



# WIMOWEH

JAY SIEGEL



Jay Siegel's vanity plate makes people sing. Jay was an original member of the "Tokens," whose 1961 world-wide hit song was, "The Lion Sleeps Tonight"; his vanity plate is the song's chorus, **WIMOWEH**.

"Almost everyone knows the words and melody to 'Lion,' which is an 'ear-worm' – a catchy song that people replay in their minds. Sometimes people see my vanity plate and start singing," Jay said, smiling broadly.

After hearing a recording of an African folk song about a lion, whose chorus sounded like "wimoweh," Pete Seeger recorded a folk version of "Lion"; the Tokens later recorded it in their signature "doo wop" style, with its mellifluous harmonies, rhythm and blues beat, and nonsense syllables.

Just 22 in 1961, Jay realized that a career as a singer was uncertain, so he segued into music production and management; he produced such hits as "Tie a Yellow Ribbon Around the Old Oak Tree." His musical talent and

