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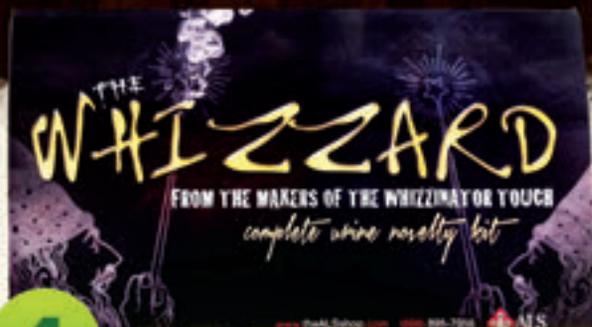
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1

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4

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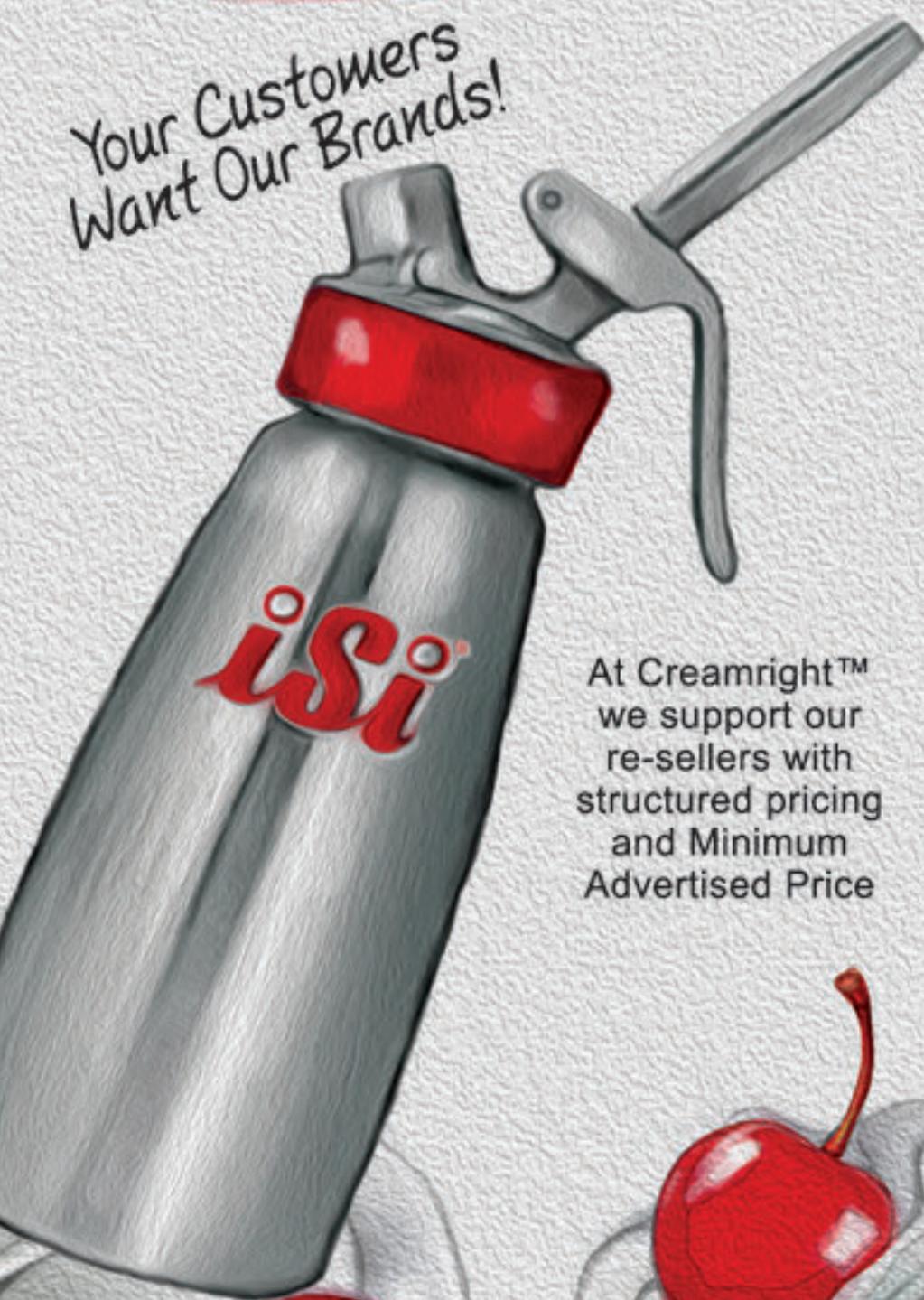
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Welcome September 2017



With summer day's sadly on the wane and with the busy holiday season approaching, it is time to kick your end of the year planning in high gear! It's hard out there to be a retail shop. You've got customers to serve, bills to pay, appearances to keep up, lights to keep on, vendors to please, employees to please, and a whole host of other things to take care of...But HQ is here to offer some suggestions to help get folks into your store, buying things and having fun. Consider them a brainstorm—a place for jumping off into new ideas that will inject some life into your storefront. Don't forget to let us know what you think. We'd love to come up with some suggestions for a theme that makes sense to you.

Next, stop by the HQ Smoke News section to see what's going on around the country! A sneak peek into this month's news... "It might sound like a scene from a horror film, but emergency medicine physicians at UC Davis Medical Center report seeing young, often college-age patients come in once or twice a day vomiting multiple times an hour and screaming uncontrollably." Reefer Madness! Stay tuned for more!

Synthetic urine - it's something you may not give a piss about. But if you do, then you should know that Serious Monkey Bizzness has been an innovator of synthetic urine from the very beginning by creating a formula that perfectly replicates human urine. HQ goes behind the scenes with owner Doug Harrison...wanna know what all the fuss is about? Check it out on page 48.

Now, for all of our valued clients...next month, HQ will launch its annual holiday issue and it's one you don't want to miss! Not only is it the prime-time shopping guide for all end of the year sales, it will also be featured at Champs in Denver, Colorado this September! Call our offices today for rates and promos at 505-275-6049.

Thank you all for your support and loyalty and we hope to see you next month in Orlando for Champs and SSE.

Cheers.

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**Advertising Executives**  
 Contact any salesperson at 505-275-6049  
 Monica Frésquez Jessica Arviso

---

**Sales & Communications Director**  
 Sandy Caputo 505-275-6049

---

**Art Director**  
 Guillermo

---

**Contributing Writers**  
 Austin L. Darin Dock Tanya David  
 Ray Burt Hickory Madden Pogge

---

**Executive Assistant**  
 Richard DePriest

---

**Billing** 505-275-6049 **Information** adinfo@headquest.com **Fax** 505-275-6510

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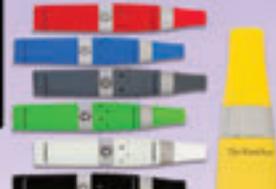
### Kind Pen Dream



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- WP1486 - Gold
- WP1487 - Rose Gold
- WP1488 - Black/Gold
- WP1489 - White/Gold
- WP1490 - Pink/Gold

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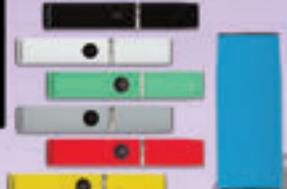
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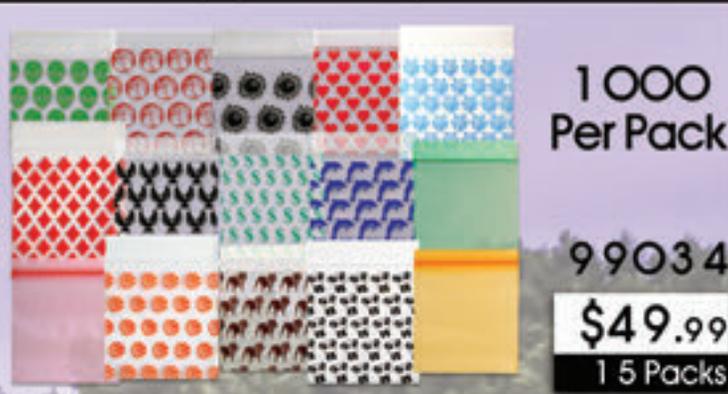
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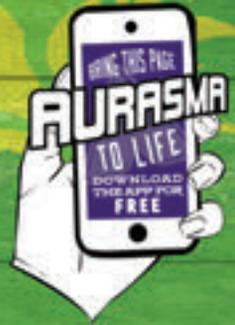
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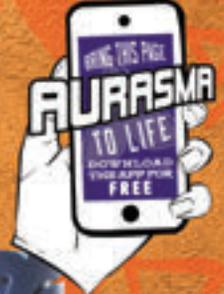
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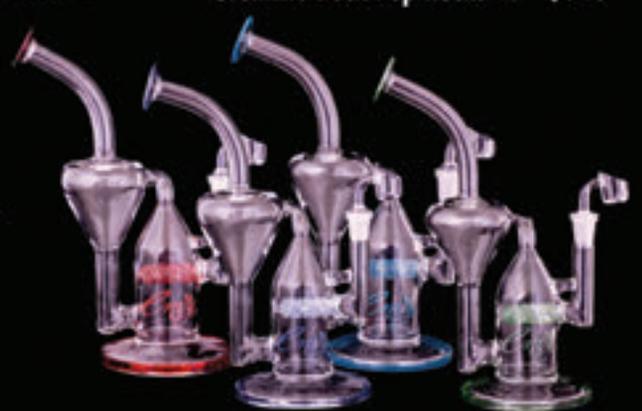
envy-22 65mm  
Stemline Pop Rocks 15" \$95

