Descriptive Summary
Title: Ruben Guevara Records and Papers, Date (inclusive): [ca. 1970-2004]
Collection number: 29
Creator: Guevara, Ruben
Extent: 2 linear feet
Repository: University of California, Los Angeles. Library. Chicano Studies Research Center, UCLA
Los Angeles, California 90095-1490
Abstract: Rubén Funkahuátl Guevara is a singer, songwriter, producer, writer, poet, performance artist, and impresario. He made his mark in music with his 1970s band Ruben & the Jets, who recorded two albums on the Mercury Record label, the first produced by the legendary Frank Zappa. In the early eighties, and again in the mid-nineties, he ran Zyanya Records, a subsidiary of Rhino Records. At Zyanya, he compiled and released three albums in the 1980s and two in the 1990s, which featured Chicano rock artists, as well as rock en Español groups from Latin America and Europe. He has composed a rock gospel cantata, created art videos and performance art pieces, provided music composition and coordination for movies and television, and put together shows featuring music and dance. He has been aptly called a culture sculptor.

Rubén Guevara grew up in the Mexican barrio of Santa Monica, moved to Cathedral City, then settled in the racially mixed Pico Union district of Los Angeles, just west of Central Avenue. His father was a singer/songwriter/musician, who was a member of a major trio from Mexico called Los Porteños. (The legendary Miguel Aceves Mejía was also in the group.) Rubén Guevara Sr. came to Los Angeles to perform with Los Porteños at an International Folk Festival at the Los Angeles Coliseum for Cinco de Mayo in 1941. At a performance during the same trip at the Million Dollar Theater in downtown L.A., Rubén Guevara's future mother and father met backstage. Rubén Sr. left the trio and stayed in L.A. to pursue the relationship. Rubén says his father was his first music teacher. At age nine, Rubén took up the trumpet in school and succeeded in playing in the California All Youth Symphony. At Berendo Jr. High School he began to be interested in rock & roll and rhythm and blues. By the time he was in high school he was singing in a doo wop group. In 1958, Rubén and Pablo Amarillas formed the Apollo Brothers, who were influenced by Don & Dewey and the Carlos Brothers. They performed at the El Monte Legion Stadium, Alan Freed's Record Hop at Jordan High in Watts, Pacific Ocean Park, and various local television shows. They recorded for Cleveland Records and were the first Chicano duo to be played as a VIP platter on KGFJ, a Los Angeles rhythm and blues station. At the time Rubén's influences were: In doo wop (besides the two previously mentioned); Robert & Johnny, Vernon Green & the Medallions, The Penguins, The Jaguars (South Central L.A.), The Flamingos, Don & Juan, Ritchie Valens, and Lil' Julian Herrera. In jump blues; Little Richard, Don & Dewey, Joe Houston, and The Masked Phantom Band. In r and b; James Brown and Bobby Blue Bland.

In 1965, Rubén performed solo on the hit national television show, Shindig. He was on the bill with Bo Diddley, Tina Turner, and Jackie DeShannon. Rubén opened the show in a medley with cast, sang a solo spot, and closed the show with Bo Diddley. Rubén's rendition of Bobby Blue Bland's "Don't Cry No More" went over so well, the producers wanted him to replace singer P.J. Proby, who had left the show. They also wanted him to change his name to J.P. Moby and did so reluctantly. The show went off the air soon after so the name change became a moot point. A highlight of the experience for Rubén was Tina Turner complimenting him on his singing. In the late 60s, Rubén went to Los Angeles City College and studied music composition and modern composers for two years. This education was of help when he worked with Lalo Schiffrin on the soundtrack for Clint Eastwood's "Coogan's Bluff," in 1968, and his later work with Frank Zappa.

