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MEXICO, D. F.



# MEXICO

Barney Ales, vp, and Philip Jones, director of merchandise, of Mo-Town Records visited Mexican distributors (RCA) to negotiate new contracts. It seems that Motown will promote its own sound.

Eduardo L. Baptista, president of Musart Records, flew to Los Angeles on a business trip. Before leaving, Baptista informed us that in July, the name of his company will change from Panamerican de Discos, S.A. to Discos Musart, S.A. He also told us that his general sales manager Jose Luengo will fly to Central America for 6-weeks to culminate deals with Musart's new distributors, Dideca.

With the background of a big promotion, RCA is introducing several new young artists. Among them is Tommy Lopez, a young rock and roll singer who is in the style of James Brown and who cut the single #2196 with the songs "Papa's Got A Brand New Bag" and "Lonely Letters."

Dusa Records, the company that holds the Mexican rights to the Philips catalog, has purchased a large piece of land upon which to build studios and offices.

Andre Midani, general manager of Capitol in Mexico, returned from a business trip to Los Angeles. While in the States, he conferred with Capitol execs in Hollywood. Andre has created in Mexico an important artistic catalog with 90% Mexican talents. The latest contract signed by the company is with Chilean arranger, composer, and conductor Joaquin Prieto, brother of the famous Antonio Prieto and who will sing for the first time in commercial records.

There is some doubt that the Beatles will visit Mexico on their current tour of this hemisphere, as the Mexican authorities are a little concerned about the possibility of riots.

AMPRODIS (Mexican association of record producers) celebrated its 4th anniversary with the assistance of the main executives of the 13 record companies we have in Mexico (that belong to the association).

CBS is trying to fit Jerge Valente into the void left by the passing of Javier Solis. This has incurred a very extensive promotional campaign.

Upon his return to Mexico from a business trip to Germany, France, and Switzerland, Bruno Vogt (sales manager of Peerless Records) announced that he has arranged to over dub Mexican voices onto Telefunken musical decks. Peerless will also release a cartridge made by Telefunken. Vogt also returned with the first recordings made in Germany by the Mexican chanter Oliva Molina (on Telefunken). Oliva also received Mexican songs from Peerless to be recorded in Germany. In Mexico Peerless will distribute the entire German Decca catalog through the London label.

Heinz Klickwort, president of Peerless, told us that he signed a distribution contract with Falcon for 5 years. Klickwort will soon leave for the United States to check the distribution of Peerless product in that country.

Musart informed us that their exclusive artists Gloria Lassi and Lucha Villa signed an exclusive contract for 3 more years each. Mike Laure, the Mexican best seller we have at this time, will start a long tour with his group to Chile, Brazil, Ecuador, U.S. Alberto Vazquez, another Musart artist, is actually performing in Peru at the sky Room of the Hotel Crillon. (Lena y Lola are on the same bill.)

Mario Freidberg, vp of Tizoc Records, is expected to return soon to Mexico after 1½ months in the United States where he has been arranging for the distribution of new American labels.

Mexican authorities will probably give permission to several new nightclubs to open soon. Among those proposed are: Senorial, Fontana Rosa, and Social. This could prove to be a great boon to the night life of Mexico.

Tomas Munoz, general director of Gamma Records, will start another tour (this time through the south part of our country) to enlarge his distribution net. Munoz is doing very well with the English label Pye, on which he has already released 5 LP's entitled "The English New Wave."

## Mexico's Best Sellers

- 1 Rondando Tu Esquina—Julio Jaramillo (Peerless)—Sagrario Baena (RCA) Mike Laure (Musart)
- 2 Susie "Q"—Johnny Rivers (Orfeon)—Apon Boys (Peerless)
- 3 Noche De Luna En Jalapa—Mike Laure (Musart)
- 4 Una Limosna—Javier Solis (CBS)
- 5 Estas Botas Sirven Para Caminar (These Boots Are Made For Walking)—Nancy Sinatra (Reprise)—Lupita Carrera (Peerless)
- 6 Juanita Banana—Los Hooligans (Orfeon)—Manolo Muñoz (Musart)—Luis Aguilé (Capitol)—Babys (Peerless)
- 7 Acompañame—Rocío Dúrcal (Philips)—Enrique Guzmán (CBS)—Alvaro Zermeno (Polydor)
- 8 Sin Final (The Phoenix Love Theme)—The Brass Ring (RCA)
- 9 Amigo Organillero—Javier Solis (CBS)
- 10 El Despertar—Marco Antonio Muñis (RCA)—Lola Beltrán (RCA)



