, Fuzzy's Corner, 4802 Ave. Q, 762-9269.

OCTOBER-NOVEMBER: Every Wed., Thurs., Fri., Sat. & Sun. (Jam), The Sonny Holmes Band featuring Sonny Holmes, 7 pm - 1:30 am (Sun. Jam, 4 pm-8 pm). Fuzzy's Corner, 4802 Ave. Q, 762-9269.

OCTOBER 21, KLLL FM Keith Whitely Concert. Opening act, Pam Weston. Country music recording artists concert. No admission for free tickets available at Budget Tune, Doc's or The Cellar. Boot Hill Saloon & Dance Hall.

OCTOBER 21, Joey Allen & Philip Payne, 7 pm-10 pm, Gumbo's.

OCTOBER 22, Steve Wariner Country Music Concert to open with Johnny Blaine, 8 pm, The Lubbock Memorial Civic Center Exhibition Hall. \$10 advance general admission tickets available at local Family Video Outlets. Tickets at the door will be \$12.50.

OCTOBER 22-24, Nashville's Pam Weston, country music dance, The Boot Hill Saloon & Dance Hall.

OCTOBER 22-24, The Maverick Band, 9 pm-1:30 am, Jessie's Nook.

OCTOBER 23, Red Steagall, country dance and barbecue, 6:30 pm-9 pm, The Ranching Heritage Center. \$10 admission tickets available at the Lubbock Chamber of Commerce and Malouf's at the Kingsgate Center.

OCTOBER 23-24, Joey Allen & Philip Payne, 7 pm-10 pm, Gumbo's.

OCTOBER 23-24, Jack Neal & Jerry Green, 8:30 pm-1 am, The Lakehouse Club.

OCTOBER 23-24, The Country Edition Band, 9 pm-1:30 am, The Silver Bullet Club.

OCTOBER 23, 24 & 25, Derringers Band, 9 pm-1 am (Oct. 23-24), 4 pm-8 pm (Oct. 25), The VFW Post, No. 2466.

OCTOBER 25, The Country Edition Band/Country Music Jam, 8:30 pm-1 am, The Silver Bullet Club.

OCTOBER 26-28 & 31, Dallas' White Oak Band, The Boot Hill Saloon & Dance Hall.

OCTOBER 28, Joey Allen & Philip Payne, 7 pm-10 pm, Gumbo's.

OCTOBER 29, Shelly West, recording artist of "Jose Cuervo," will headline the concert as opened by White Oak. Admission \$4. The Boot Hill Saloon & Dance Hall.

OCTOBER 29, James Owens & Bullet Express, 9 pm-1:30 am, The Silver Bullet Club.

OCTOBER 30, The Maines Brothers Band Album-Release Party will introduce their new "Red, Hot And Blue" LP. The Boot Hill Saloon & Dance Hall. Admission: \$6.

OCTOBER 30-31, The Showdown Band, 9 pm-1 am, No Frills Bar & Grill.

OCTOBER 30-31, The Wooden Nickel Band, 9 pm-1 am, the VFW Post, No. 2466.

OCTOBER 31, James Owens & Bullet Express, 8:30 pm-1 am, The VFW Post of Brownfield.

OCTOBER

NOVEMBER 1, The West Texas Stompers, 4 pm-8 pm, The VFW Post, No. 2466.

NOVEMBER 1, James Owens & Bullet Express/Country Music Jam, 8:30 pm-1 am, The Silver Bullet.

FESTIVALS

OCTOBER 23, "A Night In Bavaria" Oktoberfest, German food, music and street dancing. Headlined by the famed Bavarian band, Musik-kupelle Markt Eukheim of West Germany. Will also feature the Texas Tech University German dancers. At the First United Methodist Church. Tickets: \$10 per person or \$35 per family or household.

ORCHESTRA/THEATER

OCTOBER 22, The Alvin Ailey Repertory Ensemble, 8:15 pm at the Texas Tech University Center's Allen Theater. \$12 general-public and \$8 Tech-student advance tickets are available at the Tech U.C. ticket booth and Sears. Tickets at the door Oct. 22 will be \$12 for everyone.

OCTOBER 22-25, "The Sound Of Music," a Rodgers & Hammerstein musical directed by Michael Gerlach, 8:15 pm, Oct. 22-24 and 2 pm, Oct. 25th, The Tech University Theater. General admission tickets are \$6 for the evening performance and \$5 for matinees. Student tickets are \$2 for either performance.

