

# Speaking Of Success



SOMETIMES EVEN YOUR best friends won't tell you, Frankie, but they do make tell-take faces!

which has already been Number One in the nation, "Can't Take My Eyes Off You" and the group's hit, "C'mon Marianne." Why did Frankie feel the need to venture out on his own, while still remaining with the group? "Well, I'd say many people had typed this group for doing a certain kind of thing. However, the biggest reaction we had gotten when we worked college dates or nightclubs, where we do a variety of music, was some of the things we were not recording. They were coming off rather well. So, we had decided since we were a corporation, no matter which way we went, as long as we were thinking of expanding, it couldn't hurt any situation, as long as there was separation between what I did and what the group was doing. This was, I'd say, the basic reason, and with everybody sharing in the profits, we're just one happy family."

## College Dates

The 4 Seasons enjoy wide range popularity, never catering to one segment of the population in their music, but could this idea hold over when performing? Tommy DeVito stated, "well, actually speaking for the group, as long as their attentive, and usually in colleges they're attentive. They're not drinking, and they're not ordering food and things like that, and you aren't hearing glasses tinkling all over the place, and waiters dropping trays. We kind of like colleges a little better than night clubs."

But Frankie added, "I'd like to say we throw no stones at night

clubs because basically our very early experience came from night clubs. It was sort of a show place to give us a chance to do the kind of music that we really felt. So I can't knock night clubs."

"I really see our future in a combination of night clubs and concerts because the young college kid of today will be the night club goer of tomorrow. So there is definitely a place for us in night clubs. I feel the thing that you must constantly re-capture is the teenybopper audience, because that is always brand new, so you have to stay on top of your record situation in order to have everything in hand."

## Today's Composers

"I'll tell you, in my opinion, Lennon and McCartney are of our age what Cole Porter used to be 20 years ago," said Bob. "I really think they are fantastic writers, they write some great things, and I think 10 or 20 years from now, they may be known and as popular as Cole Porter is now. I feel that way for maybe 50% of the music that is happening today. I also think there are going to be many many standards made now that you may not think will be standards, but 20 years from now they will be. There has to be new standards made, because the standards of 20 or 30 years ago can't be going on for that long."

The Hippie and the new psychedelic sound in music has affected everyone including the 4 Seasons, but Frankie offered some rather outspoken remarks as to the Hippie Generation and the ability of

many of today's groups. "Hippie" is a very hard word. Some people would like to think they were hippies. They only go along with everybody else.

"Some of the psychedelic music is fantastic. Some of it I just don't understand, and many of these records just don't happen, so you break it down. If I can't understand it? Unless they're just following and doing what everyone else is doing. But like I say, The Airplane, the Association and many others are fantastic, and the Fifth Dimension. These people have sort of taken this music and brought it to a point of commercialism so that everyone can understand and appreciate what they are doing. I mean if you're doing something that no one understands, what's the sense in it?"

"I also believe that many of these performers today are not really capable of performing. I mean if an audience comes out to see you they expect to be entertained and I have gone to several concerts where I have seen groups doing a great job musically, but not communicating with the public. You say, 'well, why, they're doing a great job,' but it's because they seem very disinterested in what they're doing or so completely hung up or involved that they don't care."

## Night Clubs

"I can remember, it's only a few short years ago we went out and decided that we should get a night club act. We spent about \$10,000 for it and not too long ago we junked it completely. It was a good night club act, but it wasn't us and we decided that the only way to communicate was to be yourself, and never be afraid of being yourself. When we made this change it worked out well."

"I don't say that we've found it to the extent that we've given up searching for new things. I think there's a constant need for changes in the different material that you use and I'd say that we stay on top of it pretty well. We rehearse a lot when we get the opportunity, and I think that's what's really helped us quite a bit."



FRANKIE: "We live in a pretty groovy country."



JOE LONG, TOMMY DeVITO



BOB GAUDIO, "the rich one."

*"The thing you must constantly recapture is the teenybopper audience because that is always brand new."*

