

Billboard

The International Music-Record Newsweekly

pop single and as the year ended Billboard reported the Christmas seasonal sales. 'Santa Claus Is Coming To Town' peaked at # 23 on the chart. The new single though was ready by early January.....

Market Analysis 29th December 1962

It's a Merry Christmas for dealers as far as LP's are concerned this year, though, for the second week in a row, singles have been weak in most markets. But on the LP level, in addition to the hot selling comedy disks, the albums with traditional Christmas carols have been selling extremely well.

The Christmas sets moving include not only the standard packages from other years, but even albums with carols played on the zither, on music boxes and on bells. Many vet ork and choral leaders, who are not heard from all year, get a chance to shine again during the Christmas season. And dealers have found that they can move a lot of older Christmas disks during the holiday season.

Johnny Mathis has become the hottest of the Christmas caroleers. Bing Crosby, Mitch Miller, Ray Conniff and Elvis Presley are also selling a lot of carols.

The two follow-up "family" albums have started to make noise in the market. "The Other Family" on Laurie and "At Home With the Other Family" on Roulette both leaped into the Top LP chart this week.

While comedy albums and Christmas albums may have seemed to dominate all others over the past few weeks, it is interesting to note that the bossa nova is still forging ahead. Albums by Enoch Light, Quincy Jones, Gene Ammons, Paul Winters, and Lalo Schiffrin, have joined best selling sets by Stan Getz-Charlie Byrd and Laurindo Almeida. A new Stan Getz bossa nova set out only a few weeks, was also getting action.

Singles were weak, according to dealers called, because there was no big single pulling the kids into stores. There were many good records about, but no giants such as Jimmy Dean's "Big Bad John," a smash this time last year. In some markets, however, single sales were up, Chicago, for example. Of all the holiday singles, the Four Seasons' rocking record of "Santa Claus Is Coming to Town" was the hottest, said dealers.

Elvis Presley's album of "Girls, Girls, Girls" from his new flick, and the Chubby Checker recording of "Limbo Party," were the hottest of the new albums aimed at the teen set. Another strong recording in this category was the album "The Lonely Bull," with Herb Alpert and the Tijuana Brass.

Four Seasons Awaited Single Will Be Hot



Pop single spotlights are those singles with sufficient sales potential, in the opinion of Billboard's Review Panel, to achieve a listing in the top 50 of Billboard's Hot 100 chart. Spotlight winners in the country music and rhythm and blues categories are selected to achieve a listing on the Country Music or R.&B. charts. Spotlight winners in other categories are selected on the basis of their potential to become top sellers in their respective areas.



POP SPOTLIGHT
FOUR SEASONS

WALK LIKE A MAN
(Saturday-Gavadema, ASCAP) (2:11)

LUCKY LADYBUG
(Conley, ASCAP) Vee Jay 485

These two sides should keep the Four Seasons smack on top of the charts. Side 1 spots the group in a swinging novelty that's set to march tempo; the second side shows off the Seasons' unique tempi, wild harmonies and high-pitched vocal background. Two sides that can go.

26th January 1963

Late January and the latest hot single by The Four Seasons crashes into the charts at # 40...over 20 places higher than their previous two number 1's had entered the charts. Battling against formidable opposition from The Cascades, Ray Charles and Bobby Vinton, were the Seasons heading for the top spot?

that 45 r.p.m. stereo single available. △ indicates that 33 1/3 r.p.m. version is available.

THIS WEEK	Wk. Ago	Wk. Ago	Wk. Ago	TITLE	Artist, Label & Number	Weeks on Chart
25	65	80	—	RHYTHM OF THE RAIN	Cascades, Vantage 4824	3
26	51	71	87	PROUD	Johnny Crawford, Dot 41 4193	4
(37)	29	22	23	WIGGLE WOBBLE	Les Cooper, Everest 5019	15
16	52	67	76	WILD WEEKEND	Rebels, Swan 4125	5
(39)	22	15	12	YOU ARE MY SUNSHINE	Ray Charles, ABC-Paramount 18375	11
50	—	—	—	WALK LIKE A MAN	Four Seasons, Vee Jay 485	1
(41)	33	34	34	TROUBLE IS MY MIDDLE NAME	Bobby Vinton, Epic 9561	8

