

The Entertainment Guide of West Texas and Eastern New Mexico

FREE

THE ENTERTAINER SHOWCASE

Vol. 3 No. 11

September 2 - 17, 1987

*"The People
Picture Publication"*

*Willie Nelson
And Family
On Tour*

*LOS LOBOS
Talk "Bamba"*

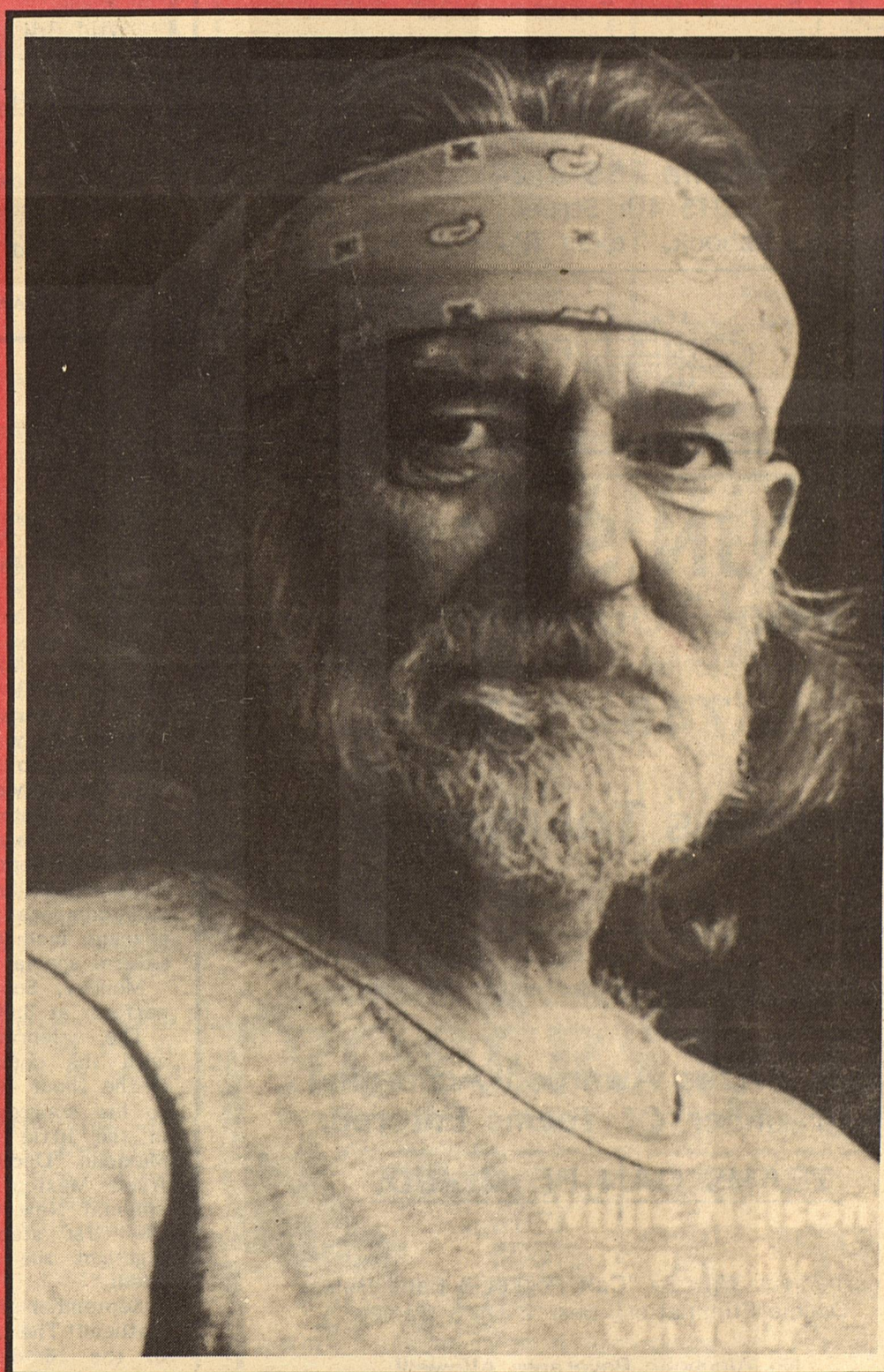
*Legends
Neglected*

**Entertainment
Calendar Guide**

AMARILLO-LUBBOCK-RUIDOSO

**MORETTI
AT LARGE**

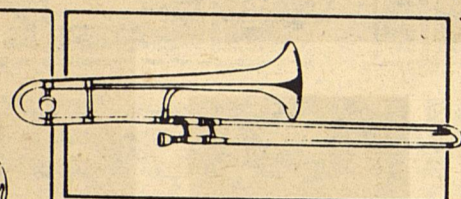
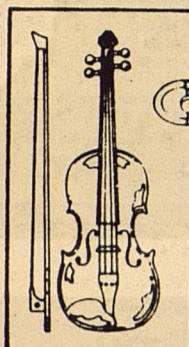
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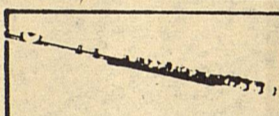
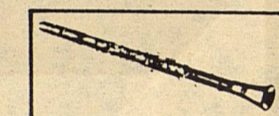
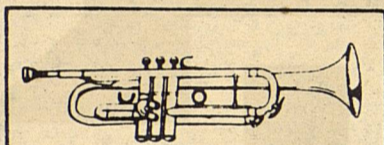
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THE ENTERTAINER SHOWCASE MAGAZINE P.O. BOX 16262, LUBBOCK, TEXAS 79490



Lubbock spotlights its pride in the Mexican and Mexican American Heritage of Texas with its 16th recognition of the celebration of Mexican Independence. The Fiestas, which celebrate the 178th anniversary of the beginning of Mexico's struggle for independence, will be held at the Civic Center, September 12-16.

The Fiestas Del Llano Parade on Saturday Morning (September 12, 10:00 AM) will kick-off the celebration. The Grand Marshalls for the parade will be a delegation representing Lubbock's sister-city, Leon, Guanajuato, Mexico.

Immediately following the parade, there will be a Ribbon Cutting Ceremony to officially open the festivities at the Civic Center. The Main Event for Saturday night (September 12, 8:00 PM) will be the Fiestas Dance, featuring Ram Herrera and the Montana Band. El Chisme will perform as "start up" band.

Sunday, September 13, will feature the Senorita Fiesta Pageant, beginning at 3:00 PM at the Civic Center Theatre. Seven contestants will compete for the crown of La Senorita Fiestas 1987-88. The pageant includes an evening gown event, a talent competition, and several special entertainment features.

