

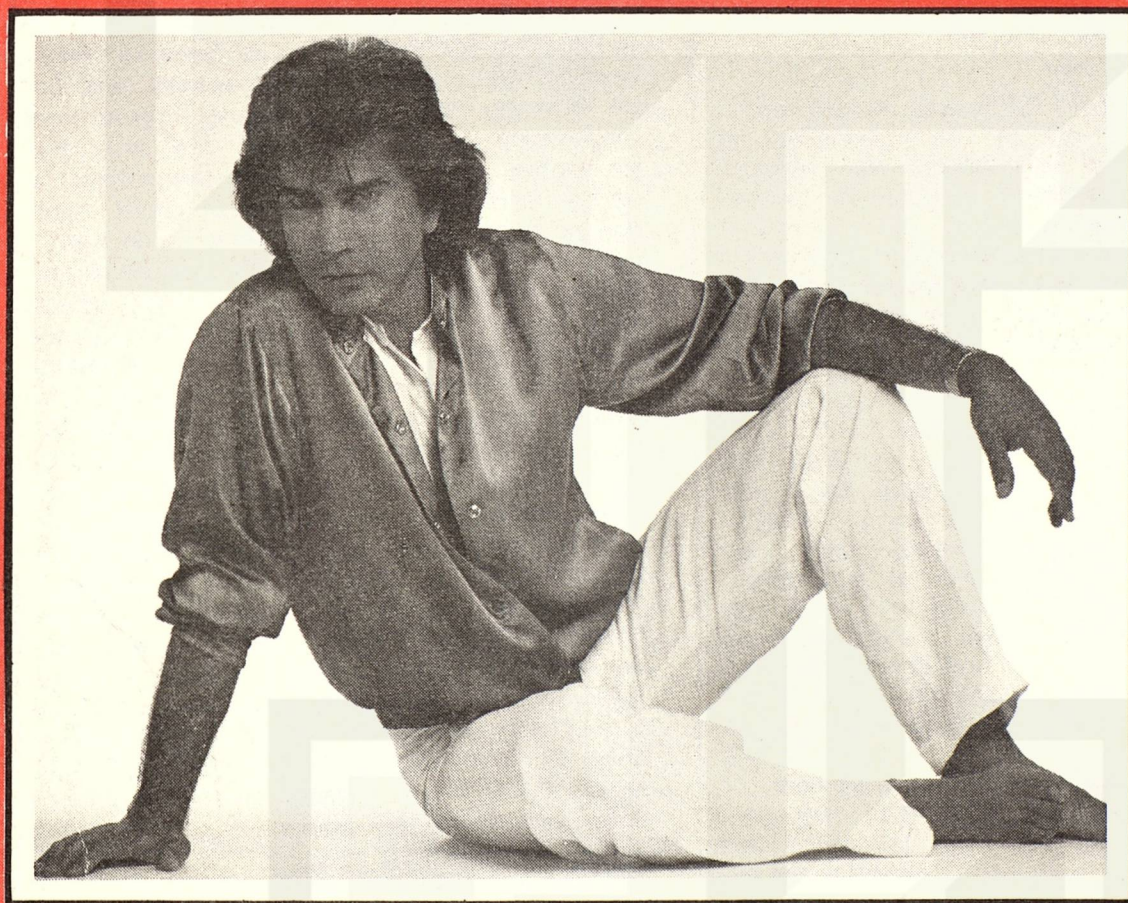
# THE Lubbock

FREE

*"The People  
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VOL. I NO. 10

DECEMBER 1985



A Christmas Gift  
**Merry  
Christmas** The Giving  
Of Christmas





# Merry Christmas

*A Special Season's Greetings*

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## **KCAS** **"Radio Su Casa"** **A New Station In Town**