★ NATIONAL BREAKOUTS

WALK LIKE A MAN . . .
Four Seasons, Vee Jay 485

SEND ME SOME LOVIN' . . .
Sam Cooke, RCA Victor 8129

SHE'LL NEVER KNOW . . .
Brenda Lee, Decca 31454

26th January 1962

Bob Crewe was pushing his other artist too this week as these 'Seasons' connected releases show

A BILLBOARD PICK POP SPOTLIGHT

SHEPHARD SISTERS
DON'T MENTION MY NAME
 (BoBob, ASCAP) (2:44) Atlantic 2176

Female group here sounds a bit like a distaff version of the Four Seasons. Side has that swing in a medium tempo and hard-hitting tight group singing that should appeal to the kids. The flip is "What Makes Little Girls Cry" (BeBob, ASCAP) (2:41).

2 Sure Fire Hits

The Shepherd Sisters
DON'T MENTION MY NAME
 WHAT MAKES LITTLE GIRLS CRY
 2176

Van Trevor
I WANT TO CRY
 Tuesday Girl
 2175

ATLANTIC RECORDS
 Produced by Bob Crewe

February 9th 1962

'Walk Like A Man' remains the charts Star Performer rising to # 6 this week (after its leap to

#15 the week before) and surely the guys were heading for the top whilst the 'Sherry and 11 Others' LP was at # 17 in the album charts having being on the chart for 16 weeks

★ STAR PERFORMERS—Selections register the greatest upward progress this week. [S] Indicate singles.

THIS WEEK	Wks. Ago	Wks. Ago	Wks. Ago	TITLE	Artist, Label & Number	Wks. On Chart
1	2	2	10	HEY PAULA	Fool & Paula, Philips 49964	7
2	1	1	11	WALK RIGHT IN	Howling Singers, Vanguard 35917	6
3	3	5	5	THE NIGHT HAS A THOUSAND EYES	Bobby Vee, Liberty 85521	10
4	5	13	16	LOOP DE LOOP	Johnny Thunder, Diamond 129	8
5	7	11	13	UP ON THE ROOF	Drifters, Atlantic 2162	15
6	15	40	—	WALK LIKE A MAN	Four Seasons, Vee-Jay 405	3
7	12	31	69	RUBY BABY	Dionne, Columbia 42663	4
8	11	17	28	YOU'VE REALLY GOT A HOLD ON ME	Stevie Nicks, Tangle 54973	10
9	19	35	65	RHYTHM OF THE RAIN	Cascades, Vantage 6636	5
10	4	3	1	GO AWAY LITTLE GIRL	Steve Lawrence, Columbia 43881	14

14	17	THE VENTURES PLAY TELSTAR, THE LONELY BULL AND OTHERS	6
15	21	MODERN SOUNDS IN COUNTRY & WESTERN MUSIC	43
16	15	OLIVER	14
17	18	SHERRY AND 11 OTHERS	16
18	19	JOAN BAEZ IN CONCERT	16
19	16	THE SOUND OF MUSIC	164
20	33	SINCERELY YOURS	1951
21	22	THE MUSIC MAN	27

BIG SHOT

4 Seasons Get July Copa Date

NEW YORK — The Four Seasons have been signed to appear at the Copa here July 25. A spokesman for the group said that this is a big opportunity for the Seasons to bring their particular show business talents to the adult audience, and the group already is working on a special show for the Copa.

The Seasons are already building an act that includes both special and hit material. In fact, the hit material is included in a special parody of such hits as "Sherry" and "Big Girls Don't Cry." Built to appeal to adults as well as teenagers, the special and standard material includes "Blues in the Night," "Brotherhood" and other such items. Special material has been created by Bill Heyer and Hank Beebe.

Before its Copa opening the group will appear in Wildwood, N. J., and Las Vegas. The group has also taken a month off to rehearse and drill for the new act. The group appears on the Steve Allen TV show this week.

