



HQ: Brooklyn, NY

NOW PLAYING: *Everything With You* EP (SLUMBERLAND; slumberlandrecords.com)

THE STORY SO FAR: The Pains Of Being Pure At Heart have issued a flurry of 7-inch singles since their 2007 formation that document their unique take on the lo-fi noise-pop of obscure bands like Black Tambourine and the Pastels (think early My Bloody Valentine or a less overwrought Smiths). Singer/guitarist Kip Berman explains their love for the 45: "We're all big record nerds, so vinyl is meaningful to us." He adds, "The single is a great pop tradition that we're proud to be a part of." The band's latest single, "Everything With You," showcases their pop acumen, with ringing guitars and beautiful coed vocal melodies.

WHY YOU SHOULD KNOW 'EM: TPOBPAH will receive full-length vinyl (and CD) treatment later this year care of Slumberland Records. Berman says the band are honored to work with the label, given its two-decade run of seminal releases from the likes of Velocity Girl, the Aislors Set and Stereolab. "To be able to release our record with them is really amazing," he says. The album will likely include their penchant for wordy, witty song titles such as "This Love Is Fucking Right" and "Doing All The Things That Wouldn't Make Your Parents Proud." Berman explains, "Judging books by their covers is unfairly maligned. Our song titles basically say what the song is about... At least our set list is probably really entertaining for the next band who come onstage." —Casey Boland

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THE MIGHTY LEMON DROPS**