big brother
Now Showing...
"You can't rely on anybody in this world if you want to get things done, that's what we're learning here at big brother." –JEFF TREMAINE

"God I wish I was smarter." –EARL PARKER

"The world is full of all kinds of people." –EARL'S FATHER

"The kids have got to know." –STEVE ROCCO

"The Satanic Bible is rad." –MARC MCKEE

"It's fresh." –MIKE TERNASKY

"Everyone goes to hell, that's what's fresh about it." –SOCRATES

"Suck a dick, bitch." –JOEY BOY

Well, here it is, BIG BROTHER number two. What we'd like to accomplish with BIG BROTHER is exploit all the rad guys who never get coverage because they don't have connections or they're not sponsored or whatever. These fellas are in the heat. They're into all the hella stuff. No bullshit, just straight skatin' all day with no crap. That's why we're so honest. Makin' people feel good about themselves. Tryin' to tell people that life isn't so serious. It's just a joke... I mean what comes after this? BIG BROTHER will be laying down fast skate action for you every month or so. Now that vert's outta the way we can start having fun where skating was born, on the streets and sidewalks of California. Skating is at the peak now and BB is there for you from square one. The second millennium is coming and we'll stick with you all the way. Life is just one fresh session. Sexual thoughts have recently been named the #1 most boring thought, so leave them all behind and jump on a new flimsy board and take off down to the beach or the grocery store lot. People are giving up on sex. Too many casualties. Life in the late Cenozoic era, "The plastic and artificial era," has replaced the natural Ultima with a more reliable candy bar and junk food Ultima. People who don't have sex always exercise more. Skaters all over are joining up and the once overly competitive edge is at an all time low. Girls and people at colleges are wearing skater clothes. Skateboarders start all the American youth fashions but they never take credit for them because they are laying low and waiting for the moment when they can strike hard. –E.P.
SURGEON GENERAL'S WARNING: This clothing may endanger your life and or induce pregnancy.

smooth.

enjoy smooth non-filtered eight ball clothing at your local skate shop.
Hey brother,

I'm on Social Assistance and just got kicked out, so I was wondering if you will send me something free. Probably not, you cheap fucker. My mom saw the first issue and that's why I got kicked out, she figured I was worshiping Satan and I answered saying "No, I only worship Rocco." She replied, same thing that mother fucking TV evangelist! Get the fuck out! So I was forced to the bitch, so send me your mag free and I'll kill "Lee" for you!

Jake K. Stewart

Tell me, how do you worship Satan and what does Social Assistance mean?—EP

Dear BB,

You guys have a great mag. It's funny, it shows somewhat of a true side to things. Keep the good work up!!

Todd

You are a dumb kid who writes letters.—EP

Dear BB,

Please send me some of those fucked up BB stickers. I put a buck in the envelope.

Ryan Bair

Any dollar ever received here is used for orange juice and any subscription cash sent will be spent on rock CD's.—EP

Dear Mr. Rocco,

I totally agree with what you said in "Soup Box" about Michael Ryan. He's the one that's Fucked Up! World Industries isn't Fucked Up, you're just Fucked up all the shit up! Too much respect due!!

Jon

Jon, you can't respect anyone before you learn to respect yourself. Listen to my instructions and cut out the swears.—EP

I, for one, have always given world industries credit for their sarcastic, offensive attitude. I get super stoked to see board graphics and T-shirts with sensitive issues such as racism and religion. The way many people react proves they're mad. The satanic Natas board filled my heart with amusement. I suggest coming out with a series of anarchist boards with Satanic symbols and mutilated corpses. I think world industries' greatest contribution to skateboarding is the blasphemous attitude many skateboarders have. I think they should take criticism from proper people as compliments. The more they shock unhinting moralistic people the more better I think of them. I'm proud to be an honorable jackskateboarder.

From Lloyd

The name Lloyd is inefficient and you want to subscribe because you're a mind control fan.—EP

Please send me stickers and info about your new magazine. Do you think anytime in the future there will be a Big Brother video any time soon?

Chris Longo

We are starting work on one soon but it will take a really long time because we want it to have a big effect on people and change the course of the English speaking man.—EP

Dear Big 'Mother' Brother,

I live in Australia and I want to subscribe to your fucked up mag because I like it, but I don't know why. If you could tell me how much it is so I can subscribe I would be very pleased, if not you can go fuck yourself shit heads.

From John Dean

John you are a poster.—EP

Hey Big Bro,

We are having a Jam Up contest in Panama City in Aug. I would like to see if your new mag could help us out since us folks from the South are such fuckin' hicks. Maybe some of your blind kids can show up and show us fuckin' hicks how to skate

and act like some California ass-wipes you know. OK, just send us about 75-100 stickers and all the freebees you can spare. Gotta go now and pick up some chicks at our family reunion.

Biscuit head

PS: Send the editor for our contest MC.

This is a pretty good letter. It has good humorist qualities and there's thought in his fucks. The offer to MC the contest made me feel like I'm famous already. He used one of my favorite words (biscuit) for his name, so I guess we're a lot alike but I'd rather you people use your own words next time.—EP

Hello LA,

I just wanted to drop you guys a letter thanking you for using my photo in Beaver Hunt. I've been doing a lot of amateur porn video work, and I'm going to LA next month, hopefully to get my big chance to do pro porn movies. My agent has shown my photos to different companies, and they fuckin' liked what they saw; so they want me to come on out. I'm definitely going to make it in the porn busi-
George Powell was in attendance. He was seen driving up in the fabled “Hellvan,” which is second only to world industries’ hallways as the most spray-painted object in the skateboard industry. One wonders what’s happened to the ever-present Mercedes. Powell’s spacious warehouse, the largest such complex in Santa Barbara county, is now sporting some very large red signs with the words, “FOR LEASE.” Powell recently had to host an all-night skate-fest as a last-ditch effort to save the skatepark.

Matt Hensley is now a D.J. at “The G Spot” in Chicago on Wednesday nights. He’s studying to be a paramedic.

San Francisco contest update. Tommy Guerrero won this year’s “Disco in Frisco” on September 7. Though Tommy skated extremely well, his first place award was due only to some of the poorest judging ever in the history of skateboarding. Tommy graciously handed over his trophy to Mike Carroll, who probably shouldn’t have won either but deserved top three. Wade Speyer should have won, but since he was also subjected to the same atrocious judging, he ended up in fifth. Next issue, Big Brother will probe the minds of these judges and find out what in the flick they were thinking.

The New Deal video, “Da Deal Is Dead,” and the 101 promo are out. Natas has retired and does not appear in the video. Real and Think Skateboards are also planning to release videos in October.

The 777 kiddies, led by Dave Andrech recently had their car break down in New Orleans, and had to take a rental to the Houston conp. When they tried to return to New Orleans they were denied because of the hurricane. Dave decided to bring his team including Dave Duren, Bear Hughes, and Caine Gayle out to California to skate the Plan B ramp and hang out. The 777 team is now opening all their demos by cranking the Danzig song, “777” off Danzig’s second album, “Danzig II: Ludluge.”

Crybaby Steve Berra got kicked off Birdhouse and was replaced by Dan Rogers. For other info on Birdhouse skaters see the Woodward review.

Powell is filming and will be attempting a new angle on their video which will be a documentary format and feature music from Slayer, even though they were so fuckin’ weak that they had to invert Slayer’s upside-down star/pentagram into a right-side up, non-devil worship star on Wade Speyer’s graphics.

The Red Dragons are starting new divisions in the U.S. Colin McKay has already recruited many talented youngsters to head these new chapters.

Lavar Mcbrido is no longer on Real and at present hangs in sponsorship limbo.

Omar Hassan will be starting college this quarter at UCLA. Big fucking deal.

Ron Bertino is the most underrated street pro today.

Joey Boy is a roper.

Mike Vallely is going to Prague, Czechoslovakia to do a demo at a benefit for clean air. He was recently in the hospital undergoing a blood transfusion for a vegetable-induced ulcer.

Willy Santos won the recent Grover City contest which no one attended. JJ Rogers, and Simon Woodstock received 2nd and 3rd respectively.

The Dynamic Reata

World industries’ exalted ruler, Steve Rocco, and team recently toured with the Plan B amateur team. Sali Barbier, Sean Sheffey, Matt Hensley, Rob Dydek and Plan B owner Mike Ternasky, were also spotted at various spots on this coast to coast adventure. Highlights of the tour included Rocco buying pizza for everybody at a demo at “Surf Ohio” in Dayton, as well as giving a fifteen year old girl a hundred bucks to show everyone her boobs. Pat Duffy crashed a fashion show by stage-diving off the runway. Shiloh gave dope music and fashion advice to small crowds of bewildered midwesterners.

