

PERSPECTIVES

Editor in chief: Tim Pyle
 Newsroom: (541) 346-5511
 Room 300, Erb Memorial Union
 P.O. Box 3159, Eugene, OR 97403
 E-mail: ode@oregon.uoregon.edu
 On-line edition: www.dailyemerald.com

WE'VE HEARD it all before

Whatever the reasons, old rockers are becoming increasingly reluctant to hang up their guitars

I have a song running through my head. This experience alone can be an annoying distraction, especially if it's the sort whose chorus you unconsciously hum and even sing repeatedly as you go about your day. Sometimes it's made worse by the fact that the ditty on your mind is one you otherwise — that is, consciously — dislike or even despise.

This actually seems to be the more-frequent occurrence, a little psychological joke your brain plays on you. Over and over a refrain drones in your ear, again and again you catch yourself singing while driving or waiting in line for coffee.

Nothing is more disturbing than not being able to rid your mind of a song you not only don't care for, but one that is a 25-year-old monster ballad that never should have gotten airtime in the first place. That's the case here, as the tune that's been playing like a broken record on my mental eight track for days is "Babe" by the ever-scintillating quintet STYX.

But it's not my fault, I've determined. Oh no, I'm holding Dennis De Young and his cronies personally responsible for this one.

And the reason? They're touring again.

That's right, even as I write they are sending out promotional materials to news outlets across the country and actively performing in any venue that will have them. When the Emerald received its packet, I saw the band's 8-x-10 glossy sitting on a desk and assumed from the outgrown perms and oversized collars that it was in fact from the 1970s.

"No," the editor informed me, "this is new."

I shouldn't pick on STYX solely, however, because they're not the only ones dragging us down memory lane so shamelessly. Indeed, there's been an influx of long-retired acts from the '70s reemerging in our collective consciousness of late.

Olivia Newton John played the Hult last week. Earth Wind and Fire and The Moody Blues are scheduled for Eugene stops next month. Lynyrd Skynyrd's new release

is the subject of a review in this issue's Pulse section. Journey "faithfully" just released a greatest hits album last year. And perhaps most notable in this trend is the poster artist of love ballads himself, Mr. Barry Manilow, who will be crooning away at the Rose Garden in September.

The question begging an answer here is ... why? Why are these acts that had their proverbial 15 minutes two decades ago back to remind us of it?

Did they make bad investment choices with their profits, and now we have to pay for it ... again? Did they take fashion back to platforms and hip-huggers as a cue that their music could be en vogue again as well?

Has the near-extinction of turntables in favor of CD players threatened to place

their music on the dusty shelves of America forever? And was this just too hurtful to their egos?

Or are they of the belief that Y2K might do us all in, and so they're hoping to get one last bit of the spotlight before the dawning millennium?

It's hard to say, really.

But one thing is for certain: they're back and coming soon to a mid-size auditorium near you.

They're touring, releasing compilations and performing on Rosie O'Donnell and "The Donny and Marie Show." (Come to think of it ... what are those two trying to prove?)

They're back all right, playing those "timeless" hits you just can't forget.

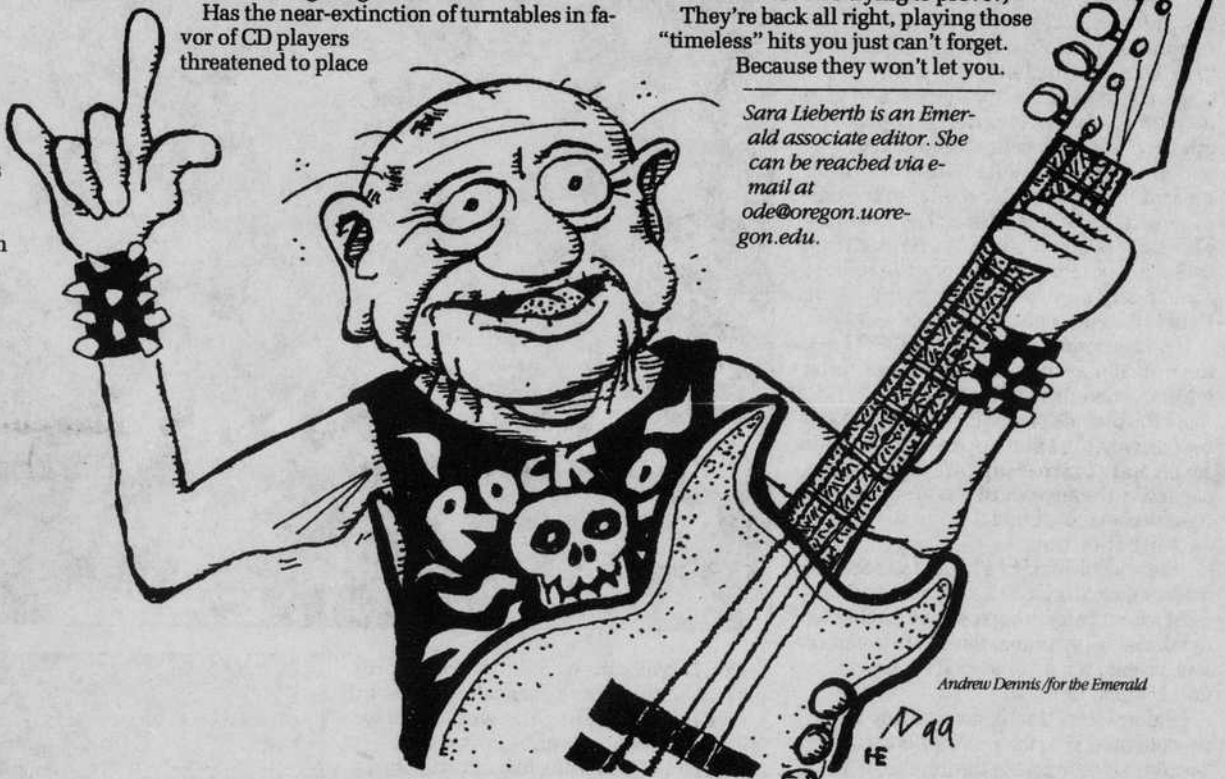
Because they won't let you.

