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ABSTRACT

The document gives a partial listing of magazines of special interest to the Mexican American and Spanish speaking community in Tucson, Arizona. The journals are grouped in 4 broad categories: there are 8 listings for popular journals (women's magazines, home decoration, and crafts); 12 for news; 8 for Mexican American cultural studies; and 9 fotonovelas (full-length feature stories of romance and adventure, generally depicted with frame-by-frame shots from motion pictures with captions). Three periodical dealers are also given. The annotations present a general idea of the content or focus of each periodical; those which are most suitable for small or branch collections are starred. Prices, quoted in U.S. currency, are included only to give a general idea of the cost; they are subject to change and vary depending upon whether subscriptions are placed directly with the publishers or through an agent. Many of the publications are in Spanish. (KM)

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P E R I O D I C A L S  
OF INTEREST TO  
A SPANISH-SPEAKING COMMUNITY

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A partial list of magazines of special interest to the Mexican-American and Spanish-speaking community held by the Valencia Branch of the Tucson Public Library follows.

They are grouped under four broad categories: popular (women's magazines, home decoration, crafts; news; Mexican American cultural studies; fotonovelas.

The annotations are intended to give an idea of the general content or focus of each periodical. Those which we have found most suitable to small or branch collections are starred (\*).

Because of the peculiarities of the Mexican publishing trade and the postal system, we have found it very difficult to place subscriptions directly with the publishers. Periodicals, if they arrive at all, tend to be several months late. Our best results have been obtained by working with local subscription agencies or publishers' representatives.

Prices, quoted in U.S. currency, are included only to give a general idea of the cost; they are subject to change, and they vary, depending on whether subscriptions are placed directly with the publishers or through an agent.

P O P U L A R

**BUENHOGAR \***

While similar in content to *Good Housekeeping*, the Spanish and English language editions are not equivalent.

Hearst Corp., 1515 N.W. 7th St., Miami, Fla. 33125  
Monthly - Spanish language - \$15 a year

**CLAUDIA \***

A woman's magazine comparable to *Mademoiselle* or *Seventeen*, it includes articles on marriage, sex, and divorce; fashion and beauty; cookery and entertainment; short stories.

310 W. 55th St., New York, N.Y. 10019  
Monthly - Spanish language - \$7 a year

**LA FAMILIA \***

Comparable to *Family Circle*, this offers instructions in knitting, embroidery, needle point, macramé; recipes and menus, children's dress, games, toys; family living; short stories.

Editorial Pumex, Apartado Postal 556, Hermosillo, Sonora, Mexico  
Semimonthly - Spanish language - \$7 a year

**MECÁNICA POPULAR \***

Although it follows the same format as *Popular Mechanics*, the Spanish and English language editions are not equivalent.

Hearst Corp., 1515 N.W. 7th St., Miami, Fla. 33125  
Monthly - Spanish language - \$8 a year

### MEXICAN LIFE

An English language magazine for the tourist and visitor in Mexico. It offers prose, poetry, art, and informative articles of historic and biographic interest; book reviews; calendar of theater and art gallery events; notes on shopping and dining. Many of the writers and artists appear to be foreigners who have taken up residence in Mexico.

Avenida Uruguay 3, Mexico D.F.

Monthly - English language \$3.75 a year

### MUJER DE HOY \*

Comparable to *Woman's Day*, this offers hints on fashion, hair-styling, make-up, and home economics. Short stories are included; one issue had Somerset Maugham's "The Traitor."

Editorial Geminis, Morena 553 Esquina con Nicolas San Juan, Mexico 12, D. F.

Every 15 days - Spanish language - \$15 a year

### SELECCIONES DEL READERS DIGEST \*

Follows the same format as *Readers Digest*, however the selections in the Spanish language edition are not the same as those in the English language edition.

Readers Digest, Pleasantville, New York 10570

Monthly - Spanish language - \$3.97 a year

### VANIDADES

A women's magazine comparable to *Glamour* or *Cosmopolitan*, it offers tips on fashion, hairstyling, health, and beauty; ideas for home decorating; a variety of entertainment.

Publicaciones Continentales, Tlaxcala 92, Mexico 7, D. F.

Monthly - Spanish language - \$15 a year

### NEWS

### GRÁFICA: LA PRIMERA REVISTA EN ESPAÑOL DE LOS ESTADOS UNIDOS \*

Intended for the Spanish-speaking family in the United States, there are articles on social issues (such as air pollution and the changing role of women in Spanish-American life); travel and tourism; cultural arts, theater, and films. There is a special feature on genealogy and heraldry.

705 N. Windsor Blvd., Hollywood, Calif. 90038

Every two months - Spanish language - \$4.50 for 12 issues

### HISPANOAMERICANO DE TIEMPO

Comparable in scope to *Time*, regular sections include: letters to the editor; national news; economic progress; the capital, Mexico City, and vicinity; human interest; photography; news analysis of the American continents (from pole to pole); news analysis of other continents; world economy; theater; law; literature; humor; books; music; arts; sports; personalities.

