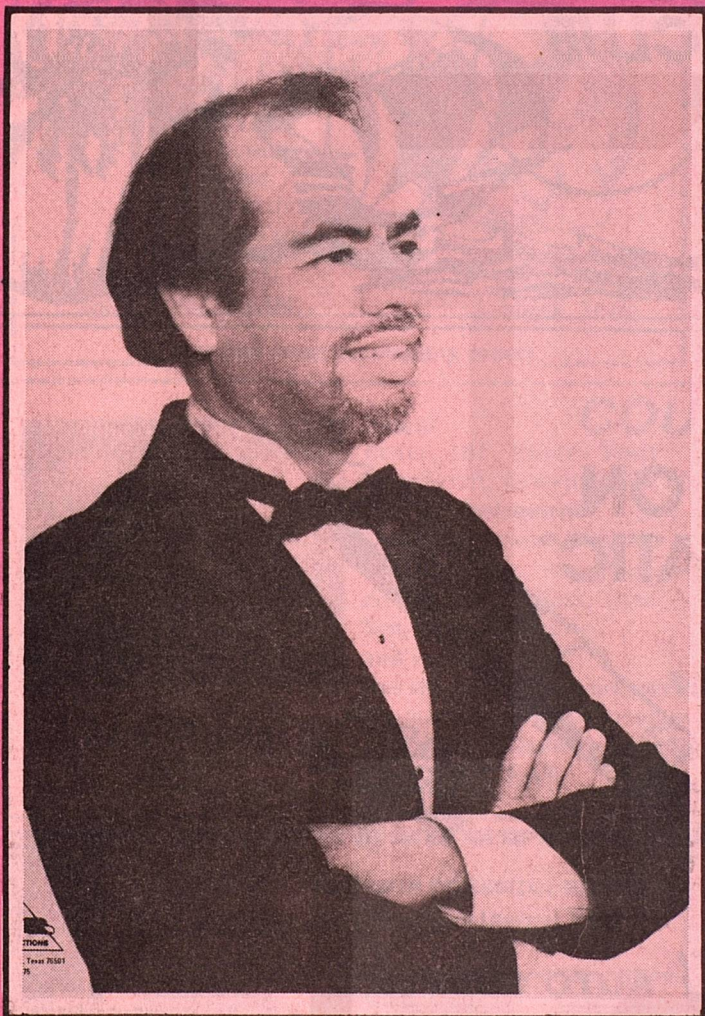


THE Lubbock

*"The People
Picture Publication"* ENTERTAINER

Vol. 1 No. 4

June 1985



Little Joe Hernandez
'Not So Little'

Ya Viene El Menudazo

The Atlantic Club
'Undergoes Cosmetic Job'

The Maines Brothers
Make Their Mark

Meet KTLK's
Santos Perez

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In The Making

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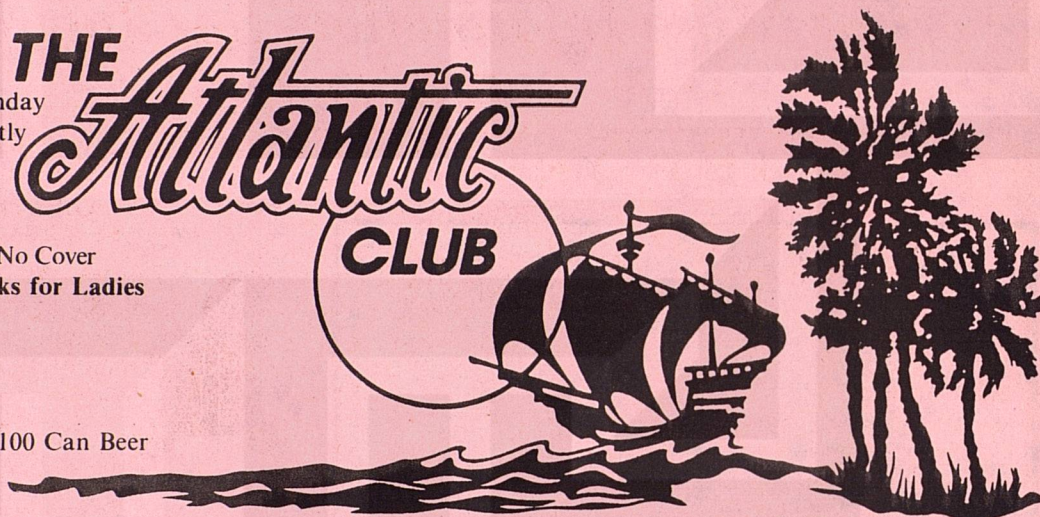
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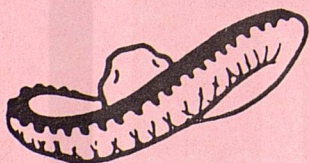
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The *Lubbock* Entertainer, June 1985.

