

The Entertainment Bi-Weekly Magazine of the South Plains

THE ENTERTAINER SHOWCASE

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***"The People
Picture Publication"***

14th Annual
American Music Awards
Spotlights America's Top
Favorite Performers

Tastes
of
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Hispanic Pride
In Business

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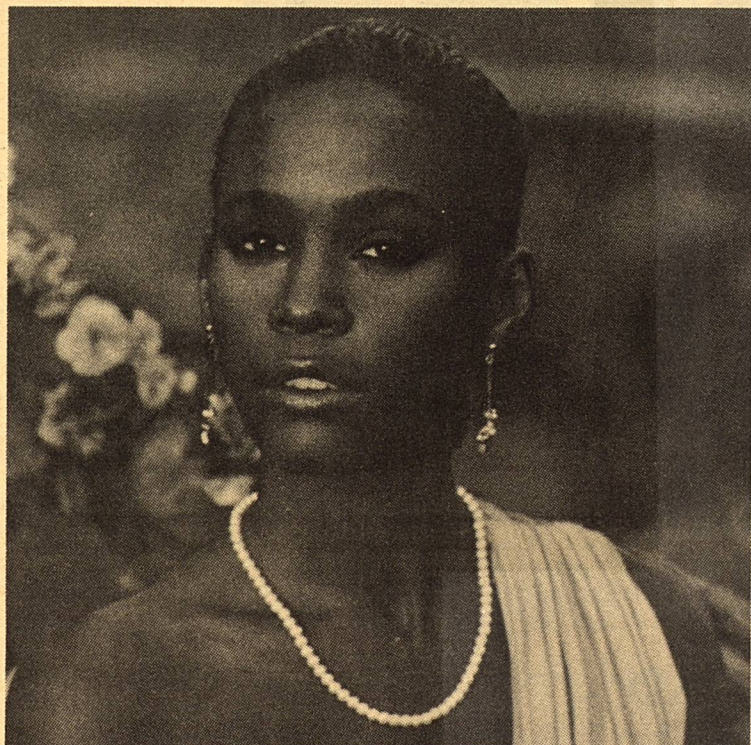
14th Annual American Music Awards Spotlights America's Top Favorite Performers

By Leandro Rivera
The Entertainer Showcase Magazine

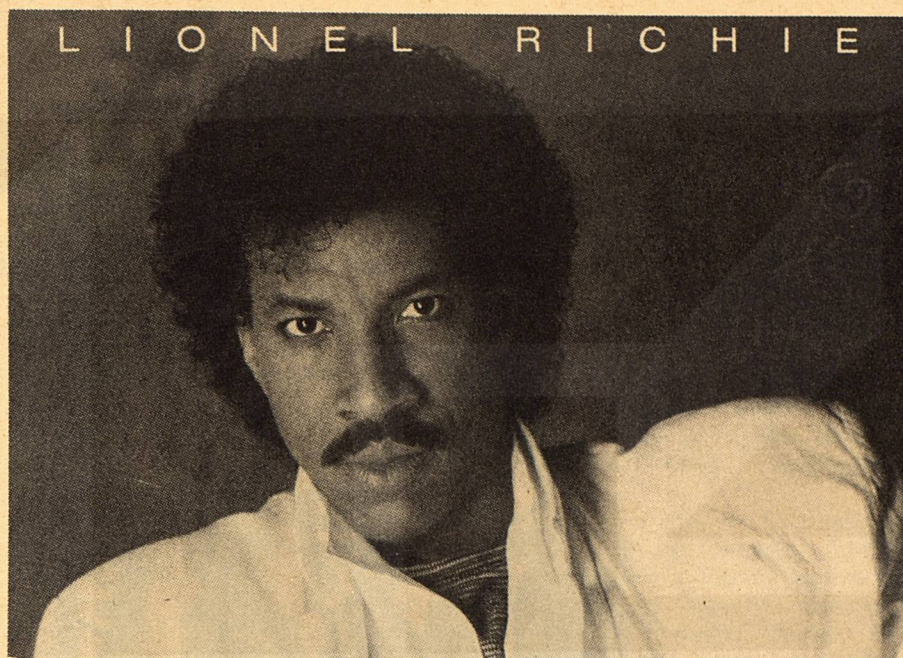
The 14th Annual American Music Awards held January 21st at the Shrine Auditorium in Los Angeles, California highlighted America's top musical acts of 1986. This year's ceremony spotlighted the country, soul/rhythm & blues and pop rock music styles. In addition the celebration honored a widespread of popular music video artists.

The nominations for the American Music Awards are based on information compiled by **Cash Box Magazine** of New York, one of the leading music entertainment trade magazines in the nation for 44 years. Ballots for this year's event were distributed by an independent survey firm of Herbert Altman, Incorporated to a representative sample of record buyers throughout the country. These ballots were thereafter tabulated by the national accounting firm of Pete Warwick Mitchell, and the results were placed in sealed envelopes to be presented at the awards ceremony.

Whitney Houston became the spotlight of the evening receiving an overwhelming five awards resulting from her nearly two-year-old album also titled "Whitney Houston". Lionel Richie followed with four awards, and Alabama trailed with three. Huey Lewis & The News, Billy Ocean, Janet Jackson and the mother-daughter country duo, The Judds, received two awards each while Barbara Mandrell, George Jones, Willie Nelson, Madonna, Reba McEntire, New Edition and Kool & The Gang each received one award during the event.



