

(arts and) ENTERTAINMENT

anatomy of a label: no records

Halifax has long been credited to the boom of independent labels across Canada, what with the triumvirate of successful companies it holds -- *Murderecords*, Cinnamon Toast Records and No Records. It is the latter that we will focus on today.

Waye Mason is the face and voice of No Records -- the latest to show it's strength with the commercial success of Cool Blue Halo. The company, however, is owned by five people. Mason, along with Kevin Hilliard (of the band *Grace Babies*), Todd Hawkins (a graphic designer), Lawrence Currie and Ron Foley MacDonald (co-owners of Idea of East recording studios) round out the No Records team.

Since its inception in January of 1993, No has been crankin' out the hits. Beginning with the *No Class* high school compilation which features notables like Plumtree and Hip Club Groove, No has grown and matured culminating in the release of Cool Blue Halo's *Kangaroo*.

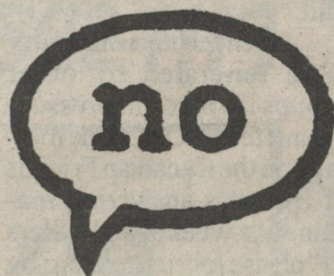
The roster of artists that No has signed in the past ranges from the youthful skate-punk of Madhat to the Brit poppy sounds of Cool Blue Halo and the exuberant power pop of the *Grace Babies*. The label has managed to avoid pigeonholing itself with one definitive sound.

"There's not really [one type of music we sign.] I'm not really into that. We've done punk rock bands, hip hop,

alternative bands and pop bands," stated Mason.

The eclectic diversity of No continues in '97 with the addition of Halifax pop trio Shine Factory, and popular drinking band Uisce Beatha to the ranks of the label.

"We're expecting a lot from Cool Blue Halo. Madhat has that nice new video out and hopefully they'll get the



credit they deserve. We're also really excited about Shine Factory."

With everything they've got going for them, the future seems bright for No Records.

"We had a bit of a problem with our distributor in the past. Now we just want to get the records out where people can get them. We know Page is good, so that will be ok."

Page Distribution is the new manufacturer of No Records' wares. Like *Murderecords'* deal with Universal, Page has a Production and Distribution deal with No. This deal, however, is not in the three tier plan like *Murder's*, Page simply produces and distributes.

"Page's main concern

is to make sure everything is high quality. They have a lot of resources that we haven't tapped into -- like commercial radio. We'll definitely take advantage of that with Cool Blue Halo."

With all the problems in the past, and records newly reprinted and available in over nine hundred stores across Canada, No Records is ready for the attention the label and all the bands on it deserve.

no records

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Next Week:
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Paul Boudreau of Cool Blue Halo.

"This one goes out to the one I love"

By MELISSA BUOTE
& KAREN RAWLINES

It appears that Wednesdays are not necessarily prime concert times. How do we know? Well, only about 25 people know. That's because only about 25 people were at the No Records Invasion featuring Cool Blue Halo, Madhat and Shine Factory on Wednesday, January 22.

Shine Factory are new to the rigours of touring, but managed to crank out a slap happy set of aggressive pop. This trio is the latest addition to team No Records. A solid set for these fresh young faces. And the girls love 'em, too. How do we know? The giggling and praise emanating from the female sect of the audience.

The second band of the night, Madhat, strutted their stuff on stage, playing all the hits from their latest effort *Hardhitters*, like "The Ride" and "Give'r." Being veterans to the PEI touring circuit, they've established a solid, en-

thusiastic fan base. How do we know? We're the Presidents of their "Rock Athletics" fanclub. For any band playing Charlottetown, the highest compliment possible is to get a request -- and they got one. Huzzah for them.

Cool Blue Halo is a more "mature" band than the openers. How do we know? Their slacks are tapered as opposed to the baggier threads of the other bands. Throughout an energy packed, rock pose laden set, the cool, the blue and the haloed reminded us why they're Halifax's best kept secret. Sweet harmonies and lush yet crunchy instrumentals gelled the set of pop gems like "Sweetie Said," "Too Much Kathleen," and "Spark-o-matic." A tear had to be brushed away when guitarist Barry Walsh dedicated a song to, in his words, "the one I love."

The barn is bringing in some great entertainment. It's too bad they come on Wednesday. At least it's not during Must See TV.