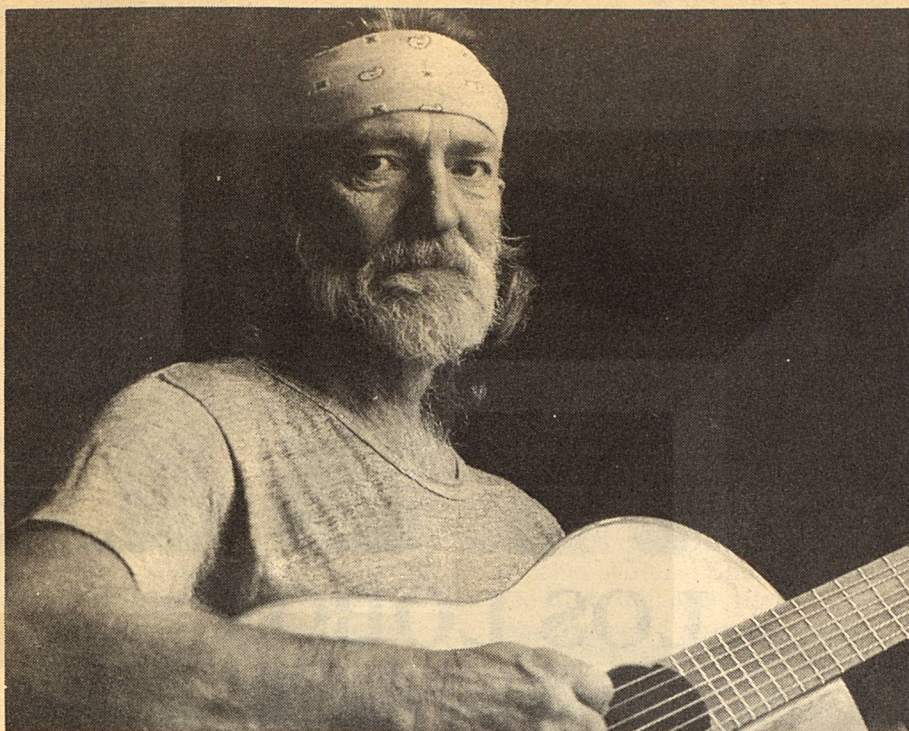
Monday, September 14, the Ballet Folklorico de San Antonio will perform at 8:00 PM in the Civic Center Theatre.

The celebration climaxes at 10:00 PM Tuesday (September 15) with the commemoration of the "Grito de Dolores". The "Grito" is the shout for freedom issued by Father Miguel Hidalgo Y Costilla to his congregation early on the morning of September 16, 1810, in the little village of Dolores in Guanajuato. This cry was the Mexican "Declaration of Independence", and initiated the war which freed Mexico from Spanish oppression. Since Texas was part of colonial New Spain in 1810, the Mexican Revolution is considered the first step toward Texas Independence. It is very fitting to highlight the Mexican Revolution as an important Texas Heritage event.

September 16 is also the anniversary of the Mexican National Anthem. The Anthem was first sung on September 16, 1854 as part of the 16 de Septiembre celebration at the National Theatre in Mexico City. This plurality of holidays on September 15 and 16 explains why the celebration is often called "Fiestas Patrias" (Patriotic Festivals).

Besides the major events, continuous entertainment will be featured every day at the Civic Center. There will be art shows, a cantina, a variety of food concessions, and arts & crafts shops.

PROFILE



Willie Nelson "On The Road" With Tour '87

Greensboro, NC -- Music superstar Willie Nelson will continue to support and endorse Wrangler Jeans through his successful live music tour for 1987.

Nelson, one of America's best known entertainers, and the Wrangler Brand are moving into the second year of what has become one of the greatest sponsor/artist associations in the music industry. Wrangler will be involved with over 100 performances of the "Willie Nelson and Family" tour by the end of this year.

Born on April 30, 1933 in Abbott, Texas, Willie Hugh Nelson was raised by his grandparents in a rural community. As a child, he was surrounded by a rich variety of music. He learned gospel songs from his family, blues from the local black farm workers and pop, jazz and country on the radio.

Young Willie taught himself guitar and made his first attempts at songwriting. He was also active in football, basketball, baseball, track, Boy Scouts and the Future Farmers of America.

The early 50's saw Willie as a part-time musician, but after a brief stint in the Air Force and various sales jobs, he eventually turned to music full time. In 1960, he moved to Nashville and gained great success as a songwriter with smash hits like "Crazy," recorded by Patsy Cline and "Night Life," recorded by Ray Price and Duke Ellington.

Yearning for more artistic freedom than he found in the Nashville studio system, Willie moved back to Texas and eventually settled near Austin. During the 1970s, his popularity steadily grew among loyal teens as well as new young listeners, many of whom were rock fans.

Begun in 1973, Willie's annual July 4th celebrations (known as 'picnics') have become a traditional meeting ground for all types of performers and fans and have drawn crowds of 90,000 or more.

A much sought after duet partner, Willie has collaborated with such diverse performers as Leon Russell, Brenda Lee, Mel Tillis, Neil Young, Lacy J. Dalton, Carlos Santana, Ray Price, George Jones, Hank Snow, Julio Iglesias, Hank Williams, Ernest Tubb, Waylon Jennings, Kris Kristofferson, Johnny Cash, Merle Haggard and Ray Charles.

Through the years, Willie has been the recipient of every major music award. Most memorable have been the Country Music Association's Single of the Year (twice), Album of the Year (twice), Vocal Duo of the Year (with Waylon Jennings) and the coveted Entertainer of the Year award. He has also received Grammys for Best Country Song and Best Country Male Vocal.

Organizations have honored Willie for his humanitarian efforts, such as Future Farmers of America for his organization of the

Continued On Page 10....



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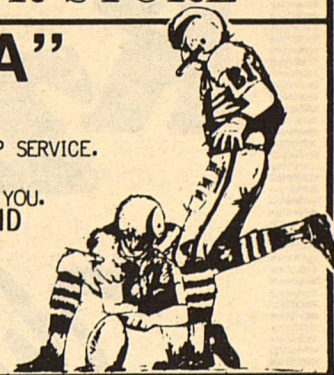
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AMARILLO

A Yellow Rose in the Crown of Texas



LOS LOBOS Talk About La Bamba

La Bamba, the long-awaited film biography of rock and roll pioneer Ritchie Valens, tells its story with the unmistakable ring of authenticity. It's not simply in the superb acting, careful attention to period detail, or the faithful rendering of a fated life that makes **La Bamba** one of the most touching and entertaining film biographies in recent memories. It is, of course, the music. With an original score written by legendary guitarist/composer Carlos Santana, and featuring performances by Marshall Crenshaw (as Buddy Holly), former Stray Cat Brian Setzer (as Eddie Cochran) and Klique's Howard Huntsberry (as Jackie Wilson), the soundtrack to **La Bamba** is anchored to the potent, distinctive contributions of Los Lobos. The Grammy-winning Los Angeles-based band performs seven tracks on the **La Bamba** album, including such Valens classics as "Come On, Let's Go," "Ooh! My Head," "Donna" and the title track. Its obvious, both from these inspired cuts and the band's own comments, that, for Los Lobos, **La Bamba** is decidedly a labor of love.

