

Fresh News

Volume 32, No.2

APRIL, MAY, JUNE 2018



Group 25, 70 years, still going strong!

Our President, Neil Lantz



70 YEARS & COUNTING

As I thought about the extraordinary 70-year performance record of the Four Freshmen, I began to wonder about the significance of all the 10-year celebrations of the group. Although I've been a Freshmen fan since my high school days in the mid-fifties, I couldn't recall some of the significant Four Freshmen milestones before my wife and I became members of the Society eighteen years ago. And so I wondered – beyond the first professional gig of the Freshmen in 1948, what happened in and near anniversary years that followed – 1958, 1968, 1978, and so on. Not surprising, I found many interesting answers in Ross Barbour's wonderful book *Now You Know, The Story of the Four Freshmen* (copies of which are still available in the Music Mart). The milestones I chose began on September 20, 1948 at the 113 Club in my hometown, Fort Wayne, Indiana.

1948 Brothers Ross and Don Barbour, cousin Bob Flanigan, and Hal Kratzsch, four young guys from the Jordan Conservatory of Butler University began the 70-year record as the Toppers, shortly thereafter renamed the Freshmen Four by their Chicago agent, and renamed a few weeks later by the guys – the Four Freshmen.

1958 While performing in Dayton, Ohio in 1950, the Freshmen met Stan Kenton who paved their way for a lengthy relationship with Capitol Records, beginning with their classic recording of *It's a Blue World*. Other events of significance during the 50s decade included personnel changes to the original group as Ken Errair replaced Hal Kratzsch. Errair would later be replaced by Ken Albers. In early 1956, the Four Freshmen made perhaps their greatest recording, *The Four Freshmen and Five Trombones*. A few years later, in October of their 10th Anniversary year, they offered an interesting contrast in musical dynamics for their newest album, as explained by Ross: "Instead of blaring trumpets, let's use strings. Rather than loud, let's be soft...slow, not fast." Then they went on the road for eighteen days with Maynard Ferguson "and his roaring band," along with the Dave Brubeck Quartet – quite a testimonial to the diverse dynamics of the three groups and the musical variations of the Four Freshmen.

1968 Seven years before the 20th Anniversary, original member Don Barbour left to pursue a solo career and was replaced by Bill Comstock. Sadly, Don was killed in an automobile accident. Significant international tours by the guys happened in the 60s decade and resulted in one of their most collectible LPs, *The Four Freshmen in Tokyo '68*. Their 20th Anniversary week was celebrated in September at The Embers in Indianapolis. By Christmas that year, according to Ross, after another busy year on the road all four guys were sick with the flu. He called them the sickest quartet in music history and jokingly renamed them the Four Fevers.

1978 Prior to the 30th Anniversary, August of 1977 marked the retirement of another great member of the original Freshmen, Ross Barbour. Bob Flanigan wrote the Anniversary Special of the *Fifth Freshmen*, the excellent Four Freshmen newsletter that had been previously written and produced by the creative mind of Ross. The special issue written by Bob gave credit to many of the folks who had supported the group over the years, including Stan Kenton, who died the next year, to arrangers Pete Rugolo and Dick Reynolds, and to the Freshmen fans. To the fans he wrote, "So to All of you in the over 2000 (continued on page 11)

MEMORIES



Ken Bob Dennis Arthur

FIFTH FRESHMAN

CHRISTMAS ISSUE

KEN HERE

We wish to say a special - "Hello again" to you thousands of Friends around the world - who have expressed your interest, by letters and phone calls, for news about the "Four Freshmen" activities. You are, indeed, most flattering people. ---Good Friends usually are.

We plan to publish, again these periodicals of our endurance, with bits and pieces of our Travels, our personal delights, our successes and our failures. - It's nice to be back with you.

During the months of May, June and July, while still on The Road-Working Schedule, the group began planning a reorganization which has taken place. This reorganization was most amiable, most desired by departing members, and most rewarding with the acquirement of new membership. We wish, with you, to bid our Ross Barbour and our Ray Brown a happy and "Bon Voyage". --- We wish, likewise, for you to Cheer our Autlie Goodman and our Dennis Grillo, two guys you're going to be surprised by. I hope, as in theatrics, I have successfully encouraged your curiosity.