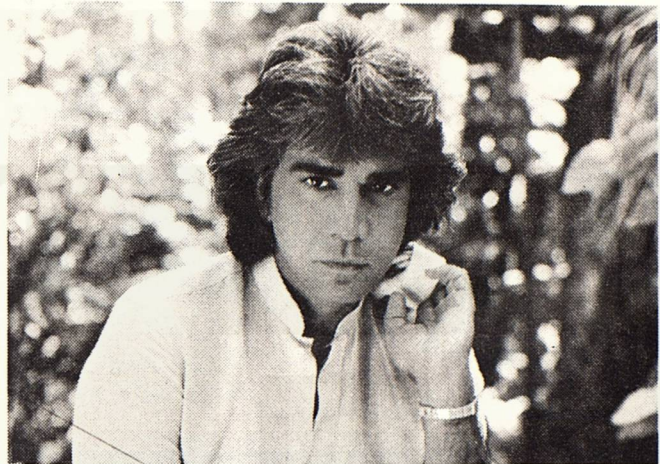
KCAS Radio 1050 AM on your radio dial recently changed hands to its new proud owners; Carlos Perez, Richard Lopez, and David Garza.

The station, located in Slaton, Texas, is now operating with a totally new staff and management. Furthermore, its program format is now totally Spanish.

Deleting its previous English format of 50s music, the station catagorized its new format as "Contemporary Spanish." It plans to deliver such styles of Spanish music as offered by the most prominent Tejano and International artists available. This new format will no doubt satisfy a variety of taste buds for music lovers preferring the conjunto norteño music as well as the music offered by the "big band orquestas" and the contemporary synthesized keyboard-dominating groups. Not to mention the fact that one may grasp those love ballads as performed by international artists, and those lively cumbias we know as tropical.

The new staff for the station includes Santos Perez (formerly with KCLR), Samuel Guerra (from Linares, Mexico), Armando Gonzales (formerly with KTLK), Angie Rivera (formerly with KCLR) and new station manager, Carlos Perez.

Broadcasting their initial Spanish program November 11th, KCAS became the fourth fulltime Spanish station in the Lubbock area. Other Spanish radio stations broadcasting in the Lubbock area include KLFB Radio in Lubbock, KTLK Radio also in Lubbock, and KCLR Radio in Ralls. Although all four stations are AM stations, they are certainly evidence that Hispanics may someday dominate the air waves in West Texas.



## **A Dream** **Becomes a Reality** **For International Artist** **EL PUMA**

The dream where all Latin Americans unite in celebration of "El Dia de La Raza" last October 12th during New York's 21st Hispanic Parade conducted for the event became a reality for the famed international Venezuelan artist, **José Luis Rodríguez - "El Puma"**.

Rodriguez, the special guest for the opening of the annual event which celebrates "Columbus' Discovery of the Americas", estimated the parade stretched as long as fifty blocks in length down the elegant fifth avenue in New York City this year. Rodriguez also added that such unity should be applied to the situation of the entire continent.

"Para mí es el cumplimiento de un sueño ver todas éstas banderas Latinoamericanas unidas por la Quinta Avenida, explained the master of the romantic ballads having finalized his most recent album recording in Spain the previous night before the celebration.

New York City Mayor, Edward Koch, diplomatically maintained a low profile throughout the parade not interfering with the applause for the center of attraction - **El Puma**. The light rain that showered over the city during the event did not affect the enthusiasm of the participants.

By declaring the parade as one of the largest for New York's Fifth Avenue, Mayor Koch took advantage of the opportunity to challenge Hispanicamericans to help Puerto Rico who had suffered a devastating flood disaster a week prior to the celebration. Supporting the efforts of the **SIN** (Spanish International Network) telethon held for the disaster that month, Mayor Koch initiated the challenge by personally contributing \$400.00.