Miss Houston dominated the American Music Awards winning "Favorite Female Vocalist" and "Favorite Album" in the pop rock category. She also claimed "Favorite Female Vocalist", "Favorite Album" and "Favorite Video Single" in the soul/rhythm & blues category. The "Whitney Houston" album claimed two American Music Awards for Houston last year. The popularity of the album is documented by **Billboard** magazine. The album has been on top of the charts now for over 97 weeks and has sold well over 8 million copies.



Richie was honored "Favorite Male Pop Vocalist", "Favorite Male Vocalist" and "Favorite Male Video Artist", the latter two in the soul/rhythm & blues category. "Dancing on the Ceiling" awarded him "Favorite Video Single" in the pop rock category. Richie received outstanding recognition despite the fact that the LP itself was not nominated in any of the American Music Awards' album categories. Richie, on tour in Australia, was unable to attend this year's festivities.

Alabama dominated the country artists receiving "Favorite Country Album" for the LP titled "Greatest Hits", "Favorite Country Group" and "Favorite Country Video Group".

George Jones was honored with "Favorite Male Country Video Artist" while Barbara Mandrell received "Favorite Female Country Vocalist". Other country artists recognized included Willie Nelson

5.6

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BUSINESS PROFILE

Hispanic Pride In Business Aztec Discount Furniture, Inc.

By Leandro Rivera
The Entertainer Showcase Magazine

As Pete and I gazed across the huge spacious 13,000 square foot warehouse-showroom combination of the new Aztec Discount Furniture, Inc. located at 2102 Avenue Q in Lubbock, workmen rushed about their business to finalize the last finishing touches to the construction of the facility while Aztec employees subtly arranged and exercised their interior decorating abilities undisturbed.

As I calmly observed the activity around us, I couldn't help but to notice Pete's joyous facial expressions and reactions that truly illustrated a warm heartfelt sense of pride and self satisfaction.

"We've come a long way Lee. But our work here is not finished," Pete stated.

Fascinated with his statement, I took advantage of the opportunity to pry into Pete's previous experience going back to his boyhood days. Pete eagerly accepted my invitation to disclose his past and immediately began reminiscing the many obstacles that handicapped his triumphal achievements.

"Aztec Furniture goes back beyond working for furniture stores and getting fired," Pete stated. "There are three chapters in my life. The first began at the age of six when I learned to drive a tractor. Our family lived in a 'rancho' (farm) where my dad was making \$25 a week to feed four people. As the oldest in the family, I was handed the responsibility of taking care of my younger brothers," he explained.

At that early age Pete had gained a sense of responsibility for survival. He gratefully credits that to his idle - his father, the late Elias Paniagua, Sr.

"My daddy was my hero. He was a hard working man with callous on his hands as a farm laborer. He taught me the basics in life, and constantly pledged that I wouldn't have to work as hard as he did when I grew up. He encouraged an education," Pete explained.

According to Pete, his second chapter in his life focused around the period in time beginning with sixth grade through high school in a farming community where the school system stereotyped farm labor and farm migrant children as "handicapped slow learners" who were often treated as outcasts.

"I was confronted with negative recommendations from school counselors and teachers who would tell me I wasn't smart enough to take certain subjects. I rebelled against their opinions and proved them wrong. My learning abilities were strengthen and my study habits became fully developed," Pete stated.

Chapter three began in 1972 when Pete left his hometown of Tahoka, Texas to attend West Texas State University in Canyon where he majored in history and minored in sociology. Pete received his teaching certificate there.

It was at West Texas State that Pete further met his fate. He met Elpidia Murillo whom he married July 3, 1974.

"We had alot in common. We shared similar goals. And we both had the determination to prove that anything we wanted to be - we could be," Pete stated.

Pete was born January 21, 1954 in Camaron, Texas. We know enough about him now to understand his initial statement that day as we both examined his accomplishments at the new Aztec Furniture facility.

Upon leaving West Texas State, Pete obtained what he referred to as "his first real job" at CIC Furniture & Finance in Lubbock where he worked for six years. During this time Pete and Elpidia gave birth to Melinda October 15, 1975. A second child, Kristina, came into being December 15, 1977.

In 1980 Pete became employed by US Life Credit Corporation where he worked for two years. He was later promoted and transferred to Odessa for an additional two more years. He thereafter followed with employment at Mobile America, National Mortgage and FDIC. His last employment before becoming a business entrepreneur was in '84 with Quality Discount Furniture.

"As long as I work for someone else, I'm in the hands of someone else. I wanted to be in control of my own life," Pete stated.

With this in mind, Pete decided the time was right to pursue "the dream of owning my own business."

That dream became a reality in December of 1984 when Aztec Discount Furniture opened its doors for business. A year later it

received its incorporation charter January 16, 1985 with new business partners, Ausencio and Gloria Paniagua, who later resigned that same year. A second store, Aztec Sales & Rentals, was opened in April of '86.

A recent merger of both stores has resulted in the large spacious facility of 2102 Avenue Q which houses an elegant display of quality furniture in a modern environment.

