



SHIFTY records

SHIFTY STUDIO'S was conceived, initiated and financed by Ivan Kadey (National Wake) and Lloyd Ross (Radio Rats/Happy Ships) in 1982. This recording facility was/is housed in a caravan, making it the first in SA that could actually go places (so far LP's have been recorded in Lesotho, Swaziland, Cape Town and Jo'burg). From the outset Shifty has concentrated on recording and producing artists whose music is typically South African in nature and might not otherwise see the light of day. The result of the work that has gone into developing the studio to it's present state, and the steady involvement in projects with various artists over the last two years, is now ready to be heard by an unsuspecting SA music public.

SHIFTY RECORDS: ~~Shifty Records is a small business (corporation)~~

~~Shifty Records is a small business (corporation)~~. This is to serve as the marketing and promotional arm of Shifty Studio's. The creation of Shifty Records has likewise been necessitated by the attitudes of the established record industry and their cohort radio stations. Due to difficulties with releasing through these companies and the fact that most of our music does not " fit the format " of SA commercial radio, we have decided, or rather been forced, to go it alone, with the hope that we can reach enough people with the little budget we have, to make Shifty a viable force in local music. In our case, the music comes first and, hopefully, the means later. Obviously, we need to survive and, given our restriction on airplay, your support will be crucial in informing the public of our predicament and our latest material.

THANK

P.S. As we are hoping to do most of our distribution by mail-order, the publication of Shifty Records address with any related article would be greatly appreciated.

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