





# FMM

Friday  
Magazine

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UCSB sophomore Dana Jacobs with some of the clothes his dry cleaning service had cleaned.

RICHARD O'ROURKE/Daily Nexus

# CAPITALISTS!

**Sarah Stettler**  
Contributor



"Money helps other things to happen. It's one less worry, even though, when you make more money you have a lot of different worries — knowing how to keep it, and you always want more," UCSB sophomore Dana Jacobs said.

Money and the desire to acquire experience in business are the prime reasons Jacobs decided to do something a little different this year — other people's dry-cleaning and laundry. Although it sounds like dirty work, he says it's not that bad.

Jacobs picks up clothes to be dry cleaned from I.V.'s sorority houses, takes them to St. Paul's dry cleaning in Santa Barbara, and returns them within a week. The most attractive aspect of his service is that there is no extra charge — his profit comes from a percentage given to him by St. Paul's.

Jacobs originally got his idea from "a friend of a friend" who had a similar business here about five years ago. "He didn't tell me exactly what he did. He just told me that he delivered and picked up. I just ad-libbed the rest," Jacobs said.

"This is just a start. I figure, you have to start somewhere. If I can make 100 bucks a week, working five to six hours a week —

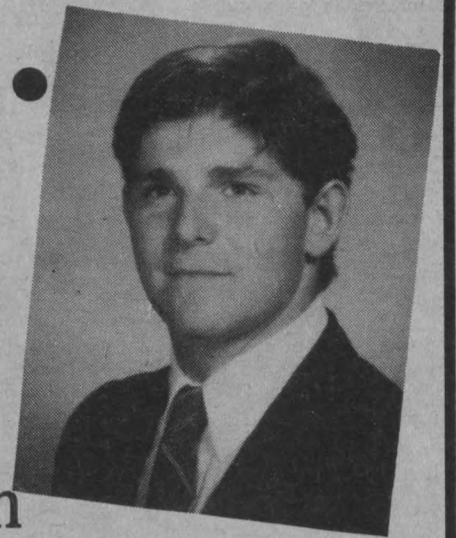
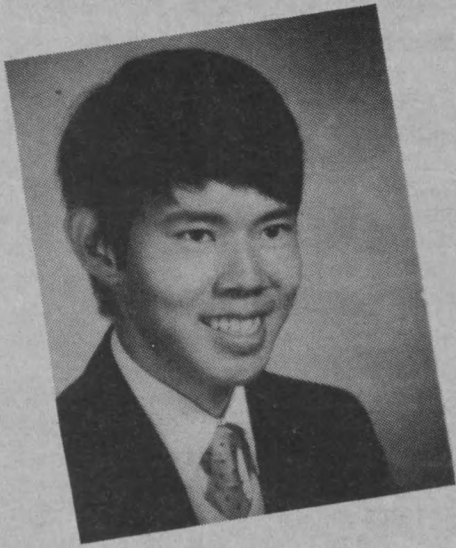
that would be just great. That would be perfect for my schedule."

Jacobs doesn't view the project as a lifelong endeavor, but as a means of making extra cash and gaining first-hand experience in independent business projects, which he hopes will help him to achieve his lifelong goals.

Jacobs' goal in life is "having a family, being in the upper class of society, being healthy, and having children — a good family that I love, and doing something that I want to do — a job that I like, traveling a lot, owning my own restaurant, and staying in athletics."

(See JACOBS, p.3A)

# SENIORS...



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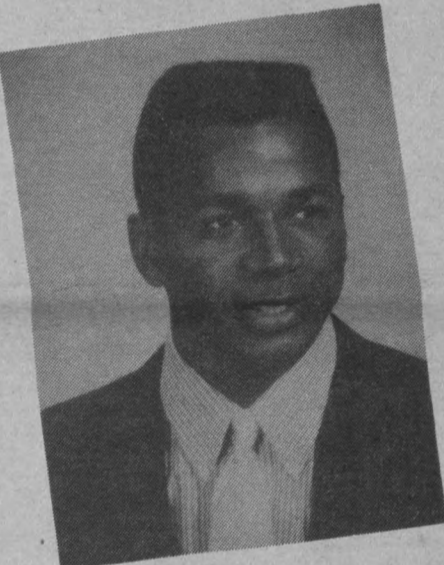


