

**What's up?**

**JA RULE:** Just chilling, man. What about you?

**Just relaxing here in NYC. So your new album, *The Mirror*, is coming out soon, and everyone I've heard from says it's quite a departure from your previous discs. What's it like?**

The concept of the album is real different, man. It's the light and the dark. It's the good and the evil. The pain and the love. Sort of like the...

**What about diss tracks?**

This album isn't about beef. I went in that direction with *Blood in My Eye*, but this is a completely different album. It's a completely different concept. The drama with me and 50 is over. This album is about the future. I'm going ahead with my life. I'm not bitter about the past. It's more about me and who I am this time.

**So how commercial is it? A lot of record labels have artists namedropping products for cash. What's the focus, commercial-wise?**

Man, I wouldn't do that. It's just not me. My lyrics are about who I am and what I feel; so I don't let commercial stuff get in the way of my process. I make the big hits, and I make the street joints, but it's all me 100% through. And Irv. This album is like that. I did the streets album, that was *Blood in My Eye*, so now it's back to what I do best. But you know I'm doing it differently. So when it comes to products- that's all me. I mean, if I talk about EG (ErvingGeoffrey) in a record, that's because I wear EG. That's because I'd expect you to wear EG, you know? I've got a lot of offers to do that stuff, but I don't. I won't sit around and take this lyric, and dedicate to this product, you know what I'm saying? I'm not into that. It's crazy, you know, there are cats who'll drop a name at the beginning of a record and get paid, but if it's my song, and I didn't say it at the beginning, that's because it's not supposed to be at the beginning.

**How do you see yourself selling? You've seen multiplatinum LPs, but your last few albums didn't quite hit the mark...**

You never know, man, it depends on a lot of factors. I could sell a whole lot of records right now, or I could sell a lot

less. You can never tell. I mean, there's been twenty-million sellers, and gold records, and everything in between. It's all up for grabs. And it all depends on the album too. If you make a street record, you don't expect it to sell millions. That's for the streets. If they're feeling it, that's a success. If you make a pop record, different people buy that sort of joint.

**And for *The Mirror*?**

I don't know at all. I haven't dropped anything like it before. We'll see.

**Which producers have you worked with?**

Oh, everyone. I got a lot of producers I knew from way back when... I was in the studio with Irv (Gotti) and Sev(en Aurelius), and Erick Sermon... I worked with Ty Fyffe, I did some stuff with Chink Santana.

**So what else have you been up to lately?**

I've got a record label, you know, Mpire Records, and I've been working on my clothing line, Erving Geoffrey. And then there was the federal investigation of Irv and the Inc, and all that, and my family, I've been real busy lately.

**Famous last words?**

It's all been great, and I love the way music transcends boundaries. I been places where they don't even speak English and you got the crowds chanting the lyrics. It's a great feeling.

read entire interview in DL #23 in FYE, Sam Goody, 7-11s in California.



Interview R. Ram of Downlow Magazine  
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