*Season's Greetings*

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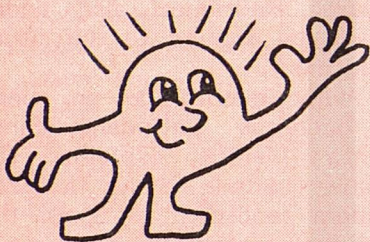
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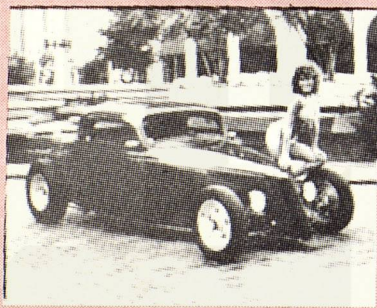
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## Movie Producers Follow New Trend

Movie producers of Hollywood are establishing a new trend aimed to shy away from the traditional "super star" concept where movies highlight a leading actor in the cast.

During the last few months movies such as "St. Elmo's Fire", "The Breakfast Club" and "Silverado" perhaps inspired by the great success of "The Big Chill" two years ago, have featured a cast of actors with equal roles and importance.

This does not mean the "super star" concept

will phase out entirely. At least not as long as artists such as Sylvester Stallone, Chuck Norris, Arnold Schwarzenegger, Clint Eastwood and Charles Bronson who are violence oriented continue to generate revenue at the box offices. These "super star" actors don't need co-stars of importance simply because the remaining cast is usually eliminated by violence and death.

And then there are those artists such as Paul Newman, Dustin Hoffman, and Warren Beatty who don't need a half dozen co-stars. Their renowned names alone provide enough publicity for healthy results for their producers.



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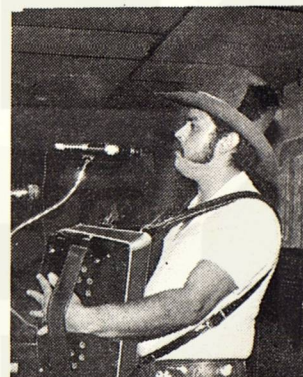


Los Viciosos is one of the most hottest new "conjuntos" developing out of Slaton, Texas.

After having worked under a previous band leader, the members decided to venture into forming their own group.

Three weeks after banding together on their own, Los Viciosos defeated the Arriba Tejas Band November 15th at a Battle of Bands showcase held at La Paloma Club.

Members posing left to right in the above photo are; Freddie Maldonado (drummer), Celestino Vasquez (bajo sexto), Ernest Vasquez (accordion & lead vocals), Raul Vasquez (bass guitarists), and Pat Torres (music coordinator).



## A CHRISTMAS GIFT

My mother had always been a good and a loving person. Throughout her busy lifetime, she had always made as effort to do the thoughtful, extra things for those around her.

I grieved very deeply when she died several years ago, and my sense of loss increased as the Christmas holidays approached. Full of nostalgia, I decided to take down our old box of family snapshots from the closet shelf and reminisce about happier times.

But when I went to the closet, I noticed a new and unfamiliar parcel stacked on top of the photo box. Without thinking, I opened it. There, wrapped in tissue paper, lay a pair of red leather, fleece-lined house slippers. Tucked inside was this note: "Darling daughter, I hope these will help to keep you warm as you tread the straight and narrow path ahead. Love, Mom." Knowing she was ill, my mother had apparently purchased the slippers a few weeks before her death. The memory of her last Christmas gift, long ago worn out, still gives a special quality to each Christmas for me.



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Valerio Longoria

December 24th & 25th-

El Dueto Carta Blanca

December 28th-

Los Jilgeros del Arroyo

December 31st-

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Dawn Flores, daughter of Mr. & Mrs. Armando Flores, visits with Santa Claus and Mrs. Claus while participating with the festivities at Santa Land.

Santa Land, located at K.N. Clapp Park of 44th St. and Avenue U, is open from 6:00 pm to 10:00 pm.

Children may visit Santa during these hours to express their desired wishes in terms of gifts and presents.



# Holiday Parties Update

## LOS VICIOSOS

Los Viciosos will be off to their busy Holiday schedule this month beginning with December the 21st at the Blue Room and move on to the Longhorn Club on the 22nd. They'll make a presentation at Sylvia's Place and thereafter head to wards Gamblers for Christmas Day, Dec. 25th, and will return for the 27th, & 28th.

