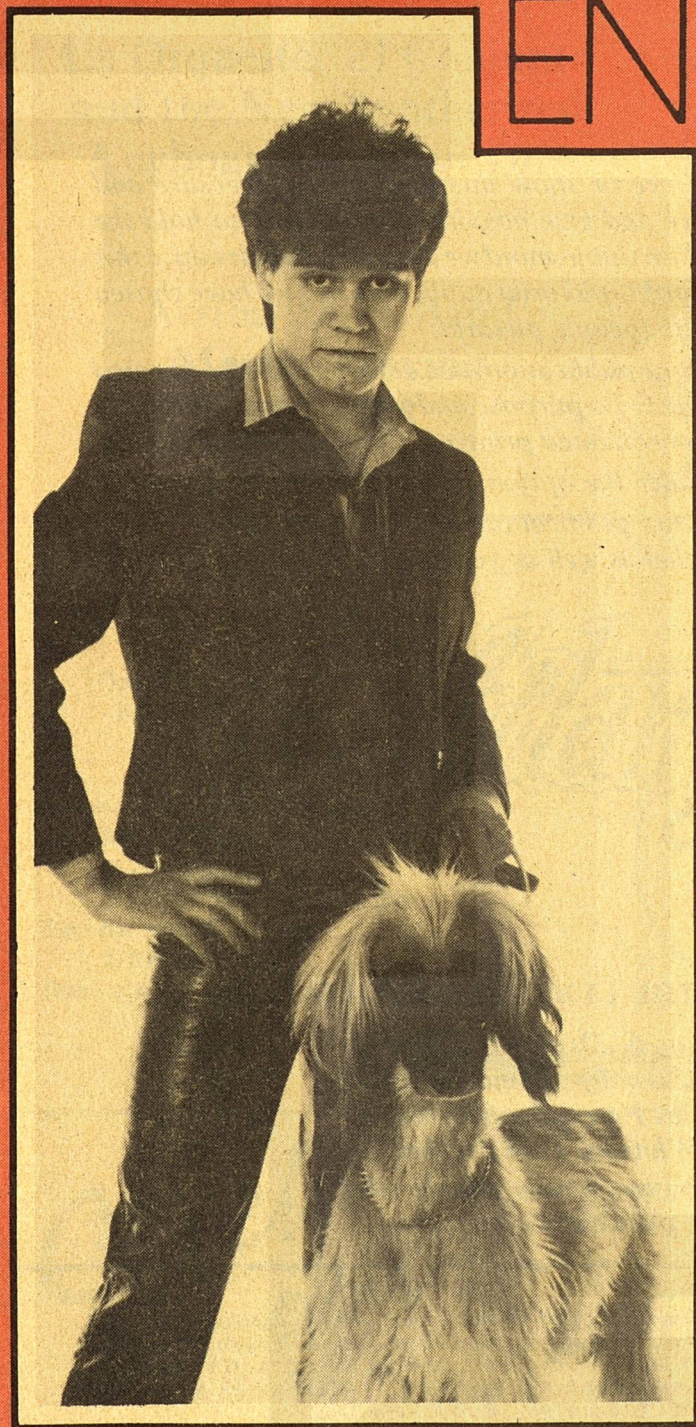


# THE Lubbock

## ENTERTAINER

Vol. I No 1

MARCH 1985



**Texas Top Artists  
Recognized at Tejano  
Music Awards**

**Musicians on  
"THE BEAT"**

**Lubbock's  
Party People**

**Lubbock Talent  
Nominated to Tejano  
Music Awards**

**Latin Quarter Mania**

**Valentino's  
NEW IMAGE**



# THE Lubbock ENTERTAINER

Dear Lubbock,

*Entertainment as we know is a performance or show intended to give pleasure and amusement. It is indeed an avenue to receive and give hospitality as well as to hold the attention or thoughts of ideas and feelings. With this in mind we are proud to introduce this first issue of **The Lubbock Entertainer**, (a monthly pictorial publication) as we have chosen to subtitle it due to the nature of its contents (people pictures.)*