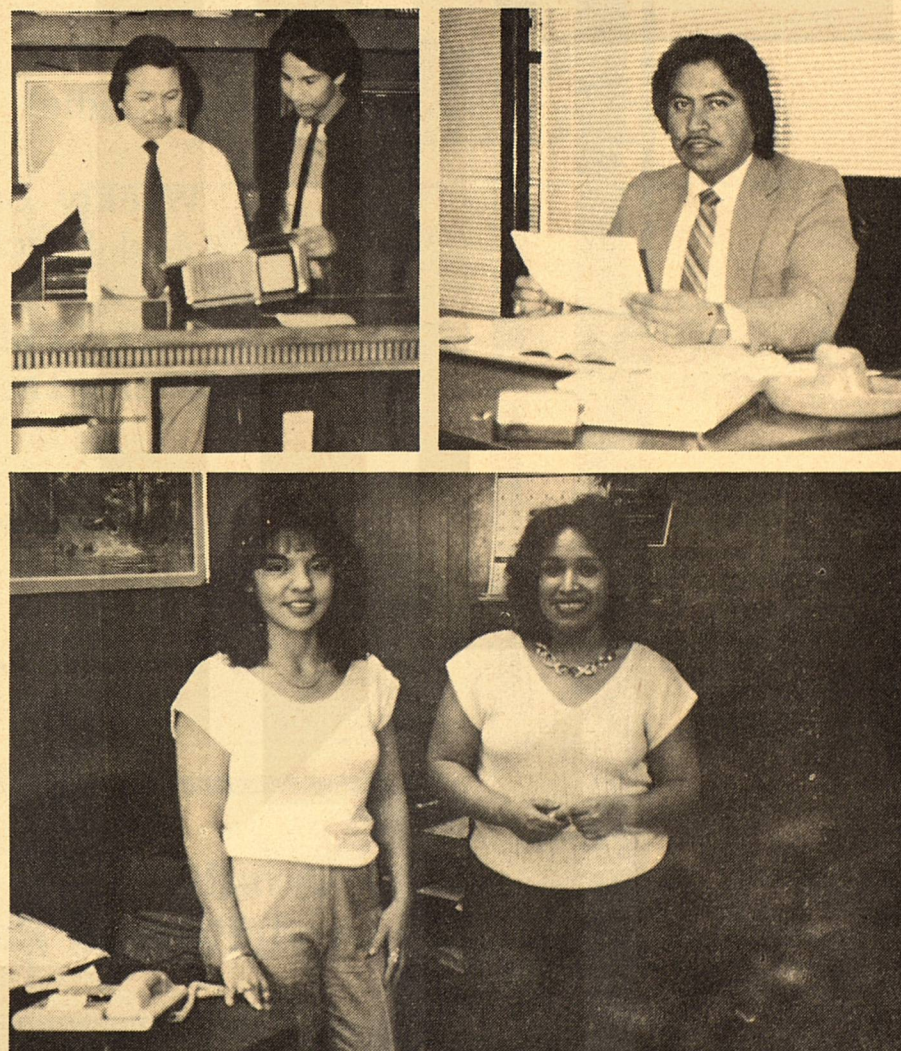
With over 28 years of combined experience in credit, home furnishings and financing amidst its personnel, Aztec is sure to service your every need. They offer "instant" financing and "on-the-spot" financing for up to \$1500 with easy credit terms which eliminate interest rates and payments for the first three months. Their "in-house" financing is also an added attraction for many of their customers. It provides convenient low down payments and low monthly payments to accommodate any budget. A new program to rebuilt your credit, "Rent to Own with a Difference," is presently being implemented.

Aztec Discount Furniture, Inc. offers quality home furniture by Aquarius and Benchcraft; bedroom furniture by Singer, Bassett Broyhill and Pilliod; a mattress line by Loving Care; appliances by Gibson, Tappan and Roper; and a complete line of electronic products by Soundesign, Sansui, Philco and Pioneer. Aztec also provides waveless and full-motion waterbeds, and plans to expand their product line with a complete carpet department. Plans are also underway to establish a video rental department and a Personal Loans Department.

Pete has definitely "come a long way." I must confess he has alot to be proud of. But the most important thing that I learned about Pete is that he doesn't forget where he came from. I began to realize that Aztec Discount Furniture, Inc. had indeed began a long time ago.

Visit Aztec Discount Furniture, Inc. at 2102 Avenue Q in Lubbock or call 765-0071 and meet Mr. Aztec himself - MEET MR. PETE PANIAGUA.

"Home is where the heart is. Furnish it with the best. Furnish it with Aztec Discount Furniture, Inc." -- Pete Paniagua.



(Top left) David Martinez (left), Manager, and Roland Camacho (right), Assistant Manager, both of Aztec Discount Furniture, Inc. reduce sale prices their electronic products. (Top right) Pete Paniagua, proud owner of Aztec, generally keeps busy with the business' paperwork. (Bottom) Sally DelaRosa (left), Elpidia Paniagua (right) and Anna Martinez (not photographed) take charge of all office procedures there.



