



## Joe "King" Carrasco Monarch Of Tex-Mex Music

Joe "King" Carrasco's music philosophy is simple. Whenever this madcap monarch of Tex-Mex takes the stage, it's going to be a party weekend. And if there is one thing he's known for — from Texas to New York City — it's delivering a Texas-sized party no matter what the circumstances.

It has pretty much been that way since the early '70s when, in his late teens, Carrasco set out for the musical melting pot of Austin, Texas to form El Monlino, a Tex-Mex party band that eventually recorded an album on Lisa Records in the mid '70s.

A few years later, Carrasco founded The Crowns, a band that modeled its sound after the '60s Tex-Mex rock of bands like Doug Sahm, Sam the Sham and the Pharaohs and ? and the Mysterians. With a style that included typical Carrasco off-the-wall Spanish and English lyrics with frenzied rhythms, The Crowns quickly established themselves as college campus and club favorites from coast-to-coast with their own style of music that Carrasco appropriately titled "Nuevo Wavo."

The Crown's success soon drew the interest of MCA Records, which led to the 1982 release of *Synapse Gap*, an LP that included a reggae-flavored duet, "Don't Let a Woman Make a Fool Out of You," featuring an appearance by none other than Michael Jackson.

After a brief experiment with a more commercial sound, Carrasco returned to his Latin roots in 1984 with the release of



*Bordertown* on Big Beat Records. In addition to showcasing Carrasco's zest for party music, the LP also revealed a new found Latin American political consciousness in Carrasco's songwriting as expressed in the singles "Current Events Are Making Me Tense" and "Who Buy The Guns."

Carrasco's political edge was further sharpened in 1985 playing shows in Colombia, Bolivia and Nicaragua where

he was exposed to the Central American political and social scene while studying Spanish and Latin music. The LP *Bandido Rock*, released on Rounder Records in 1987, reflects those experiences with such songs as "Fuero Gringo" and the album's title track.

Carrasco's latest album, *Royal, Loyal and Live*, released late last year, is a tribute to what he does best: A live performance featuring 76 minutes of uninterrupted Tex-Mex rock 'n' roll. One critic typified the sound best in stating, "The border between Mexico and Texas dissolves in Carrasco's music, which unselfconsciously married norteno and spanglicized lyrics with good old Yankee garage rock."

The album highlights Carrasco's good-time philosophy in singles like "Manana," "Party Weekend" and the best and hottest salsa in the world. In addition, the album also includes The Leaves' "Hye Joe" and ? and the Mysterians' "96 Tears," two singles that have become live Joe "King" Carrasco anthems.

In 1991 Carrasco, along with his band, — Tom Cruz on lead guitar, Chuggy Hernandez on bass, Javier Zenteno on drums and Chris "Diaz" Stevenson on keyboards — will continue to be a fixture on the Frijoli circuit, bringing their love of Mexican music and culture to club-goers everywhere. ♪

For more information on Joe "King" Carrasco or any other Miller Genuine Draft Band Network, contact GMR Marketing at (414) 786-5600.