

PIRITUALIZED • SILVER JEWS • WIRE • JELLYFISH

MAGNET

REAL MUSIC ALTERNATIVES

THE KINKS' RAY DAVIES

INTERVIEW BY IRA
APLAN OF YO LA TENGO

PLUS: THE TOP 50 KINKS SONGS

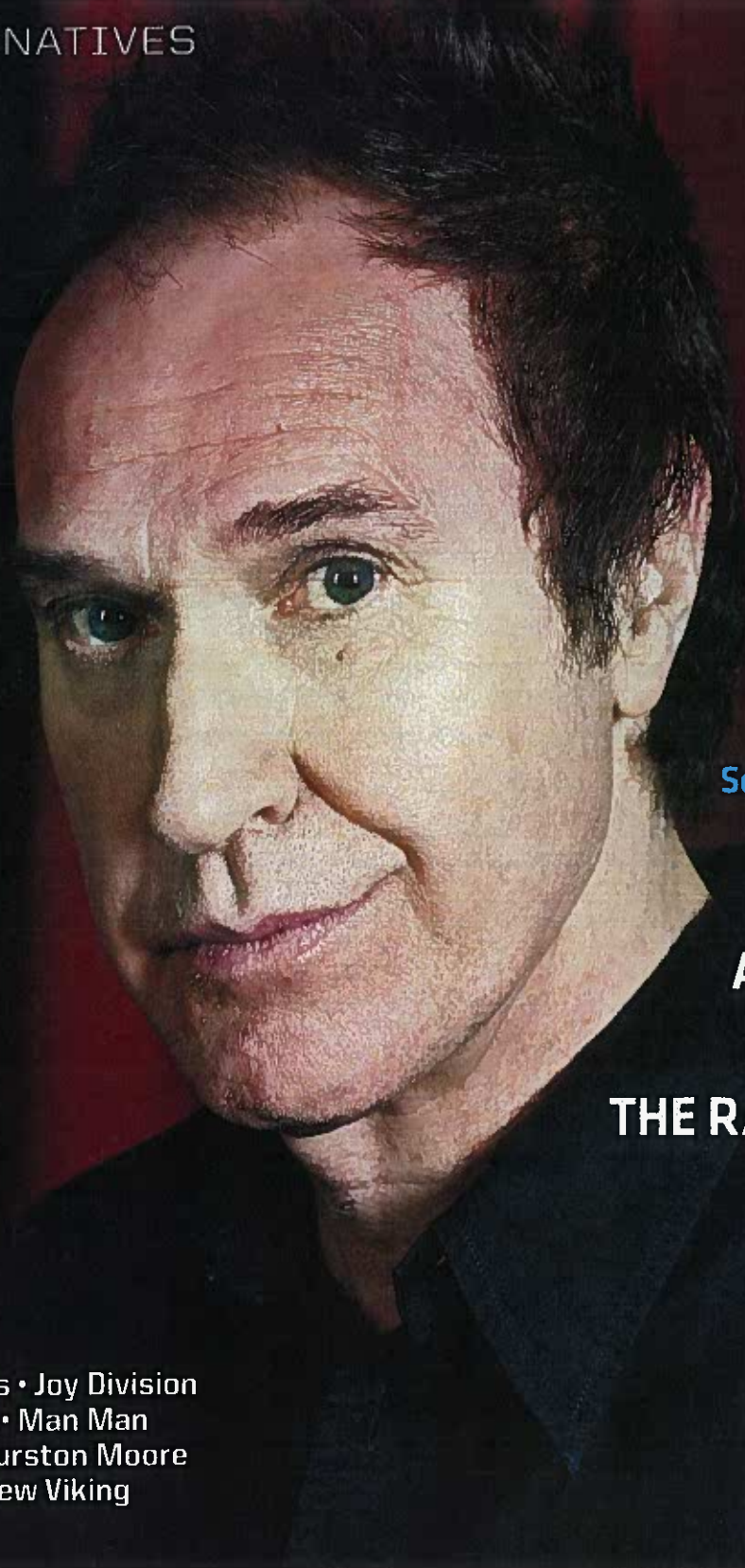
Chosen By Spoon, Robyn
Fitchcock, Black Francis,
Toko Case, Of Montreal, The
Screaming Trees, Old 97's And More

The Biggest Losers

MUDHONEY

Local History, 1988-89
Mosh Pits! Beer!

PLUS: The Last Shadow Puppets • Joy Division
The Brian Jonestown Massacre • Man Man
The Breeders • Colin Meloy • Thurston Moore
Post Punk • Boredoms • Times New Viking



THE WHIGS
Southern Aggression

THE KILLS
Idiot-Proof Punk

ADAM GREEN
Pills, Thrills And
The Juno Bug

THE RAVEONETTES
Sense Of Cinema

NO. 79 SUMMER 2008



USA \$3.50 CAN \$4.50



DEMO-LITION

FAKE CHAPTER RECORDS, an indie label based in New Jersey, has been on the receiving end of demos and query letters from aspiring musicians for more than a decade. Here is the unintentionally entertaining evidence.