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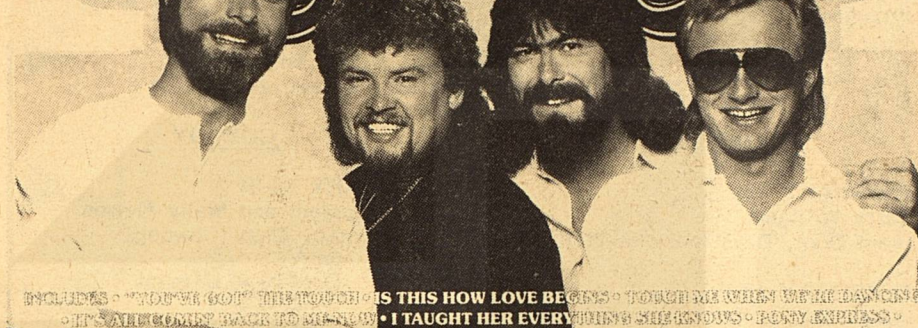
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FLASHBACK

THE TOUCH ALABAMA



as "Favorite Country Male Vocalist", The Judds with "Favorite Country Single" and "Favorite Country Video" resulting from their "Grand Pa" recording and Reba McEntire, winner of the "Favorite Country Female Video Artist" awards.

Kool & The Gang captured the title of "Favorite Video Group" in the soul/rhythm & blues category while Janet Jackson, younger sister of the reknown Michael Jackson, claimed the "Favorite Single" for the song, "Nasty", and "Favorite Female Video Artist", both in the soul/rhythm & blues category. Another award in this same category went to the popular group, New Edition - who received the "Favorite Group" honor.

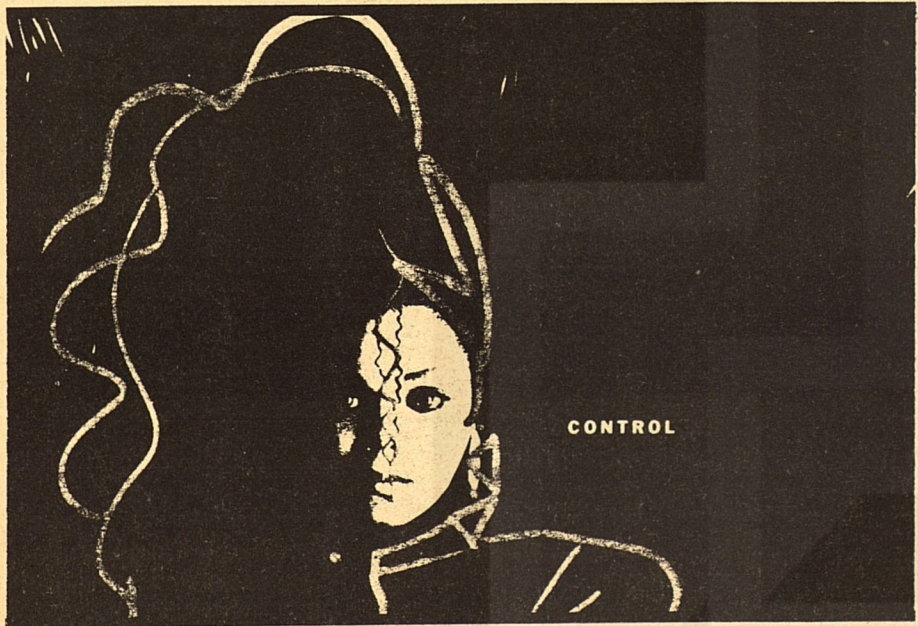
The "Favorite Pop Single" award went to Billy Ocean from Trinidad for the song, "There'll Be Sad Songs". In addition, Ocean took the "Favorite Male Video Artist" award in the pop rock category.

FORE!

HUEY
LEWIS
& THE
NEWS



The "Favorite Group" and "Favorite Video Group" awards in the pop rock category went to Huey Lewis & The News, while Madonna captured the "Favorite Female Video Artist" in that same category.



Special feature appearances during the ceremony included the live performances of such top American favorites as Janet Jackson who presented her hit song "Control" - a top ten single in the Top Ten for over 24 weeks; Robert Palmer who delivered his

hit single "I Didn't Mean to Turn You On"; George Strait with "....Ocean Front Property in Arizona"; Run D.M.C. with their popular "rap" melodies; Diana Ross with a tribute to Billie Holiday with a medley of Holiday songs; a sneak preview of the new upcoming group - Bruno & The Heaters; Whitney Houston with her "....All at Once" hit single; Genesis' live concert performance by satellite from Cleveland; a steaming appearance by Tina Turner; and a special medley presentation of Peter, Paul & Mary.

Micky Dolenz, Davy Jones and Peter York, the original members of The Monkees, presented the rules and regulations of the American Music Awards nominations.

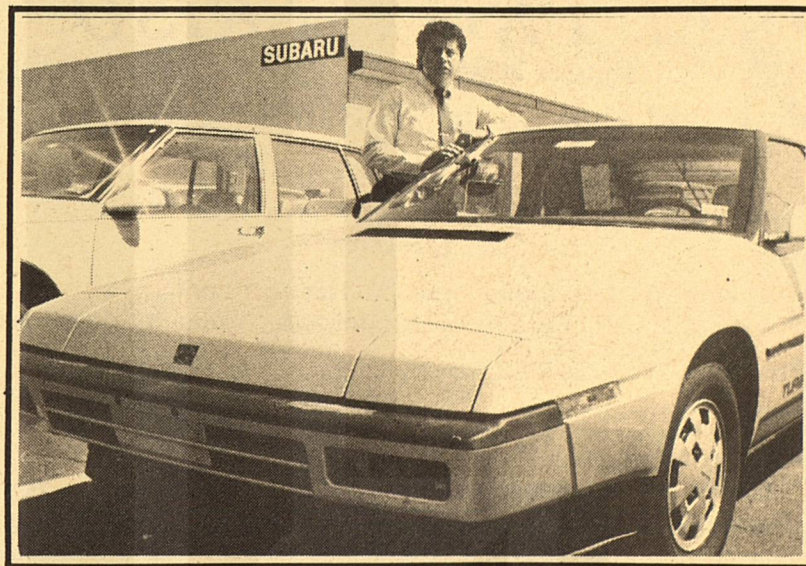
This year's ceremony paid tribute to Elvis Presley honoring Elvis with the "American Music Award of Merit". The special tribute to Elvis was hosted by Mac Davis.