The Plan B team found a 24 hr. firework showroom in the middle of nowhere Indiana. After running up several hundred dollars on the PB credit card, pyromaniac Colin McKay was able to convince everyone in Indiana that aliens were landing in their cornfields. This was all fine and dandy until Sheffey created the “Desert Storm” game and began opening fire on slower traffic including the world tour bus which resulted in a high-speed chase with an undercover cop. Afterwards the B-sters had to bribe the local kids to hold their ammo, and hide the team van two blocks away. Six police cars, including a paddy wagon, showed up five minutes later.

Chris Branagh has been demoted to amateur to the delight of everyone who has seen his part in the world industries video.

Rodney Mullen is currently on tour with Blind guys, in Guy Mariano, Rudy Johnson, and Brian Lotti. Tim Gavin left the tour because he was homesick. As Rodney says, “Guy Mariano is blessed with skateability.” We don’t know what that means and it’s probably a mystery to anyone who saw any of the Blind demos where Guy spent most of his time kicking around a soccer ball instead of skating.

Nathan Mostley is grounded again, this time for masturbating in a pay phone.

Up in Ontario, Canada three jocks and their girlfriends took it upon themselves to yell, “skaters suck!” from their car to lone foreigner, James Kelch who replied “fuck off.”

The group pulled over and laughed, James seized the opportunity and knocked the driver out with one punch. Then he jumped on the hood of the car, focused the front window, and incapacitated the guy in the front seat. He rounded the car and the last guy tried to kick him through the back window only to have James grab his ankle and twist it up. Then the two girls came at him wielding bottles yelling “We’re down with O.P.P!” James knocked them both out and headed for the border. Now he’s wanted by the Ontario Provincial Police.
Good afternoon, Transworld Publications.

Yeah I'd like to know like what's going on with skateboarding, like lately? In what respect air? Just like in general? Are you talkin' retail or competition? Just all of that. I can't answer that. You need to be more specific and maybe I can get someone to help you. Uh, like competition. Alright one moment. Hello.

Who's this? Tom Schmidt. Who's this? Gary. (Grin.)

So what's goin' on with skateboarding? What do you mean? Like competition wise? Oh, I don't know. I haven't been to one in awhile. Oh, what about like teams and stuff. Teams? What stage is skateboarding in basically? I don't know what you're talkin' about really, are you writin' something? Do you think skateboarding's gonna die? It already did. No, I mean again. I don't know, it probably won't. So what do you think's gonna happen next? Anything can happen, it's always changing. Do you skateboard? Yeah. Do you like it? It's OK. What are you doing? What are you doing? Just working. What are you working on? The magazine, Transworld. Yeah.

Do you have a girlfriend? What are you doing? Who's this? My name's Paul Font. Well, do you have a girlfriend? Your name's Paul Font? You mean Tom Schmidt. No, I don't have one. If you don't, would she skateboard? Yeah, she would thrash totally. Do you think I'm a geek? Yeah. Hold on, let me put you on with ... (girl gets on phone) Hello, how are you doing? OK, I just wanted to know what was going on in skateboarding. I don't know. Who is this? This is Gary's friend. Are you his girlfriend? No. Where are you? New York. Wow! Is he gonna visit you? Yeah. I think he likes me. Yeah, really? Why did Gary put you on? Cuz he's a nerd. What's going on with skateboarding? Well, there was bananas on our last skateboard cover and umm there's something on Jeff Rosal in the next issue and the guys are wearing really big pants. Do you wear those? Yeah sometimes, but you know what, I don't skateboard. You don't, oh, we've all lost all respect for you. Ha ha ha, I would if I could, but I can't. Feet are too small, boobs are too big. Umm my feet are too big and the latter is probably true too. You have big boobs? I don't choose to discuss that. Oh boy! I wish I could feel those. Alright, this is the end of our conversation. Why? (gives phone to Gary) Gary, does she have really big tits? Yeah. Would they be good to feel? I guess if you were out on the high desert. Are they kinda lumpy or something? No. How's your sink? My sink, it's white. How's it doing? OK. You're asking questions about my sink? I know all your relatives, I visit them. What's their names? The Peri's. You're off. Get that girl back on the phone. She doesn't want to talk about stuff like that. Is she insecure? Yeah. How old are you? Seventeen. How old are you, Gary? 21. My father's name is Gary. Does he have six r's in his name? Gary divorced my mom. Does he bow? You're pretty easy-sittin' there Gary. Do you have me on the speaker phone? No. Are you taping me? No. Do you want me to? Noa. You sound a little bored. It's from workin'. Why don't you get some Gatorade and get minerals? Gatorade's a bunch of lame chemicals. You don't like it? Nope. What's that girl's name again? Kim. Is she blond? No, but I'm gonna leave now. Why? Time to go. Are you gettin' sick of talkin' to me? No, time to go. See ya.
The Skater Chat-Line

To encourage and facilitate the free flow of ideas within the skate community word industries has set up a new service called the "skater chatter line." Already in its third week of operation the chatter line is bringing skaters from the far corners of America just a little bit closer.

Among the many callers is Nathan Mosley from Mason, Ohio, (513) 398-1434. Nathan is 14 years old and almost six feet tall. Those who've talked to Nathan know the benefits of being a frequent caller. After two years of calling Nathan recently received a package of free stuff which included: a piece of Guy Mariano's pizza, Tim Gavin's burnt popcorn, some soiled nosewipes, rancid potato chips, a broken blind racing team board and a three year old Jason Lee mini. Unfortunately the only usable thing in the package (besides the Jason Lee mini which Nathan stubbornly refuses to ride) was a half dozen "fucked up" shirts which he can't wear since his mom is a Jehovah's Witness.

Another frequent caller is Todd Smith from Lindale, Texas, (903) 882-3735. At first we thought, from speaking with Todd, that his name was really Ty, short for Tyrone. It turns out Todd does call himself "Ty" since his initials are "T-I". However, as we found out from calling him at home, his mother doesn't accept this and won't acknowledge that she has a son by that name. Over the past month Todd was called frequently until about a week ago when he was grounded for stabbing someone after they called him a nigger.

A close friend of Todd's who also calls the chat-line is Joey Boy, also from Lindale, Texas, (903) 882-7259. Joey Boy is a roper. He wears skin-tight Wranglers, and has to borrow a board to skate since he can't afford a new one on account of he just bought a new saddle for his horse. His favorite line is "suck a dick, bitch."

To get on the chat-line skaters have only to call (800) 366-6670 monitor through Friday after 5.

woodward skatecamp review

I just got back from a week at Woodward skatecamp. Woodward is a shit town in the middle of Pennsylvania. The only people that actually live there are the Amish. Anyway, here's a list of the skaters that were there, along with ratings of how they were:

Tony Hawk..................................................................................................................
Steve Berra...................................................................................................................
Willy Santos..................................................................................................................
Jeremy Klein.................................................................................................................
Danny Sargent...............................................................................................................
Tom Boyle...................................................................................................................
Chad Vogt....................................................................................................................
Christian Hosoi.........................................................................................................

The Amish are religious fanatics that believe buttons are evil.
The juxtaposition of Komar & Melamid's recent installations, Searstyle™ and Psalms, founded a pique contradicting counterpoint set between the Russian emigre's felicitous detections of earthly and spiritual nostalgic homage, e.g.- Beuys, Austrian Alfred Pawlin, visual Dhamma, and 5th and 6th Reg Soho. For Searstyle™, the duo imbuedly suffused a gallery with both sullied and invented goods—washing machines, televisons, framed faux-wood, Formica canvases, and polyester clothing—from that bible of American pop, the Sears catalogue. The gallery overflowed with a maniac energy rarely seen anymore. Hardly a surprise as they helped light the torch in fin-de-siecle Vienna. Schoenberg states, "They seem to have patched together the faces with firm strokes of the palette knife." The hidden images that are always in a state of transformation overcast, i.e.- Gorky. Drup's fold over flip reveals plagues seen in early Gersd. Deciphering Komar's hidden text ultimately means reading on several levels at once. The exercise of symbols within her abstractions finds interest, slowly delivering familiar, often telling messages, as did Park Seo-Bo, the "father of Korean minimalism." Melamid uses such devices in Pigeon, as the bottom curve of the deep red, multi-layered pockets of discovery reveals biomorphic forms that connect to the basic shape of the female figure and hint at fecundal life giving processes. They were dispensed, ostensibly, in plump for the physical impression creators dib that the lone viable aesthetic to weather modernism and kitsch is Searstyle™. Retracting the whisper-art installations of Cady Noland, Searstyle™ is more ironically aptible and pessimistic than celebratory.