In 1969, Rubén went to a Frank Zappa and the Mothers of Invention concert at the Shrine Auditorium. Zappa had just put out a parody doo wop record called "Cruisin' with Ruben & the Jets." Rubén got backstage and thanked Zappa for bringing back that kind of music and told him that his name happened to be Rubén and that he sang in that style. Two years later, Rubén went to Zappa's house with a friend, keyboardist Bob Harris, who had toured with Frank. After spending hours listening to records and talking about music, Zappa and Rubén found that they liked much of the same music, rhythm & blues and doo wop, as well as modern composers such as, Varese, Bartok, Stravinsky, and Cage. Zappa asked Rubén if he'd be interested in forming a real Ruben & the Jets. Rubén put the band together and auditioned for Zappa, who wound up producing their debut album on Mercury Records called "For Real." The album is classic doo wop and rhythm & blues. They did covers of Chuck Berry's "Almost Grown," Joe Houston's "All Nite Long," a soulful version of "Dedicated To the One I Love," which features a great guitar solo by Frank Zappa, and "Charlena," which was later also covered by Los Lobos. Rubén wrote two of the songs, "Mah Man Flash" (co-arranged with Zappa), and "Santa Kari" and co-wrote two others, "Sparkie" and "Spider Woman." Other band members wrote all the remaining songs with the exception of a Zappa song.
Rubén returned to school and got a bachelor’s degree in World Arts and Cultures from U.C.L.A. This provided more humor in his life. It first appeared professionally in 1996 as a compilation producer credit for “Reconquista!” and “Ay Califas.” In 1989, Rubén was the musical director and MC for an HBO music special called “Caliente Y Picante,” which featured Santana, Celia Cruz, Tito Puente, Linda Ronstadt, Ruben Blades, and Jerry Garcia. In the early nineties at the age of 50, Rubén returned to school and got a bachelor’s degree in World Arts and Cultures from U.C.L.A. This provided

In 1983, Rubén recorded C/S (Con Safos), a narrative piece he had written in 1975, after his Mexican roots pilgrimage), also for Rhino Records. In the same year, he headed Rhino’s new subsidiary, Zyanya Records. (Zyanya is a Nahuatl word meaning always or forever). Three albums were released: “History of Latino Rock: 1956-65,” “The Best of Thee Midniters,” and a compilation of early 80s Eastside bands, “Los Angelinos: The Eastside Renaissance.” To celebrate and promote these albums, co-produced "The Eastside Revue" (1983), with Brendan Mullen (founder of L.A.’s punk mecca, The Masque) at the Club Lingerie in Hollywood. The concert featured Cannibal & the Headhunters, Los Lobos, Ruben & the Jets, and Con Safos, with comedian Paul Rodriguez as MC. A second show ('84), which I attended, featured Thee Midniters, Thee Royal Gents, Con Safos, and Los Perros. In 1980, Rubén formed the band Con Safos, who were introduced by Cheech Marin, for Rhino Records' first single release. The following year, Ruben appeared in Cheech & Chong's first movie, "Up In Smoke," as a member of the band playing the trumpet. (A closing line in the movie honored the band when Cheech says to Chong, "we're gonna be bigger than Ruben & the Jets"). This began a long association with Cheech Marin, which included writing the title song and doing music coordination for another Cheech & Chong movie, "Nice Dreams" and a cameo appearance and the music coordination for Cheech's "Born In East L.A."

In the early eighties, Rubén began to write poetry for later performance art projects. In 1989, he put together the Modern Mesoamerican Ensemble, wrote, produced, and directed the performance art piece, “La Quemada,” which debuted at Highways Performance Space in 1990. The same year, Rubén traveled to France with a solo piece, “Aztlán, Babylon, Rhythm & Blues,” which covered 500 years of Mexican/Chicano history as part of a touring Chicano art show, "Le Demon des Anges." Also on the tour were artists Gilbert "Magu" Lujan and Patssi Valdez. It was from this show that Ruben came up with the name Funkuhuatl, who was the unknown Aztec god of funk in the "Aztlán Babylon" piece. He began to use the name as a middle name for himself because it reflected his love of funk/r and b and his heritage and because he needed more humor in his life. It first appeared professionally in 1996 as a compilation producer credit for "Reconquista!" and "Ay Califas!" In 1989, Rubén was the musical director and MC for an HBO music special called "Caliente Y Picante," which featured Santana, Celia Cruz, Tito Puente, Linda Ronstadt, Ruben Blades, and Jerry Garcia. In the early nineties at the age of 50, Rubén returned to school and got a bachelor's degree in World Arts and Cultures from U.C.L.A. This provided

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Accents and diacritics have been included in this collection.

To report omissions or errors please contact the research center at www.chicano.ucla.edu

**Physical location:** Currently located at the Chicano Studies Archive, 180 Haines Hall, UCLA. In the future the collection will be stored at the Southern Regional Library Facility, UCLA.