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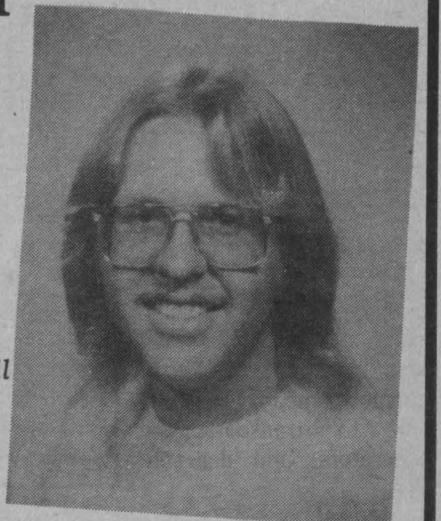
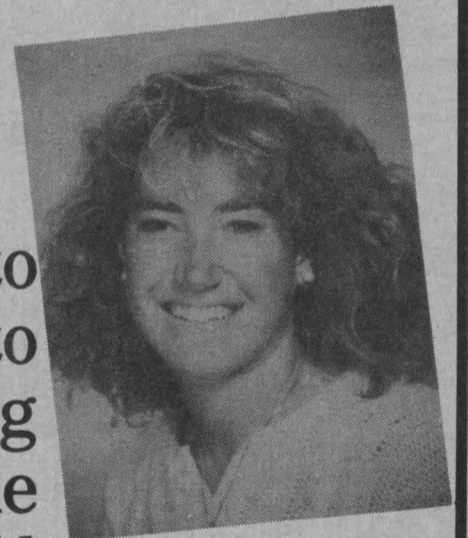
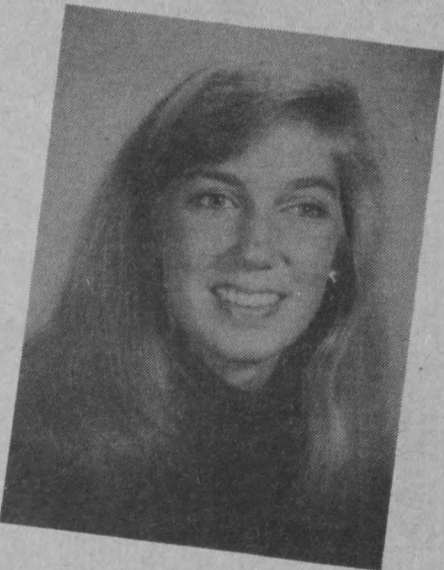


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be glad you did it. But most importantly your dog will be glad you did it.*

**SOMEDAY YOU'LL BE GLAD YOU DID IT!!!**

## Editor's Note

**Doug Arellanes**  
Editor, Friday Magazine

I want to go on the record as saying that Michael J. Fox annoys the hell out of me. Sure, that sounds like a strange way to introduce you to this issue of *FM*, but it's apt.

Michael J. Fox, in movies and television, plays the young, upwardly-mobile kind of guy, the kind of guy I expected most student entrepreneurs to be like. I'm glad I was wrong.

For the most part, the

people we encountered in putting this issue together were Fox's antithesis; laid-back, fun-loving, rarely found in suit and tie. They just wanted to try working for themselves. Many fail, losing money and time on unpopular projects. Others make it big, like Mike Crete, the UCSB alumnus who created California Cooler. I interviewed Crete Tuesday. You can find a transcript on page 6A.

Other articles in this issue deal with money and economics. On page 5A, Mike

Lupro advocates abolishing money and thinking about things in terms of twelve-packs of Schaefer Beer. And we mark this issue with the UCSB debut of Mystic Comics, which we hope will become a regular staple of the magazine.

The new members of the *FM* staff and I put a lot of time and effort into the issue, and I hope it shows. If there's anything you like or dislike about it, talk to me. My number is 961-3993. I'd love to hear from you.

## JACOBS

(Continued from p.1A)

He paused for a moment, realizing how traditional his goals are and quickly continued.

"My views — I guess a lot of them sound conservative because I want to have money and a big family, but most of my views are pretty liberal. Maybe what I envision is conservative, but those aren't my views."

Jacobs is well prepared to conform to the traditional image of the businessman he wants to be. "Right now, I'm not a suit and tie kind of guy. I'm sure when I'm in business that I'll be wearing a suit and tie every day because you need to look nice to be able to deal with other people in that effect," he said.

"If everyone else is wearing a suit and tie

and I walk in in shorts and a tee-shirt, nobody's going to respect me and nobody's going to listen to what I say.... I'll do, up to a point, what I need to succeed."

Jacobs plans to live and do business according to his basic values. After a pause, Jacobs defined the point that he will not go beyond in search of success. "I think you have to be honest. You have to be honest with your customers 'cause if you're not, you're not going to have any. I mean, there's ways to get around things and that's not — hopefully — that won't be the route I take ... I'm sure it won't."

Though he projects himself as confident and self-assured, he lets his defenses down for a moment and confesses, "Sometimes I think about the future, and it scares me — thinking about what might be and stuff like that. Maybe I think of it (the future) a little more than other people.

# Would You Buy Kitchen Appliances from this Man?

**Sarah Stettler**  
Contributor

I like to go out with my friends. I like to get wild. But — I don't know. Sometimes my brain just won't stop thinking about it — ways to try to make money. Everything I see — it's like psychotic," UCSB sophomore Greg Wadley said.

Wadley surfs, he parties, he's into sports — but there is something different about him. He has a certain entrepreneurial air about him.