Honorary mention was credited to Bruce Springsteen & The East Street Band for their work in the "1975-1985 Live Album" which was shipped too late to be included in this year's nominations. It became the first record debuted as number 1 since 1979. It was given special recognition for the achievement in the '86 year end issue of **Cash Box Magazine**.

The ceremony ended with a special salute to Dionne Warwick's "That's What Friends Are For". Although not included in **Cash Box's** year end Top 100 poll, the song was given the magazine's "Special Achievement Award" because of its charitable purpose. With proceeds going to the American Foundation for Aids Research, the recording became the biggest selling single in 1986.

"It's a perfect example of how the music community responds when there's a need....because afterall - that's what friends are for," Diana Ross, this year's host for the American Music Awards, stated.

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Michael Porter
Honky Tonk

FEBRUARY 19-21
Crystal Creek
Texas Tumbleweed

FEBRUARY 20 & 27
Donna Jo Barnes, Jack Tyson &
Carroll Welch
The Sting

FEBRUARY 20 & 21
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Civic Center exhibition hall

FEBRUARY 20-21
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Steve Warner and Ronna Reeves
Civic Center exhibition hall

FEBRUARY 22
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FEBRUARY 21
Los Mañaneros de Nuevo Leon &
Los Continentales
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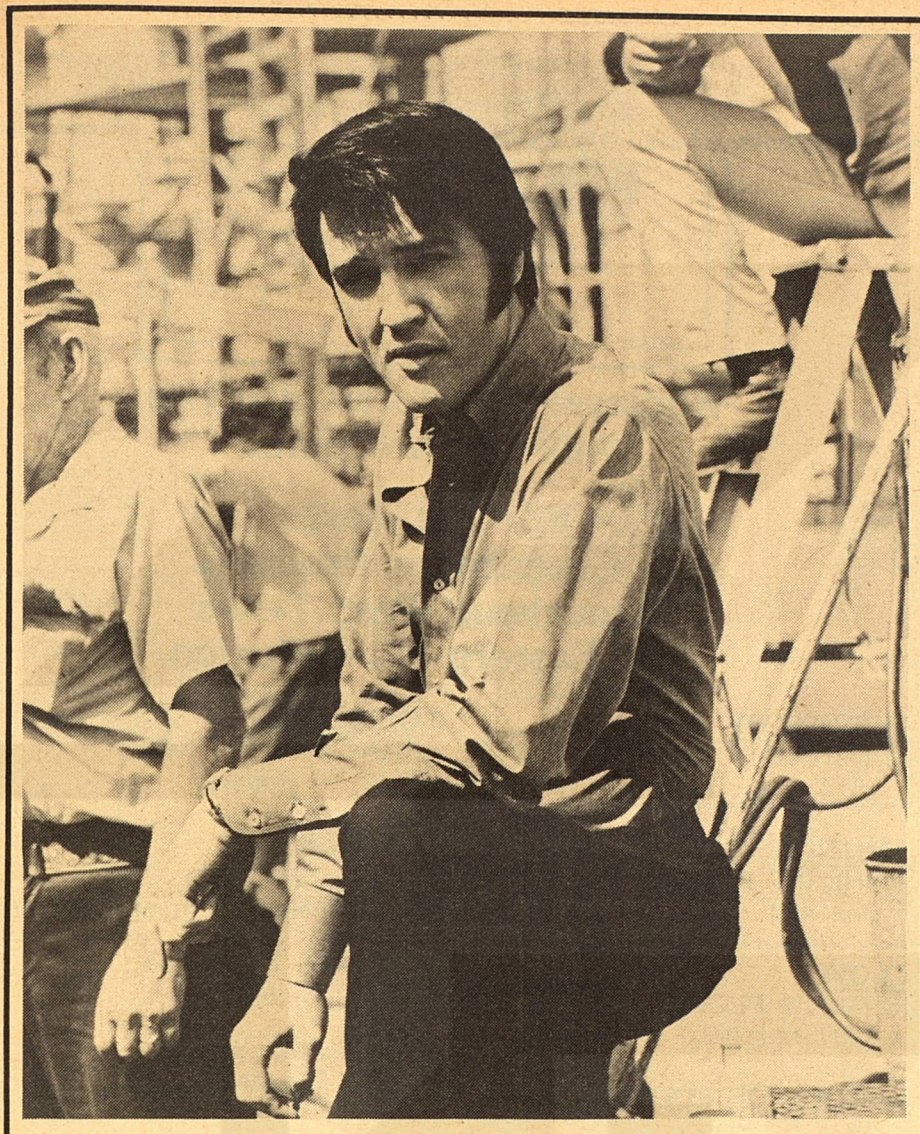
FEBRUARY 22
Los Mañaneros do Nuevo Leon &
Ricky Martinez y El Grupo
Internacional
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FEBRUARY 27
LULAC SCHOLARSHIP DANCE
LITTLE JOE Y LA FAMILIA
RICKY MARTINEZ Y GRUPO
INTERNACIONAL
Crystals Club