Psalms is a more efficacious elicitation of demystified nostalgia. Applying the installation is immensity for a painting of a white, temple-like structure rising from the sea toward a rocky landscape peopled with Boschian beings; the centerpiece features a group of biblical animals borrowed from a taxidermist. While Komar & Melamid's painting depicts solemnly materializes a flash of mystical apocalypse, the presence of the stuffed animals seems ironic and lightly ridiculous. Pensile on the walls adjacent to the large canvas are pick Psalms paired with snapshot punctilious from the painting, which mirror echo the artists' imaginative explanation of these classic Judeo-Christian texts. Although Komar & Melamid bear these instance representations in inexpensive Searstyle™, frames, the testimonial to the additional installation seems arbitrary.

If Searstyle™ is betrothed to fire a vanished vision of U.S.A. Kultur, Komar & Melamid have espoused too heap acerbic irony and empty humor to suggest a real loss, or a potential gain.
switch stance f/s 360 ollie heel-flip

brian lotti

lavar mcbride
Dae Won Song three-sixty flipping his way through a noseslide and a fun summer night. (above)
Mirko Magnum going commando at School L. (above)

Eric Ricks, up and coming street star, with a nose slide to nollie pressure flip out. (above)
Spencer Fujimoto: F/S varial flip at EMB.
Josh Beagle: 50-50 interrupted by an obstacle.

Richard Dotson: Ollie lip slide in San Pedro.
the shit.
coming october 1.

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the first time I met Sean Sheffey was a few years ago at the NYC Street Contest. As I looked out over the sponsored am practice session, I noticed a small dust cloud rising from behind the rowdy crowd which had assembled. I could hear people shouting as the crowd swayed slightly back and forth. A fight, I thought to myself. Then, to my surprise, the crowd parted, and out flew a large black man-child, with a giant blonde Don King afro. He took two giant pushes, hit the transition and exploded a good 15 feet in the air. The crowd was silent as he cleared the 10ft box, then turned backside 180, and floated to the ground. He wheel bit and was thrown from his board, bouncing across the pavement all the way into the crowd. Everybody went wild. I could hardly believe it. He didn’t look hurt or injured, he didn’t even look embarrassed after pounding himself on the cement in front of all those people. He just smiled and nodded as he surveyed the ground he had just covered. The crowd began yelling his name. “Sheffey!” “Yeah Sheff!” “Go Sheffey!” “Give ‘em hell, Sheffey!”

It was like everybody knew him. I mean everybody. One of his teammates skated up and slapped him five. Another guy leaned over the rope and slapped him five. Then a few more people slapped him five. By now everybody was slapping him five. He was slapped five one hundred and twenty seven times. I know, I counted.

It was a scene I would witness many more times before the contest was over. Sheffey going too fast, too far, too high, and slamming much too hard. Each time he would stand up tall, shake his head and smile or snap his fingers, as if to say ‘missed it by that much,’ just like Don Adams always used to do on Get Smart. Moments later I’d see some dust above the crowd in the distance, then the crowd would part, and the whole thing would start over again. He finally made a backside 180 over the box that day and it was by far the biggest one I’d ever seen. It was the highlight of the contest, but it was by no means a rare moment in the skateboarding life of Sean William Sheffey. I remember asking his teammate, Felix Arguelles what his deal was that day, and he said, “No special deal. Shef’s like that everyday.”

It wasn’t until a year and half later that I really got to know Sean. He came out to San Diego to film his part for the Life video, and he was exactly as I remembered. Same crazy hair, same fast speed, same reckless approach, same hard slams, and the same spectacular skateboarding. As I became friends with Sean I found that he’s more of an artist than an athlete-fighter type. He likes to read, and enjoys discussing racism, music, nutrition, religion and the weather. He especially likes to draw and do graffiti. He has a wife named Julie and a son named Julien. Sean splits his time between being a teenager, a father, a husband, and a pro skater.

The following interview took place in my car one afternoon in the world industries’ parking lot. Sean had just returned from a 9 day tour of Japan with Danny Way and Rick Howard.

Interview

by Mike Ternasky
PART 1: THE SKATER

Well, Sean, how are you doing today?

Fine.

That’s great. So you just got back from

Japan. How was that?

Interesting.

Was the skating much different or were

they doing pretty much the same tricks?

Yeah, they were pretty much the same.

Anything?

They were red.

Red? So what else have you been up to

this summer?

Just skatin’ a lot. Tryin’ a bunch of tricks and just

getting them down. Just skatin’ a lot.

Any competitions or tours or any of that?

Yeah, a few.

Those were really fun.

And where’d that go?

Just across the country... From California to what

was that place?

New Jersey.

Yeah.

How was it?

It was fun.

What’s the best thing about going on tour on

tour?

Just being with your friends and skating, good

skating.

What do you think the worst thing is?

Umm... unorganized.

Ha ha ha... Waitin’.

Yeah, unorganization.

How would you explain to someone what
tour is all about, what it’s like?

Well, just from my point of view I love it, but you

see that’s me because I can just go and go. Some

people are really picky... “Girls” I might say.

Doesn’t it suck when you’re on tour and you

finally get to a place that’s rad and you

want to stay there and skate but you have to

leave right away.

Yeah that’s... pretty upsetting.

What’s your favorite spot all around?

San Francisco.

EM?

Yeah, San Francisco and umm... Actually I, I’m
guessing just San Francisco. D.C. is really fun too.

Washington D.C.

Right.

I live in San Diego’s rad ‘cuz a dub school

yards, L.A. is really cool. I guess everywhere you

just got to be a local and know all the spots. I’m

sure every city and town has its rad spots, really

good spots.

Do you think there’s a big difference

between the east coast and the west

cost scene?

As in skating?

Just as a scene.

Oh yeah.

You bein’ in both.

There’s really a difference. Attitude, umm, the

weather, just everything’s different.

Ha Ha Ha

...ram.

Could you give an example like what’s

the east coast attitude, more geared, or

what?

Skating wise?

Yeah.

Yeah.

Isn’t it like bigger, faster?

I don’t know.

Can’t explain it?

No, I can’t really explain that question because

the dudes have different people.

Yeah.

And it’s dependent on the person or the people.

Alright. Which do you like better, do you

have a preference or they’re both cool?

Yeah, both.

Both.

OK.

OK, what about Northern California

vs Southern California, do you

think there’s a difference

like between anyone...

In the skating?

Yeah the skating.

Yeah, yeah there’s some difference.

Is there anything in particular like you

could make like as an example?

No not really, what do you think?

In the scene yeah, there just seems to be

a difference between the two places and the

way people are.

Yeah.

Like the dress, the way they dress, the

way they talk. Do you think?

Well, it seems like umm a lot of the stuff origi-

nates in Northern California.

Yeah.

And what about Southern California? They

have good skaters down there too.

Yeah, but umm it’s just... How can I say...

It’s more spread out uh...

Yeah, it’s more spread out so it’s like there’s not

one spot cuz I think it’s kinda, it’s rad to go to

one place and there’s all the rad locs every-

where, it’s good to have local spots to go to, just

your shoe sponsor do?

Sog, umm... they give ya shoes.

They just provide.

Provide shoes for skating.

Truck sponsors the same?

Probably, yes they do, a little money for truck.

To help out?

Yeah to help out, you know, you’re supportin’

stuff like trucks. You know it works both ways but

what you do for your company and what they could
do for you.

You know you have to work it both ways I think.

Right.

Yeah, so it’s like... Well... You know what’s up.

Alright, what about your board sponsor, P. B.? They

give you products and what else? Send you to contests?

The... umm, everything I do in skateboarding is

basically for my board, I mean my board spon-

sor. That’s the most important sponsor, if that was

the only sponsor, you know that’s what I would want,

that’s the only thing.

Yeah you just have to have that. That’s the only thing

I worry about is the board, my skateboard, as long as I

got that then that’s cool.

So do you think kids put too much emphasis on

trying to become sponsored or who’s spon-

sored?

It depends on the person, if the person’s a competi-

tor you know they wanna be competitive and

go for it they know there are professional

skateboarders so...

What about you, did you ever matter to you if you

were sponsored?

Yeah I would’ve liked to be sponsored, yeah it did

matter.

So you tried to get on short?

Um, no I didn’t, they knew of me from skating. That

helped too I guess if you’re just out there skating and

people can recognize you too, so it helped

that way for me.

Alright, well let’s just go back to when you

started skating. What got you into it, what

made you start skating?

I used to ride BMX bikes and stuff and that was

pretty fun, just to get around and stuff and that was

pretty fun. I started lookin’ at the magazines. You

know I was just friendly with some of the skaters. They
got me into it, they were like this is cool, come skate with
us. All that stuff.

Rad. And you were skatin’ street back then?

