

SAYS CBS' VILLAREAL

Latin Market Will Rise Consistently

By MARV FISHER

MEXICO CITY—An estimated rise in gross sales of between 8 and 10 percent is predicted for the record market each year until the end of this decade, "not only for this country but throughout all of Central and South America," reports Manuel Villareal, president and director of Latin American operations for CBS.

The long-time executive says the anticipated 50 percent rise by the start of the 1980s will become a reality if there are no further toppling of governments, severe economic crises or expropriation of record companies.

"One of the keys as to which way the wind will blow is what happens to Argentina in the near future," Villareal says. "Actually, the business there has been continually good, but, because of the price controls and 150 percent rise in salaries, we have been showing heavy losses."

"However, knowing the great potential of that market, we have resigned ourselves to sustain the losses there for the time being."

Another factor in looking ahead

toward bigger grosses for the interchange of Latin product is the halting of underselling on the wholesale and retail level of Spanish-speaking product in the U.S. "Efforts are moving ahead in trying to convince buyers there that our product has the same quality as the general American line, and that there should be no differentiation," he says.

Some of the blame for price cutting where there is a heavy concentration of Latinos has been placed on the smaller independents who are anxious to dump their product at any cost.

Although zeroing in on CBS activities, Villareal flatly states that it has long been the understanding of the outside world that all Latin American countries are one in the same. "Unfortunately, this is a gross misjudgment," he emphasizes. "The songs, the approach to marketing, the taxes, the economic, social and political outlook, even the musicians themselves, are as different as night and day," Villareal says.

Villareal points out that for a com-

pany like CBS, particularly in Latin America, there has to be a vast interchange of product. "But we also must depend on national product to sustain sales and instill growth." Mexico has a 70-30 ratio of national to international product.

"When we do make deals on foreign artists, we have to make sure they already are established stars, or, for double protection, that their record is a big hit," Villareal says. In the case of Mexico, the likes of Chicago: Blood, Sweat & Tears; Santana; Earth, Wind & Fire and Neil Diamond have been consistent sellers for CBS. Ray Conniff and Percy Faith, with their vast catalogs, have helped to buffer CBS' international line in this country.

In further crystal-balling the future of Latin America, Villareal warns that the industry cannot stand runaway inflation on such semi-luxurious items as records and tapes.

"We cannot let prices get beyond the reach of the general public." In his years of hopping from one part of Latin America to another, Villareal has seen the emergence of CBS in five other countries and areas. Besides the establishment of the label here in 1947, he has spearheaded, in succession, the growth of the company in Argentina (1954), Brazil (1957), Colombia (1963), Central America, actually in Costa Rica (1965) and Venezuela (1971).

From CBS De Mexico's founding in the mid-1940s, it has grown from a staff of 38 to more than 700 employees, all Mexican.

The CBS label sells directly to dealers who are joined by exclusive record and tape outlets plus such food store chains as Gigante, Aurrera and Commercial Mexicana.

Latin Scene

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"Ya No Estaras" b/w "Los Cinco Hermanos" have incorporated a synthesizer with a mariachi band and the results are getting close to 2,000 unit sales per day. Same label also having bang-bang results from one of their imports from Spain's Movie Play line, a kiddie group called La Pandilla via a song called "El Alacran."

Gamma is launching a campaign on its soundtrack album of Warner Brothers' "Mame." According to international director Luis Moyano, lobby sales between the three daily showings also are planned. . . . Jose Jose, five years an artist with RCA, is back from his initial penetration of Spain and is reportedly set for another tour there next year.

Codiscos (Colombia) just made an extended deal with Musart for distribution of their product in Mexico. . . . Representing the former in the talks was Alvaro Arango. Negotiating on behalf of Musart was Frank Segura. . . . Latest in the line to go out here is "Te Lo Juro Yo," which includes the single and the LP under the same title. . . . Triple opening in the Federal District on July 24: Argentina's Victor Heredia bowed at the Polyforum Siqueiros; the States' Shirley & Company debuted at the Jacaranda; Olga Breeskin and her revue premiered at the Versailles Room of the Hotel Del Prado. Former two attractions are released here via Polydor. Latter company tempo-

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NATURAL MASS APPEAL

Simple Mexican Tropical Music Rings Sales Bell

MEXICO CITY—It is simple music with simple lyrics. It is called tropical down here. It is music with a natural mass appeal, much like country music in the U.S.

Discos y Cartuchos de Mexico, a five-year-old firm which distributes the DCM and Melody lines, has found a successful sales formula with one tropical LP after another by Rigo Tovar y su (and his) Conjunto Costa Azul. Daily album orders are now hitting 1,000 a day, strong competition to RCA's hot selling combo, Acapulco Tropical.