Sara Lieberth is an Emerald associate editor. She can be reached via e-mail at ode@oregon.uoregon.edu.

Opinion

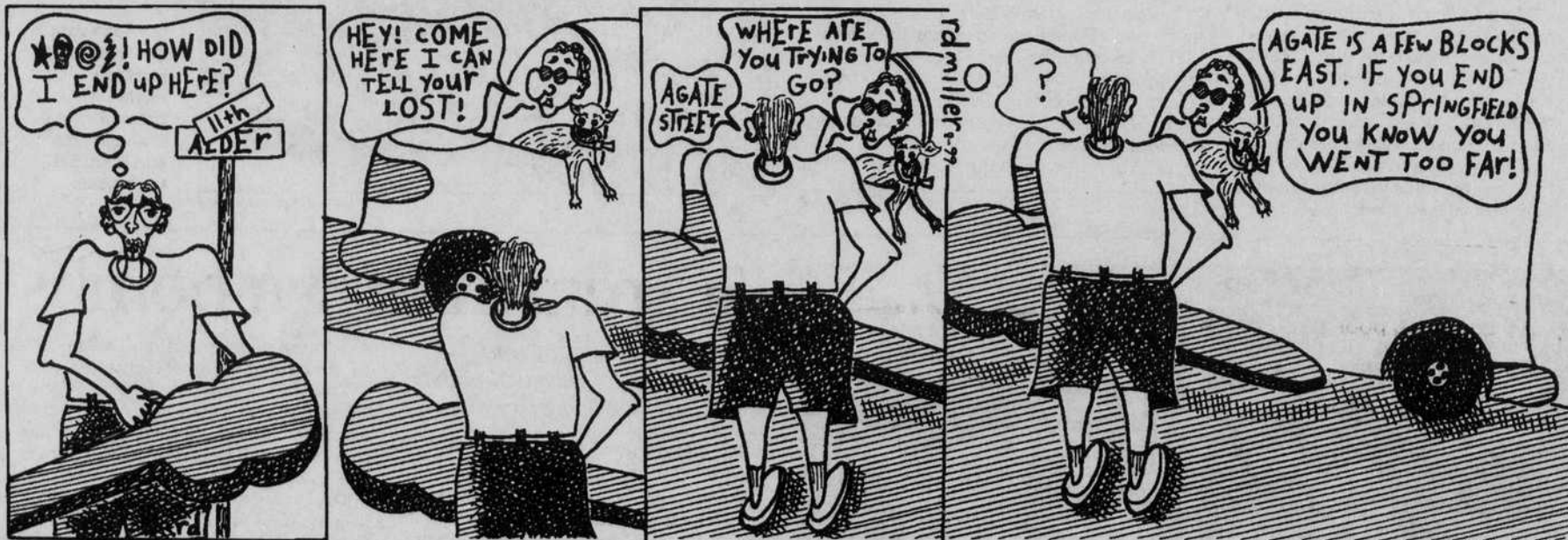


Sara Lieberth



Andrew Dennis for the Emerald

the rd chronicles: L O S T



R.D. Miller for the Emerald

Oregon Emerald

The Oregon Daily Emerald is published daily Monday through Friday during the school year and Tuesday and Thursday during the summer by the Oregon Daily Emerald Publishing Co. Inc., at the University of Oregon, Eugene, Oregon. A member of the Associated Press, the Emerald operates independently of the University with offices in Suite 300 of the Erb Memorial Union. The Emerald is private property. The unlawful removal or use of papers is prosecutable by law.

NEWSROOM — (541) 346-5511

Editor in chief: Tim Pyle
 Associate Editors: Sara Lieberth, Mirjam Swanson
 Copy Editor: Ellen Weisz
 Reporters: Sara Jarrett, Edward Yuen
 Webmaster/Paginator: Broc Nelson
 Photo Editor: Catharine Kendall

ADVERTISING — (541) 346-5511

Becky Merchant, director
 Melissa O'Connell, Van Nguyen, advertising assistants.
 Rachelle Bowden, Brian Diamond, Dan Hageman, Jesse Long, Adam Rice, advertising sales representatives
 CLASSIFIEDS — (541) 346-4343
 Trina Shanaman, manager

BUSINESS — (541) 346-5512

Judy Riedl, general manager
 Kathy Carbone, business supervisor
 Melissa O'Connell, receptionist
 Roni Goldbeck, Michael Higgins, John Long, distribution
 PRODUCTION — (541) 346-4381
 Michele Ross, manager. Tara Sloan, coordinator