Wadley's motivation comes from a fierce sense of independence combined with a marked distaste for the ordinary. "I hate working for hourly wages. Whenever I get a job, I end up hating it within three weeks," Wadley said over the din at Cafe Roma.

He also has an eye for opportunity. "You see something that works in another town, a demand for something, something that you might need, then other people need it too," he said. When asked about his apparent preoccupation with devising new ways of making money, Wadley said, "It doesn't really bother me that much. It just gets out of hand sometimes when it's (money) the only thing I can think about. It usually goes away. A few beers and it goes away."

At Francisco Torres, where Wadley lived last year as a freshman, there was a large demand for dorm refrigerators but a small supply. The refrigerators F.T. offered for rent were also "really expensive" and the students had to transport them to and from their rooms on their own, Wadley said. So he bought 10 dorm fridges from a refrigerator distributor. He posted signs and waited, but not for long. His hunch was right on the money — the service was appealing, especially to cost-conscious freshmen who didn't want to deal with F.T.'s system.

His refrigerators were newer, cheaper and he offered drop-off and pick-up service — all of which the residence hall's service lacked. He arranged a maintenance agreement with a private company, rented a truck to transport the refrigerators, and delivered

*After the students were done with his refrigerators in June, Greg Wadley retrieved them with few problems. The only difficulty arose during finals, when Wadley found himself sharing his tiny dorm room with 12 refrigerators, which might not have been so bad if they hadn't mildewed. This year, however, Wadley is wiser and more experienced, having learned to leave the refrigerator doors open when not in use.*



RICHARD O'ROURKE/NEXUS

them to waiting customers within a few days of their order.

After the students were done with his refrigerators in June, he retrieved them with few problems. The only difficulty arose during finals, when Wadley found himself sharing his tiny dorm room

with 12 refrigerators, which might not have been so bad if they hadn't mildewed.

This year, Wadley is wiser and more experienced, having learned to leave the refrigerator doors open when not in use. Though he took a \$400 loss last year, Wadley said it comes with the

territory. "It's just something you have to put up with — a loss for the first year or two — to get your business on its feet. I had to skimp a little last year," Wadley explained.

Wadley describes himself as a "diverse, open-minded, laid back dude. Like, probably too laid back."

"I don't get into greek life or anything like that. I just like to meet a lot of people and stuff."

Wadley plans on being successful, but not if it turns him into a new-generation Yuppie. "I'd love to have a lot of money and everything, but if it ever changed me like that

I'd be pretty upset."

"I don't like to think of myself as mainstream — conformist or anything," Wadley continued, "I'd like to be like the mayor of I.V., only with lots of money. You know — the guy who sits around the park listening to his radio all day."

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# The Coupon Tabloid's Jon Crane: Sales Specialist



"I probably work 60 hours a week easily. It's a 24-hour job. I don't clock out. I don't shut off," Jon Crane said from behind the desk of his modest Santa Barbara office Tuesday.

Crane, 24, is publisher of the Coupon Tabloid, printed once a month in San Luis Obispo, San Diego, Santa Barbara and soon Ventura. In conversation, Crane's energy was clearly apparent. He can talk to anyone and make them believe what he says. He'd be a great game-show host.

The work ethic has been ingrained in him since birth, he said. "My father always used the word 'initiative.' He'd say, 'Why don't you just do things? Even if I don't ask you to do them, just do them. You get the hang of it.'"

According to Crane, who graduated from UCSB in 1984, he comes from a family of

hard workers. He lied about his age at 15 to get a job at a deli. "By the time I was 17 I was managing the place at night. I was making \$7 an hour as a high school student. My friends were all at the game on Friday night, but I was working, and I took that real seriously," he said.

Crane sold ads for the *Daily Nexus* for almost four years, a vocation he took to with his trademark energy. "I enjoyed school but I'm not the most academic of people. I played a lot of ultimate frisbee, did some school, and lots of *Nexus*," he said. Crane's experience on the *Nexus* led him to start his first coupon venture with students at Arizona State University, and he said the experience he gained was invaluable.

"I quickly learned I could sell ads all I wanted, but coupons are what really got the merchants to realize that the student dollar is there," he said.

Crane publishes college coupon issues at UCSB and ASU quarterly as well, but when he started the Coupon Tabloid he found it to

require more than selling, his area of expertise. "All of a sudden my job description went from one line to 10 pages. It's all kind of growing and it's taking a lot of effort to keep everything under control," he said, adding that he is adapting to the job.

Money isn't the driving factor behind Crane's ambition. "I don't do it for the fun of it entirely," he said, taking a long pause. "It's a huge challenge. More so than the money. The money is, oh yeah, that too."

Crane graduated from UCSB in 1984 with a communications major and no business training. "Yeah," Crane says, "the only economics class I took a D— in and that's because I begged the professor for the credit."

So how does he manage? "It's a very simple little concept," Crane says, grinning and confident. "You just have to do everything right."

