

big brother

Now Showing...

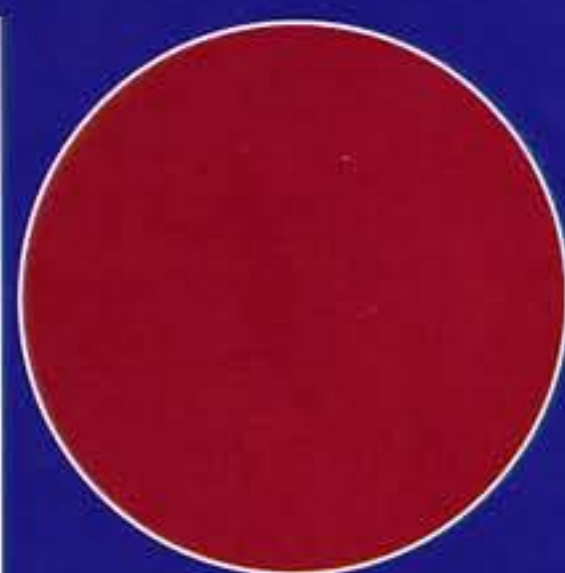


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big brother



COVER: Daniel Castillo

PHOTO: Spike

THIS PAGE: Ray Barbée

PHOTO: Spike

BB, master of puppets, isn't about cocaine addiction, it's about teenage girls, and is published by Genius in association with Guy Grand Publications, 15631 Condon Ave., Lawndale CA, 90260. Copyright © 1992. Subscriptions may be obtained by sending \$29.95 for 12 episodes. Canadian and foreign subscriptions add \$10.00. Riddles that will allow you to understand the mission: Plane is safer than bus—my parents got divorced—let it die—penises are discolored—she's sick, depressed, and her foot hurts—black is the...—yellow car + days = rust—beaver dam or smooth leg?—helvetica. Fax: 310-536-0806. All rights reserved. Nothing in this magazine may be reprinted in whole or part without the expressed written permission of Daniel Castillo, this month's cover man. Don't send in any zines, especially not "John Doe."

Publishers

Steve Rocco
Mike Ternasky

Managing Editor

Jeff Tremaine

Senior Editor

Earl Parker

Editor

Marc McKee

Art Director

Jeff Tremaine

Photographers/Videographers

Socrates Leal
Jacob Rosenberg
Spike Jonze
Aaron Meza
Brad McDonald
Dave Carney
Niko

Contributing Artist

Mel Bend

Contributing Writers

Mike Ternasky
Mark Lewman
Dena Philpot
Aaron King
Neil Esquibel
Jacob Rosenberg
Sean Cliver
Anonymous
Tom Schmidt
Glen Danzig

Roper

Joey Boy

Advertising

(310) 536-9885
fax (310) 536-0806

Accounting

Michael Arayata

Editorial Offices

15631 Condon Ave.
Lawndale, CA 90260

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"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

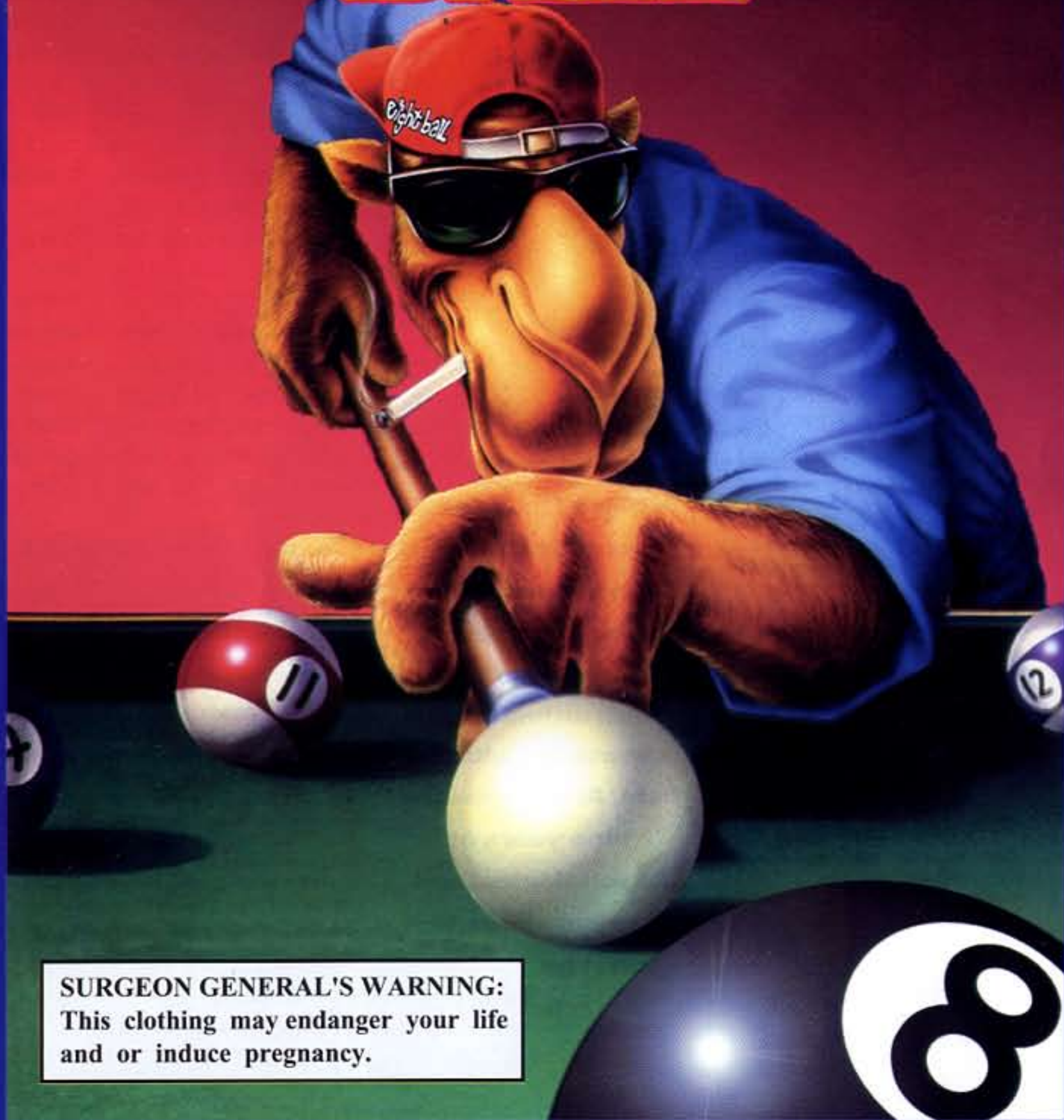
"Suck a dick, bitch." -JOEY BOY

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.**



EARL PARKER PHOTOGRAPHY

EIGHT BALL



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.

MAIL room

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 worshipping **Satan** and I answered saying "No, I only worship Rocco." She replied, same thing that mother sucking TV evangelist! Get the fuck out! So I was forced to kill 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 "Soap Box" about Michael Ryan. He's the one that's Fucked Up! World industries isn't fucked--- you're just fuckin' 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

and act like some California ass-wipes you know. OK, just send us about 75-100 stickers and all the freebies 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 humanist 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-



Attention BB,

About three months ago I sent you \$7 for 2 months subscription to Big Brother zine. Since I haven't got it yet I am wondering when it will be out. There are a lot of people who want to see the zine, including the owner of one of the skateshops by my house. If someone would just write me back explaining when the zine is going to be done, I would really appreciate it. Thanks.

Andrew Gillespie

If we hand write to you the magazine will be out later and I'm younger and more important than the skateshop owner.—EP

Dear BB,

Your magazine is cool, but there isn't enough talk about **sex** and **masturbation**. You can throw in some nudity, I always can use something to jerk off to.

Chris

Send in a photo of you nude.—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 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

many people react proves they're rad. The **satanic** Natas board filled my heart with amusement. I suggest coming out with a series of antichrist 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 unthinking moralistic people the more better I think of them. I'm proud to be an honorable jerk skateboarder.

John Dean

John you are a poser.—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

ness---I'm very determined. Thanks again to *Beaver Hunt* for helping make my dreams come true!

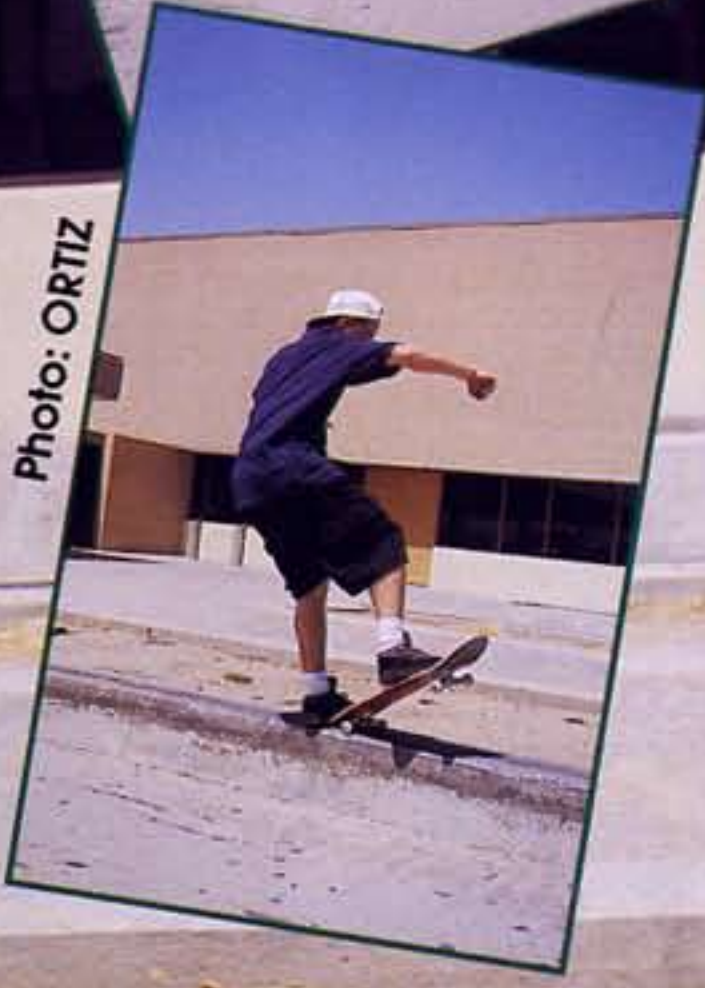
-D.A.

You need to have spelled the second to last word with a "u"—EP

This is Earl Parker. I've underlined all the swear words and bold typed all the words that are boring to me. All future letter writers are on probation until I say so. There will be no swear words and no boring stuff, but I am not going to be too strict with the latter until you get to know me better. Any letter that does not lie within my guidelines will not be printed and I will not read beyond the bad part. Next I will put the address into the master computer called "The Dinosaur," and shred the letter. The Dinosaur and I will make all our bad children pay. I have links with hundreds of big, black Jazz musicians all over the U.S.A., and I don't even want to get into The Dinosaur's physical and mental advantages.

etnies

Urban transportation specialist = Keith Gruber - model e



Send \$ for Stuff

NEWS???

news

World industries' exalted ruler, **Steve Rocco**, and team recently toured with the **Plan B** amateur team. **Sal Barbier**, **Sean Sheffey**, **Matt Hensley**, **Rob Dyrdek** 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 **boobies**. 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 Mosley is grounded again, this time for masturbating in a pay phone.

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 Andrecht** recently had their car break down in New Orleans, and had to take a rental to the Houston comp. When they tried to return to New Orleans they were denied because of the **hurricane**. Dave decided to bring his team including **Dave Durren**, **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: Lucifuge."

