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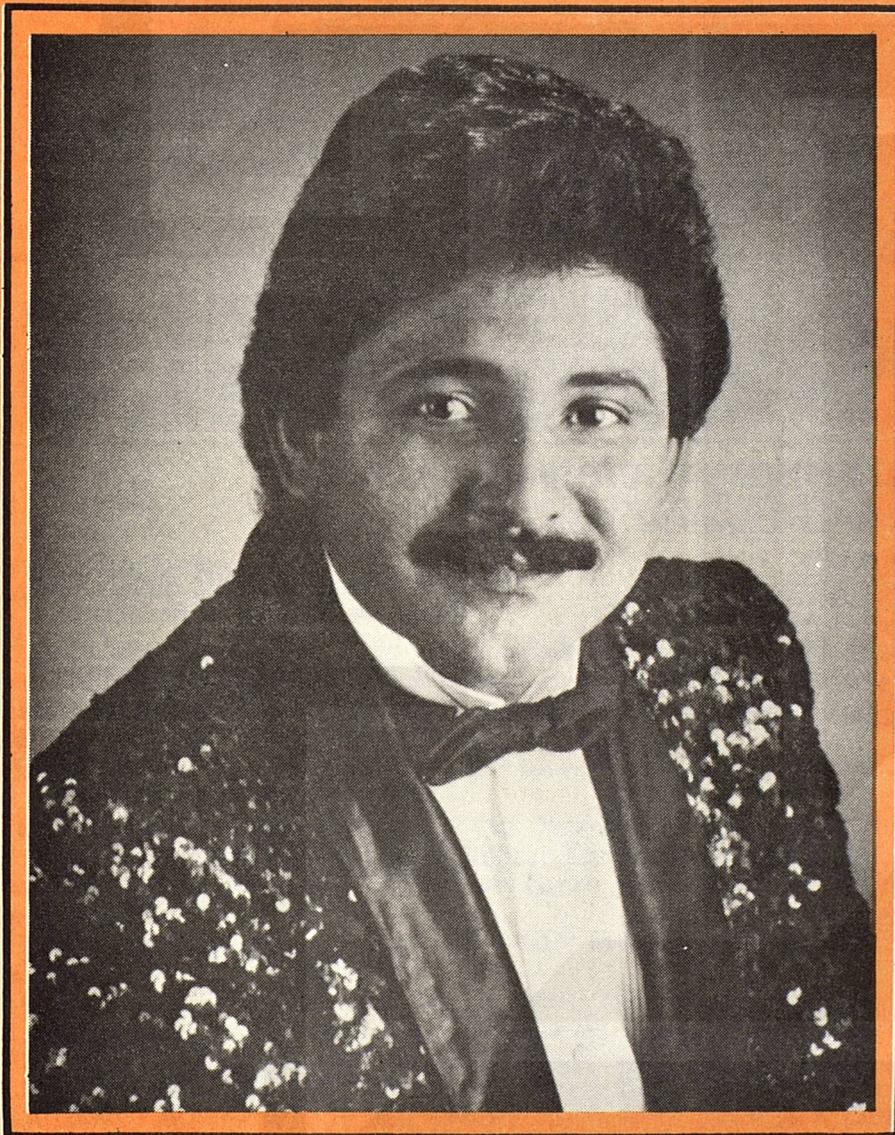
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ENTERTAINER