A friend of mine he had it made writing programs for this Silicon Valley computer company not just his own desk but HIS OWN OFFICE decorated and with a window Slick white & grey Prints and a tree (I picked it out— I felt so uptight just sitting in that Slick office that screamed for Something living) He was making TOO MUCH MONEY to bother going back to school so he didn't. So anyways, I went back to see him last week He had just bought A new car and a monogrammed POLO bathrobe Then his company Folded. "They never actually fired me," he explained, "There's just No company." And I laughed Because he'll be alright and I knew he had just learned more about the REAL WORLD from that whole deal That seemed like such a major bitch Than he ever would have at school anyways

By Sarah Stettler

## Networking with Ed Starr

College students want everything done for them. They want their pizzas delivered, their papers typed, and all of the comforts of home — Offer a valuable service to the college student market and chances are it will be a success," recent UCSB graduate Ed Starr said last week.

Like several other student entrepreneurs, Starr doesn't fit into the typical young capitalist mold. He had a C average in school, and spent a lot of time at the beach.

While a senior at UCSB, Starr saw an opportunity for a business of his own. His venture, The Rental Network, started out as an idea discussed over ice cream cones at Lickety Split with a friend. Realizing the potential of the idea, Starr planned to run a small scale operation — an ad in the *Nexus*, possibly a few fliers and then rent a few microwaves.

The idea took hold and expanded when Starr discovered two business contacts willing to provide \$100,000 in financial

backing for a new store, which opened in the fall of 1985.

The original suggestion expanded to include renting TV's, VCR's, refrigerators and microwaves. Since opening, more items have been made available for rent.

By reinvesting the store's profits, Starr and partners were able to open a second Rental Network store in Phoenix, Arizona, for the convenience of the University of Arizona's 42,000 residents. There are plans to open three more stores within the next year, and Starr envisions The Rental Network as a major national chain.

An idea born over an ice cream cone at Lickety Split, business contacts found while Starr ate a chocolate chip cookie in the UCen, and a partnership cemented in the back room of Grandma Gerties — the UCSB community figured prominently in Starr's success. He plans to make Santa Barbara his home, where he wants to retire by age 31.

— Brenda Plummer

## 'Dr.' Lupro Explains the Theory of Schaefer-nomics



As I write this I am standing in line at financial aid payout nursing a boisterous back-to-school hangover. While most people in this line either fret about their financial worries or complain about the length of the line, I'm contemplating the merits of an economic system that could very well eliminate the presence of massive columns of troubled aid recipients.

Economic advice for the "Us vs. Them" decade, that's what I got goin' here. A liquid solution to the lack of liquid assets. The stuff of winos and geniuses. I'm talking about Schaefer-nomics.

That's right, Schaefer, "your invitation to quality since 1842." "America's oldest lager beer," that "family tradition for over two centuries."

I know, I know. You're probably saying,

"Hey man, wait a second. A large part of my financial difficulties are a result of those golden lovelies. You mean to tell me that that's where the solution lies?"

Sure thing, and the beauty of it is that the more you practice Schaefer-nomics, the better it gets and the more sense it makes. Schaefer-nomics also eliminates the major flaws of the two big economic systems being used in the world today. Unlike capitalism, there is no need for cut-throat fiscal-Darwinist competition; any idiot can figure out how to open a can. And, unlike socialism, the Schaeferian Utopia is as close as your nearest well-stocked liquor store.

Three statements should be at the tip of your tongue right now: 1) WOW! 2) Sounds great, pal. 3) How can I play?

It is, in all truth, a very simple concept. Here is the Basic Law of Schaefer-nomics: Convert the price of all goods to be purchased to an equivalent value in Schaefer 12-paks and weigh the relative merits of the two

goods.

Your next question is probably, "Nice theory, but how does one apply Schaefer-nomics?" Open canister using thumb and forefinger. Dab with finger and moisten lips. Gently stroke ... wait a second. I'm sorry, that's how you apply lip-balm.

Here's how Schaefer-nomics works. Say, for instance, you want to buy an F-16 fighter

plane to rid the world of ... whatever. Your basic F-16 without power brakes or windows will set you back about \$14 million. Now let's say a 12-pak of Schaefer beer costs \$5 (it's really much less but I can divide by 5 without the aid of a calculator). Utilizing Schaefer-nomics, that F-16 would translate to 2,800,000 12-paks. Now think of the fun you could have with 2,800,000 12-paks.

Now that you've learned the basic theory, try applying it. Caesar's Palace in Vegas, for example, pays big-name stars like Wayne Newton and Lola Falana hundreds of thousands of dollars to attract customers to

their casino. Now, Wayne Newton is probably worth it, but think Schaefer-nomically. If Caesar instead gave each visitor a complimentary 12-pak, it is highly likely that business would boom.