## SPECIAL LINES IN THE INTERNATIONAL PROMOTION OF HITS IN MEXICO

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# BRAZIL

Organized by Walter "Woodpecker" Silva, the first Brazilian Modern Popular Music reaction Show, we predicted took place at the "Theater Paramount" in São Paulo, once considered "home of the Bossa Nova." All the many artists present, participated in this 4-hour show without payment, in an effort to bring back MPM to its predominating position in the young Brazilian generation's taste. The name of the show was "Nossa Nova Hora" (Our New Hour) and homage was rendered to the "Catholic University Theater" (TUCA) which was recently on a very successful European tour, having been awarded prizes for best amateur theater of the year. Artists presented were: Titulares Do Ritmo, Caçulas De Bossa, teen drummer Elizabeth Nilson (one of the Latest Festival winners), Sambossa 5, Wilson Miranda, Rosa Maria, Flora, Bossa-Jazz Trio, organist Ely Arcoverde, guitarist Touquinho, Trio Mariaiaí, for the first time guitarist Zé Da Conceição, vocal trio Os 3 Moraes, and songstress Ivete. Singer-composer Xico Buarque De Hollanda and writer Roberto Freire were presented to the public by Walter Silva. Then came Gilberto Gil and Thelma Soares, then Silvia Telles (who sang a samba interpretation of two of Roberto Carlos' hits), pianist Pedrinho Mattar and Antonio Adolfo, vocal group O Quarteto, Marcia, chanter-composer Adilson Godoy, old-timer Miltoninho, Sérgio Augusto, Walter Santos, César Roldão Vieira, Silvinha, new top chantress Claudia and Maria Odete, and finally Airto, Tuca and composer Fernando Lona, who all interpreted awarded numbers from the recent second Festival of Popular Music. Although the room was not sold out, one can consider that the show was a success among the public present and with the critics.

Companhia Brasileira De Discos (Philips), fully represented by top execs from Rio and São Paulo General Manager Alain Trossat, with charming wife, pr crew with Luiz Mocarzel, Carlos Goncalves and Luiz Carlos Gouvêa, from São Paulo and Armando Duarte from Rio, besides A&R man Mário Duarte also from SP, hosted for a successful and well attended cocktail party introducing the new "Clover Operation" (young people in Young music). This a new series of releases presenting new artists in romantic and teen music, a new case with a large possibility for success. In this case, we refer to the release of the first double-compact of the series, introducing 16 year old Maritza Fabiano, of the newest teen music line, together with Ronnie Von, romantic ballad chanter Claudio Faissal (who is becoming a bestseller with his Italian music interpretations) and The Brazilian Bibles, five young men of the Liverpool sound line. All the local press, radio and TV representatives were present together with other companies' execs and many people connected with the music world.

Another important social event was the one hosted by CBS do Brazil, with Antonio Silva and Othon Russo from the Rio offices of the company and new manager from São Paulo Francisco Fernandes, PR man Reinaldo Eusébio and sales Manager José Vilalpando, for the presentation of US concert pianist Gary Graffman, exclusive CBS artist. With wife Naomi, Graffman talked for a long time about his career with critics José Da Veiga Oliveira and Gonzalez, when he told us about his South American tour of 2 months, in Columbia, Paraguay, Argentina, Venezuela, and Brazil. Formerly with RCA, Graffman is for 4-years recording for CBS. Here, he appeared at the Catholic University and TV excelsior and will then appear in Rio's Municipal Theater. We recall that the most famous recording of the talented soloist was "Rachmaninof's Concert No. 2" with Leonard Bernstein, for CBS.

New PR man of Discos Mocambo (Fabrica de Discos Rozemblit), Antonio Coimbra, we receive news concerning the new contract between the label and songstress Maria Odete who interpreted discussed number "Boa

(Continued on Page 10)