As Jets To Brazil's Blake Schwarzenbach once sang, "One man's magic is another's plastic." Over the 11 years I've been running Fake Chapter Records, I've received countless demos, emails and phone calls from prospective artists. I don't know whether a small indie label attracts more disillusioned musicians than the larger companies, but some submissions have been so incredibly awful that I just didn't know how to react. Publishing this material is indeed mean-spirited. No musicians will be happy about seeing their photos or emails displayed here, and no one's work deserves to be flat-out mocked. I started Fake Chapter when I was 18, and much of the early catalog (some might say all of it) is unlistenable today. It's filled with friends' four-track recordings and other pathetic, low-budget nonsense the world didn't need. Regardless of my own skeletons, these people all wanted my help to be seen and heard. So I shall not disappoint. After reading their emails, perhaps you can imagine what the accompanying demos sound like.

—Gilligan, Fake Chapter owner/operator

TO: FAKECHAPTER@AOL.COM
SUBJECT: PERHAPS WE CAN BECOME FINANCIALLY ACQUAINTED?

I am a person who makes music you are a person who sells music.i have many more than 5 songs.i cannot play live due to nerves but i can play.my speciality is wrtling.

TO: FAKECHAPTER@AOL.COM
SUBJECT: BAND

Hi,
 HELLO,I'm Marky i sing in a band called [deleted]. I will be recording an acoustic collection of alternative folk punk style emotional driven tales and storys ... I bring the angst of my punk influence into the mix , but it is pure emotion.Alternative acoustic folk rock storys from the heart.I dont pretend to be anything other than my human self.I dont expect you to offer a deal or any of that shit.I dont want stardom.I just want my noise available to any like minded soul, even if that

soul is one .THANX if you read this far.

TO: FAKECHAPTER@AOL.COM
SUBJECT: NO SUBJECT

hey man i read you site and stuff, i want to send you a demo, i think you would dig it, i am willing to work for basically nothing, as long as i get a studio and a tour...check out my site and let me know if i should send something in....peace one love

TO: FAKECHAPTER@AOL.COM
SUBJECT: HEY

hey dude whats up? i found ur site today.. i am a pop punk solo artist.. looking to be signed to a label soon.. i have my songs up on the net on my mp3 site.. the cool thing is .. is that im only 16 and people say im talented.. if you could please dl my song .. dl the song called today tonite.. and tell me what u think.. ok bro? well ttyl see ya

TO: FAKECHAPTER@AOL.COM
SUBJECT: CHECK THIS OUT IF YOU WANT..

I am sending you my promo in the form of an email..(if u wish to have it in hard copy and disk jus say so..).....I think this altho is better for the both of us.....I am currently a student at Greenville College...and am playing shows and trying to get my music "out their"

TO: FAKECHAPTER@AOL.COM
SUBJECT: SANTIAGO'S LETTER

the reason i am writing this letter is because i would like to work with you guys doing remixes and produc-ing recently i been doing remixes for spanish pop artist and i think they sound really good i also work with a friend who's been a dj for over 15 years his type of music is dance and house we work in yamaha syn-thesizers motif we really just getting started that is why we looking for a team or a label to work with but like i said we are good my type of music is spanish

house and rock wich you can in any ciub lately.i hope to get some response or any advise from you guys good look santiago

TO: FAKECHAPTER@AOL.COM
SUBJECT: JASON

Hello, I am a pop artist Jason [deleted] with all original material and currently shopping my lates track "Here I Am" aggressively which is getting some nice "buzz".

TO: FAKECHAPTER@AOL.COM
SUBJECT: NO SUBJECT

Hello, good to meet you. My name is [deleted], 24 yrs. It's just a Raw soulful feeling that keeps us goin' & that's what I'm about. Much to my joy I've attracted a following starting in high school w/ many & often impromptu soul performances. I loved every second of it. I'm a very humble guy, but it gives me a good feeling that when I perform they always say I've got a great voice, I'm a bass-baritone. It's been my dream to obtain a record deal. I don't really care about the modern pop scene (especially now days) but it would be wonderful to have something satisfying w/ a respectable company. I was wondering if are accept-ing demos? & serious about the possibility of a new artist? As a straight shooter I must say that at the moment I don't have the means of producing an expensive demo (much like a lot of now famous singers), but do certainly believe that my raw demo does showcase clear talent.

