

# Today

The Dallas Morning News

Section C

Tuesday, August 4, 1992

## Politicizing high tops and undies

Remember when political statements used to appear on billboards, posters and bumper stickers?

Now the political arena has become much broader. You can find political philosophies on everything from linens to high-top sneakers.

**MARYLIN SCHWARTZ**

**Swaney is called a savior and a sellout, but one thing's sure: He's a promoter.**



By Edward Robinson

A camera crew videotaped Jeff Swaney getting out of bed this morning.

A cameraman followed him into the bathroom, recording Mr. Swaney's tooth-brushing technique.

Throughout the day the cameraman followed Mr. Swaney from meeting to meeting with clients in Deep Ellum, where he runs a real estate brokerage and co-owns three nightclubs.

On a late-afternoon bike ride, Mr. Swaney inadvertently lost the cameraman, who was shooting a Public Broadcasting Service pilot. That evening, however, the cameraman was back, videotaping Mr. Swaney schmoozing with the press, public relations people and friends from the restaurant business at a pre-nuptial gig at the Art Bar, which he co-owns.

A microphone attached to his shirt not only recorded every word he said all evening but also captured his gustatory of vegetable tomatoes in a tomato.

Please see SWANEY on Page 2C.

Photography by Tammy J. Vrettos

Top left: Jeff Swaney strikes an attitude at the Art Bar. Above: Mr. Swaney (right) surveys the scene outside Club Clearview, another Deep Ellum spot he co-owns. Left: Mr. Swaney (center) hangs out with former partner Steve Cleoberry (right).

## Is the American dream out of your grasp?

By Bill Marvel

In this election year, we probably are going to be hearing a lot about the American Dream.

Where did it go? How do we get it back? But nobody seems to be asking the most important question of all: Just what is this American Dream we keep hearing about?

Is it a steady job and money in the bank? Mom and dad and the kids gathered around the family table? A paid and paid to include. We need a new idea of what is best for us.

According to a Shearson Lehman

Brothers' Life in America survey of 1,296 Americans, most young people 18 to 29 years old still believe in the American Dream, whatever it is.

Though three-quarters of them think the dream harder to attain today than in their parents' day. More than any other age group, they fret that the dream may have vanished because of loss of job, divorce, discrimination, or some other misfortune.

And what are those young Americans dreaming about? Shearson Lehman didn't say exactly. For most, it has something to do with having enough money to send your kids to college. (Shearson Lehman is the in-

vestment business.) And Southerners, who tend to fret more about such things, according to the survey, think The American Dream has something to do with having enough money to own your own home.

Beyond that, The American Dream seems as vague as... well, a dream.

If you still dream the dream, we'd like you to tell us what you think it is. Keep your reply to a single sheet of 8 1/2-by-11 paper and send it to The Dream, Today section, The Dallas Morning News, Communications Center, P.O. Box 655237, Dallas, Texas 75265. Or fax us at 214-977-8321. And let us know if you're willing to be interviewed.

## INSIDE TODAY

"Family dinner" has become a loose term. For advice it's still a sit-down affair. But for others, it may be takeout fast food or just taking food out of the refrigerator. Family, Page 5C.

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## Throwing the kids into the campaign

One way or another, children get dragged into the elections

By Elinor J. Brecher

When Vice President Dan Quayle said he'd stand by his daughter if she got pregnant and decided on abortion, he did more than precipitate another headache for the beleaguered Republican ticket.

Suddenly, Corinne Quayle, 13, became the latest symbolic focus of one of the most emotional debates in recent political history — as well as yet another political child thrust into the national spotlight. While the children of politicians always have been public property to a certain extent, this year, children seem to be particularly prominent components of the campaign, as candidates stake claim to as much "family values" as possible see Page 4C.



From left: Bill Hillary and Chelsea Clinton with Kristin, Sarah, Albert III, Tipper and Al Gore.

## Prisons must provide drug abuse programs

Dear Ann Landers: Thanks for printing Lytle Prouse's letter about his recovery from alcoholism and his efforts to get a recovery program going while in prison.

Mr. Prouse was responding to a letter from Lincoln Warlock, an inmate in Florida who couldn't seem to get any drug rehabilitation in prison.

Mr. Prouse was responding to a letter from Lincoln Warlock, an inmate in Florida who couldn't seem to get any drug rehabilitation in prison.

My eyes were opened to the true nature of addiction when my son began treatment six months ago. I still choke up when I drop him off at his 12-step meetings.

So I say to prison officials everywhere: Get smart, get educated and get help to those inmates who want and need recovery programs.