Our Group rehearsed in Las Vegas the entire month of August. We cast off, anew, in Detroit at the "Michigan State Fair" to standing ovations and a promised return in '78, ---Our many one-niters have been well attended and our present "Columbia Artists Tour" of Colorado, Wyoming, Montana, Idaho, Washington, Oregon and California (Via our Motor-Home) has been very gratifying.

We hope to meet you when we come within your area. And if we don't meet you for a while we do want to extend to you Our Wishes for a Most Joyous Christmas '77 and a Most Abundant New Year '78.

Ken

BOB HERE

In October we had a First, if you can imagine that. We had the privilege of touring with 3 other vocal groups. We did 17 days with "The Four Lads", "Ink Spots", "Pied Pipers". ---We were the next youngest of the Four-----Ha!! For those of you in the South who saw The Show I think you'll agree it was a Fun Show.

We work so much alone, as do the other groups, that we forget how much Fun it can be to work together. We had a ball on the Bus, for many reasons, - the Bar - the fact it sleeps 8 and last but not least the Driver. The bus was a customized Trailways Type. It made the trip much more relaxed. Murph, our driver, is one of a kind. A great guy and a great driver. He has driven people like - Olivia Newton John, Dolly Parton (would like to do that myself), Beach Boys and lots more. He has a million Road Stories needless to say.

Our Promoter, and Leader, was a great guy name, Mike Dowling, with Limelight Productions, in Chicago. He managed to get us all on the Bus and to each Concert without losing anyone.

As you all know I have been A Lead Singer for a long time, so I feel qualified to say this, ----Lynn Robert's, with the Pied Pipers, is one of the greatest I've ever heard. She knocked all of us out, every single night.

We will do the same tour in February in Florida only, so if you're in the Sunshine State, ya'll come see us.

One more thing ----we have our new Country Squire Motor Home and will be out from March 6 - May 15 doing more Community Concerts in about 20 States. So if you see a Country Squire with a trailer with "The Four Freshmen" on the side, either honk twice and wave or get on the old "CB: on Channel 19 and break for "The Hanging Judge," that's me.

Bob

EXCITEMENT IN SOUTH BEND!



Your committee organizing the Celebrating 70 Four Freshmen Convention 2018 in South Bend, Indiana, is excited to see registrations rolling in. We have been working to assure that this convention will be a great experience for all who attend.

Of course, it's all about the Four Freshmen. They will be giving their usual Friday and Saturday night performances at South Bend's Century Center, which is connected by an inside handicap accessible overhead walkway to the Wonderful Hilton DoubleTree Hotel right in the heart of downtown South Bend. The Thursday night Jam Session

(talent show) and the Wannabes (Thursday, Friday and Saturday afternoons) will be held in the ballroom of the DoubleTree. A jazz band will warm up for the Freshmen on Friday night, and there will be soft jazz music during dinner both nights. Soft so that the usual reunion conversations will not have too much competition.

The tours on Friday morning and early afternoon will not conflict with any of the other activities. The Studebaker National Museum is a gem and the adjacent History Museum is very interesting with South Bend and Indiana exhibits that include the *League of Their Own* South Bend Blue Sox. Lunch at the Tippecanoe Place, which is a restaurant in the Studebaker Mansion with great food and wonderful woodwork in this expansive grand old home. The Notre Dame campus is a must see and is best done with the inexpensive tour. There is walking involved, but there is an interesting video at the start and a chance to shop at ND's excellent bookstore.

(continued on page 4)



Friends for Life

by Barb Meyers

The first Convention that Mel and I attended was the 50th Anniversary Convention. We were hooked! In fact, we only missed the two following conventions because of business obligations. After that we never missed one.

Roy Anderson top left was Mel's Fraternity Brother and life long friend who is now deceased. Roy was responsible for our joining the Four Freshmen Society. The three of us have always been Freshmen Fans

We met JeriAnn Kelly at this reunion and found out she lived in Phoenix; at that time we lived in Tucson. JeriAnn was the lady that planned all those wonderful cruises that many of you went on. After the second cruise, I became one of her helpers.

We have met so many people over the years who are Freshmen Fans and they all become such good friends. We have met so many of the Freshmen themselves like Greg and that has become so special for Mel and me. Mel and I agree with Bob who said, "Attending a Four Freshmen Society Convention is like attending a family reunion."



Freshmen Dazzle Capacity Crowd

by Larry V Thren, Eastern Pa. Rep.

