

# Wheeler-Dealer at 15, He Seeks the Stars

Lots of people own companies, but Lee Abrams is different. He's 15 years old and he's been in business for more than three years.

First, he headed a firm called Radio Promotions. He sold promotional ideas to radio stations. Radio Promotions wasn't long-lived, though—Lee wanted something bigger.

So he formed Gem Records last March. "I knew it would be a challenge. If somebody else could do it, I figured I could too," he said.

## He's President and Janitor

He's president of the company and it's only employe, but he says if the business keeps growing he'll have to get some help.

He did have help, though, when he decided to form a company. He studied trade magazines, consulted business men about the procedures for starting a company, and received information from other companies involved in recording.

Then he went to work. He made one record, which he doesn't talk about too much because it wasn't played often. But, in September he recorded two selections by The Moving Violation, a vocal and instrumental group which he manages. The selections, "Three for Love" and "This Time," still are being promoted, and Lee says the disc probably will go on sale next month.

## The Job Has Headaches

Lee says his job is exciting, but not without problems. "The main problems are securing a copyright and distribution," he says.

"There's so much work involved in getting national distribution of the record," he said. Lee said to have a top selling record, it has to be distributed in every city.

So he's in the process of getting contracts with promotion men in major cities who will see that his records are distributed to radio stations.

## Hopes for Stardom

Lee says the main reason his record is not yet on the market is that it has not received enough air play. He hopes, though, that by hiring promotion men the record will become well-known.

Lee does some promoting on his own, too. He advertises in trade releases and billboard and broadcasting magazines.

Lee says he does all his business at night and on week-ends in an office in his home, 2038 Vardon Lane, Flossmoor. That doesn't leave much time for homework, but Lee says he gets most of his schoolwork done during the day.

He's a sophomore in Homewood-Flossmoor High school.

## Parents Smile on Success

Lee says his parents, Dr. and Mrs. Walter Abrams, think his business venture is a "pretty good idea."

Lee agrees, and says his business is a success so far. He says he plans to audition more groups for recording and he probably will cut another record in February.

Looking a bit to the future, Lee says he would like to go into broadcasting or commercial aviation. "I want to take flying lessons with the money I earn in the record business," he says.



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**BUSINESS MAN**—Lee Abrams, 15-year-old president and owner of Gem Records, does his office work in his home, 2038 Vardon lane, Flossmoor. Lee founded the company last March and has released one record, by the Moving Violation.