

LATIN BEAT

TOP 20 ALBUMS

CHICAGO POP

CHICAGO SALSA

- 1 **TE JURO QUE NUNCA VOLVERE**
LUPITA D'ALESSIO (Orfeon 021)
- 2 **NUMERO 8**
LOS TIGRES DEL NORTE (Fama 564)
- 3 **A PENSAR DE TODAS**
VICENTE FERNANDEZ (CBS 850)
- 4 **DERRUMBES**
SALVADORS (Arriba 3005)
- 5 **LEO DAN**
(Caytronics 1504)
- 6 **VIVAN LOS MOJADES**
LOS TIGRES DEL NORTE (Fama 551)
- 7 **LA VOZ RANCHERA**
CHELO (Must 10638)
- 8 **AMIGO**
ROBERTO CARLOS (Caytronics 1505)
- 9 **SERENATA SIN LUNA**
LOS ANGELES NEGROS (International 925)
- 10 **ENTRE AMIGOS**
CAMILO SESTO (Pronto 1034)
- 11 **CON MARIACHI**
CHELO (Musart 10585)
- 12 **A MIS 33 AÑOS**
JULIO IGLESIAS (Alhambra 38)
- 13 **BESITOS**
LOS HUMILDES (Fama 560)
- 14 **TU SONRISA**
LORENZO SANTAMARIA (Latin Int. 6920)
- 15 **ABRAZAME**
LOLITA (Caytronics 1489)
- 16 **CANTA A JUAN GABRIEL**
ROCIO DURCAL (Pronto 1031)
- 17 **EL AMOR**
JULIO IGLESIAS (Alhambra 23)
- 18 **ESPECTACULAR**
JUAN GABRIEL (Pronto 1036)
- 19 **CAMARON PELAO**
LOS POLIFIA CETICOS (Latin Int. 5025)
- 20 **DESNUDATE**
MIGUEL GALLERDO (Latin Int. 2042)

- 1 **HOMENAJE A BENNY**
TITO PUENTE (Tico 1425)
- 2 **SPANISH FEVER**
FANIA ALL STARS (CL 35336)
- 3 **LA COMEDA**
HECTOR LAVOE (Fania 522)
- 4 **AMIGOS**
LOUIE RAMIREZ (Cotique 1096)
- 5 **EDDIE PALMIERI**
(Epic JE-35523)
- 6 **ONLY THEY COULD HAVE MADE THIS ALBUM**
CELIA CRUZ/WILLIE COLON (Vaya 66)
- 7 **LA CHARANGA 76 EN EL 78**
CHARANGA 76 (TR 139X)
- 8 **NEW YORK CITY SALSA**
ORQUESTRA BWAY (Coco 140)
- 9 **SALSA MAYOR**
(Velvet 8011)
- 10 **INCONQUISTABLE**
DIMENSION LATINA (TH-2040)
- 11 **SABOR SENTIMIENTO Y PUEBLO**
ISMAEL MIRANDA (Fania 530)
- 12 **ESTO SI ES LO MIO**
ISMAEL RIVERA (Tico 1428)
- 13 **A LA CARTE**
MONGO SANTAMARIA (Vaya 74)
- 14 **EN LAS VEGAS**
EL GRAN COMBO (EGC 015)
- 15 **SALSA ENCENDIDA**
TIPICA 73 (Inca 62)
- 16 **THE ARTIST**
JOHNNY PACHECO (Fania 503)
- 17 **EXPLORANDO**
LA SONORA PONCENA (Inca 1060)
- 18 **DOS**
CACHO (Salsoul 4115)
- 19 **MACHA MUMBA**
SAOCO (Salsoul 4117)
- 20 **MUSICAL SEDUCTION**
BOBBY VALENTINE (Bronco 106)

New York's major salsa bands have visions of eventually doing a 10-day Latin Music Festival that would be more varied in scope, appealing to different audiences and held in different concert halls around town. "If Newport can do it, so can we," says promoter Ralph Mercado. "But it'll take a few years before we'll be ready for something that big. We'll do two days this year and grow from there."

Mercado, who along with Ray Aviles has quickly built RMM into a major force in the salsa field, is quick to downplay his role in creating the festive air the concerts take on, claiming that the promoters simply "start it. They (the musicians) make it happen more and more. They're becoming more motivated because the presentations are becoming more professional, but in the end it's the musicians and the audience that make a show a happening."



Pictured (l-r): Aviles and Mercado.

The story of Ralph Mercado and Ray Aviles will no doubt remind some of the American Dream personified. Mercado, who can remember pushing racks through the streets of New York's garment center, got into dance promotions on a small scale in the late '50s with "waistline parties," where, for admission, women would pay two cents for each inch of waistline. In 1961, Mercado and two friends began running the Three-and-One Club, a social club located over a car wash on Flatbush Ave. in Brooklyn. From there it was on to producing various programs (many soul shows) with different partners under the title of Showstoppers, and in 1970 he began promoting Latin music Thursday nights at The Cheetah, and eventually got involved in the club's day to day operations. The Cheetah was captured on film in all its glory in "Our Latin Thing," the first Fania All-Star movie.