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 McBride 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.

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 Fransisco 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 fuck they were thinking.



WANTED

For assault and battery against three men and two women.

JAKE ROSENBERG

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.



The Dynamic Rasta



Good afternoon, Transworld Publications.
 Yeah I'd like to know like what's going on with skateboarding, like lately?
In what respect sir?
 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.
 Uhm, like competition.
Alright one moment.
 Hello.
Who's this?
 Tom Schmidt. Who's this?
Gary. (GSD)
 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.
 Ohh, 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?
Yep.
 Do you have a girlfriend?
What are you doing? Who is this?
 My names 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 did, 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, oh 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 Rossi 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 fuck, I've 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! Would I love to 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 Petri'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 bowl?
 You're pretty ready-witted there Gary.
Do you have me on the speaker phone?
 No.
Are you taping me?
 No. Do you want me to?
Naa.
 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.

did you know...

BY AARON KING

BANKRUPT



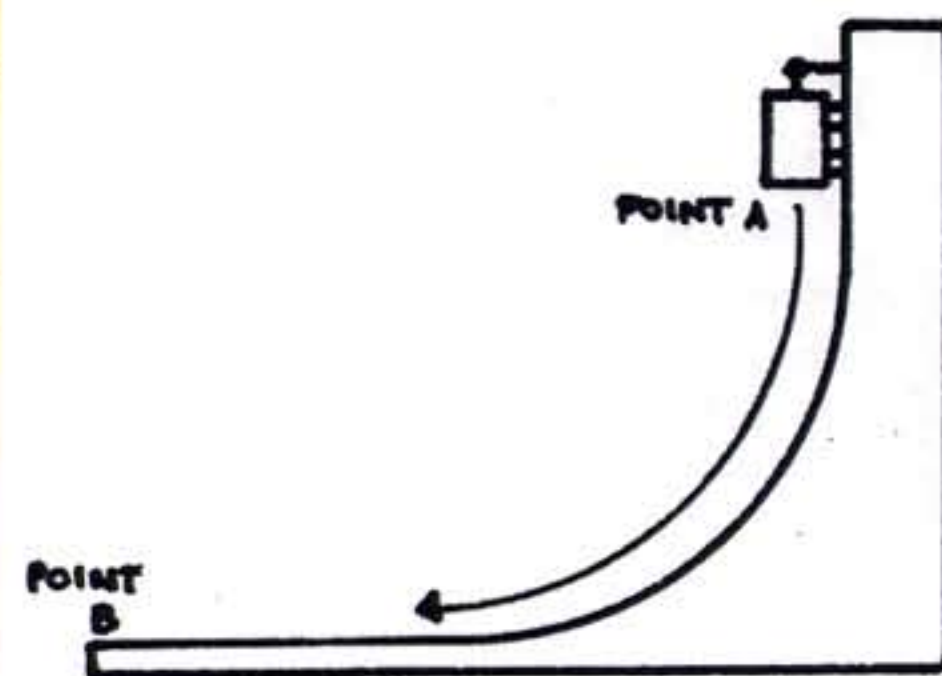
WILL TRADE FOR FOOD

...that the companies *TV*, with Mike Vallely and Ed Templeton, and *Blue*, with Jason Lee, Dune, and Kareem Campbell are both subsidiaries of Vision Sports? Once the largest company in the skateboard industry, Vision was single handedly destroyed by the mismanagement of Brad Dorfman (pictured left). With Brad's "anti-Midas" touch of death, one can only wonder how much time *Blue* and *TV* left.

...At the time when rails were used, some companies went to great lengths to find plastics

that would help you slide to your maximum potential? One of these companies was Powell (It was then known as Powell Peralta) who devised ingenious devices to aid them in their search for the "ultimate" rail. One particularly interesting item was the "rails-attached-to-box-drop," which looked suspiciously familiar to the "Edge" amusement park ride at Great America in Gurnee, IL. Basically it looked like a large "L" which stood approximately 8' tall but with a transition where the two segments connected. The research and development personnel would then take two experimental rails and attach them to a box with a rope on one end of it. This box would then be hauled up the L-shaped slide and at the pinnacle they would detach it. The box would then

CONFIDENTIAL THUMBNAIL DOCUMENT



slide down the "L" and eventually stop at some point. The distance that the box traveled would then be measured and recorded. This same test was performed for the research of bearings. After two years of experiments like these, Powell arrived at the ultimate rail, known to the world as the "Thin rib™." It consisted of the plastic "Delrin™," and was the ever popular color, orange. The sad fact to the whole matter was that the ultimate rail came at the ultimate wrong moment. As you all know, no one rides rails anymore and consequently, in some dark corner of the warehouse, lie approximately 40,000 rails. Rumor has it that the remaining stockpile of this plastic material was used on the "V2" slick bottoms. Remember? They were the ones that didn't adhere to the wood very well and bubbled. But hey, at least you could see the graphics through them.

step by step: how to steal bus stop posters



Depending on your city's public transportation facilities you may be able to decorate your room with huge posters of high fashion ads with hot babes like Claudia Schiffer or hit movies like "Batman" or, as in our case, "3 Ninjas." Bus stop posters are five feet tall and almost four feet wide, so with just 2 or 3 you can wallpaper your whole room. The posters are secured by nothing more than a few tiny allen screws. The only catch is that the screws have little posts in the middle so regular allen wrenches won't fit them. To unscrew them all you need is a 4mm allen wrench with its tip drilled out in the middle. You can also use a pair of pliers to loosen them by gripping the heads of the screws which stick out slightly. This is usually more difficult especially if they're screwed on tight. A sledge hammer also works but is not recommended. 1-Find a good poster to steal. 2-Exit car and unscrew all screws holding glass door shut. 3-Open glass door. 4-The posters are fastened by a thin strip of metal on top which falls when you pull them out. Hold poster and pull straight down. This is important since pulling it down at an angle can cause the metal strip to rip a hole through the poster when it falls. 5-Roll up poster. 6-Stuff poster in car. 7-Drive away.

The Skater Chat-Line

To encourage and facilitate the free flow of ideas within the skate community world industries has set up a new service called the "skater chat-line." Already in it's third week of operation the chat-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 monday 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.

by anonymous



äRT

The juxtaposition of Komar & Melamid's recent installations, *Searstyle™* and *Psalms*, founded a pique contradistinguish counterpoint set between the Russian emigres' felceis deteceptions 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 saddlemade and invented goods—washing machines, televisions, framed faux-wood, Formica canvases, and polyester clothing—from that bible of American *pip*, the Sears catalogue. The gallery overflowed with a manic 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 in overcasting, i.e.-Gorky: Drips fold over flap reveals plagens seen in early Gerstl. 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 fecundral life giving processes. They were disported, 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 aptipable and pessimistic than celebratory.

Psalms is a more efficacious elicitation of demystified nostalgia. Applying the installation is immensity for a painting of a white, templelike 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 *de'elc* scoldingly 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 punctilio 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?



LANCE MOUNTAIN & SON



CHRIS MILLER



KOMAR



KOMAR'S FRIEND



MELAMID



ED TEMPLETON



MATT HENSLEY

by Neil Esquibel
Moseley, Virginia



Humble Amish folk.

.....Nice, Rad
.....Dick, Attitude, Started Crying
.....Super Nice, Rad
.....Dick, Didn't Skate, Hates Kids
.....Really Nice, Rad
.....Nice, but Attitude
.....Nice, but Attitude
.....Nice, Rad



switch stance f/s 360 ollie heel-flip



brian lotti

BRAD McDONALD



lavar mcbride

AARON MEZA



JAKE POSENBERG

←..... ron bertino



DAVE CARRIE

chris pontius



f/s 180 kickflip down "the seven"

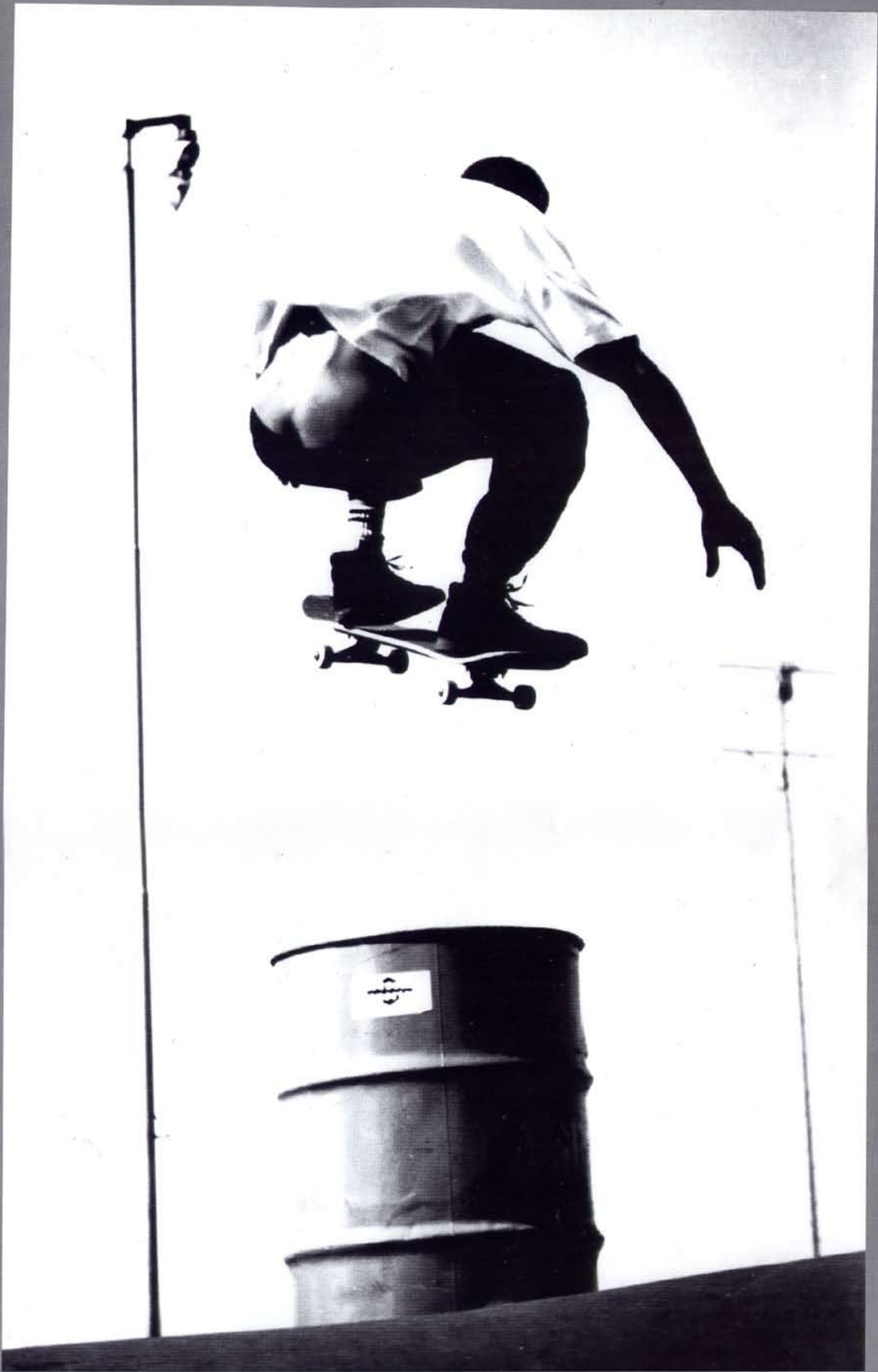


Dae Won Song three-sixty flipping his way through a noslide and a fun summer night. (above)