The Maines Brothers Make Their Mark

by Leandro Rivera
The Lubbock Entertainer

When the Maines Brothers banded to provide music for parties during their high school days no one really imagined they would someday become nationally famed artists as we know them today.

The Maines Bros. banded in 1964 making their first commercial paid gig that same year at the VFW in Slaton, Texas. Ten years later they took a serious look at their talent potential with a business point of view. Loyd Maines, spokesman for the group explains, "Our Father's band in the 50's and 60's exposed us to music at an early age. We actually became a band in '64 and played for local clubs, rodeos, and parties through high school. After high school we split up for college and some of us ended up playing with different bands. In 1976, we regrouped and decided to take it seriously."

In 1977, the group released its first long play album titled *Maines Bros. and Friends* produced at Don Caldwell Studios on Texas Soul label. To date the group has been recording at Don Caldwell Studios in Lubbock ever since. Other long play albums on Texas Soul label include *Rt. 1, Acuff*, *Hub City Moan*, and *Panhandle Dancer*. The band's most recent album release, *Hi-Rollin*, was released in '84 on Mercury/Polygram label.

The Maines Bros. are frequently contracted for travel road engagements. The group appeared at the Long Star Cafe in New York City, New York, June of '82. In addition they have appeared in such television programs as *Austin City Limits*, *Ralph Emory's Nashville Now*, and *Rehab* '85.

The road to national fame is not always *Heaven & Roses*. With it as usual are the inherited hardships and obstacles that often interrupt. Loyd explains, "We have to constantly push ahead and work to make ends meet financially. The major obstacle we have encountered is that we are alot different from most country bands in that we lean a little toward Rock & Roll influences and it's sometimes hard for country fans to accept."

Loyd accredits their progress to "staying together, working together, and staying away from drugs."

As advice to other artists, Loyd warns, "Be prepared for the most unpredictable line of work. Take your work seriously. You get from it what you put into it."

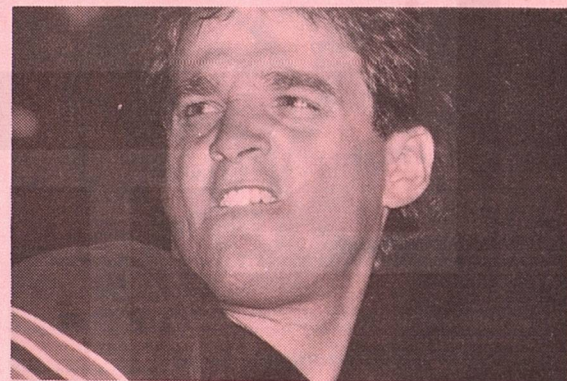
The Maines Brothers are looking to leave a mark in music for other generations to follow. They have definitely left one for Lubbock to remember.



