

2nd TV Special Climaxes Alpert Month at A&M

HOLLYWOOD — Herb Alpert, A&M Records topper and best-selling recording artist, has his second Singer Company-sponsored TV "special"—in every sense of the word—coming up on Monday evening, April 22, on CBS in color and again featuring the Tijuana Brass.

In conjunction with this major event in the Alpert-A&M activities, titled "The Beat of the Brass," the label has set April as "Herb Alpert Month," with the release of his latest album, "Herb Alpert's Ninth," and big merchandising plans. Among the latter will be the following aids:

- 1) Counter record rack to display and sell the new Herb Alpert and the Tijuana album;
- 2) Mobile display on the new LP and TVer;
- 3) floor displays;
- 4) Tijuana Brass posters;
- 5) Large Herb Alpert photo;
- 6) Special "Beat of the Brass" buttons;
- 7) Special Herb Alpert sweat shirts;
- 8) Two Alpert posters from Ampex;
- 9) Assorted Alpert and Brass photos;
- 10) Easel back album covers;
- 11) Special Alpert and Brass order forms; and
- 12) Special Alpert and Brass slick books.

TVer Musical Journey

The costly Alpert TV special will detail a musical journey across the United States, it was revealed by Alpert and his partner, Jerry Moss, President of A&M Records, and Gil Friesen, Vice President and General Manager of the label. The venture is a joint operation of TJB Television, Inc., in association with Wolper Productions. Jack Haley Jr., Exec VP at Wolper, produced and directed. Alfred di Scipio, Group VP for the Singer Company, served as Exec Producer for Singer.

The first Alpert special, "Singer Presents Herb Alpert and the Tijuana Brass," garnered the highest Nielsen rating of any hour special in the history of television, label reports, and the encore showing landed in the list of the 12 top-rated shows for the week.

The Herb Alpert story is well-known in the industry and, abbreviated, is as follows.

Alpert was a hard-working trumpet player with production skill and a knack for engineering, and with Jerry Moss he climbed a bend from a cheerful valley of struggle to stretch his charm and ability on what

Churchill called "broad, sun-lit uplands" by means of a single called "The Lonely Bull."

No Brass at First

When this record was released there was, of course, no Tijuana Brass. The band was then just studio musicians and until after the first album, there was no group you could identify. It was as a result of pressure from the buying public to see what they had heard that Herb Alpert and the Tijuana Brass were formed. Nine albums later, they could be the top audio-visual unit in the nation.

Every Alpert album has made more than a million dollars.

And the A&M label—now sturdy occupants of the former Charlie Chaplin/Red Skelton/Perry Mason studio lot in Hollywood—has several dozen artists, including Sergio Mendes and Brasil '66, the Baja Marimba Band, plus: Burt Bacharach, Tommy Boyce & Bobby Hart, Shipley & Brewer, Bill Dana, Nick DeCaro, Eternity's Children, Ruthann Friedman,

Procol Harum, Antonio Carlos Jobim, Pete Jolly, Claudine Longet, Herbie Mann, Johnny Mandel, the Merry-Go-Round, Lee Michaels, Liza Minnelli, Wes Montgomery, Chris Montez, the Move, Roger Nichols Trio, Phil Ochs, the Parade, Jimmie Rodgers, the Sandpipers, the Session, Tamba 4, the Travel Agency, We Five, Robin Wilson and the West Coast Branch.

Exec Staff Has Mushroomed

The executive staff, two, has grown remarkably and now includes—along with brass Alpert, Moss and Friesen—Bob Fead, National Sales Manager; Ed Rosenblatt, Advertising and Merchandising Director; John Rosica in New York, National Promotion Director, Creed Taylor, Inc.; Creed Taylor; Bill Mulhern, Director of East Coast Operations; Allan Rider, Southern California Promotion Manager; Harold Childs, National LP Field Coordinator; Stu Coleman, Data Processing Manager; Jolene Burton, Comptroller; Allen Stanton, Executive



A&M brass, from left, includes Gil Friesen (standing), VP and General Manager of the label; and seated, Herb Alpert and Jerry Moss, President of A&M Records.

Director of A&R; Tommy Lipuma, Lee Michaels, Jerry Riopelle, Joel Sill and Larry Marks, all A&R producers; Paul Cooper, Director of Publicity; Don Graham, National Promotion Director; Dave Hubert, International Director; Chuck Kaye, General Manager, Irving/Almo Music, Inc.; Dave Alpert, Studio Manager; and Larry Levine, Chief Recording Engineer.

Herb Alpert, A&M and all concerned have provided one of the industry's all-time success stories.

Makeba Marriage April 27

LOS ANGELES — Miriam Makeba, Reprise singing star, and Stokely Carmichael, former chairman of S.N.C.C., announce they will wed in a private ceremony April 27.

Bookspan Appointed

Martin Bookspan, Program Consultant for the New York Times' Radio Station WQXR, and Music and Dance Critic for TV Channel 7, has been appointed to the position of Coordinator of Symphonic and Concert Activities for ASCAP, President Stanley Adams announced.

Lemonade Charade To Bell Label

The Lemonade Charade have joined the Bell Records roster, with their first record under the new auspices being rushed out this week: "San Bernardino." Producer-manager is Tony Moon.



BRASS ON A RAFT — Herb Alpert (white sweater), starring in his second hour-long special, takes his Tijuana Brass for a ride on a raft on "The Beat of the Brass," Monday, April 22 (9:00-10:00 PM, EST) in color on the CBS Television Network.