***The Lubbock Entertainer** is a new and unique publication idea devoted to and dedicated to the entertainment activity of the community. Its purpose and objective is to stimulate interest and fulfill the need for a one-stop consolidated printed reference easily available.*

*As a consumer we are sure you will consider the options offered via this publication.*

*To the merchants and participants in this publication on behalf of the Lubbock community we appreciate your faith and belief as well as your personal contributions to this wonderful world of entertainment.*

Sincerely,

*Leandro Rivera*

Leandro Rivera  
Publisher / Editor

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*Our many thanks to Luis E. Ordóñez, Shano & Liria Rivera, Olga Riojas, Danny Aleman, Martin Vega, Ruby Saucedo, Carlos Perez, Ernie Gallegos, Ricky Benavides, Wayne Whitson, Tom Prather, all the local musicians, bands, and lovely people who contributed and made this publication possible.*

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THE LUBBOCK ENTERTAINER





## LUBBOCK TALENT NOMINATED TO TEJANO AWARDS

*By Leandro Rivera*

Rudy Torrez, local recording artist, is the voice behind Mi Tequila's recording, "Por Mi tequila," which became a candidate for the "Single of the Year Award" as recognized by the Tejano Music Awards this year.

Rudy Torrez, noted for his unique style of high pitch vocal chords was born in Brownfield, Texas and raised in Levelland, Texas.

When asked what prompted him to sing he responded, "My friends, I guess. I always loved to sing and always dreamed of someday being on stage." Explaining how he developed his singing ability he added, "I was greatly influenced by recording artist, Eddie Perez. Throughout the years I learned alot just by listening to his recordings. I bought all of his albums. I would play his records and try to out do him."

Incidentally, Eddie Perez became a populr lead vocal singer for Los Fabulosos Cuatro during the early '70s.

1977 marks the date for Rudy's first professional appearance where he actually received payment for his presentation. The incident took place at the Tip Top Club in Levelland. As he recalls the incident he quotes, "I felt like my dream had suddenly come true. There I was in front of an audience, shaking like crazy but loving every minute of it."

(Left) Rudy illustrates his emotional involvement, an essential element of the performing arts.

(Bottom) Rudy performs with Cierra Band as a contribution to a leukemia victim benefit dance last month at the Christian Renewal Center.







(Above) Rudy now performs with Lubbock's Cierra Band and shares lead singing with co-singer Arthur "Tudy" Sedeño.

Rudy has recorded such hits as, "Botella Envenenada," "Por Mi Tequila," "Imposible," and "Baby Baby" with Mi Tequila Band. These recordings as distributed by Joey Records and Freddie Records have gained him fame throughout the United States.

"I have received calls requesting contracts from as far as California," Rudy explains.

"Being a musician is not always heaven and roses. Having the spot light is nice but I've had to pay the price," he states. According to Rudy being a musician means sacrificing time; time generally devoted to the family. Rudy is married to his lovely wife, Diana, and has a son named Zachariah Torrez.

Rudy now performs with Lubbock's well known Cierra Band and shares the lead singing with co-singer Arthur Tudy Sedeño, "Mr. Motivator," as Rudy labels him.

"How I feel about Cierra? I feel great! We are probably one of the most prospective bands in town. Our plans are to record an album in March and then try to go all the way in representing Lubbock well," Rudy explains.

Rudy works as a counterparts salesman for a local wholesaler. Like most musicians his dream is to perform live before vast and large audiences throughout the world.

