

# THE Lubbock

*"The People  
Picture Publication"* ENTERTAINER

VOL. 1 NO. 5

July 1985

**Levelland Music Fest  
*Supports Catholic  
Church Development***

**Radio Personality  
*Bids Farewell***

**Entertainment Slated  
*For Panhandle Fair***

**Meet KTLK's  
*Diana Castillo***

**KLFB/COMA  
*July 4th Celebration***

**EL EDITOR  
*Celebrates Menudazo  
With Gritos Norteños***



*The Lubbock*   *Entertainer*   *The Lubbock*   *Entertainer*   *The Lubbock*   *Entertainer*   *The Lubbock*

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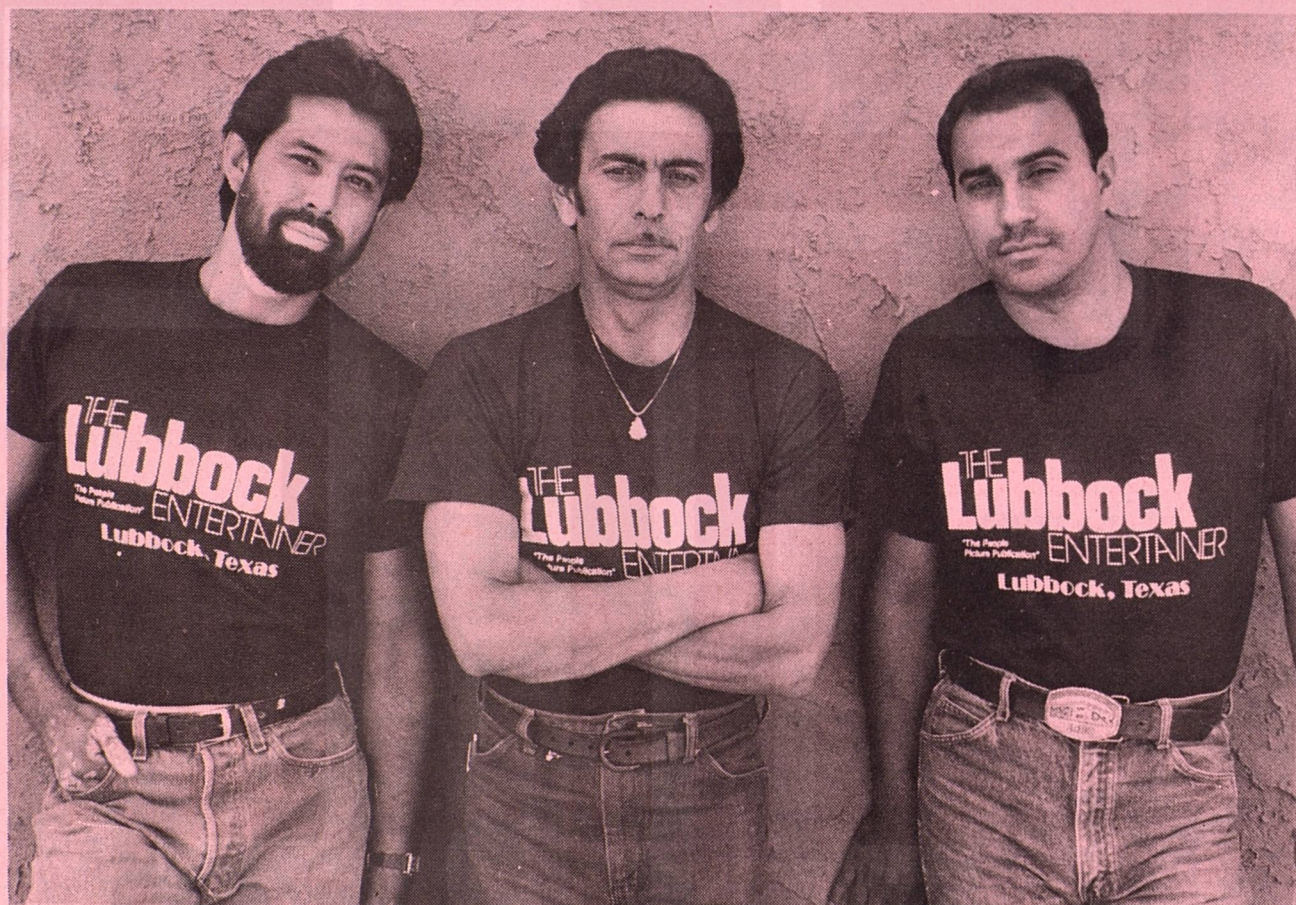
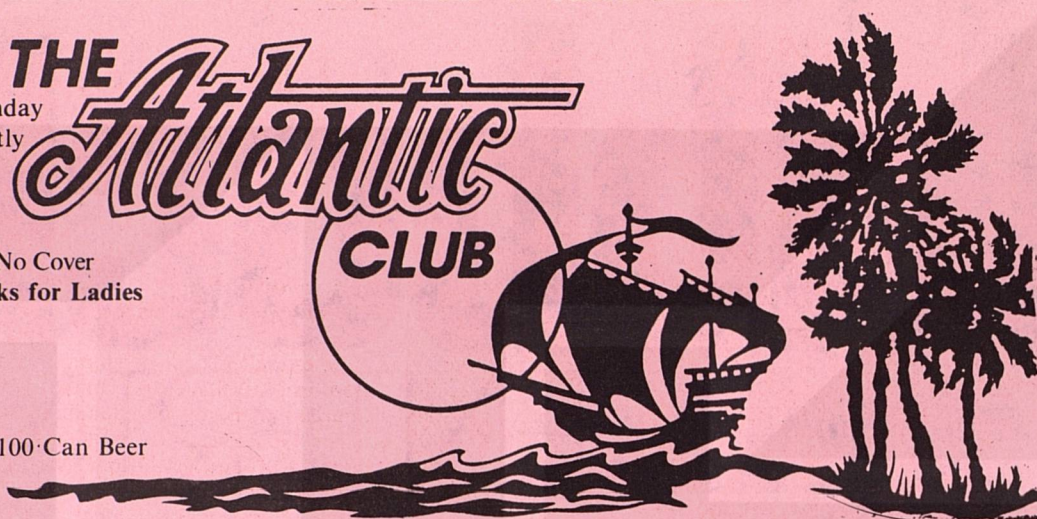
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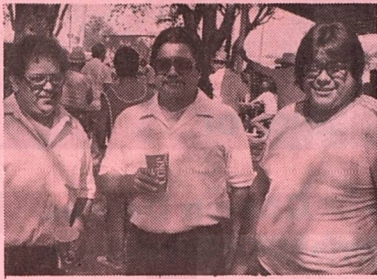
## Levelland Music Fest Supports Catholic Church Development

