

Vinyl

Continued from page 13

vinyl, every label will get on the ship," says Maxwell.

At radio stations, LPs started being phased out in the late '70s with the advent of the CART — a tape similar to an eight-track onto which individual songs are recorded. Today, most of the music played on the radio is either on CART or CD.

"The life of the CD is years beyond that of an LP," Miller says. "A record could be played just once, but still come away with background noise."

Vinyl still does have its loyal followers. The 12-inch single is faring well, along with rhythm and blues, folk, and country LPs. Alternative record stores continue to stock older records which are not available in other formats.

"Some collectors have to buy LPs for some of the music they want because it isn't produced on anything else," says Wes Gurley, a salesperson at Track's Records in Indiana.

A lower price tag may also help the LP cling to life. While cassettes and albums are equal in price, a CD runs about \$5 to \$6 higher, although the gap continues to close.

Owen Thorne, manager of Rainbow Records laments the trend. "I get a great deal of satisfaction seeing a record spin on the turntable, but I listen to CDs now," he says.



SCOTT NORRIS, THE DAILY IOWAN, U. OF IOWA

The fourth annual World's Largest Beach Party was held this summer in a 40-acre horse pasture in Iowa. Fifteen hundred tons of sand were placed on the pasture, and 10,000 people, including students from the U. of Iowa, attended the event.

Endorsements

Continued from page 13

another advertisement. Eric Clapton doing a Michelob commercial is a perfect example - he's canceled concerts because of his perforated ulcer and he's gonna be pushing booze on people — ridiculous."

It's tempting to side with Mason, but

it's hard to muster the same conviction. As a fan, I don't like Ella Fitzgerald any less because of her Memorex spots, nor have Lou Reed's Honda commercials deeply bothered me. What if Soul Asylum did a product endorsement? Would we contemptuously cry "Sell Out!" or exuberantly claim "Cool!"? It would depend on the product, how well the advertisement

was executed, and your current attitude towards the band.

It's easy to be selectively repulsed by product plugs from Top 40 artists that you don't like or respect to begin with, but it's not as easy if it's a favorite band. Where does the line exist between capitalistic crassness and pop culture brilliance? Maybe only in our minds.

