

the result was the signing of his own girl-group discoveries, the Shangri-Las, the cowriting of "Leader of the Pack," and another 1964 Number One, just a month after Manfred Mann's cover of their "Do Wah Diddy Diddy" also topped the charts. No wonder that when Jeff Barry heard the Beatles for the first time, he thought, "I'm not intimidated."

Barry and Greenwich converted their songwriting successes into their own publishing business, signing Neil Diamond and producing his first several hits. They also reunited with Phil Spector to pen the epic "River Deep, Mountain High" for Ike and Tina Turner. But their successes came at the expense of their marriage. Barry partnered with Don Kirshner to produce, for television, first the Monkees, and then, the Archies; his composition "Sugar, Sugar" was the biggest-selling single of 1969. Ellie Greenwich was thrust, somewhat uncomfortably, into a solo career in the 1970s; she later enjoyed greater rewards, of all kinds, with the musical based on her life, *Leader of the Pack*. Sadly, Ellie Greenwich passed away in August 2009, shortly before her induction into the Hall of Fame was announced. Jeff Barry has continued to produce and write, for television, film, and stage, while also enjoying considerable success with the country music that he loved so much as a Brooklyn child.

Barry Mann and Cynthia Weil

No other American songwriting duo can claim such consistent success over such a persistently long period as the married couple Barry Mann and Cynthia Weil, whose treasure trove of classics stretches across five decades and includes the most frequently broadcast song of the twentieth century, "You've Lost That Lovin' Feeling."

Barry Mann, born in 1939, was a product of the same Brooklyn Jewish neighborhoods as Mort Shuman, Neil Sedaka, and Carole King. Taught piano from a young age, turned on to rock & roll by Alan Freed, and highly self-motivated, as were many of his generation, he dropped out of architecture school to try his hand in the flourishing music business, both as singer and composer. A successful cowrite for the Diamonds led him to the young Don Kirshner at Aldon Music, which was already home to the partnerships of Goffin-King and Sedaka-Greenfield. There, Mann met Cynthia Weil, born in 1940 and raised on the Upper West Side. Weil's love of Broadway musicals had found her singing her way through college in Manhattan nightclubs, adding her own lyrics to Cole Porter songs, and in turn, to Aldon's door at 1650 Broadway.

Around the time of their meeting, Mann charted under his own name with a Gerry Goffin cowrite, a humorous reflection on the lyrics of the era, "Who Put the Bomp (In the Bomp, Bomp, Bomp)?" Yet within months, the new couple had composed "Uptown," which, as Mann noted, "broke a barrier" for "being different than what was being written before." Seized upon by Phil Spector for the Crystals, "Uptown" led Mann and Weil to similar, equally poignant and poetic, lyrical excursions with "On Broadway" and "Only in America" (each cowritten with Leiber and Stoller).

At Aldon in the early 1960s, Mann and Weil enjoyed a close friendship and rivalry with Carole King and Gerry Goffin, throughout which time "we were so busy going on to the next



thing," said Mann, that "we didn't realize we were part of this golden era that would live on in history." Mann and Weil wrote many hits with Phil Spector, including "Walking in the Rain" and "He's Sure the Boy I Love," as well, of course, as that eternal Righteous Brothers classic. With its almost tragic lyricism, appropriately epic melody, and grandiose arrangement, "You've Lost That Lovin' Feeling" topped the charts in early 1965, a time at which the British Invasion was affecting many Brill and music building writers. Yet Mann and Weil thrived under the changing circumstances, writing not only the Animals' "We Gotta Get Out of This Place" (originally recorded, and in a fine version, too, under Mann's own name), but also the garage-rock staples "Kicks" and "Hungry" for America's own Paul Revere and the Raiders.

The couple partially credit their enduring success to affording each other the creative freedom to write with other partners. But they have also demonstrated an amazing ability to surf the musical globe together, penning hits across the decades as diverse as "Blame It on the Bossa Nova," "Make Your Own Kind of Music," "Here You Come Again," "Just Once," and, from the movie *An American Tail*, "Somewhere Out There." "I always thought of Carole and Gerry and Cynthia and myself as the link between old Tin Pan Alley and rock & roll," Mann says. "But I don't want people to think that's where we remain."

Indeed, in recent years, the pair have enjoyed writing for soundtracks and the stage, while Mann has embarked on a successful photography career and Weil has expanded her penchant for lyrics into children's books. In August 2011, Barry and Cynthia, currently entering their sixth decade as professional partners, will celebrate fifty years of marriage.