*Continued*

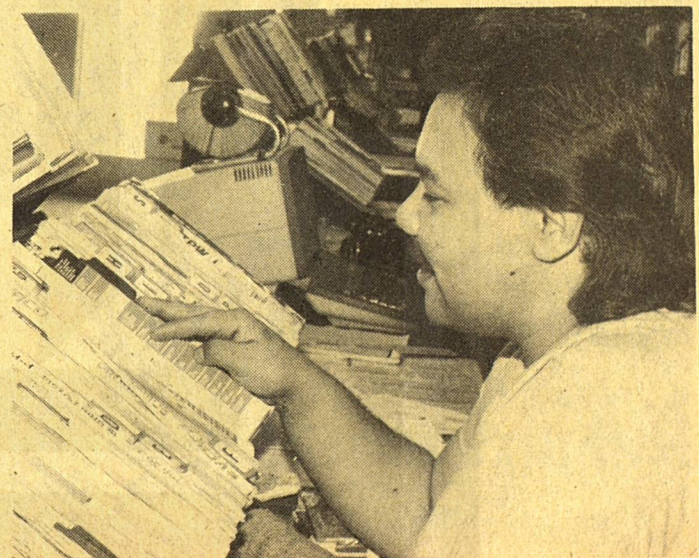
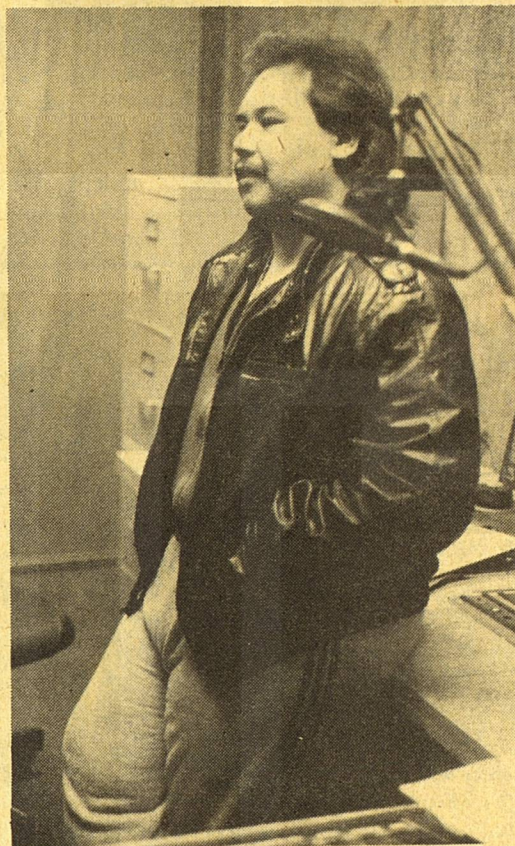
(Right) Rudy works as a counterparts salesman for a local wholesaler.

(Bottom) Rudy is married to his lovely wife, Diana, and has a son named Zachariah.



(Left) Pete Chavez and Ben Gonzalez prepare a radio interview with Rudy at KTLK Studios.

(Bottom) Rudy in deep concentration as he awaits an interview for a radio talk show.

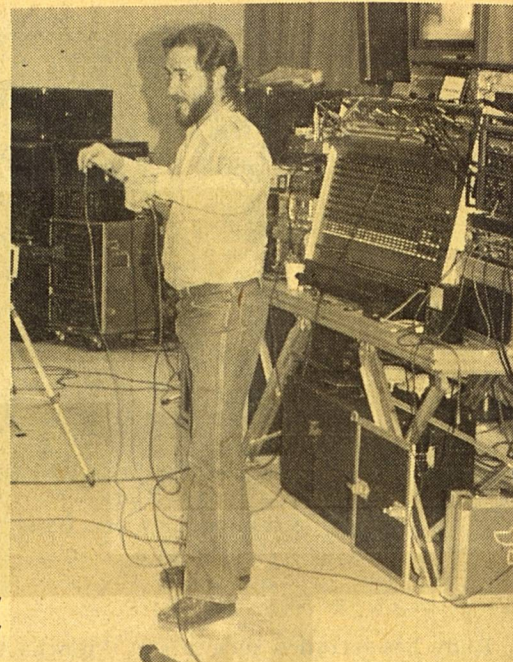






(Left to Right) John Files, Paul Martin, Joe Piland, and Dave Zehner Make up ELECTRIC EAR'S 1985 "Band of The Year."

Marty McCain delivers an indepth session on Peavy electronic Products during a seminar co-sponsored by Peavy and Electric Ear.