They'll settle down for their big bash New Year's Eve Party at Sylvia's Place, Dec. 31st. They'll begin their '86 new year at Gamblers on June 1st, take a brief break to the Longhorn on the 3rd, and return to Gamblers for the 4th, 9th, and 10th. They're scheduled to do the El Casino Club in Brownfield on the 11th & 12th, and thereafter return to the Longhorn Club on the 15th & 18th of January.

## CHE CHE'S BALLROOM

Che Che's Ballroom will be warming up the Holidays with Los Duendes de Corpus Christi on the 20th & 21st. Los Mixtiadores will sneak in Dec. 22nd, and thereafter El Grupo Internacional de Ricky y Joe Martinez will be the featured entertainment card for their Christmas Eve Party. Los Salazares de San Antonio will follow on the 27th and 28th. Los Duendes will return Dec. 30th there and bring in the New Year at Che Che's New Year's Eve Celebration Dec. 31st. El Grupo Internacional will initiate 1986 for Che Che's January 1st.

## EL GRUPO INTERNACIONAL de RICKY y JOE MARTINEZ,

El Grupo Internacional has been contracted to perform in Presidio, Texas theirs upcoming Dec. 21st. They will return to Lubbock's Che Che's Ballroom Dec. 24th to Celebrate Christmas Eve at home. Thereafter they're scheduled for the Tip Top Club in Levelland on Dec. 25th, the Longhorn Club on the

27th, and the Crusillo Center on the 28th.

They'll return to the Longhorn on the 29th and thereafter back to Levelland's Tip Top Club for a New Year's Eve Celebration Dec. 31st. They'll return to Che Che's Ballroom on the 1st of January and later to D.J's Club in Plainview January 11th.

## THE ATLANTIC CLUB

The Atlantic Club will Celebrate the Holidays with 1/2 price Bar Drinks, 50 cent Draw Beer, \$1.50 Bourbon & Coke, Bumper Sticker Cash Giveaways, hourly bar specials, Cash Prizes for "Best Dressed Lady" & "Best Dressed Gentleman, and \$1.50 Rum & Coke. Check out the display advertisement on the back cover for schedule details. Some of these goodies will go into effect as early as Dec. 20th. Check It All Out!

## EL GRUPO LA PRESENCIA,

El Grupo La Presencia formerly based in Austin will be featured at a Christmas Day celebration Dec. 25th at the V.F.W Hall in Slaton, Texas. The celebration calls for FREE KEG BEER as early as 8 pm. for as long as it lasts. Coolers and beverages are welcomed (B.Y.O.B) Tickets for the celebration are \$6 a person or \$10 per couple.

## EL FRONTERISO

El Fronteriso de Pete Guajardo "El Palacio de los Bailes Nortños," will be presenting Valerio Longoria Dec. 21st and 22nd. The famed El Dueto Carta Blanca will be quite a treat for those who may wish to party hardy Dec. 24th and 25th. Los Jilgeros de arroyo will follow-up Dec. 28th. Guajardos is planning a good surprise for El Fronteriso's New Year's Eve Surprise Party.