FEBRUARY 28
Los Madrugadores
Fronteriso

THEATRICAL/PLAYS

FEBRUARY 19-21 & 26-28
"The Wool Gatherers"
The Actors Trading Post



Elvis Presley Honored With American Music Award Of Merit

Elvis Aaron Presley was born in Tupelo, Mississippi in 1935. He won his first Memphis High School talent contest in 1940. He released an unprecedented number of hit singles and albums during the 1950's on Sun Records and RCA. In 1958 he became the decades most famous draftee of the United States Armed Forces. He starred in over 33 movies "where he always got the girl." In 1967 "the girl" finally got him. That year he married Priscilla.

During the 1970's, Presley became the focal point for an array of "in person" talk shows and television specials.

The special tribute presentation to Elvis Presley, hosted by Mac Davis, during this year's American Music Awards ceremony triggered testimonial response from many of America's top favorite artists.

"....there's some great vocal things that he did. As a singer I guest he was under-rated by his image - how good a singer he was. He made music colorful. And for that I gotta thank him."
--Cyndi Lauper

"....yea, well Elvis was indeed 'The King'. I don't think there's any doubt about that. A lot has been written and said about why he was so great. But I think the best way to appreciate his greatness is just to go back and play some of the old records. Time has a way of being very unkind to old records. But Elvis' keep getting better and better." -- Huey Lewis

"Elvis Presley has been called 'The King' because he changed the sound and look of popular music. Elvis exploded on the scene and musical performing has never been the same since." -- Mac Davis

The Judds paid tribute to Elvis by recording and revitalizing one of Elvis' famous recorded hits, "Don't Be Cruel." The Judds presented their latest work during this year's 14th Annual American Music Awards ceremony with the backup performance of Elvis' famous group, The Jordonaires.

Anne Murray, Elvis' favorite female singer, delivered the following award inscriptions to the assembly at the awards ceremony:

"For bringing a revolutionary new energy and excitement to music in his performance. For leaving the world with an unforgettable legacy of music, memories and magic. The American Music Award of Merit is presented posthumously to Elvis Presley, January 26, 1987."

The award, accepted by The Jordonaires, will be displayed at the Elvis Presley estate.

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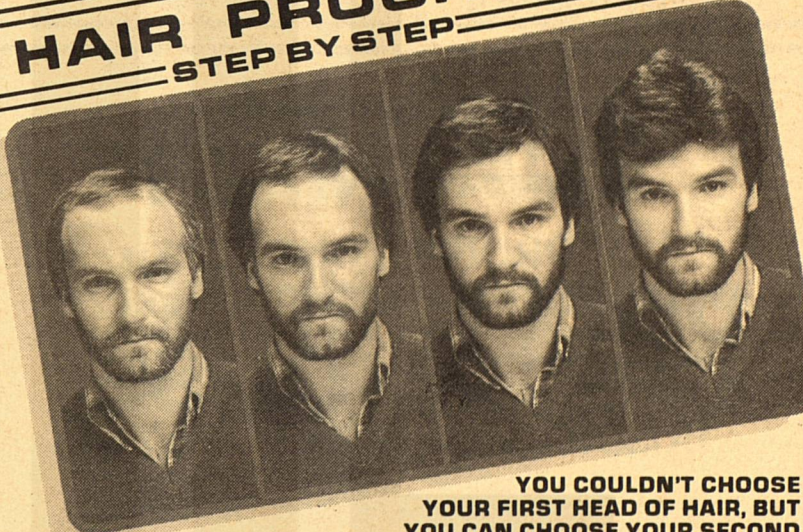
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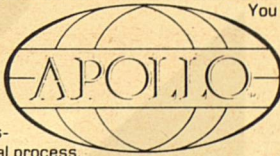
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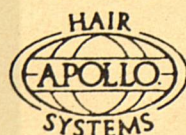
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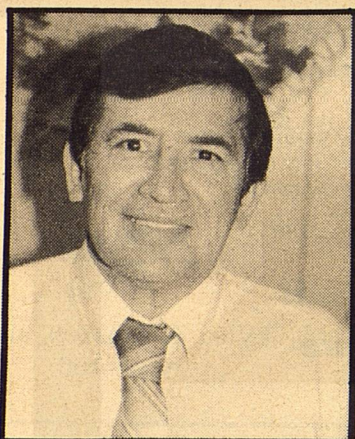
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POST
MAURINE'S
609 W. 5th

PRAIRIE FLORIST
232 E. Main

RALLS
RALLS FLOWERS
Main St.

SLATON
PAULINE'S FLOWERS & GIFTS
106 W. Garza

SNYDER
HINSHAW'S FLORAL
& GARDEN CENTER
2804 College

TRAVIS FLOWERS
1906 37th

TOHOKA
MURRAY'S FLORIST
1537 Ave. J

DIRECTORY GUIDE

TASTES OF TEXAS

FAST N EASY - In a big rush? Very little time to eat a lengthy meal? **STOP!** Pull into your nearest **FAST N EASY**.

