

Seeco Records Prexy:

'Young Sound' Even Taking Over Latin

BY DOUG McCLELLAND

NEW YORK — The Latin American music market is growing, agrees Seeco Records President Sidney Siegel, but, he adds, it's also changing.

"The young element is going in for a different type of music, the Joe Cuba or René Grand sound," said Siegel, whose primarily Latin label will be 25 years old next year. "Here in the United States and Puerto Rico the trend is toward the young sound. Oh, the youngsters like the traditional Latin American music, but there's a young sound they definitely want to hear.

"A lot of the material Joe Cuba records, for instance, has English lyrics — the same is true with René Grand, a very promising new artist. Ten years ago a Latin-oriented record company would never have thought of doing this."

Siegel has one of the best vantage points from which to observe music trends, too. He has been in the music business all his life, and his father was also in it, from 1909.

Had Casa Siegel

"I started in a retail store in Harlem," he recalled, "Casa Siegel. We had a big radio and record department. Seeco Records was started in 1942. At that time there weren't many independent labels around, and the majors were putting out a small amount of Latin merchandise because of the rationing of materials due to the war. So, in order to survive, I started looking around for talent to record to stay in business."

Siegel was able to acquire many big names for his label right off. "I always had the idea not to build — you can grow old building," he said. "I wanted to come in with big names, and my first release had many of the biggest: Bobby Capo, Celia Cruz, Daniel Santos, Chuchu Martinez, Grupo Marcano, Noro Morales, Johnny Rodriguez and Sonora Matancera. When I sent out my list to Latin countries, I had to barricade the doors!"

He continued, "We got a lot of Latin music started in those days in areas where there were no Latins. These dealers were after any merchandise they

could get because of the scarcity due to the war."

After the war, people started to travel extensively again and the Latin market grew, with the biggest concentration of Latin interest in six or seven major cities.

"We were exporting a lot in those days," Siegel mentioned, "especially to Venezuela, Mexico and Brazil."

In 1946 Siegel sold his retail business to concentrate on the booming Seeco activities. About 15 years ago, he moved his label downtown to W. 60th St. offices. And, with the advent of LPs, business got even better.

Branched Into Pop

"We branched into popular in the late '50s with the signing of such names as Jose Melis, Hildegard, Lilo, Stubby Kaye and Skitch Henderson. Alan King's only comedy album is on Seeco, and we even have an album by Elsa Maxwell. We went into jazz with Stan Getz, Wardell Gray, Zoot Sims, Al Cohn, Randy Weston and Cy Coleman. We wanted a well-rounded label.

"We also distributed Dot and ABC-Paramount in Latin America in the '50s."

Seeco now has a Latin American roster that includes Johnny Lopez, Lola Flores, Carlos Ramirez, Leo Marini, Hugo Delcarril, Eva Garza, Los Chavales de Espagna, Chita Rivera, Virginia Lopez, Cortijo and Band, Carmen Delia Dipini, Alberto Bertran, Chuito Velez, Joe Cotto, Margarita Sierra and the aforementioned Joe Cuba and René Grand who, with Vicentico Valdes and Chuito Velez, are among the diskery's biggest sellers now.

Siegel's staff includes Howard Roseff, Domestic Sales Manager; and Raymond Irazarri, Export Sales Manager.

Why the great buyer interest in Latin American music today? "People from all over — not only the New Yorkers — are traveling to, say, Puerto Rico these days and are exposed more and more to the Latin rhythms. And the music can't help but even get bigger," Siegel opined.



At right, Sidney Siegel, President of Seeco Records, and, left, Howard Roseff, label's Domestic Sales Manager, at recent first birthday celebration of Consolidated One Stop of New York.

McGrath Japanese Hit

Bob McGrath's first album for Nippon-Columbia, "Home Sweet Home," released in March, is now third on the Columbia charts in Japan.

Columbia Signs Enrique Guzman

Columbia Records will release shortly a debut single entitled "I'm Not the Marrying Kind" by Mexican vocal star Enrique Guzman.

Enrique is being recorded under the supervision of Ernie Altschuler, Exec Producer, Pop A and R, Columbia. Enrique who hails from Mexico City, began recording at the age of 15. Today he is one of Mexico's most sought-after performers. To his credit are a rapid succession of hit albums, several motion picture roles and extensive personal appearances throughout Mexico and South America, as well as appearances in the United States and Spain.



Pictured at the recent luncheon held to sign Enrique's exclusive Columbia contract are: standing, left: Ernie Altschuler, Exec Producer, Columbia Pop A and R, and Harvey Schein, VP and General Manager, CBS Records International. Seated, left: Enrique, Clive J. Davis, Administrative VP, Columbia Records, and Norman Rosemount, Enrique's personal manager.

