

Yale University Library
Beinecke Rare Book and Manuscript Library

Guide to the Lowrider and Cholo Printed Ephemera

GEN MSS 2161



by Elise Riley

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Collection Overview

REPOSITORY: Beinecke Rare Book and Manuscript Library
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New Haven, CT 06520-8330
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<http://beinecke.library.yale.edu/>

CALL NUMBER: GEN MSS 2161

TITLE: Lowrider and Cholo printed ephemera

DATES: 1978–1981

PHYSICAL DESCRIPTION: 0.42 linear feet (1 box)

LANGUAGE: English

SUMMARY: This collection contains zines and other ephemera relating to the Chicano lowrider and cholo cultures.

ONLINE FINDING AID: To cite or bookmark this finding aid, please use the following link: <https://hdl.handle.net/10079/fa/beinecke.lowrider>

Requesting Instructions

To request items from this collection for use in the Beinecke Library reading room, please use the request links in the HTML version of this finding aid, available at <https://hdl.handle.net/10079/fa/beinecke.lowrider>.

To order reproductions from this collection, please send an email with the call number, box number(s), and folder number(s) to beinecke.images@yale.edu.

Key to the container abbreviations used in the PDF finding aid:

b. box
f. folder

Administrative Information

Immediate Source of Acquisition

October 2025 acquisition: Purchased from Fugitive Materials on the Edwin J. Beinecke Book Fund, 2025.

Conditions Governing Access

This collection is open for research.

Conditions Governing Use

Lowrider and Cholo printed ephemera is the physical property of the Beinecke Rare Book and Manuscript Library, Yale University. Literary rights, including copyright, belong to the authors or their legal heirs and assigns. For further information, consult the appropriate curator.

Preferred Citation

Lowrider and Cholo printed ephemera. General Collection, Beinecke Rare Book and Manuscript Library, Yale University.

Processing Information

Collections are processed to a variety of levels, depending on the work necessary to make them usable, their perceived research value, the availability of staff, competing priorities, and whether or not further accruals are expected. The library attempts to provide a basic level of preservation and access for all collections, and does more extensive processing of higher priority collections as time and resources permit.

These materials have been arranged and described according to national and local standards. For more information, please refer to the Yale Archival Processing Manual.

Scope and Contents

This collection contains zines and other ephemera relating to the Chicano lowrider and cholo cultures.

Arrangement

This collection is organized chronologically by accession date.

Collection Contents

Series I: October 2025 acquisition, 1978–1981

0.42 linear feet (1 box)

Brand, Roger, 1943-1985

Ruiz, Biney, 1947-

This accession contains zines produced as part of the Chicano lowrider sub-culture during the 1970s and 1980s in California and Texas.

Included in the materials are three issues of *New Lowrider News Bulletin*--a magazine edited, designed, and illustrated by Biney Ruiz, a historian from San Jose. Also included in this accession is an issue of *Cholo*, a publication from San Francisco which features comics and illustrations by Rojelio del Fuego and Ed Silvera and an issue of *Latin Life* with art and design by David Gonzales.

Purchased from Fugitive Materials on the Edwin J. Beinecke Book Fund, 2025.

Materials in this accession are arranged alphabetically.

b. 1, f. 1	<i>Cholo</i>	circa 1980s
b. 1, f. 2	<i>Latin Life</i> vol. 1	circa 1980s
b. 1, f. 3	<i>The Mission District</i> no.1	1980
b. 1, f. 4	<i>New Lowriders News Bulletin</i> no.12	1978 May
b. 1, f. 5	<i>New Lowriders News Bulletin</i> no.13	1978 August & July
b. 1, f. 6	<i>New Lowriders News Bulletin</i> no.14	1978 September
b. 1, f. 7	<i>Picante Magazine</i> vol. 1 no. 4	circa 1980s
b. 1, f. 8	<i>Vajito: Low Rider Lifestyle Magazine</i> vol. 1	1981
b. 1, f. 9	<i>Valley Department Store</i> catalogue 2	circa 1980

Selected Search Terms

The following terms have been used to index the description of this collection in the Library's online catalog. They are grouped by name of person or organization, by subject or location, and by occupation and listed alphabetically therein.

Subjects

American literature -- Mexican American
authors -- 20th Century
Lowriders
Mexican American authors -- 20th Century --
Archives
Zines

Geographic Names

California -- Social life and customs -- 20th
Century
Texas -- Social life and customs -- 20th Century

Genres / Formats

Ephemera