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COVER BIOGRAPHY

BOB CREWE

Produced:
BOB CREWE GENERATION
FREDDY CANNON
FRANKIE VALLI & THE FOUR SEASONS
MITCH RYDER & DETROIT WHEELS
OLIVER
DISCO TEX & THE SEX-O-LETTES
ELEVENTH HOUR

AND OTHERS

Bob Crewe is an artist in every sense of the word. Born and raised in New Jersey, he later entered New York University as an architectural student who couldn't decide between art or music as a career. After a stint with the U.S.O. performing abroad, he remained in Europe to study painting in Paris, Rome and Switzerland. He returned to the states to concentrate on painting and was received well by the critics at several one man shows. At the same time, he was also in demand as a male fashion model.

Meanwhile, in the late fifties he met Frank Slay, Jr. and they began working as a songwriting-production team. They were responsible for such hits as "Silhouettes" by The Rays, "Lucky LadyBug" and "La Dee Da" by Billie and Lillie, and "Talahassee Lassie" by Freddy Cannon. Following their initial success, the team of Crewe and Slay went on to produce follow-up hits for Freddy Cannon as well as numerous other artists.

As if all this wasn't enough, Bob also worked as a recording artist. His first major hit was "The Whiffenpoof Song." Later (1967), The Bob Crewe Generation also scored with "Music To Watch Girls by."

Bob Crewe "The Producer" was responsible for several major innovations in pop music. He produced the first single for Frankie Valli and The Four Seasons, "Sherry," and followed with million sellers like "Big Girls Don't Cry," "Walk Like A Man," "Dawn," "Rag Doll" and "Let's Hang On." Then there was Mitch Ryder and The Detroit Wheels with "Jenny Take A Ride" and "Sock It To Me Baby" and Oliver's "Good Morning Starshine" and "Jean."

As a songwriter, Bob co-wrote and produced (with Bob Gaudio) "Can't Take My Eyes Off Of You" for Frankie Valli. He also wrote "Silence Is Golden" for The Walker Bros., "Bye Bye Baby" for the Bay City Rollers, "More Than the Eye Can See" for Al Martino, "Eternity" for Vicki Carr and "Lady Marmalade" for Labelle.

In 1975, Bob Crewe was responsible for Franki Valli's "My Eyes Adored You," Disco Tex and The Sex-O-Lettes' "Get Dancin'," and "I Wanna Dance Wit' Choo," "Hollywood Hot" for The Eleventh Hour and numerous other successful ventures since.

His latest project is the new Bob Crewe Generation album on Elektra Records. The single release from the album will be "Menage A Trois." Also within the next few months, Bob's own vocal album (produced by Jerry Wexler) will be out on Elektra.

Bob Crew, the creative artist, performer, songwriter and producer has definitely made his mark on the music industry. His talent, sensitivity and energy always seems to have kept him just enough ahead of his time to be a leader. We in the industry look forward to many more years of his creative leadership.

P.S. As a personal footnote, the entire music community wishes Bob a speedy recovery from his recent accident in Los Angeles... Bob, we hope to see you up and in the studio again soon!