by Leandro Rivera  
The Lubbock Entertainer

An estimated 2,500 persons attended the Music Fest Jamaica this month in Levelland as a united effort to raise funds for Catholic Church parishes of Levelland and Sundown.

The event, held at Levelland City Park and sponsored by Joe Flores' Che-Che's Ballroom, Nick Tienda's Tip Top Club, KLVN Radio Program - "Ha Todo Dar de Rey Torrez," and KHOK Radio attracted such entertainment acts as El Grupo Internacional de Ricky y Joe Martinez, Los Panteras de Linares, El Grupo Siempre, Los Astros de Tejas de Sonny Garcia, Lupe Sosa y Los Luceros, and Juan y Sus Favoritos. Other attractions were food booths of fajitas, snowcones, barbacoa de nopales, hotdogs, and others. Games celebrated during the event include bottle toss, cake walk, spin-the-wheel, putt-putt golf, and coin toss. Prizes raffled were: a 12 gauge shotgun grand prize donated by AAA Pawn Shop; a tool box and socket set donated by True Value Stores; six Western Auto gift certificates; and \$106.00 in cash donated by St. Micheal's Catholic Church.

Raised funds will benefit the construction of a new church facility for St. Micheal's Catholic Church in Levelland and the development of the Mission of St. Micheal's Catholic Church in Sundown Texas.



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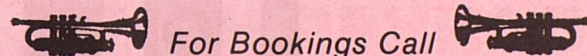
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When four young Virginia boys first sang together years ago near their hometown of Staunton, Virginia, little did they know that they would become the most successful country music vocal group in history. Dubbed "America's Poets" by noted author Kurt Vonnegut, they have applied their harmonies, humor and lyrical touch to countless hit songs.

They have won over 500 Awards, including:

Three Grammy Awards, Nine Country Music Association Awards, 16 Music City News Popularity Awards, Six International Country Awards, Five Truck Drivers' Country Music Awards, Three American Music Awards, and two Academy of Country Music Awards. They also hold the Top Rated Syndicated TV Special for 1982.