CALENDAR

ENTERTAINMENT GUIDE

ORCHESTRA/THEATER

OCTOBER 23-24. "Bosoms And Neglect," John Guare's play directed by Rudy Alvarado will stage at 8:15 pm at The Actor's Trading Post. Admission: \$5 advance, \$6 at the door; senior citizens and college students admitted with ID to the Oct. 23rd performance for \$3.

OCTOBER 24. "The Cat In The Castle," a children's musical directed by John Warriner, 2 pm at the Texas Tech University's Lab Theater. No admission charge.

OCTOBER 27, Jose Feghali, Brazilian pianist, gold medal winner of the Van Cliburn Piano Competition, and first-place winner of the Young Concert Artists Trust, the Dudley Competition and the Greater London Arts Association. 8:15 pm at the Texas Tech University Center's Allen Theater. Advance \$8-tickets for the general public and \$6 for Tech students are available at the Tech U.C. ticket booth and at Sears. All tickets at the door Oct. 27th will be \$8.

OCTOBER 27, The Schoenfeld-Buer-Fiel-Follows String Quartet, 7:30 pm-9:30 pm, Orlando's on Avenue Q. No Admission charge.

OCTOBER 29, "L'Amante Anglaise," performed by the Theatre Populaire De Lorraine, directed by Charles Tordjman. Will be presented in French with English subtitles. Tickets are \$9 adults, \$6 students. For reservations call 742-3601.

OCTOBER 29-NOVEMBER 1, "Dail M For Murder," Frederick Knott's mystery directed by Will McCrary, 7:30 pm (Oct. 29-31), 2 pm (Nov.1). The Garza Theater in Post, Texas. Admission: \$6 adults, \$3 children 12 years and under.

OCTOBER 30-31 & NOVEMBER 6-7, "Bosoms And Neglect," John Guare's play directed by Rudy Alvarado will stage at 8:15 pm at The Actor's Trading Post. Admission: \$5 advance, \$6 at the door.

OCTOBER 31, "A Company Of Wayward Saints," directed by Rick Wells, 2 pm, The Texas Tech University's Lab Theater.

POP MUSIC

OCTOBER 21-24, Charles Alcox, 8:30 pm-12:30 am, The Days Inn Plaid Door of 4th Street.

OCTOBER 30, Mazarati formerly with Prince will headline a concert beginning at 9 pm at Crystals Club. A costume contest for prizes will be judged by Mazarati.

RHYTHM'N'BLUES MUSIC

OCTOBER 22, The Jesse Taylor Band featuring Mike Pritchard, 9:30 pm-1:30 am, The Main Street Saloon.

ROCK'N'ROLL MUSIC

OCTOBER 21, Rock'N'Roll/Blues Jam hosted by P.F. Johnm 9 pm-1 am, The Main Street Saloon.

OCTOBER 22, The Head East Band, Fast & Cool Club. Admission: \$6 adults, \$8 minors of ages 18 to 20.

OCTOBER 22-24, The Buzztones, 9 pm-1 am, Oliver's (Lubbock Plaza).

OCTOBER 23, Night Ranger and Helix Rock Concert. MCA recording artists, Night Ranger, will headline the concert to open with Helix. 8 pm, The Lubbock Memorial Civic Center Exhibition Hall. \$14 general-admission tickets available at Ralph's Records & Tapes and Family Video locations.

OCTOBER 23-24, Vic Jones & Guitar Massacre, 9:30 pm-1:30 am, The Main Street Saloon.

OCTOBER 25, Rock'N'Roll/Blues Jam hosted by P.F. John, 9 pm-1 am, The Main Street Saloon.

OCTOBER 23-24. The Neighbors, 9 pm-1 am, No Frills Bar & Grill.

OCTOBER 29, Los Tornados, 9:30 pm-1:30 am, Main Street Saloon.

OCTOBER 28, Rock'N'Roll/Blues Jam hosted by P.F. John, 9 pm-1 am, The Main Street Saloon.

OCTOBER 29-31, Danny Raines & The Liquidators, 9 pm-1 am, Oliver's (Lubbock Plaza).

