

From RCA Victor in Mexico:

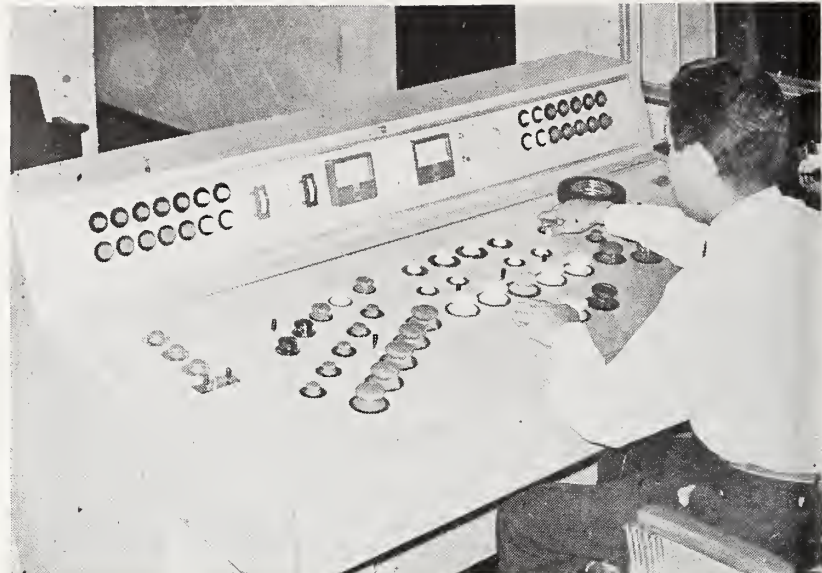


Michael S. Hazzard—President of RCA Victor Mexicana and the man directly responsible for the tremendous growth of this company in recent years.

In mid 1930 RCA Victor Mexicana celebrated the 25th anniversary of its foundation. Twenty-five years during which the plant grew from a small pressing operation to a giant factory employing over one thousand persons and servicing not only México but Central and South America and the Caribbean. Today, RCA Victor Mexi-

cana owns the largest and most varied catalog of Latin American music available anywhere in the world.

Its roster of artists, which now numbers over 150, includes the most famous artists of all Latin America. From this roster have come such current U.S. favorites as Pérez Prado



The recording studio. Equipped with the latest stereophonic recording equipment, Mexicana's studio has facilities for simultaneous recording on three, two and one channel.

and Juan García Esquivel, both of whom initiated their recording activities in México many years ago. Although, these are the best known Mexicana artists in the United States, the roster is replete with names equally popular throughout Latin America. Miguel Aceves Mejía, Amalia Mendoza, Pedro Vargas, Libertad Lamarque, Violines Mágicos de Villafontana, El Mariachi Vargas de Tecalitlán, Pablo Beltrán Ruíz, María Victoria, Los Tres Ases, Los Dandys, Lobo y Melón, Los Tres Reyes, Los Tres-Diamantes, Rebeca, Hermanos Martínez Gil, José Alfredo Jiménez, Mariano Merceron, Virginia López, Marco Antonio Muniz are all important figures in the Latin American entertainment field and these are but a

small portion of the whole roster.

Early in 1959, and in conjunction with the RCA Victor Record Div. in New York, The Mexican Corporation initiated a new phase in its distribution programs, when it made available to the American public in the United States the authentic music of Latin America in original recordings by shipping finished product direct to RCA Victor Distributors in the United States. In the initial phase this service has been limited to the larger population centers of this country, however, in response to the ever increasing demand for international music, Mexicana plans to extend its distribution throughout the United States.

Victor's Mexico Plant:

RCA Victor Mexicana, S.A. de C.V. México's largest record manufacturing plant. A completely integrated operation, this building includes studio, factory, administrative offices and warehousing and shipping facilities.



Mariano Rivera Conde—Vice-President and A&R Director personally developed the tremendous catalog which has been the basis of Mexicana's success.