

OFFICIAL PUBLICATION OF THE CHOLLA BAY SPORTSMENS CLUB

VOLUME 20, NUMBER 2

FEBRUARY 1977

PUERTO PEÑASCO ROCKY POINT

A cartoon illustration of a carnival character, possibly a clown or a dancer, wearing a large, ornate hat and a ruffled outfit. The character is standing on a small stage with three steps. To the right of the character is a vertical decorative element consisting of a clover, a diamond, and a heart. The character is holding a small object in its right hand and has a large, open mouth as if laughing or shouting.

CARNIVAL 77

Puerto Peñasco invites their
american friends to come and enjoy
the fun and frolic of

CARNIVAL 77

SEE STORY

PAGE 3

CHOLLA CHATTER

Official Publication
of the
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Conversation 22

"CARNIVAL IN PUERTO PENASCO"

CARNIVAL 77 - - PROGRAM

Saturday, Jan 22

Come to the First Vote Dance and work
for your favorite girl. Have fun with
good music.

Saturday, Jan 29

Second Vote Dance.

Saturday, Feb. 5

Third Vote Dance.

Saturday Feb. 12

Final Vote Dance. The queen of Carnival
77 will be presented.

Friday, Feb. 18

Burning in Effigy. This will be held in
front of the Proconsa at 9:00 PM and
after the Effigy we will celebrate with
a dance.

Saturday, Feb. 19

CARNIVAL DANCE I -- we will crown the
queen.

Sunday, Feb. 20

10:00 AM - Parade with floats on main
highway.

12:00 NOON - Gala Weiner-Roast and
Chili Beans at Cholla Bay.

2:00 PM - Horse Racing behind Armex
Fence Co.

9:00 PM - CARNIVAL DANCE II

Monday, Feb. 21

10:00 AM - Parade

9:00 PM - CARNIVAL DANCE III

Tuesday, Feb. 22

10:00 AM - Parade

9:00 PM - CARNIVAL DANCE IV

Door prizes at every dance. All dances will be held at Costa Azul Dance Hall which is behind the Corona Beer Distributors, starting at 9:00 PM.

FOR YOU WHO HAVE NOT HAD THE PLEASURE OF VISITING PUERTO PENASCO (ROCKY POINT) THIS IS A VERY FAVORABLE TIME TO GET ACQUAINTED WITH THE FRIENDLY MEXICAN PEOPLE, AND ENJOY THEIR LOVELY BEACHES AND HOSPITALITY.

DON'T MISS YOUR MEETINGS!

PHOENIX - FEBRUARY 8, 1977 - 8:00 p.m.

Toy's Shangri-La Restaurant
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TUCSON - FEBRUARY 14, 1977 - 7:30 p.m.

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"They Were My Guests"

by Al Scott

In the years since 1941 when I started going to Rocky Point and Cholla Bay, I have had many different types of fishing partners with me. I have had doctors, lawyers, dentists, mechanics, plumbers, painters, executives, city officials, government officials and building contractors. Each had a personality of his own, and I might add, I enjoyed fishing with each one of them, even though my patience wore thin at times. On most of our trips we would pool our money, so much was paid by each individual to cover expenses and one person would pay all the bills. This way everyone paid his share. The only thing we had to make sure that the treasurer didn't get drunk and get rolled by some thief.

There were some, that because of their high status in life felt they should not be required to help with the finances and a few who wanted to be the boss. They had never fished, but they knew much more about fishing than I did. They knew much more about where to go to fish even though they had only heard of the place. They knew more about how to handle the boat, "The Swan" than I did. These kind of individuals were so few that it is hardly worth remembering.

A Building Contractor and Painting contractor and young son went with me one time, and it turned out to be quite an event. The builder wore big heavy boots, the type you would wear on a hunting trip. They laced up almost to his knees, and were big and heavy. We went to the sand dunes to fish and almost immediately started catching big groupers. The painter had been in the Navy, so I gave him the ten foot of stringer rope with a wire on the end to run through the first grouper's gill and tie a knot in the rope. Then, as the fish was caught, just run the wire through his gill and let him slide down the rope. This way, they would stay in the water all the time. The only time you would take them out of the water was when you were going to move a mile or so. When you stopped, you would dump them in the water again.