OCTOBER 30, The Mike-O-Waves Band, 9:30 pm-1:30 am, The Main Street Saloon.

TEJANO/SPANISH MUSIC

OCTOBER 30, Los Pumas De Jalisco Conjunto Norteño music, 8:30 pm-1:30 am, El Flamingo Convention Center.

OCTOBER 31, Halloween Party with Tortilla Factory & El Charro Negro. 8 pm-1:30 am at Crystals Club. \$6 pre-sale tickets available at Gilbert's Auto Supply of 708 4th Street or Crystal's of N. University.

OCTOBER 31, Halloween Masquerade Dance with Arturo Montez & Ternura and Johnny Hernandez. 8 pm-1:30 am at El Flamingo Convention Center.

NOVEMBER 13, Ruben Ramos & The Texas Revolution. Kalidad Band will open the concert at 8 pm at Crystals Club. \$6 pre-sale tickets available at Gilbert's Auto Supply and Crystals.

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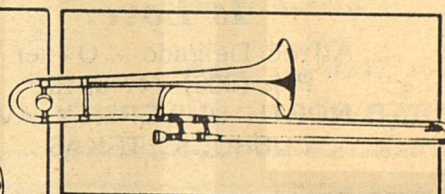
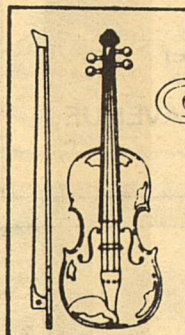
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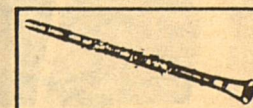
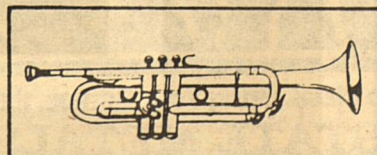
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LUBBOCK

Lack Of Support Deteriorates Talent

By Leandro Rivera
The Entertainer Showcase Magazine

Lubbock is blessed with talent that hardly ever gets recognized, and when it does, unfortunately, it's usually an "after-fact" for the artist. Buddy Holly, for example, never knew how much recognition he was to receive some 26 odd years later following his fatal death in '59. Had he been granted such local support during his time, he would have probably been more productive to become an even "greater giant" in the music industry than for what he is noted for today.

Lack of local support usually spells "deterioration" for the fruitful talents that develop within the area. From the point of view of a typical local manager of a club or restaurant, **lack of public response** to the artists has been the **major pit-fall** for the development of the local music industry. A common phrase of communication from prospective employers of live music to the struggling artists is...."I can't afford to pay you much, if you can't guarantee me a crowd or a following." The burden is shifted to the artist from the very beginning and beyond.

In my research, I discovered that even established area groups who manage to survive this local **lack of support** over the years are still confronted with such a concept. And these are "veteran" artists who over the years have developed and maintained a calibre of musical talent equivalent to that of popular national

artists worth millions; however, these poor unfortunate "diehards" are forced to continue performing locally for an average \$150 to \$200 a night. What's even worse is that this "lump sum" still remains to be divided among four to five members in the group. By the time they deduct cost and expenses incurred from transportation, traveling and meals, while attempting to offset the high costs of equipment - well, they just "paid to perform" rather than "get paid to perform." I would suggest that they not even attempt to tabulate the countless hours required to rehearse as cost factors; they'll be even deeper **in the red**. This discloses a "better-to-worst" situation which in many cases "snaps" the artist to question...."**is this really worth it!**" But then there are those **true-artists-at-heart** who, **for-the-love-it**, continue to confront these awkward situations.

The wiser survivors trim down in personnel. If they can afford it - they sacrifice I'm sure - they purchase, invest and employ the use of today's perfected advanced technology. They'll resort to a "one-man" or a "two-man" band utilizing sophisticated electric drum machines and tape recorders programmed to replace musicians in order to justify low compensation. But where does that leave the drummers? A drawback for music stores retailing - on the average - an \$800 programmable electric drum machine is their loss on a sell of an \$1,800 drum, cymbal and hardware set.

