

00:00:00	Music	Transition	Gentle, trilling music with a steady drumbeat plays under the dialogue.
00:00:01	Promo	Promo	<b>Speaker:</b> <i>Bullseye with Jesse Thorn</i> is a production of <a href="http://MaximumFun.org">MaximumFun.org</a> and is distributed by NPR.
00:00:13	Music	Transition	<i>[Music fades out.]</i> “Huddle Formation” from the album <i>Thunder, Lightning, Strike</i> by The Go! Team. A fast, upbeat, peppy song. Music plays as Jesse speaks, then fades out.
00:00:22	Jesse Thorn	Host	It’s <i>Bullseye</i> . I’m Jesse Thorn. My guest this week is the rap legend, E-40. If you’re from the Bay Area like I am, you know him as one of, if not the, greatest cultural forces in the music of the region. Certainly, in hip-hop. He became that way because of an utterly unique style. Here’s one of his breakout singles, “Rapper’s Ball”
00:00:47	Music	Music	“Rapper’s Ball” from the album <i>The Hall of Game</i> by E-40.  <i>I put my mack hand down ain't never been a Sim' I was having B-R-E-A-D way before this rap game, so I been time Thought you theezy, for sheezy, who's 'member? Earl, Brandt and Dannell, them boys from Vallejo</i>
00:00:58	Jesse	Host	<i>[Volume decreases and continues under the dialogue then fades out.]</i> E-40 named himself the Ambassador of the Bay. That’s what he is. He was born and raised in the small town of Vallejo in the East Bay. And he’s brought the culture of the Bay Area to the world. Gramsci would’ve called him an organic intellectual—fiercely independent and unlike anyone or anything else. Reminds me of the Bay Area itself.  40’s distinctive style overflows with language. His bars are stuffed to the gills with words both real and imagined. He’s hip-hop’s king of slang and he is a stylist without peer. He’s also spent his career at the forefront of independent music, building a rap empire that changed the way that records were made and sold in hip-hop and beyond. He is both an artist and a movement. His distinctiveness has kept him relevant for three decades now, from mob music in the 1990s to hyphy slaps in the aughts to new records today.  His themes are simple: hustling, street life, a little bit of wisdom, and a lot of moneymaking.
00:02:04	Music	Music	“Chase the Money” from the album <i>Practice Makes Paper</i> by E-40.  <i>Look at the way I carry myself Look at the way I'm winning Look at this liquid around my neck, look how they shimmering Look at this strain I'm smoking, look at this bottle I'm holding, look at my life Look how I'm playing the field like I'm rolling the dice up under casino lights</i>
00:02:12	Jesse	Host	<i>[Volume decreases and continues under the dialogue, then fades out.]</i> When E-40 and I talked in 2019, he’d just released a new record, called <i>Practice Makes Paper</i> —great title. Lately, he has joined Too Short, Snoop Dogg, and Ice Cube to form a west coast supergroup,

called Mount Westmore. Their first ever LP came out a few weeks ago. Here's a single. "Big Subwoofer".

00:02:33 Music Music "Big Subwoofer" from the album *BAD MFs* by Mount Westmore.

*Big subwoofer in the back like, "What's up?"*  
*Blow the windows out the frame, it's a party when I pull up*  
*Big— Big subwoofer in the back like, "What's up?"*  
*Blow the windows out the frame, it's a party when I pull up*  
*Big— Big subwoofer in the back like, "What's up?"*  
*Blow the windows out the frame, it's a party when I pull up*  
*Big— Big subwoofer in the back like, "What's up?"*  
*Blow the windows out the frame, it's a party when I pull up*  
*Big— Big sub—*

*Money taller than the trees in Yosemite (The heavens)*  
*Got my .40 on me, that's my mini-me (My weapon)*  
*Damn near anything I want, I can afford it (Listen)*  
*Never hustle backwards, always forward (Progression)*

*[Volume decreases and continues under the dialogue then fades out.]*

00:03:05 Jesse Host E-40, welcome to *Bullseye*. It's so great to have you on the show.  
00:03:08 E-40 Guest Hey, thank you. Thank you for having me on here, man!  
00:03:12 Jesse Host I am—I am thrilled. I am a native San Franciscan, so I've been a fan since I was knee-high to a grasshopper. So, very happy to have you on my show.

00:03:19 E-40 Guest Many moons! Many moons, man!