16th February 1963

HOT 100

★ STAR PERFORMERS—Selected recordings greatest upward progress this week. [S] Indical version

THIS WEEK	Wk. Ago	Wk. Ago	Wk. Ago	TITLE	Artist, Label & Number	Weeks on Chart
①	1	2	2	HEY PAULA	Paul & Paula, Philips 4004	8
②	2	1	1	WALK RIGHT IN	Rooftop Singers, Vanguard 35817	7
★	6	15	40	WALK LIKE A MAN	Four Seasons, Vee Jay 485	4
★	7	12	31	RUBY BABY	Dion, Columbia 4562	△ 5
★	9	19	35	RHYTHM OF THE RAIN	Cascades, Vantage 4824	6
★	11	16	28	FROM A JACK TO A KING	Ned Miller, Faber 114	8
⑦	3	3	5	THE NIGHT HAS A THOUSAND EYES ..	Bobby Vee, Liberty 35521	11
⑧	8	11	17	YOU'VE REALLY GOT A HOLD ON ME ..	Miracles, Tamla 5473	11
⑨	4	5	13	LOOP DE LOOP	Johnny Thunder, Diamond 129	9
⑩	5	7	11	UP ON THE ROOF	Drifters, Atlantic 2162	16

With the huge success of the group on the Billboard Charts the Seasons were enjoying the demand for their live performance and this weeks 'Big Shot' article on the news

pages makes one wonder if the group knew how to go forward. Clearly a teen hit sensation the guys were still happiest appealing to their adult audiences...well as the Four Lovers they had frequented the Newark and New Jersey clubs where a 'Tin Pan Alley' type show was expected. Their push towards this audience although a surprise was clearly closer to their comfort zone particularly given their less than impressive live TV appearances that we have already mentioned. Most historic views of their time at Vee-Jay comment on the somewhat 'throwaway' aspects of their 'Live On Stage' album VJ1154 in 1965. This album covers the songs mentioned in this article as 'in rehearsal' for the Copa. Could these recordings have been laid down in spring of 1963 in anticipation of a 'Live At The Copa' album which never materialized? As ACE's sleeve notes say in the 1995 re-issue of the album CDCHD596..."**The most startling element of the album was the lack of traditional 4 Seasons harmonic counterpoint; Frankie's falsetto is noticeably absent, and the album could masquerade, in part, as a Four Freshman outing. The repertoire is primarily vintage Tin Pan Alley—'Blues in The Night', 'Just In Time', 'Jada' etc..or remakes of earlier pre-Four Seasons efforts.**" George Juba recalls ".**Doing the Copa in NY was the "big time" it was THE nightclub in NY. To play the Copa meant you made it in showbusiness. They tried to walk the fine line between the adult audience and the teen one but financially the teen market eventually won and the rest as they say is history**". It would take further original hits however to convince them of their solid appeal to a teen and college audience with their more modern material. But at this point in time everyone was holding their breath to see if the No 1 spot was to be theirs next week. They must have been nervous.

★ STAR PERFORMERS—Selections registering greatest upward progress this week.

THIS WEEK

	Wk. Ago	Wk. Ago	Wk. Ago	TITLE	Artist, Label & Number	Weeks On Chart
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HOT 100

1	1	1	2	HEY PAULA	Paul & Paula, Philips 40864	9
2	4	7	12	RUBY BABY	Dion, Columbia 42642	6
3	3	6	15	WALK LIKE A MAN	Four Seasons, Vee Jay 485	5
4	2	2	1	WALK RIGHT IN	Rooty Top Singers, Vanguard 35817	8
5	5	9	19	RHYTHM OF THE RAIN	Corrades, Volland 6826	7
6	6	11	16	FROM A JACK TO A KING	Ned Miller, Faber 114	9
☆	12	20	30	YOU'RE THE REASON I'M LIVING	Bobby Darin, Capitol 4897	6
☆	18	34	47	BLAME IT ON THE BOSSA NOVA	Erla Gomez, Columbia 42661	6
9	8	8	11	YOU'VE REALLY GOT A HOLD ON ME	Miracles, Tamla 54873	12
☆	15	23	35	WILD WEEKEND	Rebels, Swan 4125	9

23rd February 1963

And for the next week they were made to sweat as 'Hey Paula' held the No 1 spot for a 3rd week and Dion's 'Ruby Baby' leapt above them into the # 2 spot....and with strong new star performers just below the question must have been....have they peaked?

