THE BRUNSWICKAN

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Record industry facing problems

From PAGE SEVEN

Earlier this year, as the nagnitude of the problems facing the record industry became apparent, Joe Smith, the guiding genius of Elektra/Asylum Records was guoted in a number of publications and on the air concerning those problems. Clive Davis, whose record industry credentials are legend, sharply called Smith to task in an open letter in Billboard for being so widely quoted "trumpeting views of gloom and doom." The following quotes, from Davis' open letter, and from Smith's keynote speech at the Radio Music Report convention in Atlanta demonstrate that both men's views of the future of the record business (and, congruently, the radio business) are really not so far apart. They demonstrate, Page Seven believes, a very realistic view of all our futures.

CLIVE DAVIS, PRESIDENT, ARISTA **RECORDS:**

... The problem we face in music and records are and were caused

gigantic fall-off in consumer demand. Last year we had a major revolution that caused a severe disruption. Twenty-seven million albums were sold in the United States by only two releases...and what's more, they were two-re-

cord sets, each with an escalated list price of around \$13.98. If this were the only disruption, it would have been enough to cause a year-to-year comparison imposmeant that fifty million single album units would have to be sold for us to meet last year's dollar volume. Where are we going to get fifty brand new platimun-

by mismanagement, not by a artist and one million units at greatly reduced profit margins are sold, one must expect write-offs tc be taken or layoffs eventually to be made ..

JOE SMITH, CHAIRMAN, ELEKTRA/ **ASYLUM RECORDS:**

...We are going through a change, and we are having a difficult time adapting to this. You must understand, that for 25 years this business has gone in only one sible to gauge. It would have direction -- straight up. Whatever excesses wh've indulged ourselves in, whatever limos and parties and T-shirts and jackets and junkets -- whatever we've done. All the heady stuff we've done in the 60's and 70's, we've

matter what we did. We couldn't now, and will see, is the end of

We're controlled by six major want to know about big profits.

investment, and that doesn't leave room for some of the lavish parties we've had and for some of the craziness that we've engaged in ourselves. Those of us who've that's not necessary. While

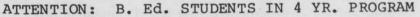
friends and associates of ours, and that are involved with us. it's affected a great many young our business and who are out of it now and stand very little chance of getting back into the process. So

reasonable return on their balance.and, we will reach a balance in our business in the next several months that will come to terms with the new level of expectancy. We are not going to be this wild business that's going made these cutbacks recently are to sell 17 million albums and 15 in no frame of mind to indulge million albums. We're going to some of our artists or ourselves or deal with things as they are and our friends in radio with anything raise our company activity levels to those, until we reach a point cutbacks may be just a word, and where some reasonable money is lay off just a word, it's affected made for the major corporations

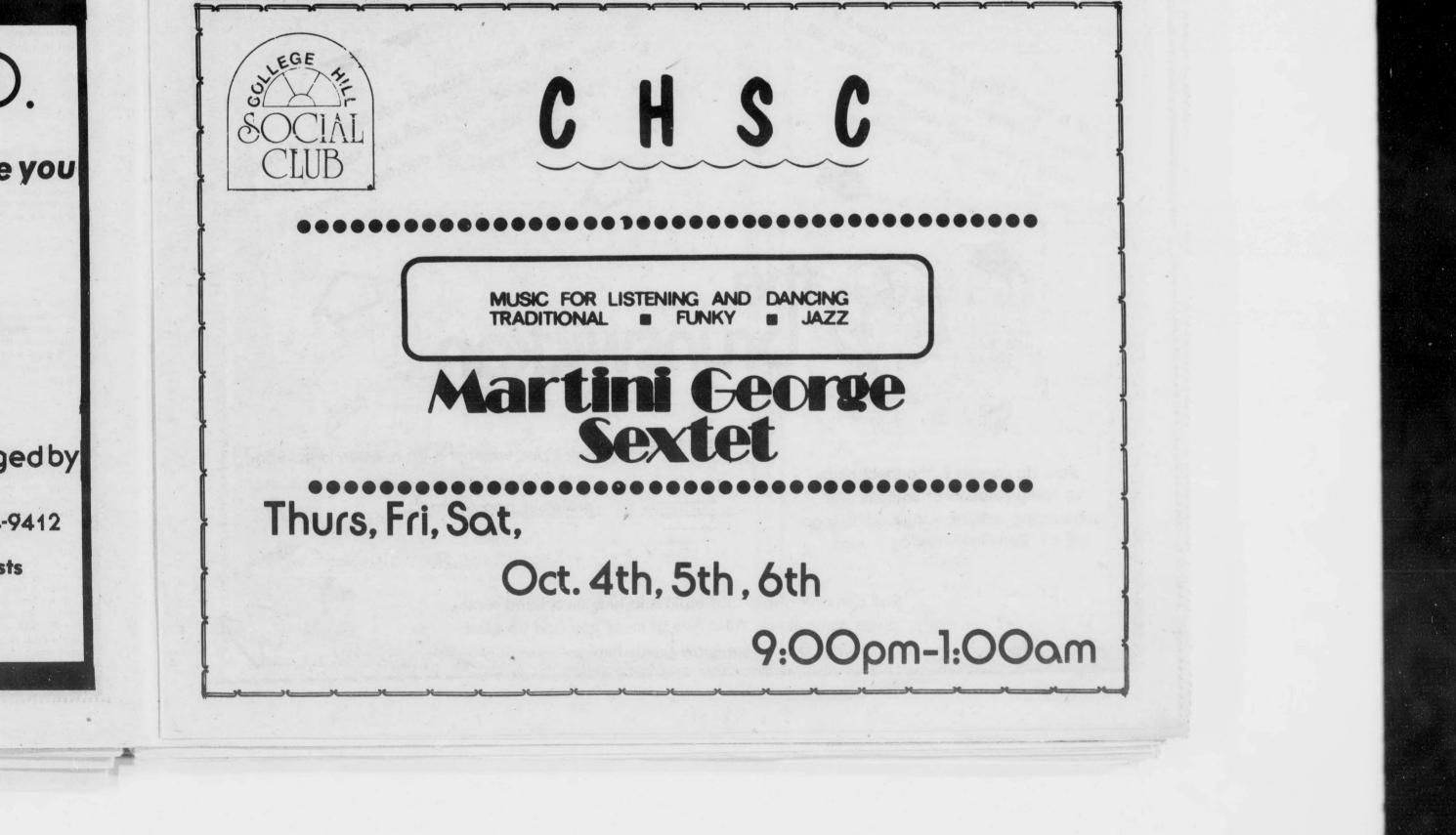
While the next few months are men and women who really love going to be very difficult and very painful for many of us in the record business, what will emerge in the 1980's, somewhere, will be we don't take that very lightly, and a leaner and more effective and a we are trying to reach a more "take care of business" record industry

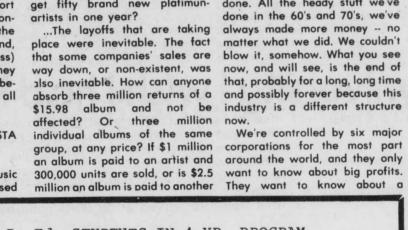
Professor Beattie presented Blaine Lewis with a cheque for \$43.50 on Monday. Mr. Lewis was the weekly winner of the UNB

Civil Society's 50/50 draw which took place on Sept. 28 MADELEINE DEWOLFE Photo



All Education students who intend to do their 3-week practice teaching and Internship in 1980 please come to Room 203, Marshall d'Avray Hall to pick up placement forms. Completed forms must be in by OCTOBER 19, 1979.





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Grad. Studies

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