The Four Freshmen returned to Lebanon, PA on Sunday afternoon, Sept. 17th for a 3:00 pm concert. The concert opened the Lebanon County Community Concert Association season and the membership voted the Four Freshmen the group "as the one they wanted to see again more than any other group" in a poll taken. The Four Freshmen appeared there in April of 2014.

WOW.....The Four Freshmen Sound is in great hands for the future with Group 25! The capacity crowd of just under 1,200 were explosive throughout the concert with their applause. Having been a fan for over 50 years attending Four Freshmen concerts and FFS conventions I saw a unique energy that came from the Group - and it was returned throughout this concert by the audience.

Of the 26 songs that the guys performed the audience especially liked the two Latin songs, *So Danco Samba* and *Girl From Ipanema*. You could hear lots of "wows" and "oh yeahs" from this audience. Had there been an applause meter, however, the clear winners would have been *Stardust* and *It's A Blue World*.

Bob seemed so moved by the capacity attendance and their energy that he thanked them twice "for filling the huge auditorium at Lebanon High School and for their overwhelming support for the Arts".

A couple of new additions to the song list, arranged by Bob Ferreira were *Let Me Love You* and *Social Call*.

Even CD sales were brisk and better than what I have been accustomed to - and they lined up outside of the auditorium after the performance "to meet and greet" the guys and have their CDs autographed.

While approximately half of the audience said it was their first attendance at a Four Freshmen concert, the overall energy level of the audience was discernible.

The FFS was well represented when polled by the Master of Ceremonies with members from Rhode Island, New Jersey, New York, Tennessee and Pennsylvania.

Undoubtedly, this audiences' reactions tell you that the music of the Four Freshmen and The American Songbook are in good hands with Group 25.

Excitement In South Bend (continued from page 3)

Saturday night's Freshmen concert will be preceded by birthday cake and a champagne toast to honor the 70-year anniversary of the Freshmen sound.

Downtown South Bend has excellent restaurants in easy walking distance from the DoubleTree. There is a Starbucks within the atrium of the hotel, and just down the street is the South Bend Chocolate Factory Store and Restaurant, which claims to be the "largest chocolate store in the world."

The Fresh Memories session on Saturday afternoon is a chance to hear the musicians who are the wonderful current iteration of the Four Freshmen. They will be talking about their experiences and answering our questions. In short, our excitement is justified, because the 2018

FN APRIL, MAY, JUNE 2018

Convention promises to be a stellar event.

If you haven't already registered or made reservations at the South Bend Doubletree, please do so at your earliest convenience, because the hotel is filling up, and seating at the tables for dinner and the concerts is preferentially given by date of registration.

Share the excitement. Share the Four Freshmen experience.

Plan to come to South Bend October 18, 19 and 20. We are excited to have you with us.

The Four Freshmen Convention Committee 2018
Janet and Larry Thompson,
Convention Chairs
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**2018 FOUR FRESHMEN SOCIETY CONVENTION
REGISTRATION INFORMATION**

(This information gives further details regarding the Registration Form)

REGISTRATION INFORMATION: **Registration begins February 1, 2018.** You may register online at **FFS2018.com** or register by mail and pay by check or credit card using the form on the following page. Please provide all requested information including preferred first **and** last names (for name badges).

TABLE ASSIGNMENTS: Please provide all names of others you want seated at your table. Encourage your preferred tablemates to mail or create online their registrations early. **Seating will be arranged by postmark date or online registration date.**

HOTEL INFORMATION: We recommend you make your hotel reservations early (even before February). Rooms at the DoubleTree will be reserved on a first-come, first served basis. Rates for the convention are guaranteed for \$129 plus tax per night for two queen beds or a king bed. These rates will be available also for three days before and three days after the convention dates of October 18, 19, and 20, 2018.

TO RESERVE YOUR ROOM: Call DoubleTree reservations at (574) 234-2000. Be sure to mention the Four Freshmen Convention.

COMMEMORATIVE SHIRTS: The shirts are **kelly green** collared golf style Ladies' and Men's sizes with our 2018 convention logo and "Celebrating 70" embroidered on the upper chests. They are made by "Port Authority" in 65%polyester and 35% cotton. Only a few shirts will be available for sale at the convention, so you are encouraged to order with your registration.