VOL.1 NO.12

FEBRUARY 1986



*Joe Posada
Reaches For
The Stars*

*Club Tiger Beat
A New Dimension
to Nightclub
Entertainment*

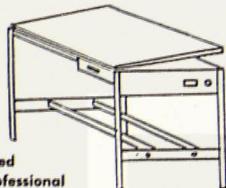
*CBS Interest
in Tejano Music*

*Former Band Members
of Laura Canales &
Encanto Pursue
Own Venture*

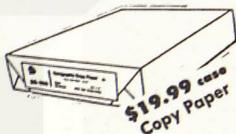
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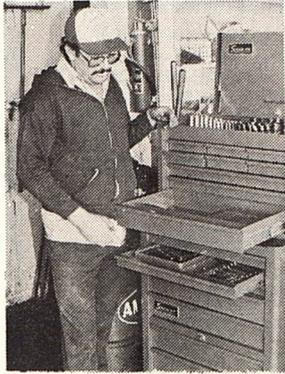
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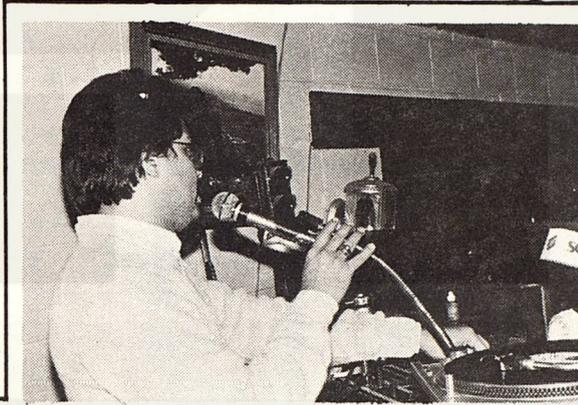


(Top Left) Marcelino Hernandez pretending like he's working

(Top Left) Marcelino Hernandez pretending like he's working at Parkway Chevron (top right) Ruby Saucedo & Janie Rivera with Elegance Royale Limo (middle left) Wayne Whitson working as usual at Whitson's Music Co.



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TEJANO RECORD COMPANY Negotiates Distribution Pact With CBS

by Leandro Rivera
The Lubbock Entertainer

CARA records, one of the most prominent Hispanic recording companies of the Tejano Onda, and CBS recently reached an agreement to distribute CARA artists' recordings throughout the United States and internationally as well through CBS affiliates in Mexico, Puerto Rico, South America, and Europe.

Based in San Antonio, CARA's impressive list of Tejano artists was no doubt a primary key factor in the CBS-CARA negotiations.

CARA's roster list includes such top Tejano artists as Joe Posada y El Quinto Sol, David Marez y People, La Mafia, Joe Lopez y Mazz, Emilio Guerreero y Charro Band, Ramiro "Ram" Herrera y Montana, Emilio Navaria of David Lee Garza y Los Musicales, Bobby Naranjo y Direccion, FM Band, Texas Thunder, and others.

West Texas representation to the CARA roster is presently provided by FM Band of Brownfield, Texas.

According to Bob Grever, owner of CARA, and Luis Silva, CARA's vice president, the CBS interest in the Tejano music industry was stimulated by CARA's overwhelming sales volume which in turn reflects the interest and demand for the Tejano product.

The agreement will for the first time provide worldwide exposure for Tejano artists - a privilege they never had before. It will provide such large scale distribution of the Tejano product under the CBS label. And CARA will continue producing, controlling, and signing up new artists.

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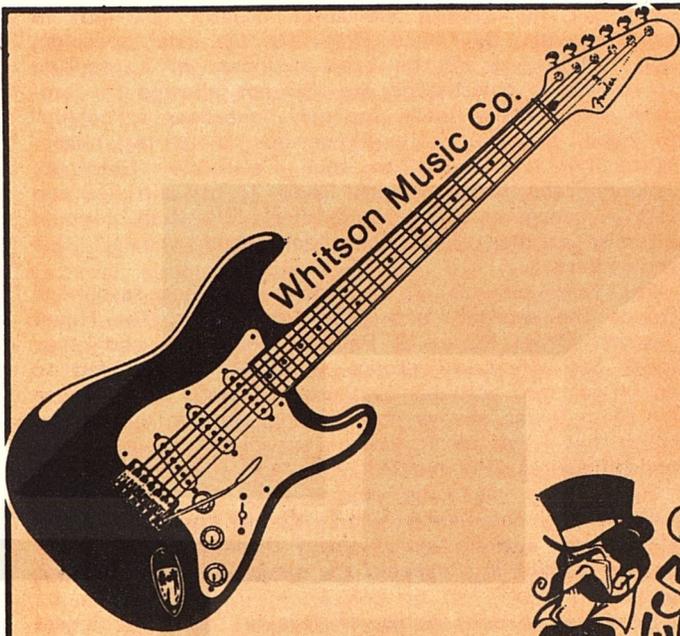
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Joe Posada Reaches For The Stars

by Maria Alonso

Joe Posada is finally being recognized as a major contributor to the Onda Chicana, the "Chicano Wave." On the walls of his office are plaques from the Mike Chavez Music Awards naming his group as the "All-Pro Band" and one from the Association of Spanish Announcers of Texas of the Mexican American Chamber of Commerce with the inscription, "1983 Grupo Tejano."

