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Matt Mays brings rock show to the Queen's

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There's a certain flavour of rock and roll, the stuff brewed in the Sam Roberts school for rock singer songwriters, that's just built for the bar gig.

Matt Mays & El Torpedo bring that old time rock and roll out to Queens on Friday Nov. 4.

Seasoned by on the road in their home province of Nova Scotia, Matt Mays & El Torpedo went on to pick up spots on national tours with Blue Rodeo and Sam Roberts where they bred a fan base in their own right.

Now after two 2005 Juno nominations and the 2004 East Coast Music Award for New Artist of the Year, Matt Mays & El Torpedo are gaining steam on the Canadian music landscape touring in support of the band's self-titled debut album out last Spring on Sonic Records.

The production is wall of sound, chaotic yet melodic hard rock with pounding drums and wailing guitars. It's hair-band music with trucker hats and plaid shirts instead of tight black leather pants.

The first single Cocaine Cowgirl, is all guitars and drums with a video made up of the requisite desert sands performance footage cut against pensive blonde on a road trip.

The Plan treads the murky waters of the hard rock songwriter's ballad evoking drama with Springsteen style organ in the background. Guest vocals care of Kathleen Edwards balance out the testosterone in this one.

It's all pretty much taylor-made for the modern rock radio format. There remains a seemingly insatiable appetite for this brand of flannel-clad rock in Canada so Matt Mays & El Torpedo are tilling fertile ground.

And legal digital downloads have taken market research to a whole new level where, according to the wizards at iTunes, Matt Mays listeners have also picked up Ron Sexsmith, Indigo Girls, Matthew Good Band, Neil Young, Bob Dylan, The Rolling Stones, and (wait for it...) Snoop Dogg.

The Novaks will be opening around 10 p.m.

Tickets are \$15 at the door but Queens has had a good run of sold out shows lately so don't risk disappointment; pick 'em up in advance from Queens or at Music Maxx on Comox Rd.

With over a decade in the trenches of the music industry, we're reasonably sure Alexandria knows what she's talking about.

Got a music thing? Drop a line to akstuart@shaw.ca.

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