

The RAND Building
Buffalo, New York - 14203 - Telephone 852-3508

"THE HUMP"

IT STARTED IN ROCHESTER AS A DANCE -- TWO YEARS BACK -- LET US REPEAT -- TWO YEARS BACK. LAST YEAR SAHARA RECORDS RECORDED A GROUP THAT HAS ALL THE ATTRIBUTES OF A MODERN SWINGING GROUP. THEY WEAR BEARDS -- THEIR PANTS ARE TOO TIGHT -- THEY LOOK SLIGHTLY UNBATHED -- AND MISTER, THEY HAD A HIT IN ROCHESTER!

THE RESULTS IN ROCHESTER LAST YEAR, WITH THE ASSISTANCE OF 'WBBF', WERE LITTLE MAMA AND PAPA RECORD STORES ORDERING THE RECORD BY THE HUNDREDS. SAHARA RECORDS SOLD OVER THE MONTHS, WHILE THE RECORD WAS HOT, FIFTEEN THOUSAND COPIES IN ROCHESTER NEW YORK. AT THE TIME, THE 'INVICTAS' OUTSOLD THE BEATLES IN THE IMMEDIATE ROCHESTER MARKET. ALL THIS IS REMINISCENT OF THE YEAR 1959 WHEN DOWN IN PHILADELPHIA THE R&B JOCKS (GEORGE WOODS AND JOCKO HENDERSON) WERE RAVING ABOUT A DANCE CRAZE THAT HAD TAKEN OVER THEIR HOPS. IT WAS A KING RECORD BY HANK BALLARD, OF AN UNKNOWN THING, CALLED 'THE TWIST'. AS USUAL THE WIDE AWAKE CHARACTERS IN OUR BIZ CLASSIFIED IT AS A HYPE. IT WASN'T UNTIL THE VERY HOT (AT THAT TIME) CAMEO LABEL RECORDED IT WITH THE THEN UNKNOWN CHUBBY CHECKER. OF COURSE THE REST IS HISTORY.

AGAIN A SITUATION HAS DEVELOPED WHERE THE KIDS HAVE LATCHED ON TO A NEW DANCE CRAZE. THIS TIME IT IS CALLED 'THE HUMP'. WHETHER ITS THE TWIST, THE DOG, THE MONKEY OR THE SWIM, THE SIGNS ARE ALL THERE. LAST YEAR IT WAS THE MOST DANCED-TO NUMBER AT RECORD HOPS IN ROCHESTER AND SURROUNDING AREAS, LIKE NEWARK NEW YORK, ETC.

NOW SOME BUFFALO PEOPLE HAVE REALLY GONE TO WORK ON THE RECORD. THEY ARE THE SWINGING TEAM OF LENNY SILVER AND STEVE BRODY, WHO HAVE QUITE A HISTORY OF 'BEING LUCKY' (LEASTWISE THAT IS WHAT PEOPLE ALWAYS SAY ABOUT THOSE THAT MAKE IT FROM LEFT FIELD). BRODY AND SILVER HAVE HAD A STRING OF SO-CALLED LUCKY HITS FROM NOWHERE. THERE WAS 'WILD WEEKEND', THERE WAS 'TELL HIM NO', ALSO 'TRAGEDY' AND LEAVE US NOT FORGET 'PEANUTS' BY THE SUNGLOWS, ETC., THE AMAZING THING IS IN BUFFALO NEW YORK THAT 'THE HUMP' HAS ALREADY QUIETLY BEEN BUILT INTO A MONSTER. IT HAS BEEN PLAYED FOR JUST A FEW WEEKS ON 'WYSL' AND 'WBLK'. WYSL MADE IT THEIR PICK HIT. IT HAS BECOME A NUMBER ON THE WYSL CHART.

LOCAL SALES FOR THE RECORD IN THE PAST WEEK (AS OF THIS WRITING) HAVE BEEN FOR TWO THOUSAND COPIES. A LOCAL NEWSPAPER CONDUCTS THEIR OWN SURVEY OF THE RECORD SHOPS. AS OF SATURDAY JULY THE SECOND THE RECORD WAS NUMBER SIX IN THEIR LISTING OF THE TOP TEN LOCAL RECORD FAVORITES.

ONCE AGAIN IRONY PREVAILS BECAUSE EVEN WITH THE FANTASTIC SALES SUCCESS LOCALLY, IT HAS NOT BECOME A STORY IN EITHER LOCAL NEWSPAPER. WHEN THE NEW TREND INNUNDATES THE COUNTRY, THEN POSSIBLY IT WILL BE WRITTEN UP LOCALLY AND WILL BE ACCEPTED EVERYWHERE.

OUR BUSINESS HAS A HABIT OF OVERLOOKING THE OBVIOUS. IT WAS THUS WITH THE TWIST, IT WAS SO WITH THE 'CLEFS OF LAVENDER' IN FLORIDA...ANOTHER EXAMPLE 'DIRTY WATER' BY THE STANDELLS.. 'SWEET PEA' IS ANOTHER RECENT EXAMPLE, AND SO IT HAS BEEN WITH 'THE HUMP'. LIKE THE TWIST IT HAS BEEN FIGHTING TO BECOME A HIT AS WELL AS AN INTEGRAL PART OF THE MUSICAL HISTORY, NOT ONLY OF OUR COUNTRY, BUT OF THE WORLD. AS IT HAS ALWAYS BEEN WITH THE SOUND OF TOMORROW...REMEMBER YOU READ AND HEARD ABOUT 'THE HUMP' FIRST WHEN YOU PICKED UP 'SCENES'.

Local Record Favorites

Compiled by TV Topics From
Area Record Sales.

- 1—Hanky Panky, Shondells.
- 2—Strangers in the Night, Frank Sinatra.
- 3—Somewhere My Love, Ray Coniff.
- 4—Wild Thing, Throegs.
- 5—Solitary Man, Neill Diamond.
- 6—The Hump, Invictas.

9—Don't Bring Me Down, Animals.

- 10—I Saw Her Again, Mama's & Papa's.
- 11—I Want You, Bob Dylan.
- 12—Mother's Little Helper, Rolling Stones.
- 13—You Don't Have to Say You Love Me, Dusty Springfield.
- 14—Pretty Flamingo, Manfred Mann.

Buffalo Evening News
TV TOPICS

July 2, 1966—Page 15