**Language of Material:** Collection materials in English

**Access**
Access is available by appointment for UCLA student and faculty researchers as well as independent researchers. To view the collection or any part of it, please contact the archivist at mstoneic@ucla.edu

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**Preferred Citation**
[Identification of item], Ruben Guevara Records and Papers, 29, Chicano Studies Research Center, UCLA, University of California, Los Angeles.

**Acquisition Information**
Donated to the UCLA Chicano studies Research Center Library Archive, February, 2004. Deed on file at the Archive office, 180 Haines Hall.

**Biography**
Rubén Guevara (aka Funkahuatl) is a singer, songwriter, composer, producer, writer, poet, playwright, director, performance artist, and impresario. In the 1960s he formed and recorded with the Apollo Brothers. In the 1970s he formed the band Ruben & the Jets(with Frank Zappa) then went on to record two albums on the Mercury Record label, the first produced by Zappa. In the early eighties, and again in the mid-nineties, he founded and ran Zyanya Records, a subsidiary of Rhino Records. At Zyanya, he compiled and released three albums in the 1980s and two in the 1990s, which featured Chicano rock artists, as well as Alternative Latin rock groups from Latin America and Europe. He has composed a gospel rock cantata, created award winning performance art pieces and videos, provided music composition and coordination for movies and television, and has created and directed multimedia intercultural theatre works. Rubén Guevara was born in Boyle Heights, grew up in Santa Monica and Cathedral City, then settled in the Pico Union district of Los Angeles. His father was a singer/songwriter/musician, who was a member of a major trio from Mexico called Los Porteños. As of 2006 Rubén has been at the Ford Amphitheatre increasing Latina/o and Asian American/Pacific Islander artist and audience participation.

**Related Material**
The Don Snowdon Collection.
The Fire of Life: The Robert Legorreta / Cyclona Collection

**Indexing Terms**
The following terms have been used to index the description of this collection in the library’s online public access catalog.

**Subjects**
East L.A. Rock
East Los Angeles
Latino Rock Music
Pop music
Rock and Roll

Box 2, Folder 3

Ruben Guevara Records and Papers 2001

Physical Description: compact disc

Scope and Content Note

Music Compilation

Note

Mexamerica
Angelino Records
2001

Box 2, Folder 4

Ruben Guevara Records and Papers 1997

Physical Description: compact disc

Scope and Content Note

Music compilation cd:

Note

Reconquista: The Latin Rock Invasion
Zyana Records
1997

Box 2, Folder 5

Ruben Guevara Records and Papers 1998

Physical Description: compact disc

Scope and Content Note

Music Compilation

Note

Ay Califas!: Raza Rock of the 1970s and 1980s.
1998
Zyana Records

Box 2, Folder 6

Ruben Guevara Records and Papers 1995

Physical Description: compact disc
Scope and Content Note

Music cd:
Ruben and the jets

Note

Con Safos
1973
Demon Records

Box 2, Folder 7

Ruben Guevara Records and Papers 1995

Physical Description: recordable compact disc

Scope and Content Note

Music cd

Note

50 Years of Barrio Rhythm and Blues: Lalo Guerrero to Los Lobos

Box 2, Folder 8

Ruben Guevara Records and Papers 1995

Physical Description: recordable compact disc

Scope and Content Note

Music cd

Note

The East L.A Revue: #6

Box 2, Folder 9

Ruben Guevara Records and Papers 1996

Physical Description: compact disc

Scope and Content Note

Music cd

Note

The Eastside Sound: 1959-1968
Dionysus Records 1996
Box 2, Folder 10

Ruben Guevara Records and Papers nd

Physical Description: recordable compact disc

Scope and Content Note

Music cd

Note

Los Lobos: The Long Ride

Box 2, Folder 11

Ruben Guevara Records and Papers 1994

Physical Description: compact disc

Scope and Content Note

Music cd

Note

Ruben and the Jets: For Real
Edsel Records
1994

Box 3, Folder 1

Ruben Guevara Records and Papers

Physical Description: Video

Scope and Content Note

excerpts from a performance

Note

Aztlan, Babylon, Rhythm
and Blues
by Ruben Guevara

Box 3, Folder 2

Ruben Guevara Records and Papers 1994

Physical Description: Video

Scope and Content Note

Performance

Note
Fire Ants for Nothing
by Harry Gamboa

Box 3, Folder 3
Ruben Guevara Records and Papers 1989
Physical Description: Video
Scope and Content Note
Performance
Note
La Quemada
by Ruben Guevara
Highways Performance Space
1989