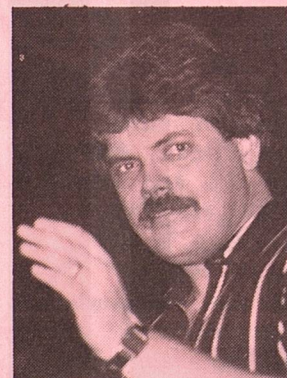
Donnie Maines



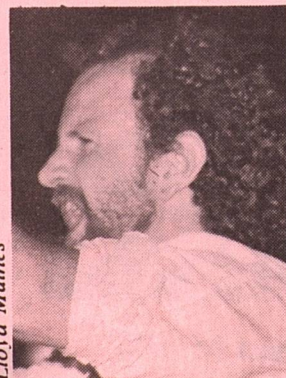
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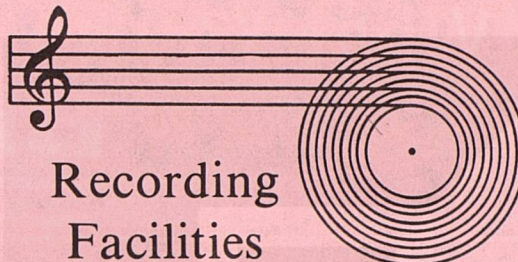
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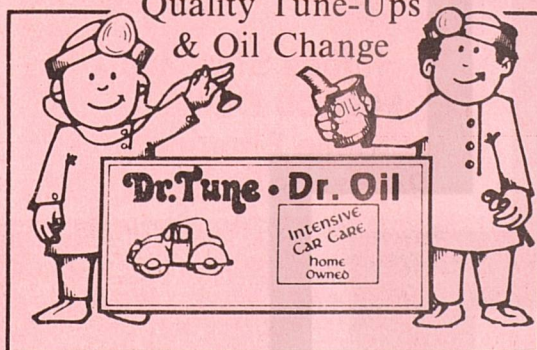
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Hispanic Music Videos *in the Making*

by *Leandro Rivera*
The Lubbock Entertainer

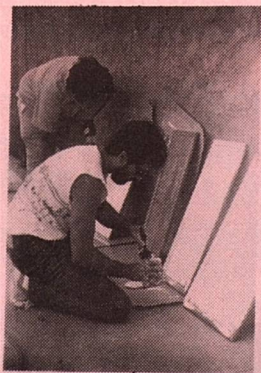
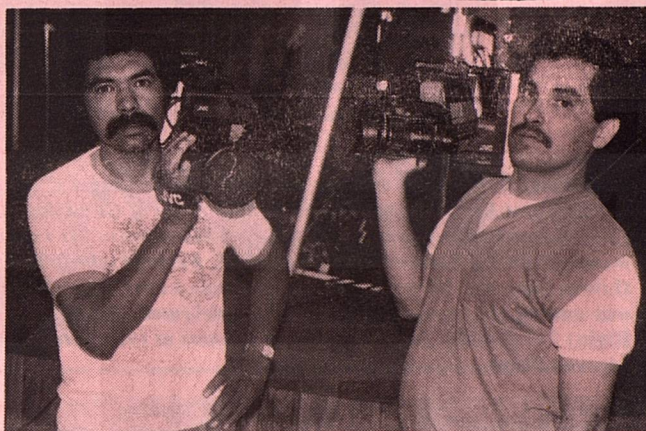
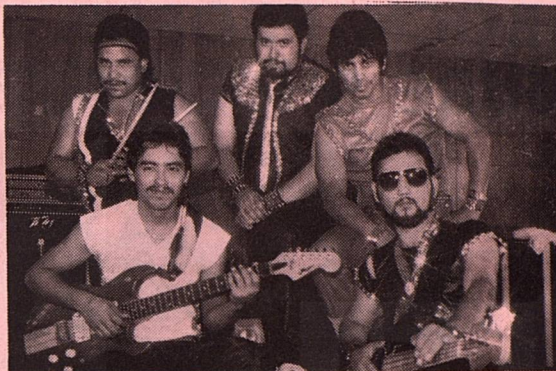
When Frank Robert Davila became interested in Music Videos he didn't settle for one video recorder and camera like most of us. Instead he ended up with as many as five VHS video cameras and another eight VHS recorders.

Davila began producing *home videos* for area West Texas groups in an effort to provide a means for artists to promote and sell themselves to targeted promoters who may have been familiar with their recordings but had no idea of the group's visual impact.

Davila feels he has the edge over other video companies recording videos of Hispanic groups. His entire staff is made up of not only Hispanics but *veteran Hispanic musicians*. Davila explains, "My staff and camera crew are all musicians who play or have played Musica Tejana professionally at one time or another. When they tape a Spanish group con musica Chicana they become very effective simply because they can relate to the style of music as well as to the Spanish lyrics."

Today Frank Davila is the owner of F.D. Video Productions in Austin, Texas. F.D. Video Productions is the only Hispanic owned video firm available with the service of 3/4 inch video taping adequate for commercial television network airing. He has produced videos for La Feria de las Flores Music Festival in Austin and for such groups as Dallazz and Shorty & The Corvettes.

Davila hopes to develop a syndicated Tejano Music Video Television Program *MTV* style.