Ray Aviles' road to success was even more meandering than Mercado's. Aviles was a butcher and bodeguero and also operated a bar and grill before getting involved in the music promotion business. Aviles began working with veteran promoter Jack Hooke and gravelly-voiced disc jockey Symphony Sid at the Village Gate's Monday night Latin music presentations, and he eventually went to work for Hooke, where he would sell acts to Ralph Mercado and other promoters for their clubs. When Fania Records produced the "Our Latin Thing" film, Aviles and Alex Masucci formed a film distribution company and proceeded to get the movie into theatres around the country and in Latin America. RMM was formed about five years ago, and since then the "dynamic duo" have wasted little time in congratulating themselves for their past achievements, but have constantly pushed their latest projects forward.

Eddie Palmieri has reigned as King of Salsa for quite some time. His positive reputation in and out of the Latin community is attributed to his incredible musical talents.

Eddie has had a strong following in all Latin markets since 1961, when he initiated

the revolutionization of salsa. In 1976 he became popular the world over when his album "The Sun Of Latin Music" received an honorable mention in Stereo Review's annual music awards. Later that year the album received two Grammys.

He began playing piano at the age of eight and displays his mastery whether it is classical, jazz, R&B or with the great salsa sounds for which he is so well recognized.

While under the Coco label, Eddie Palmieri recorded albums which sold more than 100,000 units even without heavy promotion. Now with Epic Records and the sophisticated and effective promotion machine the company is famous for, Eddie Palmieri's new release should go gold.

Coco Records has released two new albums on the Zafiro label. Hernaldo has a new album out titled "Concionero," on which he sings 12 songs, all of which he composed. The album was produced by Juan Carlos Calderon, a leading producer of Latin music. The songs cover a wide variety of styles including those heavy with rhythm, some ballads, some from South America and one tango.

Alejandro Jaen, also from Spain, has a new release on Zafiro titled "Misropios Sentimientos." On the album he performs all of his own material. His songs have been recorded by such artists as Juan Bau, Mecedades, Claudia, Manuela Torres, Sergio Y Estibaliz, Marison and Los Joao, but this is the first time Alejandro can be heard singing his own songs.

Angel "El Diferente" Canales is starting off the new year with a bang now that he is free to record. He is in Latin Sound Studios recording an album for his own label which will be called Selanac Records (that's Canales backwards). Angel is producing the album, and also has written half the songs. Jon Fausty is engineering the sessions. The title of the album will be "El Sentimiento Del Latina En Nueva York." New studio versions of "Kung Fu Karate" and "Panama Soberama," both of which were written by Angel, are included.

Ralph Mercado Management has set Merchito and his orchestra for a tour of Finland from Feb. 2 to 18.

The inmates of Auburn Correctional Facilities will have a rare treat when Latin Fever, Salsa's all female orchestra, make an appearance at the prison. It is the first time a group of women have been allowed to go into a maximum security prison made up of all men. Latin Fever will make their appearance Dec. 30 at the prison which is located in Auburn, New York.

The following Latin artists were nominated for a Grammy for the Best Latin Recording in 1978: Tito Puente, "Homenaje A Benny More"; Fania All Stars, "Coro Miyare"; Laurindo Almelda, "Laurindo Almelda Trio"; Orchestra Harlow, "La Raza Latina"; Eddie Palmieri, "Lucumi, Macumba, Voodoo"; and Mongo Santamarra, "Mongo A Lat Carte." Best bet for a Grammy winner, I would have to say Tito Puente's "Homenaje A Benny More."

ray terrace

LATIN PICKS

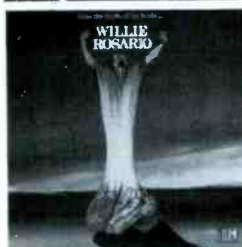
UNA DIMENSION DESCONOCIDA — Andy Montanez — LAD-302 — No Producer

Veteran singer Andy Montanez has been around for sometime. In fact, he has recorded with such greats as El Gran Combo, La Dimension Latina and Puerto Rico All Stars. In this album he demonstrates his ability to sing only the best in salsa music. His voice is superb, as this recording, done in Venezuela, clearly demonstrates. The best selections are: "Confidencia," "El Que Canta," "Pasando El Canal," "Cantares And Mayeya," "No Juegues Con Los Santos."



FROM THE DEPTHS OF MY BRAIN — Willie Rosario — Top Hits THS-2011 — Producer: Willie Rosario

This is a first for Willie Rosario with Top Hits Records. Most of the cuts in this album are moving salsa numbers. The arrangements in this LP are good. The horn section is great, also a very tight rhythm section. The vocals by Junior Toledo and Guillo Rivera are excellent. The best songs are: "Ojala Te Vaya Bonito," "Llorare," "Dejame Dormir," "Picadillo Con Salsa," "Desesperacion," "Amor En Serio" and "Todo Se Olvida."



CON MARIACHI MEXICO DE PEPE VILLA — Flor Silvestre — Oasis OA327 — No Producer

Multi-talented vocalist Flor Silvestre gives her heart and soul on this album of love songs and Mexican folk music. The Mariachi Mexico de Pepe Villa backing her is superb. This album was recorded in Mexico, and she excels vocally on every cut. The best songs are "Perdi La Partida," "Nestro Gran Amor," "Bendicion De Dios," "Que Benito Amor," "Plegaria" and "Lagrimas Del Alma."



SALSA'S SALSA
LATIN RECORDING

FOR THE CONNOISSEUR
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