

# Twenty years strong: Kinks' Word of Mouth

By Glen Boswall

Up until I hear "Word of Mouth", my exposure to the Kinks was limited to "The Destroyer" and Van Halen's version of "You Really Got Me". My apologies to Kinks fans if I am unable to relate

this latest album to their previous efforts.

The thing that I noticed about **Word of Mouth** was that although the songs weren't all that brilliant, they were damn catchy.

Another thing you may

notice is the age gap. The Kinks have been at this game for some 20 years. Ray Davies (songwriter, rhythm guitarist, vocalist) has gone from writing about his girlfriends to singing about his children in songs like "Going

Solo". The album doesn't exactly carry a message for today's teen.

That's okay, though. Musicians write best about what they have experienced and I am sure that fans who grew up with The Kinks will be

more than pleased with the record.

If you haven't noticed, Ray Davies can't sing. He camouflages this somewhat effectively with heavy voice harmonizing, but it is still obvious. One cannot complain, however, when one considers Rod Stewart, Lemmy (Motorhead), Dan McCafferty (Nazareth), and Kim Carnes who all have thriving careers despite voices that sound like Knowlton Nash in various stages of a cold.

"Do It Again" is definitely the adrenaline pusher on the album. It joins ranks with "Sold Me Out", "Massive Reductions" and "Guilty" to make **Word of Mouth** a tape for your ghetto blaster this summer.

At the end of the day or the end of the season you'll

probably find "Going Solo", "Summer's Gone", and "Living on a Thin Line" more to your liking.

I like **Word of Mouth**. The songs are tight and well-produced (Ray's fourth function on the album). There is an intricate blending of rather simple individual parts to produce a sound that at first seems complex.

The Kinks must have talent to have hung on for 20 years and still sell records.

Besides that, Samantha Taylor hasn't babbled on about them on the last 30 episodes of **Video Hits**, and **Cream Magazine** has yet to do 14 three-page articles on them. These factors are virtual guarantees of the superiority of the band.

Listen to **Word of Mouth**. If you are not a Kinks Fan already, you will be.

## THE KINKS Word of Mouth

**High Points**  
"Do It Again"  
"Sole Me Out"  
"Massive Reductions"  
"Going Solo"  
"Summer's Gone"

**Low Points**  
"Good Day"  
"Word of Mouth"  
Ray Davies' voice  
Album cover design  
isn't too hot

## How to be a Heavy Metal Guitarist

By Jean Litre

(formerly Jean Baptiste Litre of Brain Drain fame)

(The Author's latest solo effort can be heard on the album **Yet To Be**, distributed by **Outastok Records**, **BS 041-140**.)

1. Move your left hand fingers all the time, even when they're not needed. It looks more impressive and it keeps other guitarists from figuring out your solos.

2. Turn up your amp really loud so the audience will be too stunned by your volume to realize when (if) you make a mistake. **Warning:** This doesn't work on albums.

3. Jump all over the stage. Standing still while playing is best left to country, classical, and certain punk guitar players. Don't worry about overdoing it — that's impossible in the eyes of the audience.

4. This is really important: **NEVER EVER DO DRUGS**

**OR DRINK.** You want to remember everything you did at any concert, just in case you're sued. Besides, it tends to slow your progress.

5. When soloing, play as many notes as you possibly can. Most of the time, the audience only can appreciate virtuoso speed. This requires at least 24 hours of practice a day. A good speed guitarist is **Yngwie Malmsteen** (spelled correctly as it!).

6. If you want to have a standard HM image, dress like a post WWII survivor. It'll freak out the photographers. Some examples are **Motely Crue** and **Ratt**.

7. To be considered original and phenomenal, make you guitar squeal and groan as much as possible. The idea is to sound stranger than the background music in a horror movie.

8. Try to do spins and twist around a lot to block the view of any guitarist who wants to figure out your solos. In videos, this is easier

to do.

9. Get a really impressive light show to accentuate your songs. The idea is to blast your audience into submission with the explosions.

(Now the next two tips are for those who want to outrage people and get cheap press coverage, so they're optional. Any band that follows these two tips is risking being called a **sludge** band. Take my word for it!)

10. Occasionally, attack the audience (not too brutally — lawsuits!) with your guitar. Don't worry too much about hurting them, though. The ones up front **must** be doped up to withstand your 120 decibel sound.

11. Another cheap gimmick is to tear up something cute with your bare hands, like a **Cabbage Patch (TM)** or a **Smurf (TM)** doll. Everyone is probably sick of them by now. This not for the squeamish, obviously.

12. To really deviate from the norm (thus getting valu-

able attention and press) make a really flashy video with minimal violence and no sexual overtones. The idea is to be recognized for quality. Obscure lyrics also help. A good example is the video for **Bark at the Moon (Ozzy Osbourne)**. This is respectable heavy metal.