"Ritchie Valens had a very special gift," Louie Perez founding member of Los Lobos remarks. "When he was just a kid he wrote and sang songs that were better than stuff done by the biggest stars of his time. There's a soulfulness, simplicity and sincerity that comes through in everything he does. You can't make those qualities happen. You either have them or you don't. Ritchie had them."

That's why doing this movie was such a privilege," interjects Lobo member, David Hidalgo. "It gave us the opportunity to expose the talents of Ritchie Valens to a whole new generation, to let people know that he was a rock and roll innovator. That's especially important to the Mexican-American community, I think. If Ritchie had lived he would have been an inspiration to a lot of kids. Maybe this movie will serve the same purpose. It's a film that takes time to emphasize the positive image of our culture, to offer a point of positive identification."

It's that cultural significance that plays a large part in Los Lobos' enthusiastic participation in the **La Bamba** project. "People have a very narrow idea of Mexican-Americans," says Steve Berlin, who, as a member of the band produced the Los Lobos tracks for the soundtrack. "It's important for a band like Los Lobos to tell people that this is who they are and that they should be proud. There's no better way to do that than through a movie about Ritchie Valens. Here was a guy who was for real, a natural talent and a good, honest person. He wasn't some stereotype, sleeping against a cactus. He worked hard to get where he was and if he'd lived, who knows what kind of impact he might have had?"

Incidentally Ritchie Valens' real name was **Ricardo Valenzuela**, a Mexican-American native of California who was killed in the fatal airplane crash of February 3, 1959 that also claimed the lives of rock and roll superstars, Buddy Holly and Big Bopper-J.P. Richardson. Although Valens is portrayed by actor Lou Diamond

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Philips, the music illustrating Valens' ability and potential in **La Bamba** is performed by Los Lobos.

"He was a genius at 17 years old," continued Hidalgo. "He wrote some of the greatest songs in rock and roll in an eight-month period and it's great to remind people of his contributions. We love his stuff so much that we wanted to be very careful about how we presented it. It wasn't just a matter of playing the songs note for note. There was a feeling that was there, a special energy, and we wanted to capture that."

"It was a very demanding process," agrees Perez. "Nothing was left at just the adequate stage. We lived with the music. We even took it home and listened to it, to see if we couldn't make it as good as it can be. We wanted to get as close as we could to the whole spirit of the movie and what it was trying to say about Ritchie and his times. When I finally saw the movie, I actually cried. It hit home in a very personal way."

"The closest thing I can compare the loss of Ritchie Valens to was the loss of John Lennon," concludes Steve Berlin. "It was like the death of a brother in a way. I get the same sense of loss when I see this movie."

It's a sense of loss tempered by triumph as Los Lobos bring the spirit, energy and optimism of Ritchie Valens' music to life with this extraordinary soundtrack of the stunning new film.



Richie Valens as portrayed by Lou Diamond Phillips in "La Bamba"

AMARILLO CALENDAR

ENTERTAINMENT GUIDE

SEPTEMBER 1-30, COWBOY MORNING - Breakfast on the rim, 8:30 am. - Figure 3 Ranch - reservations and map 374-1497 - adult \$19.00 Child \$14.50 sponsored by Old West Tours, Amarillo Chamber of Commerce Amarillo, Texas

SEPTEMBER 6-7, BOYS RANCH RODEO - 1:30 pm. daily - all boys, ages 5 to 18 - barbecue - Boy's Ranch - sponsored by Cal Farley's Boys Ranch Amarillo, Texas

SEPTEMBER 11, BACHELOR CLASSIC - Sponsored by the Panhandle Chapter Multiple Sclerosis - Tascosa Country Club - For more information call (806)376-4488, ext. 323 Amarillo, Texas

SEPTEMBER 11, "Grant Wood and Marvin Cone: An American Tradition" - "Charles Bunnell: The Past Remembered" - "A Day in the Life of Amarillo" these exhibitions will be shown at the Amarillo Art Center Amarillo, Texas

SEPTEMBER 12, "HEY - LOOK US OVER!" COME LOOK US OVER - Sherman County Fair and Jamboree - Stratford, Texas - For more information call (806)396-5538 Amarillo, Texas

SEPTEMBER 11/18, THE 1987 CITATION SHOW - A juried Art Show having a Centennial Theme and Division - Hanging at the First National Bank - reception at 7:00 pm. - September 11 Amarillo, Texas

SEPTEMBER 12, AMARILLO BUD TRIATHALON - Contact Kevin Knapp for more information - (806)352-2587 Amarillo, Texas

SEPTEMBER 19-20 "200 Mph Motorcycle Nationals" Amarillo Dragway (806)353-5221 Amarillo, Texas

COUNTRY MUSIC

SEPTEMBER 19, PRE-FAIR CONCERT WITH "THE JUDDS" - Come and listen to one of the top mother/daughter duo's in country music, Tri-State Fairgrounds Coliseum, 8 pm. Admission \$12.00 Amarillo, Texas

TEJANO MUSIC

SEPTEMBER 22, La Sombra in Concert - To perform Live at Tri-State Fairground Coliseum Sponsored by Great Western Distributors Admission **Free** Amarillo, Texas

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ANHEUSER-BUSCH Provides \$1 Million In Support Of National Scholarship Fund

The National Hispanic Scholarship Fund (NSHF) recieved \$1 million in support from Anheuser-Busch Companies during the organization's 1987 fundraising kickoff rally in Los Angeles. Pictured here during the check presentation are, from left to right: Jesse Aguirre, Corporate Relations vice president for Anheuser-Busch Companies; Jerry Ritter, vice president and group executive, Anheuser-Busch; Archbishop Patrick Flores of San Antonio, Texas and NSHF president; and Ernest Robles, NSHF executive director. The grant will assist NSHF with its 1987 development program which includes gala fundraising banquets and receptions in the country's top 33 Hispanic cities this fall.

Luis Valdez, director of the popular film, "La Bamba," attended the reception for the contribution. Valdez is a strong supporter of organizations working to serve Hispanic young people.

Lubbock, Texas is listed as one of the cities targeted for a NSHF fundraising reception.