JAM SESSION (MEMBERS' TALENT NIGHT): A great evening of jazz. A talented local jazz group will anchor the evening's festivities as past and current Freshmen and convention attendees perform. Please indicate your song, key, and instrument on the registration form so that the group will be prepared to accompany your song. At the end of the evening, all participants will jam together with the group.

TOURS: (Friday, 19 OCT) **Tour #1** (\$15/person) embarks from the hotel at 8:45a by bus to the South Bend Museum Campus, including the Studebaker National Museum, The History Museum, and the first floor of Copshaholm, The Oliver Mansion. A bus will be available to drop off those who wish to have lunch at Tippecanoe Place or to return those not having lunch there to the hotel.

Tour #2 (\$25/person) Lunch will be at Tippecanoe Place (The J.M. Studebaker Mansion) 11:30a to 1:30p.

Tour #3 (\$10/person) embarks from the hotel at 1:45 by bus for the Notre Dame campus (primarily a walking tour). That tour will return to the hotel about 3:45p.

One may opt for either tour with or without lunch. Both tours and lunch together will be discounted to \$45/person. All gratuities are included in the price of each tour.

MENU VARIATIONS: Please specify whether you require vegetarian or other specifics for lunch or evening meals.

REGISTRATION FEES: Early registration, prior to August 1, is encouraged and must be accompanied by payment. The earlier you register, the better your dinner table seat. Every effort will be made to accommodate late registrations, but priority dinner seating cannot be guaranteed.

PAYMENT SUMMARY: Please complete all information on the Registration Form and forward your payments. You may pay by check or with Visa, MasterCard, American Express or Discover. Please note that you must add a \$6.00 per person fee when using credit cards for payment of the registration fee. **ONLY MEMBERS** of the Four Freshmen Society may attend this convention. Non-members will be able to join the FFS for of \$15 (single or couple—please indicate). Feel free to duplicate the registration form for your non-member friends who may be interested in attending.

TRANSPORTATION FROM AIRPORT TO HOTEL: There is a free shuttle to and from the South Bend International (SBN) Airport. Rental cars and taxi service are also available at the airport. Call the hotel to let them know your arrival time.

HOTEL PARKING: Parking is free for hotel guests **with in and out privileges.**

2018 FOUR FRESHMEN SOCIETY CONVENTION

South Bend, Indiana October 18-20, 2018

Flying in? _____ Driving in? _____

Send form to: Janet & Larry Thompson

1311 E Erskine Manor Hill
South Bend, IN 46614-2186

Questions? (574) 291-1304

Please Print:

Name(s) _____
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City, State, Zip _____ Telephone # (____) _____

E-mail _____

COMMEMORATIVE SHIRT: \$30 EACH.

(Enter NUMBER of shirts wanted by size and gender)

Men (____ small) (____ med) (____ large) (____ XL) (____ XXL) (____ XXXL)

Women (____ small) (____ med) (____ large) (____ XL) (____ XXL) (____ XXXL)

JAM SESSION: Plan to perform at Thursday night Talent/jam session? _____ Yes _____ No

Song _____ Key _____ Vocal ? _____ or Instrument? _____

MENU SELECTIONS: Do you need **vegetarian meals**? How many Friday _____ Saturday _____

HOTEL INFORMATION: Have you made reservations at the DoubleTree? Yes _____ No _____

FFS Convention rates are \$129/night and also apply to rooms for three days before or after. (See

Registration Information other side of this page or on the FFS2018.com website)

REGISTRATION FEE: POSTMARKED (or online) Feb 1 to August 1st - \$195 per person

POSTMARKED (or online) after August 1st - \$215 per person

Cancellations Full refund before August 15th. \$25 processing fee between August 15th and September 30th.

NO REFUNDS AFTER October 1st!

TABLE SEATING; Tables of eight. List names of those you want at your table. **SEATING IS ARRANGED BY REGISTRATION POSTMARKED DATE OR ONLINE DATE OF LAST MEMBER OF YOUR PARTY.**

1. _____ 2. _____ 3. _____ 4. _____

5. _____ 6. _____ 7. _____ 8. _____

		People
TOURS: Tour #1- Studebaker/History Museums	\$15	_____ (limited, reserve early!)
#2- Lunch at Tippecanoe Place	\$25	_____ (limited, reserve early!)
#3- Notre Dame University Campus	\$10	_____ (limited, reserve early!)
#4- The above 3 tours together	\$45	_____ (limited, reserve early!)