Apartado 1122, Mexico 1, D. F.

Weekly - Spanish language - \$10 a year

HOY \*

Brief but informative newsnotes on activities of the committee; policies and programs of other federal agencies that concern the Spanish-speaking people; projects and programs in labor, housing, education being developed by universities, community action agencies, private business and government; notes on pamphlets, books, films of interest to Spanish-speaking people.

Cabinet Committee on Opportunities for Spanish Speaking People  
1707 H St. N.W., Washington, D.C. 20506  
Semimonthly - English language - Free

HOY \*

A pictorial news magazine with a brief summary of the week's news on a national and international level. It features articles on films, arts, dance, theater; has in-depth articles on current social, political, educational, and economic issues. Also, a crossword puzzle and a cartoon in each issue.

Sinaloa No. 20 Desp. 402, Mexico 7, D. F.  
Weekly - Spanish language - \$21 a year

IMPACTO

Politically somewhat to the right of middle, this is comparable in general tone to *National Review*.

Centro Distribuidor Editorial, S.A., General Felix U. Gomez No. 45, Mexico 3, D. F.

Weekly - Spanish language - \$14 a year

LATIN AMERICAN DIGEST

Similar to *Facts on File* in coverage; political, economical and social highlights are condensed from periodicals from throughout Latin America. Arizona State University, Center for Latin American Studies,

Tempe, Ariz. 85281

Issued Oct., Jan., Mar., May - English language - \$2 a year

LA LUZ: \* "The first national monthly magazine serving ten million Hispanos in the U.S.A."

The first two issues include articles on bicultural and bilingual developments at Sesame Street; objectives of the President's Cabinet Committee on Opportunities for the Spanish-Speaking; problems that Hispanos living in Chicago face in employment, housing, education, and politics; interpretive and analytic coverage of conferences (including Mi Raza Primero conference and the National Conference on Minority Participation in Earth Science and Mineral Engineering); interviews with artists, entertainers, actors, sports figures, writers, intellectual and political leaders.

Daniel T. Valdes, La Luz Publications, 1313 Tremont Place, Denver, Col. 80204

Monthly - English language - \$10 a year

MAÑANA

A pictorial news magazine with feature articles on Mexico's foreign relations, world politics, agricultural and industrial development in various parts of the world; brief analyses of national (Mexican) and international news; personalities in entertainment, politics, cultural arts, sports.

Apartado Postal 989, Mexico, D. F.

Weekly - Spanish language - \$17 a year

#### MEXICAN-AMERICAN REVIEW

"Mexico's English language business magazine," it offers commentary on the economy, foreign investment, and securities market of Mexico; brief statistical analyses of the Mexican economy and industrial growth; reviews of books for the businessman.

Lucerna 78, Mexico 6, D. F.

Monthly - English language - \$6 a year

#### SIEMPRE \*

More than a news magazine, this has generally critical and in-depth discussions of current problems and issues in politics, education, social and economic reform, ecology and technology, art and literature. Reviews of books, artworks, music, film and theater. Included on the staff are Roberto Blanco Moheno, author of several works on Mexican history, and Elena Poniatowska, critic of art, literature and theater, and a contemporary novelist.

311 South Broadway, Los Angeles, Calif. 90013

Weekly - Spanish language - \$24 a year

#### TODO

Pictorial news; brief and uncritical coverage of world news; lengthier articles on national policies (such as social security, education, medical care, economics); book reviews, sports, filmstars; society news. Editorial Salcedo, S.A., Calle de Hamburgo Num. 36, Colonia Juarez, Mexico, D. F.

Weekly - Spanish language - \$6 a year

#### VISIÓN \*

Somewhat like *Newsweek* or *U.S. News and World Report*, regular sections include letters to the editor; commentary on a current issue (such as the urban crisis, the changing church, the meaning of revolution);

Letter from Washington, D.C.; Latin American news; world news

635 Madison Ave., New York, N.Y. 10022

Every two weeks - Spanish language - \$19.50 a year

### CULTURAL STUDIES

#### AMÉRICAS \*

Abundant with illustrations that complement the text, this magazine is particularly useful for studies of the literature, art, music, history, and social and economic development of the 24 member states of the OAS, since its English language counterpart is indexed in *Reader's Guide*.

Organization of American States, Washington, D. C. 20006

Monthly - Spanish language edition - \$5 a year

#### ARTES DE MÉXICO \*

A beautifully illustrated academic journal, each issue represents the work of an author or authors specialized in a field of anthropology, archaeology, literature, fine arts, or art history. The text, given in Spanish, English and French translation, together with the illustrations, bring to life the rich and varied contributions of ancient cultures and civilizations of Mexico. Highly recommended for university libraries, as well as large public libraries, community colleges,

and libraries serving communities that have on-going studies of Mexican American culture and arts.  
Amores 262, Mexico 12, D. F.  
Monthly - Spanish, English and French language - \$4.50 single issue

**AZTLÁN: CHICANO JOURNAL OF THE SOCIAL SCIENCES AND THE ARTS \***

Intended to be a forum for scholarly writings on all aspects of the Chicano community, *Aztlán* focuses discussion and analysis on Chicano matters as they relate to the group and to the total U.S. society. Selections offer original research and analysis in the social sciences, humanities, and arts related to Chicanos. For community colleges and universities, reference collections, and community study groups.

