



see bottom for translation

## anatomy of a label: corduroy records

By **KAREN RAWLINES**

Corduoy Records is the love child of Blain Butyniec, a resident of the St. Catherines/Niagara Falls, Ontario area. The idea erupted spring of '94, when Blain was 18. The first release (**Binge/Loophole split 7"** entitled *Spacepeople*) came out the end of that summer. Efficient, to say the least.

Since Corduroy's birth, Blain's friends have played paramount roles, lending a hand with everything from baking cakes for release parties, to artwork. He has also had the support of family. "My mom also helped in the early days with photocopying and the like," he mentions conspiratorially.

Corduoy has the benefit of working closely with another presence of St. Catherines/Niagara Falls in the form of the zine *Noise*. "We did the *Super Lady* release with them and plan on doing more soon," Blain explains. "I write for *Noise* and so do other people who help with Corduroy as well as people in the bands, so it made sense that we'd do stuff together. It's cool because we're helping each other grow."

A common problem associated with the do-it-yourself ethic of independent labels is money. "We don't have huge amounts of money...actually I don't think we have any..." The dollars and cents of the industry cre-

ate a make-or-break aspect to virtually all independent labels and, in turn, the independent bands they support. This does not mean, however, that these projects are fated to fail due to limited cashflow.

"Money is a definite hindrance," Blain admits, "but it can be worked around. There's a lot of cheap ways to



release music, you just have to be creative. Which is actually cool, because it adds a whole new dimension to the process. Trying to put out music within your means."

Financial woes notwithstanding, there still is a growth in the world of independent labels. "It's cool to see indies in general getting bigger. It seemed to be a fad for a while, but I think the ones doing it because it was trend have fizzled out or will fizzle out. I've put a lot of money into it, and so I think anyone who does an indie [label] because it seems the cool thing to do will realize what it entails and will either back out, or do it for the music."

With every label come the trials of the "definitive sound." Corduroy is trying to avoid this. "Corduoy's sound will hopefully be a sound that's defined by good music rather than a particular style. It's hard when you start [a label] because there are only so many bands in a small city that are necessarily making music that you like. That's what was cool about the *Super Lady 7"* in that two of our bands [**Loomer** and **Thanatopop**] were joined with **Plumtree** and **Mystery Machine**, two bands we love and it was cool being able to go outside of your little area to work with other bands. We hope to do this more -- work with cool bands from anywhere."

Being a relative unknown outside his area, one has to question Blain's motives and the driving force of the label that keeps it going. His wry response: "world domination." He continues to state that Corduroy's *raison d'etre* is "to release music that I love and listen to.

And I love getting mail."

Please write Corduroy for a catalogue.

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The Super Friendz  
*Slide Show*  
(murderecordz)

Halifax pop-rock sensations Super Friendz are back and super-friendlier to your earhole than ever with the release of *Slide Show*, the band's second full length studio album. While retaining the pop qualities which made 1995's *Mock Up/Scale Down* so appealing, *Slide Show* finds Super Friendz offering up a synthesis of pure pop and dirty rock n' roll. The sweet harmonies are still there, but *Mock Up/Scale Down*'s waif-like guitar sound has been replaced by a bigger, thicker tone. The addition of drummer **Lonnie James** gives the band more drive, and serves to refine the rhythmic aspect of the music. While song writing duties are shared among the band members, frontman **Matt Murphy** is *Slide Show*'s most frequent contributor - and my personal favourite. Murphy's tunes feature good hooks and clever lyrics. Bassist **Charles Austin** and guitarist **Drew Yamada** lend different styles to the band's sound on their respective cuts, making for a diverse listen. Of the fourteen tracks submitted to this *Slide Show*, my favourite is the album's closer, "The World's Most Embarrassing Moment." All things considered, Super Friendz have produced super sophomore *Slide Show*. Rating: \*\*\*\*

David Bowie  
*Earthling*

While the reviewing minority are falling over themselves to recite as many of his aliases as they can recall, David Bowie himself has developed a rip-snorter of an album. *Earthling* is, from start to finish, a charged, face-slapping musical assault and battery which leaves you smiling at the end. One privilege of being nose-wipingly famous is having the cream of musicians screaming to work with you. Bowie has once again surrounded himself with remarkable and compatible talent. Fellow freak-genius **Brian Eno** was invited along for nostalgia on the violent and sublime "I'm Afraid of Americans", while Bowie's new band scale the mountain of electronic mayhem with ease and aplomb. No more can be said. *Earthling* is not of this world.

- Geraldine Quinn

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miserable