Yeah street.

And then you got on short? Talk a little about that,

how was it back in the old days?

It was great, I loved it, it was fun, it was a really cool

thing.

You guys used to go to a lot of contests and all

that?

Yeah I was in local contests.

So then what happened? When did you decide
to turn pro or whatever?

I entered my first FSA series I guess, amateur.

What year was that?

1983.

You were on SMA?

No, I was still on Short when I turned pro, then I

turned pro for SMA.

That’s rad. Before we go on, is there anything

you wanna say to your sponsors?

Yeah I’d like to thank my former sponsors, Natas,

Rodney, Braulio, Ron Allen, and Keith Cuthbert.

What do you want to accomplish with skate-

boarding? Do you have any goals with your

skating?

Yeah, I really like skating so hopefully someday...

I mean I hope I’ll always be involved in some way with

skateboarding and just wanna... I know I love it and

I’m fortunate enough to become a professional

skateboarder so any goal’s just to stay with it.

Just to stay in it, stay involved?

Yeah, and somehow if I could help other people who

are stuck on skateboarding they would be cool somehow.

What do you think the best thing about skate-

boarding?

I guess the love for it, the fun, the feeling I guess, the
Yeah. What advice would you give someone about style?

Get your trick really down and just do it over and over again if you wanna get it down to where it can be done up right, you know.

Like before you move on, get your basics solid?

Yeah, get your basics solid, or however it comes to you, some people just learn a trick and it’s great already so then it depends on the person. Isn’t it rad that a lot of the tricks people are doing now were only considered freestyle tricks before? It was a big deal just to make it up flat ground back then, and now people are doing em over channels, down handrails.

Yeah, it’s really great; like Shishido doing kickflip backside lipslide down that rail on four or Pat doing double 360 flips over hips. I even heard Cole was doing opposite footed double allens 8ps over a box.

You know, Boys are just gain off now, that’s all it is.

So it’s gonna be interesting to see now what’s gonna happen next.

Yeah.

What do you think influences Scott Sleffey the most outside of skateboarding?

That’s a good question...

Would it be like music? R Bars...what influences me the most outside of skating...

About your skating, influences your skating?

So the question would be outside of skateboarding what other things influence your skating in the world?

I can’t answer that because I just think a lot about skating, so it’s just like seeing really good skating.

Guys like Henry, Seein’ guys like Henry and Rick and Mikey, those guys are always my favorites, you know Julian, Randy, just makes me stoked, that influences me a lot.

Alright, then what else are you into besides skateboarding?

Umm, music, good music, good beats, just. Maybe something, I’ll try rapping a little. Freestylin’, it’s really fun, like it, I think it’s really cool so that’s cool I like to do that. Drawing too, Art, I like get a lot.

Alright, well I know you have a family obviously.

Right.

Talk a little about havin’ a family and a son.

How’s that? havin’ a family and a son.

It’s hard, it’s good. You know just the understanding and communicating, I love my son, he’s great. That makes me really happy too, to be alive for him. That makes me happy.

Did you ever notice that kids aren’t scared to try anything?

Yeah I do.

They don’t know, they just go for it. Say “world” and they just try their hardest until they slam. Did you ever watch your son and get motivated to try harder in skating?

Yeah I can say I know what you mean, but it’s more of me pushing myself...

PART 2: THE INTELLECTUAL

Wasn’t your brother a famous athlete?

Yeah he was amazing, he influenced me very much when I was growing up just because I looked up to him and he was just so great at what he did. He was a football player in High School that made All-America, All-Metropolitan, everything you could wish for as a football player and wrestler gain into universities, you know. He had every major University come to our house and beg him to come to their school.

What school did he finally go to?

Ohio State University, he played football and wrestled there.

What about you, did you ever do any other sports besides skateboarding?

I played football, basketball, all sports at one time basically, I always play sports.

But skateboarding was your favorite?

Yes, by far.
human's hand."

So that says a lot about him. What are your favorite movies? I think it was, what was that damn movie? The Stephen King movie with the crazy lady. You know don't you...? McCoy! Yeah, that's it.

It was also one of my favorite books, that was definitely my favorite movie though. I like horror, he's pretty sick, Stephen King. Do you read a lot?

Lately I haven't. I've been skateboarding a lot. I'd like to, you gave me a really red book that I stole and it was Jonathan Livingston Seagull. It was about if you really try hard enough you can do it. And also the fact if you start date's stuff no one else does they kinda make fun of you or you feel like you don't fit in anymore when you get to a different level. What are your favorite foods? Potato chips basically.

You're a vegetarian right?

I don't like meat. I think it's too heavy for me, it weights me down. I haven't eaten a piece of red meat in about two years now, so, I like pasta, salads but salads are kinda risky sometimes especially at restaurants some of them are too good. Soups, good black bean soup, good bread, I like rice.

Do you think skateboarding makes you stay young, or feel young?

I think it leaves your mind open and not like so, I gave up growing and get mature, you know. Leaves your mind open to seeing that life is fun and you should try and have as much fun, but still take care of the things that you feel need to be taken care of at the same time. I think that's important for a person but that's only my thinking. It seems like best friends with people is really important to you. Yeah, it's really important.

Like when we're on tour the happiest you saw you were when you saw Miami in Chicago, were you happy to see that? That was important to me because I love Matt. I talk to Matt a lot and I first met him when I did a tour with the Shit guys and R.I.P. guys. I got along with these guys really good, Steve Orzano, Ron Allen. I'd like to thank Ron for helping me out with Life, Half Rats. I hope you doing good by now.

Is there anybody else out there you want to mention?

Yeah I'd like to give a shout-out to my boy Danger Kim Lee for just being the power mouse, getting air on his board. John Reeves has some nice style too...but I especially want to send a big shout out to all my teammates. Danny, Mike, Rick, Ted, Rodney, Pat, Ryan and Calvin, you guys know what it's up. I just like to say I admire the skating of all these guys.

Anyone else?

Oh yeah, shown go out to the S.D. Locks, The EMB, James, Ll Mike, Karl, Lever, Justin, Henry, everybody, D.C. Steezy, T, Bryan, Brian, Ript, everyone, the L.A. Boys, Gary, Rudy, Stiffl, Dawson, Nate all of 'em. But I mean credit also goes up to every skater, you know. Everyone who's just out there having fun skating. They guys all rule. Just keep skatin' and having fun, that's all. That seems like a good and right there but I got some more questions. Ha ha but what was it like the first time you skated four a video?

I like video 'cause when you know you're on it and you're just on it and everything comes together it's real.

Do you think you can make somebody do something they don't want to try?

No you can't do that to a person, a skater knows what's in his head, you know?

Do you think there's anything wrong with getting hurt even in movies?

No way! It's part of skating. I go down everyday.

Are you ever embarrassed about falling in front of people?

I feel silly because you fall out of control maybe you're like ohh and you feel like a fool but the person, not really embarrassed just oh gosh.

Sometimes I see kids that they don't skate in front of the pros. Embarrassed. They really shouldn't do. It's not because we're all skaters. I know the pros will be a lot more stoked to see the kids doing it instead of just sitting around. That's why I think a lot of the people get bored other individuals for that reason 'cause a lot of the kids are so amazing when I go there I'm stoked to see the skating and it's like oh no, what do I do now. But just skate with everybody.

I used to be intimidated to skate there. I never was just because all the guys are my friends, you know. But I could see how it could be, but that's not the right frame of mind a skater should be thinking in.

What about tricks? Do you have a favorite trick?

Right now head flips. Like those. How often does your favorite trick change?

Well like that's the main one that I have now. So far this year it's the most consistent tricks that I've had. Now days it seems like my favorite just keeps changing depending on my mood and me in my skating that day, so I guess you just skate. You just progress and as long as you're not stoked and you want to progress, you will progress and you're pre-

The sequence was shot at the same time as this still, side shows how high flip at Pacific Beach.


gressing and you're learning and you just keep learning these good and gritty tricks and then you learn 'em solid and good and it's like wow I can't believe I can do this trick it must be my favorite." So like right now I have a few of these tricks that I'm really, really happy about.

It seems like there's a lot of politics in skateboarding, All the villains in the magazines and everything. What do you think about all that?

I think it's really funny, but if it's personal I don't think it should be, but I'm not the owner of the company so I'm not in these shots to say. I take it for a funny. Not personal, personal for the champ.

If you didn't know yourself how would you describe yourself?

Just unm a very caring person I feel happy around other humans and in my own ways I help others and myself. I like music. I like fun, so I could say you could find me very rarely find me down. But there's no one times for everyone you know... I just try and be happy and here everyone around me happy. I think that's cool. What does the future hold for San Ben Sheffey?

Coudn't tell you.