# 747-3467

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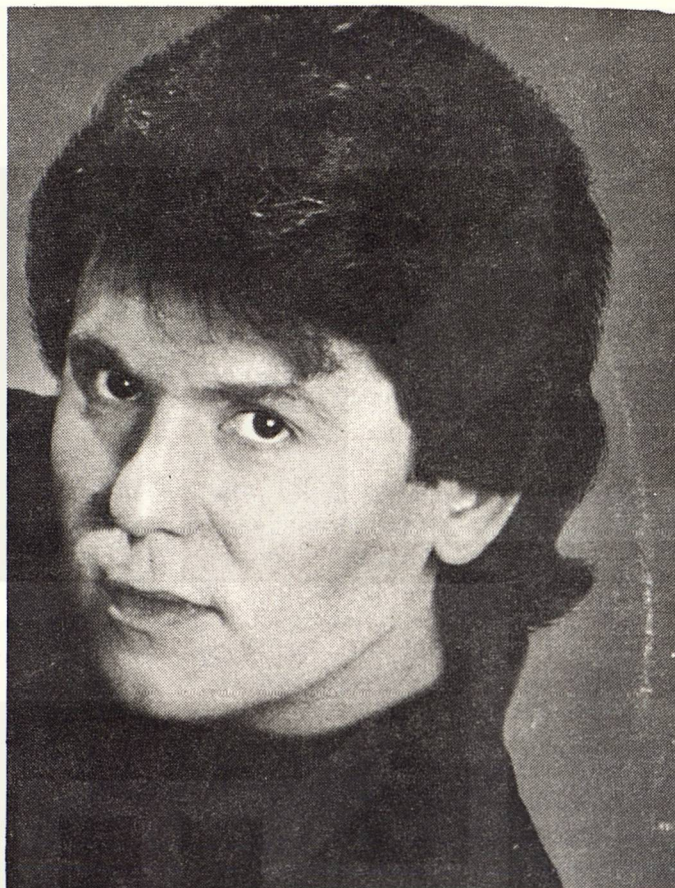
## **RAPHAEL** *Continues to Perform Despite of Father's Death*

Francisco Martos Bustos, 80 year old father of the renowned international Spanish artist - **Raphael**, was buried last month at the San Isidro Cemetery in Madrid, Spain.

**Raphael** scheduled to perform at "El Patio" concert hall in Mexico City, Mexico the same day of his father's death, decided to fulfil his commitments that Friday and Saturday, November 22-23, before returning to Madrid for the burial services.

**Raphael** arrived in Madrid the morning of his father's burial and returned to Mexico that same day to continue his contracted engagements. **Raphael** anticipates returning to Madrid December 22nd to spend the Christmas Holidays with his family.

Attending the services with **Raphael** were his wife, Natalia Figueroa, the Marquis and Marquess of Santo Floro, Natalia's parents, **Raphael**'s manager and other immediate family and friends.



## *Death Of* **MARILYN MONROE** *Speculated Assassination*

Robert Slatzer, who claims having been the "secret husband" of the controversial but famed actress **Marilyn Monroe**, recently affirmed the death of Marilyn an assassination rather than the highly speculative suicide.

Slatzer, disclosing his brief four-day October 1952 marriage to Marilyn in Mexico, declared to the Roman press that he had evidence to support his statement that the famed actress had been murdered.

Slatzer furthermore added Marilyn had informed him hours before her death that she was waiting to meet with **Bob Kennedy** and threatened to disclose their relationship by conducting a press conference if he failed to show up.

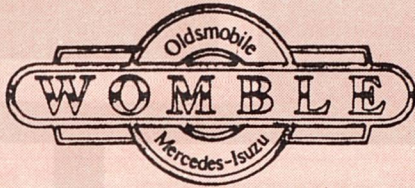
Slatzer also contributed to an **ABC Network** film production highlighting details of the death of **Marilyn Monroe**. The film was never released for broadcast.





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## The Giving Of Christmas

Christmas is a time for giving—not only of gifts—but the giving of self. Christmas is an exciting time of year because it is the one time of the year that most people give themselves, to someone or to something.

The Christmas season is the opportunity for men to renew old acquaintances, reconcile broken relationships and reinforce existing friendships. It is an opportunity lost where this does not occur.

Christmas is a time for growing—growing through giving, through sharing, through serving.

Christmas passes unnoticed in that life that feels nothing of another's situation, nor shares of its means to make another happy.

Christmas means most when men forget themselves, and remember others. It means most when men give, with little or no thought of receiving.