Posada's musical education began at the age of six (his father's idea and not his). His dad would drive him to take private lessons on sax and piano. At first, Joe hated it. Sometimes he wouldn't even go in for his lesson. He would wait outside until his dad came to pick him up.

However, by the time he got to junior high he was ready to choose band over football. Band was much easier. Joe began playing professionally at age 15 when he started working weekend gigs with Rudy T and The Reno Bobs. He continued with the school

band but his playful character usually got him in trouble with the band director. On one occasion, Joe locked one of the band members in a practice room and as punishment Joe was not allowed to compete in the state finals. Joe may have been a "cut-up" in band, but he was still serious about his music. When he was asked to tour California, Colorado, Arizona, and Chicago with Rudy T, he said yes and left six months before graduation. "By then, I could already arrange and sing background vocals," Joe remembers.

For years he was on the sidelines playing saxophone (tenor and soprano) and flute for Zapata, The Royal Jesters, David Marez & People, Momentus, and other local San Antonian groups. In 1982, he decided to go on his own with his own group, Quinto Sol, because "it seem I was always contributing, putting into something that I was never getting any credit for arranging and producing. That hurt!"

Recognition was one reason for his new venture - "that plus the money you make off the recordings." He is now earning money from three albums already on the market and expects the same with his upcoming album.

Royalties is one source of revenue, but the biggest comes from bookings. Because of his versatility, he is able to play both nightclubs with 100% Chicano audiences and country clubs with 80% Anglo audiences.

His rock/pop and jazz influences - including John Coltrane, Ray Charles, Michael Franks, Al Jarreau and, as he describes it, "the contemporary East Coast, East River sound, like the theme from the TV show Taxi - are evident wherever he plays. For Jewish weddings he relies on "songs by Neil Diamond, and Tony Bennet for easy listening dinner music." At a quinceañera the repertoire consists of rancheras, cumbias, boleros, and some good ol' rock'n'roll.

But, as he says, "my best bet, my sure thing is the Chicano music." There were skeptics who thought "I was just giving with the Chicano thing and that I could play jazz and go to New York." Others told him that he would never make it in the Chicano field. That was because people didn't know he could sing. But in fact, his singing is as diversified as his playing.

"The Chicano thing is a sure bet for me because it's something that comes out of the heart. I don't record that often. But when I do, it's good. It's been well planned, worked out here at my home - a good month or two before actually going into the recording studio. When it's recorded with full production, we've got a piece of art - stuff you can hear five, six, ten years from now that's going to sound good."

His latest single is "Cariño Santo" - a remake of the 1964 hit by Junior Jesse and The Teardrops. Before playing his version, he smiles and says, "now, this is the way it SHOULD have been recorded."

Joe Posada's arrangements feature brass reminiscent of the orquesta Tejana sound made popular by the Latin Breed, Little Joe Y La Familia and Sunny Ozuna and The Sunliners, among others. The vocals lend the right amount of sentimiento (feeling) to appeal to the Chicano market in general.

"It's commercial. It's beer-drinking music. It sells records. That's what I'm into." What the public wants, the public gets. One of the changes he has seen in the Chicano music in the past 15 years is "more cash, more flash. Tickets cost more now and people expect to get their money's worth of entertainment," Joe explains, "not just for their ears but for their eyes as well. I've changed my whole image this year."

That is, seen in the flashy clothes and the smoke machine. "We're also working to incorporate some choreography into our presentation."

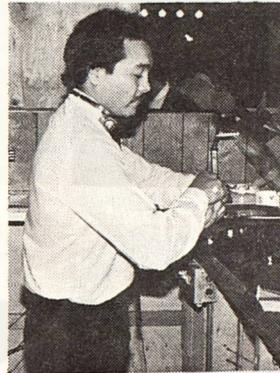
Joe is now adding composing to his list of talents. He's also thinking of getting into the music publishing business. "I've been spending time writing contemporary Chicano stuff and some jazz tunes." He finds a tape of one of his compositions, threads it on the reel-to-reel and explains, "I recorded three versions. It's a real simple arrangement on the guitar. I'm not a guitarist, but my daughter Laura has been teaching me chords from her lessons. I find myself writing more with the guitar than I ever did with the piano."

"I've given it the treatment like an old Bobby Gentry song." The song is a slow ranchera. As the music plays he harmonizes with the vocals that reflect some Jose Feliciano influence. The arrangement is clean and simple, very effective for the lyrics.