Ha ha ha. Do you care about politics? Do you pay attention to that stuff?

Yeah, I do care about it to a sense like, "Why do we have to pay taxes?" That kind of stuff. I would like to know what's going on with my country but it's like I don't really have any control. There's a big world out there and the people really run it usually just inherit the power you know, but it's not fair. Some of the things these people do don't have and they're not seen in, it may be they don't care, but then again you need the government right. There's good and there's bad... I'm just in this world tryin' to live. That's all, I really don't make a big issue outta none of that crap.

Do you like sequentials in magazines or do you ever get sick of tryin' to keep figure 'em out?

I like good sequentials. 'Cause it shows the trick, it shows how well it was done.

What was your favorite contest of all time?

The ones I did good in. San Francisco was fun, all of 'em are pretty fun but I guess all the ones I like, there were some amateur ones that were cool that were better than a lot of the pro ones. I think it has to do with the set up to make it fun 'cause you can go there and you know and I know all that once you go there and the set up looks good everyone's like ahahahahahahhah I can't wait to skate. If the set up is pretty bad everyone's head's all down, pretty bummed, but a lot of people make due and that's what.

People don't know this, but you can teach kids and you can teach skating better than the most people. How come you think you can teach skateboarding so well?

I'm a student.

For all of those who don't know, the best person to ask about getting a trick is San Ben Sheffey, how come?

Because I'm a student I guess.

A working man's skater. Do you think people are born with natural ability to skate?

I think natural ability is only on an amazing person who like ability to do anything artistic wise. You're either red or not, but your ability is not limited to some specific like skateboarding. Who do you think is the most gifted then?

Danny Way.

Why?

'Cause he can do any he wants, and it will look good the first time he makes it.

We're you ever a gangster?

No, but I'm a gang when I was like nine down to death, but I had my boys. Yeah, I was like 11, 10 started pretty young just from being in the hood. What would you say to somebody new about skating?

It's helpful because you learn a lot of common sense and about people. You learn how to... fuckin' what's the word... you learn how to hold your own ground and not to be afraid of new places, just take it on.

Just take it on. Tell the truth 'cause I've heard stories. Two girls and two guys. Four.

Did you win?

Yeah.

What happened?

Four KID's! You knocked out four people?

The two girls and a guy was with one pancakes. I didn't like hitting on people or nothing like that but it had to happen. I just beat up the last guy but he wasn't knocked out cool.

He ha ha. Alright, let's talk about something else...

He ha ha... You know you don't want me to start telling stories about that stuff cause people are gonna think... You know... We got more end man. I'm a little tired you know.

OK. Let's end now.

Thanks for reading my interview I hope you liked some of it. Go skate now come skateboarding the shit. You know. Thanks for... for everything, alright? You know.
This article was written by Kenny Nystad, who owns the San Diego Tracking Co. It was sent to manufacturers of shop owners only and was written for the following reason:

Why go for 100% of 1%?

Whether you believe it or not, our industry has gotten away from us and the concept of industrial skateboard ing is on the brink. What the hell happened? I’d say it’s a product of misdirected promotion, plain and simple.

As we approached the late 80’s and early 90’s, skate- board manufacturers really started to key in to the market. They listened well to their young pro skaters for marketing and prod- uct direction. They did a good job of this and in doing so did everything the pro suggested. But the pro unknowingly steered the unsung industry into a hardcore venture. Sales natural- ly went down (because of the limited hardcore market).

The pro skaters, bummed and always wanting more and always wanting to promote their lifestyle decided to form their own companies. This ended any and all coopera- tive promotion in the skateboard industry and turned it into an industry free-for-all. Some of the new companies were only false "ownshipers" but some were legit, I think of a mutiny. A twenty man crew jumps ship and sails away in twenty lifeboats, each to land on a different island where they immediately become kings. Each is a ruler. Each ruler doing their own thing, a complete control but each separate- ly and limited to his own island. If this sounds like it’s going to be a 60’s "come together" speech, it’s not. Our problems are not of unification within the industry but of image outside.

I firmly believe that the pro skater is completely capa- ble of marketing with a success rate of 100% to the market he knows. The hardcore market, this is admirable but as implied above, the "core market is not where the money is. They are "out there" in it for the money. It’s all about skaters making boards for skaters. We sold 400 boards last month. That’s good for us. Can I borrow another $5,000?" You see, they’re just playing shop.

"Making products" is very, very, easy to do in the skate world. There are only four or five places that really do it. As a company owner, you call for decks, where out or create a few "pros", make up cartoon artwork, get them screened, get some wood tarp, slides, a few T-shirts, a price list, and call AHI and Eastern and you’re in business. For three months at the least. This is where one key to our demise lies. It’s too easy.

An expensive, pro skater also acts as a marketer and a pro skater at the same time, and will use his "pro marketing" direction to lead me to lose sales.

The answer is either yes or no, depending on its goals, know- ledge, experience, entrepreneurship, and a dozen other closely related attributes that make up a successful businessperson. But it’s a free country and anyone can do what they want. More power to them but it’s when their misconduct controls effects the industry in general (and my pocketbook), it’s frustrating to say the least.

In the case of a popular pro skater, you are very limited in business experience by your style of living. Apartments, TV, cool CDs, skate sessions, eating, sleeping, eating again, hanging out with the bros, nailing chicks. It’s a very small "close net" world and a brand new, street savvy, uneducated 20 year old mar- keteer, who has worked in the market for 3 years, knows. That world. Well, once again, "that world" is a small- one. Things are certainly much larger out than most of the new companies "ownshipers" realize. Believe it or not, most kids still have parents that love them, houses to live in, dinner on the table every night and a roomful of Mike Vester posters. That’s a fact. No tattoos, no orange hair and no skateboarders.

I saw a young kid in a XXXXXXX (SALT) T-shirt last week- end. It looked like a dress. What a joke. Parents are off and contrary to popular skate belief, they still have major control over the direction their kid takes. That’s why sports like soccer, Yuppie sports like mountain biking and Roller Bliding are up while we scratch our heads trying to figure out why skateboarding is down. I’d like a more broad, thinking, color- ful, individual circle to deal with, thank you very much.

Most thinking dealers agree. They are so bummed about the market right now, and what the kids are doing is taking things. Right into the slums where all the money is. I guess they forget to take "Marketing, 511" in school. If you market skateboarding as an urban lifestyle it will attract a crowd that has no buying power. Wow. How will the kids in the "urban" area be able to buy a 60’s, 70’s, 80’s, and 90’s. It’s just a win- ning group and after awhile it’s depressing, not cool, being an outcast. Families who are caught in the urban jungle dream every day of getting out. Why are we trying so hard to get in?

I believe that pros and sponsored skaters don’t always attract business. Don at "Zero Gravity" in Salem said that these sponsored skate athletes actually thought that their busi- ness would be hurt if they didn’t let them hang out. So did Kenny in Canada. Young kids will call his perk to find out if the "sponsors" are there. If they say they stay home. This is not a wood- wood manufacturer of skateboards, about 5000 per month in the 70’s, told me recently that he got his new 12 year old kid out of it (skating) four years ago. Now the kids fully into te- leleague. His dad saw the writing on the wall and wanted to promote a positive lifestyle for his kids story. He’s repeated in the millions around the country. We’re losing business because of ourselves.

Now a pro skater at this point will say "Hey man, don’t mess with my scene. You don’t know what your talking about. You can’t even do a pressure tip. You’re a lame dude. It’s tough out there on the street and the kids want what we’re doing too." He’s worried. He’s backing up. His freebee lifestyle is being threatened. Granted he’s a ripper skater but what he’s selling, himself, as a professional star figure the "trendy and butter" market is not buying it. He doesn’t know he could be making 100 times what he is because he doesn’t have the insight to the real market available.

As a retailer, what do you do? Go with the flow? Just sell what they want to buy? Actually it’s fairly easy to take in that role. What to do. I would think to answer this question you should first ask who "they" are. Who’s your market and who do you want to sell to? As a businessman, do you want your own wholesale market share of 1% of the overall market or do you want a 0.1% market share of 100% of the kids’ market about it. Which group will be more diversified, wealth, parent supported, etc...The 100% group, not the 1%. What do you do? I say butt heads with the freebeaders trying to control the industry in the name of "skate lifestyle".

Skateboard brotherhood is just a small group of people that want to continue their "free lifestyle" in back offices, art rooms, sales desks, you know, marketers doing it their way with limited scope. They’re taking us down the wrong road. Some of them have got a dream that they want to be the next forever and I don’t mean Rococo’s graphics or marketing tech- niques. That doesn’t bother me. I think it’s genius.

