



**THE HISPANIC MARKETERS**  
**PERSONALITIES**  
**AND PLAYERS**

1. Ricardo Alvarez del Castillo, general manager of KLAT radio, Houston, takes a call. 2. David Murphy, (center) general manager of WKAQ-TV, Puerto Rico, visits Telemundo's "Cooking Show," with Otilio "Bizcoche" Warrington (right), and Luis Octavio Cosme. 3. Chrysler once again looks to Ricardo Montalban as a credible marketing voice for the general market. 4. Frank Cruz of KVEA-TV, Los Angeles, gives the *saludos* at Cinco de Mayo celebration. 5. Los Lobos' stock went up with their sound track recording of Luis Valdez's film "La Bamba." 6. Meeting in New York to plan the 8th Annual Convention of the U.S. Hispanic Chamber of Commerce were (from right) Miller Brewing Co.'s William Howell, Philip Morris International's Carlos E. Salguero, Philip Morris President John A. Murphy, and USHCC President Hector Barreto. 7. San Jose & Associates, Inc., hard at work: (from right) Jesse Wilson, Maria Valencia, and President George L. San Jose. 8. HISPANIC BUSINESS publishers Jesus and Bonnie Chavarria host a party for the company on the occasion of the birthdays of several Leo staff members.