FAST N EASY

ALEX DRIVE INN
2802 Ave. Q 747-1036

ARBY'S ROAST BEEF
4928 50th St. 793-2500
2405 19th 762-2282

PETE'S DRIVE INN
1002 Ave. Q 765-8419

CHIK FIL A
6002 Slide Rd. 797-2223

FAST EDDIES
5105 Quaker 797-0041

GRANDY'S
4631 50th St. 793-3060

SONIC DRIVE INN
4611 34th St. 797-1626
1926 4th 747-7071

TOMMY'S DRIVE INN
117 University 763-5424
316 Idalou Rd. 741-0220

AMERICAN/ELECTRIC

CARRIAGE HOUSE
910 Slaton Hwy. 745-4591

CARROW'S RESTAURANT
1619 50th St. 762-2011

50 YARD LINE
Slide Rd. & 12th 793-5050

CREATIVELY YOUR'S LUBBOCK
6520 University Ave. 797-3654

AH! HA! THE BAKERY

I don't know about you but I have a weakness, Yep! That's right! Just love that freshly baked smell I get when I walk thru the door. Kin'da like that buttery aroma one smells when driving by the bread factory.

BAKERY

BENAGLIO'S
8004 Quaker 792-9356
4110 19th St. 793-4433

FURR'S PIE KITCHEN
2708 50th 792-5154

JIMENEZ BAKERY & RESTAURANT
1217 Ave. G 744-2685

PANCHO'S MEXICAN BAKERY
& BUFFET 765-6184
125 N. University

BARBEQUE

BAR-B-QUE BOB'S
5206 82nd St. 794-6836

BIGHAM'S SMOKEHOUSE
3306 4th 762-8782

JUG LITTLE'S
6003 Slide Rd. 792-4778

BARBEQUE

TEXAS TUMBLEWEED
3501 50th St. 793-8871

MESQUITE'S
2419 Broadway 763-1159

CAFETERIA

FURR'S CAFETERIA
Caprock Center 795-4477
2817 S. Loop 289 745-3220
6001 Slide Rd. 797-6063
Town & Country Center 762-4424

CAJUN/CREOLE

BOURBON STREET
5202 4th St. 797-6328

CHINESE YES SIR! This is it. I'm in trouble now! Where are my chop sticks? **HAVE STICKS WILL TRAVEL!**

CHINESE

CHINA HUT
511 Universty 744-4543

CHINA TOWN RESTAURANT
5217 82nd St. 794-9898

CHINESE KITCHEN
5308-A Slide Rd. 792-4192
3715 19th St. 792-4636
3605 50th 793-9583

CHOW THAI RESTAURANT
2330 19th St. 747-1747
3004 34th 795-1148

GREAT WALL
1625 University 747-1264

COFFEE SHOP/LATE HOURS

FEDERAL COFFEE SHOP
1205 Texas Ave. 762-3537

INTERNATIONAL HOUSE OF
PANCAKES 744-5153
1627 University Ave.

PANCAKE HOUSE
510 Ave. Q 765-8506

CONTINENTAL

THE GREENERY
801 Ave. Q 763-1200

THE WILLOW HILL DINER
4413 82nd 794-6036

DELI/SANDWISH SHOP

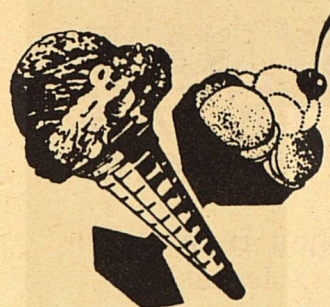
DANNY'S DELI
1003 University 762-6243

GARDENS SANDWISH SHOPPE
THE 795-7827
4620 50th St.

GRUBS N SUDS
2812 4th St. 747-1200

OG'S SANDWISH CLUB
4902 34th St. 799-6408

OH MY! OH YES!
DID SOMEONE SAY
DESSERT!!



DESSERT

SWENSEN'S
4636 50th 793-4622

ZACK'S FROZEN YOGURT
4511 50th St. 795-0790

FRENCH

CHEZ SUZETTE
4423 50th St. 795-6796

LE BRISTO FRENCH CAFE
5217 82nd St. 794-1414

DINING ALONE? TAKE A FEW TIPS.

1. Be a regular at the restaurants that really make you feel comfortable and give you the attention you desire.

2. Please leave your walkman at home. Take something to read such as your Entertainer Showcase magazine or a typical newspaper. By all means stay open for possible conversations from other diners or waitperson.

3. While you're looking at the Menu have a drink ordered right away.

4. Expect prompt service and reward it afterwards. Something that most waiters don't acknowledge is that when you're dining alone time seems longer.

5. Always try to obtain sitting when in a fine restaurant. Consider the captain's table or community table in a cafeteria. Sitting in the dark or a small table will not get you the service and conversations you desire.

6. By all means take your time. Enjoy your food and the surroundings.

7. Make reservations where necessary.

- PHANTOM DINER.