(Left to Right) Steve Jordan, Martin Vega, and Stevie Jordan, Jr. celebrated both Jordan's Birthdays last month at Gamblers.



Martin and Josie Vega are the manager/owners of both Sportsman Club and Gamblers Club.

## THE VEGAS BRING STEVE JORDAN AND SON FOR BIRTHDAY CELEBRATION

*By Leandro Rivera*

Martin and Josie Vega, Owners of both Sportsman Club and Gamblers Club, decided to have a Big Bash Birthday Party last Month, but the Birthdays were neither Martin's nor Josie's. The Birthday Celebration was for Steve Jordan and Son, Stevie Jordan Jr.

Steve Jordan Jr. Became 20 years old on the 21st followed by Steve Jordan Sr. Who reached 46 years of age on the 23rd. Both are from the month of February

Martin and Josie extend their appreciation to all who participated and furthermore extend their invitation to their nightly parties at Gamblers where you can enjoy dancing video games and pool tables each night seven nights a week.



**2228 CLOVIS ROAD  
LUBBOCK, TEXAS**



## LUBBOCK TALENT NOMINATED

*Continuation*

As Mr. Ernie Gallegos, owner of the Latin Quarter Club quotes, "Rudy truly marks Lubbock's finest at its best. Rudy deserves such recognition and much more. He's already a winner and has been for some time to the people of Lubbock."

Mr. Ben Bitela, lead singer for the Cruiser Band summons

it all in one sentence, "We have all for the longest time as entertainers tried to put Lubbock on the map of the entertainment world and we've made waves to some extent. I think this guy will eventually go all the way."

Rudy credits his success to - the man up above - as well as his friends and relatives who continue to support his dream.

Obviously the Rudy/Mi Tequila nomination to the Tejano Awards gives us the overall picture of Lubbock's potential. It definitely opens the door to bigger and better things including the constant challenge from the "Big Boys" in the business.

## MUSICIANS ON "THE BEAT"



THE LUBBOCK ENTERTAINER



# LUBBOCK'S PARTY PEOPLE



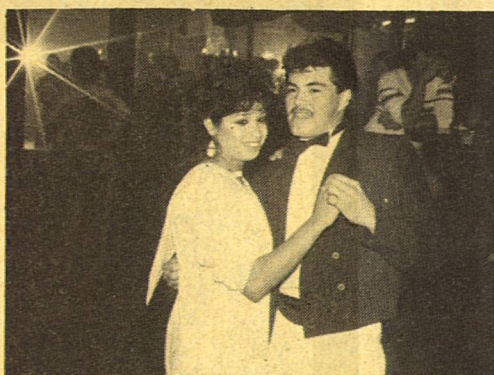
Mr. & Mrs. Gregorio Garcia, Mr. & Mrs. Victor Rocha.



Lucy Vedales, Mr. & Mrs. Vedales, Sue Oynuis.



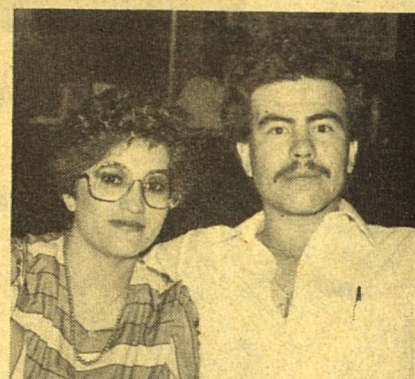
Kaisi Layman keeping up the pace behind the bar at The Latin Quarter Club.



Deanna Tagle and Gilbert Perez, Dancing away at The Atlantic Club.



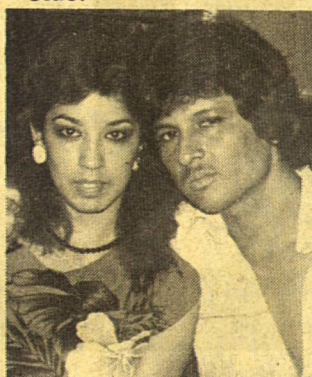
Mr. & Mrs. Antonio Rodriguez, Enjoying themselves at Gamblers Club.



