

# An Introduction by Tito Rodriguez

When my dear friend, *Peter Rios*, invited me to contribute a few words to the Inaugural Edition of *LATIN, N.Y.*, my acceptance was enthusiastic and immediate. I regarded it as a privileged assignment to express my own words of "*Bienvenido*" to this new-born publication which promises to be one of the most interesting and dynamic challenges entered into in New York City.

Having been raised in the Barrio, among many, many *Latinos*. . . some of whom you may not remember, nevertheless many of them went on to become celebrated and successful entertainers.

I well appreciate your pioneering endeavors in pursuing something that's novel, not only in the publishing field, but more so in the very hard-to-reach and complicated market of *Spanish New York*.

That such a large segment of our young *Latinos* cannot be reached because of lack of media directed at them . . . and that because of their English-speaking background and upbringing, they should be deprived of being informed and kept abreast of all "*Happenings*," not only in the entertainment of their rapidly and fast moving lives, but also deprived of information pertaining to their cultural background and heritage is indeed a very sad state of affairs.

Today, a decade after I and some of my other colleagues in the exciting world of entertainment, began our careers in this most interesting, but also very difficult task of making people enjoy themselves . . . you are striving towards the same objective, but with a new instrument—*LATIN, N.Y. Magazine*—and a new and exciting modern sound . . . that of *Latin Happenings*, written in English for all the Modern *Latinos*, and first and second generation Puerto Ricans, Cubans, and other *Spanish Americans*.

To you, and, to your entire enterprising staff . . . *My blessings* and may your new baby christened "*LATIN, NEW YORK*," have a long, happy and prosperous life in *Latin New York* . . .

I sign this, *your friend*, enthusiastic follower and lifetime subscriber to your indispensable "*LATIN, New York*." . . .

# It is with GREAT PRIDE

that this group of young Latin-Americans banded together to bring you a publication—although presently a baby, both in size and newness—that will have rapport. Not only will it appeal to our younger Spanish-Americans, but also to the more mature generation, many of whom, through a lack of contact with their past, their culture and other valuable aspects of their heritage, have gotten lost in the shuffle.

*LATIN N.Y.* is attempting to try the untried at great risk, for without a doubt, this is an endeavor which requires a tremendous amount of toil.

Hundreds of thousands of Latin-Americans are out of communication with their past and the present because there is no media, no individual or agency, either in government or private industry who has had the desire or enthusiasm to care one way or another.

Our staff, their friends, their brothers and sisters and their children just don't know what the heck is going on in Spanish New York. No, my friend, not because we don't give a darn, but simply because we went to American schools, and so it's a struggle for us to pick up a Spanish publication and try to make sense out of it. The American press carried very little worthwhile news—if any—about Latin N.Y.

And so we are endeavoring to pioneer in this virgin field. We will bring to you Latin swingers, exclusive features of your favorite performers, shows, news of your favorite bands, where they are and what they are doing . . . complete day-by-day Entertainment Guide.

To the more serious minded we will give you complete coverage of all Civic Programs, Community and Social Affairs, Club activities, Sport News, Grips & Comments, Contests and Prizes, Latin N.Y. Singles Parties, Mixed Parties, Sponsored Trips & Tours, Latin Business News and many other feature stories . . . but all related to *LATIN NEW YORKERS*. This and lots more we promise you.

What we expect from you is faithful cooperation. You can make us or break us. It is you . . . and no one else . . . whom we are out to satisfy. By supporting our newborn baby, you can keep us alive—*help us to help you!*

Presently we are small. But like all of us who grew up in this great Metropolis, *LATIN N.Y.* will grow . . . in size and stature. All that we ask from you is a fighting chance.

Give us that chance by your support. Wherever you go ask for . . . in fact, demand . . . that they carry your *LATIN N.Y.*—*or you'll picket.*

We love you!

We'd love you to love us!

See you next month . . .

---

Vol. I - No. 1

*LATIN, N.Y.*

November, 1967

Publisher: Peter Rios  
Managing Editor: Manuel Ruiz  
Assistant Editors: Mary Ruiz, Emily Marin  
Contributing Editors: Bobby Marin, Tony Pabon  
Staff Photographers: M. Sanchez, Pedro Rivers  
Advertising Manager: Peter Rios  
Sales Representative: Walter Oyola  
Advertising Representative: Izzy Sanabria  
Production manager: Charlie Ramirez  
Promotion Director: Manolin C. Ruiz, Jr.

*LATIN, N.Y.* is published monthly by Latin, N.Y. Incorporated. Subscriptions: \$2.50 yearly in the U.S.A. (C) Copyright 1967. 147 E. 50th St., New York, N.Y. 10022. Tel: PLaza 2-4731.