Dear G.A.: You've written a letter that is filled with good sense. I pray that prison officials will pay attention, and they just might if a tremendous number of readers clip this column and send it to the governor of their state.

Dear Ann Landers: I have been married to a good man for seven years. He is a wonderful husband and father.

I've suggested programs such as Weight Watchers, but he won't go. Ann, I want this marriage to work, but it's difficult to live with someone who no longer wants to have sex with me.

Your old advice, "Are you better off with him or without him?" doesn't seem to apply here. I do want him — just skinner. — T.R., Little Rock, Ark.

Dear Little Rock: Nagging, threatening or withholding sex never works. You need outside intervention. Call his physician and insist that he lay down the law.

Many obese males don't understand that sex is much harder on the woman, and they need to be made aware of this.

In that Ann Landers column you clipped years ago yellow with age? For a copy of the most frequently requested poems and songs, send a self-addressed, stamped, business-size envelope and a check or money order for \$4.85 (this includes postage and handling) to Gems, c/o Ann Landers, P.O. Box 11562, Chicago, IL 60611-0062.

If you have a problem and need advice, write to Ann Landers at the above address. Cheers, Lynda.

## Today

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# HAVE YOU TAKEN A BATH WITH JOOP!

From left: Bill Hillary and Chelsea Clinton with Kristin, Sarah, Albert III, Tipper and Al Gore.

## FOLEY'S



Chumley Hawkins (left), co-owner of Chumley's pool hall and coffeehouse, says Mr. Swaney "knows what's going to get people's little synapses firing."

## Swaney says art and commerce can coexist

Continued from Page 1C.

tillo sauce and shrimp rolled in rice paper.

It is a seminal day in the life of Mr. Swaney, one of the founders of the modern Deep Ellum scene and perhaps its most controversial figure.

Yet Mr. Swaney is criticized by other longtime Deep Ellum denizens as a spoiler, a money-hungry yuppie who opened the doors to commercialism and sold out the scene.

"His business is doing better than ever," says Don Blanton, a rival clubowner (Lulu Alley, Deep Ellum Bar) and one of the neighborhood's largest developers.

"People in the past have said I am like a chameleon," he says, leaning against the bar in the Art Bar, a Citron on the rocks with a splash of soda in hand.

The art of promoting. Beyond Deep Ellum's stages, dinner tables and trendy shop windows is a wilderness of mirrors.

Mr. Swaney is not the only entrepreneur in Deep Ellum who has peddled into position and caught the tremendous wave of business the neighborhood now earns and is likely to earn if it is fully incorporated into the city's current business district.

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Mr. Swaney chats with Sambuca doorman Calvin Lane.

Chumley's, a pool hall and coffeehouse.

Tonight, as he works the room in shorts, sandals and polo shirt, Mr. Swaney's blue eyes are firing.

He has come full circle. His boyish, tanned face, blue eyes beaming, can't hide his excitement. But before he can talk about it, his face relaxes.

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now complains about the warehouse parties that peel away his own business on Friday and Saturday nights.

The club was originally located down Elm Street a couple of blocks from where it is now. The building was owned by the Baptist Foundation of Texas. Charlie Gilder, currently owner of Bar of Soap and one of the first clubowners in Deep Ellum, says Clearview was nothing more than a "deceptively hole."

"It looked like a F-111 dropped an 1,000-pound bomb on it," he says with a grin. The Baptist Foundation did not want a nightclub in the building, so Mr. Swaney left the location.

Mr. Swaney then teamed up with a new partner, Paul Yoshua, who underwrote the club and undertook its business management until 1991. They cut a lease agreement with developer Don Cass, who owns the building currently housing the trio of nightclubs.

"He was a young hotshot who was into making money and throwing parties," Mr. Cass says. A self-described country boy from Paris, Texas, Mr. Cass says he fell in love with the "ghost neighborhood" and its sense of history. And he wanted to be sure that Mr. Swaney would feel the same way before he signed the lease agreement.

"I see a lot of myself in Jeff," Mr. Cass says. "He's a go-getter who is not satisfied with only doing one thing, he's got it in his mind going at once. I told him you can help Deep Ellum or you can kill it. I wanted him to know that he could be part of this area, part of its roots. If he would just be calm and play the game within the rules, he's not going to be a winner."

"Not long after joining forces with Mr. Swaney, Mr. Yoshua observed a peculiar duality in his partner: Though he enjoyed doing business

"It's just come to look at these old buildings as live objects," he says. "I'm going to be associated with him."

Please see ARGUING on Page 3C.

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