



NEWS FROM A&M RECORDS

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HERB ALPERT

(Producer - Soloist)

In the intensely competitive world of popular music today, there are customarily three main steps up the ladder. First comes musical achievement; second, success at the box office. At the third stage, diversification enters the picture as economic progress enables the artist to branch into many show business areas beyond the one in which he started. In all of these phases of development, Herb Alpert has not

merely arrived -- he has triumphed. Among his realms of activity today

are the guiding of other artists' careers, operation of a recording studio and production of his own television specials. All these moves stem directly from the world-wide repercussions of Alpert's Tijuana Brass on A&M Records. The label he launched in August 1962 in partnership with Jerry Moss.

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