They have earned six gold, one platinum, and one double platinum album.

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## Entertainment Slated For Panhandle Fair

### GEORGE STRAIT

When MCA recording artist George Strait released his first single, "Unwound," in the summer of 1981, it marked one of the most auspicious debuts in the history of country music.

He accomplished the rare feat of scoring a top ten single his first time out. What's more, his subsequent releases proved that George was no one-hit wonder. He fulfilled that early promise with a string of solid hit recordings, including "You Look So Good In Love," "A Fire I Can't Put Out," "Amarillo By Morning," "Fool Hearted Memory," and "Marina Del Rey," among others.

Simply stated, this soft-spoken, amiable Texan, is one of the most talented singers to emerge on the country music scene in the 1980's. Judging by the significant success and consistent quality of his albums and single releases, George and his music will endure for many years to come.

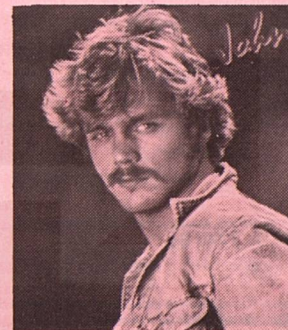


### The Judds Naomi and Wynonna Mother and Daughter Duo

It has been quite some time since a talented mother-and-daughter singing team has come strolling down the pike and set the music world of its ear the way The Judds have. This new, critically-acclaimed duo that won the 1984 Country Music Association's Horizon Award, has succeeded in breathing fresh life and energy into this long-overlooked musical genre and imbued it with a magic that has taken the two of them right to the top of the record charts.

It was only back in 1983 that The Judds made their very first professional recordings for a major record label (RCA). Yet is a tribute to the power and excitement generated by their music that they have, in the months since, enjoyed a meteoric rise in their professional stock. The critical and popular response to their professional music has been nothing short of overwhelming. Their first single, "Had A Dream (For The Heart)", rocketed into the twenty. Their second single, "Mama He's Crazy", went all the way to the number one spot. On the sheer strength of their original sound, rock star Neil Young later invited them to open shows for him across the U.S. and Canada.

The Judds-Wynonna and Naomi: On RCA Records and Curb Productions. To hear them is not only to hear a gifted vocal team breathing new fire and contemporary life into the female duet tradition; they are also one of the most talented duet teams to make the long, long musical journey from the Kentucky back porch to the national touring circuit in quite a long time.



### JOHN SCHNEIDER

John Schneider star of CBS television series, "Dukes of Hazzard", since its beginning in 1979 has plunged into a full-fledged recording career. His first LP, *It's Now or Never* (Scotti Brothers Records), spawned two singles, *Still* and *Them Good Ole Boys*, and made both the pop and country charts.

John also recorded a 1981 holiday LP, *White Christmas* (Scotti Brothers), featuring old standards as well as new holiday songs. In 1982, John released another album, *The Quiet Man* and in 1983, he issued *If You Believe*, both on Scotti Brothers Records. *Too Good to Stop Now* is John's first release for MCA.

John is married to Tawney Little, Miss America 1976.




### The Nitty Gritty Dirt Band

After seventeen years together, The Nitty Gritty Dirt Band are not just one of the oldest surviving American groups, only the Grateful Dead and the Beach Boys have a longer continuous recording history. They are also among America's most respected bands.

Today, with the release of their first album for Warner Bros. Records, *Plain Dirt Fashion*, The Nitty Gritty Dirt Band stand at what may be the most fulfilling moment of their long career. Though somewhat overdue, the band's current acceptance by Country programmers and fans has been most gratifying. Witness 1983's "Shot Full Of Love" and "Dance Little Jean," singles bulleting to number 19 and 9 chart positions respectively, numerous Nashville Network T.V. appearances, and a string of sold out dates with Willie and Hank, Jr.

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## Services for Buddy Holly's Father held this Month.

Services for Lawrence O. Holly Sr., 83, father of the late rock-n-roll star Buddy Holly were held this month at Tabernacle Baptist Church.

Buddy Holly, Richie Valens, and "Big Bopper" J.P. Richardson members of the renowned group, *The Crickets*, died February 1959 in an airplane crash near Clear Lake, Iowa.

Survivors include his wife, Ella Pauline Drake; a daughter, Pat Kaizer of Lubbock; two sons, Travis and L.O. "Larry" Jr.; and several grandchildren.

