Alive or on last legs?

Disco dances some more

By JACKIE KLEIN

Discomania in the Detroit area has been a musical phenomenon of the 1978 — a syndrome, a trend, a kind of lifestyle. For some entrepreneurs, disco has been a financial bonneur. The new form of the 1978 — a syndrome, a trend a fireful for the 1978 — a syndrome, a trend a fireful for the 1978 — a syndrome, a trend a fireful for the 1978 — a syndrome for the 1978 —

MOST DISCOS require proper attire

MOST DISCOS require proper attriebut some afcionados have a special wardrobe to blend in with the discottleque image.

Disco appeared to be slipping until the movie 'Saturday Night Fever' revieved it, breathed new life into it and seemed to make it bigger and better. The music is loud, lights flash and flicker and dance floors are filled with the state of the state o

went out of business and a support of the fidelity and the fidelity and the fidelity and fidelit

rtising. The disco has been sold and now fea-res Sunday night platter dancing for

teens and other music during the week.
A year ago, Benny's opened on
Northwestern Highway and Franklin
Road at the Vineyards restaurant. It
was billed as a 'disco extravaganza'
and an ultra-chie nightclub.
Then came Scandals in the Ramada
Inn on Telegraph and 11 Mile. Rose
Lieberman is planning to open the
Rosebud in the American Motors Center. It was to feature adult disco but
will probably be more of a night club
dance spot.

dance spot.

ALL TOLD, there are about 20 discos in the Detroit area. But some predict disco will be hustled off the scene like the blink of a strobe light.

A drummer who wrote a letter to Modern Recording magazine, published by Cowan Corporation, called disco a dirty word. He pointed out that 35 to 40 percent of Billboard's top 100 songs are judged by record sales to tens 13 to 18 years old. And, the writer contended, they're not exactly music comonisseurs. Almost all disco songs are performed by musicians who couldn't hack it in the competitive market of jazz or rock, the drummer maintained. He claimed musicians between the ages of 3 and 18 have little trouble performing the primitive art of disco (especial-boys) whose voices haven't changed yet.

"Many musicians are hostile towards."

"Many musicians are hostile towards disco because half the clubs in the country which used to support live en-tertainment are now spinning records,"

tertainment are now spinning records," the drummer said.

The recession of 1979, he said, is hitting the entertainment business hard enough without multiplying the problem by closing clubs to musicians. Few new local bands are forming because of the lack of available clubs in which to

the lack of available clubs in which to perform, he contended.

"How is the next generation of moticans going to be able to acquire stage presence and the business know-how to fight the androids behind the scenes?" the writer asked. "It's a shame to watch in garges and basements potential superstars of tomorrow who probably will never get at chance to perform for a live audience.

DISCO DRUMMERS will be re-placed by electronic rhythm units, the writer predicted. Disco isn't the biggest thing happening in music today, he as-serted. The biggest thing is the almost inconceivable technological break-throughs in the art of recording and major advancements in the field of

electronics, he claimed.

"Disco listeners look for a beat to dance by and rely on plastic egos for entertainment, he contended." Disco is to music what Etch-a-Sketch is to art, and it will change to something of finer musical quality.

Another letter writer in the magazine said, "Not only do I say not disco, I say 'death' to disco. Let's not waste time on Muzak-sounding mechanical drivel. I'm not against dance musice — just against trash that money hougery excee choose to put on disc jockey's playlists.
"Let's not bend to this anti-musical trend dut find alternative music forms that won't be encountered in a wastelland of pop music."
There have been reports that the Bee

rand of pop music."

There have been reports that the Bee Gees musical group is splitting up. They reportedly are tired of the disco label and sick at the thought they might grow old repeating themselves.

ACCORDING TO People Magazine, ACCORDING TO People Magazine, published by Time Inc., in 1978. Saturday Night Fever' sold more than 15 million albums making America a disco heaven. Then suddenly the gas crunch and the recession hit and the whole stack of wax went straight to meliddown. The tremors are everywhere and recession has 'affected everyone in the music industry. Fans feel the pinch too. Music is less important than food, the magazine points out, and people don't have as much bread to throw around on concerts, albums or discotheques.

around on concerts, albums or discotheques.

Some say the reason for the downturn is that the music is wose and we've been discoed to death the last couple of years. Others can't tell one group from another and hope true musicians will rise to the top one day.

"Disco Steppin' Out" magazine, published by Laufer Co., talks about the ultimate in discoing — the trends of tomorrow for the dancers of today who are so into disco they know what's coming.

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"Muttak claims the first chartered disco car on which a group danced is way overnight from New York to Montreal and back without missing a beat. The train car was complete with bar and disc jocked, without missing a beat. The train car was complete with bar and disc jocked, so make the work of the work of

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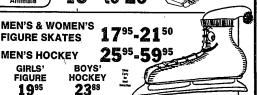
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