

# Throwback: Divine Sounds-What People Do For Money



[youtube id="4Dqm3WNB4b4"]

Disco Ritchie, DJ Mike Music and Shelton D. released "What People Do For Money" as the group Divine Sounds in 1984. They were one of the lone Brooklyn rap crews before the days of Big Daddy Kane, MC Lyte and Jay-Z. The song was an exact sentiment of the Reagan era and a preview of the bling trend in rap, which would coincide with the rise of hedge fund manager and the destruction of the middle class. They also get credit for repping Brooklyn with their anthem ["Do or Die Bed Stuy"](#) dedicated to their borough's nickname of "Bed-Stuy Do or Die." The money issue was addressed again the following year with ["How Fast Money Goes."](#) The group released two more singles, ["My Mother"](#) and "Me And My Posse" before disappearing into hip-hop's history. DJ Mike Music, who was also known for playing music in Bed-Stuy's Lafayette Park passed in 2008.