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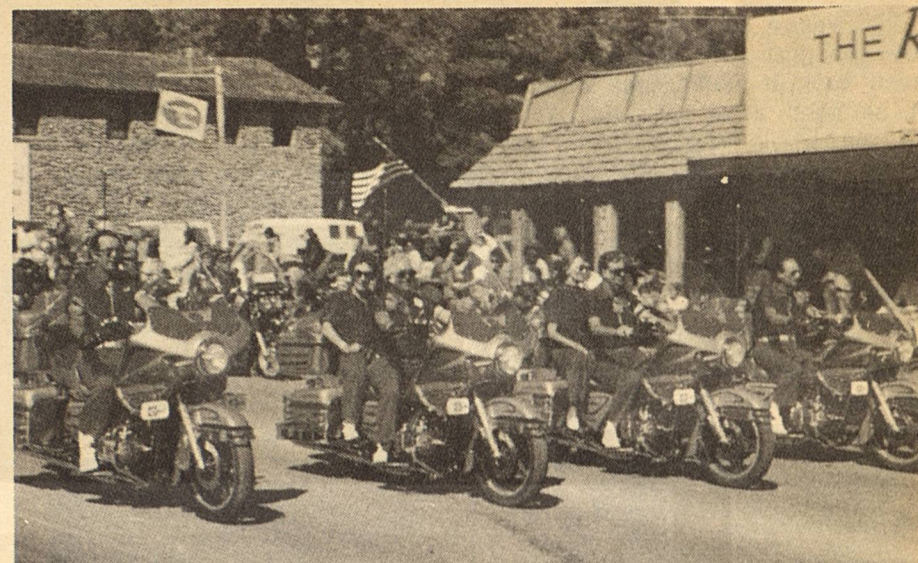
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One of the main September attractions in the annual Ruidoso Aspen Festival has been the Motorcycle Touring Bike Rally and Trade Show with 10,000 people riding in from all over the United States and some foreign countries to participate in each event. All major motorcycle manufacturers are represented. "It's Not Just a Rally - It's An Adventure!"

**ON THE RUN TO
ASPENFEST**

<p>SEPTEMBER 11 - 13</p> <p>MULE RACES</p> <p>Ruidoso Downs Race Track @ 1:00 pm \$2.50 Admission Sponsored by the Ruidoso Downs Mule Skinners, Inc.</p> <p>SEPTEMBER 12</p> <p>RUIDOSO HARMONY FESTIVAL</p> <p>Performance of the finalists: 7:30 pm @ Mid-School Gym on Sudderth. Sponsored by Spirit of Ruidoso.</p> <p>SEPTEMBER 19 - 20</p> <p>ASPENTRAIL VOLKSMARSH</p> <p>Aspentrail Walkers meet @ The Womens Club Building. Sponsored by the Women's Club.</p> <p>(TENTATIVE)</p> <p>Melody Hall</p> <p>Melodrama sponsored by The Ruidoso Little Theater.</p>	<p>SEPTEMBER 23 - 26</p> <p>GOLDEN ASPEN RUIDOSOMOTOR-CYCLE RALLY</p> <p>Headquarters @ The Swap Mart near the "Y" for all motorist.</p> <p>OCTOBER 3</p> <p>ASPENFESTPARADE</p> <p>Parade will begin @ 11:00 am.</p> <p>STREET FESTIVAL</p> <p>Various activities throughout the day on Sudderth.</p> <p>NEW MEXICO STATE OPEN CHILI COOKOFF</p> <p>Its 6th Year! Eat the finest Chili. Held @ Tall Pines 9:00 am - 6:00 pm</p> <p>ASPENFEST MARCHING BAND CONTEST</p> <p>Held at the Willie Horton School Stadium starting @ 1:00 pm.</p> <p>Ruidoso Valley Chamber of Commerce P.O. Box 698 Ruidoso NM 88345 For additional information, call 505/257-7395</p>	<p>ASPENFESTARTS & CRAFTS FAIR</p> <p>Unique Items. \$1.00 Adults. Open from 10:00 am - 5:00 pm.</p> <p>ASPENFEST DANCE</p> <p>Dancing in the streets.</p> <p>OCTOBER 4</p> <p>WHITE MOUNTAIN CHALLENGE CUP</p> <p>The 2nd Annual Bike race on up the Sierra Blanca Mountain. Race begins @ 8:00 am. Sponsored by the Ruidoso Alpine Shifters Bicycle Club.</p>	<p>OCTOBER 9 - 11</p> <p>SKI SWAP</p> <p>Held at the Swap Mart @ the "Y".</p> <p>OCTOBER 17 - 18</p> <p>THE 2ND ANNUAL SOUTHERN ROCKIES ALPINE WURSTFEST</p> <p>Celebration of the German Tradition. Food/Drink/Dance. Ruidoso State Bank Parking lot Annex 12:00 pm - 10:00 pm</p> <p>(There will be more events...will post them as soon as we can.)</p> <p>Schedule of Events Ruidoso Chamber of Commerce 505/257-7395</p>
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Ruidoso's CALENDAR

ENTERTAINMENT GUIDE

Due to possible last minute changes in schedules beyond our control we suggest that you contact the place of your choice for confirmation of schedules prior to visiting your selected **Entertainment**.

AUGUST 31 - SEPTEMBER 7

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SEPTEMBER 5, 6 & 7

Ruidoso Downs Race Track

The Ruidoso Thoroughbred Futurity, Ruidoso Mile Handicap and The All American Futurity races will be going on during the weekend. The All American Futurity, Labor Day, the est. purse in \$2,500,000.

SEPTEMBER 8 - 12

Bill & Bonnie Hearne

The 5th Season Lounge
Ruidoso Inn, 9 pm
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SEPTEMBER 11 - 13