The Atlantic Club *Undergoes Cosmetic Job*

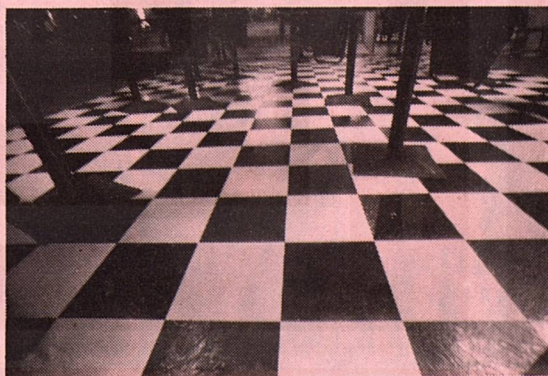
by *Leandro Rivera*
The Lubbock Entertainer

Aside from being bartenders, waiters, and disc jockeys, the staff of the Atlantic Club together with some contracted help has been busy this month as painters, carpenters, and interior decorators.

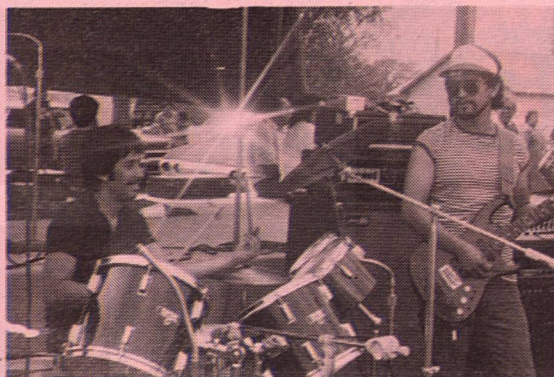
The old carpet was removed from the main floor and replaced with a new graphic black and white checkered decor adding a *new wave* atmosphere. A complete bar was added to better serve all party-goers without having to do much waiting and standing in line.

As Gilbert Flores, owner of the club explains, "We strive to please our customers to the best of our ability. We give them what they want. Besides we don't mind spending for our people. We're the only totally Chicano owned club in town."

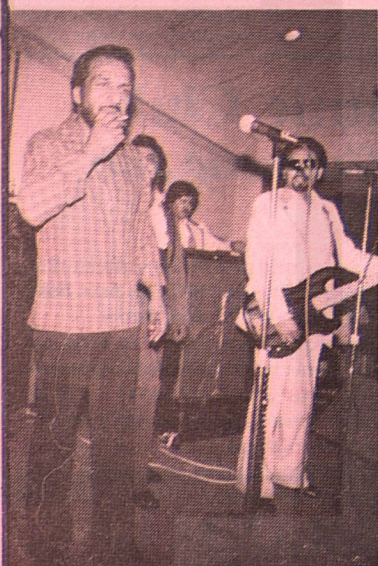
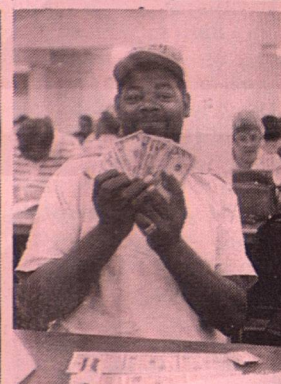
For the hundreds who pack the club each week, the Atlantic Club is no doubt the hottest nightspot in town.



LUBBOCK PEOPLE PICTURE SHOWCASE

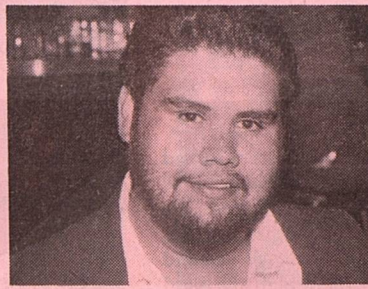


(Top Left) Jessie Bela, drummer, and Ralph Dominguez, guitarist for Arriba Tejas Band contribute time to Our Lady of Guadalupe Catholic Church Jamaica this month. (Top Right) Members of Mi Tequila Band warm up for La Feria de las Flores Music Festival scheduled for July. (Lower Left) Ms. Michelle Aleman, graduate from Cooper High School, was among the many graduates who celebrated last month. (Lower Right) The familiar facial reaction of winners at the Century II Lions & Lioness Bingo.