"I'm going to do what I have to do until I get to the point that I can do what I want to do." What he wants is to "put out a big-production instrumental album (with a little bit of vocals) with a contemporary sound and the real feeling of San Antonio. I just don't have the people behind me to do that and push it. Don't give up on me, I'm going to do something else than Chicano music. But it's going to take some time." Joe Posada has the talent and determination to reach his star

Up on stage, Joe Posada plays the infectious rhythm of a cumbia drawing the audience to the dance floor. Their feet, hips, and shoulders responding to the tropical beat. His sax playing reflects his jazz influences as well as his vocals: Boom chicka boom boom.....-YEAH!

RUMOR'S



San Antonio Mayor, Henry Cisneros visits Rumor's Club. (Left to Right) R. Rodriguez, C. Aguilar, Henry Cisneros, J. Aguilar & R. Aguilar.

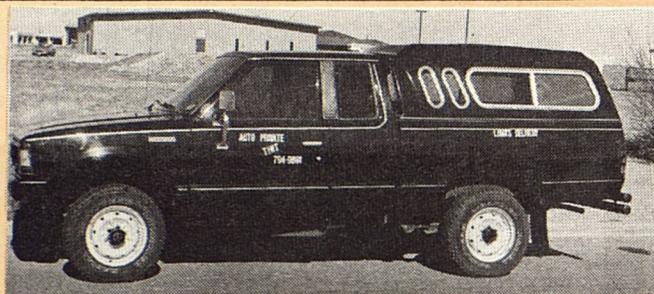
Former Band Members of Laura Canales & Encanto Pursue Own Venture

A new group to the Tejano circuit is the result of the split between Laura Canales and members of the Encanto band.

The former Encanto members changed their group title to "Fandango", and recruited Hogo Guerrero (formerly with Johnny Hernandez and Third Coast as back-up vocals and keyboards) as their new lead vocalist.

Fandango immediately went on to release their first single recording for Freddie Records which features the songs titled: "Felicidades" and "Que hay de Malo en Ser Extraños".

The former Encanto members include Balde Muñoz, Oscar Solis, Porfi Alvarado, and Danny Garcia.



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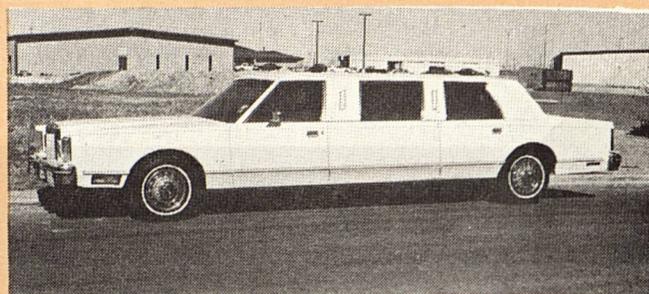
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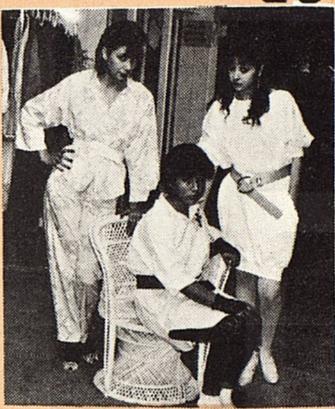





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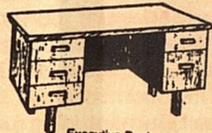
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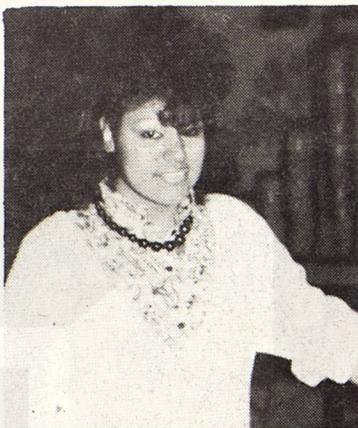


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Page 10

Club Tiger Beat A New Dimension to Nightclub Entertainment

by Leandro Rivera
The Lubbock Entertainer

As you walk into Club Tiger Beat you can't help to notice the colorful bright lights from the sophisticated disco light system bouncing off the decorative graffiti walls. Although you can't hear the laughter over the sound system, you can clearly see it on the teens' shiny cheerful faces as they illustrate their fun and excitement while dancing throughout the entire club facility.

