



WITH THE BAND
**RAFER
GUZMÁN**

Edison makes an OK Cable connection

Wondering how Early Edison landed that ubiquitous television commercial for OK Cable? Connections, baby — along with a little talent, of course.

The band's singer, Tom Ashton, says the opportunity arrived via his manager, Ed Brooks, whose father is named Mel (yes, that Mel). Brooks happened to know a woman named Bea Alda (as in, daughter of Alan) who helps run a Hamptons-based ad agency called Stop The Bleeding. That agency was looking for music for an OK Cable ad, and Ed Brooks mentioned Early Edison.

The band submitted a song, and the agency liked it so much that Early Edison was given a starring role. "It turned out to be a mini-video for the band," says Ashton, who can be seen in the ad serenading a woman.

The ad ran about 360 times on various networks last month, according to the agency. Alas, Early Edison doesn't get paid each time it airs — the band was given a flat fee. "Doing the whole thing was compensation enough," Ashton says. "Identity-wise, it's been great for us."

The band's next gig: an acoustic show, sans drummer, Dec. 3 at Asylum, 149 Bleecker St., Manhattan. Call 212-254-8492 or go to www.earlyedison.com.

BIG GIGS

An electric act out to get you wired

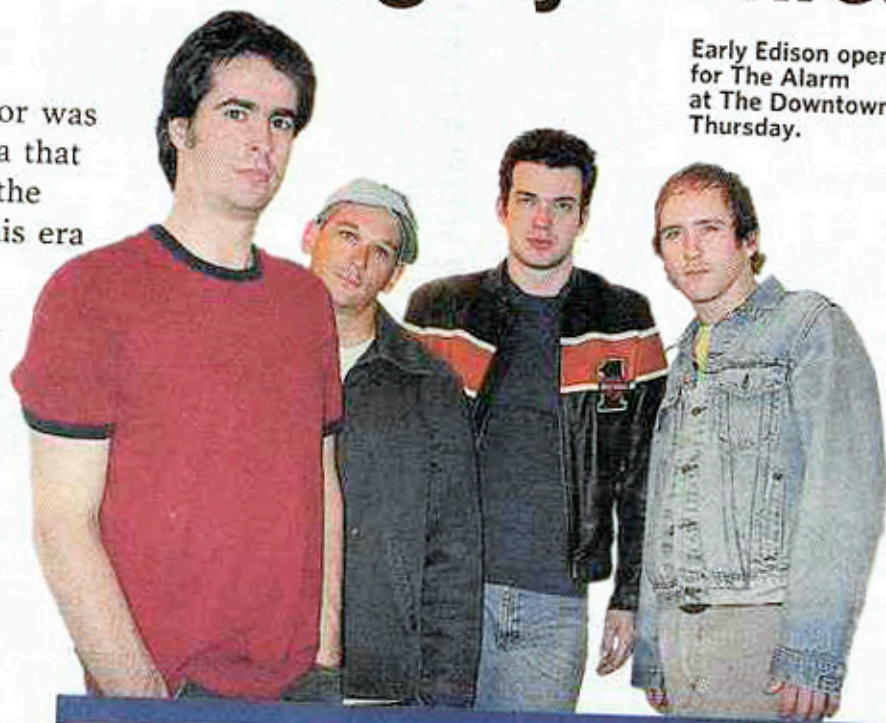
BY KEVIN AMORIM
STAFF WRITER

They survived the third — or was that fourth? — wave of ska that enveloped Long Island in the '90s. And now they live on in this era of emo.

The guys in Early Edison are on neither of those teams, however. Tom Ashton likes to bowl right down the middle, with great power pop, and it's paying off commercially, so to speak. Look for the catchy 1-800-OK-CABLE television ad, with a band playing the tune "I Got Cable" and wooing and then winning a bored-looking babe — that's Ashton and company. But don't watch television on Thursday night — head to The Downtown in Farmingdale to see the real thing open for The Alarm. (For diehards, Ashton plays solo tonight at Dillon's in Manhattan.)

Now, if we could just hear from the Montgomery Cliffs and the Sun Kings again.

Early Edison opens for The Alarm at The Downtown Thursday.



See the 800-OK-Cable Commercial @ earlyedison.com