

A 'sound institution' Rock combo finds investors

The Institution would like to become an institution.

Six area youths, four from Union and one each from Kenilworth and Cranford, have been performing for three years as the rock and roll group The Institution. More recently, however, the six members have organized themselves on the lines of a giant corporation, complete with investors.

Richard Lester of 1436 Burnet ave., Union, lead singer of The Institution, explained that the group is now booking itself for its own profit, with no middle man. Friday, July 26, the group will play at the VFW Hall on Orange avenue in Kenilworth.

Normally an organization hires a band, but The Institution has in effect hired itself. The group found 10 investors willing to provide the capital for them to rent a hall and cover other expenses connected with preparing a dance. They are promoting the event by strategically-placed posters designed and made by group members.

FINANCES WERE THE most carefully planned part of the venture, Lester said. "The group realizes that dealing with money matters in any business undertaking has its dangers." A \$1.25 will be charged per person at the dance, which will feature psychedelic lighting created by the group. The funds received will first go toward meeting costs and returning money, hopefully with profit, to the "investors" of the project.

Members of The Institution are: Lester, 19,

Howard Duff, 18, rhythm guitar, Marvin Coopersmith, 18, lead guitar, Jean LaMond, 17, drummer, all of Union, Pat Moast, 17, bassist, of Kenilworth and Jeanette Greenawald, 17, organist.

Lester said that only now "is our sound getting tight, inventive and original."

The group is certain that its efforts will meet with success.

"We are relying on the same visually exciting live performance that we are best known for to bring us the 400 people necessary for a sizable profit," Lester said. "We do not feel that this is impossible since we have done it on occasion before. At Rahway's Hullahaloo Club, where we were the only band ever to be hired on sight and without an audition, better than 400 turned out."

Youth group plans dance on Saturday

Youth-In-Action of Union will hold a dance Saturday, from 8 to 11:30 p.m. at the VFW hall on High street in Union, just off Snuyvesant avenue. The dance is entitled "The Aftermath."

Entertainment will be provided by The Institution. There will be a psychedelic light show and refreshments will be served. The admission will be \$1.25 per person.

The organization's officers are Beth Davis, president; Jeff Davidson, vice president; Paul

Costanza, treasurer, and William Leary, secretary. Current activities include a GI gift drive, creating more recreational activities for township youth and increasing youth's part in township affairs. Youth-In-Action's representatives to the Township Youth Council are Donna Cassale and Robert Whalen.

Youth-In-Action is conducting a membership drive and plans to have several speakers this fall.