Rock and roll:

It's a 10,000-1 chance at making it big, but...

aire, chances are you are a rock musi-cian. On the other, hand, if you are a rock musician the chances are you are broke.

Carl Bressler is 20, pragmatic, and expects to make his fortune in rock and roll.

Is it so outlandish a dream? The pop music industry today is bigger in dollar volume than motion pictures, television, advertising or publishing. Etton John earns \$7 million an-nually and has sold 42 million aburus. Carl Bressler's band members make about \$50 a week.

completed recording studio getting under way in Royal Oak, their distance from the big money in the music business gives their aspiration an air of pretension. And yet. "I'd say there is about one chance in 10.000 of an individual band making." Breaster said.
"There are about 25.000 bands working in California alone. Maybe four or five get famous in a whole state. Its tricky. The public forget state. Its tricky. The public forget state its someone who has spert four years now on the under side of the making. The main thing I have going for me is my mouth." he says with characteristic candor. His talent for pro-

motion got him his first job representing a rock group when he was it.

Since then he has built up a small client led virtually unknown groups, some of which have attained local distinction, and most of which stay working, but none has hit it big.

"I think this one has what it takes. A group may be good masicians, or good showmen, but it is rare to find both." he said

The group is called "Astigafa." The band finds work at local spots such as the Coral Gables on Woodward Ave, the bars in Grand Rapids and East Lansing. They have been the group which "also played" in concerts behind some of the big-time acts.

Astigafa plays a "light rock" masic which Bressier compares to the "Beachboys." He admires their masicanship and their ability to write and arrange their own songs.

"But the reason I sick with them is I think they have a chance. It's not love."

THE CRANCE is part of Bressler's

THE CHANCE is part of Bressier's whole idea of making both himself and the band a success. He works in the world of contracts, percentages and hotel reservations, a role which keeps him close to the mask; but also keeps him at some distance from the giory.

and the band a success He works in the world of contracts, percentages and hotel reservations, a role which keeps him close to the maske, but also keeps him at some distance from the glory.

"Sometimes it gets to you," he said. But if everything is working right, everyone respects everyone else." He is specific about plan for the group, and rock promotion in general. "People make promises. Sometimes they don't keep them. That's why we decided to go into it ourselves."

A rock bar pays about \$1,00041500 a week for a group. Spit between the band members, with the overhead mocked off, it sometimes dwindles to about \$50 a week. "But you need the exposure." Bressler said.

The band is supporting an investment in a recording studio also called Astigafa. Approximately \$5,000 worth of equipment may eventually become a profitable sideline. The studio is equipment and the emostration tapes and records for a \$15 and hour fee."

"It's cheap compared to other studies." some ongineer Ronald Sussman said.
Recording rock music is something

music as a business.

"You can get some special effect which is the brook which selfs the record." Breesler said. The result is trude secrets," which include a blanket stuffed in back of a bass dram or else can duplicate.

He feels Sussman is master of the technique.



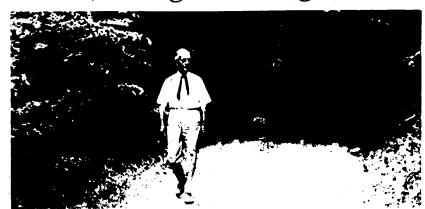


THE FUTURE is the thing "it's all a kind of investment in time. If the band makes it, then it's going to be worth it.

Still developing

Dick Coulson takes a break at a session

At 82, George Wellington Smith hasn't slowed



George Wellington Smith is living near Gaylord.

Time may have-forgotten Franklin Village, but time hasn't slowed George Wellington Smith, the developer who graded Woodward Ave, and was responsible for creating many area subdivision 82 and living near Gaylord. He married the former Mrs. Sam Lawson last year, and is in the process of developing "Wilderness Valley," is 1,200 acre tract in Cheyboygan county.