PAYMENT SUMMARY:

REGISTRATION: \$195 (or \$215 after August 1st) _____ people @ \$_____ each = _____

Add \$6/person if paid by credit card _____ people @ \$6 each = _____

COMMEMORATIVE SHIRTS: men's _____ women's _____ @ \$30 each = _____

TOURS: Count tours above, multiply by amounts, enter total here: = _____

NEW MEMBERS ONLY: Four Freshmen Society Membership \$15 = _____

(\$15 fee applies to couple or single not already members) = _____

Total: = _____

PAYMENT BY CHECK IS ENCOURAGED: Please make checks payable to

FFS CONVENTION 2018 and send to address above.

Credit Card: Amex _____ Discover _____ Mastercard _____ Visa _____

Card Number _____ Expiration Date ____/____

Signature _____ Print Name as on Card _____

Beginning February 1, 2018 registration may be done online at: FFS2018.com

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Deadlines for consideration of articles:

- | | |
|----------------------------|----------------------------|
| 1. Jan/Feb/March - Dec 15 | 2. Apr/May/June - March 15 |
| 3. July/Aug/Sept - June 15 | 4. Oct/Nov/Dec - Sept 15 |

Submit manuscripts to the Editor:

Barb Meyers, bam241136@gmail.com, Cell 419-309-7855

FFS New Member/or Renewal Form

Name _____

Spouse _____

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(9 digit zip please)

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New Member Fee: \$15 Single or Couple (worldwide)

All Renewals: One Year \$25

Two or more years \$20 each year

FFS dues are not tax deductible.

Please mail form and correct fee to:

Chaz Cone

FFS Membership Dept.

6900 Hunters Knoll NE

ATLANTA GA 30328-1763

Or online at dues.fourfreshmensociety.com

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Art Hagan, Terre Haute, IN

Buz Rufe, Poway, CA

The Four Freshmen Society Inc.

Item	Cost	QTY	Total
5 Trombones/5 Trumpets	\$15.00		
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Capitol Collector Series	\$15.00		
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Four Freshmen and Friends LP	\$20.00		
"Now You Know" (Leather Bound Book)	\$100.00		
Book is \$120 for orders outside US			

Subtotal

Shipping - \$1 per CD for US orders
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Total

(*) Available to Members Only

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Make check payable to:

The Four Freshmen Society, Inc.

In 1979, the Airmen of Note under the direction of Dave Steinmeyer had a concert at Constitution Hall in Washington, D.C. They had, as their guests, The Four Freshmen (group 6). That concert was preserved from the sound board by Dave Barnes. It was then cleaned up by Paul Halac. The result was a "new" CD of the Four Freshmen Live at Constitution Hall in 1979, backed by the Airmen of Note, the premier jazz ensemble of the U.S. Air Force. The Music Mart has embarked on a plan to find and release these rare recordings, particularly in years when there is no new CD from the Freshmen themselves. While the Society has done this in the past, we will now try to be more aggressive in this endeavor. We hope to have a "new" CD ready for each convention. We hope you enjoy this new material. Barbara Emerson

Oakville Christmas Concert

By Maurice Byrne

What a great thrill to have the Fabulous Four Freshmen performing a Christmas Concert to an appreciable, if less than capacity audience in Oakville, Ontario Canada.

We were treated to a good mix of Freshmen favorites, plus some Christmas songs from the *Snowfall* CD.

We got some CD sales for the guys and met some fans who have not seen them (the Four Freshmen) for years and were delighted with the show.

Hope to increase the fan base up here in Canada so they will come back soon.



Angel Eyes in Findlay, Ohio

By Annamarie Hess

I'm writing this at the request of Bob Ferreira in the last issue of Fresh News.

In 1956 I was a Freshman at Findlay College in Findlay, Ohio. It is now the University of Findlay. My boyfriend insisted that I take a break from studying one night to listen to Buck Matthews from WJR in Detroit. My boyfriend had requested *Angel Eyes* by the Four Freshmen, I was hooked by him and the Four Freshmen sound, which is still the best after all these years.

By the way Bob, I have been following you too since the first time you sang with the Four Freshmen in Columbus, Indiana in 1992.