TO: FAKECHAPTER@AOL.COM
SUBJECT: YE000

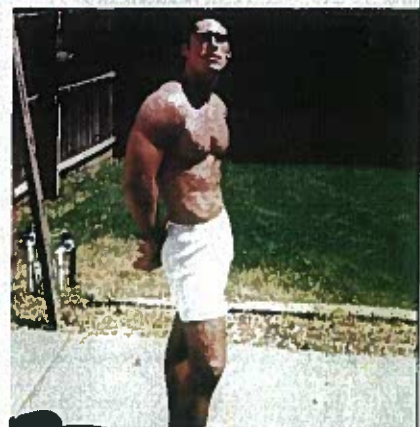
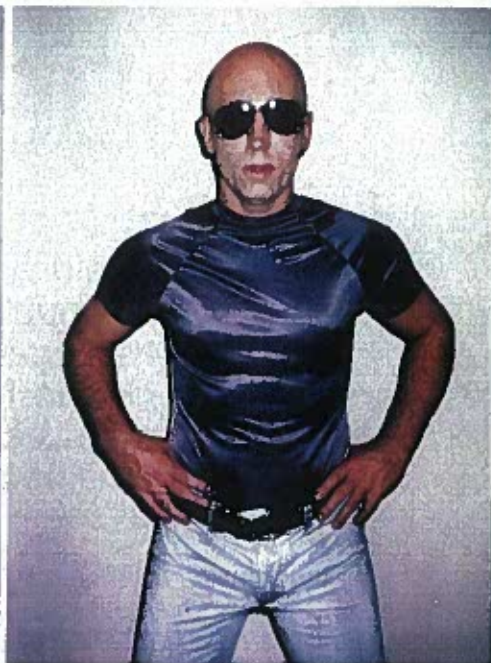
Yo whats up? my name is [deleted]. i am in a rap group with my friend and this thing is hot. we rap in a perverted style mostly but can tear it up on some vicious too. we have hundreds of ideas and the only thing holding us back is money, but if given the oper-tunity we could make millions. All we need is signed to a label or financial backing. and it is a guarantee

that we will be successful. We have many ideas outside of rap including clothing and alot more. we live in coatesville pa, about 45 minutes from philly. all of our friends say we are the funniest thing they have ever heard. so if you can help us in any way please respond to this. peace.

TO: FAKECHAPTER@AOL.COM

SUBJECT: NO SUBJECT

i am in a punk rock band called *[deleted]* and we have been a band for about 5 years. we went into the rec. studio and spent 500 dollars earned by gigs. the out come is a 4 song demo filled with catchy pop/punk songs with driving guitar, beautiful bass rythemes, and a spazed out drummer wacking the bejesus out of his 4 piece silver slingerland kit(that's me). we loved this recording but its only 4 songs and we have lots of good songs. thats where u come in. can us sign us? lol! i know thats alot to ask for and ur probably like "yeah righ*t. but were are serious. i have written this letter



I like 20 times and i really hope u consider it. u can listen to us on nabster. our 4 song demo reflects our personality. we actually do lots of stupid things which makes us who we are! lol like on time we bought 1000 crickets (used for frog food) at a local pet store... (they are really cheap like 5 cents per 100...) and let them loose at this fat girls bailey recital! i think she ate one of them! lol! soo i guess you've realized what kind of people we are. well please read this, we want a record deal sooo badly. if you dont ill understand but please consider this. got to go. peace out g. take it easy man.

TO: FAKECHAPTER@AOL.COM

SUBJECT: PLEASE READ!

My name is *[deleted]*, im currently 17 years old going on 18 in Oct. The reason why im writing you today is not to beg for you to listen to my demo or my cd....i am just in need of some help when it comes to getting discovered. If your still reading you prob. know by now that im an upcoming musician. I sing and play guitar,

i also play bass and bongos. My strongest talent is the guitar. Not to boast or sound cocky, but i have a shit load of talent when it comes to this instrument, i have what i believe is the CRAZIEST instrumental guitar song out. You see.....the past year for me has been a downer....a year ago to this day almost...i had everything, a ford mustang waiting for me as soon as i got my license, a beautiful girl around my arm, 3 of the best friends anyone could ever ask for, and a talent which i was sure would get me some where one day. Well....all that came crashing down within months. I got an underage at the start of the summer which led me to have a 9:30 curfew all summer long. I didnt want that to keep me from having a good time so i would continue to party with my friends. Well about 2 weeks after my underage i was driving past my curfew and id made the biggest mistake of my life to have been driving will under the influence....i crashed and totaled my car going 75 mph around a bend. Me and one of my 3 best friends got a concussion and just minor cuts and bruises. Thing is that my car going 75 mph came within NO LIE, not even 2 inches from a tall

thick tree. We escaped death....and i was scared shitless. I cost my parents thousands of dollars and had to listen to them tell me i was a disappointment. I was going through hard times.....and my g/f was making it no better....so i ended things. Two days later she told me she was pregnant.....i freaked. Never have i lost it like i did that day. I was going downhill fast and i wasnt able to turn around. School started and i wasnt doing so good....not able to keep a clear head. I ended up getting kicked out of school as a Junior. Not far after my ex told me she was lleing to me the whole time about being pregnant and i soon found out that one of those three best friends is now secretly fucking her and dating her.....the other is an alcoholic now....i've lost everything this past year.....the only thing i have is music. And I KNOW that i have the talent and personally to get some where.

Fake Chapter's current roster includes the Wonder Stuff's Miles Hunt, Arms And Sleepers, Green To Think and the Sixfifteens. For a free CD, visit www.fakechapter.com/free.