--Neil Strait



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Happy  
Holidays

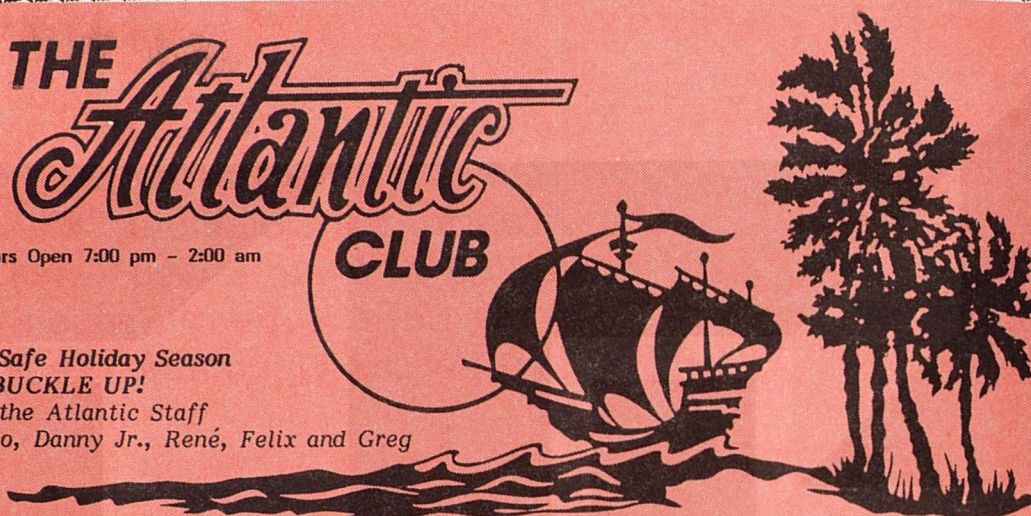
# THE *Atlantic* CLUB

Doors Open 7:00 pm - 2:00 am

Have a Safe Holiday Season  
**BUCKLE UP!**

From the Atlantic Staff

Danny, Don, J.R., Chuco, Danny Jr., René, Felix and Greg



- December 20, 1/2 Price Bar Drinks till 12 am for Everybody!
- December 21, 1/2 Price Bar Drinks till 10 pm for Everybody!
- December 22, 50 cent Draw Beer / \$1.50 Bourbon & Coke / Bumper Sticker Cash Giveaway!
- December 24, X-Mas Eve Party / Hourly Bar Specials!
- December 25, X-Mas Party / Hourly Bar Specials!
- December 26, 50 cent Draw Beer / \$1.50 Bourbon & Coke till 12 am!
- December 27, Ladies'-Men's Night / 1/2 Price Bar Drinks till 11 pm / Cash Prizes for "Best Dressed Lady" & "Best Dressed Gentleman"!
- December 28, 1/2 Price Bar Drinks till 10 pm for Everybody!
- December 29, 50 cent Draw Beer / \$1.50 Rum & Coke till 12 am / Bumper Sticker Cash Give-away!

13th & Ave. F Lubbock, Texas

762-4249

Get the Lord's Prayer

Feliz Navidad y Prospero Año Nuevo De Parte De Gilbert's Auto Supply  
& The Atlantic Club  
Merry Christmas!

*Gilbert's*   
**AUTO SUPPLY**



**OPEN 7 DAYS A WEEK**  
**MON-FRI 8-9**  
**SAT 8-6, SUN 10-6**

**747-4676**

OR 747-6701

**708 4th**

*Season's  
Greetings*

**Winterize  
Your  
Auto**

DOMESTIC & IMPORT  
TUNE-UP PACKAGES  
(Points-Condensers-Spark Plugs)  
Spark Plug Wire Sets-Rotors-Distributor Caps  
Radiator Flush Kits-Winter Thermostats  
Anti-Freeze & Testers-Radiator Hoses  
Rebuilt Water Pumps  
Starting Fluids-Chemicals  
Auto Winter Accessories

"Our expert Staff is readily available to assist  
you with your auto needs and repair problems."

GILBERT FLORES - PRORIETOR