In terms of concerts, how many times have you heard someone complain of **Lubbock's lack of concert** presentations? Did you know that Odessa, with a lesser population, enjoys the privilege of "live concerts" more often than Lubbock? Again, **support** or **lack of support** reflects greatly on the music industry - its incentives and activity. Granted that Odessa may be more attractive geographically in location for concert promoters scheduling tours between Dallas, Austin or San Antonio and El Paso or vice versa. Odessa may very well be a "pit stop" for these tours, but **bottom line** is...."**if you don't support these concerts in terms of attendance** - even to a degree - **more than likely you're not going to get them!**" Unfortunately, Lubbock's track record is not very attractive to these guys - promoters and artists alike. The sad aspect is that even those who complain fail to show up when a daring promoter takes a risk with Lubbock. If it wasn't for the transit traffic created by Texas Tech University, **live concerts** in Lubbock would be **obsolete!** Even the Willie Nelson concert of September 8th sponsored by the Texas Tech Athletic Department was a disappointment in a sense when only an estimated 9,100 spectators showed up of the 30,000 expected attendants. It'll be interesting to see the outcome in attendance for the upcoming Eddie Murphy October 31st and Tina Turner December 4th Lubbock concerts scheduled by the University Center of Texas Tech.

Lack of concert support can also be attributed to promoters themselves - particularly this year - and their inability to coordinate proper scheduling. Over 10 major concerts were "cramed" into the month of September alone. Frankly, such a flaw puts a "big dent" on community pocket dollars, a discouraging situation for both promoters and spectators alike.

The **truth of the matter** is that - with all due respect - the City of Lubbock is way out of the **circle** of the music industry. It is, in essence, "out in the middle of nowhere" where very few record companies and representatives - if any - ever visit to scout and recruit prospective West Texas recording artists for their rosters or even look at Lubbock for tour scheduling.

Lack of Local Support reflects on Lubbock as "not being musically inclined." It hinders those few who dare to create and establish their talents there, and keeps them from flourishing. Mac Davis and Waylon Jennings, like Holly, not only fled the City, but fled the State! Mi Tequila Orquesta "El Orgullo De Lubbock" (Lubbock's Pride in Tejano/Spanish Music) ended up breaking-up after 10 years of struggle and four impressive album recordings. I'm surprised that the Maines Brothers have stuck around so long. But then again they employ the use of a personal commercial bus to take those constant long trips - again, away from Lubbock!

The way things are going, I doubt it seriously if Lubbock will ever produce another Holly. If it does, it'll probably be a long while, and probably after they're long gone --- **Again!**



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The Tastes Of Texas visited the Villa Club's Friday "free" buffet which provided a wide selection of food essential to a hearty meal. The items served included sliced barbecue beef, tamales, beef enchiladas, beans, tossed salad and apple cobbler. I don't rightly know who prepared them, but who ever did, sure did do a great job! What we do know is that this food is deliciously tasty and it's free! You can find it - as I did - at the Villa Club every Friday after 12 noon. Oh! And the live band wasn't bad - a little loud - but not bad.

Now where else can you go to enjoy live entertainment with no cover and eat a delicious "grade A" meal for free? You might, as I did, purchase a few drinks on your behalf as a courtesy.

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BUSINESS Outlook

Consolidated Protection Offered With Financial Planning

By Leandro Rivera
The Entertainer Showcase Magazine

Frank Saiz, President of Lubbock Insurance Services, is pleased to announce his association with Premier Insurance Consultants, a full-service insurance consulting firm specializing in "tailored" small business and individual financial planning.

Premier Insurance Consultants provides expert financial planning assistance and consulting to enterprising individuals and families interested in establishing or expanding their business. At Premier, they service the overall Permian Basin's unpredictable economies, including Lubbock, Midland and Ector counties, with the pledge to improve their clients' status within the highly competitive marketplace. The firm's mission, according to David Narbaez, - Consultant for the firm, is to lend assistance in all phases of business and individual financial planning. Services offered there include Partnership Buy & Sale Agreements, Corporate Stock Redemption Plans, Overhead Expense Plans, Disability Plans, Tax Sheltered Pension Plans and various other traditional "financial protection" programs.