envy-23 50mm  
Stemline Puck Pop Rocks 17" \$115

envy-24 65x38mm  
Stemline Puck Pop Rocks 17" \$140



envy-25 50mm 10  
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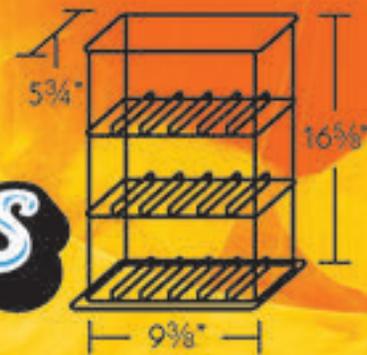
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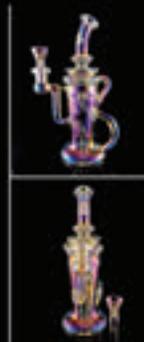
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# TIMING IS EVERYTHING

## ROUND THE CLOCK SALES STRATEGIES

**W**hat are the busiest times at your store? According to data compiled by Simmons Market Research Bureau, between the hours of 2 pm and 4 pm on any given Saturday or Sunday, you can find 11.6 percent of Americans out shopping. The second highest amount of traffic occurs during the weekend lunch rush from noon to 2 pm. As most people work during the weekdays, they're likely to stay out late shopping on weeknights with 2.3 percent making purchases between 8 p.m. and 10 p.m. Monday through Thursday.

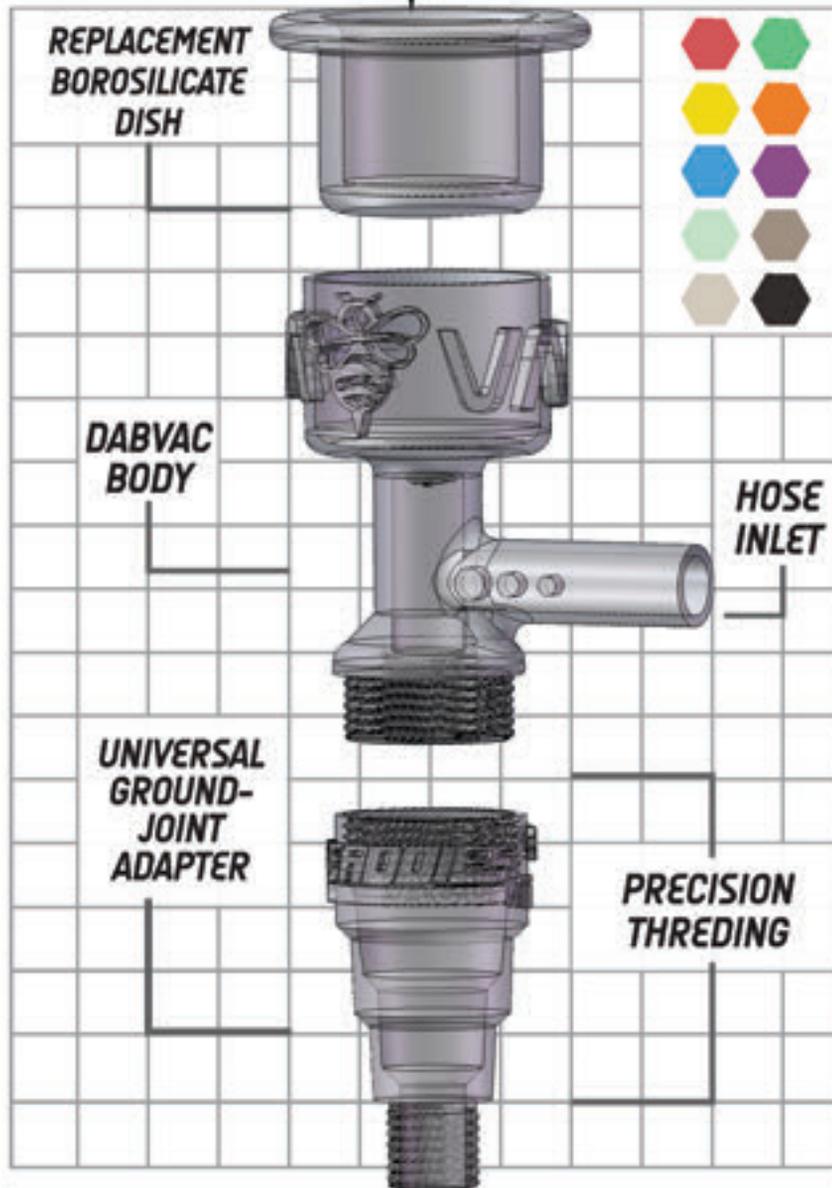
### **So what does this mean to you? If the patterns hold true for your smoke shop, it should help you to devise effective sales strategies.**

Weekends are a given. If that's when the big rush is happening, you'll want to make sure that you have your staff on target to handle the rush. It's also a good time to put your higher priced merchandise front and center. This might also be the point in the week when new customers are finding their way in, so make sure to do your best to encourage them to return - give a "return visit" coupon with a purchase (or even without).

Lunchtime is a great time for a flash sale. You may recall the "blue light special" at K-mart when a specific item was on sale for a limited time — same idea here. Use the lunch rush as your sale time for a discount on a new product line or even to unload slow selling items. Get customers excited by posting your flash sale on social media first thing in the morning. If you have customer emails, send out a VIP invitation.

Lets face it there's not a lot to do on weeknights. If people are using evening hours to do their shopping, make it special for them. Host a local artist (glass or otherwise) for a meet and greet. The artist will love the public space to showcase thier work (and surely promote it on their social media), and you'll increase foot traffic as a result. If the artist has pieces that you don't normally carry (paintings, drawings, etc) you may want to consider negotiating a commission rate for any pieces that sell while displayed in your store. ❖

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# Behind the Scenes

BY DARIN BURT



Synthetic urine – it's something you may not give a piss about. But if you do, then you should know that Serious Monkey Bizzness has been an innovator of synthetic urine from the very beginning by creating a formula that perfectly replicates human urine.

“We pride ourselves in setting our product apart from a lot of the synthetic urine on the market,” says company owner Douglas Harrison, who has been involved with the industry segment for fifteen years. “People think all synthetic urine is the same, but it's not.”

One of the main differences, and one where quality comes into play, is that “Monkey Whizz” as it's called, is capable of growing bacteria. Why is that a positive thing? As Serious Monkey Bizzness explains on their FAQ page: Other products are not as complete as ours. Ph-balanced colored water does not grow bacteria. All human urine will grow bacteria after it leaves the body. Our urine is formulated to do the same. If your sample is sent on to a laboratory for further analysis, you would not want it to arrive there bacteria free. That would be a clear indication that it isn't real.

“We don't use any preservative or biocide, which many companies do - what that does is kills all the bacteria in the product and allows it to sit on the shelf without going bad,” Harrison says. “We use a process that kills the bacteria, but doesn't add any longterm preservative, therefore, it sits on the shelf without growing bacteria, but the minute you open it, reacts just like real urine being exposed to air, and bacteria growth starts.”

