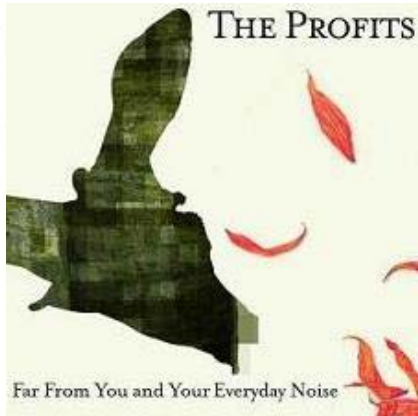


# CD REVIEWS



**THE PROFIT\$**  
*Far From You and Your  
 Everyday Noise*  
 2005 Dyda Records

## Style: Acoustic and Vocal Pop

On the Profit\$ second album the handsome quartet can still be found making music that trades on their good looks and charming personalities. But the lads from Madison have more than that to trade on this time around. They have songwriting prowess, vocal harmonization that puts them in the big leagues, and arrangements that are drop-dead killer.

The progression and maturity in the Profit\$' sound and music is apparent from the opening strains of the first song, "Life's Worth Living," a gorgeous track of longing with the rhythm section (bassist Scott Lamps and drummer Ben Schaefer) featured prominently alongside electric guitars (by guitarist/vocalist Mike Drohomireky), soulful keys and synthesized horns. The second track, "Atlantic" sounds like a cut right off a Coldplay album without the over-the-top sentimentality. In fact, it's the space that the Profit\$ breathe into these songs that gives them life and the restraint that makes them complete. They hold back on the saccharine for the most part, a trait the weighed down their first album. Not surprisingly, the two tracks that deviate from the form here are the two re-recorded tracks from 2004's *The Sign of the Dollar*, "High Horse" and the innately bubblegummy "Sex at Six," the latter complete with cheerlead-

ing-squad call and response.

Along with the beefed-up accompaniment on *...Everyday Noise* are several tracks with string arrangements that really stand out as some of the album's best. "Carry the Weight" is definitely a highlight; a poignant ballad written by Drohomireky in honor of his mother (his father died at an early age). Here the strings, arranged by Lamps and played by him and Shauncey Ali (from Blake Thomas & the Downtown Brown), make their first appearance to great effect. "Misplaced" is another strong song with a rocking, funky feel and the strings changing it up in the middle section, building the tension perfectly. "While You Sleep" is another masterful ballad that benefits from the string arrangements.

In addition to the dynamic harmonies of John Paul Roney and Drohomireky, the band benefits greatly from Lamps' contributions on bass, vocals, keys and piano ("London Rain") as well as his co-production on the album with the esteemed Doug Derryberry. In addition to producing and releasing three CDs for his own band, Derryberry & Alagia, Derryberry has worked in the studio with myriad other bands like Vertical Horizon, Everything, Edwin McCain, Dave Matthews Band, Ben Folds Five, m.o.e., Agents of Good Roots, Shannon Worrell, Gibb Droll Band, Jackopierce, Earth to Andy, Keller Williams and many more. He's also the guitarist for Bruce Hornsby. His presence here and the use of Smart Studios to do much of the recording is evidence enough of the lofty goals that the Profit\$ have set for themselves and, with songs the likes of which appear on *...Everyday Noise*, goals they are likely to reach. Word is that the band has three albums' worth of songs equal in caliber to those on this CD, so we should be hearing a lot from the Profit\$ over the coming months and years. *...Everyday Noise* is the album that we all knew the Profit\$ were capable of making, one that sets them squarely on the path for the type of success they've worked so hard to achieve.

Rick Tvedt