

THIRD HERB ALPERT SPECIAL

Petula Clark With 'Brass' Tonight

By CHARLES WITBECK

HOLLYWOOD — In two previous TV tours of duty, Herb Alpert and the Tijuana Brass concentrated on ensemble sound in scenic spots — the Brass at the beach, the Tijuana bullring, a visit to New Orleans' Mardi Gras. Meticulous Herb was very careful about the right kind of visually pleasing background for his video numbers and had musical specials all playing copycat after his premiere.

Now comes try No. 3, "The Brass Are Comin'," tonight on NBC, pre-empting Kraft Music Hall with more sounds from the California beach dotted by leggy beauties. Herb's home base for the night. While there is no change musically in the Brass sound, instead of remaining one of the boys, Herb steps forward as leader and toots his own horn for a change.

"A portrait of Herbie," is the way producer Nick Vanoff, the Hollywood Palace boss with partner Bill Harbach, puts it. Herb talks and works in a movie sketch with guest Petula Clark who chats about her pictures and asks the band leader about his flics. Alpert

admits he's never been asked. Petula's answer is that he simply needs a good director, and the sketch begins with takeoffs on the styles of Fellini, Andy Warhol, and Alfred Hitchcock.

Reverting to the cameo craze started by "Laugh-In," Alpert managed to sign Edgar Buchanan, Johnny Carson, Henry Fonda, Gene Kelly, Lorne Greene, Jimmy Stewart, and Robert Fuller for visual tidbits throughout, and writer Jack Burns corners Herb trying to sell him a hot tune, a routine taken from the bandleader's experience some years ago in Mexico. "People are always trying to sell Herbie a number," Vanoff said. "So we thought fans should know what he goes through."

The Vanoff-Harbach tieup with the Tijuana Brass would presuppose an Alpert booking on the Hollywood Palace, but Nick hasn't asked because the price is out of the variety show's range.

The Palace remains the same, with Bing Crosby dropping in as host six or seven times a year.

In the late fifties when Nick was running the Perry Como



LOUNGING ON BEACH—SUBJECT: MUSIC

Petula Clark and Herb Alpert talk over special

Hour, a couple of Canadians experimenting on Variety shows came into New York, Frank Pepplatt and John Aylessworth. Soon they were writing for Perry, and their relationship with Vanoff and Harbach extends to putting on "The Brass Are Comin'."

The Canadians also have the distinction of thinking up "Hee Haw," the summer's surprise, of which the Palace producers have a piece. The four men intend to branch out with other projects with an eye on a major upheaval in TV during the seventies.

"In the next 10 years television will change 30 times over compared to the last decade," Vanoff believes. "We'll have cable TV, pay TV, and Dial-A-Station. And what we need right now is a video Ralph Nader. If I were in charge of public broadcasting I'd have Ralph Nader on."

Nick has another hero in a different vein, the man who gave the Palace prestige, Bing Crosby. The producer's job is to arrange Crosby's dates so it won't interfere with his arduous schedule of bird shooting, fishing in Mexican waters, and European tours following golf courses and horse racing. Bing keeps in touch, sending funny postcards to the Palace, and his

good life has seared the brain of Vanoff, the dancer who sneaked into television back in 1948.

"When I grow up," Nick says at 49, "I want to be Bing."

**Tonight, TV-13
is the one!**



9:00

**the Brass Are
Coming**

It's upbeat all the way as Herb Alpert and the Tijuana Brass present their third special with special guest Petula Clark.