Let's return for a moment to you, the UCSB student. I recognize that you must eat, and that eating costs money. Schaefer is, after all, simply bread in liquid form. Supplemented with the appropriate vitamins and minerals, Schaefer can become a staple of your diet. And a damn fun one at that.

And best of all, once you begin to apply the principles of Schaefer-nomics, you join that elite group of cigar-smoking, Bermuda-short-wearing Sinatra fans that hang out at the track and spend their spare time trying to solve the world's economic inefficiencies.

So, come on. Accept the invitation to quality. Just pick up the phone (don't dial or anything) and say, "Hello, Schaefer Company? I will be swigging this evening."



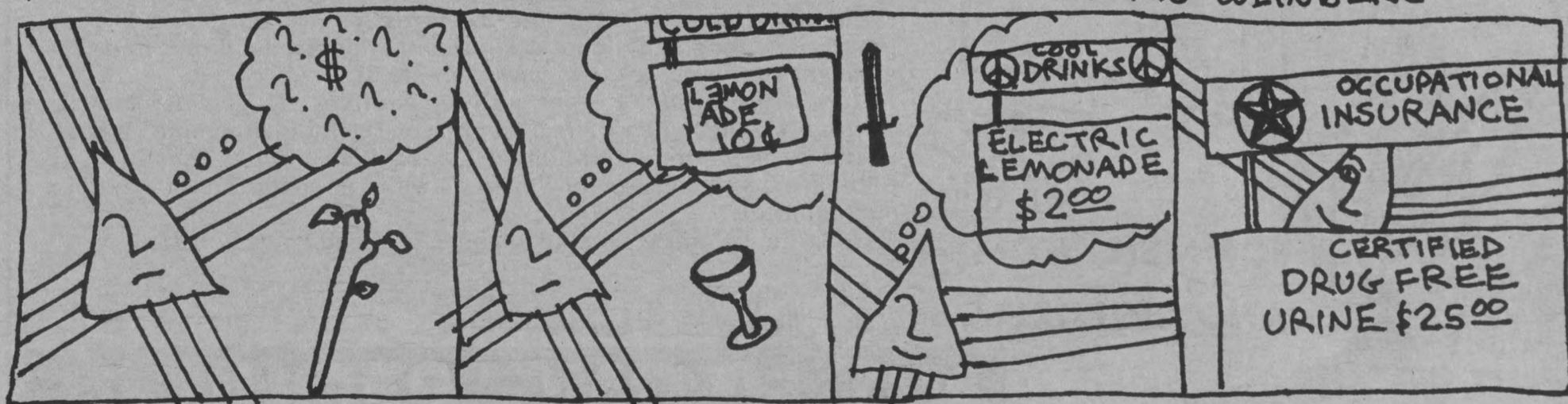
ALEX BASKETT/Daily Nexus



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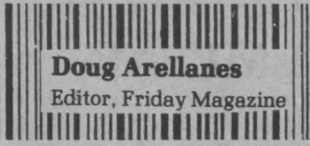
## MYSTIC COMICS (ENTREPRENEUR)

CRAIG WEINBERG



"When we see what people we like will do for money, it is best to be sad and say nothing." — Logan Pearsall Smith

# FM Interview: California Cooler Creator Michael Crete



**Doug Arellanes**  
Editor, Friday Magazine



I really didn't expect to get in touch with Michael Crete. I figured, 'OK. He's a multi-millionaire and he probably couldn't care less about Friday Magazine.' But the first thing the thirtyish UCSB alumnus, better known as the founder of California Cooler, said during our interview Tuesday afternoon was, "Please, don't call me Mr. Crete. Call me Mike, OK?"

Crete made his first blend of fruit juices and white wine in 1972, on a trip to Santa Cruz. He came to UCSB in 1973, and spent one year "in a run-down apartment on Sabado. I bet it's still run-down," he said. He spent his senior year in an oceanside D.P. apartment. Throughout his UCSB career, he blended the drink in tubs on the beach or wherever he and his friends decided to party. So there is a kernel of truth in the ads showing tanned surfers twisting and shouting on the beach.

Mike Crete sold California Cooler to Brown Forman distillers, makers of Jack Daniel's whiskey and other spirits, in 1983 for more than \$100 million. Expecting a yupped-out, thirtyish Michael J. Fox type, I found Crete to be both warm and insightful in our interview.

FM: When I heard you were a UCSB graduate, it led me to wonder if you started California Cooler here. How did it start?

Crete: I had actually made the beverage up in Santa Cruz a couple of years before. I went to the University of Nevada, Reno my freshman year and I transferred to a junior college in Stockton. I actually had the recipe for a couple of years before coming to UCSB.

FM: But you made a lot of the stuff for friends while at UCSB.

Crete: No doubt. Quite a bit. Looking back on it, I really didn't get all I could out of the university. I was a history major, specializing in Communist theory. I had never taken a business class in my life. After Santa Barbara the idea to market California Cooler struck

me. Have you read Ayn Rand's *The Fountainhead* or *Atlas Shrugged*?