“If somebody is looking for that real urine experience, then it would resemble urine more-so than some of the other products on the market,” Harrison adds. “Our product even has a slight urine scent, whereas with others, when you pour the liquid out of the bottle it smells like plastic.”

continued on page 58

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# WACKY *September* HOLIDAYS

- 1** Emma M. Nutt Day, the first woman telephone operator
- 1** National Cherry Popover Day
- 2** International Bacon Day - Saturday before Labor Day
- 2** VJ Day, WWII
- 3** Skyscraper Day
- 4** Labor Day First Monday of month
- 4** Newspaper Carrier Day
- 5** Be Late for Something Day
- 5** Cheese Pizza Day
- 6** Fight Procrastination Day
- 6** Read a Book Day
- 7** National Salami Day
- 7** Neither Rain nor Snow Day
- 8** International Literacy Day
- 8** National Date Nut Bread Day - or December 22!?
- 8** Pardon Day
- 9** Teddy Bear Day
- 10** Grandparent's Day - first Sunday after Labor Day
- 10** National Pet Memorial Day -second Sunday in September
- 10** Sewing Machine Day
- 10** Swap Ideas Day
- 11** 911 Remembrance
- 11** Eid-UI-Adha
- 11** Make Your Bed Day
- 11** No News is Good News Day
- 12** Chocolate Milk Shake Day
- 12** National Video Games Day - also see Video Games Day in July
- 13** Defy Superstition Day
- 13** Fortune Cookie Day
- 13** National Peanut Day
- 13** Positive Thinking Day
- 13** Uncle Sam Day - his image was first used in 1813
- 14** National Cream-Filled Donut Day
- 15** Make a Hat Day
- 15** Felt Hat Day - On this day, men traditionally put away their felt hats.
- 15** POW/MIA Recognition Day - Third Friday of September
- 16** American Legion Day
- 16** Collect Rocks Day
- 16** Step Family Day
- 16** Mayflower Day
- 16** Mexican Independence Day
- 16** National Play Doh Day
- 16** Working Parents Day
- 17** Citizenship Day
- 17** Constitution Day
- 17** National Apple Dumpling Day
- 17** National Women's Friendship Day - third Sunday in September
- 17** Wife Appreciation Day - third Sunday in September
- 18** National Cheeseburger Day
- 19** International Talk Like A Pirate Day
- 19** National Butterscotch Pudding Da
- 20** National Pepperoni Pizza Day
- 20** National Punch Day
- 21** International Peace Day
- 21** Miniature Golf Day
- 21** World Gratitude Day
- 22** Autumn Equinox - Fall begins!
- 22** Business Women's Day
- 22** Elephant Appreciation Day
- 22** Hobbit Day
- 22** Native American Day - fourth Friday of the month
- 23** Checkers Day
- 23** Dog in Politics Day
- 23** International Rabbit Day - Fourth Saturday in September
- 23** Oktoberfest begins in Germany - date varies
- 24** National Cherries Jubilee Day
- 25** National Comic Book Day
- 26** Johnny Appleseed Day
- 27** Crush a Can Day
- 28** Ask a Stupid Question Day (one of my favorite days)
- 28** National Good Neighbor Day - Always September
- 28**, previously the 4th Sunday in month
- 29** Confucius Day - Try your luck. Get a Fortune Cookie.
- 30** National Mud Pack Day

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# Smokin' News from across the country

## Smoken Spoken

"As a physician, I believe (research) is going to show (marijuana) is really not helpful in a whole lot of diseases. What will be shown to be helpful are actually not the whole marijuana plant but purified components of marijuana, like CBD or THC."

Rep. Andy Harris, M.D., Rolling Stone Magazine

## How high is too high to drive?

A Billings, Montana man charged with vehicular homicide while under the influence of marijuana is challenging the state standard at which a person is considered to be under the influence.

Public defender Gregory Paskell says the THC blood level set by the state is arbitrary, and he's asking that the charge against Kent Roderick Jensen be dismissed.

Jensen, 20, is charged in the 2016 death of motorcyclist Jashua Fry, The Billings Gazette reports. Court records say Jensen pulled out onto a road without seeing the motorcycle, causing the fatal crash. Jensen's blood contained 19 nanograms per milliliter of THC, the active ingredient in marijuana, court records said. State law says a person is under the influence with a blood level of 5 ng/mL of THC.

"There is no science to back up the 5 ng/mL level as a level that indicates impairment in a sizable enough portion of users to make it a standard for everyone," Paskell wrote.

Montana is one of 18 states with marijuana-specific impaired driving laws, according to the Governors Highway Safety Association. A dozen states have zero tolerance for marijuana or its metabolites.

## Veterans win battle for medical marijuana

The U.S. Senate Appropriations Committee adopted an amendment in July to allow military veterans to obtain medical marijuana recommendations through the Department of Veterans Affairs.

"This is just the first of what will likely be a series of cannabis votes on Capitol Hill this year, and we expect to continue seeing strong bipartisan margins in sup-

port of scaling back federal prohibition," Tom Angell, founder and chairman of Marijuana Majority, said in a statement. "That's because a growing number of senators and House members represent constituents who have voted at the ballot box to enact new marijuana laws that stand in stark contrast to outdated federal laws."

## High time for decriminalization

A new report by the Drug Policy Alliance (DPA) says the time is ripe to change drug laws.

Polls of presidential primary voters last year found that substantial majorities support ending arrests for drug use and possession in Maine (64%), New Hampshire (66%) and even South Carolina (59%). In 2016, the first state-level decriminalization bill was introduced in Maryland and a similar version was reintroduced in 2017. The Hawaii legislature, meanwhile, overwhelmingly approved a bill last year creating a commission to study decriminalization.

Each year, U.S. law enforcement makes at least 1.2 million arrests simply for drug possession. On any given night, there are at least 133,000 people behind bars in U.S. prisons and jails for drug possession – and 63,000 of them are held pre-trial.

"Removing criminal penalties for drug use and possession will increase opportunities for people to get help," said Emily Kaltenbach, senior director of national criminal justice strategy at the Drug Policy Alliance. "Today, people who need drug treatment or medical assistance may avoid it in order to hide their drug use. If we decriminalize drugs, people can come out of the shadows and get the help they need."

## Reefer Madness?

It might sound like a scene from a horror film, but emergency medicine physicians at UC Davis Medical Center reports seeing young, often college-age patients come in once or twice a day vomiting multiple times an hour and screaming uncontrollably.

"They keep moaning, shouting and yelling after they vomit. It's very dramatic. It sounds like someone is dying," Dr. John Richards, an emergency medicine physician and professor at UC Davis told the Sacramento Bee. The diagnosis came from

a 2004 study when Australian doctors identified a connection between daily marijuana smoking and recurring episodes of vomiting and abdominal pain.

The condition is known as cannabinoid hyperemesis syndrome, or more simply CHS, and doctors believe it's caused when cannabinoids in marijuana – a chemical that bonds to receptors in the central nervous system – bombard neurotransmitters, causing an imbalance in the body's regulatory system. The physical pain and psychological stress of resulting repeated vomiting can send people into the hospital writhing and screaming.

The U.S. Centers for Disease Control and Prevention has seen increased occurrences of the condition since the legalization of marijuana. Not a single case has been reported after ingesting edibles, however. The reason is likely do to the fact that eating marijuana releases cannabinoids at a much slower rate.

## FDA blocked from retroactive e-cig testing

Legislation approved this week by the Senate Appropriations Committee would prevent the FDA from requiring retroactive safety reviews of e-cigarettes already on the market. It would exempt some premium and large cigars from those same regulations. The provision to undercut the FDA rules was attached to legislation funding the agency's budget for the fiscal year starting in October.

Supporters say implementing such regs would effectively force smaller e-cig manufacturers out of business rather than undergoing expensive testing. On the flipside, opponents contend that by barring regs, the FDA would never be able to put the genie back in the bottle, so to speak, unable to regulate – or even know what is in – these products, forever.

The FDA rules will require e-cigarette brands marketed since February 2007 to undergo premarket reviews retroactively. The FDA will then ensure the product is "appropriate for the protection of the public health." If not, the agency could take it off the market. ❖

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Another difference between Serious Monkey Bizzness and similar products is that while their name includes the word “serious,” they like to have fun with the packaging and marketing. Their packaging designer is also a comic book illustrator, and they created a spokescharacter named Omar – obviously a monkey, but one that wears a Hawaiian shirt, sunglasses and sports a goatee. When it first hit the market, retailers either loved or hated the concept.

