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Disco: a fad that won't last

Reprinted from The Champlain Bugle By Serena R. de Souza

Since the last couple of years, disco has become a serious fad, but, how long do fads really last, specifically, how long will this continous rhythmic beating of one? The answer is it will not last for long, according to various very drull and monotonous sound, record companies, radio stations, is finally going down the drain.

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and recent surveys. Anything that becomes such a hot item usually cannot last forever and so cools down and fades out.

The disco music fad, which swept dance lovers off their feet, is finally fading away. That bongoes and drums, creating a

people are not buying disco basically two tracks. records anymore, because of paying too much for too little.

many disco albums have barely two tracks on them; one on each side, prolonging each song to between 11 and 18 minutes. The price paid is that of a 12 inch 33-rpm, but the quantity delivered

The reasons are simply that is that of a 7 inch 45-rpm, which is Another reason for the ap-

proaching downfall, that there aren't sufficient number of artists to be a total flop. who can do a good job to keep the disco trend going. Disco doesn't deliver what some people may want to hear. They may want to hear real stars who are not only talented, but whose music they rock music. There is a wide variety of artists with incredible talents as composers, songwriters, musicians who have explored the many sides of rock music.

Disco music is repetitive and oredictable. There's nothing else an artist can do except write a line two and think up an appropriate and danceable melody to go along with it. There's nothing left to the imagination of the listerner, because of the way it has been processed.

The movie "Saturday Night Fever" burst open the disco craze with John Travolta instantly being crowned as the Disco King and the Bee Gees soaring into disco super stardom. "Saturday Night Fever" was soon followed by "Thank God Its Friday," with Donna Summer trading her disco singer image for that of a Disco Queen sex symbol. Disco fever was spreading into a raging epidemic, while rock fans looked on with total disgust.

After the success of "SATURDAY Night Fever" and "Thank God Its Friday" along with their soundtracks, it was goodbye to the disco oriented movies. Since that time, no other movie based on those movies have become quite a thing of the past.

While rock devotees resisted he fever, disco music continued to dominate the charts. Why then, by the radio station WLUP, the might you ask, if disco music was or is the hottest trend in live break, WULP disc jockey Stave entertainment today, is it going Dahl, gathered the thousands of throught its final phases? As disco records that were brought stated before, the disco business and packed them in a box canno produce enough artists, newcomers, or others who can popular disco dance music was become overnight sensations. denounced, Dahl started an Evelyn "Champagne" King with explosive charge that caused the "Shame", A Taste of Honey with 33-rpm disco records to scatter Boogie Oogie Oogie", Alicia across the field in broken pieces. Bridges' "I Love The Night Life" were the artist's biggest and only continued, doctors in the U.S. were most popular hits, but what has busy making observations to become of them now? Any second complete their recent studies efforts, if any were made, have which have shown that listening to been totally unpopular. If they disco music encourages impotency suddenly reappear on the charts again, chances are that it has continued on p18

taken them months to come up with another tune which could either promise to be a chartbuster like their first, or it could turn out

Record companies certainly do not want this to occur, and canno afford to wait forever for those signed thus resulting in a terrible loss in profit.

Disco music involves no find they can easily relate to, as in sophisticated talents such as composing great songs, writing exceptional lyrics to a song a la Henley and Frey (Eagles), or possessing such fast moving fingers that move in the way "Slowhand" Clapton's do, or vocal styles that measure up to Paul Rodgers (Bad Company) excellence or drumming techniques as that of Danny Seraphines' (Chicaqo)

> Asked how they feel about the disco situation, many people have replied earnestly that it is "dull", and it stinks. In the words of lan Hunter, ex-member of Mott the Hoople, "It's dead boring." Also, quite a number of people who once doted on the idea that disco music was the best kind of music around, have now turned to rock music, and are buying more rock records than ever before.

This summer on the 12th of July at Comiskey Park in Chicago about six to seven thousand spectators, mostly youths, crowded the field, for what was supposed to have been an "anti-disco demolition", between a game in a doubleheader between the Chicago White Sox and the Detroit Tigers. Bonfires were set, lines has been produced. Disco. 33-rpm disco record albums were thrown through the air, and firecrackers went off. Fans were offered admission for 98 cents if they brought along a disco record.

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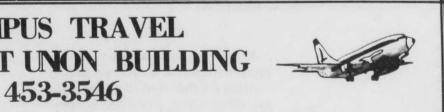
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"anti-disco demolition". After the

While protests like this one



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