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COVER BIOGRAPHY

KATZ & KASENETZ

PRODUCED:
Ohio Express
1910 Fruitgum Co.
Music Explosion
Tommy James & the Shondels
Brooklyn Bridge
Freddie & the Dreamers
Tony Orlando
Ram Jam
And many others

Jeff Katz and Jerry Kasenetz met in college at the University of Arizona in Tucson. Jeff was on the football team and Jerry was the team manager. While in college, they met Mike Smith of the Dave Clark Five at a motel swimming pool and became intrigued with the excitement of the music business.

They began producing concerts and managing groups in Tucson and after graduation, they returned to their homes in New York and continued what they had started. The first act they managed was American Dreams in 1966, which included a singer-songwriter named Eric Kaz. A year later, they set up their production company. Their first client was Joe Walsh. Suddenly, the K&K Rocket took off with an unknown group from Ohio called the Music Explosion.

The Music Explosion record "Little Bit O' Soul" hit the charts and two months after a cross-country promotional tour, it went gold. The follow-up record by the group made the Top 30 with ease as did the next four K&K singles that year, giving them a total of six chart records in six attempts.

In 1968, K&K signed a Buddah Record's production deal and released what was considered the first "Bubble-Gum" music with a song by the 1910 Fruitgum Co. called "Simon Says." In Jerry's words, "We wanted to make a new kind of record, something that everyone could enjoy but which would be aimed at little kids." The song sold over five million copies internationally and was voted the Mecca Award in England as best dance record of 1968.

"Simon Says," "Mony, Mony," and "Yummy, Yummy, Yummy" followed each other up the charts and by the end of 1968, K&K had six gold records and more chart singles than any other production team. It was also in 1968, that they put together a 46 member caravan composed of musicians from five of their top groups. It eventually became The Kasenetz and Katz Super Cirkus and performed, among other places, at Carnegie Hall.

Between 1968 and 1970, 75% of the K&K releases had made the charts with sales of some 40 million singles by the groups in their stable. It was at this point, they decided to take a break. "We just got tired of the business" says Jerry.

This year they came back in style with a smash hit record called "Black Betty" by an unknown group called Ram Jam. It's interesting to note that Katz and Kasenetz now hold a music business record for producing more singles for new artists that make the Top 100 on their first release than any other producer or production team in the music business. Their twelve such singles include:

1967 - Christine Cooper	"SOS"	Top 100
1967 - Music Explosion	"Little Bit O' Soul"	Million Seller
1968 - Ohio Express	"Beg, Borrow & Steal"	Top 20
1968 - 1910 Fruitgum Co.	"Simon Says"	Million Seller
1968 - Professor Morrison's Lollipop	"You Got The Love"	Top 50
1968 - Kasenetz & Katz Super Cirkus	"Quick Joey Small"	Top 20
1968 - Crazy Elephant	"Gimme Gimme Good Lovin'"	Top 10
1969 - Shadows of Knight	"Shake"	Top 50
1973 - G.W. Kearny	"Everybody But Me"	Top 100
1975 - Canyon	"Top Of The World"	Top 100
1976 - Ellison Chase	"Lets Rock"	Top 100
1977 - Ram Jam	"Black Betty"	Top 15

Somebody over there has got ears!

***** ALSO*****

WE BLEW IT LAST MONTH!
By printing Kasenetz & Katz incorrecly



KASENETZ & KATZ

Above is a picture of Jerry Kasenetz (the skinny one on the left) and Jeff Katz (the not-so-skinny one on the right) of the Kasenetz & Katz Organization. Please call them and let them know you saw this correction so that they will release my mother and brother who they have been holding hostage since the mailing of our November issue!

Sincerely,
Leonard Kalikow
Editor & Publisher