It’s the professional attitude of the pro riders. Hell, the writings on the wall? There’s a big, big change coming. This dark day may be the end of the industry failure. As a group and independently, we’ve got to swerve it back on course or find new jobs because the hard core market will only cater to few selected companies.

Here are some ideas. Upon attempting to do a demo or when you are in the subcats want to dress up and act like the "good" of the typical unprofessional attitude, remind them that’s here to help you promote. Not repulse. If he says you’re "lame", politely take him to the airport and send him home. He’ll probably think you’re driving him to a party. He can think about your work to you and himself on the plane and my guess is that he’ll be the only one left on that plane. While he’s on the plane cancel your order with his manufacturer. Hit them in the pocketbook.

This latest urban burn attitude won’t appeal to anyone who means or amounts to anything business wise. My personal opinion is that the kind of kids who get off the mag, clothes and the "gangster wear" don’t have peanuts to spend and are trying to kill it down for some sick reason, so who cares if they get miffed. I sure don’t. Screw ‘em. Bring down BMX or something else. Don’t mess with skateboard, I’d like to see a bit more of the past and want to pro- mote good, not evil. Let’s market to them. Skateboarding and I mean “riding a skateboard” does have a down side. Harassment by police and shop owners, sneers, the outcast. All of it contributes greatly to the nega- tive image but I also believe that the skaters are playing this out in this image too much. After all, dress like a hobo and people will notice you in a crowd. "Look at me. Maybe in these clothes you can see me better as I mess up that marble bench. Oh, I didn’t know it cost the city $1,800.00. Sorry dude.

But what I want to do now is that I’m 40 years old is suc- cessfully sell products. But I need a market to sell to. If we have to come to the conclusion that the current attitude is actu- ally hurting the sales of our products and shouldn’t be the best way to promote as skateboarding, we can do a num- ber of things. We would certainly be freed from the black- out there right now. Oh my. No more meal tickets. Who cares about a 10% for a drop in volume. All manufacturers should look beyond the "bro factor" (example: "Hey, he’s just that way. Kinda’ different, ya know? It’s cool") when sponsoring am and pro skaters. Look at the appearance of the whole image, not the profit margin of the overall market. Forget his pets that don’t buy anything any way. If he would offer his mother at dinner, don’t sponsor him. When a kid wants to be sponsored or attempt to do a demo for you, don’t let him wear clown clothes and show up unkempt and sloppy because the parents with dough will take their kids straight to the soccer field every time. (note: at this point there is a sound business argument. “But we sell Clown Clothes and do things with them”. True, but only 1% of the potential market wants "cool"

Make pros act professional at contests. No drinking. No thrashing hotels. No drugs. No raggs for clothes. No fun? Too bad, go home. Now, more than ever, we’ve got to stand and listen to the kids and try to regain our piece of the pie thanks to about 75 unprofessional "pros" in the late 80’s and early 90’s that don’t have the insight to hold the young crowds attention, to put on a good show. We’ve got to move and be real- ly, Interview well, dress well, be leaders. etc. Why not get $100,000 for first instead of $4000? Go for Coca Cola and Tapi not Powell or NHS!

When a group of companies (small local shop, get rid of the chains that pay them leave) and while you at it make your employees shape up. Contrary to popular "skate belief", they are not viewed as the coolest guys in school any- more. That was five years ago.

Start selling the kids on the counter, no sneaking, no hamburgers at work, hire people who can speak well and articulate full sentences, etc...Pretend in your mind it’s a golf shop and you actually have to "solicit a with smile" people. I’m not proposing military school full dress but it doesn’t hurt to have a dress code, please? I also mean different attitude towards your business any way rather than it attracts. "Don’t come in here please."

Real manufacturers work hard and late into the day, they sweat, they hurt their back, they cut themselves. Ingest bad things they put in their bodies, work long hours in factories they have no interest in, make tons of dollars in tooring and are broken hearted only to see spon- sored kids spoil their sales by promoting in the wrong direction. As a pro skater your money and our money is limited by you more than anyone else. If you spend your time hanging around. Let’s clean up and become a successful sport again.
Rick Howard f/s nose blunt sliding just outside the high school where 90210 is filmed.

Guy Mariano maneuvering a skateboard through a switch stance b/s nose blunt to revert. Dude-man, wow.
Steve Cales at Los Feliz.
OUTSIDE:
Mister Mullen doing an ollie half flip to back foot kickflip shove it. Damn.
VIDEO: JAKE ROSENBERG

INSIDE:
Mike York rotating a f/s pivot grind to fakie at the ponds.
VIDEO: Socrates
interview: mark lewman
photos: spike jonze
“My brother is genius,” Steve Rocco told me as I was off to the back of the World Industries warehouse, daytime lair of one Sal Rocco. A Nietzsche for the ’90s, or just a guy who packs skateboards in a box @ $10 an hour? Ultimate zero or working class hero?

All that can really be said about Sal is that he’s fucked, which he said himself.

Before we start, I need a smoke. Steve paid me $1000 if I could quit for a month.

WHAT OTHER BETS HAVE YOU HAD?

He sucks at ping-pong, and has no business on the basketball court. I like to play him ping-pong, ’cause that’s where he thinks he’s champ and that’s where he’s wrong. He broke my paddle ’cause I was beating him too bad. He says it wasn’t him, but someone did.

WHAT ABOUT THE SMOKING BET?

It was one of those things, we were all at a birthday party and I said I could quit, so Steve said if I could do it for 30 days he’ll give me $1000—straight out deal. It felt like I quit for 30 days. You go one day, it feels like 30, anyway.

HOW MANY DO YOU SMOKE IN A DAY?

I pack a day. But I still play a lot of basketball. I’m going out for the Olympics in ’96. 1500 meter—Sal Rocco. I will. I’m gonna fucking win it. After what I saw last night, there’s no reason why, after being on a track team for two years.

WHAT ARE YOU TALKING ABOUT?

A fucking bunch of Chinese steroids freaks out there. All the Chinese are on fucking steroids. They’re all buffed out—everyone on steroids, the whole fucking thing.

WHAT OTHER SPORTS DO YOU LIKE?


HAVE YOU EVER DONE THAT?

Nope. If I’m gonna go, I’m gonna go with two girl skydivers.

ARE YOU STILL INTO MODEL ROCKETS?

Yeah, I like rockets, but the finances ran out on the rockets.

Your Fin, fuckin’ Show Off Hands, some other shit. I like punk rock. 2112.

HOW DOES GEDDY PLAY?

Fucking...stylish. I thought when I saw Primus that it was Rush in disguise tryin’ to sound real shitty to see if people liked their new music. Then when I found out it was Primus I was like, ‘Oh God, I’m glad,’ Cause they sucked—I was right there and that guy did not even jam. If he jammed, he didn’t know how to make it sound good. This guy’s supposed to be the number one bass player in the world and it don’t sound like it and he’s not. I mean, he’s never came out and said he’s better than Geddy Lee, because he can’t. And Geddy Lee’s what, 39 years old. Fuck dude, the guy in Primus plays like an asshole. I’m tellin’ you dude. Tell Pat Duffy that fuckin’ Primus sucks too, ’cause I noticed he’s wearin’ their t-shirt.

TELL ME ABOUT YOUR LIZARDS.

Yeah, I got some lizards. A Savannah Monitor. I tried to feed him last night, dog food and stuff, and he tried to jump out, so I slammed his head in the door. He’s about 4 feet right now, he’s just a baby.

DO YOU FEED HIM LIVE THINGS?

Yeah, I feed him rats and baby chickens. Anything I can get in there. Rats. Mice, but he’ll eat like ten and they’re a dollar each. I’m gonna feed him my iguanas.

YOU HAVE OTHER REPTILES?

I got two iguanas, the monitor, a snake.

AND THE MONITOR WILL EAT THE IGUANA?

Yeah, he has teeth. Real tiny razor blade teeth. This is what I like doing more than anything [pulls small plastic bag from pocket, dumps hundreds of teeth on the shipping table]. I got these out of the shark I just caught. I wanna go to Catalina and fish for great white off the backside of Catalina.

IS THERE A SPECIAL TECHNIQUE YOU USE?

Yeah, I get Steve to buy all the blood. I figure if I go out here shark fishing, as soon as I get the big one I’ll be redeemed for all the shit I’ve done wrong in my life. I’ll be like, set free.

WHAT HAVE YOU DONE WRONG?

Ahhh, I did a couple things here and there. I’ve delivered a baby.

YOU MADE A THOUSAND BUCKS FOR QUITTING SMOKING?

I spent that in a day.

ON WHAT, CIGARETTES?

Drugs.

YOU’RE A STONER?

Not no more. It all went to drugs. And my Chevy Malibu.

TELL ME ABOUT THE RUSH TAPE?