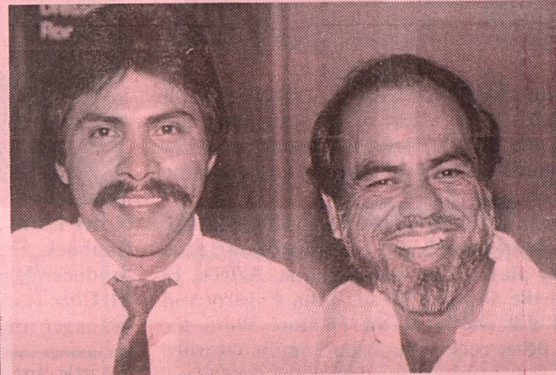


(Top Left) Victor 'Bugla' Salazar, a renowned singer dating back to the "Night Raiders", makes a surprise appearance during this year's Slaton High School Graduation Dance. (Top Middle) Mr. & Mrs. Neto Lopez enjoy a night out at the Longhorn Club. (Top Right) Ms. Linda Shoemaker visits with Mr. & Mrs. Denise Dodson over lunch at LaLa's Restaurant. (Bottom Left to Right) Members of Cruiser Band, Ben Bitela & Ernest Perez provide action packed entertainment for many of the graduation celebrations last month.





(Top Left) Cierra Band received the "Rising Stars Award" at the Texas Talent competition held in San Antonio, Texas last month. (Top Right) Mr. Arnold Vasquez was a winner of "Father's Day" 30 lb. family-pak meat prize from Longhorn Club. (Lower Left) The gospel group, Nueva Esperanza, is presently recording cassettes at Broadway Studios in Lubbock. (Lower Right) Joe Albiar visits with Little Joe during KTLK's Super Dance.



(Top Center) Mr. & Mrs. Ralph Nañez celebrated Ralph's birthday at Longhorn Club last month. (Bottom Left) Mr. & Mrs. Lorenzo Hernandez while visiting Sylvia's Place. (Bottom Center) El Mariachi Original donates music to Our Lady of Guadalupe Jamiaca. (Bottom Right) Damian Esparza, lead vocal for Mi Tequila Band while performing in Brownfield, Texas, last month.



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Little Joe Hernandez Not So Little

Jose Maria de Leon Hernandez is the seventh of twelve children. His childhood was spent following the harvests, picking cotton and vegetables throughout the Southwest. Home base was the Central Texas town of Temple. Joe eventually began picking the guitar as well as cotton, and at age 14, he decided to make a living at it. At 16, he joined the Waco musicians' union and began playing with a band called David Coronado and the Latinaires. Coronado left the band in 1959, and it became Little Joe and the Latinaires. Younger brother Johnny joined the band in 1961, and the groundwork was laid for La Familia.

After successfully surviving the social upheavals of the sixties and transformations from snappy show biz tuxes to long hair and beards, the band, in 1972, did what all aspiring bands do—they moved to California in search of a new sound to replace the traditional one they had grown up with.

In California, the band was swept up in the Santana Latin rock movement under the tutelage of superb jazz trumpeter and Texas expatriate Luis Gasca. They played gigs with Santana, Azteca, El Chicano, Jerry Garcia and the Grateful Dead, John Fogerty and others on the circuit and did shows at the Fillmore West, the Hollywood Palladium and other rock venues. La Familia returned to Texas in 1975, deciding that rather than replace the traditional sounds of their youth, they would build on them. Within two years of their return, the tuxes were pulled back out of the closet and a happy medium was established between musical experimentation and giving the hard core their polkas.

The music of Little Joe y La Familia is a very stylized hybrid of influences. The roots of the music are Mexican, primarily the northern Mexican *ranchera* (ranch music), *balladas* (ballads), and *corridos* (songs of drama). However, from those origins, the music has traveled full circle, to the point where it is so wholly Texan that it is considered foreign even in Monterrey. When those traditional Mexican *rancheras*, *ballados* and *corridos* were taken into Texas, they encountered the oom pah pahs, accordions and polka rhythms of the German and Czech colonies. A dozen other musical styles have since left their mark on the music industry.

When Joe Hernandez began performing with David Coronado in 1955, they played *musica alegre* (traditional polkas) but also performed top 40 hits for their hip tejano following. They were the New Wave of their people's music. Playing the big band style of the '50s necessitated a change in instrumentation. The basic bajo sexto guitar, sax, bass and drums were augmented first by the addition of an accordion, and then by keyboards and horns. As other styles were incorporated (blues, jazz, rock'n'roll), the instrumentation continued to grow. A La Familia performance today is achieved with the aid of a state-of-the-art soundboard, synthesizers, oberheims, and wired double trap sets, as well as the bajo sexto, bass, sax and an old fashioned button accordion.