So maybe major airplay was solicited and certainly publicity was pushed as the next weeks Billboard edition showed ...all to good effect as 'Walk Like A Man' hit No1 on 2nd March 1963

★ STAR PERFORMERS—Selections registering greatest upward progress this week.

THIS WEEK

	Wk. Ago	Wk. Ago	Wk. Ago	TITLE	Artist, Label & Number	Weeks On Chart
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1	3	3	6	WALK LIKE A MAN	Four Seasons, Vee Jay 485	6
2	2	4	7	RUBY BABY	Dion, Columbia 42642	7
3	1	1	1	HEY PAULA	Paul & Paula, Philips 40864	10
4	5	5	9	RHYTHM OF THE RAIN	Corrades, Volland 6826	8
5	4	2	2	WALK RIGHT IN	Rooty Top Singers, Vanguard 35817	9
6	7	12	20	YOU'RE THE REASON I'M LIVING	Bobby Darin, Capitol 4897	7
7	8	18	34	BLAME IT ON THE BOSSA NOVA	Erla Gomez, Columbia 42661	7
8	6	6	11	FROM A JACK TO A KING	Ned Miller, Faber 114	10
9	10	15	23	WILD WEEKEND	Rebels, Swan 4125	10
☆	17	33	36	WHAT WILL MY MARY SAY	Johney Martin, Columbia 42646	6
☆	27	53	79	OUR DAY WILL COME	Ruby and the Romantics, Vee Jay 591	4
☆	21	36	48	THE END OF THE WORLD	Shuster Davis, RCA Victor 898	6

Chubby AND Four Seasons

SAN FRANCISCO—One of the hottest recording groups in the country has signed up for the Chubby Checker Limbo Party, scheduled for Saturday, March 2, in the Cow Palace.

The Four Seasons, who have recently hit best seller lists with both "Sherry" and "Big Girls Don't Cry," will appear as second billing to the restless rock and roller. Chubby will also introduce his own protégé, Deedee Sharp.

Other top-selling rock and rollers on the show will include Paul and Paula, Dick and Deedee, the Crystals, the Alley Cats, Steve Alaimo, the Furies, Lou Christie, Marvin Gaye, the Ribbons, Bob B. Soxx and the Blue Jeans, the Majorettes, Herb Alpert's Tijuana Brass and Bobby Freeman.

Orchestral background will be played by H. B. Barnum and a 30-piece band.

The Limbo Party is a presentation of Tempo Productions, Inc., owned by Tom Donahue and Bobby Mitchell, deejays at KYA, San Francisco.

Any Old Season Is a Merry One for These Guys

By JACK MAHER

NEW YORK—While the entire record trade has had its attention riveted on two grand slam LP's, "The First Family" and "My Son, the Folk Singer," the Four Seasons on Vee Jay have been merrily racking up sales that would make any other single artist front page news. This week, for instance, the group's third disk shot into the charmed No. 1 slot in four tries.

"Walk Like a Man" is the third No. 1 record by the Four Seasons, and if Christmas product is discounted it is three in a row for the Seasons. The group—dismissed, by some critics, when "Sherry" shot to the top, as a one-shot phenom—has only failed to hit the top rung with the Christmas side "Santa Claus Is Coming to Town." For the short holiday period, however, the side climbed to the No. 23 slot on the "Hot 100" and sold well over the 300,000 mark. It was also the biggest selling Christmas single of 1962.

"Sherry," the Four Seasons' first and still greatest

hit, sold over the two million mark with sales that made it one of the biggest records of 1962. "Sherry" was on the "Hot 100" No. 1 slot for five weeks, shooting up to that position four short weeks after it first hit the chart in August.

"Big Girls Don't Cry" also ran up to the prime position in five weeks and stayed in that slot for five weeks running. This side has touched and passed the million mark. The current entry, "Walk Like a Man," shot to the top in six weeks.