Box 3, Folder 4
Ruben Guevara Records and Papers 1982
Physical Description: Book
Scope and Content Note
Poems by Alurista
Note
Return: Poems Collected and New
Alurista
1982

Box 3, Folder 5
Ruben Guevara Records and Papers 1992
Physical Description: Book
Scope and Content Note
Mexican History
Note
Mexican Nationalist Formation:
Political Discourse, Policy
and Dissidence.
Juan Gomez-Quinones
Floricanto Press
1992
Ruben Guevara Records and Papers 1982

Physical Description: Book

Scope and Content Note

Symposium Monograph

Note

Monograph from the symposium on Occupied America by Rudy Acuna.

Box 4, Folder 1

Ruben Guevara Records and Papers 1959,1961

Physical Description: record albums

Scope and Content Note

Three record album collection

Note

The History of Ritchie Valens
Ritchie DFLP 1206
Ritchie Valens in Concert
at Pacoima Jr. High DFLP 1214
note: only two record albums are contained in this collection.

Box 4, Folder 2

Ruben Guevara Records and Papers nd

Physical Description: 45 rpm record

Scope and Content Note

one record with sleeve

Note

Ruben Guevara: Star Spangled Banner

Box 4, Folder 3

Ruben Guevara Records and Papers 1981

Physical Description: 33 rpm record

Scope and Content Note

One record

Note
Skylite with special performance by Frankie “Cannibal” Garcia
The Na Na Na Song (land of a thousand dances
Rampart Records
1981

Box 4, Folder 4

Ruben Guevara Records and Papers 1980

Physical Description: 33 rpm record
Scope and Content Note
One record with cover and sleeve

Note
The Brat: Attitude
Fatima Records
1980

Box 4, Folder 5

Ruben Guevara Records and Papers 1988

Physical Description: 33 rpm record
Scope and Content Note
One record with cover and sleeve

Note
The Wild Cards: Cool Never Cold
dali Records
1988

Box 4, Folder 6

Ruben Guevara Records and Papers 1988

Physical Description: 33 rpm record
Scope and Content Note
three record collection,
cover and sleeve

Note
Viva Santana!
CBS records
1988

Box 4, Folder 7
Ruben Guevara Records and Papers 1985

Physical Description: 33 rpm record

Scope and Content Note
one record, cover and sleeve

Note
Ritmo Peligroso: En La Mira
Comrock
1985

Box 4, Folder 8

Ruben Guevara Records and Papers 1976

Physical Description: 33 rpm record

Scope and Content Note
one record, cover and sleeve

Note
Si Se Puede!

Box 4, Folder 9

Ruben Guevara Records and Papers 1974

Physical Description: 33 rpm record

Scope and Content Note
one record, cover and sleeve

Note
Welcome to the World of Riot
Motown
1974

Box 4, Folder 10

Ruben Guevara Records and Papers 1981

Physical Description: 33 rpm record

Scope and Content Note
one record, cover and sleeve

Note
The Plugz: Better Luck
Fatima records
1981
Box 4, Folder 11

Ruben Guevara Records and Papers 1979

Physical Description: 33 rpm record

Scope and Content Note

one record, cover and sleeve

Note

The Plugz: Electrify Me
Plugz records
1979

Box 4, Folder 12

Ruben Guevara Records and Papers 1964

Physical Description: 33 rpm record

Scope and Content Note

one record, cover and sleeve

Note

The Premieres: Farmer John Live
Warner Bros
1964

Box 4, Folder 13

Ruben Guevara Records and Papers 1983

Physical Description: 33 rpm record

Scope and Content Note

one record, cover and sleeve

Note

Thee Midniters: The Best of
Zyanya records
1983

Box 4, Folder 14

Ruben Guevara Records and Papers nd

Physical Description: 33 rpm record

Scope and Content Note

one record, cover and sleeve
Note
Thee Midnites: Love Special Delivery
Whittier records