SOCRATES

SOCRATES



MIKO PHOTOGRAPHY

Mirko Magnum going commando at School L. (above)



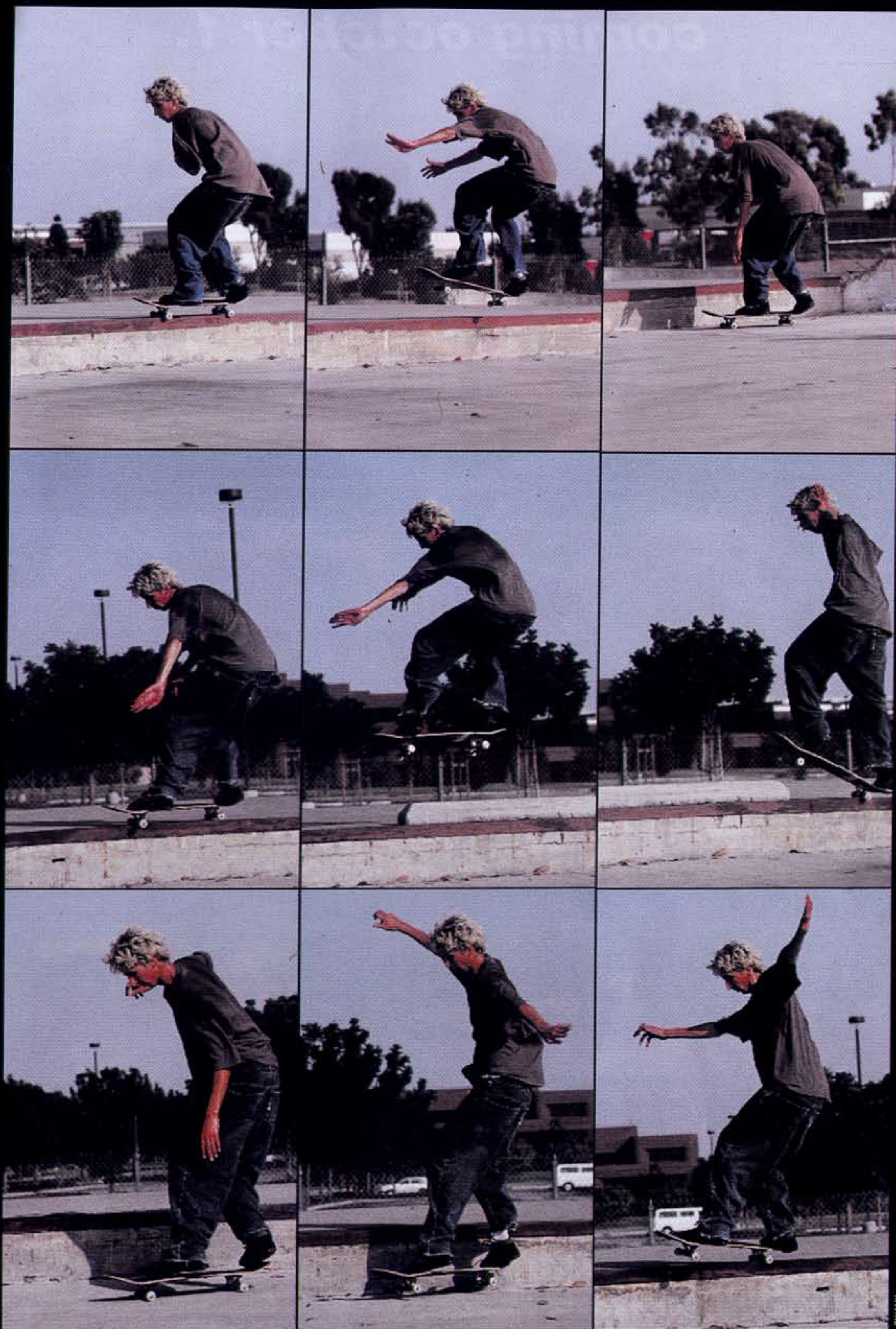
Eric Ricks, up and coming street star, with a noseslide to nollie pressure flip out. (above)



TOBIN YELLAND

Spencer Fujimoto: F/S varial flip at EMB.





Josh Beagle: 50-50 interrupted by an obstacle.

Richard Dotson: Ollie lip slide in San Pedro.



SOCRATES

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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. Sheff'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.

sean sheffey



Sean Sheffey, May 5, 1972.

PROBABLY SEAN'S MOM

interview

by mike ternasky

Heel flip at the San Diego Convention Center.

ALL PHOTOS AND DESIGN © 2010





PART 1: THE SKATER

Well Sean, how are you doing today?
Fine.

That's good. 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...They were rad.

Rad? 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 goin' off on tour?
Just being with your friends and skating, good skating.

What do you think the worst thing is?
Umm...unorganized.

Ha ha ha ha...Waiting.
Yeah, unorganization.

How would you explain to someone what tour is all about, what's it like?
Well from my point of view I love it, but 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.

EMB?
Yeah, San Francisco and umm...Actually I, I'd guess just San Francisco. D.C. is really fun too, Washington D.C.

Right.
I think, and San Diego's rad 'cuz a duh school yards, L.A. is really cool. I guess everyplace; you just got to be a local and know all the spots. I'm sure every, every city and town has its rad spots, really good spots.

Do you think there's a big difference between like the east coast and the west coast scene?
As in skating?

Just as a scene.
Oh yeah....

You bein' in both.
There's really a difference. Attitudes, umm, the weather, just everything's diff....

Ha Ha Ha
...erent.

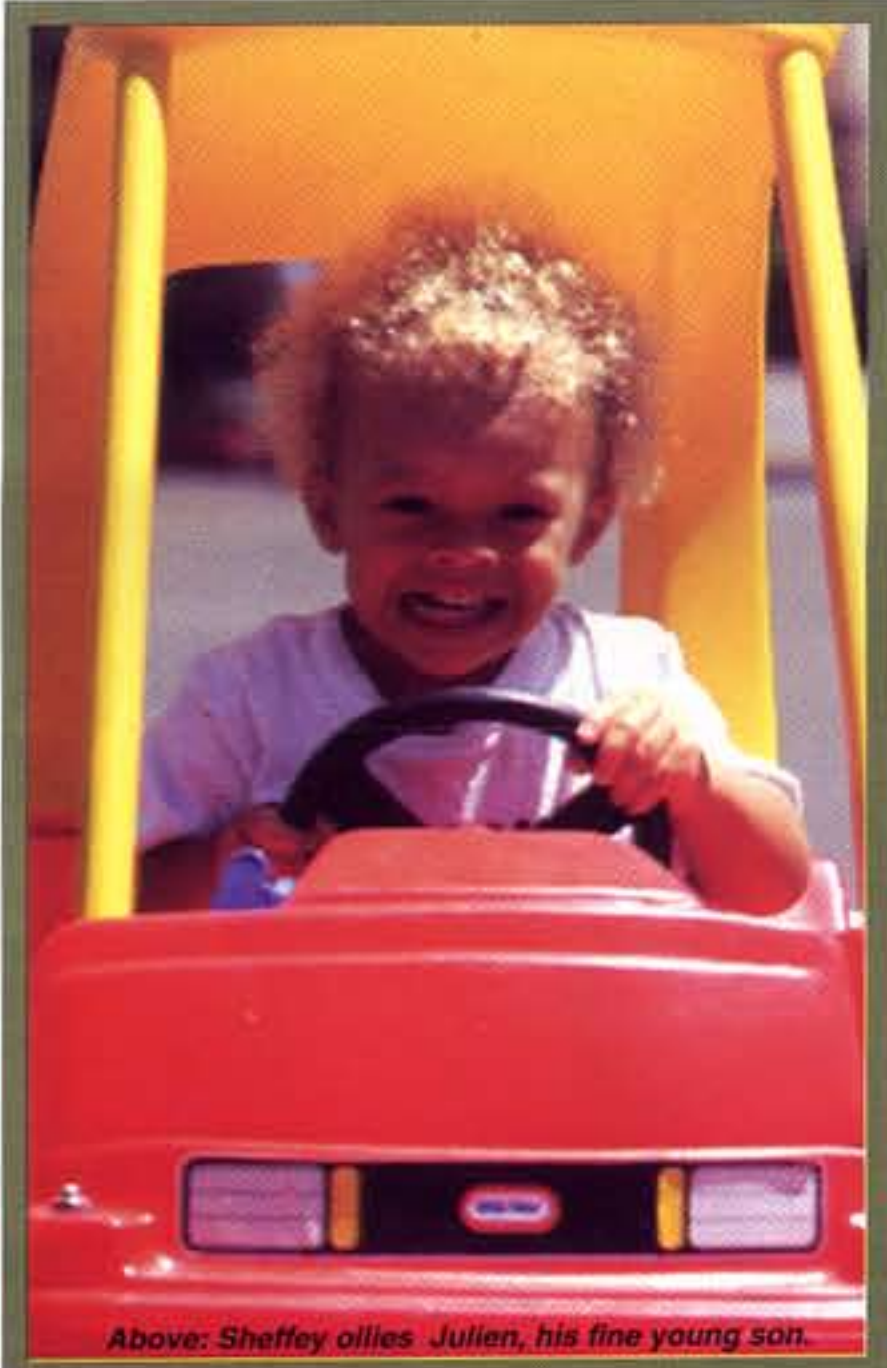
Could you give an example like what's

the east coast attitude, more gnarly, or what?
Skating wise?
Yeah.
Mmmmm.
Isn't it like bigger, faster?
I don't know.
Can't explain it?
No, I can't really explain that question because there's 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, Yeah, both.
Both.
Yeah.
OK, what about Northern California vs Southern California, do you think there's a difference like between say...
In the skating?
Yeah the Skating.
Yeah, yeah there's some difference.
Is there anything in particular like you could make 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. What do you think?
Well, it seems like umm a lot of the stuff originates in Northern California
Yeah
Yeah.
And what about Southern California? They have good skaters down here too.
Yeah, but umm it's just... How can I say...
Its 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 loc's everywhere, its good to have local spots to go to, just

skate, ya know?
You mean you might have like ten pros in San Diego but they're never all at the same spot?
Yeah... You know what's up.
Up north you got EMB goin'.
Yeah, its just the posse.
Yeah...
Its cool cause everybody gets influenced by each other. They just get stoked on each other and start going off.
Yeah it's rad there like that...
Alright, lets talk about sponsors a little bit.
OK.
Who are your current sponsors?

Plan B,
Venture trucks
and Van shoes,
Droors clothing.
Right. And you're pro right?
Yeah.
I hope so.
Uhh Huh,
funny guy today right?
Ha ha ha ha, no. OK what exactly do your sponsors do for you?
That's something a lot of kids probably don't know.
Umm...
Juss, just take it sponsor by sponsor, what does

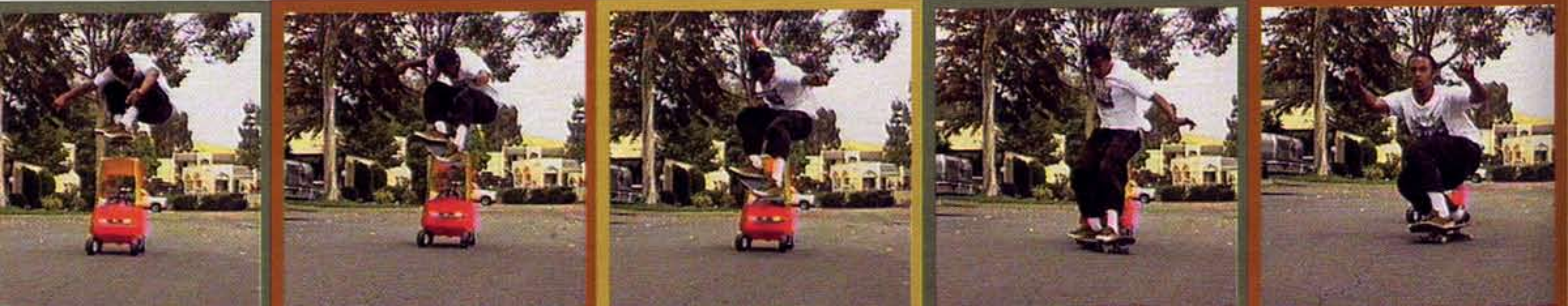


Above: Sheffey ollies Julien, his fine young son.

