

AUGUST 1983

HERB ALPERT

"Blow Your Own Horn has a broader meaning to me than for this album alone," says Herb Alpert of his newest A&M Records release. "It has a connection to that 'Rise' concept, which is simply that if you want something, go get it. Nobody knows what you can do unless you hang it out there — so blow your own horn."

Herb Alpert is certainly doing that. More than 20 years into his recording career, he is still exploring, still expanding, still searching for new avenues of expression. "I'm still trying to see where I fit in," Alpert acknowledges, "I have fun making music."

"I find that so many instrumentalists get stuck in one particular form of music. I'm still growing; there're a lot of different styles I can express myself in, and I'm not sure which is the right one for me. I do know that just running down 'Rise' sideways or doing 'The Lonely Bull' again wouldn't move me. I like working with creative people, too. That's one reason I like to work with different producers."

For *Blow Your Own Horn*, Alpert assembled a formidable group of associates. He co-produced two tracks ("Blow Your Own Horn" and "True Confessions") with Brian Holland, Lamont Dozier and Eddie Holland, the legendary songwriting and producing team who have been responsible for no less than 47 top ten hits, from their early Motown days through today. Three additional cuts ("Latin Lady," "Oriental Eyes" and "Sundown") were produced by Alpert and Jose Quintana, who collaborated on Alpert's last album, *Fandango*. As for the remaining five tracks, three ("Gently," "Garden Party" and "Paradise Cove") were produced by Alpert alone; one ("Red Hot") was produced by Alpert with the team of Randy Badazz and Andy Armer (who performed on and co-produced Alpert's *Rise* and *Beyond* albums); and one ("The Midnight Tango") was produced by Badazz and Armer alone.

Alpert calls the association with Holland, Dozier and Holland "a new experience. We made contact; I told them I was in the middle of a new album, and asked them if they had any songs. This was initially with Brian Holland. Brian came in and played me a song that I just fell in love with, 'True Confessions.' Then about three days later, he came in with Lamont, and he and Lamont had another song that knocked me out. In fact, I loved the title — 'Blow Your Own Horn' — even before I heard the tune." That song, incidentally, was written specially for Alpert.

As for Jose Quintana, Alpert notes that "I had a great time doing *Fandango* with him. He doesn't have all the 'American techniques'; he's coming from a Latin point of view. He's very musical, and I can work with anyone who's musical. I can't work with people who think too much, or try and analyze every last detail."

Badazz and Armer, who record for A&M as RandyAndy, wrote 'The Midnight Tango' for Alpert, and "I thought it would be only appropriate for them to produce it." The pair also performed on the tune, with Armer playing keyboards and bass and Badazz handling vocals and percussion.

Badazz and Armer also performed on "Red Hot," a number that originally appeared on *Beyond*. "I always liked that cut," said Alpert, "but I didn't feel that we had gotten the most out of it. It needed to be pruned. So we cut out one section, I re-played one of the parts, and we let it run longer than the *Beyond* version." The mix — handled by the veteran Bruce Swedien, whose engineering and mixing credits include Michael Jackson's "Thriller Album" — is also significantly different from the *Beyond* original.

All in all, it is the playing and presence of Herb Alpert that unify this varied material and talent. "All the material is good," he points out. "The songs are melodic — that's the first thing I look for. But I think each artist has a rhythm or time zone, if you will, that they play in. I certainly do, and that's what threads my music together. There's a certain time feeling that I like to play in, regardless of the style, and people who are familiar with my music recognize that."

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"The outsider always seems to get very intellectual about the process of recording," Alpert adds. "I never get to that place. When it's time to do another record, I wonder what will give me a feeling of growth. What I try to do is stay as honest as I can as a musician. I don't play one note until it comes from a place deep within me."

DISCOGRAPHY

HERB ALPERT & THE TIJUANA BRASS

The Lonely Bull
Herb Alpert's Tijuana Brass, Vol. II
South Of The Border
Whipped Cream & Other Delights
Going Places
What Now My Love
The Beat Of The Brass
Greatest Hits
Solid Brass
The Herb Alpert And Tijuana Brass Four Sider
Greatest Hits Volume II
The Christmas Album
THE MAIN EVENT LIVE (Herb Alpert/Hugh Maskela)

HERB ALPERT

Rise
Beyond
Magic Man
Fandango
Blow Your Own Horn