

# You Smile—

A&M Records Ltd., 136-140 New Kings Road, London, SW6 4LZ

Dear Reviewer,

As you may know, this is Herb Alpert's first album for five years. And, as such, reviews are particularly important to us all here at A&M.

Herb has started playing concerts again in America, and a European tour is set for the autumn.

Therefore, any assistance you can give us to tell the world that Herb Alpert's back would be greatly appreciated.

Kindest regards,

Mike

Mike Ledgerwood  
Publicity Director

# The Song Begins

# BIOGRAPHY

## HERB ALPERT

Herb Alpert's is one of the most dramatic success stories in the history of popular music. Beginning his career on a tiny label with an offbeat, evocative single called "The Lonely Bull," trumpeter Alpert and his Tijuana Brass proceeded to build a pop dynasty with their albums, singles, and television specials.

Then, in 1969, after selling over 45-million albums and giving a broad range of listeners an accessible, consistent body of music to live with, Alpert decided to stop.

"During that period," Herb recalls, "I had a great deal of fun doing what I do best—but I lost that fun for a while. I needed some time to recharge my batteries, so I took it." It was never his intention to stop making music forever—music means too much to Alpert for that to happen.

The first album of new material in four years from Herb and the TJB, *You Smile—The Song Begins*, articulates a fresh inspiration: "I made it because I feel I have something to say now." Alpert is making his return complete by embarking on a national concert tour, which includes an engagement at the brand-new Harrah's-Lake Tahoe.

When Alpert took his sabbatical, a need was created in pop music. Over the months that followed, no one else was able to fill that need. Now Herb has returned to do it himself. A great many music lovers are going to greet the news as they would the arrival of a long-absent friend. Herb Alpert's back.

The following is a list of the TIJUANA BRASS members and the instruments they play.  
Lani Hall will be singing with the group.

Herb Alpert - Trumpet  
Bob Findley - Trumpet  
Dave Frishberg - Piano  
Julius Wechter - Marimba  
John Pisano - Guitar  
Vince Charles - Percussion  
Ernie McDaniels - Bass  
Nick Ceroli - Drums  
Bob Edmondson - Trombone

Please discard all old pictures and bios on Herb Alpert and the Tijuana Brass.

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