ALL PHOTOS: JAKE ROSENBERG

your shoe sponsor do?
Sup, umm...they...give ya shoes.
They just provide...
Provide shoes for skating.
Truck sponsors the same?
Probably, yeah and money, a little money for trucks.
To help out?
Yeah to help out, you know, for promoting stuff like duh trucks. Ya know it works both ways like 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 whats up.
Alright, what about your board sponsor, P. B? They give you products and what else? Send you to contests?
The...ummm, everything I do in skateboarding is really, basically for my board, I mean my board sponsor. 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 a...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 sponsored?
It depends on the person, if the person's a competitive you know person and they wanna be competitive and go for it then hey, you know there are professional skateboarders so...
What about you, did it ever matter to you if you were sponsored?
Yeah I would have liked to be sponsored, yeah it did matter.
So you tried to get on shut?
Umm, no I didn't, they knew of me from skating. That helps too I guess if you're just out there skating and having fun people can recognize you too, so it happened that way...for me.
Alright, well let's just go back to when you first 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 'cause I had friends that skated. They just 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 shut? 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 a contests and all that?
Yeah a lot uh local contests.
So then what happened? When did you decide to turn pro or whatever?
I entered my first NSA series I guess, amateur.
What year was that?
'89, '90.
You were on SMA?
No. I was still on Shut 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, Bruno, Ron Allen, and Keith Cochrane.
What do you want to accomplish with skateboarding? 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 I just wanna... You know, I love it and I'm fortunate enough to become a professional skateboarder so my 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 stoked on skating that would be cool someday.
What do you think the best thing about skateboarding is?
I guess the love for it, the fun, the feeling I guess, the



rush.

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 can 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 on flat ground back then, and now people are doin' em over channels, down handrails.

Yeah, it's really great, like Shiloh doing kickflip backside lipslide down that rail on tour or Pat doin' double 360 flips over hips. I even heard Colin was doing opposite footed double ollie flips over a box. You Know, Boys are just goin 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 Sean Sheffey the most outside of skateboarding?

That's a good question...

Would it be like music?

Noooo....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 Julien, 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 umm. Maybe someday, I'll try rapping a little. Freestylin', it's really fun, I like it, I think it's really cool so that's cool I like to do that. Drawing too. Art. I like art 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 "walk" 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 myself 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-American, All-Metropolitan, everything you could wish for for a football player and wrestler goin' 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?

Oklahoma 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.



An ollie!

Do you still play any other sports just for fun?

Yeah totally, with the guys, we all do.

Like what?

For a bit we were playin' basketball, that's really fun, we still do, but you know the guys live in different places so we have to hook up at different times and it's a hassle, but just anything that's constructive that has you out there havin' fun is pretty cool.

A lot of people think for some reason you're a tough guy. Are you a bully?

I'm just a man tryin' to survive.

Do you get in a lot of fights and stuff?

Not recently but for growing up I have been through a lot of fights.

It's funny though, because I've known you for a few years and it seems like your one of the nicest people to the kids and stuff. Do you like talking to the kids?

Yeah. I love meeting people so that's cool 'cuz I get to meet people and find out what they're about and their scene and how they're doin' and what makes them tick. I'm interested in people.

Do you think people are scared of you 'cuz the way you look, 'cause your black 'cause your big? Did you ever notice that? Did you ever notice any old ladies or kids or white

guys around you that seem nervous? I was nervous around you the first time I met you.

Yeah. I totally understand.

Do you think that's racism?

No, it's not racism I don't think. It's just not knowing the person 'cuz even myself...I'll see somebody big or hard-looking and think, "what's this idiot up to? Is he an idiot and does he want to get crazy?" So everyone has fear. I guess so, it's just a low sense of insecurity I guess of one's power.

Do you think there's much racism in skateboarding?

I don't really see any that much. I think that's a really great thing about skating but I'm sure there is for sure, but I've never been called names by any other skater like racially...to my face I've never experienced it.

Do you deal with racism much? Do you deal with prejudice just because you're a skater?

Maybe in another place, but I think in California it's just not that way. Everybody's probably skated once in their life. You know surfers and skaters built the beaches. That's what it's all about. Well there is some people who don't appreciate us much though. They don't like us thrashin' up their property.

Do you think skateboarding will ever be legal?

No, because it is destructive whether we like it or not, so I guess that's why we're just rebels!

Ha ha ha ha. Alright, outside of skateboarding do you have any idol-type people you admire?

Yeah. I think KRS-1 is a really rad person. He has a lot to offer to people. I'm really into Einstein too, just because he's like ahh wow man looks cool. I read a little bit about him but not as much as I want too so I think I'll do that a sometime. I read about Malcolm X and that really touched me. He's a lot different than what people see. That's a really good book for anyone to read, a really good book.. The Malcolm X biography by Alex Haley. In the beginning it's pretty gnarly because that's how he was. He was naive to the world. He came out with just one mission: To destroy the white man's evil, but after realizing that it just wasn't the white man, it was America, that he was really bummed on. He was a muslim and he traveled to Mecca and he found out, he was there with white brothers, yellow brothers, red brothers and he was like "why isn't it like this where I'm from?" Another good quote that was in the book was he was at a stop light and a white guy and his wife pulled up to Malcolm and goes "Hey Malcolm, will you shake a white man's hand?" and he goes, "No I'll shake a



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 . . . Misery! Yeah, that's it. It was also one of my favorite books, that was my 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 skating a lot. I'd like to...you gave me a really rad book that I was stoked on! It was Jonathan Livingston Seagal. It was about if you really try hard enough you can do it.

And also the fact if you start doin' 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 weighs me down I feel. I haven't eaten a piece of red meat in about two years now, so...I like pastas, salads but salads are kinda nasty sometimes especially at restaurants some of them aren't 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 gotta grow up and get mature, ya 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 bein' friends with people is really important to you.

Yeah, it is really important.

Like when we we're on tour the happiest I saw you was when we saw Matt in Chicago, was that the highlight for you?

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 Shut guys and H-street guys. I really got along with those guys really good, Steve Ortega, Ron Allen. I'd like to thank Ron for helpin' me out with Life. Hello Ron. I hope your doing good bro.

Is there anybody else out there you want to mention?

Yeah I'd like to give a shout out to my boy Donger Kien Lieu for just bein' the power master, gettin' 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, Sal, Rodney, Pat, Ryan and Colin, you guys know what's up. I just like to say I admire the skating of all those guys.

Anyone else?

Oh yeah, shouts go out to the S.D. Locals, The EMB - James, Lil Mike, Karl, Lavar, Justin, Henry, everybody, D.C. - Steve, T., Pepe, Brian, Hojin, everyone, the L.A. boys- Guy, Rudy, Shiloh, Daewon, Natas, all of 'em. But I mean credit also goes up to every skater, you know. Everyone who's just out their havin' fun skating. You guys all rule. Just keep skatin'

and having fun, that's all.

That seems like a good end right there but I got some more questions. Ha ha ha! What was it like the first time you skated four a video?

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

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 realm, you know?

Do you think there's anything wrong with getting hurt once in awhile?

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 ahh and you feel like a crazy person, not really embarrassed just oh gosh.

Sometimes I see kids that won't skate in front of the pros, embarrassed. They really shouldn't be.

No, just because we're all

skaters I know the pros will be a lot more stoked to see the kids skating instead of just sitting around.

That's why I think a lot of the people get bad vibes about Embarcadero for that reason 'cuz 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...let's 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 heel-flips. I like those.

How often does your favorite trick change?

Well like right now this is the most favorite tricks that I've had. Now-days it seems like my favorite just keeps changing depending on my mood and me 'n my skating that day, so I guess you just skate. You just progress and as long as you're stoked and you want to progress, you will progress and you're pro-

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

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

I think it's real funny, but if it's personal I don't think it should be, but I'm not the owner of a company so I'm not in those shoes to say. I take it as a funny. Not personal, personal for the chump.

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

Just umm I'm a very caring person I feel happy

among other humans and in my own ways I help others and myself. I like meeting people. I like music. I like fun, so I could say you could very rarely find me down. But there's those times for everyone you know...so I just try and be happy and have everyone around me happy. I think that's cool.

What does the future hold for Sean Sheffey?

Couldn'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 aren't fair and they're not seein' it, or maybe they don't care, but then again you do need the government right. There's good and there's bad...so 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 figure 'em out?

I like good sequences 'cuz 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 ups to make it fun 'cuz you can go there and you know and I know and we all know that once you go there and the set up looks good everyone's like Aieehhhh! 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 rad.

People don't know this, but you can teach kids and you can teach me skateboarding better than 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 learning a trick is Sean 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?

No I think natural ability is only as an amazing person who like ability to do anything athletic wise. You're either rad 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 anything he wants, and it will look good the first time he makes it.

We're you ever a gangster?

Not like in a gang where I was like down to death, but I had my boys, yeah. I was like 11, 10. I started pretty young just from bein' in the hood.

What would you say to somebody now about it?

It is 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 in.

What's the most people you've ever fought? Tell the truth 'cuz I've heard stories.

Two girls and two guys. Four.

Did you win?

Yeah.

What happened?

Four KO's!

You knocked out four people?

Three. The two girls and a guy was with one punches. I don't like hitting on chicks or nothing like that but it just had to happen. I just beat up the last guy but he wasn't knocked out cold.

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

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

OK. Let's end now.

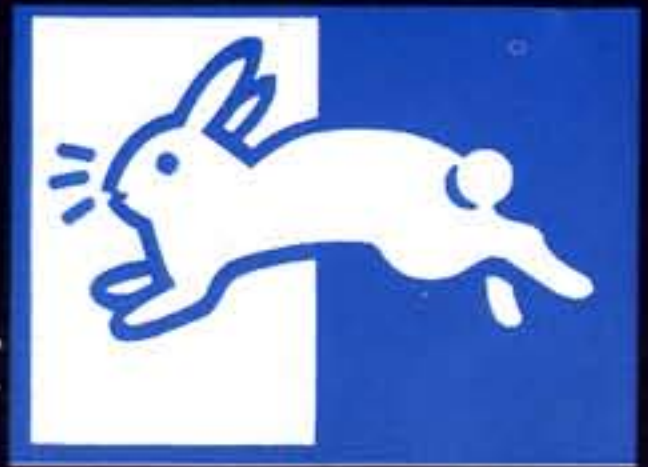
Thanks for reading my interview I hope you liked some of it. Go skate now 'cause skateboarding the shit...You know. Thanks boss...for everything, alright? You know. ●



The sequence was shot at the same time as this still, b-side shove it heel flip at Pacific Beach.

ALL PHOTOS: JAKE ROSENBERG





G. BRAD MCDONALD

CARING CONSUMER BRIAN LOTTI

SOAP **box**

This article was written by Henry Hester, who owns the San Diego Trucking Co. It was sent to manufacturers and shop owners only and was not intended to be read by skaters.

