

# Disco: a fad that won't last

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Since the last couple of years, disco has become a serious fad, but, how long do fads really last, specifically, how long will this one? The answer is it will not last for long, according to various record companies, radio stations,

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 continuous rhythmic beating of bongoes and drums, creating a very dull and monotonous sound, is finally going down the drain.

The reasons are simply that people are not buying disco 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

is that of a 7 inch 45-rpm, which is basically two tracks.

Another reason for the approaching downfall, that there aren't sufficient number of artists 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 find they can easily relate to, as in 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 predictable. There's nothing else an artist can do except write a line or two and think up an appropriate and danceable melody to go along with it. There's nothing left to the imagination of the listener, 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 superstardom. "Saturday Night Fever" was soon followed by "Thank God It's 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 It's Friday" along with their soundtracks, it was goodbye to the disco oriented movies. Since that time, no other movie based on those lines has been produced. Disco movies have become quite a thing of the past.

While rock devotees resisted the fever, disco music continued to dominate the charts. Why then, might you ask, if disco music was or is the hottest trend in live entertainment today, is it going through its final phases? As stated before, the disco business cannot produce enough artists, newcomers, or others who can become overnight sensations. Evelyn "Champagne" King with "Shame", A Taste of Honey with "Boogie Oogie Oogie", Alicia Bridges "I Love The Night Life" were the artist's biggest and only most popular hits, but what has become of them now? Any second efforts, if any were made, have been totally unpopular. If they suddenly reappear on the charts again, chances are that it has

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 to be a total flop.

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

Disco music involves no 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' (Chicago).

Asked how they feel about the disco situation, many people have replied earnestly that it is "dull", and it stinks. In the words of Ian 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, 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, by the radio station WULP, the sponsors of the game. During the break, WULP disc jockey Steve Dahl, gathered the thousands of disco records that were brought, and packed them in a box for an "anti-disco demolition". After the popular disco dance music was denounced, Dahl started an explosive charge that caused the 33-rpm disco records to scatter across the field in broken pieces.

While protests like this one continued, doctors in the U.S. were busy making observations to complete their recent studies which have shown that listening to disco music encourages impotency

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Sports Editor Mark Estill finds himself being censored again

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