“There were stores that I’d dealt with for a long time who said it would never sell strictly because of the name. They were like, nobody’s ever going to buy something called, ‘Monkey Whizz,’” Harrison says. “Believe it or not, we’ve had people seriously ask if it’s made from real monkey pee.”

Ironically, the store that gave the product a negative review, is now one of the company’s best customers, and Serious Monkey Bizzness is the only synthetic urine that they sell. As the word of mouth buzz about the product grew, more stores – upwards now of 300 in the U.S. and Canada, obliged their customer requests for the product.

“We let the product sell itself, and we pride ourselves on customer service – we talk to customers and answer our 800-number ourselves when we’re in the office. It took a long time to build up the customer base that we have, but now we have a lot of repeat and loyal customers on both the retail and wholesale side.”

The realism factor goes beyond just the synthetic urine. The “Monkey Dong” is one of the most lifelike strap-on urinating devices on the market – the prosthesis is made by a well-known adult toy company. Available in six natural colors that match any skin tone, the Monkey Dong uses a unique silent internal valve that controls the flow of urine with a simple squeeze of one hand - just like the real thing. SMB put a lot of thought into the development of the products, and improving on them; from a more concealable shaped bottle to more comfortable elastic straps for a more wearable delivery system.

*continued on page 72*

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BOX OF 50



BOX OF 24



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By Darin Burt

# Glassblowing



## RAY WALMSLEY

*aka Sea Shakes*



**T**ravel the world – from the U.S. to Canada and across the ocean to Amsterdam, Morocco, and Germany, and you'll discover glass pieces created by Ray “Sea Shakes” Walmsley. Not only are his creations in smoke shop showcases, but he's buried marbles at the four corners of the pyramids in Egypt, and he even dropped a bag of marbles into the middle of the Bermuda Triangle.

The map to being a full-time glass blower for Ray started years ago following the Grateful Dead. Back then he was peddling hemp jewelry and tie-dye T-shirts that he handmade, but it was a chance meeting at a Florida music festival with “Dan the Glass Man,” a retired Disney World glass blower, that got him into glass arts. With the skills Ray learned from his mentor, he began making marbles and pendants for his jewelry. Within a few months he transitioned full-time into creating functional glass pipes.

This was in '04 before social media had really caught on, so along with selling to local smoke shops in Orlando, Ray established the value of his pieces at concerts, beaches and walking through downtown on party weekends.

*continued on page 78*



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*continued on page 80*



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# Shop of the Month



As the crow flies, the shortest distance between California and Pennsylvania is 2,271 miles. When Tim and Holly Golder opened Good Habits in the town of Lewisburg, part of the idea was to bring a bit of the West Coast style to the east.

“Going into head shops in other states, specifically in California, everything seems to be handmade and local, and the art these just blew my mind,” Tim says. “All of our glass, jewelry and clothing is American-made, and we go out of our way to know where everything that we sell comes from.”

continued on page 74

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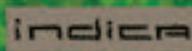
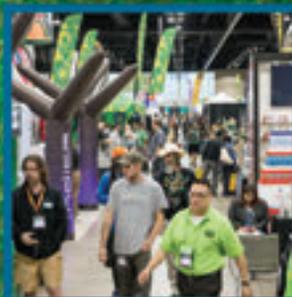
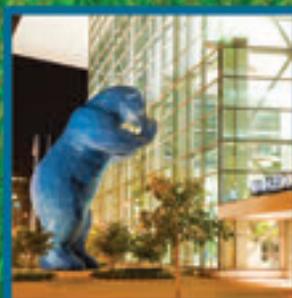
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**Friday night will be for distributors and wholesalers only.  
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“We feel that we have a product that can not be improved. It's as good as it gets — we use all medical-grade materials and manufacture everything on-site here in the U.S.,” Harrison states.

So now the question that you've all been asking — who buys synthetic urine? Some people it has been reported have used fake pee in place of the real stuff to cheat drug tests. At least 14 states have come up with a patchwork of laws to prevent cheating on drug tests.

“We don't condone the use of our product for anything illegal,” Harrison states, “however, the product is exactly like real urine, and it will do anything and everything that normal urine can do.”

Serious Monkey Bizzness is in fact marketed as a novelty product. It can be used to prank a person into thinking that they're a bed wetter (always good for a laugh and an ass beating). There's also a fetish community that's into performing a sexual act known as the “golden shower” that finds synthetic urine much easier to deal with than the real thing.

As smoke shops cater to people with alternative tastes, synthetic urine products like Serious Monkey Bizzness fits right into the mix. And that's one of the reasons that Harrison enjoys being involved with this community and giving them a quality product — for whatever use they desire.

“I enjoy talking with people on the phone and meeting them at the trade shows. It's a community of a lot of interesting and artistic people who are open-minded and accepting of different views and lifestyles.” \*

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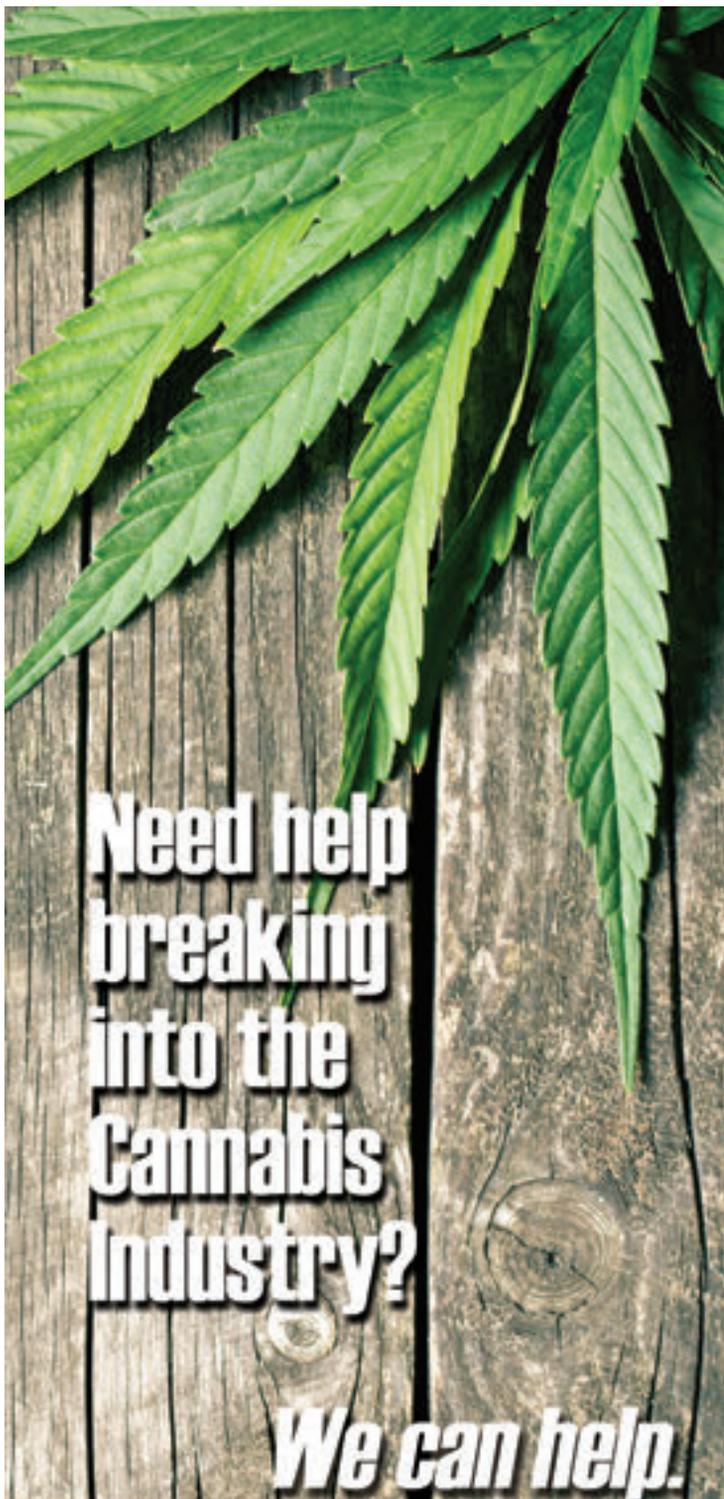
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Tim and Holly like to think of their business as an all-encompassing “lifestyle” store. “It’s more than just glass, clothing and jewelry. . . we pretty much have everything,” Tim says.

