

GARCÍA, PROVIDENCIA “PROVI” (1908–1995)

Born into a large family in Arroyo, Puerto Rico, in 1908, Provi lived much of her adult life in New York City. During the height of the Depression, Provi landed a job as a secretary with the renowned music house, Southern Music, later to become known as Peer International. Before long, Provi was directing the Latin American division, an opportunity which fostered connections with Latin American composers, band directors and musicians in the commercial music industry. From the late 1940s to the 1960s, the golden age of Latin music, García promoted the most important figures of the time. Among them were Rafael Hernández, Agustín Lara, Pérez Prado, Lorenzo Barcelata, and Miguel Matamoros. Under her leadership Peer Southern became the largest publisher and rights holder of Latin music.