The elder Holly was buried next to Buddy Holly in the family plot at the City of Lubbock Cemetery.

## Local Group Contracted by Major Recording Company

As a result of their triumphal victory at the Rising Stars competition hosted last month by the Texas Talent Search in San Antonio, Lubbock's Cierra Band recently signed up with major recording company, Cara Records.

The five year contract provides for the production of an LP album each year and record distribution to radio stations and record retailers throughout the United States and the projected Puerto Rico area. Other inherited benefits include the production of pictures, posters, and various printed publicity materials.

## EL FRONTERISO

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Entertainment Calendar



July 20-

July 21-

July 27, 28-

August 3 & 4-

August 10 & 11

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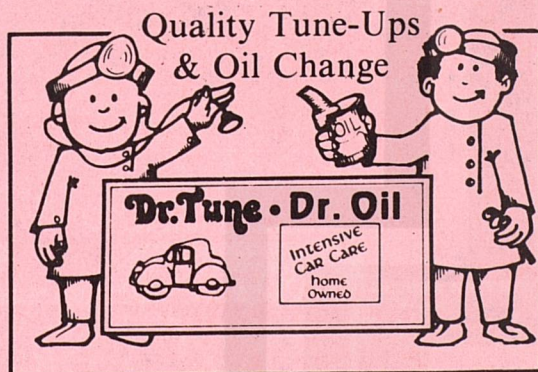
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Congratulations to our most recent subscriber, Mr. Lonnie Guerrero -  
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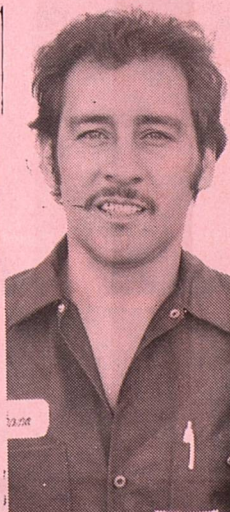


HOURS:

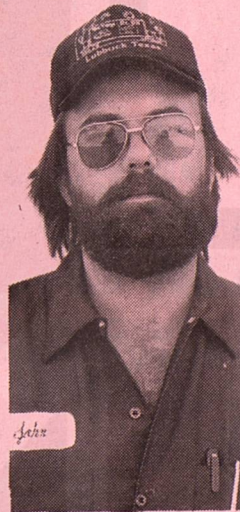
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Monday thru Friday

8:00 AM - 3:00 PM  
Saturday

No Appointment  
Necessary



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John Welborn



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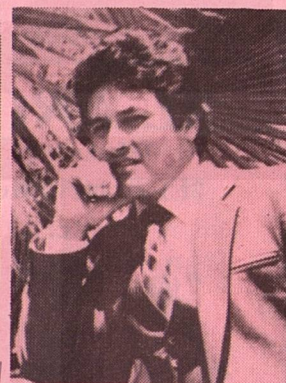
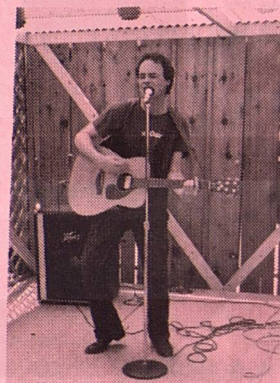
34th & Ave. Q