FM: Sorry, I haven't.

Crete: You ought to. When I was at Santa Barbara, I read those books and they had a strong effect on me. As a matter of fact, I named my company after *The Fountainhead*. But that's probably straying from the point.

FM: That's OK. What happened next? I understand you sold to Seagram's and made millions of dollars.

Crete: (laughs) Doug, you've got to get your notes straight. I sold California Cooler to Brown Forman, the makers of Jack Daniels, for several million dollars. Actually it was more than \$100 million.

FM: And how much of that did you get to keep?

Crete: (in mock exasperation) Now that's a pointed question. I owned 25 percent of the stock.

FM: So you made more than \$25 million.

Crete: That's fair to say.

FM: And what are you doing now?

Crete: What I have been doing I call diversifying my interests. I have a group of very close friends who are more or less experts in their own areas. We're getting into a lot of different projects — venture capital, where we're putting up money for people with good ideas, some real estate. But I'd say with California Cooler we hit a grand slam in the bottom of the ninth with two outs. I think we can do something substantial again. We're starting new ideas and we'll sell them just as we did with California Cooler. We've got ideas, and that's really what it's all about, ideas that make sense. But they've got to make dollars and cents.

FM: How did UCSB figure in the making of California Cooler?

Crete: I got out of Santa Barbara very unsure of what I wanted to do. My background in history was leading me towards teaching, but I wasn't definite on it. I had no sense of

direction whatsoever. In all honesty, I never got out of UCSB what I should have. I had a lousy frame of mind. It was my fault. I had a 3.0, but I always feel like I could have gotten more out of it.

After graduating in 1975, my first job was in sales. It was for Coors beer, and I would also deliver beer by truck. In 1979 I worked for a winery in the Central Valley, where I ran the distributorship. It was around this time

"I was mixing a batch of the beverage for some friends, and for lack of a better term, a light bulb went off inside my head. I thought, 'Shit! Why doesn't somebody bottle this stuff?'"



FM: No, I haven't. What is it?

Crete: They do car detailing, car washing. Domino's Pizza in particular is a good idea. I mean, when a couple picks the kid up from the child care center and they come home, they're beat up. They're tired. They don't want to cook, but they don't want to go to a restaurant. They call and within a half-hour they have a pizza delivered. Anything you can do to give people an extra 45 minutes per day to look at the blue sky has a better chance of being successful. And that's where the economy is headed. That's terrific that he's taking part in that.

when I was mixing a batch of the beverage for some friends, and for lack of a better term, a light bulb went off inside my head. I thought 'Shit! Why doesn't somebody bottle this stuff!' And that was the beginning of the concept that became California Cooler.

When we started out there were some problems we had to work out, like 'Does this stuff have a shelf life? Should we put it in cans or bottles or kegs? What if it goes rancid?' I stayed with the winery for about a year, and with my general partner Stewart Bewley we started putting the stuff in bottles, and we put it all together. Literally, when we started, what we had to do was do it all by hand. We started from scratch. We had a 15-gallon bin into which we would pour the wine and fruit juices, and a rubber garden hose which we would fill the bottles. We were slopping stuff all over. With \$15,000 we started California Cooler. In 1981 we got our last license, and we bought a 1940s soda

One of the things I've found is that nobody knows everything. The guys who are scary are the ones that are cock-sure, the 4.0 students with masters degrees in marketing. They think they know everything. But most of the time they end up costing you money. Another key to success is to surround yourself with talented people — team players who have the ability to listen. It's been key to my success ... it's a team that makes these things work.

FM: But once people have made their fortune, why should they give any money to charitable organizations? I mean, a lot of people I talk to have this profit-profit-profit mentality without wanting to help people at all.

Crete: You really encounter that?

(See CRETE, p.7A)

## HERNIA SUFFERERS

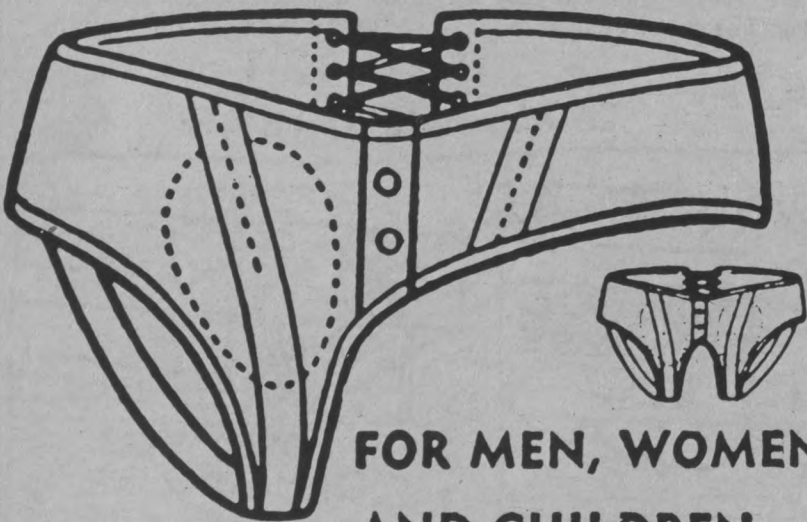


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# WRITE FOR FRIDAY

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Hey! I bet you're in some serious hernia pain right about now. What? No hernia? Well, four out of five dentists surveyed said the best way to prevent hernias is to write for Friday Magazine. And who am I to go against the word of professionals?