Why go for 100% of 1%?

Whether you believe it or not, our industry has gotten away from us and the promotion of professional skateboarding 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, skateboard manufacturers really started to key in to the market. They listened well to their young pro skaters for marketing and product direction. They did a good job of this and in doing so did everything the pro suggested. But the pro unknowingly steered the unassuming company into a hardcore valley. Sales naturally 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 cooperative promotion in the skateboard industry and turned it into an industry free-for-all. Some of the new companies were only false "ownerships" 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 things his way in complete control but each separately 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 capable 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 say "We're not 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. Dad 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, whore out or create a few "pros", make up cartoon artwork, get them screened, get some wool ball hats, stickers, a few T-shirts, a typed price list, and call AWH 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. Anyone with \$10,000. can do it. We all know that already.

One Question is, can the pro skater also act as a marketer and a pro skater at the same time, and will his "pro" marketing direction lead to more or less sales? The answer is either yes or no, depending on his goals, knowledge, experience, work ethic, savvy and a dozen other learned attributes that make up a successful businessman, but it's a free country and anyone can do what they want. More power to them but it's when their misdirected control effects the industry in general (and my pocketbook), it's frustrating to say the least.

As a popular pro skater, you are very limited in business experience by your style of living. Apartments, TV, cool CD's, skate sessions, eating, sleeping late, 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 marketer, you will probably want to market in the direction you know. That world. Well, once again, "that world" is a small one. Things are certainly much larger out there than most of the new company "owners" realize. Believe it or not, most kids still have parents that love them, houses to live in, dinner on the table at 7, a dog named "Rex" and a room full of Michael Jordan posters. That's a fact. No tattoos, no orange hair and...no skateboards.

I saw a young kid in a XXXXLG (5XLG) T-shirt last weekend. It looked like a dress. What a joke. Parents are put off and contrary to popular skate belief, they still have major control

over the direction their kid takes. That's why team sports like soccer, Yuppie sports like mountain biking and Roller Blading are up while we scratch our heads trying to figure out why skateboarding is down. I'd like a more broad, thinking, colorful, fun, individual circle to deal with, thank you very much.

Most thinking dealers agree. They are so bummed about the way most of the manufacturers are taking things. Right into the slums where all the money is. I guess they forgot to take "Marketing 101" in school. If you market skateboarding as an urban lifestyle it will attract a crowd that has no buying power. None. How long will the kids in the suburbs want to dress up and act like bums, hobos, and gangsters? It's just not a winning 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 pro and sponsored skaters don't always attract business. Don at "Zero Gravity" in Salem said that these sponsored skate athletes actually thought that his business would be hurt if he didn't let them hang out. So did Kevin in Canada. Young kids will call his park to find out if the "locals" are there. If they are they'll stay home. This is nuts! A wood manufacturer of skateboards, about 10,000 per month in the 70's, told me recently that he got his now 12 year old kid out of it (skating) four years ago. Now the kids fully into little league. His dad saw the writing on the wall and wanted to promote a positive lifestyle for his kid. This story is being repeated in the millions around the country. We're loosing 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 flip. You're lame dude. It's tough out there on the street and the kids want what we're doin' bro." He's worried. He's backing up. His freebee lifestyle is being threatened. Granted he's a rippin' skater but what he's selling (himself, as a professional star figure) the "bread and butter" market is not buying. 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 takin' that road. What to do. I would think to answer this question you should

My personal opinion is that the kind of kids who get off on the baggy clothes and the "gangster wear" don't have peanuts to spend and are trying to bring it all down for some sick reason, so who cares if they get miffed. I sure don't. Screw 'em.

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 whopping 100% marketshare of 1% of the outcast society or do you want a tiny 1% marketshare of 100% of the kids? think about it. Which group will be more diversified, wealthy, parent supported, etc...The 100% group, not the 1% core.

What do you do? I say butt heads with the freeloaders trying to control the industry in the name of "skate brotherhood." Skate 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 to be seeing it. This scene can't last forever and I don't mean Rocco's graphics or marketing techniques. 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 constituent can only lead to 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 a pro shows with his typical unprofessional attitude, remind him that he's there 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 his worth to you and himself on the plane and it's my guess that he'll be the only one of his kind on that plane. While he's on the plane cancel your order with his manufacturer. Hit them in the pocketbook.

This latest urban bum 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 on the baggy clothes and the "gangster wear" don't have peanuts to spend and are trying to bring it all 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 skateboarding. I'd like to stay involved. After all, it's been thirty years for me. Not thirty months for them.

Truthfully, I'm not sure if anything can be done. When you look in the magazines it's almost hopeless. I mean the ads are rough and black and white instead of color. The messages are directed towards an independent rebellious attitude. It's a rough image. Not ones that parents are wanting to direct their sons towards. You don't see this in any other single successful sport (with the possible exception or Harley biking). I think most people are good and want to promote 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 thing. All of it contributes greatly to the negative image but I also believe that the skaters are playing to this outcast 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 that I'm 40 years old is successfully sell products. But I need a market to sell to. If we have come to the conclusion that the current attitude is actually hurting the sales of our products and shouldn't be part of the image we want to promote as skateboarding, we can do a number of things. We would certainly be ridiculed by the freeloader pros out there right now. Oh my. No more meal tickets. Who cares? I sure don't. I work for a living. Always have.

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 skater and his perceived effect on the overall market. Forget his peers that don't buy anything any way. If he would offend your 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 kid(s) straight to the soccer field every time. [note: At this point there is a sound business argument. "But we sell Clown Clothes and do OK with them." True, but to only 1% of the potential market available to you.]

Make pros act professional at contests. No drinking. No thrashing hotels. No drugs. No rags for clothes. No fun? Too bad, go home. Now, more than ever, we've got to really work really hard to regain our piece of the pie thanks to about 75 unprofessional "pros" in the late 80's and early 90's that didn't have the insight to hold the young crowds attention, to put on a good show, to create a little competitive rivalry, to interview well, dress well, be leaders, etc. Why not get \$100,000 for first instead of \$400.? Go for Coca Cola and 7-up not Powell or NHS!

When a group o' bums show up to your local shop, get rid of them right away (pay them to leave) and while your at it make your employees shape up. Contrary to popular "skate belief", they are not viewed as the coolest guys in school anymore. That was five years ago.

In your shop. Nobody sits on the counter, no smoking, 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 "service with-a-smile" people. I'm not proposing military school full dress but it doesn't take much brain power to see that the current attitude turns business away rather than it attracts. "Don't come in here please."

Real manufacturers work hard and late into the day, they sweat, they hurt their backs, they cut themselves, ingest bad fumes while laboring over their products, they invest thousands of dollars in tooling and are broken hearted only to see sponsored 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. If people don't like you hanging around, take a good look at yourself. Maybe there's something wrong. Let's clean up and become a successful sport again.

Bright
Shorty's
HARDWARE
7/8"
With lighter nut



Rosa



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 Caless at Los Feliz.

SPARK



JAKE ROSENBERG





OUTSIDE:

**Mister Mullen
doing an ollie
half flip to
back foot kick-
flip shove it.
Damn.**

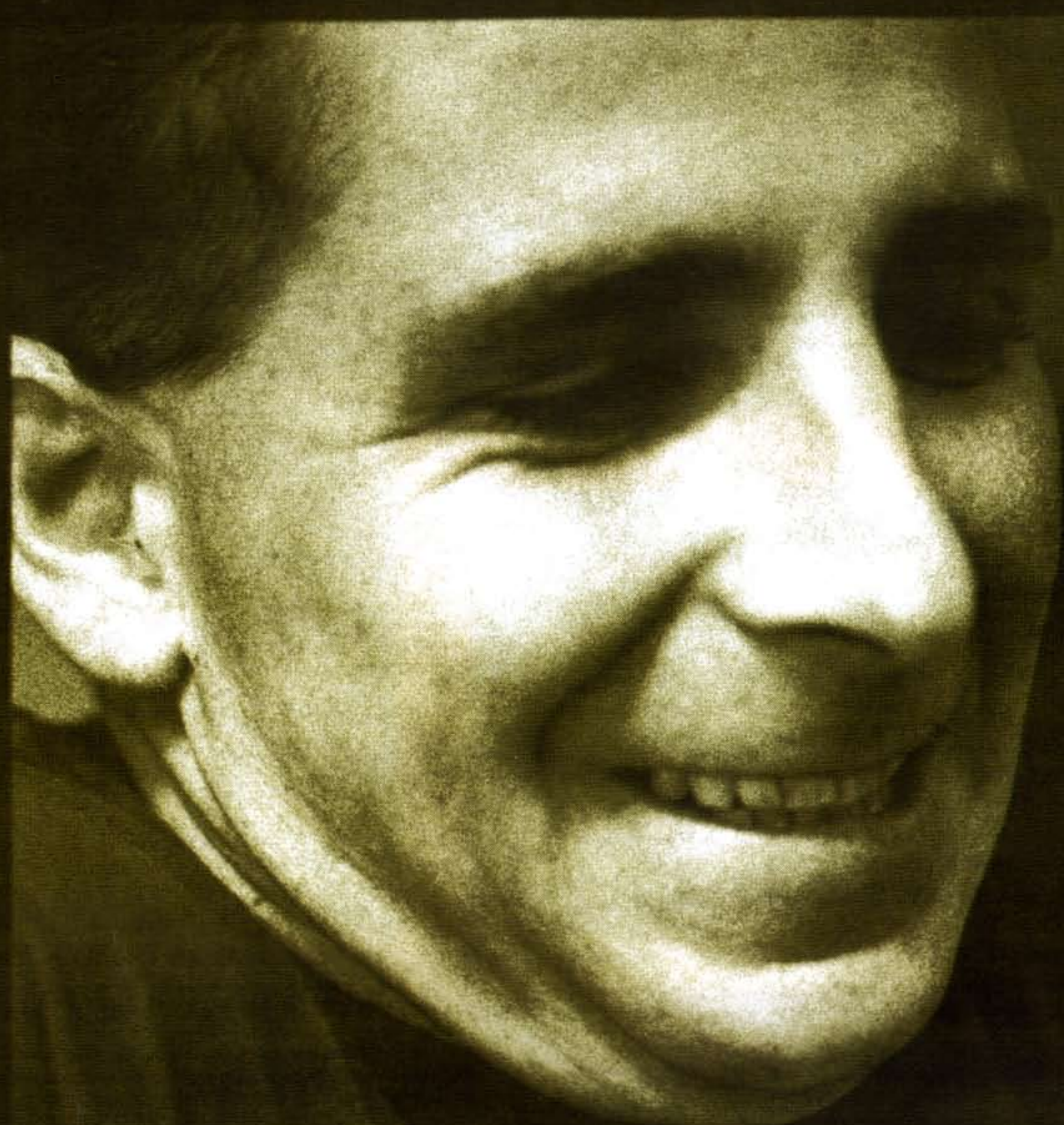
VIDEO: JAKE ROSENBERG

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'd 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?

A 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 fuckin' 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 steroid freaks out there. All the Chinese are on fuckin' steroids. They're all buffed out—everyone's on steroids, the whole fucking thing.

WHAT OTHER SPORTS DO YOU LIKE?

I like basketball. Girl wrestling. Skydiving.

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 Fire, fuckin' *Show Of Hands*, some other shit. I like punk rock. 2112.

HOW DOES GEDDY PLAY?

Fuckin'...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 wearing 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 iguana.

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.

SAL ROCCO JR.