NOTE: As per our Historian, Christian Rank, "*Angel Eyes*" was recorded August 1955 on the *Five Trombone Album* with Group 2. Group 2 was Bob Flanigan, Don Barbour, Ross Barbour and Ken Errair.

FN APRIL, MAY, JUNE 2018

APPLES and ORANGES

by Bob Ferreira

Certain questions I am often asked would seem to be simple ones.

"What has been your favorite favorite performance with the Freshmen?"

"What is your favorite standout moment with the group?"

The list goes on.

These would seem simple questions to answer, but for me they are some of the most difficult. I have never been one to respond to these kinds of questions with a firm "black and white" answer... And if I have, it has only been because I have to simplify for everyone's sanity. Otherwise, I would have to spend an hour answering these "simple" questions. HaHa!

I'm an "apples and oranges" type of guy which means that I see (or at least try to see) the beauty and quality in each and every moment, person, place, or thing I experience on my journey through life. For instance, I can't say Mel Torme is my favorite singer because, to me, even though Mel was a huge influence on me when I first started singing, Mark Murphy had such a way of phrasing ballads that it stuck with me and inspired me in such profoundly different ways. Johnny Hartman had this tone and effortless expression that would make the soles of my shoes vibrate every time I listened to him. How could I simply relegate all these amazing qualities of these other iconic performers to second place by saying something as simple as, "Mel Torme is my favorite male singer." Music and life is so much more complex and beautiful than that for me.

Another thing that may be interesting and very much surprising for some of you to know is for a lot of musicians and entertainers, the fondest memories and more indelible moments in their careers do not even involve the stage! I used to meet up with the late-great Bob Flanigan almost weekly for coffee and we would chat and he would share his stories of the road. One thing I always remember Bob saying was that what he missed most about the road was not the performing, but rather the traveling and the people he met along the way. I have come to know this to be all too true. Sure, I have moments from the stage that will stay with me to my dying day, but what I remember even more than that are times like sitting outside at a rustic old restaurant on a September night in Quebec City watching people walk by on the cobblestone streets while breathing the crisp Fall air. Or, having our traditional post show laughs and margaritas with our friends Elmer and Barbie Schroeder at Chili's restaurant in The Villages, Florida; or the smell of pine from the giant Christmas tree that occupied the lobby of the Colony Hotel in Palm Beach, Florida where we spent a good portion of the last 15 Decembers performing; or sitting in a tiny motel in the middle of nowhere with nothing but a dinner and view of a wheat field to pass the time; or a million more memories and wonderful souls I've met along the way.

The music is always important, but to me, music is but a palette from which we paint our important memories in life that are peripheral to the stage. I am just so fortunate to be able to utilize such a rich palette with The Freshmen to create some amazing memories and a million tiny miracles that will stay with me always.

Apples and Oranges, my friends!



Choosing Battles

Or How to Kill Time While Ordering Coffee

by Stein Malvey

We all know that in life, one must choose one's battles. For me, this comes into sharp focus when a barista asks for a name to go with my coffee order. My name isn't English, and as a result, I am often forced to repeat my name several times, often to a person who responds with English names that begin with "St," in the form of a question-- "Stan?" "Steve?," "Sting?" etc. This is usually followed by me spelling my name, pronouncing it yet again, and possibly giving an oral history of its origin. Nine times out of ten, my name ends up misspelled on the cup, and absolutely mispronounced by the barista. When all I want is coffee, this whole rigmarole is, shall we say, less than appealing. (For the record, it's pronounced "stain," but it isn't spelled that way. Feel free to call a friend right now and let them know. I'll wait.)

Anywho, back to coffee. To be honest, if it's likely I'll be in a particular coffee shop only one time in my life, I really don't want to put in much effort. This waning of my enthusiasm was the genesis of a game I used to play with Brian Eichenberger. When ordering coffee and prompted for a name, I would make up any English name I could think of on the spot. Larry, Daryl, Tony, Duke, Ralph, Zeke-- anything. All fair game. When my drink arrived, Brian would take a picture of me holding the cup up to my face. After a while, I had a somewhat large collection of these photos. The photos have gone missing, but their ridiculous legacy lives on, in my brain place.