*[Jesse agrees.]*

00:03:27 Jesse Host Since you was ankle-low to a centipede's toe. *[Chuckles.]* Right on, I appreciate you.  
So, when I was a kid, Vallejo—where you're from—was basically Marine World Africa, USA, to me. The aquatic theme park. And that was about all I knew. What did you—what was Vallejo to you when you were a kid?

00:03:43 E-40 Guest When I was a kid, it was Dan Foley Park. It was the waterfront. It was Wilson Park, baseball. It was Lemon Street Park football practices. It was Corbus Field football games with all the high school football teams. It was Blue Rock Springs. It was unity over separation—so much love and it made me—it moved me. It made me become a GOAT in the game and I'm grateful and thankful.

00:04:23 Jesse Host Were you proud, as a kid, to be from Vallejo?  
00:04:26 E-40 Guest Oh, you know, I definitely never denied where my soil was from. It's just—we had to work harder than most, because we were a small city with about eight or nine exits at the time and we had to prove ourself to the rest of the Yay Area. To, you know, Oakland. To Frisco. To, you know what I'm saying? All the other soils, bigger cities that was from the Bay Area. You know?

00:04:52 Jesse Host Yeah, I mean, Vallejo had a pretty proud music history even just when you were a kid. You were born in the mid-'60s and, you know, Sly Stone is from Vallejo. Con Funk Shun were from Vallejo. I didn't know Johnny Otis was from Vallejo until I just happened to look it up earlier today.

*[E-40 laughs.]*

00:05:17 E-40 Guest But there was a—there was all this—there was all this pride in Vallejo. Your uncle was a—was a professional musician as well.  
 00:05:18 Jesse Host You know his name?  
 00:05:20 E-40 Guest Yes! I do know his name.  
 00:05:21 Jesse Host What's his handle?  
 00:05:30 E-40 Guest But only because I—only because I wrote it down. I know that you knew him as Uncle Chucky, but he was known as St. Charles. That's right. St. Charles is my uncle and my mama's brother. Same last name, same mama, same daddy. I grew up as a young, ambitious, curious young man. Loved music. Played the drums when I was in the fourth grade, and I played all the way to high school. That was one of the only sources of music. They didn't have Pro Tools and Logic and all that good stuff. So, I used to always holla at my Uncle Chucky. I said, "Uncle Chucky, Uncle Chucky. I wanna make some—I wanna make a record!"

So, as I got older, me and my brother, D-Shot and B-Legit, we front a few dollars and went ahead and put it into the thing and I bought some CDs. You know? And I personed them up at a Rainbow Records, made a—made a album—made a EP. And it was a great—it was a great EP. It was just—but we knew we needed to do what we came in the game to do. We really—what we signed up to and that was to spit LIPs. You know what I'm saying? You know, speak our life. To talk about—you know, to narrate—to become a narrator, to narrate the soil, to narrate the activities that's jumping off.

00:06:46 Jesse Host I wanna play your uncle's record, if you don't mind. Your uncle had a 45 out, R&B 45.

00:06:52 E-40 Guest Oh my god, please don't tell me you got that, bro.

00:06:54 Crosstalk Crosstalk **Jesse:** This song is called—

**E-40:** Was it "Rock Me in My Arms"?

**Jesse:** Yeah, exactly.

00:06:57 E-40 Guest Play that, 'cause I'm—if you play that, it's gonna make me tear up! And I'll tell you why: 'cause I was so happy for my uncle. Like, I was a little kid and he'd pull up in Millersville and he'd have those in the back of his—he had a Cadillac. It wasn't no Subaru. Black Cadillac, it was this clean Cadillac. And I just remember having a—you know, it was like, "Man, that's my uncle!" And it was just like—and I—and I know those lyrics. I know the hook. You know what I mean? You want me to sing it before you even say it?

00:07:24 Jesse Host Let's hear it.

00:07:26 E-40 Guest *[Singing.]* Rock me in your arms and I wanna feel your love, come on.

*[Music fades in.]*

One more time. One more time.

*[E-40 continues singing over the music.]*

00:07:39 Music Music "Rock Me in Your Arms" by St. Charles.