To truly understand a performance by Little Joe y La Familia, one must put aside all pre-conceived ideas of traditional musical performances. When 10,000 people turn out to see La Familia, what they get is neither a concert nor a dance. It is a hybrid event Little Joe has developed over the years which he refers to as a "party."

Little Joe Hernandez doesn't perform "to" a crowd—he performs "with" a crowd. On the Chicano circuit, applause is taken to mean a crowd is listening to and not participating in the music, and is considered less than complimentary. True crowd participation and appreciation is expressed through a packed dance floor and hearty sing-alongs to traditional Mexican ballads like *Cuando Salgo Los Campos*. At a Little Joe y La Familia performance, the dance floor is always filled with spinning, twisting, bouncing couples, and it is not at all uncommon to see grown men with tears in their eyes, singing along with the old songs that established, defined, and reflect their culture.

Page 10



(Left) Little Joe while performing at the KTLK Super Dance in Lubbock, Texas last month. (Upper Right) Bob Gayarza, co-producer for Billie Davis, 5th Demension, Diana Ross & Marelyn McCoo. (Lower Right) Little Joe visits with Sunny Flores, Road Manager for La Familia.

Little Joe y La Familia have been touring and performing to record crowds throughout the United States for 20 years. They have enjoyed superstar status in the Southwest since the early 70s. Their performance schedule is usually twelve dances per month, with an average draw of two to three thousand people per performance. A *bailes grandes* or a "superdance" traditionally attracts 6—8,000 people per show.

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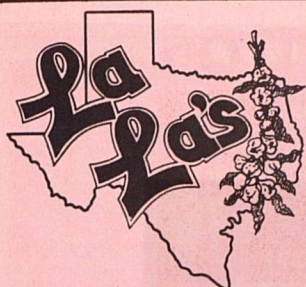
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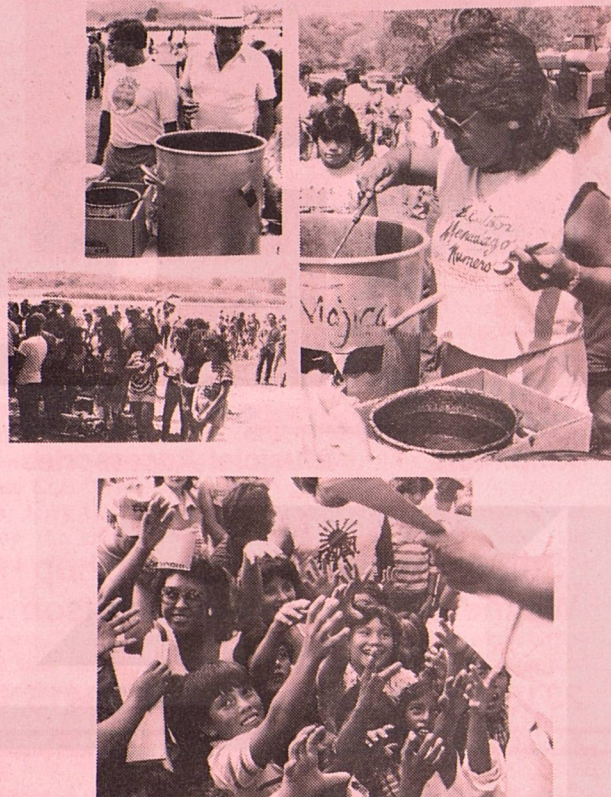
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The *Lubbock* Entertainer, June 1985.

¡Este Menudazo Es Para Usted!



Many people who aren't familiar with *El Menudazo* would probably think that it's a place or function where people make Menudo. Well most Lubbock area residents know that *El Menudazo* is an annual event, now in its sixth year, which provides fun, food and music for the entire family.

El Menudazo sponsored annually by El Editor Newspaper will be held this year for the third time at Buffalo Springs Lake. Bidal Aguero, Publisher of El Editor stated, "After the great success that we had last year in which over 8,000 people attended, we decided to again go back to the lake this year." Aguero says that this year they are hoping to double last year's attendance.