This contractor was quite a boy, every time he would catch a fish, he and his heavy boots would do a Mexican hat dance around the motor cover in my boat. If you don't think a 230 pound man with heavy boots doing a Mexican hat dance around the motor cover in my boat will not shake you up, you are wrong. I thought he was going to break my floorboard in. Boy! what a man!

Okay...2:00 o'clock..everybody reel in.. time to head for the gray mountain called, "Cholla Bay." "Let us see how many groupers we have." Everyone counted on the tow line twenty seven groupers. What a catch!

The painter's son was so happy, in his twelve years of life, it was the first time he ever went fishing and the first fish he had ever caught...he did catch some beauties.

I instructed him to pull on the rope line, then yelled, "Hey, the knot came untied on the first fish!" As the line was pulled it came right through each fish and as it did, each fish would swim away when he reached the end of the rope.

When he discovered all the fish were gone, he said to his son, "I am sorry, son." The kid said, "That is okay dad." I have often wondered if he ever told this story to anyone. This is the first time I have told it.

CORRECTIONS TO LAST
MONTHS CHATTER.....

Please excuse the following errors in the January, 1977 Chatter:

Page 6 - Bobby Ekert should have been Bobby Ebert.....

Page 18 - The first two paragraphs in this report should not have been in there. They belong to another story which is printed in this month's Chatter. Can you find it?

C. B. S. C. PHOENIX CHAPTER-GENERAL MEETING

by MAGGIE

The General Meeting was held Tuesday, January 11, 1977. Our new President, George Rodgers, called the meeting to order.

It was reported by Lew Frazier, that the Christmas party in Cholla Bay was a great success and everyone at the Bay was pleased. The families got food, etc., and everyone went home happy. Lew thanked all who donated and helped make the party a good one.

Joe Prekup will be the Chairman for seeking ways and means to get more members to attend the general meetings. He will get together with Shirly Hemphill, (Entertainment Chairperson) to set up the entertaining for our next meeting. It was also unanimously agreed to have a CB radio given to the member who brings in the most people to the meetings within the next 90 days. It was also suggested that every member should try to bring four members to our February meeting.

Mrs. Groves brought in a bath mat with the C.B.S.C. emblem knitted in the club's colors for the drawing. Raffle tickets sold 5 for \$1.00. The bath mat was won by Joe Prekup. Money collected was \$37.00, which will be placed in the Christmas fund for 1977.

Iris Hoyt will be our Dinner Dance Chairperson. Joe and Mary Parker will be the coffee committee.

Pete Scott, our Council Chairman from Tucson was our guest and long time member and good friend and sports reporter, Bill Valentine was also present.

It was reported that Wes Douglas was back in the hospital, we hope he is out by now and wish Wes a speedy recovery.

Prizes won: 1st-Don Barber a 3 gallon water igloo; 2nd prize-Ray Hemphill a gear bag; 3rd prize-Charles Hoyt an emergency light.

Our Search and Rescue Chairman will be: Chuck Hoyt. Don Barber, our 1976 Search and Rescue Chairman reported that if you want to get your compass reading in perfect setting, see Phil Hunziker at the Bay.

Tammy Sutton, our Black and White representative was present and thanked all who voted, making it possible for her to be at the Black and White Ball.

Our next meeting should be of importance to all members, try to attend--Dr. Sergio Briviesca will be our guest speaker and he is a great person to talk to. We are sure you will enjoy his interesting way of explaining the present situation in Mexico.

BE THERE...TUESDAY, FEBRUARY 8, 1977
8:00 P.M.

AT: TOY'S SHANGRI-LA RESTAURANT
1575 EAST CAMELBACK ROAD
PHOENIX

TUCSON SCUTTLEBUTT



by Joan Nichols

The Tucson Chapter started the new year with new officer, determined to be friendly and efficient. President Bill Frenier in his "inaugural speech" reminded us of the purpose of the CBSC as set forth in the Bylaws over 20 years ago. He assured us he was dedicated to those purposed and ideals. Although you can dig out your Bylaws and read them yourself, and although we all probably know them by heart, it seems worthwhile to reprint them here as an expression of our goals this year:

To develop and operate a true sportsmen's club for the purpose of fishing, boating, and brotherhood, in the Cholla Bay area, and to promote friendship within its ranks.