Oh, the Rush tapes? Well fuckin’ Rush is it, I got every Rush tape. I made a tape with every lead guitar and bass solo of Rush and put it all in one.

WHAT DO YOU THINK OF LES CLAYPOOL FROM PRIMUS?

Primus sucks, man. Have you seen Primus before?

Yeah?

Then you know they suck, huh? Fuck man, I seen ‘em from here to here. They sucked.Fuck, the guy should learn to play a four string bass before he tries to get down on a six string bass.

HOW MANY TIMES HAVE YOU SEEN RUSH?

Seven times. Every year, usually I go both nights or all three nights. They usually only play two nights at the Forum, though. Primus sucks, dude, I swear to god. If they were good, they would sound good. Just listen to one of their tapes and it sucks. They’re trying to be like Rush.

WELL, THEY’RE INFLUENCED BY RUSH, YOU CAN TELL...

Yeah, but fuck, they suck. That guy is not the best bass player in the world.

AND GEDDY LEE IS?

Fuck yeah, he’s definitely. I had a dream where Geddy’s playing the bass and I’m all, ‘You’re not Geddy Lee, and he’s all ‘Yeah I am’ and he starts fuckin’ playing with his toes. So I know. I know Geddy Lee, my fuckin’ friends with him.

HAVE YOU EVER MET HIM?

I haven’t met him, but I know by every one of these... [Pulls out a white plastic bucket filled with cassette tapes]. This is it. We got, Singles, we got Hold

BY YOURSELF? WHERE?

In Compton. This might be too heavy for little kid readers... These are shark teeth [gestures to his pile of teeth].

HOW BIG WAS THIS SHARK?

About 8 foot. I caught it about 12 miles off the Redondo pier. Anyways, yeah, I was on heroin when I delivered the baby. I was over at my wife’s sister’s house and all of a sudden there’s this knock at the door and it’s two black people. A guy and a...shes all, ‘I’m havin’ my baby!’ but she couldn’t go to the hospitl ‘cause she was on rock cocaine. Smokin’ it while she was about to have her baby. So I told her I could deliver it. She knew the guy in back of the house, but he said she couldn’t come in unless she bought us some heroin. So she went and got the heroin. When they all got in the house everybody was shooting up and she went into the bedroom, had was smoking crack, and that’s when I delivered the baby. I’m all, ‘Okay, have it.’ I got all those drugs and we get water and shit and she has her legs up. Fuckin’ ridiculous, man, scary. I’m all, ‘Psh...this is the condensed story...and the baby pops out and it was no bigger than a wallet. It was like, the size of a baseball. Then I tied her cord and cut it with a knife key and wrapped it up and gave it to her, and she started smoking crack again with her four kids on the bed with her. It was fuckin’ bizarre, man. It was sick. I was high on crystal meth and shot heroin to calm down. I was so hyper. I didn’t rod off or anything, ’cause I was on crystal meth. That’s like liquid Drano. It’s like jet fuel.

WASN’T A WORLD’S RECORD SHARK CAUGHT OFF CATALINA?

Yeah, but that wasn’t really caught, man. That was all bullshit. They came across it feeding on a whale or a dead seal or something and the guy went up and shot it and the guy said he caught it. Put a hook in it, wrote and said he caught it.

HOW’D YOU HEAR ABOUT THIS?

Cause my friend who fishes for great white...there’s just no way. That’s like trying to reel up that toothbrush. There’s just no way human way possible to be out there fishing and reel in a 3,600 pound great white.
WHAT KIND OF GEAR ARE YOU GONNA USE?
You need a hand grenade. I'm gonna tie a big steel cable on the back of my boat and a big chain, like a bike chain, and throw a big hook on it and right when I feel it start to get a bite, start up my boat and try to tow it into shore. The only big sharks they get, they might catch in a gill net. Fuckin' Japs are out there killing them all.
WHAT'S FUCKED UP ABOUT THIS COUNTRY RIGHT NOW?
It's the whole fuckin' world. It's all satanic. To me, honestly, fuck man, the world sucks. It'd be better off run by lizards.
WHAT ABOUT GEORGE BUSH?
Fuck him, he's a puppet. There's never been one president who's ever done one thing, ever. Never.
IS IT UP TO US TO CHANGE THINGS?
What can we do? Nothing. Just fuckin' do what we do—go to work, try to fuckin' eat food, and be stupid. Humans are ignorant, we're not smart at all. We're the worst thing that's ever happened to the planet, we're just butchers man. We wiped out every animal, we're on a mass destruction to ruin the earth. I give it 20 more years before it's gone. I don't see us lasting more than a hundred years on the planet.

DIDN'T YOU THINK THERE WAS A NUCLEAR WAR A COUPLE OF WEEKS AGO?
Yeah, I thought there was. I was driving down toward the beach and I see all these explosions and I was all, 'Oh, it's a nuclear war!' I tried to get home real quick. I was scared.

WHAT WAS IT? WHERE WERE YOU GOING WHEN YOU SAW THE EXPLOSIONS?
I was going shark fishing, and the earthquake had caused the refinery to explode. [someone yells back at that the refinery didn't explode; causing Sal to shout the rest of the sentence in their direction]. It was 4:58 in the morning and I'm going around a corner in my car and all I see is BOOM, flashes of light. Transformers started exploding at the power plant. You couldn't feel the earthquake in my car, 'cause it's a Chevy Malibu, but there were people running out of their houses.

WHAT DID YOU THINK WHEN DESERT STORM BROKE OUT? WERE YOU WORRIED ABOUT GETTING DRAFTED?
Oh, no. I woulda gone over there and started killing all those gooks, sand niggers. Every one of 'em. I think we should just go all-out nuclear war now, get it over with. Yeah, fuck, why not? The reality of it all—life is so short. We had animals, dinosaurs. Then we got humans. What did the dinosaurs do and what did the humans do, on a great scale? What have humans accomplished? Say they've been around a hundred thousand years, give 'em credit. Humans have been here one million years and what have we done? MEDICINE, SCIENCE, BOOKS...
We haven't done shit.
WE INVENTED THE SKATEBOARD, WHICH GIVES YOU A JOB.
Fuck man, who cares. All we do is cut down trees. The reality of it all: Fuck skateboarding, fuck it all. We're just butchers of all the animals.

ARE YOU INTO ANIMALS?
No. I'm just saying that's the truth. Those are truths. You go to school and they tell you the Indians are savages, the black men are this... it's all bullshit, you're just programmed. Cartoons, starting off when you're a little kid.

WHAT CARTOONS ARE YOU AGAINST?
I don't like the Carebears.

WHAT'S WRONG WITH CAREBEARS?

NO.
Well, alright. They always have like an evil and a good. Like, 'Oh, there's the evil creature', and then Rainbow-brite gets 'em and saves the day. See what I mean? There's always evil and good.

THAT'S THE TWO CONSTANTS IN LIFE—YIN AND YANG.
Right, ying and yang. And that's it.

SO WHAT'S WRONG WITH PROJECTING THAT MESSAGE TO KIDS?
Why don't we project this message: We're fucked. That's that. People wanna get rich and that's it. Fuckin' cigarettes are sold, people do drugs, we import drugs... Man is about to destroy the earth and there's nothing we can do. We're just fucked, man. The bottom line. I can't put it all in words. I can think about it and I can tell you it's all satanic. Pull out a dollar bill and I'll show you the 666 on the bill. It's all true. People only believe what they wanna believe. People wanna see a picture-painted world, like everything's pretty. The world's not, it's not pretty at all. It was. Here's our greatest accomplishment: We poured fucking cement over the whole freaking planet. That's what we've done, we built this warehouse and the parking lot.

DON'T YOU FEEL GOOD OUT IN YOUR BOAT?
Yeah, fuck. Hopefully maybe I'll get eaten by a shark and it'll be over, who knows. When you're out there in the water, that's it. I'm out there killing an animal. I'm not saying I'm any better than anybody else, I'm not saying humans are bad, but we're just naturally rotten pieces of shit.

ARE THOSE HICKIES ON YOUR NECK?
Yeah, the hickies felt good. I had my wife give me some hickies 'cause when she kisses your neck it feels good. And plus, I'm going to Catalina and she don't
I HAD MY WIFE GIVE ME SOME HICKIES ‘CAUSE WHEN SHE KISSES YOUR NECK IT FEELS GOOD.
AND PLUS, I’M GOING TO CATALINA AND SHE DON’T WANT ANY OTHER GIRLS GETTING ME. IT’S LIKE A SIGNAL, LIKE IF I’M GOING TO CATALINA AND I TRY TO BONE...ERRR, AHH. WHAT WERE WE TALKING ABOUT?