Ruidoso Downs Mule Races

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SEPTEMBER 23 - 26

Golden Aspen Motorcycle Rally

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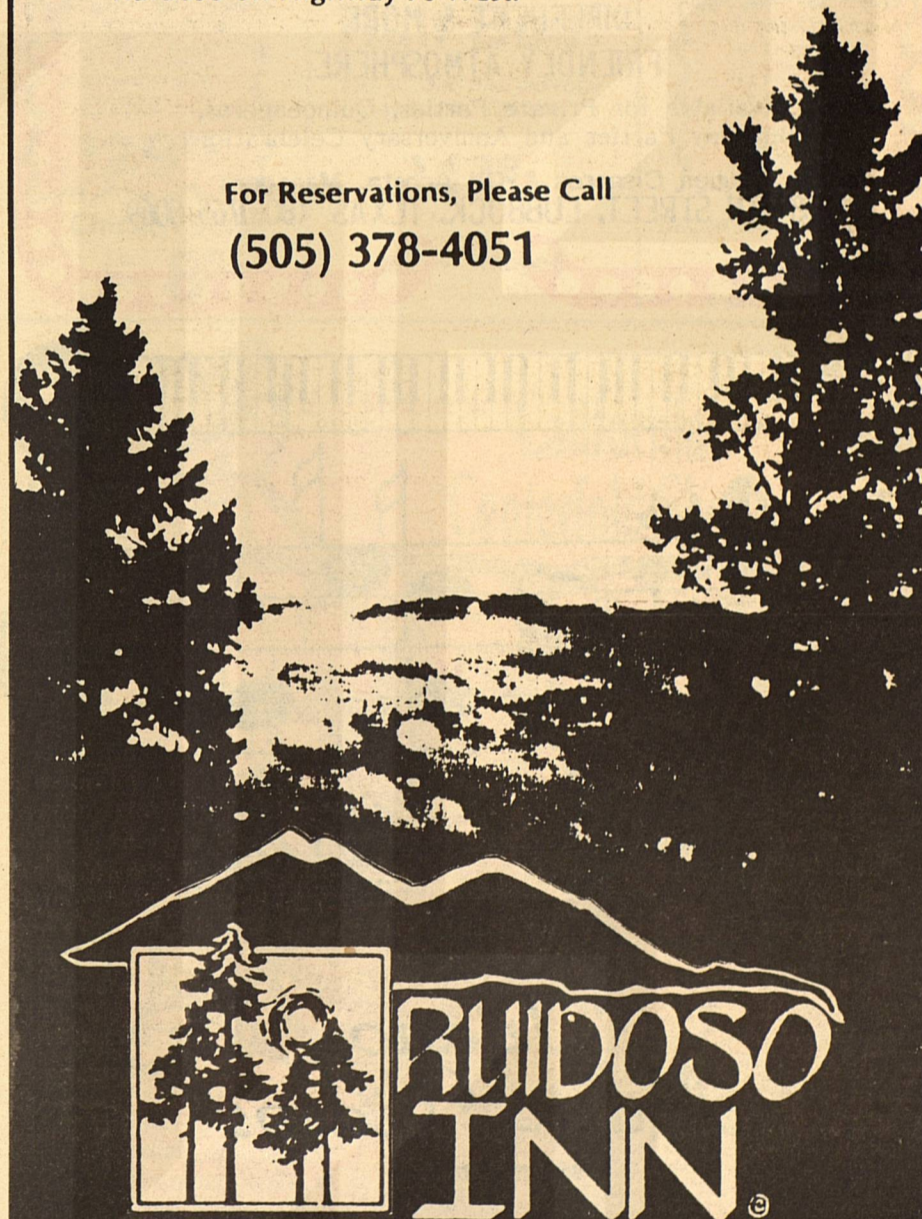
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LUBBOCK

ENTERTAINMENT GUIDE

Due to possible last minute changes in schedules beyond our control we suggest that you contact the place of your choice for confirmation of schedules prior to visiting your selected Entertainment.

COUNTRY MUSIC

SEPTEMBER every Sunday, Jam Nites performing live country music 5:30 pm.- 8:30 pm. Coctail Hour at Fuzzy's Corner (806)762-9269 4802 Ave. Q Lubbock, Texas

SEPTEMBER 2-5 Paul Proctor with country dance music from Cowboy's S. Loop 289 & University Lubbock, Texas

SEPTEMBER 2-5 The Sonny Holmes Band with live country music from 9 pm.- 1:30 am. at Fuzzy's Corner 4802 Ave. Q Lubbock, Texas

SEPTEMBER 2-5 Coyote with country dance music from 9 pm.- 1:30 am. at Honky Tonk Lubbock, Texas

SEPTEMBER 3-5 Maverick with live country music from 9 pm.- 1 am. at Jessie's Nook Lubbock, Texas

SEPTEMBER 4 Earl Thomas Conley will headline concert and dance at Civic Center exhibition hall. Locally-based Rex Thomas to open show with live country music from at Civic Center Lubbock, Texas

SEPTEMBER 4 Clarence Neiman from 9 pm.- 1 am. at Westernaire Club Lubbock, Texas

SEPTEMBER 4-5 Wooden Nickel from 9 pm.- 1 am. at VFW Post, No. 2466 Lubbock, Texas

SEPTEMBER 5 The Wilburn Roach Band from 9 pm.- 1 am. at The Westernaire Club Lubbock, Texas

SEPTEMBER 6 Country Music Jam, featuring The Sonny Holmes Band will be hosting Jam Session at with live country music from 4 pm.- 8 pm. at Fuzzy's Corner 4802 Ave. Q Lubbock, Texas

SEPTEMBER 6 The Bullet Express from 4pm.- 8 pm. at VFW Post, No. 2466

SEPTEMBER 6-7 The Larry Trider Band with country dance music from 9 pm.-1:30 am. at Fuzzy's Corner 4802 Ave. Q Lubbock, Texas

COUNTRY MUSIC

SEPTEMBER 8 Willie Nelson & Family and The Maines Brothers Band, Willie Nelson to headline concert at Jones Stadium The Maines Brothers will open at 6:30 pm. and Willie expected to stage at 8 pm. Tickets at Texas Tech Athletic department north side of stadium, field seats \$12, reserved stand tickets ar \$12 & \$10. Gates to open 6 pm. alcohol, coolers,containers and bags are prohibited. Proceeds to benefit Tech's athletic scholarship fund. Lubbock, Texas

SEPTEMBER 10 The James Owens Duo from 9 pm.- 1:30 am. at the Silver Bullet Lubbock, Texas

SEPTEMBER 11 The Maines Brothers to headline concert with country dance music from 9 pm. till closing. Slow Motion to open show. Tickets \$6.00 at door proceeds to benefit Texas Tech University Saddle Tramps Lubbock, Texas

SEPTEMBER 11-12, Country Edition from 9 pm.- 1:30 am. at Silver Bullet Lubbock, Texas

SEPTEMBER 11-12 Gold Penny from 9pm.- 1 am. at VFW Post, No. 2466 Lubbock, Texas

SEPTEMBER 13 The West Texas Stompers from 4 pm.- 8 pm. at VFW Post, No. 2466 Lubbock, Texas

SEPTEMBER 13 Country Music Jam,featuring James Owens' Bullet Express Band from 8 pm.- 1:30 am. at Silver Bullet Lubbock, Texas

FUNK MUSIC

SEPTEMBER 6, Dallas Brass & Electric at Fast & Cool Lubbock, Texas

JAZZ MUSIC

SEPTEMBER 4-5, Maineframe from 9 pm.- 1 am. at No Frills Bar & Grill Lubbock, Texas

SEPTEMBER 5, Profile from 9 pm.- 1 am. at Depot's beer garden. Lubbock, Texas

TOP 40 POP MUSIC

SEPTEMBER 2-5 & 8-12, Charles Alcox from 8:30 pm.- 12:30 am. at the Plaid Door Lubbock, Texas

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ENTERTAINMENT GUIDE

TOP 40 POP MUSIC

SEPTEMBER 5, Lisa Lisa & Cult Jam and Expose to make debut concert performance at Civic Center exhibition hall in part of 1987 Lubbock Music Festival tickets \$12.50 at Civic Center Lubbock, Texas

SEPTEMBER 17-19, The Messengers from 9 pm.- 1 am. at Oliver's at Lubbock Plaza Lubbock, Texas

RYTHUM & BLUES

SEPTEMBER 3-5, Swing Shift from 9 pm.- 1 am. at Lubbock Plaza Lubbock, Texas

SEPTEMBER 4 Marvin Sease to headline concert at Holiday Inn Civic Center ballroom presale tickets \$10 and \$12 at the door tickets at Caviel's Pharmacy, East Lubbock Beauty Supply House, Golden Comb & Discount Paradise. Lubbock, Texas

