



Maxwell Taylor lets Timberwolf tune in to his talents.

TIMBERWOLF A HOWLING SUCCESS

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Fraser Kaufman, Linda Gray Morin, Ernie Dalton and Bill Morin got Maxwell Taylor under contract after the singer/musician showed them what his talents were made of. After his album is released, Taylor hopes to help other Niagara Falls musicians make the trek to Timberwolf.

"We're no' so heavenly high that we're no earthly good."
— William Morin, Timberwolf Studio

Maxwell Taylor had to take his talents across the border to get noticed.

The local musician sings, plays high-tech keyboards and has a gift and a passion for producing recordings. For years he has been frustrated and disappointed by his inability to find a way to get someone to notice his music.

A recent trip to Timberwolf Studio in St. Catharines, Ont., has changed that. Suddenly all the doors of opportunity have opened and the dream of spending his life making music for a living is within his grasp.

Taylor, a 27-year-old Niagara Falls resident, stumbled onto this during a visit to a local department store.

"I had a tape of 'Love Knot,' a song I had just finished making, and I put it into one of the stereos that they had on display there," he says. "It was playing really loud in the store and Art Ward (a former musician) came walking by with his buggy and asked me who had made the tape."

Ward, who keeps in touch with what's happening on the local music scene, told Maxwell he knew of a studio in Canada where there were people who would listen to his music. He offered to take him there.

"I went to so many publishers and recording companies in the United States but nobody would give me a chance," Taylor says.

With the opportunity at hand, Taylor and Ward headed north to the land of the timberwolf.

Timberwolf Recording Studio is not an intimidating place, the people working there greet you with gentle smiles and they make a point of establishing a pleasant relaxed atmosphere. Yet, it is a place alive with creative energy and serious artists. For Taylor it was to be the place where he would finally get to make all his right moves. As it turns out, this was not just a recording studio, it was also the

home of MWM Records, and MWM Management. By the time Maxwell Taylor was done showing off what he could do with their 16-track recording system, he had walked out with signed contracts from all three companies.

"Maxwell impressed us," says William Morin, president of Timberwolf and the MWM companies. "He is an exciting musician and an exciting entertainer."

He, along with his wife, Linda, and chief engineer Fraser Kaufman, each of whom have come from successful individual careers, form the nucleus of Timberwolf's operations. They are making a large investment in Maxwell Taylor, not only a financial investment but also one of time and personal commitment. "We will start marketing him locally at first, make his name part of the public's ear," says Morin.

Since being signed Taylor has already been booked to five performance dates. Plans for the upcoming year call for the creation of an album during the summer months and a tour after it is released in September.

This kind of investment in a relatively unknown musician is what Morin calls Timberwolf's highest priority.

"The big companies won't bet on a horse unless it's a sure winner, that's not what we're

about. I want to show the world, especially the southern United States and the richer parts of Canada, that there are talented musicians here locally in the Niagara Horse-shoe region. I'm talking Buffalo, Niagara Falls, N.Y., down to Erie, Pa., and in Canada anything this side of Toronto," says Morin, who envisions expanding into the U.S. in 1989. "The difference between the big companies and us is that we are more interested in giving people a chance to find out if they are really talented. When we find a talent we like to work with them, not only to help them learn to express themselves but to develop their stage personality as well."

For Maxwell it all adds up to some exciting days ahead. He is eager to start recording that album and his mind is racing a million miles an hour to a time when he can help his fellow unknowns.

"If my album becomes a success, why shouldn't I get some other groups from Niagara Falls in here," he said. "Most of the talent is in young kids that have to wait until they're 21 to join a union or get a job playing in a bar. My long range goal is to produce these other groups, write their songs, help them in any way I can."

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