HOW COULD WE CHANGE IT? BETTER EDUCATION?
Number one, we need to fucking start having the death penalty, start fucking hanging people and cutting their hands off when they make serious crimes. I'm saying, like if you're a drug assit, maybe get rehabilitation, that's a law. But if you kill someone, they gotta get killed right off the bat. We also need to get rid of lawyers, they're all full of shit.
WHAT IF YOU NEEDED LEGAL ADVICE?
You know when you're wrong, people know when they're wrong.
WHAT ABOUT WHEN ROCCO PUTS CAPTAIN CRUNCH ON A DECK?
Why shouldn't he put it on a board? Why? Why can't people be able to do what they want?
SOMEBODY ELSE OWNS THE LOGO.
Fuck man, that's the thing. You got too many people thinking they own
everything. That's the whole problem—just because that guy put Captain Crunch on a cereal box, fuck man, why can't I put it on a skateboard? All Captain Crunch is worried about is getting a million dollars, they don't care that the fuckin' cereal they make fuckin' decays teeth. Fuckin' dognuts your ass. See what I mean? It's all right for them to make a cereal that's killin' little kids, but all they care about is the dollar. All Steve cares about is the dollar. I can't say nothing about my brother 'cause my whole life revolves around Steve. He's taken care of me, helped me out of all my problems. I can't really say all Steve cares about is money. In a sense, why shouldn't Steve care about money? Fuck. He's living a killer life. You can't make it in life any more without money. When the Indians were on earth, they didn't even have money. So you could see how, in a hundred years, humans have went backwards.

IS IT BECAUSE OF TV?

I think it's number one, because of TV. I think it's because of the devil, I think it's satanic. I think we're just programmed. We don't even know, we don't even know what our goal in life is. We don't know why we're here. Why are you here? See what I mean—you don't know. What is our destiny?

WHAT DO YOU THINK OF WOMEN?

Women are just, fuck. You know, I'm gonna keep it light, 'cause I have two daughters, but fuck. They're fuckin' the worst, man, they're lower than cockroaches on the totem pole. HOW?

A perfect example, I don't wanna bring names into it, but I know a guy who had a house in Hermosa Beach, he got married, now he ain't even got shit. He don't have a straw but to live in, and... fuckin', his other end, the girl is drive a fuckin' Porsche and fuckin' living nice. I'd beat the shit out of her, take it all back and light it all on fire.

SO YOU SAID MEN ARE BORN GREEDY, BUT DON'T YOU THINK WOMEN JUST WANT THAT TOO?

Women are the worst, man. They're smarter. That's one thing I give 'em credit for. That, they're nice looking and they're smart. They're fuckin' conniving, man, they can make a guy's mind melt. You know, they can just push every button in the book. I don't know one guy in the world that hasn't had their mind fucked up by a woman.

HOW WOULD YOU SETTLE IT IF YOU GOT A DIVORCE?

I'd light every fuckin' thing on fire, and we'd both get nothing. There's no reason why she should get anything.

BUT YOU'RE DESTROYING YOUR OWN STUFF

So what? It's just the fact that she ain't gonna get nothing makes me happy. All girls are in money-seeking machines.

SAME AS GUYS, RIGHT?

No, girls got it easy. All they have to do is spread their legs and they fuckin' get money. It's so much easier being a girl. IF I was a girl right now I'd be fuckin' in Las Vegas, playing roulette all day long. 'Cause hopefully I'd be good-looking enough to go 'em in... whatever. All you have to do is fuck one guy, killer, just grab his dick the right way and go, 'I love you, you're the best, man.' Give that guy the ego trip—hell he'll be on fire man. The people that are fuckin' out there, and crazy, are the people that don't think like I do. There's just too many things going on. People don't question it.

WHY ASK WHY?

Yeah, that fuckin' commercial. So much propaganda. It's just going back to Hitler and shit. It's brainwashing. When has anyone ever went to the bar and went, 'Why ask why?' Bud light? See what I mean? Why didn't they show a commercial of a guy drivin' over fifty fuckin' little kids with a fuckin' beer in his hand goin'. 'Why ask why?' I'll tell you why ask why—because you just ran over fifty fuckin' little kids drunk drivin'. See what I mean. I can't smoke pot, 'cause I can't go buy weed right now and keep it in my pocket at all times, 'cause it's against the law. But it's alright for me to have a six-pack in my pocket and fuckin' go drink in my house. Now you're telling it's not all fuckin' bullshit, and it's not all fuckin' political and a conspiracy? You know who owns all the fuckin' beer companies? Fucking, uh, Marlboro. See what I mean? It's all right if I kill you, but it's not alright to smoke weed. Who are they to fuckin' say you can't smoke weed? We killed all the fuckin' Indians 'cause they smoked weed and lived on the land. We took all their land, and we're no better man. We're the worst. White people are the worst. I say the niggers are bad—yeah they are. But fuckin' white people are the worst. I'm just a piece of shit too, like everyone else. I think little kids aren't, they're the only ones that are different, 'cause they don't have any reasoning. When they get to the age of reasoning, you know, then that's when you become... where you're either gonna be a good person or a piece of shit.

WHEN DID YOU REACH THE AGE OF REASONING?

Just one day I was up in an attic with someone preaching about God, and I was fuckin' putting my fingers on my head goin'. 'There's no God, I'm the devil,' and all of a sudden there it appeared, Jesus. Right there. You can call it whatever you want, I'll say the name was Jesus, just God right there. A flash of light like a... it was weird.

HOW OLD WERE YOU?

I was probably about 15 or 16 and it was at my dad's restaurant. And this girl... you know... it was the weirdest experience of my life. Ever since then I knew... maybe it was a sign, maybe I was confused and needed a crutch. That's a lot of people. You find a lot of drug addicts, or losers, or whatever go to religion. Whatever. Now I think religion's just a money-making thing. The whole church. That's all it is. It's just how to make more millions faster than. The church is actually a great business. Money without barely doing anything. But I'm just seeing things my way, and maybe I don't even see my side of the whole thing. I have two eyes and I look at the world different, everybody looks at the world different. You're interviewing me, you look at the world different. There's no one right and there's no one wrong. Maybe people want to believe in god 'cause they don't want to take the responsibility of saying, 'I made those choices.' That's it.

When I was doing drugs, it wasn't Satan fuckin' going. 'Do em!' or some guy telling me to do 'em. I had those choices, just like Rush, that song Free Will. People have choices and we all make mistakes. We all fall short sometimes. And there's nothing wrong with that. You can learn by realizing your mistakes and sometimes you won't do 'em again. Who knows, my destiny, who knows. Shark fishing and all that shit, that's all fine. That's just filling in my time until I find what's my actual main thing I wanna be.

SAL ON HAIR CARE

I put a lot of gel in my hair every day. Feels like cement. I think more people should have flattops. I think flattops look cool. Right now I'm going through a phase, I wanted to feel better, so I went for the gangster look on the sides. Can you tell I kinda fucked up.

*To pick up girls: cut out Sal's face, staple a rubber band on each ear, place over your face, and go to the mall.*
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Joey Boy is a raper.
ON THE MORNING OF THE DAY OF THE APOCALYPSE, WILLY WOKE UP AND MADE HIMSELF BACON & EGGS & PIEE TOAST. HE DIDN'T USUALLY EAT LUNCH, BUT SINCE TODAY WAS A SPECIAL DAY, HE FIGURED, "WHY NOT?" LIKE MOST PEOPLE THESE DAYS, HE HAD TROUBLE KEEPING HIS FOOD DOWN, BUT THAT DIDN'T STOP WILLY FROM EATING—HE ENJOYED FOOD TOO MUCH...

WILLY WENT OUTSIDE. HE LOVED TO BREATHE FRESH AIR, BUT HE WENT OUTSIDE ANYWAY. HE DECIDED TO HEAD ACROSS THE STREET AND VISIT HIS GOOD FRIEND BOB. (GUITAR SOLO).

WHEN WILLY GOT TO BOB'S HOUSE, HE FOUND THAT BOB, IN UTER DISPAIR, HAD SHOT HIMSELF IN THE HEAD. "SAME PEOPLE HAVE"

IT'S THE LAST DAY OF PLANET EARTH AND I'M GOING TO ENJOY MYSELF. MAYBE TODAY I WON'T GO TO THE HEALTH SPA. MAYBE I'LL JUST STAY HERE AND DRINK ALL OF BOB'S BEER...

WILLY RACED OUT THE DOOR AND INTO THE STREET, NOT NOTICING THE RUNAWAY STEAMROLLER THAT FLATTENED HIM INTO A PANCAKE IN LESS THAN A SECOND...

THE WORLD WOULD HAVE TO END WITHOUT WILLY...
bread and butter

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