747-0899

## LUBBOCK PEOPLE PICTURE SHOWCASE

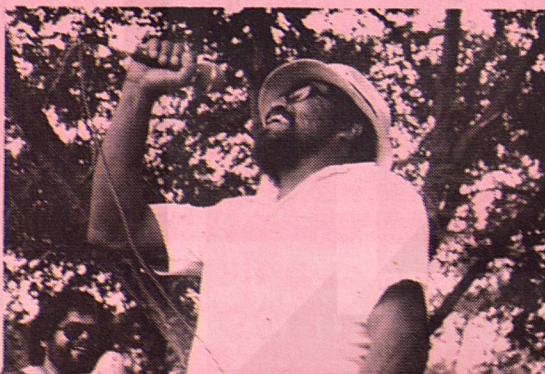
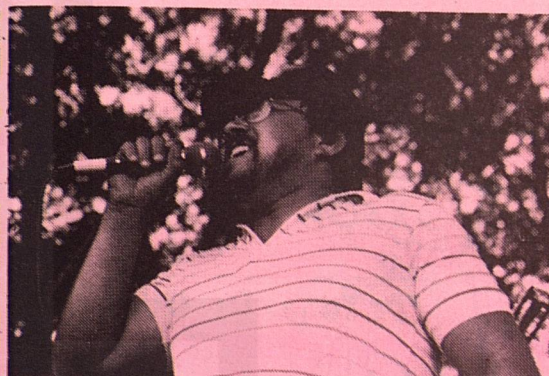
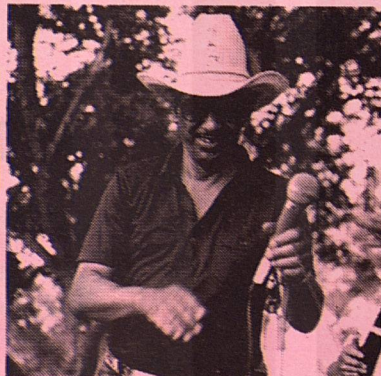
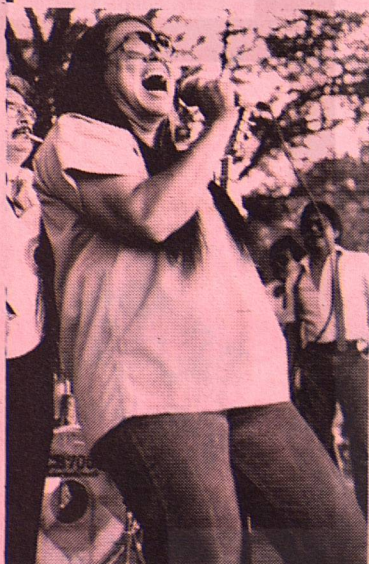


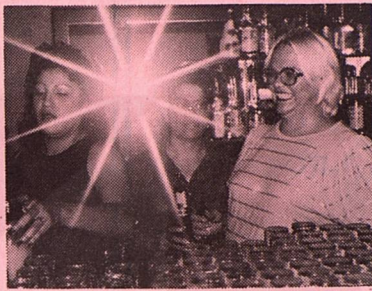
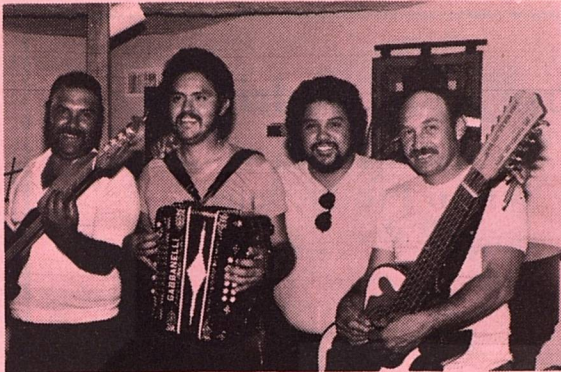
(Top Left) Mauro Gonzales at work as Master of Ceremonies for this year's Menudazo. (Top Right) Sally Rodriguez, Gilbert Champion, and Molly Longoria prepare for a busy evening at Longhorn Club. (Lower Left) Pope Vickers provides entertainment for the Chic of Texas Beer Garden Grand Opening this month. (Lower Right) Luis Fabian makes a sneak preview during the KLFB/COMA July 4th Celebration.



## Menudazo Celebrated with Gritos Norteños

Participants for the Grito contest were (Bottom upper left to right) Gloria Inguanzo, Pedro Garza, Armando Martinez (Bottom lower row left to right) Joe Marmolejo, Lupe Martinez, and Pinkie Gutierrez. Ms. Inguanzo became the winner of the \$30.00 prize.

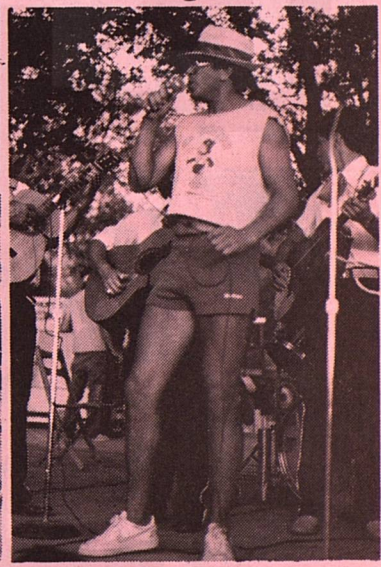




(Upper Left) El Grupo Los Astros de Tejas conducted a recording session for Martinez Records this month. (Upper Right) The sparkle of laughter, fun, and joy from the Longhorn Club. (Lower Left) El Grupo Siempre and (Lower Right) Los Panteras de Linares make donated presentations for the Levelland Jamaica this month.



