

LET'S TALK SPANISH (Spanish Records, That Is)

Myrta Silva, who just signed a contract to record for Musicor, is producing her TV show every Monday on Channel 47, the Spanish UHF channel, as she did on Puerto Rico's WAPA-TV—and she brings to television some of the biggest names in the Latin and American entertainment world.

Celia Cruz and Tito Puente have teamed up to record for Tico today's biggest hit in the market, "Cuba Y Puerto Rico Son . . ." The album includes tunes from Cuba, Puerto Rico, Mexico, Columbia and Spain especially arranged by Puente; it's one of the best LPs ever recorded by Celia.

A giant reception awaits the arrival of La Lupe who is flying down to PR via Transcaribbean for a 10-day engagement with Tito Puente and His Orchestra. The La Lupe Fan Club has planned the welcome festivities for April 21 at the Isla Verde Airport.

Ray Barretto, just back from Venezuela where he topped all bands with his performances at the Maracaibo carnivals, is scheduled to do a new LP for United Artists.

News has reached us of Elliot Blaine's preparations to celebrate Consolidated One Stop's first anniversary. Promising to be a very big party, he is inviting the Spanish record manufacturers, as well as disk-jockeys, dealers and press representatives.

Musicor's hottest Latin LP is by "Orquesta Broadway" . . . Back in New York, and appearing at the Chateau Madrid, is Juan Legido now readying his new album for Spanoram Records . . . Also in New York, La Orquesta Panamericana De Lito Peña, one of Puerto Rico's top orchestras, last week signed with Alegre Records.

Broadcasting from the Alameda Room daily, Dick (Ricardo) Sugar now on FM Radio with his program of Latin music, plays up to the minute in Spanish American listening, making his show one of the most popular on radio.

Ernesto Aue from El Palacio de la Musica in Venezuela in New York with his wife last week visited UA, Seeco, Tico and companies whom he is a licensee in his territory. Palacio is experiencing tremendous sales on their latest La Lupe LP. Recorded in Venezuela with a typical folkloric music group (guitars, harp, bass, etc.), by special arrangement with Tico, "La Lupe Y Su Alma Venezolana" will be released in New York next month.

Banco Popular sponsored a two-hour television show in San Juan honoring the music of the late Rafael Hernandez, Puerto Rico's greatest composer and featuring the leading entertainers in the Latin American music field. The show was so successfully received that thousands of people asked the banking firm to record it. Two weeks ago Banco Popular called a meeting of all the record distributors and announced that in answer to the many requests, they are going to produce the album. And, simultaneously, with the distributor's help they would begin a cancer fund raising campaign in the name of Rafael Hernandez. All of the companies involved agreed to cooperate non-profitable; Morris Levy, President of Tico Records allowed the publication of Tito Puente's name as one of the soloists in the LP (Tico has an exclusive recording contract with Puente) and donated \$500 to the composer's fund.

Joe Cuba, while vacationing in PR, was offered a summer engagement with his Sextet at one of the hotels there. Most recently, "We Must Be Doing Something Right," Tico, has taken off as one of their best LPs.

Labels in PR Day Parade?

The Spanish community of New York is getting ready for the next Puerto Rican Day Parade. W.A.D.O. is organizing an artist marathon in May at the Manhattan Center, as they have done in previous years, in order to raise funds for the necessary expenses involved in bringing the bands and other groups in from out of town for the occasion. In prior parades, every industry catering to the Spanish population of the city displayed beautiful floats with pretty girls and musicians on them, making the event a most colorful one. It is possible that the record industry, too, will participate with a float in this year's parade.

Roulette Story

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000-plus Spanish market is earning more, living better, spending more than \$7,000,000 a week on food and listening to Latin radio at an unprecedented rate.)

Levy continued, "There are also Latin American movies on Channel 9 Saturday nights and Channel 47 programs Latin American music, too.

"Sales are spreading to New Jersey, Ohio, Texas, Florida and California. Europe is picking up, too. Fifteen years ago the biggest line in France was Tico. They've started to work on it again in France as well as Germany, and there have been inquiries from England."

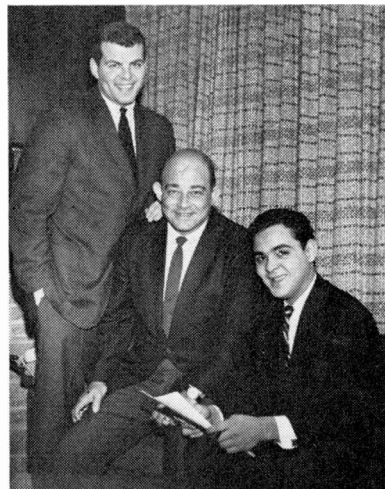
He added that the Japanese market is "getting bigger and bigger. Most of our Tico artists go to Japan and are very successful."

It was mentioned that longevity of Latin American catalog is a potent plus factor. The Roulette roster has a decided edge in that they have many artists well established over 10-15-20 year periods. "Tito Puente, for instance, goes far beyond his ethnic background and is accepted by, say, Cubans as well as Puerto Ricans. Some studios still use Puente LPs to teach Latin dances. We're still using a 15-year-old Puente master."