Greg Perez, owner of Club Tiger Beat, accredits the success of West Texas' only non-alcohol teen club to the experience and guidance of his father, Carlos Perez - an entertainment personality who pioneered the development of the first "chicano disco" in Lubbock dating as far back as 1965.

Carlos had initially experimented with the disco-record-dancing concept while conducting teen dances at "El Capitan" dance hall previously a popular Spanish theater.

In 1974, Carlos established Lubbock's first official Chicano Disco.

Greg explained, "Right before El Padrinos became disco, my dad had experimented with the disco concept one night while the band took their break. He had hooked-up a record turntable to the band's sound system and realized that those people, who had as a tradition danced to the live band music, were all of a sudden dancing to the records as well."

Carlos thereafter purchased The White Rabbit Disco in '78. He changed the name to "DeCarlos Disco", and divided the large facility into two separate smaller clubs - one side for adults and the other for non-drinking teenagers.

The non-alcohol side designated for teenagers later became "Disco 322". It opened specifically for teenagers during the summer vacation months.

Incidentally, the Perezs at that time were producing videos on location long before anyone ever thought the video concept would become such a giant in entertainment pleasures.

DeCarlos later became "Casablanca" in '82, and shortly thereafter Disco 322 became a part once again of the large club facility for adults as before.

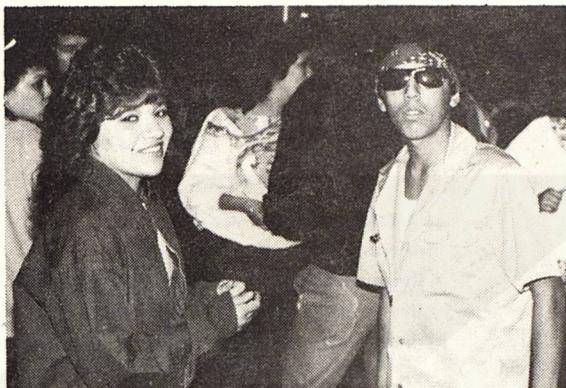
During this time, Greg exercised the mobile "traveling disco" concept for teenagers.

In '83 Casablanca became "The Ritz" which was initially designed for adults but later became available for teenagers during the summer of '83 and '84. Thereafter, the Ritz became "Valentino's" - an all adult club.

Top left- Greg Perez & Friend - Top right
Patricia Jurado - Center-Kathy Reyes &
sister Debbie Reyes - Bottom- Ricky Jaramillo.

Next Page

People Partying at the Tiger Beat are;
Top left- Trini Hernandez & Joan Acosta
Top right- Local band member from Estacado
High School. Bottom right- Owner, & DJ
Greg Perez .



During his dad's venture with Valentino's, Greg decided to open his own nightclub. With the advice of his father and his own experience with teenagers, Greg went on to establish what has become today's only non-alcohol nightclub for teenagers in Lubbock and the vast West Texas area. Greg opened the doors of Club Tiger Beat June 1, 1985.

Club Tiger Beat, a unique idea implemented by the Perez family, is presently open from 7:30 pm to 11:30 pm Fridays & Saturdays and 7:30 pm to 10:30 pm Sundays with respect to the city's present curfew laws for minors.

The average age of teens attending Club Tiger Beat is from 13 to 18 with absolutely no discrimination on age.

"I've seen kids at the Tiger Beat old enough for adult clubs, but they just like the party atmosphere here," Greg stated.

"A few adults have come here to pick up new dance steps from the kids," he added.

The club's music library consists of top-forty non-stop dance English soul and soft rock music with no consideration for the country and western music style.

With the absence of alcohol, the club's concession bar is constantly serving cokes and candy to the never ending young consumers.