Normally held for 3 days of activities, the Menudazo is expanded this year to 4 days. Activities scheduled include:

Thursday: Women's Pool Tournament 7:30 p.m. Sportman's Club.

Friday: Men's Pool Tournament 7:30 p.m. Sportman's Club. Prizes for both Tournaments include trophies, belt buckles, caps, shirts and other gifts. — Register at Sportman's, Gambler's, and El Editor.

Saturday: Men and Women's Softball Tournament at Buffalo Lake. Register at S&L Awards & El Editor. Washer Tournament, Horseshoe Tournament and Volleyball Tournament — Register at El Editor. Live Music with Conjuntos Norteños, Food and Game Booths.

Sunday: Live music with Mi Tequila, Arriba Tejas, Veke y Los Ravens, Ricky y Los Internacionales and other groups. Food & Game Booths, Budweiser Beer Booths. Fun for the Entire Family.

Aguero also invited all restaurants to compete in the Menudo Contest that is traditionally held. "This year only restaurants will be competing in the Menudo Contest but we do plan to have a Cabrito Cooking Contest for the general public." For more information on these contests contact El Editor offices at (806) 763-3841.

Page 12

EL EDITOR



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(Left to Right) Sam Gutierrez, Joe Alariz, Mel Vela, Jüne P. Garcia, & Frank Cuellar members of El Conjunto Madrigal. While visiting West Texas this month.

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Jüne P. Garcia Brings Garden of Flowers to West Texas

by Leandro Rivera

The Lubbock Entertainer

Manuel P. Garcia, Jr. known to many as Jüne P. Garcia, is the leader of today's most popular "garden of flowers" to Hispanics all over. That *garden of flowers* is better known as El Conjunto Madrigal.

Madrigal was created 21 years ago in 1964 under the direction of founder, Alex Gonzales, and later was passed on to his brother Solome Gonzales. In 1977, Jüne P. Garcia having been the bajo sexto guitarist and vocalist for the group at that time, became the leader/owner of the group.

Madrigal's first recording was released in '68 on Del Valle Record Label of McAllen, Texas. The titles of the songs were *Desolacion*, a ballada and *Un Dia Nublado*, a ranchera. The top recordings with favorable royalties written and composed by Jüne included *Fuiste Muy Tonta* from the album *Aqui Vengo de Nuevo* on Hacienda Records of Corpus Christi and *Paque Aprendas tu Lección* on Supremo Label also of Corpus.

A most promising recent recording is *Cuando Paso Por Tu Rancho*, written by David Peña Rodriguez of Ralls, Texas

Jüne P. Garcia and El Conjunto Madrigal have managed to survive over sixty 45 rpm single recordings and another fifteen long play albums.

While appearing in West Texas this month, Jüne P. Garcia presented his *garden of flowers* at Che Che's Ballroom in Lubbock and celebrated his 39th birthday at El Fronteriso also in Lubbock. Other West Texas communities visited included Levelland, Brownfield, and Dimmitt.



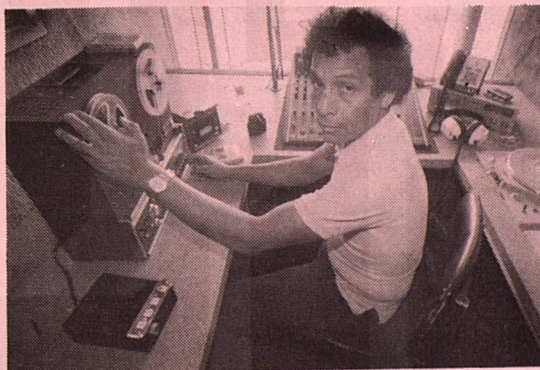
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Presently, Perez exercises his expertise at KTLK 1460 AM (La Super 'L') with his morning show from 6 a.m. to 9 a.m. Monday thru Friday. His News Briefs at 7 a.m. and News Broadcasts at 12 p.m. and 6 p.m. are also aired each day Monday thru Friday.



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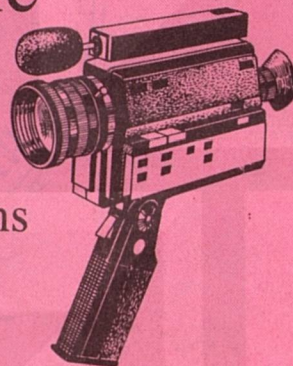
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The *Lubbock* Entertainer, June 1985.