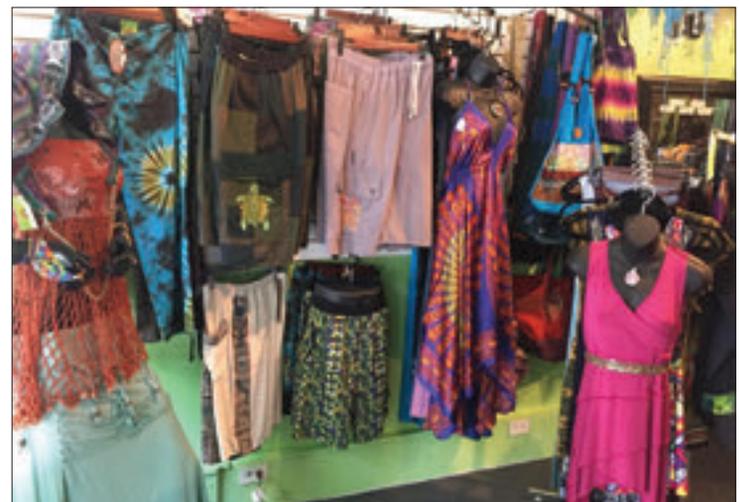
The way that Good Habits is designed, all of the glass and smoking items are in the rear of the space, with the jewelry, clothing, tapestries, and metaphysical items up front. It’s currently an 18-and-over store, but Tim and Holly are in the process of remodeling so that the glass can be in a separate room, and thus allowing a wider range of customers through the door.

One of the Good Habits that Tim and Holly promote is the use of CBD hemp extract oil. They carry CBD products ranging from edible to vappable to skin salves. . . and even treats for pets. Their two most trusted CBD companies are Charlotte’s Web and Nature’s Way.

“The uses for cannabinoids are so wide ranging that everybody comes into the store for this now,” Tim says. “The local pharmacists tell people about our store, and there’s a group of autism doctors that come in and clean us out on our information and buy our tinctures to resell to their patients”.

“People come in because they need information, and we just say that it’s been found to be helpful. On the same note, multiple people have come back to tell us about the relief they’re gotten from using the products,” Tim says. “It’s an incredible feeling to know you’re helping people.”

*continued on page 87*



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# Giveaways & Promos

# OCTOBER

It's hard out there for a retail shop. You've got customers to serve, bills to pay, appearances to keep up, lights to keep on, vendors to please, employees to please, and a whole host of other things to take care of that a humble trade publication like Headquest wouldn't even think of in an intro to a goofy piece like this. But what we can do is offer some suggestions to help gets folks into your store, buying things and having fun. That's the idea of this new monthly column which will detail a handful of promotional sales ideas for your store. Consider them a brainstorm—a place for jumping off into new ideas that will inject some life into your storefront. And let us know what you think. We'd love to come up with some suggestions for a theme that makes sense to you.

- 1. World Vegetarian Day (Oct. 1)** — Meat eaters have it easy. They've got loads of holidays, and garish t-shirts, and "meat weeks" and all manner of nonsense. Hell, whoever does bacon's PR should be given a raise—never have we seen such a distinctly overrated food. But this isn't about foodie civil wars. This is about celebrating vegetarians. You can, and you should. Have veggie snacks for your meat-averse customers. Challenge them to bring in vegetables from their garden and hold a county fair of sorts! Veggies are good for us, after all. Take the advice your grandmother gave you when you were young and tell your customers to eat their vegetables.
- 2. Oktoberfest (Oct. 2)** — While the dates varies for this festival that originated in Bavaria, most can agree that it should happen in late September or early October. And what you can do with Oktoberfest is you can have your customers wear lederhosen. That should be your goal. The more lederhosen, the better. And anyone who wears it should get some kind of reward. Also, get some beer. Preferably beer in cartoonishly large mugs like they drink out of in Germany. You'll be surprised how many people will show up for the lederhosen and the beer. And once they're there, they'll buy things. Bingo.
- 3. World Teacher Day (Oct. 5)** — Is there a more underrated hero in our world than a teacher? (Spoiler alert: no.) More than that, these thankless folks toil day in and day out dealing with little monsters and turning them into decent humans (most of the time). What better way to celebrate than by giving back to them for their hard-earned service. Discounts are easy, of course, but maybe come up with creative ways to get them into the store and make them feel special. You could encourage students to purchase gift cards for their teachers, for instance.
- 4. It's My Party Day (Oct. 11)** — This one is almost assuredly a crock dreamed up by a bored 7th grader somewhere in Wyoming, but who are we to judge? It also happens to be an easy way for you to show off the uniqueness of your store. It's your party, after all. But maybe consider turning the spotlight back on your customers. How would they like to party? Give them the decision-making power and they'll appreciate it. They'll also come to your store. At the very least, use this as an excuse to play that great teen pop song from the 1960s. Your customers will cry if they want to.
- 5. Halloween (Oct. 31)** — This is the obvious one, perhaps, but it's also the most fun holiday of the year. (Listen, don't dispute us on this, ok, just accept it.) There are plenty of ways to take advantage of this holiday for your business. Try holding a costume contest, for starters. Or even just giving a discount to anyone who dresses up. A pumpkin carving contest is another fun way to promote your establishment. Play "The Monster Mash" and hold a dance-off. Or let the spirit move you in any other number of ways—that is, so long as they're sufficiently mischievous.

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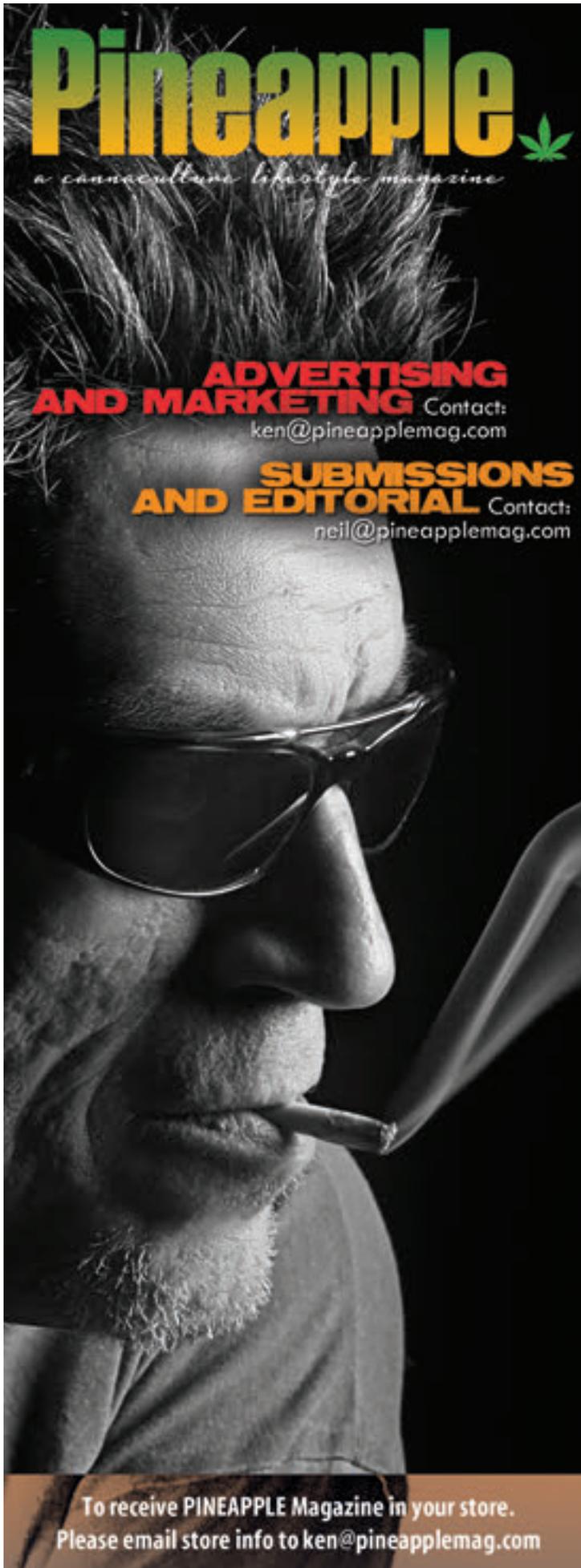
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## Glassblowing continued



“It was a lot of legwork. I remember coming home many times with the tips of my toes to my heels covered in blisters,” Ray recalls. “It’s turned out to be a wonderful journey, though, and I wouldn’t trade it for anything.”