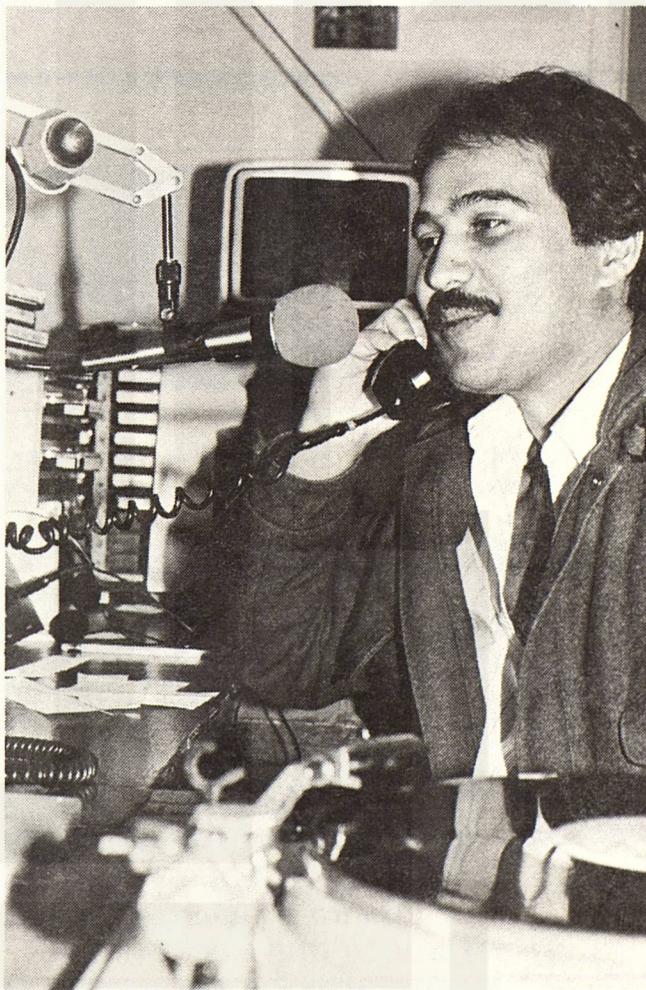
The kids there will dance up a storm. Besides the designated dance floor, they will dance anywhere and everywhere. With or without a partner, they will dance their way throughout the entire facility. No doubt about it - these kids go there to dance and dance and dance and dance and dance!

Parents are encouraged to visit the club with no cover charge. However, the kids are subjected to an admittance fee each time. As \$1 nite, Sundays proves to be the most crowded for the entire weekend.

Parents might consider Club Tiger Beat for their teenager's next birthday party. The club facility is available for birthdays and other party celebrations.

Another tip for parents who may want an evening to themselves. Take the kids to Club Tiger Beat. Get rid of them. Drop them off at the club. Take a break once in a while!

Greg works for his father during the week at KCAS "Radio Su Casa" 1050 AM in Slaton. Although KCAS is a fulltime Spanish broadcast station, Greg hosts a unique bilingual program of popular top-forty and Spanish tunes from 5:30 pm to 6:30 pm each weekday. You can catch Greg at the Club Tiger Beat location of 212 North University in Lubbock or contact him or Carlos at 828-6217 KCAS Radio in Slaton.





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Miami Sound Machine Makes Waves

by Leandro Rivera
The Lubbock Entertainer

With gold albums in the Spanish language, Miami Sound Machine may very well be heading towards another gold record in the United States with their latest smash hit "Conga" from their second English album, "Primitive Love".

Recording in both English and Spanish, the group has managed to capture the record markets of Central Latin America, Europe, Japan, and Africa. Their latest is presently enjoying the "number one rating" on may U.S. pop charts.

Gloria Estefano, lead singer for the group, attributes the group's success to creativity and the ability to combine the culture influences of American pop music with Latin rhythms.

"Yo creo que lo que sucede en la ciudad de Miami, es que tiene muchas influencias de diferentes culturas, especialmente la Latina y la Americana. Y nos criamos escuchando musica Americana pero sin olvidar nuestras raíces Latina en la musica, especialmente la percusión. Entonces hizimos como una mezcla con éste sonido que le llamamos - arroz con frijoles y hamburger," Gloria explains.

The group has been together now ten years and future plans are to continue their music careers for as long as the public demands.

Emilio Estefano, leader for the group, explains, "El futuro es seguir feliz y contentos como estamos en estos momentos disfrutando el exito en punto como hemos estado durante diez años. Y seguir teniendo el cariño del publico que es lo mas bonito que tenemos, especialmente la recepción que nos dan todos los Hispanos de Estados Unidos."

Miami Sound Machine was acknowledged and recognized by their hometown (Miami, Florida) with a street named in their honor.

They are presently enjoying the airwaves of MTV and other variety shows across the country, including The Johnny Carson Show.