To operate a radio room; to aid and assist boat operators and others in need of assistance within the area. To Operate a search and rescue group; to come to the aid, assistance, and resuce of boaters and others in need, within the area.

To aid, assist and co-operate with individuals, businesses, industries, the state of Sonora and its political subdivisions, the federal government and its agencies, in fulfilling the needs of better public relations between the citizens of the republic of Mexico, and for those objectives and purposes to organize, establish, maintain and finance a sportmen's club to carry out the purposes of the organization.

In closing, Bill asked us to do everything possible to obey the laws, rules and regulations of Mexico once we cross the border.

The program for the evening was a film called "Why Drown", narrated by "Mike Nelson" (Lloyd Bridges). A very worthwhile demonstration of staying alive when your boat sinks in the middle of the Sea of Cortez. The key is not to panic and to use your lungs as life preservers. The film was rented from the Audio Visual Aides Dept. of the University of Arizona.

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by Pete Scott
Council Chairman

Goodbye 1976; Hello 1977. It hardly seems possible, but here we are, just barely into 1977 and already things are starting to look up.

To say the least, 1976 was a very difficult time for the Club. It seemed as though every time we turned around, we were faced with another crisis.

I would like to take this opportunity to express my sincere appreciation to last years council, officers, and club members who supported our Club and prevented last year from becoming a complete disaster. Through your efforts we held together, and in spite of many adverse conditions, had what I feel can only be described as another successful year in the history of our Club.

To those of you who withdrew, stood by, complained, and criticized, I offer no apologies. Instead, I offer you a sincere invitation to rejoin. To become involved through participation, not anticipation, we can all work together and make 1977 not just a good year but a great year.

I have a good feeling about this year. We have a good slate of officers from both chapters, a well balanced council, and a schedule of events for the coming year that will have something to offer for everybody. So, please join us. The Club and the Bay need your support.

Sick Bay


by Roma Blunk

We are sorry to hear that:

Hilda Ekert has been in the hospital after suffering from a severe asthma attack, then a pneumonia bout. We wish you a speedy recovery Hilda...hope to see you at the next meeting or the Bay...

Also, Wes Douglas was back in the hospital, Our sincere wishes for a speedy recovery are sent to him from all club members.

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News From The Launching Ramp

by BETTY MUNRO

My article this month is going to be shy. Why? Because it is going to be on time--Why--Because Eldon and Maggie are on their way to pick it up. How they have the patience to edit the Chatter and then even pick up the material--Wow! They are the mostest. Just getting it all together is one thing and then to edit it, print it, address it and then finally mail it.

Mi sombrero is off to you guys and I think you are great to take on this job for another year.

Art Powers and Cousin Wilbur from Mesa are lucky enough to come fishing during the week. While fishing, they landed a couple good grouper--65 lbs, was the biggest. Art's boat the "AQUAHAULIC" is becoming a "FISHAHAULIC" boat.

NOTE: WE RECEIVED THE FOLLOWING STORY FROM BETTY THE WEEKEND OF JANUARY 22nd.

Jane and Jack Ebert christened their new MY MOM SEZ and from what I saw really got initiated. Jane proudly sat in the turquoise and white beauty, while Jack, with the aid of their son Bobbie, nervously filled out his float plan. Their buddy boats Jaskowiak's FIRST TIME and Barber's



Saturday - January 15, 1977:

We met with several Puerto Penasco merchants and the following people to discuss "TOURISM" In Puerto Penasco;

Dr. Sergio Bribiesca Elvira was the guest speaker, we met him at the Puerto Penasco airport around 11:00 A.M.

We went to the Villa Granada where the gracious and charming Louisa Fletcher had set up the meeting room. Lunch was served which consisted of Shrimp in a very delicious cheese sauce, green salad and Mexican spaghetti.

Mr. Gilberto Montiel Castillo, the Presidente de Municipal attended and introduced Dr. Bribiesca. Mr. Leonel Limon, the President of the Tourism Committee spoke to us regarding the many reports he had been discussing to bring more people back to Puerto Penasco. Mr. Ceasar Tapia Quijada, the Federal Deputy of Tourism of Sonora was also present.

Dr. Bribiesca said in his message to us:

- a) He felt very happy about the things they will be doing in Mexico to improve the tourist conditions.
- b) Who are all the people necessary? Everybody going to Mexico is necessary, we need to unite and work together.

