

**THE**

**4**



**SEASONS**

**VS**

**THAT OTHER GROUP**

**Better Than The Beatles? The 4 Seasons Are The Best-Selling Group in the USA!**

**T**HE most consistently best-selling singing group in the country doesn't wear a "Made in Britain" label. It also doesn't bear a set of shaggy haircuts, a wardrobe of "gear" clothes or an accent shaped in Liverpool or Tottenham.

The 4 Seasons — who sell millions of records during every season — are as American as dungarees, drive-ins and dogpatches!

In the frenzy revolving around The Beatles, Dave Clark and the countless carbon copies who've flown across the ocean in an attempt to dominate our teen music scene, The 4 Seasons have quietly been neglected.

And, as the saying goes, they've cried about it...all the way to the bank.

But there's more to success than money...and it is about time that some attention is drawn to these four guys who have such a cool, casual top pop sound.

Many teens claim that they're better than The Beatles. And they may be right. Certainly, The Beatles don't do what The 4 Seasons do before every one of their recording sessions. Before even thinking of recording a song, the boys get together to have a full-length, formal conference to come up with ideas. And these meetings often have considerably less harmony than their singing sounds. They fight, they argue, they think. And then, in a burst of inspiration, they'll come up with "Ronnie" or "Rag Doll."

The one thing the boys don't argue about is their sound — that distinctive styling which sets them apart from every other singing group going. "We consider ourselves very lucky," says Bob Gaudio, the second tenor who writes most of their hits. "We never have had to change our style."

The boys are sure of themselves, so they don't have to try to latch on to every sudden fad. They believe that their sound can be heard over everyone else's...even the sound which has "yeah, yeah, yeah!" in it.

Part of this confidence may be explained by the fact that The 4 Seasons are just a little older and more

mature than most singing groups on the teen scene. They aren't a bunch of uncertain 18-year-olds who luckily latched on to a hit. They are a group of professional entertainers who know what you want and can give it to you better than anyone else.

Frankie Valli is the first tenor who admits that the quality of his voice is somewhat unusual. But his hobbies are quite usual: sketching, cartooning, playing tennis and doodling on the drums. He started singing in high school, became a Big Band lover and has never been out of the music scene since. He, like all of the boys but Bob, is married.

Bob Gaudio, the second tenor and the group's answer to John Lennon and Paul McCartney, writes most of their hits. A very eligible bachelor who stands 6-2, he is the youngest member of the group. But he is the favorite "uncle" of the eight children his three buddies collectively have. If each of the boys had to be considered a "season," as on the calendar, then Bob would be summer. He is bright, sunny, enthusiastic and breezy.

Nick Massi is the bass of the group who also earns his keep by arranging the songs they record. An athlete, like most of the guys, he enjoys horseback riding, bowling and billiards. Like George Harrison, he also writes songs on the side.

Tommy de Vito has a deep baritone voice which scares golfers off the course when he rumbles "fore!" and sends teens to the store when he harmonized on records. It is a startling baritone which is probably one of America's secret weapons. But Tommy doesn't plan to scare anyone. As soft-spoken as his remarkable voice will permit, Tommy is the fourth season—which completes the cycle and allows the boys to have hits the year 'round.

While everyone else has been getting millions of words of publicity, The 4 Seasons have simply been selling millions of records.

Imagine what would happen if people started talking about them!



## FRANKIE VALLI *Our Day Will Come*

Two sides of one venerable coin, newly reworked for a maturer but equally funky audience as doted on the originals. Like the most polished, surely the most careful and dignified music this premier Italian Soul quartet has ever recorded. Valli's solo work on *Our Day Will Come* demonstrates that "Swearin' To God" was not fluke: delicate, humble, tenor — not baritone — he is, if not the Chairman of the Board, the Next In Line. **Private Stock PS 2006**



Once again, a reprint of the Record World Review of "HICKORY" Mar. 16, 1974

FRANKIE VALLI AND THE FOUR SEASONS  
Motown 1228

HICKORY (prod. by Bob Crewe) (Stone Diamond/Tanny Boy/Kenny Nolan. BMI/ASCAP)

The Seasons 4 are most assuredly back on the hit track with this "Sherry" styled foot stomper in contemporary boots. It's their new rock renaissance and most welcomed!

Daily Mail 12<sup>th</sup>, September 2012

# The day that changed my life

## Frankie Valli

Legendary Four Seasons frontman Frank Valli, 78, recalls the moment he met his musical idol.

**T**here is nothing I would change about my life: the ups, the downs — they're all part of who I am. I've had an amazing life and been more successful than I could possibly have imagined, so it seems unthinkable to want to change any of it.

Looking back, my fondest memories are from when the Four Seasons were just a bunch of guys sitting on the street corner, singing four-part harmony for anybody who walked by. There was no pressure, no money, no fame — we were just singing because we loved it. But undoubtedly, the moment that affected me more than any other was when I met Frank Sinatra for the first time in 1961. I was 27 years old and he was my hero. At that point, we were waiting for our first hit and I was in awe of him. We were fellow New Jersey boys, but he was from an older generation.

I vividly remember the moment when I walked into Jilly's Restaurant on 52nd Street on the West Side in New York and met Frank, who remained seated. The owner was his absolute best friend and the place was full of mobsters and girls — in other words, a typical Sinatra setting. Word had been passed to my manager that Frank wanted to know who this upstart from Jersey was. I was overwhelmed. Here was my complete idol. He needlessly introduced himself and it's always slightly comical when you both have the same name.

Jilly got Frank's attention and said, 'Hey Frank, this is Frankie Valli.' Frank laughed and went, 'Yeah, I know who he is.' From that moment on, I wanted to be a performer like him, with an aura like his. No more just the bar-room singer eking out a living. It was as though he was holding court in this place and he was making



Valli, left, with Sinatra in 1964 and inset, today

me feel like the most special person there because I was the kid singer from his home state. It was a life-changing moment. He ordered me something to eat and got me a few drinks. That's how the relationship started.

For the next decade, we'd see each other several times a year. He would ask me to fly out to join him in Vegas and Miami and it would be all New Jersey's rising stars backstage: Danny DeVito, Jack Nicholson, Bruce Springsteen... all these legends and little old me, who Frank would take under his wing whenever we met. The photograph above shows me with Frank in Las Vegas.

When I saw him perform, the stage felt like it was 100ft above my head. Sinatra came out to all the lights, the audience, the roar — everything. Becoming friends with him is a very, very special memory that changed my whole outlook, from thinking small time in my home state to making it big worldwide with songs like Sherry — a huge No 1 a year later — and lots more hits, right up to Grease a decade-and-a-half later. ■

**Andrew Threlfall**

Frankie's album *Working My Way Back To You* (Rhino) is out now. The Jersey Boys musical, which tells the story of The Four Seasons, is on at London's Prince Edward Theatre, [www.jerseyboyslondon.com](http://www.jerseyboyslondon.com).