Latin American Single Hit Parade

Reprinted from Farándula

1. **UNA LIMOSNA**
(Autor: Indalecio Ramirez)
Flor Silvestre (Musart 4171)
2. **WEEK END SIN TI**
(Autor: Primitivo Sanchez)
Trío Juventud (La Flor 166)
3. **LA BANDA BORRACHA**
(Autor: Rafael Sanchez)
Mike Laure (Musart 4190)
Porfi Jiménez (Velvet 2039)
Dominica (NRC 010)
4. **MI DESTINO FUE QUERERTE**
(Autor: Salvador Barraza)
Flor Silvestre (Musart 4169)
Irma Serrano (Columbia 9695)
Rosaura Soto (Forta 380)
Luis Garcia (Pepino 155)
5. **LA VENDA**
(Autora: Irma Morillo)
Daniel Santos (Spanoramac 631)
Odilio González (DiscoRico 2003)
Iraida Polanco (Celeste 25)
6. **TRIUNFAMOS**
(Autor: Rafael Cárdenas)
Los Panchos (Columbia 9658)
El Trío de Oro (Remo 646)
7. **SIGUE DE FRENTE**
(Autor: Mario de Jesús)
Felipe Pirela (Velvet 2033)
8. **EL ARBOL**
Lola Flores (Belter 5229)
Roberto Ledesma (Gema 1530)
9. **CUANDO VIVAS CONMIGO**
(Autor: José A. Jiménez)
Felipe Pirela (Velvet 5049)
Antonio Aguilar (Musart 4184)
Fernando Albuérne (Suaritos 275)
10. **CARTA FATAL**
(Autor: Carlos Crespo)
Los Diamantes (Ansonia 2002)
11. **MIS NOCHES SIN TI**
(Autor: M. T. Márquez-D. Ortiz)
Vicentico Valdes (Seeco 8139)
El Trío de Oro (Remo 646)
Olga Chorens (Parnaso 122)
Olga Chorens (Seeco 8150)
Daniel Santos (Velvet 2040)
Gilberto Monroig (Gema 1521)
12. **AMAR DUELE**
(Autora: Yvette Marchand)
El Gallito de Manatí (BMC 335)
13. **NUUESTRO RINCONDITO**
(Autor: Sammy Rivera)
El Trío de Oro (Remo 648)
14. **SE TE OLVIDA**
(Autor: Alvaro Carrillo)
Olga Guillot (Musart 4163)
Lucha Villa (Musart 4165)
Felipe Pirela (Velvet 2033)
Los Panchos (Columbia)
15. **MI CACHARRITO**
(Derechos Reservados)
Roberto Carlos (Miami 1052)
16. **LA CASITA BLANCA**
(Autor: Mario Castellón-C. Cabrera)
Los Castaneros (Seeco 8149)
Ricky Velez (Orta 1026)
17. **PRIMERO YO QUE TU**
(Autor: Pablo Lango)
José M. Class (BMC 250)
18. **HOY SIN AYER NI MAÑANA**
(Autora: Myrta Silva)
Trío de Oro (Remo 649)
19. **POR UNA MENTIRA TUYA**
(Autor: Ramón Torres)
Ramón Torres (La Flor 162)
20. **EGOISMO**
(Autor: Osvaldo Farrés)
Dúo Cabrisas-Farah (Modiner 5126)
Celia Cruz (Seeco 8156)
21. **PRIMAVERA**
Miguel A. Figueroa (Malva 1008)
22. **PEDACITO DE LLUVIA**
(Autor: Manuel del Valle)
Los Condes (Gema 1529)
23. **TE ODO**
(Autor: Gustavo Seclén)
Johnny Sánchez (Beny 1009)
24. **LA LLAVE**
Tin Tan-Marcelo (Spanoramac 638)
25. **NO LLORARE**
(Autora: Yvette Marchand)
Yvette Marchand (Parnaso 124)
26. **TU ERES MI DROGA**
José A. Salamán (Spanoramac 633)
27. **NO SE LO DIGAS A NADIE**
(Autor: Evaristo Rodríguez)
Monchito Motta (Suaritos 270)
28. **AUNQUE TODOS SE OPONGAN**
Johny Montañez (Internacional)
29. **SACRILEGIO**
Vitin Colón (América 2090)
30. **DESDE LA VENTANA DE MI APARTAMENTO**
(Autor: Carlos Estrada)
Felipe Pirela (Velvet 2021)