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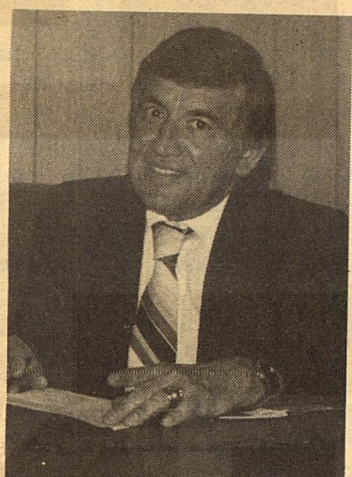
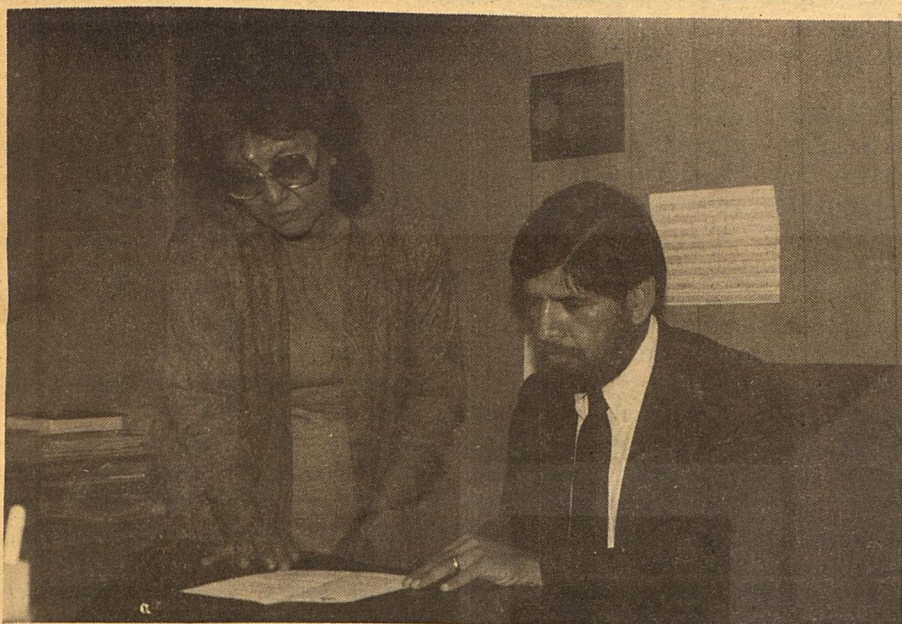
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Frank Saiz and David Narbaez offer over 25 years of combined experience, expertise and firm knowledge in the insurance field. In addition, Paula G. Narbaez - Executive Secretary and Financial Plans Coordinator with over 5 years experience, serves as the liason between Premier and vendor companies. Mrs. Narbaez accepts, analyses and coordinates bids from the various insurance companies. Vickie Villarreal, receptionist for the firm, processes all documentation and filing there.



PHOTOS BY LEANDRO RIVERA

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(Top, left to right) Paula Narbaez, David Narbaez, (lower left) Vickie Villarreal, and (lower right) Frank Saiz work hard to provide the best protection available tailored specifically for their clients, individuals and businesses.

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The Rainbo Baking Company joined forces last month with the Lubbock Independent School District to install a state-of-the-art computer-assisted instructional lab at Bean Elementary School of 3001 Avenue N in Lubbock. Presenting a \$12,000 grant to Dr. Velma Ruth Shambeck, third from left, assistant superintendent of the Lubbock Independent School District, is Jim Walker, second from left, president, Rainbo Baking Company of Lubbock. Joining them during the presentation ceremony at Bean Butler Elementary are, from left: Lubbock Mayor Peck McMinn; school Principal Barbara Mezak; Dr. E.C. Leslie, superintendent, Lubbock Independent School District; and Mark Anderson, chairman of the board, Rainbo Baking Company of Lubbock.

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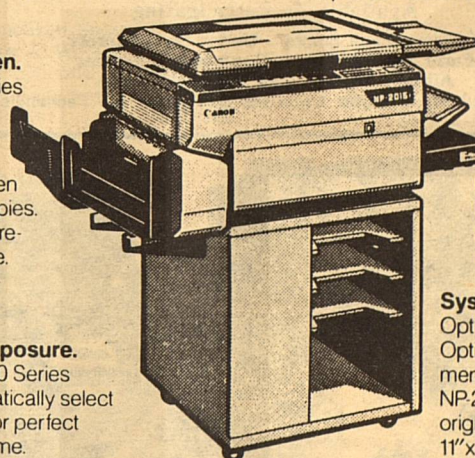
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National Family Survey Reveals Hispanics & Blacks Dissatisfied

NEW YORK - Hispanics and blacks make up a large part of the 20 percent of American families dissatisfied with important aspects of their lives, it was revealed in the first Philip Morris Family Survey released recently.