Selection processes for Friday writers are becoming more and more selective as we speak. Just this morning, for example, I had to turn down really qualified people, including Phyllis George.

But the rewards. Ah, the rewards of working for a real prestigious magazine. Cool assignments, longer deadlines and you even get your picture along with your story.

Here's the hitch: I want writing samples. If you don't have writing samples, then write a treatise on the following topic; What I would do on a date with Michael J. Fox. Please type. Then bring it to the Nexus offices, under Storke Tower (at least until the next big earthquake).

Gotta go. Cronkite's on the phone. Geez, and I owe him \$10.

Doug Arellanes  
Editor, Friday Magazine

**NO FITTING REQUIRED**

# Apartment Insect Wildlife, Part Two

**B. Douglas Wilhite**  
Contributor



(Editor's Note: Last issue we said Apartment Insect Wildlife would be in two parts. Well, we lied. Now it is in three parts, and the last segment will appear in the next issue of Friday Magazine.)

Last issue, gentle listeners, we ended the first Apartment Insect Wildlife segment with the silverfish (which has several segments in its antennae) and we talked about what it looks like and what it likes to eat but most importantly we talked about how to kill it.

Now we move on (actually I will; you just sit and read). This second segment will discuss the cockroach and the flea. Now. Without further do-do, THE COCKROACH.

## The Cockroach

Cockroaches are classified in the order Blatteria (or Orthoptera), family Blattidae. Most cockroaches are born under the astrological sign Pisces, which is a water sign and cockroaches like water. The word cockroach is a corruption of the Spanish palabra, "cucaracha." A corruption, I must note, that took place in a Chigago nightclub at 9:59 a.m. on Columbus Day, according to police reports.

Unchanged for three hundred twenty-million years, these extremely monotonous creatures have not bothered to adapt to anything man has created in the last few years — not even television, although there is a type of roach that chews on the wires inside the TV set. The only thing man does for the roach is make more trash more accessible in more places — even dinosaurs couldn't do that. Anyway, roaches have not changed for blah-blah-blah years; they prefer to be about a half an inch long (although there are some tropical species, which nibble on the arms of little sleeping island kids, that are up to three inches long) with shiny, leathery, oval bodies. (Somehow that's mouth-watering, isn't it?) They have thread-like antennae that help them see food in the dark.

Like I said a while back, cockroaches (roaches for short) were around a long time ago. It appears that they flourished about the Car-

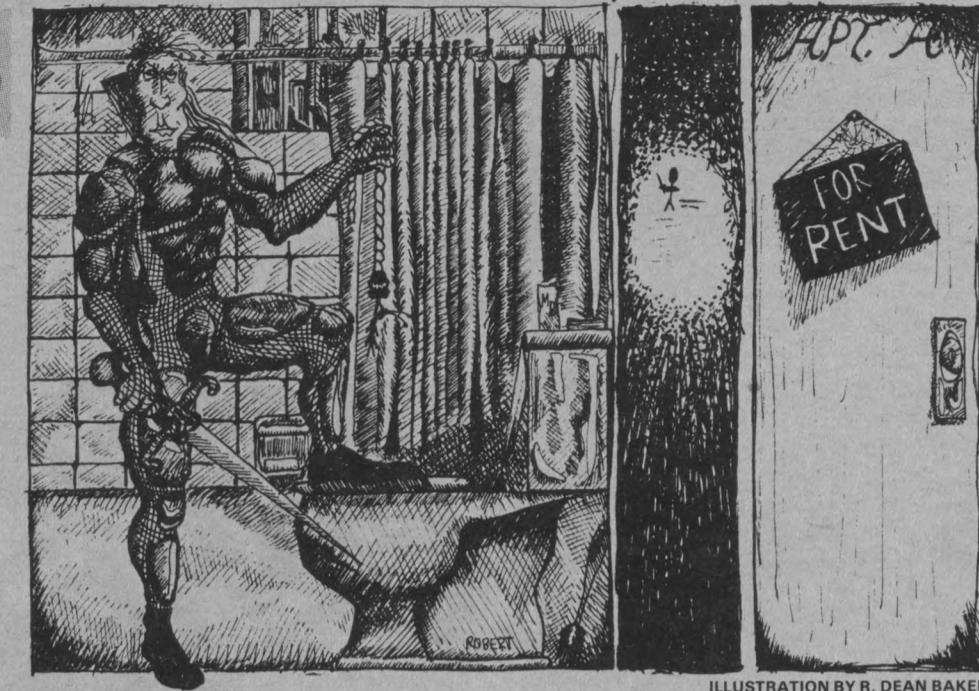


ILLUSTRATION BY R. DEAN BAKER

boniferous Period of earth history and established insect civilizations wherever decomposing organic matter was under the threat of communism.