Also, a tuned guitar really helps. I still can't tune mine, so I hired someone to tune it for me. It's worth it!

With all this in mind, keep your goals within reasons. For example, retiring at the age of 30 with millions in the bank and a slew of records is barely reasonable.

I'll see you on my **World Tour!**

## Mag features our students

The March/April issue of **COMMON GROUND: A Journal for Island Women** is now available. To make International Year of the Youth, the theme is "Young Women-Who are they and

what are their concerns?"

The magazine profiles five "strong and spunky" young women with a variety of backgrounds, ranging from agriculture to medicine. They are Cathy Hendricken, Beth Corney, Kaberi Dasgupta,

Susan Skeffington and Madonna Pomeroy.

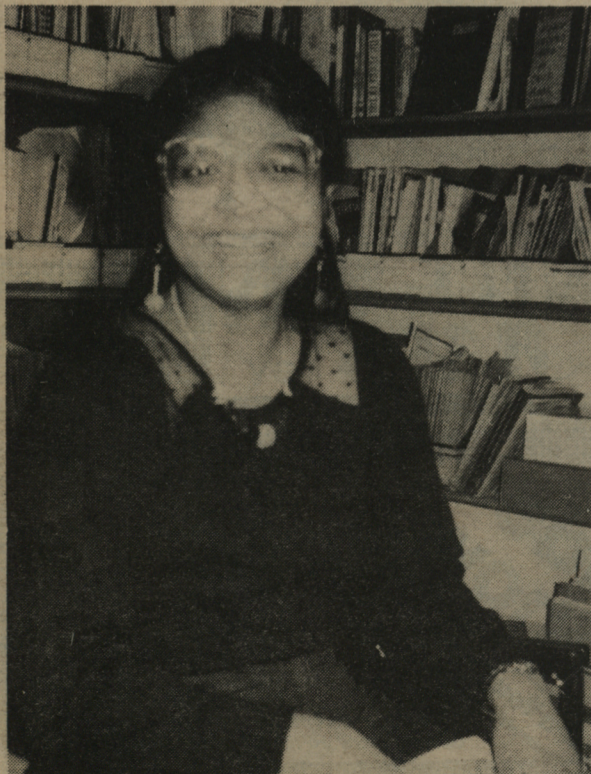
Four Island students, Beth MacNeill and Lucia Harper from Colonel Grey, and Debbie Bowes and Marilyn Balderston from U.P.E.I. discuss their views on education, jobs, family life and sex role stereotyping.

In her article "Growing Up Together", Judy Whitaker shares some personal insights about being a mother of teenage girls and maintaining mutual respect as family members grow and change. There are art and theatre reviews, liberating laughs, poems, news items about women's organizations and more.

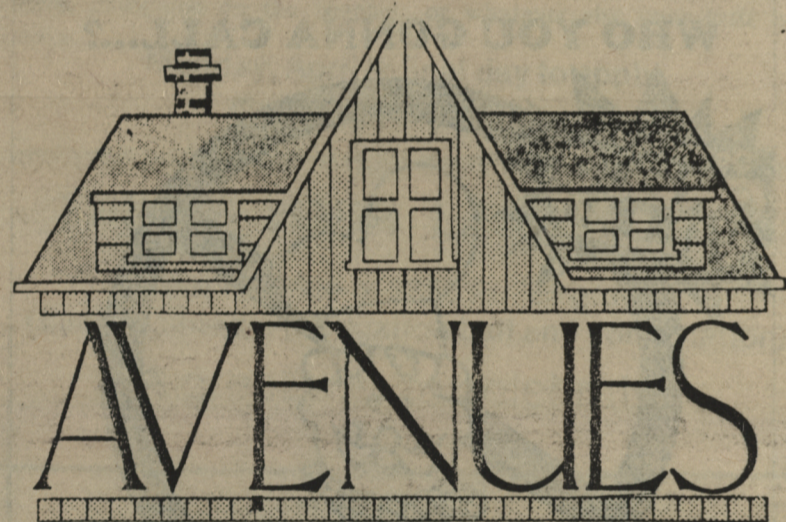
**COMMON GROUND** is published bi-monthly by P.E.I. Women's Network, a voluntary organization working to support and strengthen women's efforts to improve their status in society.

Many of the articles are contributed by readers themselves. Submissions are welcome. Deadline for the May issue is April 8. The themes are arts and agriculture but articles on any aspect of women's issues and activities will be considered.

For a sample copy of **COMMON GROUND** call 894-8027.



U.P.E.I. student Kaberi Dasgupta, one of five featured in this month's issue of **Common Ground**.



### Monday and Tuesday

TWO BIT NIGHT, in effect all night

### Wednesday

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Happy Hour prices, for ladies only  
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