Ray’s home is literally his studio. There are no sofas or chairs, just wall-to-wall glass blowing equipment. The fireplace room is where he does his lathe work; the living room is where he keeps his supplies and wet saw; and the dining room is where he cooks his custom colors.

Most glass artists have a signature and Ray’s are whimsical bumble bees. If you’re lucky enough to collect the entire set, you’ll realize the bees are actually characters you’d see at a music show – one even represents Ray the glass blower.

“All of the bees are in human form because I’m trying to get people to realize subliminally where it all started,” Ray explains. “It’s also a way to get people to relax and have happy thoughts because when you see the bee you remember as a kid eating a bowl of Cheerios on Saturday morning and watching cartoons.”

“I would love to see glass finally find that artistic realm like a Salvador Dali painting,” he adds, “where hidden messages can be found by looking deeper into the piece than what the eye originally perceives.”

Among Ray’s glass are scientific lathe work and sculptural pieces. Some he will electroform with copper and then swim out into the ocean and sink them to the bottom where they’ll stay for up to two weeks as they achieve a unique patina.

On occasion Ray will take pieces that he would normally smash and auction them to benefit charitable causes.

“I love what I do,” he says. “I get to provide pieces of equipment for people who really need them – cancer patients and people with PSD, I love being able to make the arty pieces because it takes them to a happy place.”

“Glass is like a drug for me – I don’t party, I’m very straight edge and I love to work,” he adds. “Glass is a medium where I can just let go and find out who I am.” \*

### Ray Walmsley aka Sea Shakes

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It was a perfect match when Richard “Cheech” Marin and Tommy Chong chose West Coast Gifts to launch their signature line of Cheech & Chong Glass hand pipes, water pipes and bubblers. Just as they had their act honed to perfection, they wanted the best creativity and quality when it came to products on which they would literally put their faces.

Nick Wamsley is the glass artist tasked with designing a line of glass destined to be as iconic as the comedy duo themselves. Wamsley took input from the guys and binge watched their movies to create pieces that appealed to smokers who grew up with Cheech & Chong as well as a new generation just finding out that Dave’s not here.

“We’re trying to hit all types of people. Cheech and Chong are the originals and their fan base is wide. When people start smoking, if they don’t know Cheech and Chong, they’re bound to stumble across their movies,” Wamsley says.

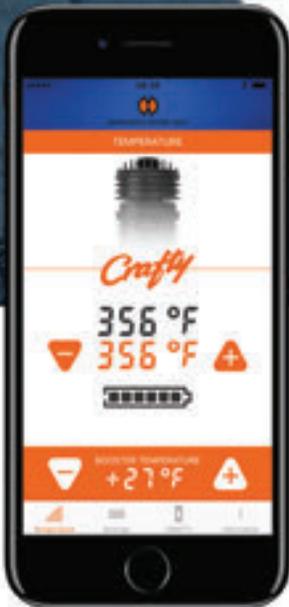
Since Cheech & Chong Glass hit the market in 2015, West Coast Gifts has added upwards of 100 unique pieces to the line. The names for the pipes are recognizable to fans as coming right from the movies and albums – Strawberry Concentrate Recycler Bubbler, Sergeant Stadanko Beaker Tube, and Blind Melon Chitlin’ Water Pipe just to get started. One of the best sellers is the Labrador, a hand pipe modeled after the giant joint from “Up in Smoke.” Another favorite, especially among die-hard fans, is the Hamburger Tube – a tribute to Pee Wee Herman’s insane “Hamburger Man” character in Nice Dreams.

“We started with a line of glass that was branded to Cheech and Chong and had some fun things going on – now we’re reaching out for more original artwork,” Wamsley says. “Cheech and Chong are known for being fun, so we’re trying to put the fun in functional.”

“As a glass blower, I’m proud to be a part of the line to make sure that the pieces are going to last. Good quality is what makes (glass pieces) hold up over time. The challenge is matching that with the branding behind it,” Wamsley adds. “When we come up with an idea for a piece, it goes through many samples to get it just right.” ❖



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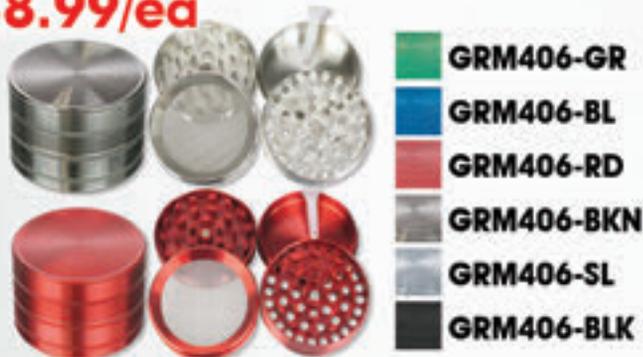
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## Shop of the Month continued



In the glass section, customers will find USA made pieces from Four Winds Flameworks, Higher Mountain Glass, Purr, Little B, Reading Glass Malachia, Jane Nace, White Rhino and many more. It's been a challenge to find locally made glass that meets their standards, so Tim brings in pieces from independent artists from Oregon, California, Washington, Pennsylvania, and Colorado.

"Really what people want to know is that they're not being ripped off, and that the piece they're buying isn't going to break the next day just from use," Tim says. "There's a lot of shops that carry "gas station glass" and we go out of our way to stay away from that stuff. . . it sets us apart in an extraordinary way."

"We've gone to many festivals and have fallen in love with the glass art that we've seen there, and the artists who we've met along the way," Holly adds.

Good Habits also carries a full assortment of vaporizers and accessories. Some top brands are Atmos, Da Vinci, Vapir Rise, Dipstick, OG, Saionara and Snoop Dog. They also offer e-cig-styled vaporizers and 15 to 20 different juices to go with them, but stay away from e-liquids that contain nicotine (an arguably bad habit).

*continued on page 88*



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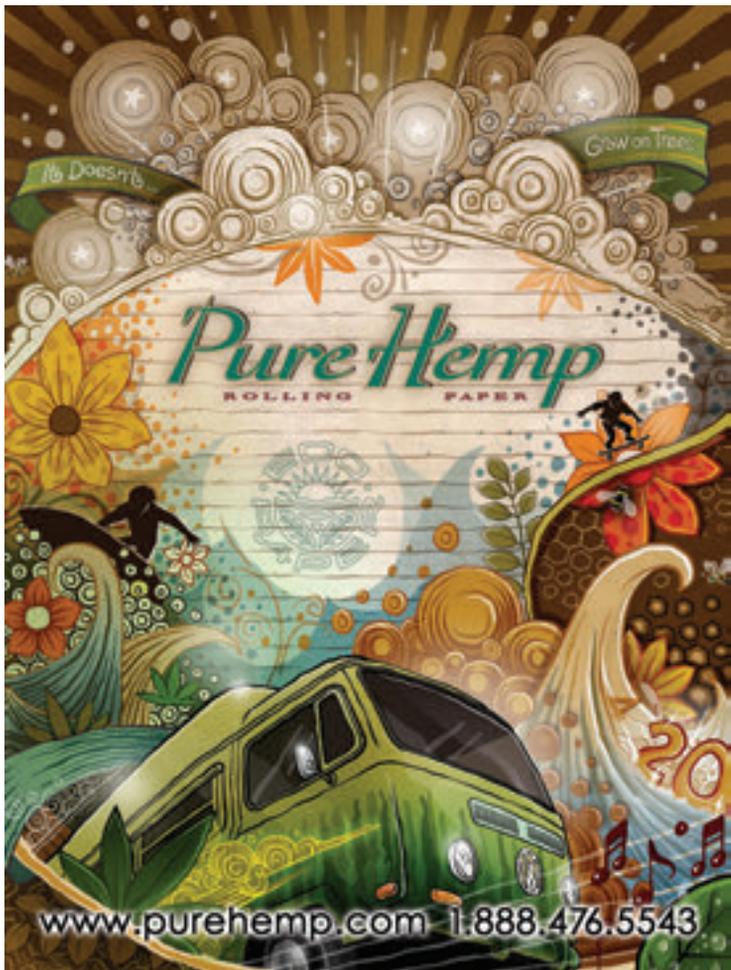
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## Shop of the Month continued



Holly does the majority of the buying for the store. Being a woman, she feels that she has a good take on crystals and clothing, and other things that appeal to the ladies. They offer silver pendants, silver bracelets, Family silver (Grateful Dead) style pendants, bracelets, earrings, organic stone plugs, organic wood and bone jewelry, third eye pinecone pendants, crystal clay jewelry and hand blown glass jewelry made by Sassy Glass. Holly personally makes crystal wire wrap jewelry, hemp necklaces/bracelets, crystal beaded jewelry that are offered in the store as all.