Roulette has stopped making 78 rpm records, "although some stores in New York City call up and would take 1,000 at a time. Record Merchants Association is after a removal of all 78s."

"We have tape now," Levy continued. "ITCC has sold 1500 Tico tapes."

Levy opined that, "if we must compare, I think Latin American music can't help but be as big one day soon as Rhythm and Blues is today."



Normand Kurtz, attorney for Roulette, Morrie Pelsman, who has charge of Roulette's Latin American lines, and Ricardo Rey, band leader, pianist and composer.

Latin American Single Hit Parade

Reprinted From Farándula

1. **LA VENDA**
(Autora: Irma Morillo)
Daniel Santos (Spanoram 631)
Odilio González (DiscoRico 2003)
2. **LA LIMOSNA**
(Autor: Indalencio Ramirez)
Flor Silvestre (Musart 4171)
3. **TRIUNFAMOS**
(Autor: Rafael Cárdenas)
Los Panchos (Columbia 9658)
El Trio De Oro (Remo 646)
4. **MI DESTINO FUE QUERERTE**
(Autor: Salvador Barraza)
Flor Silvestre (Musart 4169)
Irma Serrano (Columbia 9695)
Rosaura Soto (Forta 380)
Luis Garcia (Pepino 155)
Alegres de Terán (Columbia 9704)
5. **WEEK END SIN TI**
(Autor: Primitivo Sánchez)
Trio Juventud (La Flor 166)
6. **SIGUE DE FRENTE**
(Autor: Mario de Jesús)
Felipe Pirela (Velvet 2033)
7. **EL ARBOL**
Lola Flores (Belter 5229)
Roberto Ledesma (Gema 1530)
8. **LA BANDA BORRACHA**
(Autor: Rafael Sánchez)
Mike Laure (Musart 4190)
Porfi Jiménez (Velvet 2039)
Dominica (NRC 010)
9. **AMAR DUELE**
(Autora: Yvette Marchand)
El Gallito de Manatí (BMC 335)
10. **NUUESTRO RINCONCITO**
(Autor: Sammy Rivera)
El Trio De Oro (Remo 648)
11. **POR UNA MENTIRA TUYA**
(Autor: Ramón Torres)
Ramón Torres (La Flor 162)
12. **LA CRITICA ES SOCIAL**
(Autor: Rafael Muñoz)
Rafaelito Muñoz (MAR 123)
13. **LA CASITA BLANCA**
(Autor: Mario Castellón-C. Cabrera)
Los Costaneros (Seeco 8149)
Ricky Vélez (Orta 1026)
14. **MIS NOCHES SIN TI**
(Autor: M. T. Márquez-D. Ortiz)
Vicentico Valdés (Seeco 8139)
El Trio De Oro (Remo 646)
Olga Chorens (Parnaso 122)
Olga Chorens (Seeco 8150)
Daniel Santos (Velvet 2040)
Gilberto Monroig (Gema 1521)
15. **TU ERES MI DROGA**
José A. Salaman (Spanoram 633)
16. **NO SE LO DIGAS A NADIE**
(Autor: Evaristo Rodríguez)
Manchito Motta (Suaritos 270)
17. **DOS LAGRIMAS**
Orlando Contreras (Maype 1096)
18. **HOY SIN AYER NI MAÑANA**
Trio de Oro (Remo 649)
19. **CUATRO CIRIOS**
(Autor: Federico Baena)
Rosita Rodríguez (Ansonia 2001)
20. **DESDE LA VENTANA DE MI APARTAMENTO**
(Autor: Carlos Estrada)
Felipe Pirela (Velvet 2021)
21. **EGOISMO**
(Autor: Osvaldo Farrés)
Dúo Cabrisas-Farah (Madiner 5126)
Celia Cruz (Seeco 8156)
22. **SE TE OLVIDA (La Mentira)**
(Autor: Alvaro Carrillo)
Olga Guillot (Musart 4163)
Lucha Villa (Musart 4165)
Felipe Pirela (Velvet 2033)
Los Panchos (Columbia)
23. **MI CACHARRITO**
(Derechos Reservados)
Roberto Carlos (Miami 1052)
24. **PRIMAVERA**
Miguel A. Figueroa (Malva 1008)
25. **PEDACITO DE LLUVIA**
(Autor: Manuel del Valle)
Los Condes (Gema 1529)
26. **CARTA FATAL**
Lena y Lola (Musart 4155)
27. **PEREJIL PA' LA COTORRA**
(Autor: A. González)
El Gran Combo (Gema 1528)
28. **TE ODO**
(Autor: Gustavo Seclén)
Johnny Sánchez (Beny 1009)
29. **LA GOTA**
(Autor: Jacinto Santiago)
Rodolfo Arroyo (Borinquen 33)
30. **VIRGEN NEGRA**
Anibal de Peña (Kubaney 5234)