



Built To Spill
"Keep It Like A Secret"
Warner Brothers Records
Grade: C

The main idea behind folk music is to continue a tradition.

And with weekly hordes of boring new releases, rock 'n' roll sounds more unoriginal and folk-like everyday.

This is mostly because rock's musician-building-on-tradition thing has failed to produce strong, original work

for the last half of the 1990s.

In this connection, Built To Spill's new album, "Keep It Like A Secret," sounds too much like a history of recent indie rock and makes another pathetic contribution to "modern folk."

In this latest execution of nothing fresh, the Boise, Idaho, group's new album sounds like a cross between the feathery coloring of the Flaming Lips and the machine symphonic rock inherent of almost every Washington, D.C., band of 10 years past.

A bad combination that will prove to be of awesome-yet-ordinary pleasure for listeners who have been chained to an indie-rock comfort zone; they are a crowd that trades in the pursuit of greatness for a variation of high school, a new club or clique, an unknowing-to-itself pose on individuality that truly represents fear of the idea.

"Keep It Like A Secret" is like spending 45 minutes in day care com-

pared to the original and raw sensitivities of Merle Haggard or the Birthday Party.

At times, it seems like BTS founder and vocalist Doug Martsch doesn't have a knockout punch in him.

For instance, the album's seventh track, "Else," is musically well-done with its Lungfish-like subdued and lush form. Martsch's light voice, however, fails the song's potential.

Furthermore, Built To Spill's new record is as calculated, smart and tight as a nun's checkbook.

The third track, "Carry the Zero," is a solid effort, everything is in place—the Flaming Lips probably would've liked to have written this song.

But the wonderful Lips certainly wouldn't have performed or recorded the song with such a factory air of jury duty. The problem with Built to Spill here and throughout the record is the fact they spill too little.

The band, which has always been

the brainchild of Martsch, sadly doesn't try to epitomize its name with any form of loose, rock 'n' roll savvy.

Consequently, "Keep it Like a Secret" is catchy, razor-sharp, pristine and boring all at the same time.

On this release, Built To Spill is to the great Lips what Bob Seger is to the Animals; a boring, latter day exaggeration of a rock 'n' roll pioneer.

At least BTS had the sense of humor to write its new album's eighth song, in which Martsch quotes famous lyrics from Rolling Stones and Pink Floyd.

"You were right when you said 'we're all just bricks in the wall' ... you were right when you said 'you can't always get what you want,'" he sings.

But shamefully, going to see indie-rock boy bands such as BTS now often seems like a gutless parade of a dying art form; like watching frat boys play their new set of grunge songs or walking in on an acoustic guitar and a tie-dyed

wearing lesbian singing at a coffee shop. However, the saddest thing of all is the fact is that Martsch has a fairly indistinguishable, high-pitched singing style, and his lyrics are anything but bad.

The potential is obviously there because Built To Spill's 1994 effort, "There's Nothing Wrong with Love," was much more free and inspiring.

Simply put, it wasn't boring.

Unfortunately, "Keep It Like A Secret" has an unoriginal sound accented by an aura of cutesyness and perfection that makes it hard for its effort to cut to the heart of anything.

"Carry the Zero," with its mathematical name and sound, even makes the effort to expose the album's tight-but, perfect blandness with its words.

"Count your blemishes, they're all gone," he sings.

That's too damn bad.

— Christopher Heine

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 - 210 Books
 - 213 Clothing
 - 216 Computers
 - 220 Furniture
 - 230 Jewelry
 - 240 Miscellaneous
 - 250 Pets
 - 255 Photo Equipment

- 265 Stereo & TVs**
270 Ticket Exchange
290 Vehicles
- 300s Services**
- 300 Adoption
 - 305 Alterations/Sewing
 - 310 Automotive
 - 320 Bridal
 - 338 Employment

- 340 Entertainment**
348 Hairstyling
350 Health/Fitness
355 Instruction/Tutoring
365 Legal Services
370 Miscellaneous
378 Pregnancy
385 Rentals
388 Tanning
390 Tattooing
395 Typing/Resumes

- 400s Housing**
- 400 Roommates
 - 410 Housing Wanted
 - 420 Rooms for Rent
 - 430 Houses for Rent
 - 440 Duplexes for Rent
 - 450 Apartments for Rent
 - 460 Summer Housing
 - 470 Mobile Homes
 - 490 Homes for Sale

- 500s Jobs**
- 500 Help Wanted
 - 510 Child Care
 - 520 Work Study
 - 530 Summer Jobs
 - 540 Internships
 - 555 Business Opportunities
- 600s Notices**

- 600 Rides
- 603 Spring Break Trips
- 610 Announcements
- 615 Meetings
- 620 Greek Affairs
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