Mr. & Mrs. Julio Cesar Hernandez at local club.



Mr. & Mrs. Isidro Reyes - at local club.



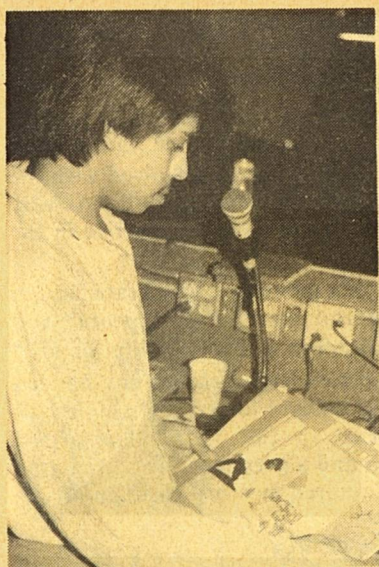
Louisa Vasquez & Alfredo Martinez - at local club.



Carlos gives last minute instructions to D.J.s Greg Perez and Junior Lucero for Sweetheart Contest.

THE LUBBOCK ENTERTAINER





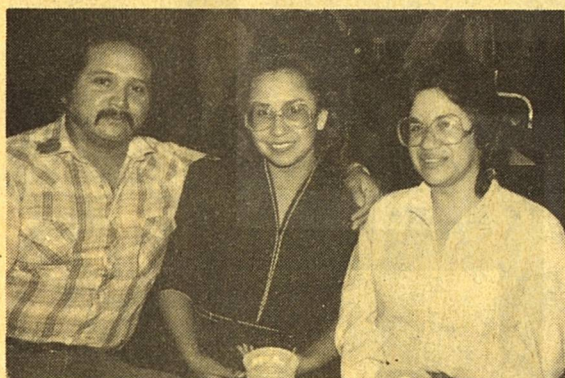
Joe (Chico) Gonzales - Latin Quarter's D.J.



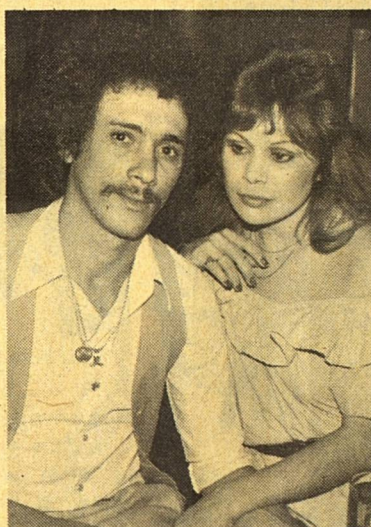
Edward Flores, Margie Flores, Gerald Gonzales, Celebrate Margie Flores Birthday at local club.



Dominga Gonzales, Kenny Taylor - Celebrate Dominga Gonzales Birthday at local club.



Mr. & Mrs. Domingo Torres, Susana Galindo



Jose Amores, Lisa Eskeli



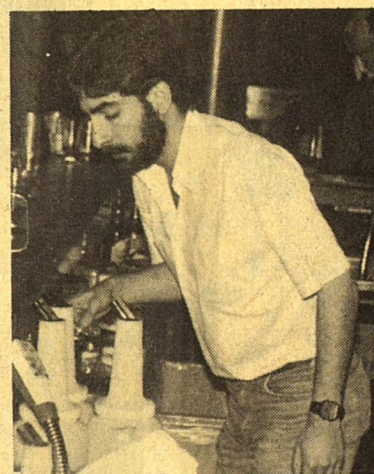
Sissy Hinojosa receives the traditional bottle of champagne from Danny Aleman, Manager of the Atlantic Club.



Mr. & Mrs. Raul Lucio, Celebrate Raul Lucio's Birthday at local club.



Larry Frey- Atlantic Club D.J.



Khalil Qubrosi - Latin Quarter Bartender.