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 you. 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' friend's 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...she's all, 'I'm havin' my baby!' but she couldn't go to the hospital '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 and was smoking crack, and that's when I delivered the baby. I'm all, 'Okay, have it.' I got all these sheets and we get water and shit and she has her legs up. Fuckin' hideous, man, scary. I'm all, 'Push'...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 buck knife 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 nod 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's mouth 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 forklift. 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 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 max 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?

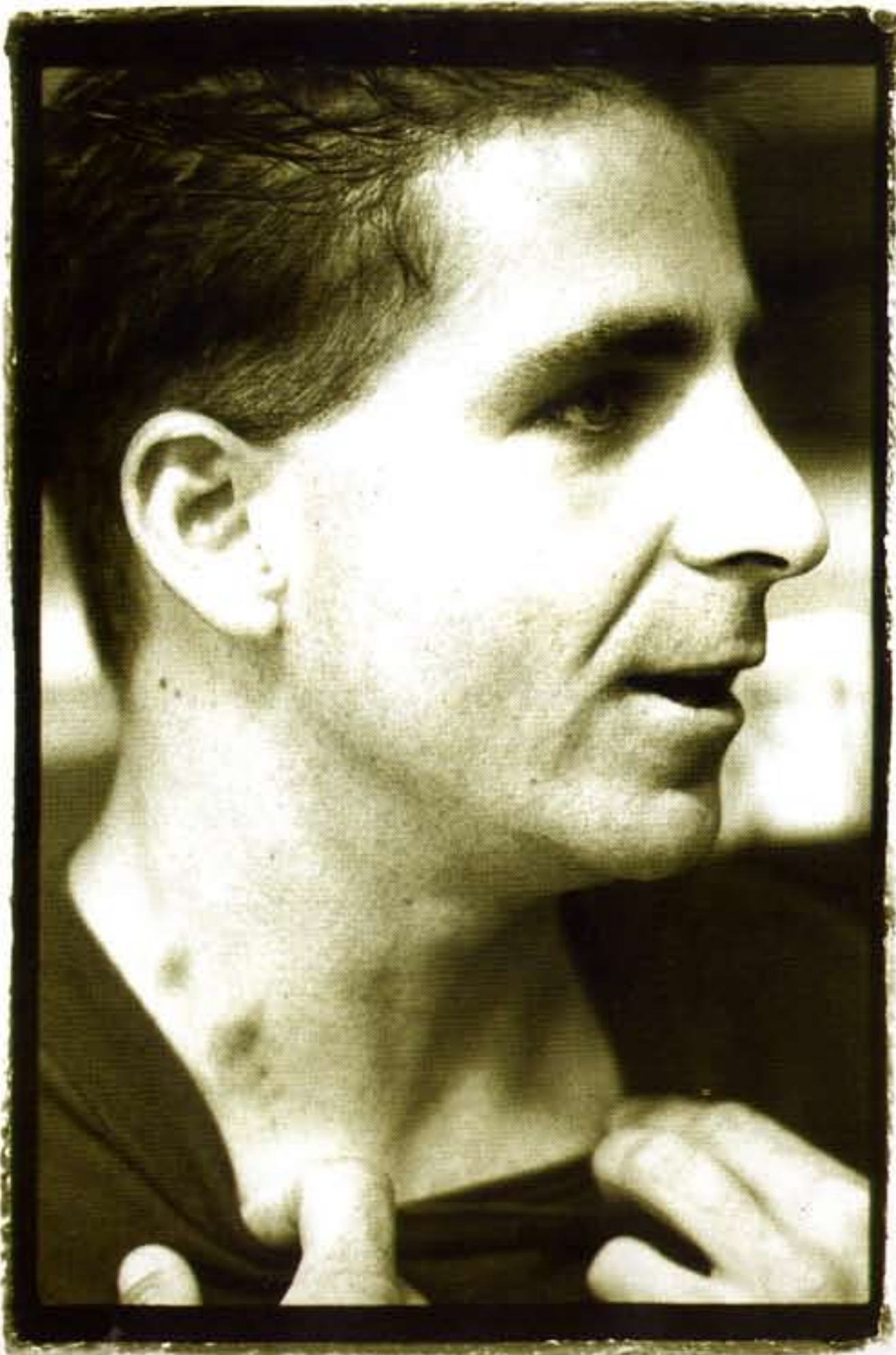
Yeah, I thought there was. I was driving down toward the beach and I see all these explosions and I was all, 'Oh, it's a nuclear war!' I tried to get home real quick. I was scared.

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 goin 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 CARE-BEARS?

[disgusted] Fuck, man. Rainbow-brite. You ever seen it?

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

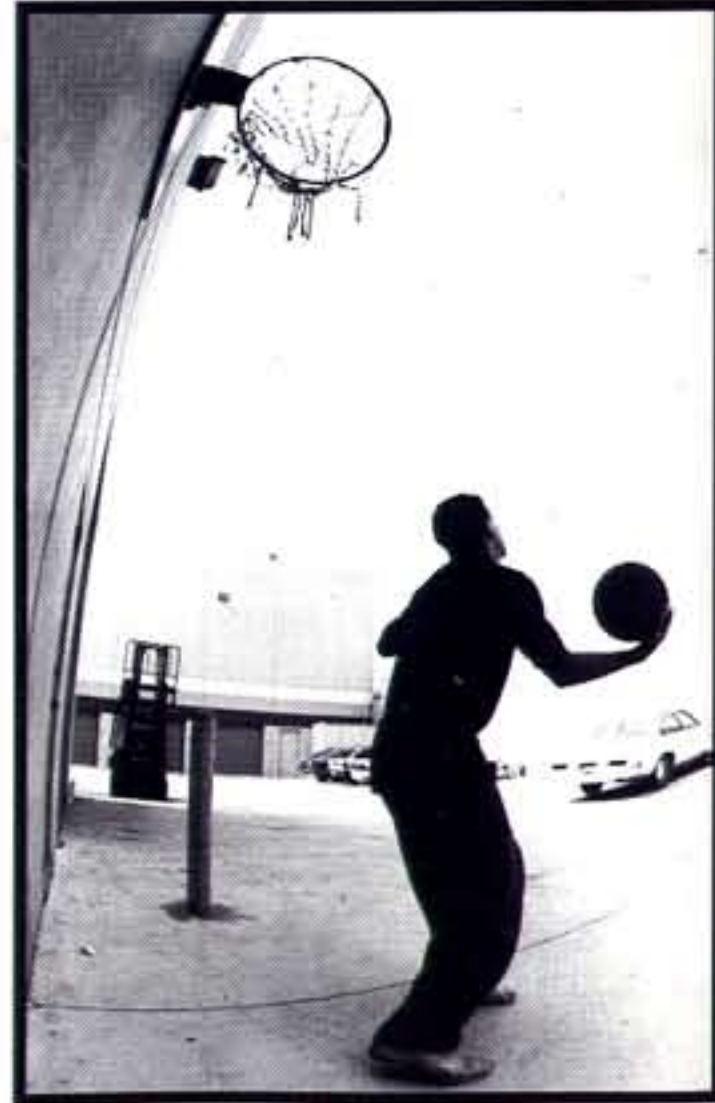
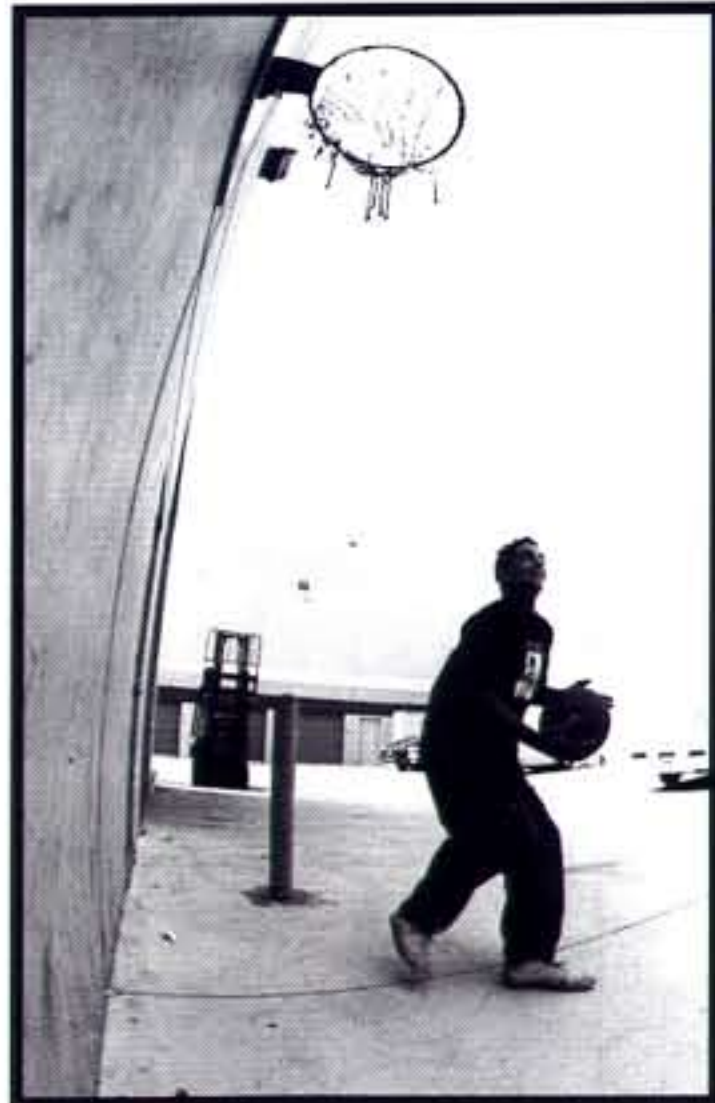
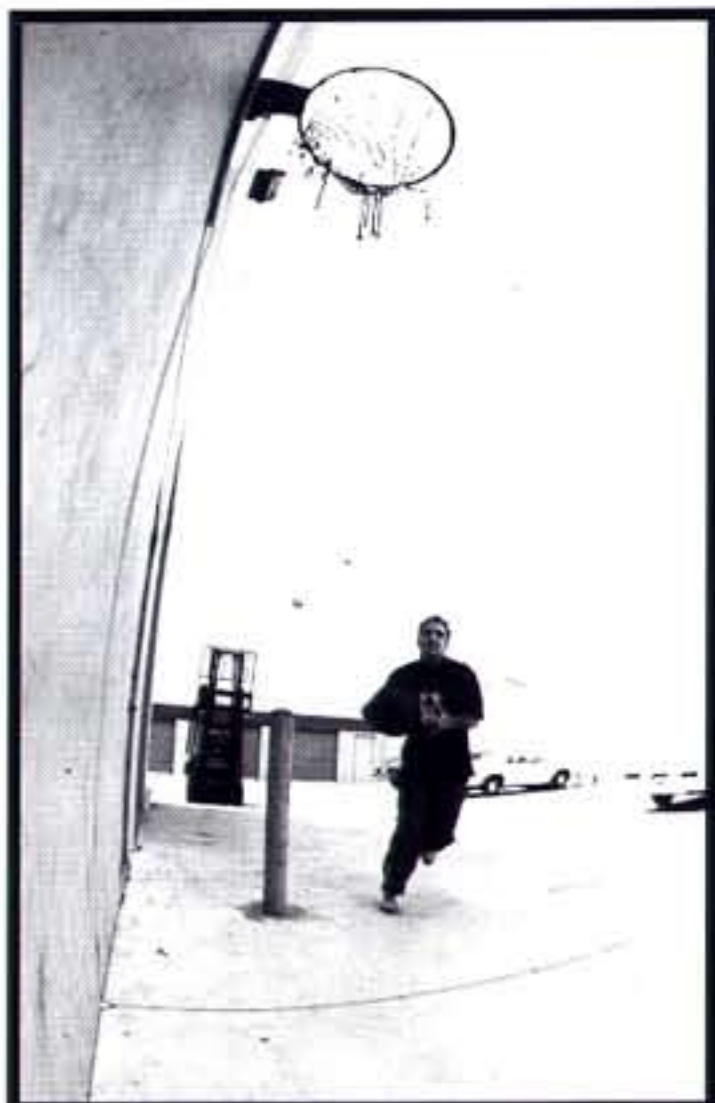
bill. It's all true. People only believe what they wanna believe. People wanna see a picture-painted world, like everything's pretty. The world's not, it's not pretty at all. It was. Here's our greatest accomplishment: We poured fucking cement over the whole fucking planet. That's what we've done, we 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 HICKEYS ON YOUR NECK?