DONDOS were waiting for them in some fairly choppy waters. First call to them was to confirm their passenger Lew Fraizer was needed back on shore. From the conversation I picked up on the radio, Jack put the boat through some pretty good chops and came out well satisfied. Just as they were returning to shore the charter boat, EL DIABLO was coming in, but due to the low tide was going to have to wait for its trailer. Knowing DONDOS was out there waiting to be picked up, I radioed and asked if he could give EL DIABLO's passengers a ride to shore, "Be glad to" he said, "but I just got onto the launcher, MY MOM SEZ is here in the bay--maybe they can do it". A little weak feminine voice came on the air, "We'll try DONDOS", Jane answered. The chore was no sweat for a salty pro like Skipper Jack. The day and the trip was a success for MY MOM SEZ.

Fishing's getting better -- Pretty Tammy Sutton charmed a 26 pounder pinto right onto the deck of Tim Botcher's FREEDOM WON. Cliff Burrows got the decks of the SEACLIF gooey with a 70 pounder grouper. Probably cause he had a good luck charm on board, Bob Taylor.

The Brown's CAROLINA went to the right reef, also. Mary hooked a grouper and turned it over to their guest Dan Allen to land. Dan did the job and brought a 40 pounder to shore. King of their cruise was their other guest Dale Gunn, he hooked and landed a 52 pounder black bass. When Bill was accused of not bringing in his share he mumbled something about - "Some-one has to bait their hooks".

With fishing improving and the good publicity coming into print, maybe things will perk up for us. Please jump into your cars and tow your boat down. We're waiting for you and there is absolutely no need for concern about coming here.

- c) He stated that there is a booklet in the making for information to advise the tourist of where to go in Mexico, what to do, and what to see. The booklet will also contain a map to help the tourist find these places.
- d) He said Puerto Penasco and Cholla Bay should be of special interest to us being the place where they have the highest tide in the world as well as the best fishing village so close to the American border.
- e) Puerto Penasco as a whole has friendly, hard working people.
- f) The shrimp is very appetizing since there seems to be a great interest in their shrimp...you might say 50% is for the people and 50% is for the shrimp.

and last, "it is important that we get together and have a better understanding."

Mr. Ceasar Tapia Quijada spoke of the following:

In behalf of all the Mexican people present at the meeting and others whom want a better tourist trade, he said he wants to communicate with North Americans, they do not want to be strangers, they want to offer their friendship for a more satisfying meaning, something he can be proud of.

He said, "Tourism is important to all, men, women and children, we need to have a better understanding, you need to explore the Mexican traditions, sports and entertainment places...Puerto Penasco offers you a peaceful and great shrimp area." Mr. Tapia closed his speech... by saying...come to Mexico...we will treat you with courtesy.

Later that evening, the following people from our club attended another meeting also at the Villa Granada:

- Pete Scott - Council Chairman
- George Rodgers - Phoenix-Chapter President
- Bill Frenier - Tucson-Chapter President
- Vern Groves - Vice President and
(and Betty) Vice President of Council
- Chuck Hoyt - Search and Rescue Chairman
- Ed Perlmutter - Treasurer - Phoenix-Chapter
(and Marty)
- Lew Frazier - Treasurer - Council
- Chuck Dernberger - Tucson-Chapter
- Kathy Scott - Pete Scott's sister and
reporter for the Daily Star
- Eldon Annis - Editor - Cholla Chatter
(and Maggie)
- Jack and Jane Ebert and Marcello Salazar.

Mr. Leonel Limon, President of Tourism introduced the following in the Tourism committee for Puerto Penasco:

President - Leonel Limon
Vice President - Alberto Haz - who is also
directing any sports events.
Secretary - Louisa Fletcher
Treasurer - Tom Juananera
Playa Hermosa Chairman - Andres Corona
Sport fishing - Marcello Salazar
Public Relations - Ceasar Tapia

Mr. Limon asked Eldon Annis to be their
Publicity man in the states. Eldon agreed
so he will try to get any information of
what is happening in Puerto Penasco and in-
form everyone by printing it in the "Chatter."

Besides the coming of the "Carnival" in
Puerto Penasco, there will be other events,
we will keep you posted as we get them.....