(Upper Middle) Janice Gloria pledged to become a member of the busy-body staff of El Editor. (Lower Left & Lower Middle) El Menudazo and the people that make it happen. Do you recognize anyone? (Left ) Luis Ordoñez can sing!



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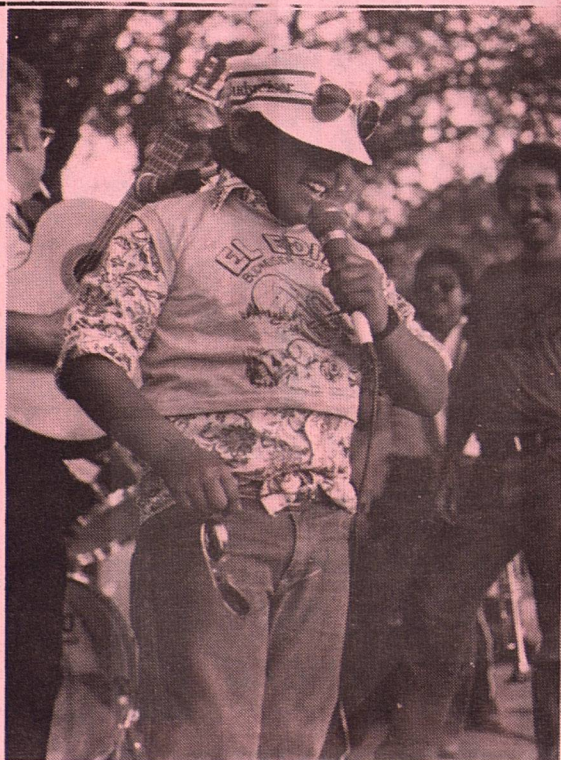
744-5002

**KLFB/COMA**  
*Celebrate 4th of July*

KLFB and Comerciantes Organizados Mexico Americanos (COMA) celebrated 4th of July this month with a Fajita Cook-Off held at Buddy Holly Park.

The winner of the competition was Mario Perez, owner of Jacmar Graphics. The cook-off was judged by Luis Trejo, Maggie Trejo-Council Woman, Ernesto Barton - Publisher of West Texas Hispanic News, James Perez - Channel 11 Newscaster, and Mary Helen Aguirre - Avalanche Journal. Other participants to the competition were Manuel Ortiz, Connie Sanchez, and Julia De Leon.

Entertainment for the event was provided by Luis Fabian, Cruiser Band, Twilight Band, Krystal Band, Beto Garza y Los Hermanos Sanchez, Majestad, and El Grupo Internacional de Ricky y Joe Martinez.