ROCK'N'ROLL

SEPTEMBER 2, 6, 9, 13, 16, 20 & 23, Rock'N'Roll & Blues Jam, featuring P.F. John will be hosting Jam Session at 9 pm.- 1 am. at Main Street Saloon. Lubbock, Texas

SEPTEMBER 4-5, XLR8 from 9:30 pm.- 1:30 am. at Main Street Saloon Lubbock, Texas

SEPTEMBER 4-5, The Liquidators from 9:30 pm.- 1:30 am. at Texas Cafe Lubbock, Texas

SEPTEMBER 7, Stiletto from 9:30 pm.- 1:30 am. Main Street Saloon Lubbock, Texas

ROCK'N'ROLL

SEPTEMBER 8, Jom Butcher with return concert at Fast & Cool tickets \$8 General Public \$10 for minors 18 - 20 Lubbock, Texas

SEPTEMBER 11-12 Junior Medlow & The Bad Boys from 9:30 pm.- 1:30 am. at Texas Cafe Lubbock, Texas

SEPTEMBER 12, The Egg Men from 9:30 pm.- 1:30 am. at Main Street Saloon Lubbock, Texas

SEPTEMBER 13, Marshall Crenshaw who portrayed Buddy Holly in film "La Bamba," to headline concert at Fast & Cool tickets \$8 General Public \$10 for minors 18 - 20 Lubbock, Texas

TEJANO MUSIC

SEPTEMBER 12-16, West Texas Fiestas del LLano sponsored by: Fiestas del LLano, Inc., Civic Lubbock, Inc., Anheuser Busch, Lubbock Cultural Affairs Council

SEPTEMBER 12, Ram Herrera and the Montana Band at 8 pm. in exhibition hall Civic Center El Chisme to open show. Tickets \$8.00 at Gilbert's Auto Supply, La Feria, & La La's Restaurant. Tickets \$10.00 at the door.

ORCHESTRA/THEATER

SEPTEMBER 11, Lubbock Symphony Orchestra's Pops Concert, featuring Roger Williams, veteran pianist featured guest. Reserved-seat tickets at \$16, \$14, & \$9, with student tickets \$4 only sold at the door. Municipal Auditorium Lubbock, Texas

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....Continued From Page 3

Willie Nelson "On The Road" With Tour '87

Farm Aid benefit. The state of Texas awarded Willie a citation acknowledging his contribution to music in his native state. And Willie even gave President Jimmy Carter a gift during a special White House ceremony in appreciation of Carter's support of country music.

After becoming an accomplished songwriter, performer, and recording artist, Willie successfully made the transition into acting. Of his participation in films he says, "Acting has come easier than I expected....The lines we say in movies are like lyrics without melodies."

He currently has four film credits to his name:

Electric Horseman (1979) with Robert Redford and Jane Fonda, **Honeysuckle Rose** (1980) with Dyan Cannon and Amy Irving, **Barbarosa** (1982) with Gary Busey, and **Songwriter** (1984) with Kris Kristofferson. His 1986 releases include **Red Headed Stranger** with Morgan Fairchild and Katherine Ross and a remake of the classic **Stagecoach** with Kristofferson, Johnny Cash and Waylon Jennings.

Although a superstar and a legend in American music, Willie has not forgotten his rural roots. With fellow celebrities, John Cougar Mellencamp and Neil Young, Willie organized the special benefit, Farm Aid. The September 22nd, 1985 concert event telecast from Champaign, Illinois was the successful spearhead of an extended campaign to raise millions for farmers and ranchers threatened with the loss of their land.

Willie Nelson and Family is scheduled to appear September 8 at Jones Stadium of Lubbock. The concert will also feature the appearance of Lubbock's own, The Maines Brothers. Proceeds for the event shall benefit the Texas Tech University Athletic Department.

"Willie Nelson is associated with many of the events and ideals that are important to Wrangler," said Varnell Moore, President Wrangler Division of the VF Corporation. "Just like Willie Nelson and his music, Wrangler Jeans are hard-working, made in America, and backed by integrity."

LUBBOCK



COWBOYS SCHEDULES DAN SEALS' HEADLINE PERFORMANCE

By John Lomax III

In 1976, Dan Seals (England Dan) & John Ford Coley racked up a monster hit with "I'd Really Love To See You Tonight," a single that sold over two million copies and launched a string of 11 pop and A/C hits including "Nights Are Forever Without You," "We'll Never Have To Say Goodbye Again" and "Love Is The Answer," all **Billboard** Top-10 smashes. His successful solo career was ignited in 1983 with release of "Everybody's Dream Girl," a Top-10 country chart smash. Additional Top-10's like "God Must Be A Cowboy," "The Wild Side Of Me," "My Baby's Got Good Timin'" and "My Old Yellow Car" followed, solidifying Seals' name with radio programmers. In between recording dates Seals performed in any way he could: alone with a guitar, with accompanist John Porter McMeans and later with the full band he carries today. By Late 1985, Seals had earned a place for himself in the country ranks and was widely regarded as a very promising, "developing artist."

In 1986, Dan Seals moved from the middle of the country music ranks to the top echelon. The major factor behind this rise was **Won't Be Blue Anymore**, his third EMI-American album, a late-1985 platter that landed on everyone's annual ten best lists. In addition to its critical reception, **Won't Be Blue Anymore** also yielded three No.1 singles: "Meet Me In Montana," a duet with Marie Osmond, "Bop," also the biggest country to pop crossover in three years, and "Everything That Glitters (Is Not Gold)," a Seals-Bob McDill composition that stayed on the country charts for almost six months. The album reached No.1 on the **Billboard** charts and sold nearly 500,000 copies. These achievements were quickly recognized by Seals' peers: he reached the finals for three 1986 Country Music Association Awards in the Single, Vocal Duet and Horizon Award categories. "Bop" also made it to the finals in the Song of the Year slot, and award given to songwriters.

His album, **On The Front Line**, boasts a gorgeous blend of extraordinary songs (seven written or co-written by Seals), scintillating musicianship, achingly beautiful vocals and an overall textural richness that amply rewards repeated listening. In addition, it offers a haunting and stately duet with Emmylou Harris and nine additional tracks that showcase Seals' sweet tenor in balad, mid and uptempo selections.

Dan Seals will take to the stage at **Cowboys of South Loop 289 & University Avenue** in Lubbock Thursday night, September 17th.