It certainly doesn't hurt the success of Good Habits that it is located in the same town as Bucknell University, a private liberal arts college, and one of the most expensive in the country as ranked by CNN Money. The students have the means to spend top dollar for whatever they want to buy.

Customer service is another factor, and Tim and Holly are proud of reviews like this from their customers: Not only is this shop staffed with the most amazing people but, their quality is unmatched. Do yourself a favor and stop by for the best product in town.

"We don't just want people's money," states Holly, "we want them to be happy with the products." ❖

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## PRODUCT OF THE MONTH



### NoGoo Silicone Pipes

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NoGoo founder and CEO, Jonny B, may not have invented silicone, but his business savvy and clever branding are undoubtedly what transformed the material into the dab-head staple it is today. Since NoGoo's Nickelodeon-style splat in the marketplace, silicone has gone from being a choice among many to the #1 choice in 710 storage. Meanwhile, Mr. B has continued to stay at the forefront of all things 'errl' by incrementally expanding his line to include an entire array of silicone dab accessories.

Now, the 710 magnate has extended his silicone empire yet again to include hand pipes, waterpipes and dab rigs. Like the containers before them, silicone pipes have already been done, but arguably not with NoGoo's quality innovation, nor its signature branding. Every SKU in the new line of rugged, lightweight smoking devices comes equipped with the appropriate glass fittings for a clean hit and is imprinted with the NoGoo logo that discerning consumers have come to know and love. The dab rig, however, takes functionality and versatility a step further with a lanyard for easy transport, a secret storage bay bottom, and a removable mouthpiece that can stand alone as a silicone chillum. No need for fancy cleaning supplies; the NoGoo non-stick pipes clean perfectly and easily with saltwater and alcohol. Available in six colors.

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## Tommy Chong Smoke Swipes

Reviver has just released a smoke odor solution that's apparently so effective, it scored an endorsement from Tommy Chong himself. And since everyone knows that the Chong name is the best way to maximize potential revenue in the 420-friendly market, let's see if we can tackle this while squeezing out a little extra for ourselves.

Tommy Chong knows better than anyone that just because you like to smoke doesn't mean that you want to walk into a meeting smelling like Willie Nelson's tour bus. But Tommy Chong also knows that the traditional olfactory trifecta of breath mints, cologne and body spray is hardly an effective remedy for a grown-up like you. Tommy Chong doesn't want you to smell like a fraternity pledge on his way to a Dave Matthews concert anymore than you do. That's why Tommy Chong has put his name on Smoke Swipes, the new dry paper wipes purported to instantly rid both hair and clothes of smoky smells, whether from cigars, cigarettes or cannabis. Tommy Chong is excited to offer the Smoke Swipe in a variety of affordably priced quantities and is even more excited that each swipe is good for 10 or more sessions. Tommy Chong would probably tell you that if you put these bad boys next to the register, they'd sell out faster than you could say, "Tommy Chong."

[www.chongswipes.com](http://www.chongswipes.com) +1 (800) 240-4990 [orders@reviver.com](mailto:orders@reviver.com)



## H3MP shots

Couchlock has returned with the H3MP shot, a brand-new twist on their longstanding formula for enhanced smoking satisfaction. The short description, for those familiar with the brand, is a reformulation of the classic Couchlock recipe with the added kick of the cannabis-cousin superfood its namesake implies, rich in essential fatty acids, protein, and a litany of other USDA-recommended vitamins and minerals.

For those unfamiliar with the Couchlock family, there are three key selling points to these 2oz bottles of bliss.

First, they start with a mango-fruit extract base to tantalize the taste buds. Next, they add terpenes, which any "chronnoisseur" can tell you are the essential oils in plants that act as the primary drivers for herbal effectiveness. Finally, there's Kanna, a plant-based supplement known for its ability to enhance focus and mood while lowering tolerance for other herbs.

Lower tolerance means higher performance, higher performance means less waste, and less waste means more money for more H3MP shots, which means more money in the retailer's pocket. That was a mouthful, yes, but a fun one, which could also describe the H3MP shot, because, well . . . see the previous paragraphs. H3MP shots are legal in 50 states and come in retail-ready 24 pack displays for easy, counter-top up-sells.



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These facts considered, it's no wonder that The710Store.com's hand built functional dab toys have been such a hit in the markets where they've been introduced. Billed as the "fastest moving high dollar items in the dab world," this new line features an e-nail custom wired, right into the guts of your favorite superhero, movie or cartoon character, and built to last with heavy duty interior wiring and quality materials that are guaranteed by a lifetime warrantee. Each of the 30 plus models stand 18" tall and is tuned to be accurate within plus or minus one degree, enabling the chronoisseur to target his or her desired flavor with razor precision. Sound the alarm and spread the news; thanks to The710Store.com, not all grownup toys are of the phallic and/or inflatable variety.

**Dabequipment@gmail.com**  
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## ErrlyBird's Nest2

"A pen is a pen, is a pen," says the jaded vape enthusiast. The cynicism isn't without merit. Too often, "the next best thing" in vaping turns out to be just another Chinese knockoff with fancy branding. On this point, the ErrlyBird's Nest2 is a winner straight out of the gate. For though it retains the look and overall functionality of the status quo, it tackles one of the most common frustrations a vape enthusiast must endure: gummed up threading. Let's face it; gooey substances and threaded connectors make about as much sense together as Tommy Chong teaming up with Jeff Sessions to throw a birthday party for John Ashcroft. Point being, they make no sense, which is exactly why the Nest2 is completely thread-free. "Save the screwing for the bedroom," said the innovators at ErrlyBird, as they built a vape pen that uses magnets instead of threads to hold the various components in place. The truly unique result is a pen that never locks up and is super easy to clean. The Nest2 has three heat settings and comes standard with a metal dabber, charging cord and extra atomizer, all packaged in a lovely case with a magnetic lid.

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# Cheech & Chong

*are so much a part of stoner culture that it's only natural that they would become spokesman (or smokes-men) for a variety of products in the smoke shop industry—one of the best-selling is Cheech & Chong Glass from West Coast Gifts. We caught up with the comedy team to get the lowdown on their latest venture and a few thoughts on how and why they're still smokin'.*

## **HQ** **What do you look for in the products you endorse?**

Cheech

When you suck in on the pipe, smoke comes out.

Chong

My level of acceptance is when the owner of the company takes you to a warehouse where they've got your product stacked to the roof for about a city block. To me that means that they're serious and have a good business plan where they're making quality stuff and making a lot of it which means they sell a lot.

## **HQ: And with West Coast Gifts creating your signature line of Cheech & Chong Glass?**

Chong

The fact that we could do it without me going to jail was my main motivation. Honestly, the company that's making the glass is using the best quality products that they can find. We started the whole genre, and it's fitting that you can buy smoking materials with our faces on it.

## **HQ: How does glass compare to other smoking methods?**

Cheech

I like glass most of all. I think it cools it just enough, and the longer the draw, the smoother smoke gets. Glass is that neutral conductor; it's pure in my point of view.

Chong

You have to compare it to drinking out of like a wooden cup as opposed to fine crystal. If you're going to put your lips on something you want something that's silky and feels nice.

## **HQ: What form of cannabis do you guys like to smoke the best these days?**

Cheech

I'm an O.G. . . I like flower best of all. It gives you that taste and an immediate high.

Chong

I like flower too. . . I prefer Chong's Choice weed because it's organically grown by the best growers in America. You don't have to smoke a lot. I've been teaching people that you only smoke a tiny little bit, and if you need more than you smoke a tiny little bit again. I've been trying to teach Cheech that for years, but he doesn't listen.

Cheech

I'm hungry. I'm smoking a little bit of all the other weeds until Cheech's private stash comes out.

## **HQ: Do either of you guys have a favorite pipe that you like to use?**

Cheech

I do. It's the "Chongdolf" pipe from our own line. It's a long narrow one, like an old Dutch clay smoking pipe, but it's made out of glass, and I love the size of the draw.