**Menudazo Mania**

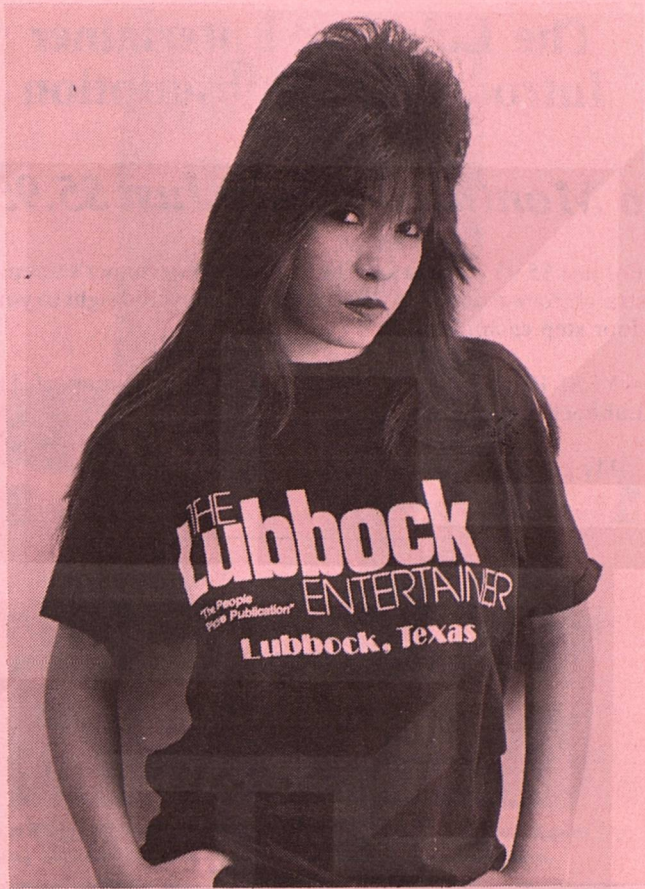
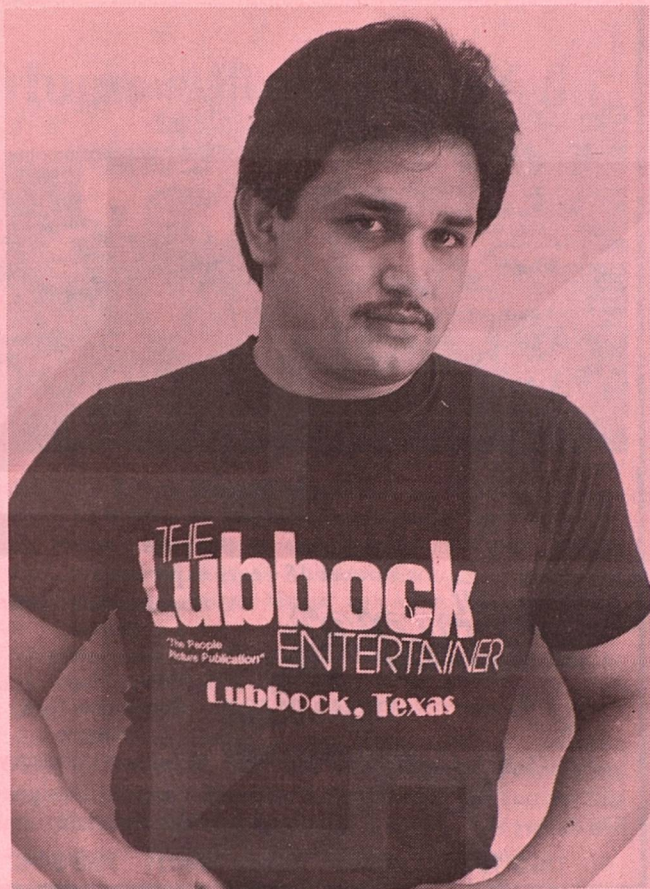
**Outdoor  
Celebration  
Slated**

Conner Homes and KTLK radio will be conducting an outdoor remote-control celebration Saturday, August 10th, to celebrate a drastic reduction on homes provided by Conner Homes. The event is scheduled to be held from 2-3 pm. Music entertainment will be provided by the Arriba Tejas Band. Free cokes and hot dogs will be given away and free drawings for prizes will be conducted.

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## Mugsy Alfonso Escobedo Bids Farewell

by Leandro Rivera  
The Lubbock Entertainer

Alfonso Escobedo, known to many of his radio friends as "Mugsy," resigns from KTLK Radio to spread his "Mugsy Mania" in El Paso.

Mugsy initiated his radio career in 1983 at KJAR Radio in San Antonio under the guidance and direction of Mr. Lee Garza, host of the Totally Tejano Radio Program and coordinator of the Texas Talent Radio Network also in San Antonio. Thereafter Mugsy transferred to KMXO Radio in the Merkel/Abilene area. Upon arriving at Lubbock's KTLK, Mugsy immediately implemented his "Mugsy Mania", which can best be described as "Totally Tejano, Bilingual, and Alegre, all spiced with a bit of craziness." Mugsy will now be spreading his "Mugsy Mania" at KAMA Radio in El Paso, Texas.

During his farewell visit with the Lubbock Entertainer staff, he wished to convey the following message to his West Texas friends and fans:

"I would like to express my sincere thanks to Mr. B y la familia Benevidez for everything they have done for me, and express my gratitude to all the listners in Lubbock and the surrounding communities for supporting my efforts in radio. I love you all and I'm going to miss you very much. I'll never forget you."



(Top) Mugsy Alfonso Escobedo before his departure to El Paso (Lower Top) Mugsy bids farewell to KTLK station manager, Rick Benavidez.

## Chic from Texas Offers Beer Garden

by Leandro Rivera  
The Lubbock Entertainer



Aside from the delicious beef fajitas, pork carnitas, pollo-chicken, tacos, enchiladas, the variety of burritos, and all the various dish combinations available at *Chic from Texas* you can now enjoy mother nature at her best with beer, liquor, or wine at the all new outdoor beer garden facility located at Main & University in Lubbock.