Box 4, Folder 15

Ruben Guevara Records and Papers 1981

Physical Description: 33 rpm record

Scope and Content Note
one record, cover and sleeve

Note
Malo: Lady I love
Traq records
1981

Box 4, Folder 16

Ruben Guevara Records and Papers nd

Physical Description: 33 rpm record

Scope and Content Note
one record, cover and sleeve

Note
Dangerous Rhythm: Dangerous Rhythm

Box 4, Folder 17

Ruben Guevara Records and Papers 1973

Physical Description: record album

Scope and Content Note
record, cover and sleeve

Note
Ruben and the Jets: For Real
mercury records
1973

Box 4, Folder 18

Ruben Guevara Records and Papers 1973

Physical Description: Folder
Scope and Content Note
poster, script, drawing and sketches.
Note
Mayo Malaise script by H. Gamboa. Sketches and drawing by Gronk

Box 5

Ruben Guevara Records and Papers 1973
Physical Description: Book
Scope and Content Note
scripts
Note
Chicano: KNBC Mexican-American Heritage Series 1973

Box 5, Folder 1

Ruben Guevara Records and Papers 1983-1993
Physical Description: film slides 8 track audio tape
Scope and Content Note
Murals, and photos for album cover art. Ruben and the Jets 8 Track tape.

Box 5, Folder 2

Ruben Guevara Records and Papers 1983
Physical Description: Color slides
Scope and Content Note
18 Images from the 1983 Paramount Ballroom show: History of Latino Rock

Box 5, Folder 3

Ruben Guevara Records and Papers 1993
Physical Description: Color slides
Scope and Content Note
1993 SPARC murals

Box 5, Folder 4
Ruben Guevara Records and Papers 1973

Physical Description: 8 track tape

Scope and Content Note
Ruben and the Jets 8 track in original box

Series 1. Books, magazines, catalogs

Box 1, Folder 1
Ruben Guevara Records and Papers 1985

Physical Description: Book
Scope and Content Note
Art Exhibition Catalog:
David Alfaro Siqueiros
Note
Exhibition catalog of the David
Alfaro Siqueiros exhibiton at
the Plaza de la Raza, Los Angeles, CA
September through October 1985

Box 1, Folder 2
Ruben Guevara Records and Papers 1985

Physical Description: Magazine
Scope and Content Note
Lowrider Magazine,
October 1985

Box 1, Folder 3
Ruben Guevara Records and Papers 1982

Physical Description: Magazine
Scope and Content Note
Latina! magazine,
Vol 1. no.1 1982
Note
Premier Issue
Article on latinos and
the media by Raquel Levario p30
Article by Gregg Barrios on
Latino Genre in film p 54

Box 1, Folder 4
Ruben Guevara Records and Papers 1993

Physical Description: booklet
Scope and Content Note
Program:
United Farm Workers of
America,30th Anniversary Fund Raiser
February 20th, 1993
Box 1, Folder 5

**Ruben Guevara Records and Papers 1986**

- **Physical Description:** Magazine
- **Scope and Content Note**
  - Quarterly Art Magazine
  - High Performance: A Quarterly Magazine for the New Arts Audience
  - #35 Nuevo Latino! issue
  - articles on contemporary Latino artists.

Box 1, Folder 6

**Ruben Guevara Records and Papers 1977**

- **Physical Description:** Magazine
- **Scope and Content Note**
  - Quarterly Art Journal
  - ChismeArte:
    - La Mujer Issue
    - Vol. 1, no. 4

Box 1, Folder 7

**Ruben Guevara Records and Papers 1983**

- **Physical Description:** Magazine
- **Scope and Content Note**
  - Art Journal:
    - ChismeArte no. 9, September 1983
  - Southwest Issue:
    - The Latino Experience in Literature and Art

Box 1, Folder 8

**Ruben Guevara Records and Papers 1978**

- **Physical Description:** Journal
- **Scope and Content Note**
  - Grito Del Sol:
    - Decolonizing Anthropology
  - Year 3, Book one
  - January-March 1978

**Series 2. Recorded material: 33rpm, 45rpm, tape, CD**

Box 2, Folder 1

**Ruben Guevara Records and Papers nd**

- **Physical Description:** recordable compact disc
- **Scope and Content Note**
  - music cd of the East L.A. revue All-Stars Cannibal and the Headhunters cd (unplayable)
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<tr>
<th>Box, Folder</th>
<th>Ruben Guevara Records and Papers</th>
<th>Physical Description</th>
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Press Articles, Flyers, Programs

Note

Press articles announcing various Chicano/Latino events and reviews of events. Flyers announcing conferences and musical performances.