

## Raga Soundtrack

First appearance in trade magazines: December 18, 1971

Label af1

Apple

SWAO-3384

Apple label with "MFD. BY APPLE" on the full side.



The publishing societies and song times are lined up in a column, with the societies listed first.

Factory: Los Angeles



**SOUNDTRACK**  
ORIGINAL SOUNDTRACK/RAVI SHANKAR—  
Raga.  
Apple SWAO 3384

Because this soundtrack album from the new documentary film about Ravi Shankar presents only high points of ragas, not full pieces, its greatest attractiveness may be to those who see the movie or are Shankar collectors. However, it does have the merchandising push of the film going for it and contains a superb photo folio showing the sitarist's career.

Small print; the publishing societies are shown as "Pending" at the bottom of the labels.

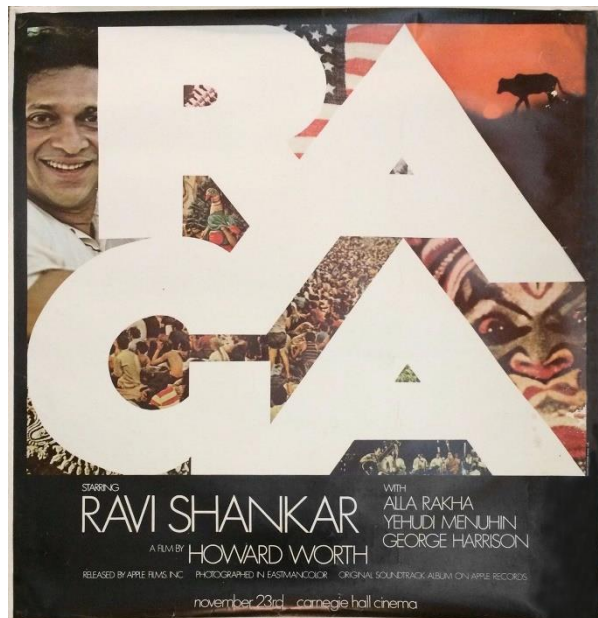
Factory: Jacksonville



Pub societies appear to the right of the song times.

Factory: Winchester

Capitol and Apple promoted the film quite well, although its showings were somewhat limited. Following an initial reception for the press in early November, there were several days' worth of interviews and related events surrounding the movie's premiere at Carnegie Hall on November 23<sup>rd</sup>. Despite the stunning and beautiful music and the political conditions in India at the time, not many theaters screened the film. It became a cult classic, and the Apple soundtrack (released in a few countries) became a collectible.



**RAGA—Original Sound Track Album/Ravi Shankar—Apple SWAO 3384**

Present military and political conditions on the Subcontinent tend to make this album more, not less meaningful. While American classical and ethnic music continues to appeal to a minority of record buyers here, Indian music of a comparative nature (since the Beatles added sitar to their act) has become something of a mild-cut phenomenon. Ravi has not compromised nor bended to the musical whims of Americans and yet they are still very much interested in what he does. At first, the music appeals on the basis of serendipity, but the beauty just has to come through for those ears truly self-directed to appreciating it as far as possible. A number of short tracks makes it ideal for radio play and sales should follow.



## Party for Shankar

■ **HOLLYWOOD**—A press reception honoring Ravi Shankar was held by Capitol, Angel and Apple Records last week at the American Film Institute.

The event, attended by members of the press, radio station and account representatives, was to meet Shankar and view a preview screening of his film, "Raga."