

OCTOBER 1979



Pablo Cruise has been heralded as one of the top American bands in the music business today. A string of four consecutive hits including, "Whatcha Gonna Do," "A Place In The Sun," "Love Will Find A Way," and "Don't Want To Live Without It" has not only earned them a place on the top of the charts but in the public's heart as well. For Cory Lerios, keyboards and vocals; Dave Jenkins, lead vocals and lead guitar; Steve Price, drums; and Bruce Day, bass and vocals, a distinctive free flowing style has brought them praise from critics and audiences alike. With the release of their fifth A&M lp "Part Of The Game," the sound of Pablo Cruise is taking on new dimensions. From the pulsating sound of "I Want You Tonight" to the bluesy "Givin' It Away," and the blue-eyed soul of "Part Of The Game" the album is filled with live-wire electricity.

The band evolved out of a friendship between Steve Price and Cory Lerios, who met during high school while both were nurturing plans for college and the prospects of business careers. Their musical roots grew deeper during the following years, and after a few semesters of college their business plans gave way to music. A fortuitous meeting with David Jenkins followed which led to a long touring stint as members of the famed San Francisco band Stoneground. While touring with Stoneground they connected with "It's A Beautiful Day" bassist Bud Cockrell (Cockrell was later replaced by Bruce Day). The four musicians enjoyed playing with each other so much that they decided to abandon their current groups and form their own group in the summer of '73 which they would call Pablo Cruise. The name Pablo Cruise symbolizes four musicians, four songwriters but most importantly four guys who share a fun loving positive attitude toward music and life. Pablo, a common Spanish name suggests a sharing or exchange with everyman and is also consistent with the Latin American rhythm that flavors such tunes as "Island Woman," "Good Ship Pablo Cruise," "El Verano," and "Rio." "Cruise" represents the seemingly effortless manner in which one moves through life, and for four gifted Bay Area musicians this description belies their many years of hard work.

In an effort to escape anonymity as another fledgling Bay Area band, Pablo Cruise loaded up their gear and headed north to Vancouver, Washington, where they performed for a few weeks. The band re-emerged in San Francisco to offer their audience the fruits of their labor. It was a fateful night. Seated in the audience at the Great American Music Hall was a local stockmarket ace named Bob Brown, who took an immediate interest in the band. He became their manager in February of 1974 and in October attained for them a recording contract with A&M Records.

The band's first album, simply titled "Pablo Cruise," reflects a melding of several musical styles marked by artistic balance and continuity. "Ocean Breeze," a long surging composition from the lp, defines the band's tropical free flowing ambience. Another cut, "Island Woman," written on a sailing cruise to the Hawaiian Islands, captures the member's love of the sea and earned the band a top ten hit on the Hawaiian charts.

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The group's second lp "Lifeline," was released a scant six months later, further attesting to the prolific writing talents of Jenkins and Leros. Both attribute much of their musical inspiration to their involvement in sports, deriving the unique vitality for which the band's music is known. "Lifeline" boasted a solid collection of bright rock 'n roll tunes played with infectious enthusiasm. The album featured David Jenkins' heavily chorded guitar work, with Cory Leros' swelling acoustic piano adding a fine weave and texture. A critic for a major Canadian newspaper lauded the band's work on "Lifeline" stating that, "they possess an exceptionally fluent musical rhythm. The vocals and instrumentation are always relaxed and graceful, an indication of the keen professionalism inherent in this group." "Zero To Sixty In Five," another cut off the album, garnered the praises of a Pacific Sun critic who characterized the tune as "a slow instrumental build in piano and bass, broken into by Jenkins' white-heat guitar and swirling strings, catching every angle as the band continually settled back and broke loose." Unlike many of their rock 'n roll counterparts, the members of the band rejoice in healthy living and regard their music as a vehicle for spreading this joy.

"A Place In The Sun," their highly acclaimed third album, was certified gold a few months after its release and eventually reached platinum status. In an album review which appeared in the Los Angeles Free Press, the band was described as having acquired "identity, confidence and strength through their strong lyrics and melodies." The album featured the single "Whatcha Gonna Do," which enjoyed a top three position on the national trade charts. It also became a huge r&b hit and disco smash. The album contained the follow-up title tune "A Place In The Sun," which relied heavily upon the vocal talents of singers Jenkins and Cockrell. The superb production resulted from the diligent efforts of producer Bill Schnee, who was able to capture a distilled intensity, while avoiding heavy and obscuring orchestrations. Schnee's work has been praised for having brought the elements of jazz and Latin from their former supportive roles to levels that are clearly in the forefront. A fine example of this progression is in the instrumental cut "El Verano." The steady piano runs and muted percussion form a subdued rhythm allowing Jenkin's riffs to stand in creative bas-relief.