Yeah, the hickeys felt good. I had my wife give me some hickeys '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 FUCKED WORLD INDUSTRIES IS.

What do you mean?

IF YOU WERE IN CHARGE...

Number one, the guys keep breaking our basketball hoop, and that sucks. Other than that, I dunno. Our boards need more quality control, they're starting to look like shit. I'll point out one while the screener's over here.

SCREENER, WANDERING BY: Oh bull shit.

[Sal points out off-registration silkscreen on deck].

Shit like this is off.

WHAT MISTAKES HAVE YOU BEEN RESPONSIBLE FOR HERE?

I don't make mistakes down here, so I don't know. It's not like I know what mistake I made. I've been framed and set up, sure. Someone fucks up an order and wants to blame it on us. But it's possible I've made mistake. Accidentally.

IF YOU WERE STEVE, HOW WOULD YOU CHANGE THE WAY YOU RAN YOUR OPERATION?

I'd get call girls here every fuckin' day if I had the cash for all the team riders—I think that's good practice. [thinking hard, looking around, picking up a Rick Howard deck] Plan B graphics suck, why doesn't he just stick a dick in his mouth, look at that. Fuckin' gay man. Yeah, I have to say out of all our boards, Plan B graphics suck, and all I really like in skateboarding is the graphics.

HAVE YOU EVER SKATED?

Yeah, I skate. I do once in a while. I just learned to drop in the halfpipe, so I'm pretty stoked. After like, 12 years of skating, I dropped in. That's probably the pinnacle of my skating career.

WHAT HAVE YOU INVENTED OR HAD IDEAS FOR?

I wanna think of one idea and just market it and cash in. I'll invent a crack-pipe skateboard, or a skateboard with a stash box so you can hide your weed in there. How about a skateboard you can smoke, man?

WHAT COULD YOU USE TO EASE YOUR LIFE RIGHT NOW?

Shit. A time machine. So I can go back and do all the things I missed out on. I could have been the #1 surfer and I blew that. At 12 years old I ripped surfing and had the chance to be the #1 surfer.

WHAT DO YOU THINK OF ALL THIS EARTHQUAKE BUSINESS?

Sign of the the times, man. They don't wanna tell us the big one's coming.

IT'S ON THE NEWS EVERY OTHER NIGHT, THOUGH.

Well yeah, They're trying to go, 'Okay, it's coming.' But they don't say exactly when. You ask the seismologist or whatever and he'll go, 'Oh, there's no earthquake coming.' Who knows, it could be underground nuclear bombs. If I was I

was in charge I'd fuckin' take a bomb and tell everyone to evacuate California, go to all the fault lines and fuckin' put some bombs there. And just get the big earthquake over. It's all political. I think we want a big earthquake. Get rid of half the Mexicans in LA, and fucking kill all the fucking niggers and shit. That's the whole thing. Wherever black people move in, the whole community goes to hell. It's just truth, it's common fact. You know, wherever the black men go...

WHY DO YOU THINK THAT?

Because, they're fucked man. They were slaves. Who knows. I just know from talking to a black guy, he said 'You'll never know what it feels like to be black.' It's a black thing. You'd just hate it. Wouldn't you bum out if you were black? They have no pride. The average place where black people move, it goes to hell. A perfect example: Inglewood was nice, and then black people moved in and it went to hell. Compton was nice and you had black people move in and it went to hell. Hell, they should be back in slavery man. Put 'em all back in as slaves. Send 'em all back to fuckin' Africa send all the Mexicans back to Mexico. You know, that's why the whole fuckin' United States is fucked. All the Mexicans and niggers are fucking everything up. Foreigners, gooks. Fuckin'...get 'em all out. If they ain't gonna be proud to be in America, get 'em out. Fucking, they graffiti on walls. Fuck. Their IQ is no fuckin' higher than a fuckin'...lizard, or a ant. That's what it's about? That's what life's fuckin' about is fuckin' graffiti and shit? Tagging and shit? That's the average black man's fucking brain is fucking...

WHAT ABOUT ALL THE GRAFFITI IN HERE ON THE WALLS?

Well yeah. I wrote "Sue's Girl" That was at my job. I wouldn't go graffiti my own fucking house, and I wouldn't graffiti someone else's house either. Take some pride in America. Whatever color you are.

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 attic, 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.

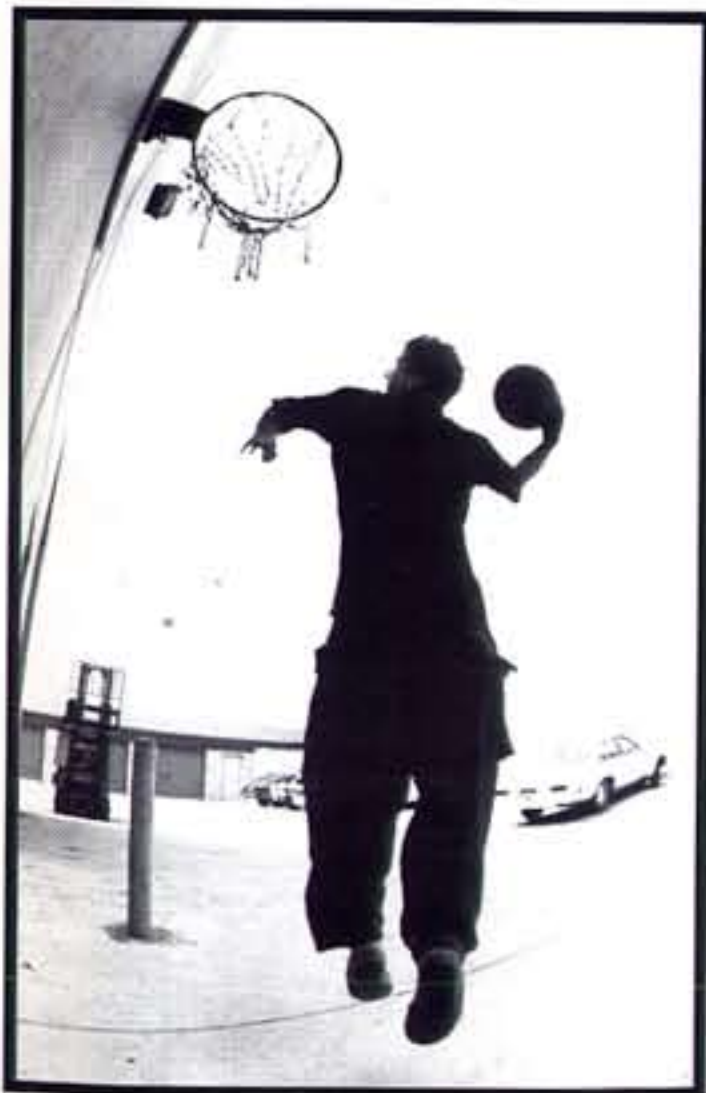
WHAT ABOUT WHEN ROCCO PUTS CAPTAIN CRUNCH ON A DECK?

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

I HAD MY WIFE GIVE ME
SOME HICKEYS '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?



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' clogs your arteries. See what I mean? It's all right for them to make a cereal that's killing 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 hut to live in, and...fuckin', his other end, the girl is drivin' 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 smart. 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 is 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 reel 'em in...*suckers*. All you have to do is fuck one guy, killer, just grab his dick the right way and go, 'I love you, awww you're the *best*, man.' Give that guy the ego trip—he'll be on fire man. The people that are fucking 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 fucking 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 com-

mercial of a guy driving over fifty fucking little kids with a fucking beer in his hand going, 'Why ask why!' I'll tell you why ask why—because you just ran over fifty fucking little kids drunk driving. 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 fucking go drink in my house. Now you're telling it's not all fucking bullshit, and it's not all fucking political and a conspiracy? You know who owns all the fucking beer companies? Fucking, uhm, 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 fucking say you can't smoke weed? We killed all the fucking 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 fucking

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 who 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 fucking putting my fingers on my head going, '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 lotta 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.

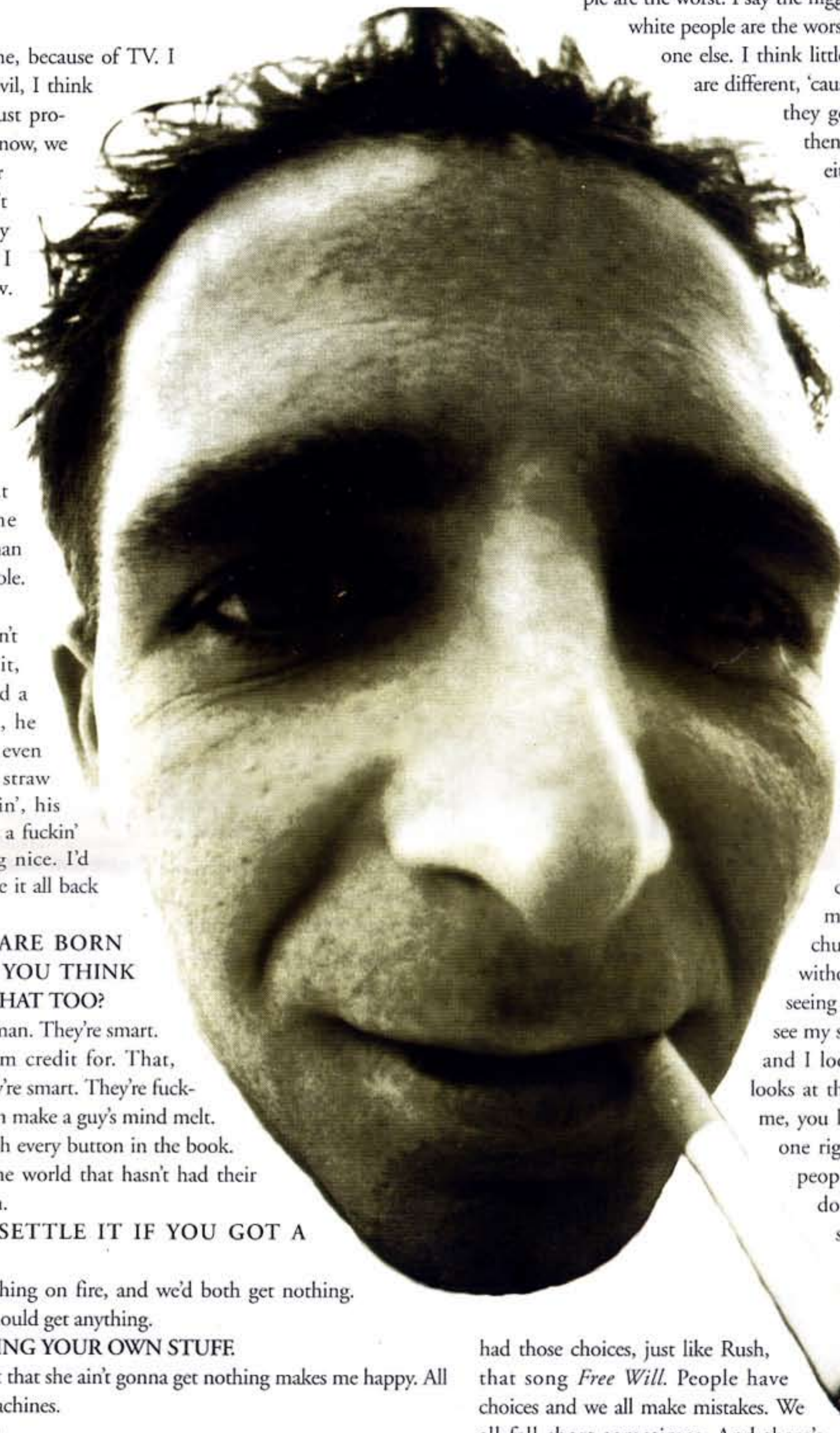
When I was doing drugs, it's wasn't satan fuckin' going, 'Do 'em!' or some guy telling me to do 'em. I

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.