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For Bookings Call

Ricky Martinez
(806) 744-5485

Roman Martinez
(806) 745-2671

ENTERTAINMENT UPDATE

El Fronteriso

"El Palacio de Los Bailes Norteños" de Pete Guarjardo will present Los Pavo Reales March 1st & 2nd. El Conjunto Madrigal de June P. Garcia will be featured March the 8th & 9th, and El Dueto Carta Blanca will make their appearance March 15th & 16th.

Remember, El Fronteriso is BYOB (bring your own beverages). So stock up your coolers at Guarjardo's Package Store in front of the ball room facility.

For further info contact 745-9968 or 745-6967.

Che Che's Ball Room

If you missed Joe "Che Che" Flores' birthday party celebration this month, you missed out on free food, free beer, and the superb music of El Grupo Internacional de Ricky Y Joe Martinez

In store for the remainder of this month will be the return of Los Astros de Tejas de Sunny Garcia Feb. 21st & 23rd. Your treats for March will include Los Mixiadores March 2nd, June P. Garcia y El Conjunto Madrigal March 7th, and Los Arcos de La Frontera March 8th.

For further info contact Joe Flores at 744-9293.

Grupo Internacional de Ricky y Joe Martinez

Lubbock's own popular group, Grupo Internacional will be appearing at Gamblers Feb. 20th & 21st, the Longhorn Club Feb. 26th, and will return to Gamblers on the 27th.

The group will venture off to Snyder's Top Forty Club for March 1st & 2nd, and Levelland's Tip Top Club de Nick Tienda March 8th & 9th. They will return to the Longhorn club for March 14th, 15th, 28th. & 30th.

For info regarding quinceañeras, bodas, and private party celebrations contact Ricky Martinez at 744-5485 or Roman Martinez at 745-2671.

Los Viciosos

Los Viciosos seem to be gaining more popularity with each performance. They'll be appearing at the Blue Room (formerly the 1-2-3 Club) Feb. 21st, and will also make the Longhorn Club Feb. 23rd.

The group will venture off to Brownfield's El Casino Club March 1st & 2nd and Pete's Paladium in Plainview March 8th.

They'll return to the Longhorn Club March 9th, 19th, & 29th.

For info on prices for weddings & quinceañeras contact Ernest Vasquez at 828-4838 in Slaton.

LULAC Annual Scholarship and Awards Banquet

LULAC Council 263 will be hosting their annual "Bring Out Your Best" Scholarship and Awards Banquet Saturday, February 22, 1986 in honor of Dr. Armando Duran, recipient of the LULAC National Office - "Lifetime Achievement Awards."

The event sponsored by Anheuser-Bush, Inc. and Standards Sales Co., Inc. (Budweiser) will feature Keynote Speaker, Honorable Oscar Moran - National President of LULAC.

The festivities will take place at the KOKO Palace facility of 50th & Ave. Q beginning with a reception at 6:30 pm, a dinner at 7:30 pm, and a dance at 9 pm with Epifanio Ochoa.

Tickets are \$15 per person. For further info call 744-1984.

MAZZ Anniversary Celebration

The popular Tejano concert group from Brownsville, Texas will be celebrating their 8th Anniversary with a concert dance scheduled for Feb 22, 1986 at the Lubbock Memorial Civic Center.

FM Band from Brownfield will also be appearing at the event. Pre-sale tickets are available at Gilbert's Auto Supply & KTLK Studios.

The celebration is a West Texas Production.

UPOCOMING ISSUE

The Lubbock Entertainer will be celebrating its First Anniversary with its March issue next month

Drop us a note and let us know how you feel about it and perhaps submit any suggestions to improve it.

If you send us a photo of yourself we might even print your picture with your comments - That is, "If You're Nice!"

Please mail your comments to: The Lubbock Entertainer, P.O. Box 11581, Lubbock, Texas 79408 before March 15, 1986.

Look to the March Anniversary issue for exclusive coverage of the March 9 Tejano Music Awards Ceremony in San Antonio.

