

"WE HAVE OUR PREVENTATIVE TECHNIQUES (AGAINST SHOPLIFTING). WE'RE NOT GOING TO LET ANYTHING JUST SNEAK OUT OF HERE. WE HAVE A HIGH-TECH METAL PIPE AND A HIGH-TECH CAN OF MACE TO KEEP THAT FROM HAPPENING."

Chris Bickel
Co-owner,
New Clear Days

Wave music," Chris said. "Anyone who hasn't heard it must seek it out."

Besides selling records, CD's (new and used) and other "collectible items" all day, Dan and Chris have other stakes in the music industry. Both are members of local bands.

Dan, who was a member of the now-disbanded Lay Quiet Awhile, is working on a new recording project.

"I'm working with a drummer named Mike and a singer named Molly," Dan said. "We are hopefully going to do a release that will be out this spring. It's a low-key kind of thing."

Chris, however, is not so low-key. He sings in the punk band In/Humanity. He is also with Anachrid, an experimental music project that is also trying to do some work with Stereo nucleosis Records.

"When Chris does Anachrid, he steals my music, puts it on four-track, slows it down and adds effects," Dan said. "But it is flattering to have it stolen and changed from a pop song into an amazing

Chris creation."

Because both are area musicians, they support other local bands, artists, smaller record labels and even the university's radio station. In fact, Chris worked as a disc jockey at WUSC at one time.

"I was a DJ briefly," Chris said. "I did an experimental show, which I'm sure under the present Student Media leader's guidance wouldn't have existed."

The WUSC controversy not only concerned Dan and Chris as former DJ's and students at USC, but also as musicians and small business owners. They relied on WUSC's old format and listeners to encourage their business.

"What happened at WUSC is a complete travesty and terrible for the business community," Dan, who still attends USC as an International Studies graduate student, said. "Certain area businesses depend on having a station that plays a particular type of music to reach customers. Also that station has helped us out and a number of local bands."

Aside from resurrecting the old

WUSC, Chris and Dan have other goals, specifically for New Clear Days. They would like to sell t-shirts, more music and videos and, eventually, get new carpet.

"We'd like to get a new sign, too," Chris said, referring to replacing the paper one that adorns the store's front windows. "We want a huge neon sign with light bulbs all around it — a theater marquis."

All of this have to wait. In the meantime, however, work is in progress for getting some bands to play inside New Clear Days. This might be just the ploy the store needs to advertise without spending much money.

"The hardest thing for a small business is getting the word out without having a lot of money to spend," Dan said. "We'd much rather spend our money on stock than ads for New Clear Days."

Chris agrees that the store does not necessarily need to buy expensive advertising to make New Clear Days successful. "Yeah, well, the kids know where it's at," Chris said. "That's our motto."

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