BIG BROTHER MAGAZINE

IS NOT AVAILABLE AT NEWSSTANDS ANYWHERE



nineteen years old

Video Submission Department



William Nguyen

In the last issue of Big Brother there was an ad saying to send in videos. That was over two months ago and so far only two measly videos have been sent in. One was just a bunch of skating from William Nguyen of Honolulu, Hawaii and the other showed some guy named Dale Ryden puking in a trash can.



Rich Johnson

What can we say to get you to subscribe? Well, perhaps you're not aware of world industries' frequent price increases. Right now Big Brother subscriptions are only \$29.95. Send in your money now before the cost goes up like everything else.

Please, take my \$29.95*, so I can receive 12 issues of your magazine over the course of however long a time that it takes you to come out with them since I don't want to rush you and make you nervous.

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Joey Boy is a roper.

BUHHH THE STORY OF **WILLY** **SIZZLE**

ON THE MORNING OF THE DAY OF THE APOCALYPSE, WILLY WOKE UP AND MADE HIMSELF BACON & EGGS & RYE TOAST. HE DIDN'T USUALLY EAT BACON, BUT SINCE TODAY WAS A SPECIAL DAY,



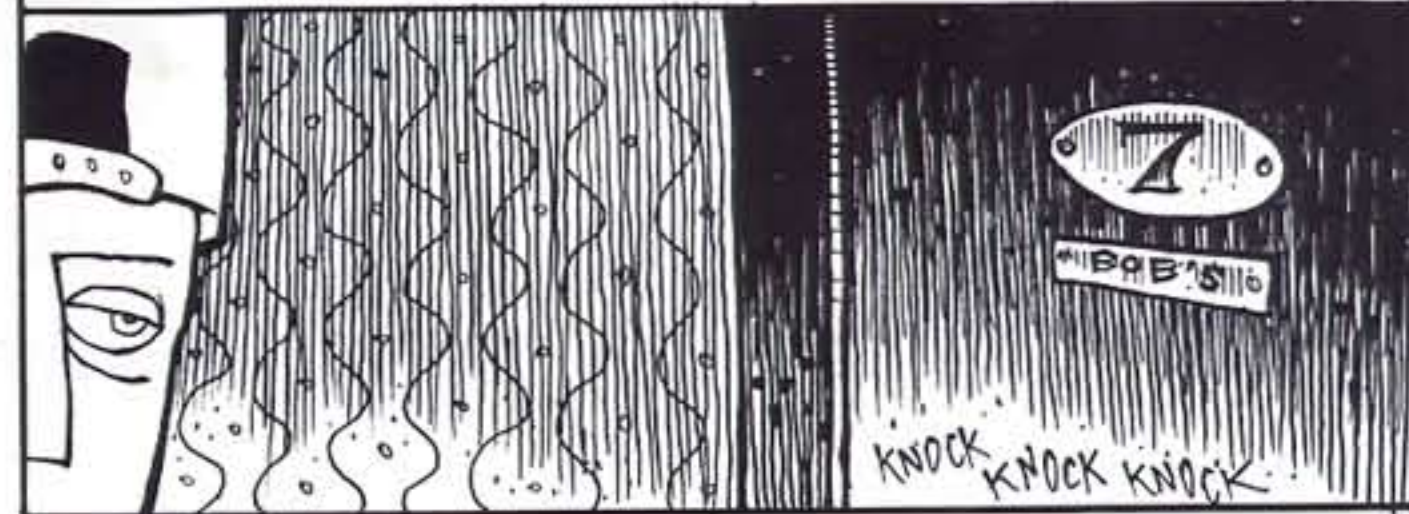
HE FIGURED, "WHY NOT?" LIKE MOST PEOPLE THESE DAYS, HE HAD TROUBLE KEEPING HIS FOOD DOWN. BUT THAT DIDN'T STOP WILLY FROM EATING — HE ENJOYED FOOD TOO MUCH...



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 UTTER DISPAIR, HAD SHOT HIMSELF IN THE HEAD. "SOME PEOPLE HAVE



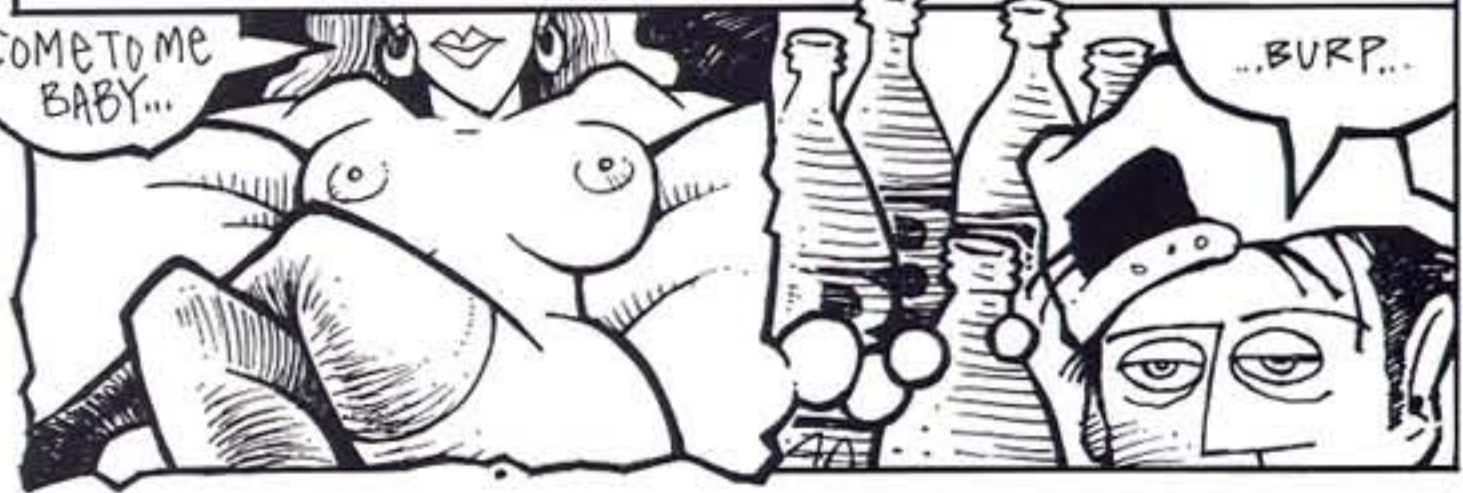
NO PATIENCE WHATSOEVER," WILLY PROCLAIMED. "WELL, I'M NOT KILLING MYSELF — I'M STICKING IT OUT — TODAY IS A SPECIAL DAY...



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...



OR MAYBE WHEN BOB'S WIFE COMES HOME I'LL TAKE HER OUT DANCING. YEAH, THAT'S IT — DANCING. I'M GOING TO GO HOME AND GET CHANGED...



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...

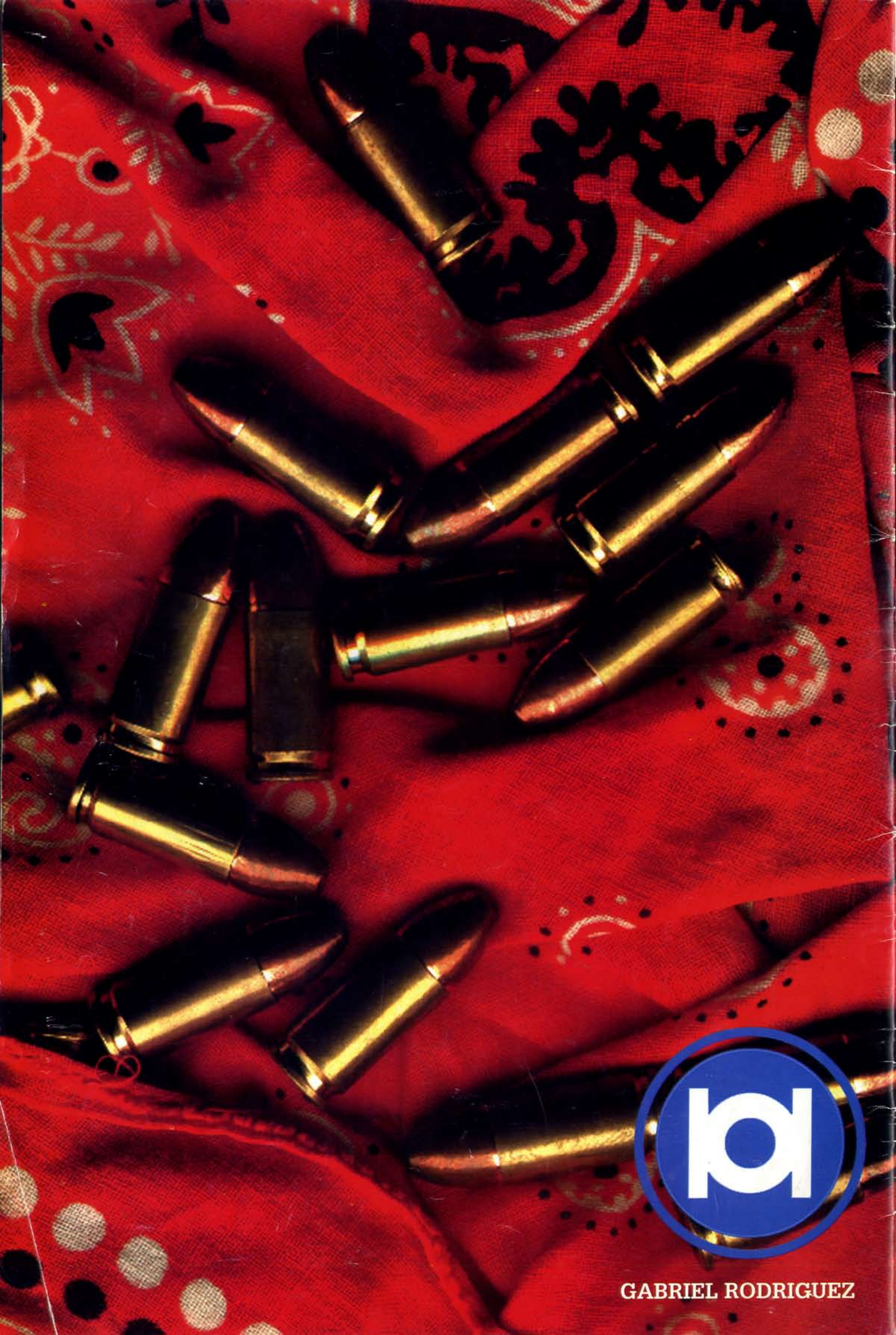


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