Their double platinum fourth album "World's Away" has established the band as one of the hottest and most sought after groups in pop music. Concert appearances are now marked by overflow crowds, and what were once second billings on obscure marquees have now become headlines in every major music trade in the country. "Love Will Find A Way," their first single released from the album, drew praise from the critics as being "harmonic, instrumentally flawless and lyrically stunning." It reached the number four position on the national trade charts. "Don't Want To Live Without It," the second single released from the album, was also a top twenty smash.

In an interview with Record World Magazine, Leros explained his reaction to the band's increasing popularity, "it just floors you suddenly realizing you're at least part way there and it's really you coming over the airwaves—endless possibilities start flashing into your head. It's like being a kid again, with your whole life in front of you." Leros' comment characterizes the unpretentious enthusiasm enjoyed from the band's success. In a recent People Magazine interview David Jenkins summed things up by saying, "success means that we have the freedom to do what we want."

Having toured as an opening act with such notables as the Doobie Brothers, The Beach Boys, The Eagles, Fleetwood Mac and numerous others, Pablo Cruise has finally begun earning top billing position in concerts throughout the country. The band's visual profile has been enhanced by appearances on Mike Douglas, DINAH!, American Bandstand, and Merv Griffin. Their high velocity instrumentals have been used as scores for several highly acclaimed network shows including CBS Sports Spectacular, NBC's Sports World, and ABC-TV's Wide World Of Sports, Monday Night Football, Celebrity Superstars, and Super Star Competition. So if one has watched any sports event within the last two years, they have surely heard the music of Pablo Cruise. "Zero To Sixty . . ." was also selected as the title song for "Free Ride," a current surfing documentary.

After fulfilling the demands of a relentless touring schedule, Dave and Cory head for their Stinson Beach homes for carefree days of sun and sailing. Steve Price, an avid skier, finds refuge in his Sun Valley, Idaho home, while Bruce Day enjoys the quiet of Marin County.

With the wind at their wings, Pablo Cruise continues to ascend the hierarchy of top rated bands in America. Having ventured far from their stormy beginnings, they are happy to have finally found their "place in the sun."

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CORY LERIOS

As keyboard player for Pablo Cruise, Cory provides the band's structural and stylistic base, proving himself to be an exceptionally gifted composer and performer. His approach is classically influenced yet perfectly melded to the rock idiom. His piano work reflects his classical background, with a foundation of Chopin and Rachmaninoff embedded under a rock 'n roll veneer. Apart from his sense of classical technique, Cory is also able to summon musical lines through a natural ease with improvisation.

Cory began his professional career in the music business managing teenage nightclubs in Lake Tahoe. It was during that time he began working with Steve Price, who also assisted in the management of the clubs. At age seventeen, Cory opened the Chrystal Ship, a Heavenly Valley night spot, and was invited to become the youngest member of the Lake Tahoe Chamber of Commerce. His next project was running a club called the Fun House, which hosted such Bay area bands as The Youngbloods and Santana. During that time Cory also worked as a member of "Together," a band which served as an opening act at the club. Steve Price was also a member of "Together" and it was through this association that their friendship was strengthened. In addition to running nightclubs and playing music, Cory also formed his own production company in 1968, and has since taken an active part in business decisions involving his career.

Cory entered college in 1969 with plans for a career in business. In an effort to accommodate his dual interests he enrolled as a music-minor and business major. In 1970 he met Dave Jenkins while visiting a mutual friend. Little did they know that three years later they would be working together as members of Pablo Cruise. In 1971, Cory and Steve joined a Marin County band called Stoneground, and when Stoneground accepted a recording deal with Warner Brothers Records, Cory curtailed his college plans after the completion of his second year. While Stoneground toured the U.S. and Europe receiving strong critical response, it never attained large record sales. By the summer of 1973, Cory, Steve, and Dave along with "It's A Beautiful Day" member Bud Cockrell decided to form their own group "Pablo Cruise." The rest is musical history.

When the hectic demands of touring have been fulfilled, Cory heads to his Stinson Beach home for peace and quiet. He has recently completed remodeling his home, and is currently installing a small studio to compose the next Pablo Cruise album. As an avid snow skier and water sport enthusiast, Cory finds his northern California retreat conducive to both.

When the stage lights fade, and the applause dies to a whisper, there he sits, locked inside the music, pulling the open spaces together in an effortless flow. For Cory Lerios, life is music, and his could boast no sweeter song.



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BRUCE DAY

Bruce Day is the newest member of Pablo Cruise. He joined the band in 1977 to replace departing bassist Bud Cockrell. After having been selected from over twenty other auditioning bass players, Bruce quickly learned the entire repertoire, filling the vocal demands left by his predecessor. He co-wrote with Cory Lerios and group manager Bob Brown the title song from the platinum *Worlds Away* lp, and garnered critical recognition for his bass work on the hit single "Love Will Find A Way." The band members feel that Bruce's high, clear voice expands and compliments their strong mid-range vocals while adding to a lush vocal texture.