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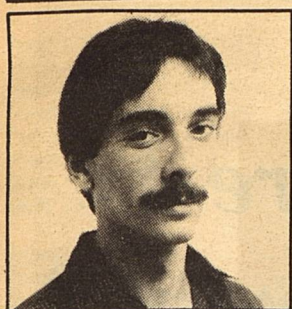
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Star Trek, Sticker, And Cereal Marketing Savvy

By John Moretti

Attention Trekkies: "Encounter at Farpoint," the pilot for Paramount's first-run syndicated series, "Star Trek: The Next Generation," will debut the weekend of October 3-4. So far, three of the 24 one-hour episodes are in the can, and the series will enjoy the benefit of rather large per-episode budgets of \$1.3 million. The program is set in the 24th century and features an all-new cast and crew: Patrick Stewart (Capt. Jean-Luc Picard), Jonathan Frakes (Cmdr. William "No. 1" Riker), LeVar Burton (Lt. J.G. Geordi La Forge), Denise Crosby (Lt. Yasha Yar), Gates McFadden (Chief Medical Officer Dr. Beverly Crusher), and Brent Spiner (Lt. Cmdr. Data). Despite the cutesy names, clips of the pilot have been stirring up very strong praise and heavy sales. Paramount wisely put original Star Trek producer Gene Roddenberry on the payroll and back on the set, and that, coupled with special effects that hadn't been dreamed of back in the late sixties, should mean a "must see" come October. Check your local listings.

"Beam Me Up Scotty. I Just Drove Through Lubbock's Traffic Light System; There Is No Intelligent Life Here" reads a bumper sticker on a friend's car. Sorry, they're not for sale - yet. Seems that one Walter Armstrong, disgruntled ex-employee of Lubbock's municipal engineering department, had them printed to help vent some of the frustration he feels after working for the city. Armstrong told me he has a lawsuit pending against his former employers, but space won't permit me to tell the whole story. If you **must** have one of those clever fender-patches, call Tammy Wilson at 765-9248. She has a dozen or so left from an original run of only 250, but is considering printing more if costs can be recuped.

If you're a late baby boomer/technology junkie, stay out of your local supermarket's cereal aisle. Some overpaid marketing genius has just devised the perfect way to sell overpriced, sugar-coated floor-sweepings to both gullible children and their parents. How? "Ghost Busters" brand sugar sweetened cereal now sports a 4"x5" color **hologram** (a laser-produced, 3D image) on the front of "Limited Edition" boxes of the cereal, making it next to impossible for my wife to talk her otherwise health-conscious husband out of laying down \$2.38 for a heavily processed product which made his mouth hurt as he ate it, and his blood sugar level soar an hour later. Still, if you can force yourself to discard the bag of cereal, the box makes a really spiffy ornament for one's desk - which is where mine is sitting right now.

It all began with MTV's "Amuck In America Report," a 30-day, cross-country video tour featuring segmented, off-the-cuff reports hosted by VJ Alan Hunter and ex-Merle Norman model Josie Bell. So popular were the 5-minute, top-of-the-hour features that MTV continued to employ the concept - a sort of road-weary corporate goodwill. We saw "MTV's Mardi Gras Weekend," "Spring Break '87," "Hedonism Weekend" (on location in Jamaica), and most recently, "MTV Goes Hollywood." The network is readying another round of mobile madness, "MTV's Museum Of Unnatural History," said to be a cross between Epcot Center and Barnum and Bailey. In early 1988, the event will begin rolling through 27 of the country's largest shopping malls with features such as "Long Live Rock (the legends, the moments), Products for Better Living (outrageous futurama), New Music (star in your own music video), and Addicted To Style (interactive displays

of consumer products)." MTV, of course, will track the tour on the air, and as soon as I can pinpoint the stop closest to Lubbock, I'll let you know.

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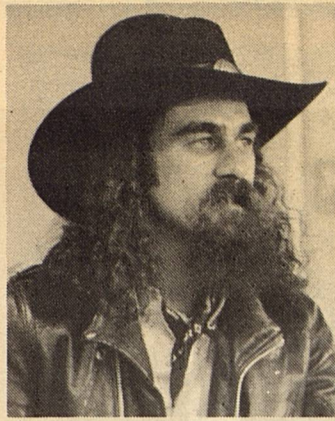


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FROM THE ROAD BY WILD BILL



Where Is Everyone?

There's so much happening here this month that I've decided to introduce my column **From The Road** with "from the road in Lubbock" before we really take off beyond our city limits. Besides, why hit the road when most of us haven't even seen what's right here before our eyes? The road seems to be coming to us, rather than us having to go to it - at least for this month anyhow.

I must mention I caught Joe Ely's act last month at **The New West** - he's dynamite! We all know Joe. But most of us haven't really realized Eddie Beethoven is real. I mean real! I for one didn't. It seems he's been here forever, off stage as well. I was blown away by his opening performance for Ely. I mean the man is **real**. Ely even recorded some of his material. Now that's acknowledging potential!

A few local folks put together a barbeque party to benefit a beloved victim of the West Hurlwood tornadoes last spring. Not many knew Al Anderson - his dilemma, his business nor his ways. Don Carsten, the common soul who coordinated the benefit, did and before you knew it, he'd put together one heck of a "wound lickin'" party. I never did find out how much money was raised, but there was so much love there - who cared! Ron Riley didn't know Al, neither did Mike Pritchard, but they - together with the FMX road band - got up on the haystack stage and played their hearts out....all for a plate of barbeque and a few free beers. Now that's love....it's right here at home. Thanks to Eric Workman for allowing the use of his exquisite drum set at the party.

Ya know, I've been a member of this organization just a short time as I initiate this column. In these few short days I've talked to, visited with and argued with so many old friends its pitiful. All - or at least most of these friends - are Amigos from over the years, and new friends turned out to be old friends' friends. I didn't realize how many people I know.

A common complaint I heard over and over from these people was "where is everyone?" I wondered that myself and I bet I can tell ya....horse races, car races, car shows, horse sales....riding bicycles or better yet - riding motorcycles and horses. They're bar-b-q-ing, visiting neighbors and friends, watching exquisite ballet, watching/playing sports, singing choir or experiencing "rush"....they're soaping saddles, shining new golf clubs, practicing for weddings, basketball games and commencements....but does this last all night? So, then, where are they after dark? In response to my question (where is everyone?), they tell me - "well, times are tough and money comes hard."

Well, there's so much to do and see here. The only reason I could possibly conceive for staying home would be great SAFE sex. But since I'm single - with six dollars in my pocket - I'd rather go out to hear live music and wear out my "Hondos."

Area happenings include: Earl Thomas Conley, September 4th at the Civic Center Exhibit Hall; Marvin Sease, September 4th at the Holiday Inn Civic Center's Ballroom; the Lisa Lisa & Cult Jam concert, September 5th at the Civic Center Exhibit Hall; Willie Nelson and the Maines Brothers will make an outdoor appearance at the Texas Tech University Jones Stadium, September 8th; and Dan Seals will perform at Cowboys, September 17th. In addition, the South Plains Fair Super 70th Extravaganza will feature: George Jones, September 26th; Dwight Yoakam, September 28th; Marie Osmond, September 29th; Sawyer Brown, September 30th; The Judds, October 1st; Randy Travis, October 2nd and Reba McEntire, October 3rd. If you ever longed for top entertainment, you've got it this month. You better take advantage of it....take your pick....you've got a choice!