ANDY'S Family Restaurant

1608 19th Street
Lubbock, Texas

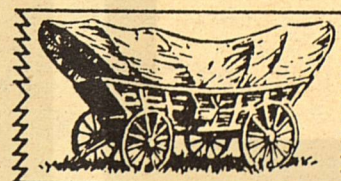
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1636 13th St. 765-0202
AMISTAD'S
1507 Ave.N 747-9558
YESTERDAY'S
3602 Slide Rd. 792-8383

ITALIAN

ORLANDO'S
2402 Ave. Q 747-5998

JAPANESE

SHOGUN JAPANESE STEAK HOUSE
4520 50th 797-6044
SHANGHAI RESTAURANT
4620 50th 793-8574



MEXICAN

ANDY'S FAMILY RESTAURANT
1925 Ave. H 744-2238
ALEJANDRO'S RESTAURANT
E. 14th 747-3010

MEXICAN

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5028 50th 797-7881
1601 University 762-6086
PINOCCHIO'S PIZZA
4902 34th 796-1111
Town & Country 747-1111
5015 University 792-1111

PISTOL PETE'S PIZZA
5025 50th St. 797-1875

SEAFOOD

RED LOBSTER
5034 50th 792-4805
RIVER SMITH'S
322 Ave. U 765-8164

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CAPTAIN CATFISH
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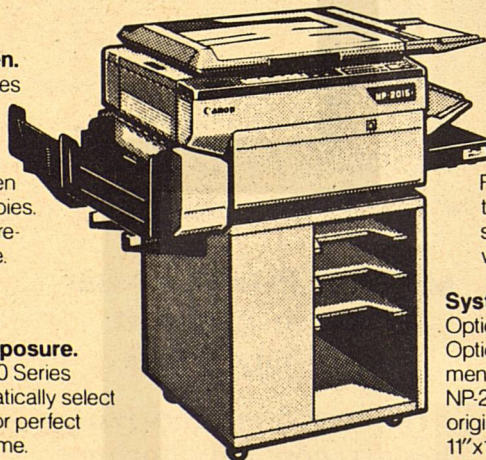
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The NP-2000 Series copiers are designed a platen that with doesn't move when you're making copies. So you save on precious office space.



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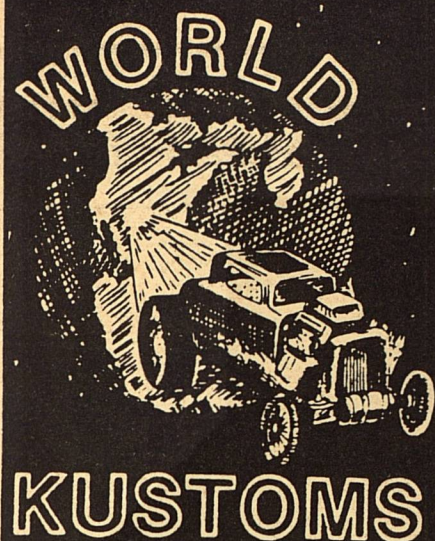
Just because you're not a party of four doesn't mean you should be punished by being seated at a bad table or near the kitchen door. As a lone diner when I get bad service it not only effects my meal but it can really irritate me.

You should always express your displeasure at the instance it occurs so as to have improved service. Never be afraid to complain when you feel you're not being treated properly. The management will usually appreciate your interest in better service.

-PHANTOM DINER

The listings that are in the "TASTE OF TEXAS" are based upon the PHANTOM DINER'S experiences if you wish for the PHANTOM DINER to experience your restaurant or diner write to:

TASTE OF TEXAS
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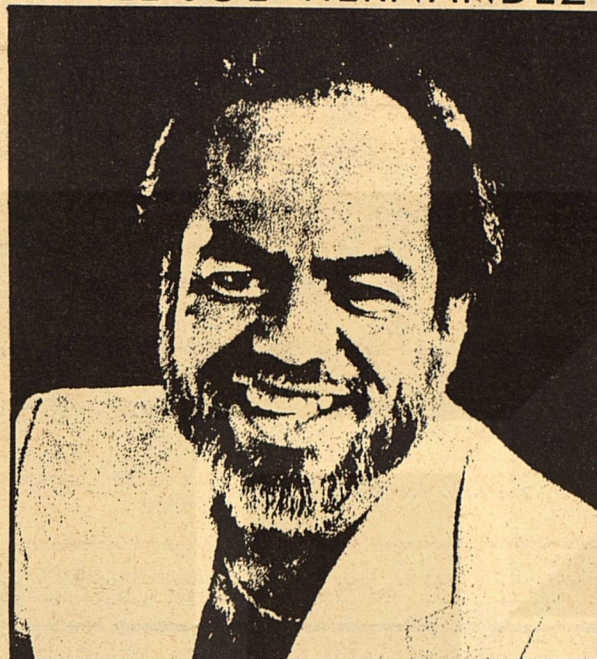
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Sofa, living room, floor to ceiling drapes & shear, bedroom drapes, king & double bedspread. 799-3924.

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Refrigerator, washer, 2 dryers. 744-0035; or after 5, 747-5471.

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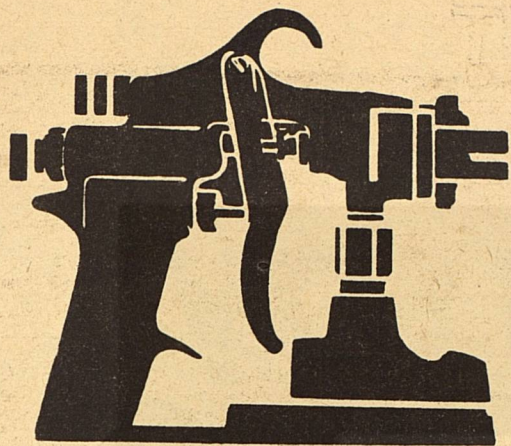
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