



3-15-1988

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### Recommended Citation

Armoudian, Maria (1988) "The Priceless Formula," *Westview*: Vol. 7 : Iss. 3 , Article 16.  
Available at: <https://dc.swosu.edu/westview/vol7/iss3/16>

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## PRIDE IN PRICES

# The Priceless Formula

By Maria Armoudian

What do you get when you cross three honor students, one with his degree in Chemistry, one in Math, and one in Art? No--not the formula for a geometric painting! Believe it or not, if balanced just right, you get local music heroes. At least that's the case with Dan, Chris, and Eric Price. The three brothers from Burns Flat, after graduating from SOSU of Weatherford in 1973, joined forces with their other bothers, Ron and Regi, only to create the "priceless formula," which now constitutes the most successful rock/country band from Western Oklahoma--SKWYDRO.

Originally, the band, then the "Good News," was created to put the brothers through school; however, the demand for their music--combined with their love of music--encouraged them to pursue their careers as musicians. "Music is our life," Dan explained. "We can't imagine leaving it for another line of work." Thus, the five-brother band followed its calling and traveled to Nashville.

Not long after their big move, one of their prayers was answered: Legendary Roy Orbison heard them, loved them, and invited them along as his band. Was this the "big break" they had dreamed of? Well, it certainly paved the way for an exciting future. The Price Brothers then went on to travel across the United States, Europe, Australia, Canada, and New Zealand fronting such acts as the Eagles, Ray Stevens, Sam & Dave, Hank Williams, Jr., Iron Butterfly, Gary Puckett, and the Union Gap. Believe it or not, while they were in New Jersey, the one and only "Boss" Bruce Springsteen opened a show for them.

These musicians have even done their share of television and film

appearances. They have performed on the Midnight Special, the Tomorrow Show, AM Oklahoma, and even appeared in a movie. They also wrote most of the soundtrack for *THE LIVING LEGEND*. "It was quite an experience," said Chris. "We really enjoyed working with everyone." Included in that "everyone" was co-star Ginger Alden, Elvis Presley's fiancée.

This wasn't the end of their film career, however. Chris was asked to write a song for the movie *ROADIE*. Thus, he wrote "That Lovin' You Feelin'," which was performed by Roy Orbison and Emmy Lou Harris and went on to receive the highest honor in the music industry, the Grammy Award.

Amazingly, through all of the traveling and excitement, the Price Brothers chose to come home for a while and raise their families. All of the brothers are married, and each has children. Presently, they are continuing to provide us with wonderful music, performing regularly in clubs around the area. They are also general partners in a music publishing company in Weatherford and a booking agency. "We thought that maybe we could help some of the area musicians and songwriters get their start while we continue to pursue our careers," Dan said. The Priceless group is continuing its travel--making special stops in Nashville and Las Vegas, creating beautiful music and making Western Oklahoma very proud. ■

*MARIA ARMOUDIAN, SOSU student from Weatherford, has blended two of her main interests--music and writing--in this article.*