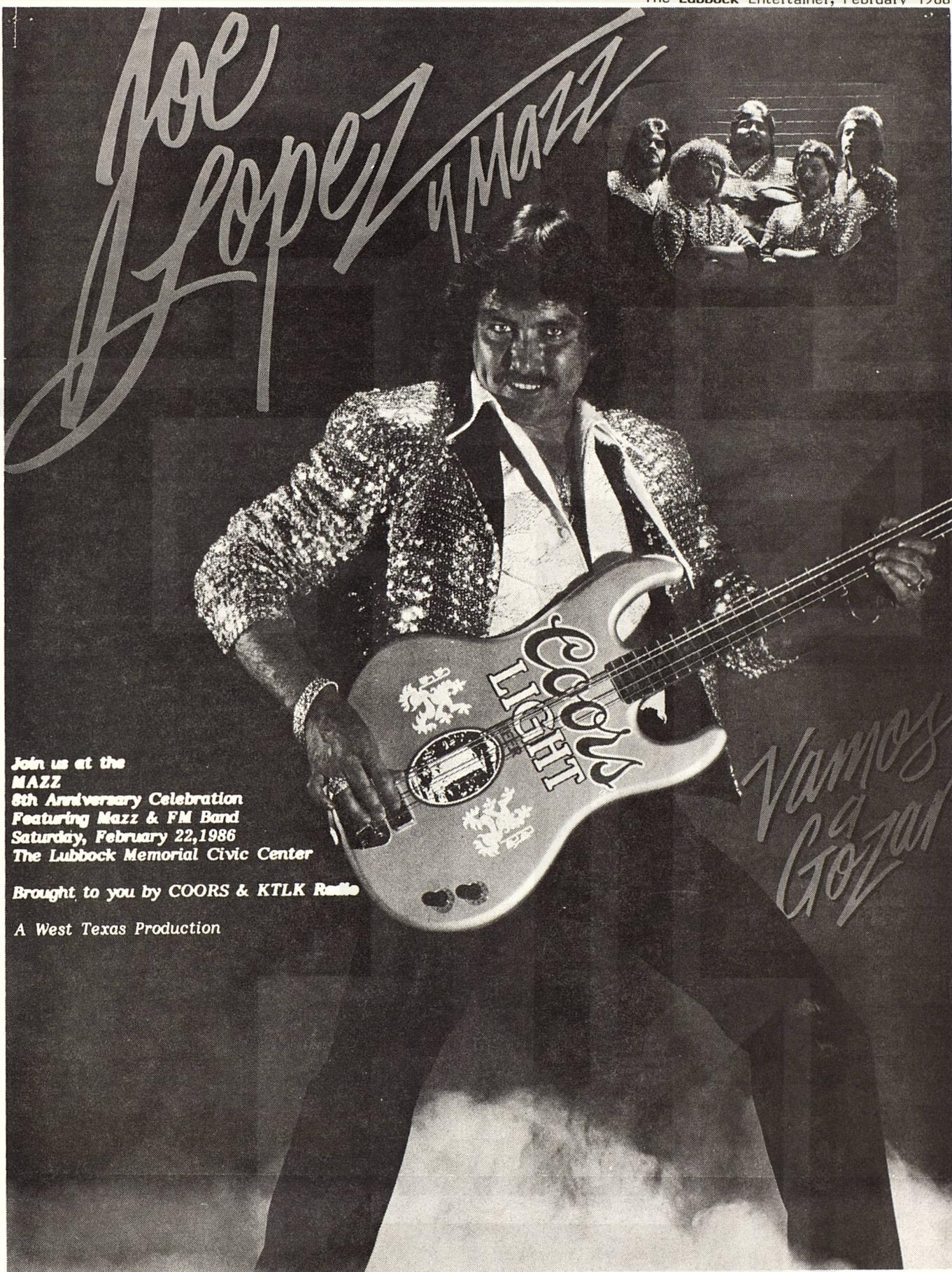
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**Congratulations to Lubbock's Cierra Band
On Their Nomination
To the Tejano Awards.
On Behalf of The Lubbock Entertainer
GOOD LUCK!**

747-3467

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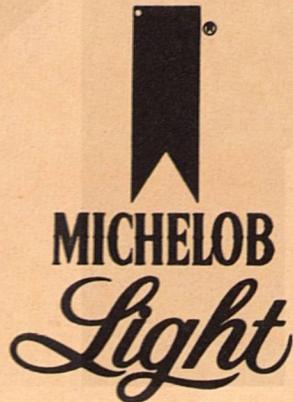
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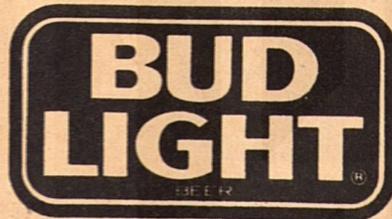
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MAZZ
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Featuring Mazz & FM Band
Saturday, February 22, 1986
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