

JIVA

Jiva is a new four-man guitar band from Southern California who are making their recording debut on Dark Horse Records. Having their musical roots originally sunk deep in the small club circuit stretching from L.A. to San Bernadino and back again, Jiva's main musical mission seems to be to just "make people feel good". The word "jiva", explains a member of the group, is Hindi for "embodied soul--the ordinary man. So we are unified by a common, though un-stressed spiritual bond. We combine to play music designed to make people feel good. There are no messages here, just good will."

A wide variety of musical backgrounds have gone into the makind of Jiva...backgrounds that encompass not only rock and roll, but a variety of other musical forms as well:

James Gartland Strauss (bass and vocals) formed Jiva after having been a part of six local groups. Michael Scott Lanning, (lead vocals and guitars) has been a folksinger, community theatre actor, and a member of the San Bernardino Civic Light Opera company. He and Strauss first came together as members of an eight-piece group called TITAN prior to the formation of Jiva.

Thomas Walter Hilton (lead guitar and vocals) has been a member of several musical groups including TITAN prior to Jiva, while Michael Randolph Reed (drums) was a member of the musical group TOLBEKIN prior to Jiva.

When TITAN dissolved in June of 1974, Lanning, Hilton, Strauss put together a group for a one-weekend gig to pay a telephone bill. They all knew, however, that what they really wanted to do was form a serious musical collaboration. After they coaxed drummer, Reed into playing that weekend with them, they knew they had their group. They named it Jiva (jee-vah), which in Sanskrit means "That which breathes" and began rehearsing. They concentrated on original material, avoided clubs, and decided that they should try getting their music produced independently. Alan Pariser heard the album and took an interest in the group, and played the tape for George Harrison, who was so taken with Jiva's music that he immediately invited them to join the small and select Dark Horse roster.

Ten original songs make up this debut album with the emphasis on strong upbeat Rock and Roll. The message of SOMETHING'S GOIN' ON INSIDE LA, TAKE MY LOVE, WORLD OF LOVE, WHAT YOU'RE WAITING FOR, IT'S TIME YOU KNOW is inner optimism, but the message is percussive, hard driving rock and roll.

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Led by the unique lead vocals of Lanning, the group also offers ballads in three-part harmony on LOVE IS A TREASURE: ALL IS WELL and DON'T BE SAD with a rhythmic assist from Gary Wright on keyboards.

Jiva was produced by Stewart Levine, who has also helmed the Crusaders.

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