One curious, and possibly telling, trait I have noticed is that a lot of people can not spell common names correctly. So many times, the seemingly common name I provided was mangled on the side of the cup. Perhaps there are many variants of English names with which I'm unfamiliar. I've never met someone named "Pet," but maybe that person is out there, somewhere. Maybe one day I'll meet him, and ask what became of the "e." Alas, that poor vowel is probably lost to the ages. Perhaps the more likely reality is that many people can't spell well, don't listen, are in a hurry, are tuned out, or some combination of all of those things. This is more than enough justification for me to continue my game. Who does it hurt? Not me, I feel great.

Wishing you all the best this holiday season (just covering bases in case you don't hear from me for a while.)

Social Media Efforts

By Jon Gaines

Hello Four Freshmen superfans! This is the new guy talking, and if we haven't yet, I hope we'll meet soon down the road! We've been working over the last few months to increase our presence on social media to reach new fans and younger audiences. People my age are always glued to their phones, so they might as well be looking at us! To that end, I wanted to share some ways that you can help us do just that.

Facebook, and other social media sites, have an algorithm that determines what you see in your news feed, as well as how many people see any given post of ours. Posts that get a lot of engagement (likes, comments, and shares) get shown to more people, and vice versa. So with that in mind, here are three simple ways that you can help us make a bigger impact online and make sure that you see all the fun things we're sharing:

1. Click "See First" on our Facebook profile

Under the current algorithm, less than 10% of our followers have a chance to see when we post. Which means the other 90% won't even know it happened. To avoid this, go to our profile page, click on the "Following" button under the cover photo at the top of the page, and then click "see first" from the drop down menu that shows up. This will put our posts at the top of your timeline, and ensure that you'll see more of them.

2. Share posts that you enjoy!

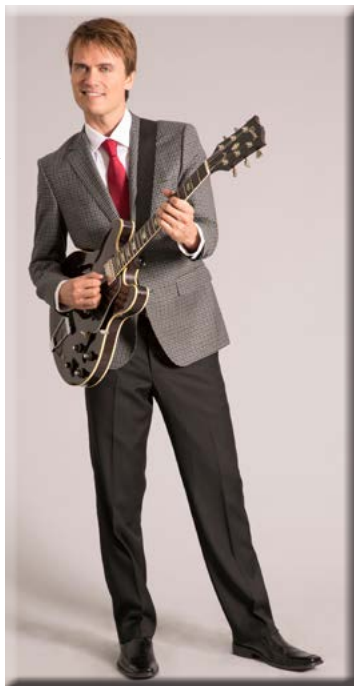
If we post a photo or video or show announcement that's relevant to you and your friends, share it! Not only will your online friends and family get to enjoy it, but Facebook will see that people find the post interesting, and will show it to more of our fans. Liking and commenting on the post helps too!

3. Share your photos from our shows!

A lot of our fans enjoy taking pictures to remember a fun show, or getting a photo with the guys in the lobby after. We love seeing those photos, so share them online, and tag us @thefourfreshmen. We'll see that you tagged us, and maybe your friends will click through to our page to see what this "Four Freshmen" thing is all about. After all, you looked like you were having a great time!

I'll be the first to admit that social media can be complicated and kind of strange, but it's also a crucial part of continuing the Four Freshmen legacy in 2018 and beyond. And if you're not on social media, that's great too, there are plenty of other ways to help the group! But also, where else will you see photos like this?

Thanks for reading, I hope to see you all soon, in person or online!



70 Years & Counting (from page 2)

Colleges, the 32 different countries and all 50 states. We thank you for making these 30 years “a Very Happy Time” for the Four Freshmen.”

1988 In 1988, the first issue of *Fresh News* was published in January following the October, 1987 founding of the Four Freshmen Appreciation Society by Edd Townsend. (The name was later shortened to the Four Freshmen Society.) The 40th Anniversary Party was held at the Barbary Coast Lounge in Las Vegas on September 20, exactly 40 years from the first gig on September 20, 1948 in Fort Wayne. Retired Freshmen Ross Barbour and Bill Comstock were in attendance and were invited to the stage to sing with Group #13. Sue Barbour was also called to the stage to sing lead with husband Ross and the group, as she had done at rehearsals 40 years earlier. More than 150 fans enjoyed the celebration, including devotees all the way from Denmark, Great Britain, and Japan.