The Carboniferous Period was a post-Devonian Period in which after an interval the continents again were depressed and their lower parts covered with the shallow seas. Many Geological Rock Psychologists maintain that this was the saddest moment the earth has had to date, as the other planets, already formed, were teasing the earth about its shallow seas. It has been said that Jupiter, the big bully of the planets, was the worst of the bunch in those days but now that the earth hurls satellites and radio waves everywhere, relationships among the planets have cooled down considerably. In fact the whole universe is slowly cooling down ... Aren't you glad the other planets don't know that we humans can explode the earth into bits? Think of what Jupiter would say?

When man appeared on earth, according to Darwin, as a monkey's baby, they developed and developed, unlike the monkeys who remained monkeys (live-in tree surgeons) since "day one." When man finally invented the slum dwelling — somewhere in Europe — according to the roach bible, this was the coming of their cockroach messiah ("messiah" is a rough Roachish translation; to be more specific this was the coming of their "divine compost bringers").

An obscure German sect of roaches (*Blatella Germanica*) make pilgrimages daily by oil tanker to Croton, New York

where they pray in droves around the town's water pipes. Scientists still try to figure it out.

Another type of cockroach, the cricket (also referred to as "the super roach") is considered, by some smart and clever idiots, a slight advance in roach evolution. They were the first to introduce the concept of art to their primitive brothers. While roaches wallowed in trash, crickets have developed a style of music which we humans call "chirping." They have also acquired the human habit of singing in the shower but they aren't big enough to turn the water on. Their presence in the bathroom seems to be the only reason humans should not like crickets.

I don't like them because my carpet is green and they think it is grass so they come into my room to sing on it. Like some humans they also sing to get female attention, and I don't want crickets picking up lady crickets and mating with them in my room. That's cricket nasty.

One of the main reasons why the cricket is called "the super roach" is because they have extremely strong legs. It is said these "super" appendages developed from the direct insect descendants of a small group of roaches infesting a child's crystal escape capsule, en route to earth, from a planet called "Krypton." These descendants were said, by roach scholars, to be "mild-mannered" roaches and they kept to themselves, away from the decadent roaches, in the grass "chirping" and dancing. Although the ancient cricket dances have been lost in the mists of time, what remains, as a tell-tale

sign, are the special back legs they have.

Now, in our present-modern-world-already, the crickets use the legs for jumping from humans armed with \$20 Swedish Tretorn sneakers. This cricket idea of jumping was learned from the fleas (this explains why some crickets are called "dinosaur fleas") who fascinated the crickets by "disappearing" in one place and "reappearing" in another. Unfortunately, the crickets did not understand that it was the small size of the fleas which made fleas appear to disappear when they jumped and even to this day crickets think that they turn invisible when they jump. Some really stupid crickets maintain that when they freeze, becoming very still, they become invisible.

Smack. Dead cricket.

Well, it looks like I am running out of room again. Please read my next ten dollar ditty which discusses: i) Techniques of Roach Combat; ii) The Flea; and iii) there is no third subject. Aloha!

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# CRETE

(Continued from p.6A)

FM: Yeah, I do. And it disturbs me.  
Crete: Yeah. That's really shitty. People have to realize that giving was what our country was founded on. I love this country.  
FM: What charities do you support?  
Crete: I've done some work with the Boys' and Girls' Clubs in the Central Valley and I'm

very involved in the local Hospice society. But I feel like I haven't done a heck of a lot. I'm going to do more.  
FM: So besides more involvement in charity, what can we expect from Mike Crete?  
Crete: Well, I really can't say a lot about it. It's going to be in the service-restaurant area.  
FM: The next Chuck E. Cheese?  
Crete: No, it'll probably be more like Domino's. But that's all I'd rather say.  
FM: But it'll be big.  
Crete: I sure hope so.

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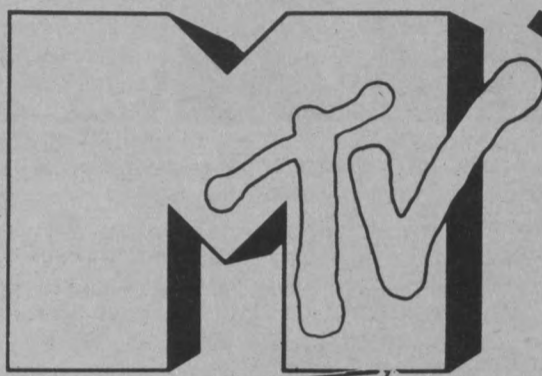
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