Jose Luengo, who was lured by president Jose Ignacio Morales four months ago to become vice president of the label after 23 years with Musart, looks at it one way. He says, "The important thing is the people: they like it, they buy it!"

In their tight, day-to-day operation, Discos y Cartuchos, which manufactures its product from the recording all the way down to the jackets, keeps strictly to the lowest prices possible. For Melody, prices to the stores are 35 pesos (\$2.80); for DCM, costs for the retailers are 25 pesos (\$2). The costs to the public on these economy and low budget lines are a little under 45 pesos (\$3.60) and just over 34 pesos (\$2.72), respectively.

The ironic twist of Tovar is that he is selling to all classes, even though his Melody logo goes in the medium priced range. "It is a soft melodic

style with simple lyrics," adds Luengo, "consequently the mass coverage."

Although Discos y Cartuchos doesn't have too many foreign lines for distribution in Mexico, Tovar strangely happens to be one of them. His masters come via Gaston Ponce's Nova Box company in Houston. The group are all from the East Texas area, as well.

"But in the popular appeal," continues Luengo, "we have several others who also are starting to carry the ball." Among them are Los Pulpos and Raul Vale, latter who recently married one of Mexico's biggest stars, Angelica Maria.

In answer to why Mexico's current "slump" in the exportation of product, Morales says "perhaps it is because we are concentrating too much on our own market, and what the people here want is not necessarily what they are looking for in other countries." He meant some of the other Latin American nations who share the same language.

As to the same topic of international breakout for Mexico, Luengo sums it up as, "We (the people) just don't like the sophisticated type of songs. We go for more melodies with rhythm (basically, the tropical ones), therefore our losing out internationally." He points out, though, that other Mexican artists are beginning to garner impact outside, i.e., Jose Jose and Juan Torres.

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DE AQUI Y DE ALLA...

SALUDOS amigos lectores, de nuevo con más noticias de la compañía de música latina más grande de los Estados Unidos de Norteamérica... **HENRY NELSON** el fecundo compositor colombiano, esta trabajando en el nuevo long play que lanzará la firma Caytronics. De seguro este disco será de igual éxito que el anterior, espérela... **CLAUDIA** de **COLOMBIA** estuvo por New York, para presentarse en un espectáculo en la fecha patria de su país o sea el 20 de Julio. Al llegar a esta ciudad sus discos están en el tope de la popularidad, lo que la cantante colombiana se sintió satisfecha por la acogida que el público le han dado a sus discos... **SE** acerca el gran acontecimiento del año 1975. La firma Caytronics presentará el próximo 5 de Octubre a Roberto Carlos, Vicente Fernández, la Sonora Santanera, Leo Dan, Valentina, Leyva, Sonia López, Juan Luis y muchos artistas más, en el Madison Square Garden de New York, Nada que Caytronics es la empresa que presenta los mejores espectáculos en New York... **EN MIAMI** Camilo Sesto está en el hit parade con el tema "Mi Verdad". También en esa ciudad se han colocado Antonio Marcos con el tema "Por que llora la tarde" y Roberto Carlos con "Yo te recuerdo"... **JUAN PARDO**, el gran compositor de España, creador de miles de éxitos, tiene su primer sencillo en el sello PRONTO. Sus temas: "Conversaciones conmigo mismo" hacen notar la calidad de este compositor... **YOLANDA DEL RIO** sigue a la cabeza de las solicitadas en su género de cantante ranchera. La canción "Se me olvido otra vez" se está vendiendo en todos los Mercados de Estados Unidos. Eso quiere decir que no tan solo a los paisanos de Yolanda les gusta como canta esta linda mexicana... **CHOCOLATE** el trompetista de siempre, sigue adelante con su número "Nicolasa". El mismo es muy solicitado por los amantes de la música tropical... **IMELDA MILLER** gusta mucho con su tema "Cuando tú vuelvas" canción de su propia inspiración, cantada con mucho sentimiento. La muñeca de los ojos verdes, le pone un toque especial a este tema, que hace que el mismo guste a todos aquellos que desean disfrutar de una canción llena de tanta emotividad... **PERET** el cantante flamenco más cotizado de España, ha entrado en California con el tema "Mi Santa", canción simpática y llena de colorido. Otro éxito de Peret, el rey del canto flamenco... Bueno amigos será hasta la próxima semana, en que lestraeremos más noticias de Caytronics, la compañía de música latina...Chao..

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- (4) - LAS JILGUERILLAS C-11-7102
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"Se me olvido otra vez"
- (6) - GERARDO REYES CYS-1440
"El rey de los caminos"
- (7) - MARIA DE LOURDES DK-11-3270
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