## VALENTINO'S ESTABLISHES IMAGE *Selects Sweetheart of the Year*

By Leandro Rivera

Although the month of February is traditionally celebrated as the time of year for the expression of love with gifts of chocolate candy, valentine cards, flower bouquets, special dinners, and in many cases a simple hug and kiss, Valentinos went one step further during this year's Valentines Celebration to pledge its -LOVE- image for the remainder of '85.

Valentinos, an offspring of such club titles as "The white White Rabbit," "De Carlos," "Casa Blanca," and "The Ritz," is obviously among the hottest sensations in Lubbock today.

As Owner/Manager, Carlos Perez, explains, "We're certainly happy the public has accepted our Love concept. We'd like to consider ourselves as pioneers. Pioneers, who as the first, introduced new fads and entertainment concepts to Lubbock and its neighboring towns since our beginning in 1964. This is the reasoning behind the changes in business titles. We strive to stay on top with the changes in time. Particularly those changes affected by fads, fashions, music styles, and the wonders of advanced technology."

Changing the business title to establish a new image is merely the first to many steps. With it follows the careful planning of remodeling, redecorating, rebuilding,

rearranging, restaffing, the many dollars in cost required, and lastly the headaches that go with it all.

"In the end it's all worth while," Carlos explains.

"Entertainment has been a family business for 60 years. I began with my father, Gregorio Segoria Perez, in 1947 at a place called Salon Perez in Tahoka Tx. I followed with the Civic Center in partnership with the late Mr. Willie Acosta. Thereafter my son, Gregorio Perez II became active in the business."

Carlos further explains, "My greatest joy and satisfaction arrives from providing entertainment for the people and fulfilling that need. Entertainment is a way of life for me."

On February 14th, Valentines Night, Carlos emphasized the new image by selecting Sally Flores of Plainview as "Valentino's 1985 Sweetheart of the Year." The award included fifty dollars in cash and a permit for free admission and free-first-drinks to be honored any visit throughout the remainder of '85.

Valentino's is a spacious club with lots of seating area and a large dancing floor. It houses a sophisticated combination light/sound system and continues to introduce new ideas and concepts in disco entertainment.

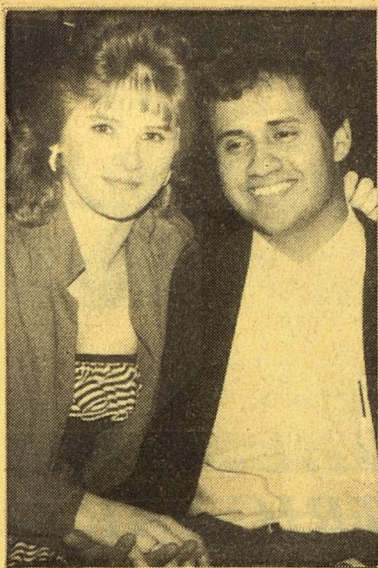
While dancing at Valentino's you will occasionally listen as

(Right) Sally Flores, 1985 Valentino's Sweetheart, poses with Carlos. (Far Right) Richard Fuentes participating as the ticket selector listens quietly as Carlos explains the awards to Sally. (Bottom) Sally continues to enjoy the evening with husband, Julio Flores, and Friends - Carmen Montez and Roman Pizzano.



THE LUBBOCK ENTERTAINER





VALENTINO'S  
LOVE  
FACES



well as visually watch the artist perform on video that music to which you are dancing to.

Weather the next occasion calls for an evening with your wife or visversa, an outing with a date, a gathering with a group of friends, or the pursuit of that old cliché - boy meets girl and girl meets boy- Valentino's may undoubtedly be the night spot to consider, especially with the thought of fun, joy, and excitement in mind.