Chong

Personally, I like ALL the Cheech & Chong Glass products. I don't have a favorite. . . as long as I'm smoking Chong's Choice weed then I'm okay.

## **HQ: Who would you like to smoke with that you haven't yet?**

Chong

Cheech smoked with Putin.

Cheech

No. . . that was Put-a.

Chong

My guy is Paul McCartney. I've smoked with every one of the Beatles except him — he was the only Beatle that was a true stoner. George loved to get high, but Ringo was recovering from alcohol so he wasn't actually

smoking and neither was John Lennon. We met John Lennon at Lou Adler's party. I lit up a big stinky joint and offered it to him, but he had immigration problems and he turned it down. We were still in the same room, so I consider it smoking with John Lennon.

## **HQ: How are the buds and intake methods nowadays as compared to back in the earlier days of your life?**

Chong

People say that the dope now is a lot stronger than your grandfather's, but I used to get comatose the first time I ever smoked back in the fifties, and I get the same effect now, so there's no difference to me. A high is a high.

Cheech

One difference is that you don't have to smoke as much.

## **HQ: And how about the intake methods?**

Cheech

I like it through the mouth (lol)

Chong

You haven't lived until you've tried the other way.

Cheech

Back in the day, you'd roll a joint or have a pipe. . .

Chong

. . . or a little hash on the end of a pin, or you'd heat up a knife or spoon and put a little hash in the middle of it. There were all sorts of ways that we used to do it.

Cheech

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Chong

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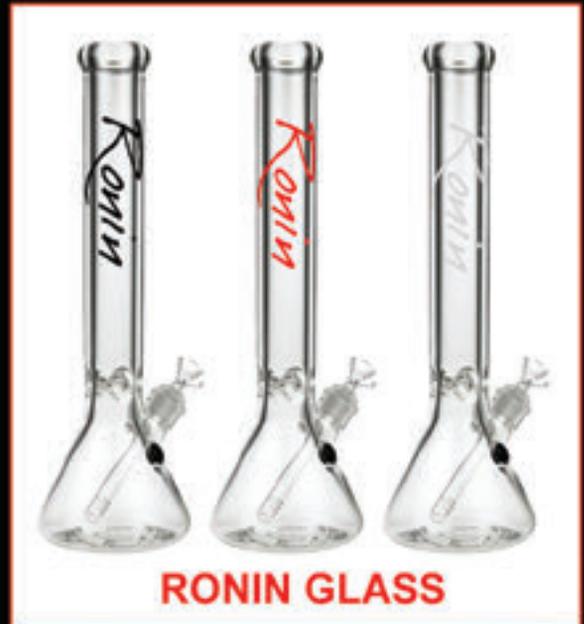
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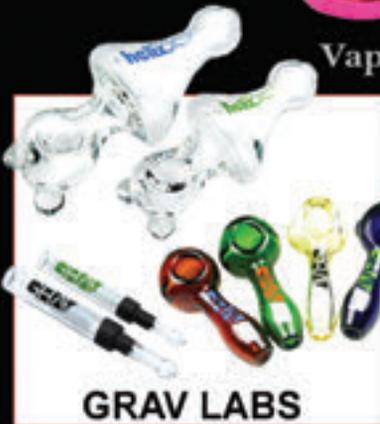


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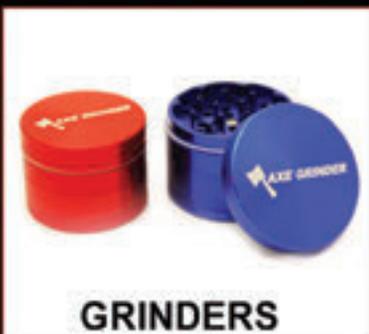
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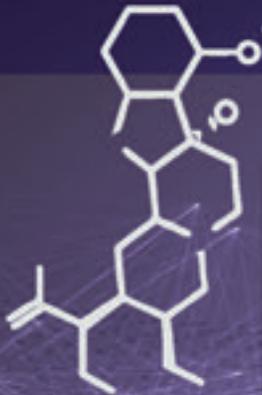
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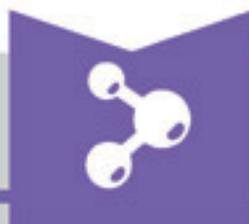
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by Austin L. Roy

## *TV On The Radio* DEAR SCIENCE

How strange that, in these times fraught with war, economic recession, poor housing markets and all kinds of bad news, TV on the Radio sounds more party-ready than ever. With a few notable exceptions (“New Health Rock,” “Wolf Like Me” and original breakout “Staring at the Sun”) scattered across its catalog, the innovative Brooklyn quintet has most often opted for the meditative over the motivational, the somber over the sensational. Not that there’s anything wrong with that. TVotR is also frequently gorgeous, triumphant and astounding; you just usually don’t want to dance to its music. While the band has wowed with slow(er) jams (see 2003’s “Young Liars,” 2004’s “Ambulance,” 2006’s “Province”) in the past, it’s the up-tempo bangers and funky grooves on Dear Science that truly resonate. Change is in the air, as we’ve been told ad infinitum

over the course of this longer-than-usual election season, and TVotR is no exception.

The band’s third full-length album opens with “Halfway Home,” which is interesting if only because the song is closing-credits epic. Silver-throated frontman Tunde Adebimpe kicks things off with buh-buh-bah-bah-bums before switching to mellifluous verses joined by claps, walls of shoegaze guitars and various percussion, to name just a few of the accompaniments. Layering is the name of the game here. It’s a style TVotR has been brandishing for years, and the band is only getting better at it.

Elsewhere, “Dancing Choose” (say that out loud if you don’t catch the title’s wordplay) comes rushing out of the gate, again led by Adebimpe, who—like some madcap preacher with eyes rolling back into his head—chants,

“He’s a what? He’s a what? He’s a newspaper man. And he gets his best ideas from a newspaper stand.” Constantly cranked to 11, this track is sure to be a barn-burning addition to the band’s eclectic live set, and the fact that the song’s lyrics can be interpreted as political discontent only adds to its vitriol. Unfortunately, not all of Dear Science’s aggressive tracks hold themselves to such a high standard. Although “Red Dress” eventually digs itself out of a hole with fantastic horns (a refreshing addition across the album) and funk guitar, the opening lyrics are about as heavy-handed and embarrassing as this band has ever been: “Hey, jackboot / fuck your war / cause I’m fat and in love and no bombs are fallin’ on me for sure.”

When the revved-up rage subsides, TVotR has trouble keeping the ante high. Although songs like “Stork & Owl” and “DLZ” contain some interesting instrumentation and a few inspired moments, they mostly exist as skip-button fodder, watering down Dear Science’s most sublime moments. Still, the band strikes down-tempo gold on tracks like “Family Tree” and “Love Dog.” Adebimpe shines brightest on the latter. Much like Hold Steady frontman Craig Finn, it’s impossible to discuss TVotR without examining the band’s vocal centerpiece. And also much like Finn, no one really sings or writes lyrics quite like Adebimpe, and even his band’s lesser songs sound better when you strip away the music and read his words by themselves. On “Love Dog,” he croons of a metaphorical pup that’s anonymous to all. In one of many memorable verses from Dear Science, Adebimpe sings in perfect rhythm, “Curse me out in free verse and / Wrap me up and reverse this / Patience is a virtue / Until its silence burns you.” It’s enough to make a guy wish he’d paid more attention in his college poetry courses.

Each successive piece of music TVotR has put out can be classified as a grower, revealing nuance and surprises over time, especially when considered in the context of the band’s live show (if you’ve seen them, you know they completely re-write their catalog onstage). Dear Science will likely fall into this category as well. In the meantime, it stands as a sometimes-confusing document of a particular time and place in the story of this constantly evolving art project. ❖



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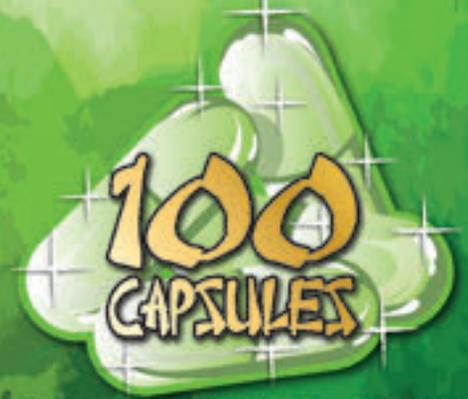
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