The survey found, in addition, that 78 percent of American families were highly satisfied with the quality of their lives.

Conducted by Louis Harris & Associates, Inc., the survey lays to rest many misconceptions and pre-conceived notions about divorce, parent-child relationships and the American family in general.

The survey found that poor minorities are "living on the edge" and "in real despair" as they attempt to cope with problems concerning their inability to pay for essentials, improve their incomes and housing conditions, and develop the lifestyles they want.

Survey officials noted that 28 percent of the Hispanic community are among those "poor minorities" expressing dissatisfaction, while the figure among blacks comes to 32 percent.

Louis Harris said of the findings: "The major impact upon satisfaction in family life, without any doubt, is economic status.

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Economic deprivation provides the essential ingredient for unhappy families suffering from a plethora of miseries. Money doesn't necessarily buy family happiness, but it makes it a great deal more possible to find it."

Despite their problems, the report revealed that Hispanics are among the more optimistic of this dissatisfied minority.

Hispanics tend to be less worried than other Americans about the kind of world their children will inherit and they feel that their economic lot is improving.

Hispanics reported higher satisfaction with their economic status, less problems with their jobs and living conditions and also less disputes between husbands and wives.

Hispanics tend to report less stress, tension, and somewhat better living conditions than blacks, the survey said.

Both groups expressed similar degrees of concern in other areas, however. Harris said: "Far more than other parents, black and Hispanic fathers and mothers worry about illicit drugs, alcohol, teenage pregnancy and promiscuity, not studying enough, and how to stop their children from dropping out of school."

The survey noted that Hispanic and black families tend to be made up of younger people who have more children than their white counterparts. Fifty-four percent of Hispanic homes and 51 percent of black homes have children 18 and under living there compared to the national norm of 42 percent.

Both Hispanic and black homes are used to having older children take on broader responsibilities, such as looking after young offspring, cooking simple meals and taking on serious responsibilities around the house. Both groups complain about how tough it is to raise children properly, which is harder than they anticipated when they first were having children, the survey said.

Harris said: "As much out of necessity as choice, blacks and Hispanics are more committed to wanting to work than any other group in the population. Big majorities (in these communities) believe it feasible to have children and for both parents to work."

Harris said: "There is little doubt, by looking at the Hispanics and blacks, that minority parents are struggling to hold their families together in the face of economic deprivation. Put bluntly, they are in desperate need of help."

The survey also found several areas in which both the American majority and the critical minority agree. All families want their children to find a happy, normal life and to think for themselves. Eighty-six percent are confident their children will go to college and 88 percent want them to value nonmaterial things.

Eighty-seven percent want their children to work to end racial discrimination and discrimination against women.

Commenting on the total research project, Harris said: "Going into the Family Survey, popular opinion warned us not to expect any good news about the American family. On the contrary, the overwhelming majority of respondents were relieved and even grateful we were asking questions. These people are tired of hearing and reading all negative news about the family and want a chance to tell it like it is."

One of the most popular claims the survey challenges is that nearly one out of every two marriages will end in divorce. "High divorce rates can often be traced to 'Vital Statistics of the United States,' generated by the U.S. National Center for Health Statistics," Harris continued. "This source takes the 2.5 million new marriages each year and divides by 1.1 million divorces to conclude that roughly half of all marriages are breaking up. This is nothing less than statistical nonsense.

"What this survey shows and what the U.S. Census confirms, is that the number of divorced couples is no more than 1.7 percent of all married families, and that only one out of every eight marriages ends in divorce," Harris said.

The survey discovered that a large majority of all families are highly satisfied with their family relationships, 94 percent; the way family members support each other in a crisis, 86 percent, and the amount of time spent with family and friends, 83 percent. The close bonds and experiences shared by a family are so strong that majorities report if they did not have a family, they would even miss the sorrows and crisis of family life.

The research for the survey was conducted in the Spring of 1987 by interviewing a cross-section 3,001 family members by telephone. The sample consisted of those 18 years of age and older as well as those who are living together as a couple or are related by blood, marriage or adoption.

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