Aztlán Publications, Chicano Studies Center, University of California Los Angeles, 405 N. Hilgard, Los Angeles, Calif. 90024  
Standing orders - English language - \$3 an issue

**ENTRELÍNEAS**

Suggested for school libraries, grades 7 through 12.  
P. O. Box 2566, Kansas City, Mo. 64142  
Monthly - English and Spanish language - \$5 a year

**EL GRITO: A JOURNAL OF CONTEMPORARY MEXICAN-AMERICAN THOUGHT**

Critical studies, book reviews, short stories, poetry, satire, drawings, photographs, cartoons. Most of the articles are written in English, but occasionally selections of poetry and short stories are given in both Spanish and English. Less academic than *Aztlán* and *Journal of Mexican American History*, *El Grito* can be used with junior high, high school, community college, university, and community study groups.  
Quinto Sol Publications, P.O. Box 9275, Berkeley, Calif. 94707  
Quarterly - English language - \$4 a year

**JOURNAL OF MEXICAN AMERICAN HISTORY**

An academic journal seeking articles and reviews which will "advance the critical study of Mexican American history." Selections appearing in the journal are abstracted and indexed in *Historical Abstracts* and/or *America: History and Life*. Recommended for university and community college libraries and large public libraries.  
Box 13861, Santa Barbara, Calif. 93107  
Published spring and fall - English language - \$8.64 a year, \$5 an issue

**QUINTO LINGO**

Regular departments include: Books (reviews), Rapport (letters from readers), Language World (brief notes of interest on differences in languages), Idioms, The Art of Letter Writing (personal and business letter format), the Grammar Story, Translators' Cauldron (peculiarities of languages that confront the translator). Articles and stories are in five different languages: English, Spanish, and French are most common; German, Italian, Portuguese, Russian, and occasionally Japanese and Chinese. Especially recommended for junior high and high school libraries in support of language classes.  
4105 N. Fairfax Drive, Arlington, Va. 22203  
Monthly - \$7 a year

LA RAZA \*

A Chicano movement journal, La Raza attempts to interpret news from the viewpoint of the "movement" that is frequently ignored in the mass media. Although it focuses primarily on Los Angeles and California, the issues are of national concern. It offers a perspective on controversial issues of significance to the Mexican-American community that will not be found in other journals. 3571 City Terrace Dr., Los Angeles, Calif. 90062. English language - \$10 - 12 issues.

FOTONOVELAS

Frame-by-frame shots from motion pictures, together with captions, capture a world of emotions in these full-length feature stories of romance, intrigue and adventure. Widely circulated among the older Mexican women and housewives who cannot get out of the home, fotonovelas offer excellent escape from the routine of housework.

CAPRICHIO

Publicaciones Herrerias, S.A.  
Dist. in U.S.: P.Y.L.S.A.  
P.O.Box 2145, San Isidro, Calif.  
Weekly - Spanish - \$12 a year

LINDA

Editorial Senda, S.A.  
Patriotismo 270, Mex. 18, D.F.  
Weekly - Spanish - \$9 a year

CHICAS

Ediciones ELE, S.A.  
Avenida Insurgentes Sur 428  
Despachos 101 a 103, Mex. 7 D.F.  
Weekly - Spanish - \$12 a year

NOVELAS DE AMOR

Publicaciones Herrerias, S.A.  
Oficina Morelos 16, Tercer piso  
Mexico, D.F.  
Weekly - Spanish - \$12 a year

CITA

Ediciones ELE, S.A.  
Same as above  
Weekly - Spanish - \$12 a year

NOVELA MUSICAL

Address same as above  
Weekly - Spanish - \$12 a year

CORIN TELLADO

Editorial America, S.A.  
6401 N.W.36th St.  
Virginia Gardens, Fla. 33166  
Weekly Spanish - \$16 a year

RUTAS DE PASTOR

Editorial Mex-Abril, S.A.  
Morelos 16, Cuarto piso, Mex. 1, D.F.  
Weekly - Spanish - \$11 a year

SELENE

2180 S.W. 12 Ave., Miami, Fla. 33129  
Weekly - Spanish - \$14 a year

PERIODICAL DEALERS

Omega Pub. Corp.  
5535 N.W. 7 Ave.  
Miami, Fla. 33127

Periodicos Healy  
U.S.Rep: Miss Leyla Cattan  
9210 E. Calle Cascada  
Tucson, Ariz. 85710

Quinto Sol Pubns.  
P. O. Box 9275  
Berkeley, Calif. 94719

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