The *Chic from Texas Restaurant & Cantina* serves breakfast at 7:00 a.m. each morning Monday thru Saturday and serves lunch and dinner till 9:30 p.m. Monday thru Thursday and till 11:30 p.m. Fridays & Saturdays. Daily happy hours are celebrated with beer and liquor specials from 4 p.m. to 7:30 p.m. each day.

Ruben and Issa Reyna, owners at the *Chic from Texas* arrived from Santa Anna, California and opened their first location at 19th & W, in February '84. Their second location at Main & University was opened in September '84.

Ruben is former Executive director for the Lubbock Mexican American Chamber of Commerce - COMA.

The *Chic from Texas* will be celebrating Mexican mariache music each Saturday afternoons with the presentation of *El Mariache Original*.



**The Lubbock Entertainer, July 1985**

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*About the cover : Michelle Anne Batista enjoys her snow cone while attending the Levelland Jamaica this month.*

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AM**

**MUSICA  
KALIENTE**

## Meet KTLK's Diana Castillo

Diana Castillo, born in San Antonio but raised in West Texas encountered her first experiences in radio broadcasting in 1972 while in High School. She was greatly influenced by her sister, Gloria Hernandez—a radio personality at that time for KVOP Radio in Plainview.

A graduate from Plainview High School, Diana attended "La Universidad Internacional" in Saltillo Coahuila Mexico, Kilgore Jr. College in Kigore, Texas, and Wayland Baptist University in Plainview. Her majors included Elementary Education with Bilingual Certification. She has been employed at such radio stations as KPLA FM which later became KATX FM in Plainview and KZIP in Amarillo. Diana became a part of the KTLK Spirit in March of 1985. Her duties have included such titles as News Director, Spanish Program Director, and Public Service Announcements Director.

You will find Diana at her best each Monday thru Friday at KTLK 1460 AM—**LA SUPER L** (Ele) from 2 p.m. to 6 p.m.



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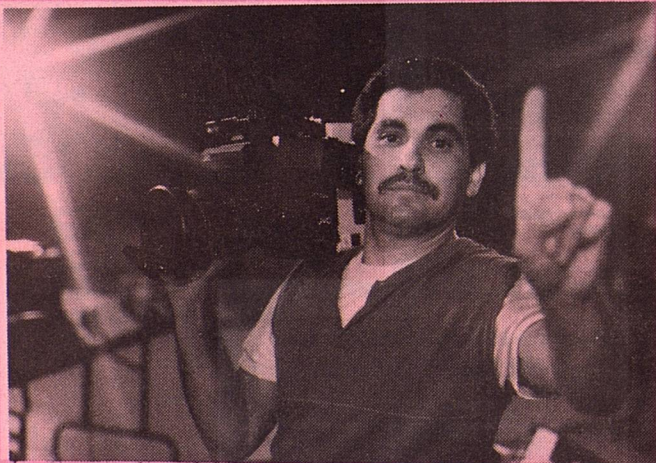
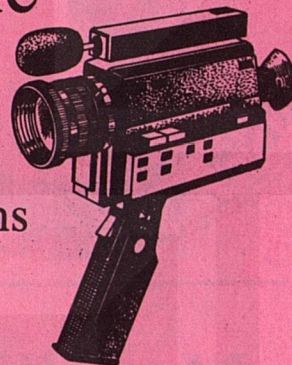
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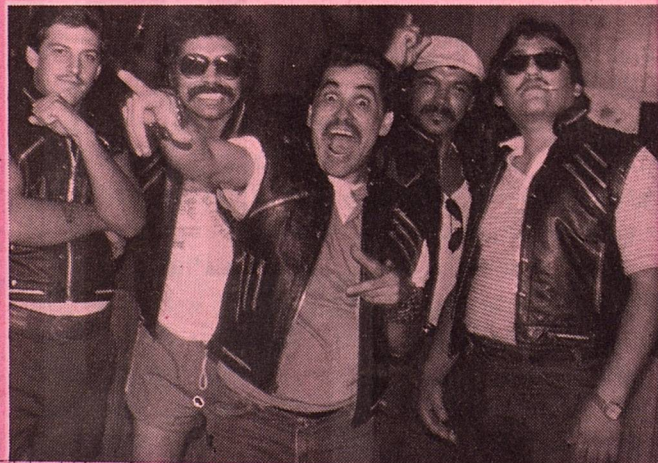
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