Happy Birthday



HECTOR MUNRO



BLACK SEA BASS DIFFICULT TO HORSE ABOARD

by Bill Valentine

(Reprint Arizona Republic & Gazette - Jan. 9, 1977)

With arrival of the Gulf of California
giant black sea bass to winter grazing
grounds around offshore Cholla Bay
reefs, I thought it might be time to
impart some theories how to best catch
one.

Unlike grouper or pinto, or sardinero
for that matter, a black once hooked
will never try to take refuge between
big rocks or a cave in the reef.

Instead, he'll just simply try to
power out of trouble. And believe
me, these dudes are all blessed with
an overdose of power.

Of all the saltwater fish I've caught
in more than 45 years of line wetting,
I've never seen any species become so
emotionally upset about being brought
to gaff.

I had a little sub-teenaged 18 pounder
nearly break my arm when I stuck a
gaff into him. On another occasion,
if I hadn't had foresight enough to
have had a gaff caddy cruising in the
near vicinity to toss me a superstrong
gaff from his boat, I never would have
landed an 85 pounder. When I finally
wrassled him to the surface, he com-
pletely demolished the two gaffs
aboard my outboard.

Off the Cholla Bay Rocky Point area, these giant sea bass meander along the bottom, inhaling anything resembling food, from about the middle of December throughout winter months until the water gets too warm for them in late spring and early summer. They move around quite a bit when feeding so they occasionally are lucked into shallow water (30 to 45 foot deep) meat fishermen.

When this happens, look out. A big black, hooked in shallow water, will make you crank up to follow him unless you happen to have a ton of 500 pound test line loaded on a Jeep winch mounted on a telephone pole, or, you're just plain lucky and the fish gods are smiling upon you.

The best way to arm yourself for battle with these brutes is to load a 6/o reel with line testing from 80 to 150 pounds, secure it to a short stout rollerguide rod, get a half dozen 9/o to 12/o forged steel hooks, and 8 to 16 ounce singers, then get a bucketful of mackerel, squid, rockbass, or chicken-entrails. After you gather all of this paraphernalia together, look up Hector Munro, Pete, or Marcello Salizar, or any one of the other first class Cholla Bay or Rocky Point fishing guides.

Personally, I prefer using 40 pound mono on a 4/o reel mounted on a limber fast taper rod, and my score of successfully landed black sea bass in a total of 30 years of Cholla fishing, is an 18 pound sub-teenager and one gaff breaking 85 pounder. Nuff said.

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SPECIAL ANNOUNCEMENT SENT TO VARIOUS TV ANNOUNCERS, CHAMBER OF COMMERCE AND GOVERNOR CASTRO

George Rodgers, President of the Phoenix Chapter of the Cholla Bay Sportsmen's Club, announced today that the clubs 600 voting members in Phoenix and Tucson will travel in convoy from both cities to Cholla Bay and Puerto Penasco in Sonora Mexico on the weekend of February 18, 1977.

Rodgers said this was the clubs way of demonstrating that travel to these Sonora communities was safe.

The Cholla Bay Spotrsmen's Club has, for many years, maintained a close relationship with Mexican officials there and felt strongly that a goodwill gesture by the club was timely in light of so many recent negative reports about travel in Mexico.

Although detailed plans are yet to be completed, Rodgers said that working in conjunction with Mexican and American officials, the staging plans for the boat/auto convoy were under way, and in addition, the club will host a no charge Chili Bean and Hot Dog Supper in Cholla Bay on Sunday, at noon, February 20, 1977, and the public is invited.

In related developments, the city of Puerto Penasco will celebrate a four day Mardi-Gras on the same weekend with parades and special events scheduled every day.

Rodgers said that the recent publicity concerning travel into Mexico has significantly reduced travel by Arizonans to this fishing and sunshine mecca. He felt that in light of the close relationship between the club and officials there, some show of support for their dilemma was indicated at this time.

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(Club Member)

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MEXICO - TO MINT NEW SILVER PESO

MEXICO CITY--México is going to start minting "Strong" silver pesos again.

Sometime in early 1977, bright, new 100 peso coins will go into circulation, Treasury Minister Julio Rodolfo Moc-tezuma Cid announced recently.

Nearly an ounce in weight, they will be 72 per cent silver, making them probably the richest silver coins in general circulation in the world.

At the current floating peso-dollar rate of exchange, the 100 peso pieces will cost approximately five dollars.