1998 In *Now You Know*, Ross cited the March release of his two favorite Freshmen albums, *Voices in Love* and *Love Lost*. “We four, who began doing the Freshmen sound in 1948, had a need to hear chords sung that way. Evidently, you did too. Happy 50th Anniversary everybody.” A few years prior to the 50th, the inexhaustible and original member Bob Flanigan retired in 1992 as the lead singer after an incredible 44 years on the road! The Four Freshmen lineup was shuffled, and young Bob Ferreira became the newest member of the Four Freshmen Group #18. Thankfully, young Bob is still singing and drumming, now as the leader and longest tenured current member of the Freshmen.

2008 In August, the Society gathered in Indianapolis for its 21st annual Convention to celebrate the 60th Anniversary of the Freshmen. In attendance were 600 members from 31 states and four countries. A special milestone that year was the recognition of Ross and Bob who had come to Indy a few weeks earlier to receive Honorary Doctoral Degrees at the May commencement of Butler University. Indeed, congratulations were well deserved for founding members Dr. Barbour and Dr. Flanigan for the wonderful uninterrupted musical legacy of the Freshmen which they began. Unfortunately, both Bob and Ross passed away within three months of each other in 2011.

2018 This year we’ll be gathering to celebrate 70 years of the wonderful Four Freshmen. Who could have imagined the staying power of the 25 groups, made up over the seven decades by 26 talented and creative musicians who’ve delighted our membership and thousands of fans throughout the world with their very special music and their friendship.

I hope to see you all in South Bend for FFS Convention #31 in celebration of the 70th Anniversary.

The Four Freshmen...On the Road!

Check the Website: fourfreshmensociety.com or fourfreshmen.com for updates

For bookings: International Ventures Incorporated

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Phone: 661-259-4500

Email: info@ivimanagement.com

Please note: Dates subject to change without notice.

April 11, 2018

Broward Center for the Performing Arts, 201 SW 5th Ave.

Show time: 7:45p

Fort Lauderdale, FL

Series Tickets on sale May 2017

April 15, 2018

Glenridge Performing Arts Center, 7333 Scotland Way

Show time: 2:00p

Sarasota, FL

Tickets: 941-552-5325

April 26, 2018

Jazz Texas, 312 Pearl Parkway, Bldg 6, Suite 6001

Show times: 6:00p and 9:00p

San Antonio, TX

Tickets: 210-332-9386

April 27, 2018

Greenville Municipal Auditorium, 2821 Washington St.

Showtime: TBA

Greenville, TX

April 29, 2018

Ponca Theater, 104 East Grand Ave.

Showtime: 2:30p

Series Membership Required

Ponca City, OK

Box Office: 580-304-5261

April 30, 2018

Terrell ISD Performing Arts Center, 400 Poetry Rd.

Showtime: 7:00p

Terrell, TX

Box Office: 972-563-5703

May 1, 2018

Wagner Noel Performing Arts, 1310 North FM1788

Showtime: 7:00p

Midland, TX

Box Office: TBA

May 3, 2018

Faith Assembly Auditorium, 1800 N Road 72

Showtime: 7:30p

Pasco, WA

Box Office: 509-205-5848 or 509-547-6243

May 5, 2018

Everett Civic Auditorium, 2415 Colby Ave.

Showtime: 2:00p

Season Ticket Membership Only

Everett, WA

Box Office: TBA

May 11, 2018

Village Church, 6225 Paseo Delicias

Showtime: 7:00p

Rancho Santa Fe, CA

Box Office: TBA

May 12, 2018

Upstairs at Vitellos, 4349 Tujunga Ave.

Showtimes: 7:00p and 9:00p

Studio City, CA

Box Office: 818-769-0905

July 15, 2018

Orshan Memorial Civic Center Band Shell, Waterworth Park at Sunset Blvd.

Showtime: 6:00p

Salem, OH

Tickets: FREE!

July 17, 2018

NightTown, 12387 Cedar Rd.

Showtime: 6:00p and 8:00p

Cleveland Heights, OH

Tickets: 216-795-0550

July 19, 2018

Lakeside Chautauqua, 236 Walnut Ave.

Showtime: 8:15p

Lakeside, OH

Tickets: 419-798-4461

July 21, 2018

A benefit concert. Limited seating

Showtime: 8:00p

Petoskey, MI

Details: www.stmichaelpetoskey.com

July 25-28, 2018

Dirty Dog Jazz Cafe, 97 Kercheval

Show time: 6:00p and 8:30p

Grosse Pointe, MI

Tickets: 313-882-5299

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