*The Premier  
Party Place  
Of  
Lubbock!!!*

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**322 N. UNIVERSITY**  
**762-9204**  
**LUBBOCK, TEXAS**

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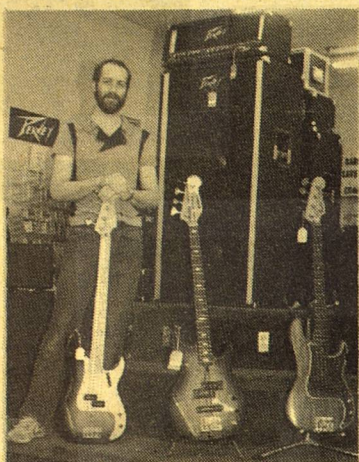
Sandra Wilkins Lant



Paul Martin



Joe Piland



John B. Files



Dave Zehner

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Also, for your convenience, The Electric Ear provides top music instructors for in-store lessons. These instructors make up a high quality team that can teach those aspiring to learn to play a musical instrument. Many of our instructors have degrees in music.

Best of all, the ELECTRIC EAR offers an expanded musical instrument inventory, including accessories and sound equipment, at reasonable, affordable prices. For all types of production or performance equipment, whether the need is for a single microphone, sound and lighting for your musical groups or a completely adjustable stage, The Electric Ear can meet the occasion.

In this expanding world of music, with electronic technology growing at a rapid pace, the ELECTRIC EAR can help you to keep up with the latest advances in sound equipment, lighting and recording with excellent service after the sale.

There is no need to go any farther for your music needs than 3737 50th, The Electric Ear.

A full spectrum of sound, musical instruments, recording, staging and rental equipment is here in Lubbock.

The ELECTRIC EAR can meet any need, from the practice room to the concert hall.

**SOUND...**The ELECTRIC EAR has microphones, amplifiers, mixers, speakers and signal processors, including equalizers, reverberation and delay effects, for any type of music or voice amplification.

The ELECTRIC EAR features a wide variety of brand names you will recognize like JBL, Peavey, Electro Voice, Soundcraft, Crown and Yamaha.

For public address applications, the ELECTRIC EAR carries Electro Voice, Shure, Peavey Beyer, Sennheiser, Countryman and Crown microphones as well HME and Nady wireless systems.

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**LIGHTING...**The ELECTRIC EAR feature the best in quality brands for lighting - Teatronics, ETA, Meteor, Litelab and Leprecon - for live performance or club lighting. The ELECTRIC EAR has complete lines of consoles, dimmers, fixtures, control cables and a complete selection of Rosco color gels.

**RECORDING...**For small studios, radio stations and in-house production companies, the ELECTRIC EAR has brand names like Teac, Tascam, Fostex, Studer-Revox, Otari recorders and Ampex tapes.





(Left to right)

Jamie Jimenez - Keyboard & Vocals

Ernie Fabela - Saxophone

Jerry Perez - Drums & Vocals

Robert Posada - Bass Guitar & Vocals

Joe Treviño - Guitar & Lead Vocal

## KRYSTAL BAND ADDS NEW BLOOD AS WELL AS YOUNG BLOOD TO THE MUSIC ENVIRONMENT

By Leandro Rivera

The newest band in town is not always the youngest, but in the case of KRYSTAL the group as a whole is the youngest -- therefore inturn the newest in every sense of the word.

Being the newest and the youngest may have it's drawbacks, but it has overwhelming advantages. Such a group unaware of the old standard traditions will usually introduce new fresh ideas to the scene. KRYSTAL has done just that.

KRYSTAL illustrates its youthfulness by displaying energy; energy which derives from constant movement. Such energy comes from body language such as dancing, body

swaying to the rythum, hand clapping to the beat, sudden gestures to accents, eye-to-eye contact, and smiles that illustrate - We're having a good time!

The band initially began with performances during small private parties and high school events. In 1984 it established itself as "KRYSTAL BAND" - a name suggested by a former bandmember no longer with the group. Since then KRYSTAL stunned the Lubbock community during the 16th of September Fiestas and has performed in conjunction with such popular groups as, "LA MAFIA" and "MAZZ". Such presentations gained fame and popularity for the group.

KRYSTAL proves to have music for all tastes with their Rock'n Roll (oldies but goodies) Show, Chicano Music, and also Country & Western Music.

To wrap this all up, the KRYSTAL BAND may be new and it may be young, but be ready to energize!

You may reach KRYSTAL BAND's variety music by contacting Manager, Joe Treviño, at (806) 762-1545, Lubbock.