Think of "things to do" and drop me a note or give me a call.

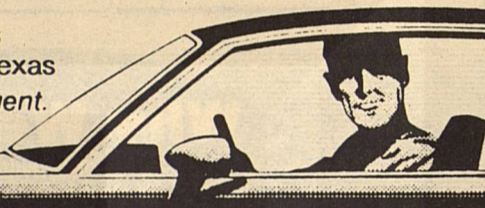
You might, as you balance your checkbook this month, think of mailing a check to the Arthritis Foundation so that we may hopefully get Tommy back on stage with his Supernatural Family Band.

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3310 82nd 797-9241 3306 4th 762-8782
2318 50th 793-3346 (806)

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No.1 1110 Broadway (806)747-2334
No. 2 Open 7:00am - 9:am Mon. - Sat.

7:00 am - 5:00 pm Sundays
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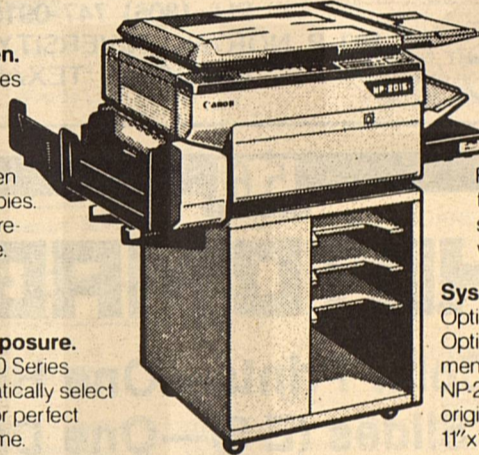
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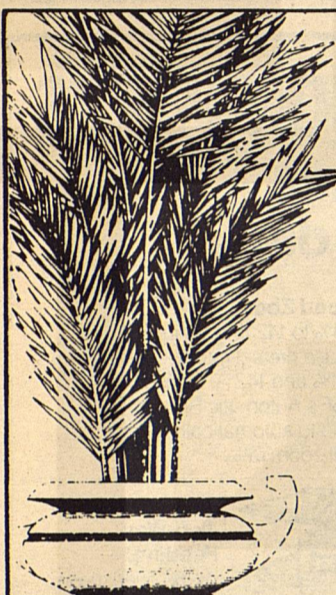
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A CAN OF WORMS

Scotty Foster

Legends Leave Prairie Dogs Behind

by Scotty Foster
The Entertainer Showcase Magazine

Lubbock has changed greatly in the thirteen years I've been here. I remember south Slide Road was no more than a vast lonely cottonfield. Now, the dust doesn't even blow come springtime. I've grown and so has the "Hub."

Lubbock has a great musical heritage. I discovered this fact the first week I moved here. I went to work for a trucking company, and my first official duty was to have lunch at Stubb's Bar-B-Q. I'd been to almost every major city in the U.S. by then, but, here I felt uneasy for the first time.

Here was a "big ole" gruff, slow talking black man watching me eat a "mixed plate" of some great barbeque. The man looked ominous to me. By the time I'd finished my meal, the fear had subsided.

This "ominous one", C.B. Stubblefield (most widely known as "Stubbs"), turned out to be quite personable. In the following months, he introduced me to some of the finest entertainers in town. I mean real entertainers!

One fellow - kind of a cowboy, but not entirely a cowboy - would sit in a kitchen chair to perform. He'd sing and play 'til daylight. When the light exposed our sore eyes, he'd take out the few one-dollar bills stuffed in his shirt and count them carefully. Then this fellow, Ely, would depart with a cup of coffee. He'd leave us content with smiles on our faces. Today, Joe Ely is a successful entertainer based in Austin.

I asked Stubbs about legends that supposedly came from West Texas. He revealed Jimmy Dean, Mac Davis, Waylon Jennings, Bobby Keys, Buddy Holly, Don Williams, Gary P. Nunn, Bob Wills and Roy Orbison - just to name a few. "Where did they go and why did they leave?" I asked him. Stubbs merely shrugged his shoulders, smiled and stated, "You'll find out soon enough."

Now, twelve years later, I think I've stumbled onto the answer: **Failure to recognize an undeveloped resource** - a legacy, if you will. Local and city support had evidently been sporadic. Apathy and promotional neglect unfortunately drove away this valuable talent that was to represent our fruitful abilities in music and entertainment.

I realize Lubbock is an attractive conservative community. Pick up a city promo packet or brochure and you'll definitely read about prairie dog town. The aforementioned overall "legacy" continues to remain dormant.

We sit at home watching the "Care Bears" instead of watching Jesse Taylor perform some of the hottest licks ever produced anywhere. Can we afford to let such a viable resource mold and rot on the vine? We need leadership that can recognize this resource and be capitalistic enough to exploit the opportunities rather than drive musicians to cities like Austin that fill the gap. Lubbock could prosper and grow if only it took advantage of its rich commercial talent resources. Too bad, even Stubbs himself ended up fleeing from our fair city. I guess he just couldn't compete with such a priority as prairie dogs.

A Thought taken from the fourth printing of John F. Kennedy's **Profiles In Courage** written by Robert Kennedy December 18, 1963 (26 days after JFK's assassination):

"What happens to the country, to the world, depends on what we do with what others have left us."

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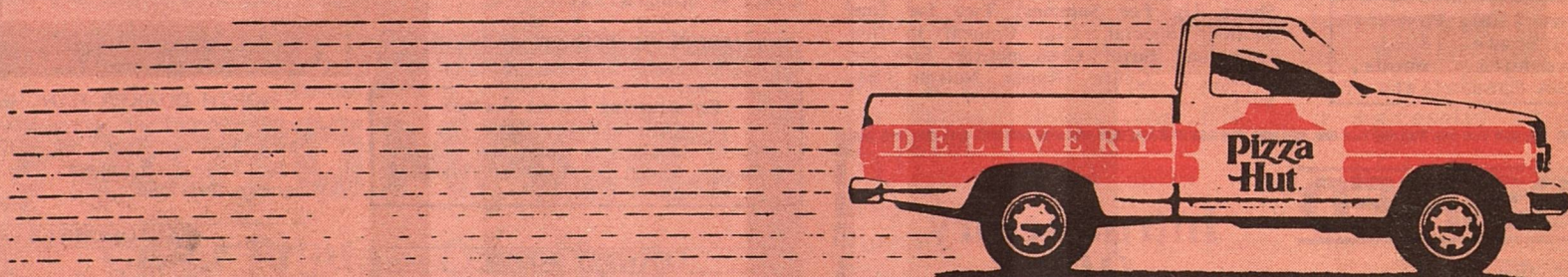
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