Bruce cut his musical teeth at an early age. At thirteen he purchased his first electric bass and during the following years his musical interests flourished. In an effort to sustain himself through the lean years of top forty bar bands, he worked in a musical instrument store in his native San Francisco home. The store occupied the upper story of the building and on the bottom floor he built a studio which was used to rehearse his bands. At the age of eighteen he formed the band "Stallion" with his brother Bob on guitar, and during this time he also played with the improvisational group entitled "Light Sound Dimension." In 1971 he toured Europe with "Light Sound Dimension" and played several concert dates with the Grateful Dead. His band was so well received on their European debut that they were invited to return to France for a stint at the Montreaux Casino.

Bruce enjoys dabbling in mechanics and spends much of his free time working on his classic Corvette. He lives by the axiom "learn by doing" and is presently teaching himself to play the piano to aid him in his composing. Bruce is an avid musical instrument collector and has a number of vintage guitars. He regards himself as an "outdoor type" and enjoys hours of deep sea and stream fishing. For Pablo's newest "cruiser," life has been a scenic ride.



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STEVE PRICE

The guidance counselor at Herbert Hoover Junior High in San Jose, California gave young Steve Price a choice between three classes to fulfill the requirements of the school's vocational training program. Having no interest in wood or metal shop, Steve ventured into the band room. This move would significantly change his life. Since he had no prior musical training, the teacher directed Steve to take his place behind the snare drum. His interests grew in the following years, and after a brief stint with the school's marching band, Steve began to refine his talents in hopes of playing for the high school dance band. His natural talent soon emerged and he was chosen over more experienced drummers to play in the school dance band.

Steve's enthusiasm for music was paralleled by an interest in electronics. His first gig was as a roadie for the group "Together" of which Cory Lerios was a member. By age twenty-two his interest in studio techniques and record production had grown and he secured a part-time job in a recording studio as a second engineer. It was at this time he met Wings' drummer Denny Seiwell. With Seiwell's encouragement, Steve became even more serious about mastering the drums. A lucky break came when both he and Lerios were asked to join the band Stoneground. It was through the association with Stoneground that Steve, Cory, and Dave formed the nucleus of Pablo Cruise.

Fifteen years have passed since Steve nervously held his first drum sticks, and today he is regarded as one of the finest drummers in the music business. Studio musicians as well as critics praise his style.

Steve spends all his free time in the mountains of Hailey, Idaho, where he has just finished building a log cabin home. He designed the plans for the cabin and completed the finish work on the interior this spring. In his free time he also enjoys painting and drawing and considers these skills to be the gift of his mother, an accomplished water color artist. Steve dubs himself a former "slot car addict," and enjoys carefree hours of flying his radio controlled airplanes. In addition to this activity he spends much of his free time skiing in Sun Valley.

For Steve Price, there are not enough hours in the day to do everything he wants. He loves life and wouldn't change his for the world. It's that continual spark of joy he radiates that makes him such a unique person.



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DAVE JENKINS

Dave Jenkins is one of the music industry's premier vocalists and guitar players. This handsome, blue-eyed singer is responsible for co-writing (with Cory Lerios) many of the group's biggest hits including "Whatcha Gonna Do," "Don't Want To Live Without It," and "Love Will Find A Way." Dave's vocal performance on "Love Will Find A Way" received the praises of critics throughout the world for its smooth and resonant quality. His guitar playing has received similar praise as an essential element of the band's unique sound.

Dave became interested in music at an early age. "When I was real young, 4 or 5, my parents bought a pump organ, and I used to pick out melodies on it," recalls Jenkins. He soon began taking piano lessons which led to joining grammar school bands. Soon after he began his studies on guitar which prompted his interest in rock n' roll. While in high school he experimented on several orchestral instruments with the ambition of becoming a music teacher. During his junior year of high school he became a Beatlemaniac which prompted his ambition to become involved in the music industry. In the years that followed, his devotion toward music grew even stronger, and his grades fell lower, and by college there was no doubt in his mind where he was going.

In 1967 he left his Florida home bound for California. Shortly after his arrival in San Francisco an eventful meeting with Cory Lerios occurred at the home of a mutual friend. He later joined Cory and Steve Price as a member of Stoneground. It was through their association in Stoneground that the nucleus of Pablo Cruise was formed.

Among his many interests, Dave enjoys swimming, surfing, and sailing. His beach home favors a beautiful ocean view and provides a relaxing break from the hectic pace of international touring.

With several hits behind him, Dave Jenkins continues to emerge as a full-fledged star. For this multi-faceted singer/songwriter, he is happy making life a song.

