



# OH! CUSTER

'What does "Oh! Custer" even mean?' That was the first thing I asked myself. After a quick glance in an online dictionary that wouldn't give an immediate answer I gave up the quest to understand this unusual band name. Because it really doesn't matter. I decided to leave it there and then and simply listen. Because that's what really matters; the music and how it sounds. And in that department Oh! Custer definitely delivers.

Josef and Esbjörn (forming the band in Lund, Sweden, sometime in 2005) say they make sounds easily mistaken for songs, but I say they make beautiful pop dreams consisting of melodies light as feathers, gentle guitars, the perfect drum machine sound and vocals out of this world. Surely, if there was ever such a thing as romantic music, this is it.

Listening to the songs on this 7" single is like having a dreamy landscape being painted before your eyes. Imagine floating in pink and peach-coloured twilight skies, and there you have it.

Esbjörn and Josef list Radio Dept, Beat Happening, Jens Lekman and Secret Shine as some of their influences, and it all makes sense when you hear their music. These are all bands that immediately spring to mind, along with perhaps Horse Shoes as well as Bart & Friends. Forget It, Secrets and Shelf are three fine gems in the shoe-gazing pop tradition.

Oh! Custer has previously released a 3" cd on Cloudberry, in 2007.



1019 - OH! CUSTER  
FORGET IT  
SHELF  
SECRETS

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