The Four Seasons have also been selling albums at a flashy rate. The group's "Sherry and 11 Others" set has been moving at a pace that shot it to No. 7 on the Top LP chart, its highest spot. Its been on that chart for some 19 weeks. The newest "Big Girls Don't Cry" LP has just hopped into the chart at 123 this week.

The Seasons' indie producer Bob Crewe, who makes all their records, and manager Jerry Weintraub as well as Ewart Abner, president of Vee Jay, are all working on the EP "Peanuts" by the group, which was issued

some two months ago. All believe that the sales being rolled up by the EP will provide indisputable proof that the group is the hottest and most consistent around. They report that the disk is moving rapidly from West to East and should be turning up on singles charts shortly.

The Four Seasons' disks have been made by indie producer Bob Crewe, who has other hits with Freddy Cannon and Mark Valentino. The Seasons sides, however, have a different sound from the other 1962 hits. Crewe has also been writing much material with Bob Gaudio, one of the members of the group.

According to Jerry Weintraub, the group's manager, the prominence of the group is shown by the prestige booking into the Copa July 25. Prior to that, however, the group played the Cow Palace in San Francisco spotlighted at the Chubby Checker Limbo Party. They will also play Freedomland the week of April 16. The Seasons will lead a roster of artists from the Vee Jay label to England in May or June. No date had been set at press time.

**Best Bets From the Roster of Important Artists
Associated With VEE JAY Records
HOT in '62, but HOTTER in '63**

GOING ALL THE WAY
Hit No. 100 at 85—Feb. 23rd issue of BILLBOARD

"RAINBOW"
by
GENE CHANDLER
VEE JAY #486

THIRD STRAIGHT WINNER
Hit No. 3 dot on the 100 Charts—Feb. 23rd issue of BILLBOARD

"WALK LIKE A MAN"
by
THE 4 SEASONS
VEE JAY #485

CHECK THESE SEVEN PLATTERS—NOW GETTING GOOD SALES!

"I'M A SOLDIER BOY"
Hit No. 100 at 85—Feb. 23rd issue of BILLBOARD

"SHOOK UP OVER YOU"
by
Dee Clark
Vee Jay #487

"HIS AND HERS"
by
Tony Douglas
Vee Jay #481

"EVERY STEP"
by
The Dukays
Vee Jay #481

"ENDLESS NIGHT"
by
Jimmy Clanton
Ave #8006

"DANCE ROMEO DANCE"
by
The Romeos
(Formerly the King Five)
Vee Jay #488

"MY BABE"
by
The Red West Combo
Scepter #9006

"BILLY"
by
Kathy Jay
Vee Jay #490

NEW RELEASES

"TONIGHT I'LL BE LONELY"
by
Nino and the Ebb Tides
Mr. Parker #123

"HOLD ME CLOSE"
by
Ron Marshall
Maklow #124

No. 2 in Britain

"THE WAYWARD WIND"
by
Frank Ifield
Vee Jay #489

No. 2 in Britain

"PLEASE, PLEASE ME"
by
Beatles
Vee Jay #479

The Best Dance Hit

"MIMA"
by
Eddie Harris
Vee Jay #476

VEE JAY RECORDS
1449 S. MICHIGAN AVE., CHICAGO 5, ILL.

The push worked! Three No 1's in such a short six month spell was exceptional then and it is now and 'Walk Like A Man' would hold the position for 3 weeks before being knocked down to # 5 on 23rd March ironically by Ruby and The Romantics 'Our Day Will Come' which would give Frankie Valli a solo hit in 1975 when he reached # 11 with the same song done in a disco style.

It would be July 1964 before the Four Seasons reached the No1 spot again with 'Rag Doll' but for now their place in pop history was established and the amazing climax to the first half of their stage show 'Jersey Boys' could be written. It now captures the excitement and delivery of these songs far better perhaps than the original group. As Bob Gaudio says"maybe they are better singers than we were?"..and maybe Bob the technology today is better.

A classic Crewe-Gaudio song released this week with the wrong title!

WHATEVER SHE WANTS
by
JERRY BUTLER
VJ 486
VEE JAY RECORDS
1449 S. Michigan Ave.
Chicago 5, Ill.