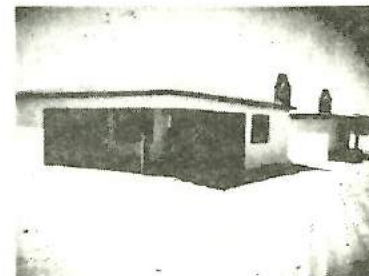
The 20 grams of pure silver they are to contain makes them worth a few cents over three dollars for their precious metal content alone.

According to the treasury minister's announcements, the new 100 peso coins will bear a three-quarters profile bust of Mexican independence on the reverse side. To the left will appear the words "Cien Pesos," 100 pesos, and on the right, the monogram of the Mexican Mint and the year of coinage.

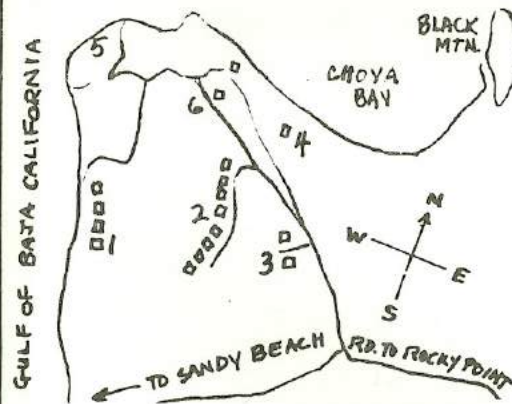
At the bottom, there will be the words "Plata Pura 20 Gramos," pure silver 20 grams. On the obverse will appear the national coat of arms, with the legend "Estados Unidos Mexicanos," United Mexican States, which is Mexico's proper name.

Good News FOR CHOYA BAY VISITORS!! FOR RENT or FOR SALE

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- 1 - Four Aces
- 2 - Sandy Hills
- 3 - Choya Hotel
- 4 - Choya Restaurant
- 5 - Pelican Point
- 6 - New restaurant

For information
& reservations, write:

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or call 968-8009



HAPPENINGS AT PELICAN POINT IN CHOLLA BAY

by Marie MacGill

George Panik and friends were at Cholla Bay the weekend of the 22nd. NOTE: To you East Siders George went down by Maricopa. "He liked it! He liked it!" He also reported that the weather was warm and beautiful and the water was smooth as glass. It was the first time down for his friends, and they thought it was the greatest. A good time was had by all, even if the bottom scratching wasn't to good.

John Vucich of Peliquin Point went to the bay on the 26th to try his luck at hooking some big ones. Not to be out done, the MacGills loaded up their gear and headed for same. Will make report of out come next time.

Some of the regulars that were down last weekend and enjoyed the nice weather were Hal and Evelyn McKinzie and family, Cornel McDonald and wife Lorna. Zulma Olivieri with her sister Sandra Connett and husband Charlie were on the point and did some fishing and crabing. Al Wilson and mother Arlene were down enjoying the nice weather. My apologies if I missed some one.

CB RADIOS O K TO TAKE TO MEXICO

MEXICO LIFTS BAN ON CBs

MEXICO CITY -- American tourists crossing into Mexico now are allowed to take their CB radios with them to make their visits safer, Tourism Minister Guillermo Rosell de la Lama announced Friday.

In addition, he said, all "Green Angels", a fleet of trucks that patrol Mexican highways to help motorists, "have been equipped with citizens band radios which combined with the lifting of (CB) restrictions on tourist automobiles..., will make for rapid and secure communication--for information as well as for the prevention and relief of emergencies."

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by Wimpy Jaskowiak

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All Phoenix members are invited to participate.

To insure proper credit, your name must be on the bottom of the membership ballot.

Deadline -- June 1st, 1977

The Radio will be on display at all general meetings.

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9 INNING BASEBALL GAME.....

MEXICO CITY TIGERS

VS

CLEVELAND INDIANS

DATE: March 12, 1977

TIME: 1:00 P. M.

PLACE: High-Corbett Field
Tucson, Arizona

The prices of tickets will be:

\$2.50 - \$1.50 - 50¢

This is the first time that a professional baseball team from Mexico will be playing in the states.

The game should be of interest to all baseball fans as well as non fans. A good turn out would make this a great event.

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Full Page	\$ 75.00
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