## The Latin Quarter MANIA

Alma Galaviz and Armando Ybarra enjoy dancing at The Latin Quarter Club regularly.

Alma is 20 years old, lives in Idalou, Texas and works as a Secretary/Receptionist in Lubbock.

Alma visits L. Q.'s Male Review each Tuesday and party's with her friends on Fridays.

"I really think The Latin Quarter is the best place to go to. The atmosphere automatically sets you in a partying mood and the Manager is great!" she states.

Armando is 22 years old, lives in Lubbock, and is presently attending South Plains College.

Armando visits The Latin Quarter from two to four nights a week. His favorite nights are Tuesdays, Thursdays, Fridays, and Saturdays.

"I like The Latin Quarter. The place is nice to hang out at. Many of my friends go there," he explains.

THE LUBBOCK ENTERTAINER





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Y  
LOS RAVENS**

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Combining Synthesized Music  
With a Norteño Taste

**Veke Garcia**  
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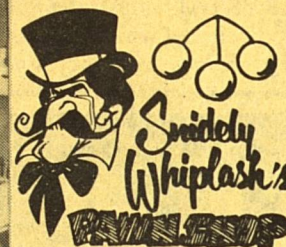
# *Cierra*

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Anniversaries, Family Reunions, and Graduations.

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**1460  
AM**

**MUSICA  
KALIENTE**

## **KTLK Represents West Texas at 1985 Fifth Annual Tejano Music Awards**

A record breaking vote rally of over 136,000 votes as cast throughout the State of Texas decides the "Creme of Crop" in La Onda Chicana at the Tejano Music Awards as presented by the Texas Talent Musicians Association this month at the Henry B. Gonzales Convention Center in San Antonio Texas.

KTLK represented by Mr. Ben Gonzales was invited this year to deliver the presentation of "The Songwriter of the Year Award".

The opening act for the event was a presentation of Pio Treviño & Magic followed by an array of other popular artists such as Joe Posada, Latinbreed, Michelle, Patsy Torres, Johnny Hernandez, Joe Lopez & Jimmy Gonzales (Mazz) and many others.

The event attracted radio personalities, promoters, entertainers, musicians, and general public from the entire State of Texas as well as from areas of Oklahoma and New Mexico.

Awards presented during the event which highlighted top entertainers of Texas were as follows: Single of the Year

recipient was La Mafia with the selection "Mi Loca Pasion"; Most Promising Band became La Sombra from Chicago; Mr. Luis Silva was selected as Songwriter of the Year and has been the recipient of the Award for five consecutive years; the Album of the Year Awarded in the Conjunto category went to David Lee Garza for the album "Award Winning Musicales"; La Mafia received the Album of the Year Award in the Orchestra category for the album "Hot Stuff"; Laura Canales was selected Female Entertainer of the Year while Oscar Gonzales received the Male Entertainer of the Year Award; Vocal Duo of the Year went to Oscar and Leonard Gonzales; Female Vocalist as in the last two years went once again to Laura Canales; Roberto Pulido competing with finalists Oscar Gonzales and Joe Lopez received the Male Vocalist of the Year; and Song of the Year went to La Mafia for their recording "Loca Pasion."

Little Joe y La Familia, presented with a symphony orchestra, ended the event.

**3210 B 34th Street  
LUBBOCK, TEXAS  
THE LUBBOCK ENTERTAINER**



# THE LATIN QUARTER



- Tuesdays -** Male Revue - Free Beer  
7 - 11 For Ladies. Men come in  
after 11:00/NO COVER.
- Wednesdays -** FREE BEER from  
7 - 11 for EVERYONE - No Cover  
After 11:00.
- Thurdays -** Half Price Bar Drinks  
for Everyone from 7 - 11 No Cover.
- Fridays -** Ladies Night 1/2 Price Bar Drinks -  
Ladies No Cover.
- Saturdays -** Big Times Disco
- Sundays -** GRUB NIGHT

*We'll See You There!*

**1708  
4th Street  
Lubbock, Tex.**