*For the good times  
 For the good times*

**E-40:** *[Over the music.]* You feel me? Let's go.

*Tears in my eyes  
and I'm way too young to cry  
Dry these tears  
Hold me 'til they disappear  
Sing, yes I am...*

*[Volume decreases and continues under the dialogue, then fades out.]*

00:08:13	E-40	Guest	Ooooh! You know, it just meant so much to me. You know. We had a famous person. He might not have been worldwide famous with it, but he made worldwide famous people—people like myself—JT the Bigga Figga. You know? And he taught me life lessons. He taught me how to go get a bank account. “Come over here and let's go get this bank account.” Let's show you how—he showed me—taught me all about purchase orders, invoices, everything. He was like, you know—a uncle is like a second dad. That's what he was to me. And that's what he is right now, to this day.
00:08:46	Jesse	Host	I didn't know until I started reading for this interview—and I've been a fan of yours for decades—but I didn't know until I started reading for this interview that you went to college. I think it's for—you know, it's still relatively unusual for MCs, but certainly for MCs of your generation, there weren't that many dudes who had gone to college. You went to Grambling. Tell me how you ended up going away to school.
00:09:11	E-40	Guest	So, one day—so, you gotta understand. My cousin's B-Legit. You know. He's not just my—he's not just my family, but he's like my best friend in the world. So, everything he did, I did. That's—we—you know, we did the same thing. We played ball together. We slid out through the traffic together. You know what I'm saying? We—you know what I'm saying? It's like, when you see B, you're gonna see me. If you see me, you're gonna see B. We were on Magazine Street one day and he was like—he hit me with the—he hit me with one of them ones. He just, “Yeah, in a couple months I'm about to head out to college.”

I said, “Aw, for real? Okay, cool. Cool. Where you headed?”

“Louisiana.”

I said, “Louisiana?! What the hell? Louisiana?!”

He said, “Yeah, Grambling State University.”

I said, “Hold on! Grambling State University. You finna to leave in a couple months or something like that?”

He said, “Yeah, I gotta go, man.”

I say, “Man, I'm—I'm...” I talk to my mom and said, “I'm going, too! I need to get up there, too!” *[Laughs.]* ‘Cause you know, at that time—you know, life was moving fast. You know? I was 17 and a half, something like that, almost 18. So, I went and got my transcript and everything from Hogan High School and I made it in by the hair

00:10:29 Jesse Host of my chinny-chin-chin! We went—we ended up doing music as we  
00:10:31 E-40 Guest was out—while we was out there.  
Do you remember any of the verses that you wrote back then?  
Ummm, let me see. I gotta remember that. It was so many years.  
You gotta remember, it was—this was 1986, brother. It was 1986.  
You can google—you know what, you can punch in “E-40 and The  
Click” or you could put “E-40, B-Legit Grambling State University  
remakes school alma mater”.

*[Music fades in.]*

00:10:51 Music Music ‘Cause we felt like we remade the school alma mater.  
Grambling State University’s “Fight Song/Alma Mater” by E-40 and  
B-Legit. As the music plays, E-40 sings along with it.

*Grambling University  
Grambling University!  
Grambling University  
Grambling University!  
G-S-U, it's the school  
Where we come to learn  
Not to be cool  
You're a big success  
[inaudible]  
We can do anything if you just believe*

*Now there's no other school  
No other grade  
Than the dear, old Grambling State  
And that's Grambling University  
Grambling University!  
Grambling University  
Grambling University!*

*[Music fades out.]*

00:11:27 Jesse Host *[Laughs.]* That's awesome!  
00:11:31 E-40 Guest *[Laughs.]* Hey, so look—so, we entered that. So, we sung that song  
at a talent show, at Grambling, and we won, bro! We won—we won  
the whole talent show. When we walked out, we were signing  
autographs on campus. 19—the fall of '86, '87, good brother.

00:11:49 Jesse Host And you came home to Vallejo and basically just got in the studio  
and started making records.

00:11:55 E-40 Guest Well, we got in the studio, didn't waste no time, put out—put out,  
you know—put our foot on the gas and went in. We made a record  
called *M.V.P*—most valuable players. It was me, D-Shot, B-Legit,  
Suga-T. You know. That, you know—a lot of times your first record  
just don't make it. You know what I'm saying? So, we just kept  
throwing *[censored]* at the wall. If you throw *[censored]* at the wall,  
eventually it's gonna stick.

00:12:21 Jesse Host We have so much more to get into. Stay with us. It's *Bullseye*, from  
[MaximumFun.org](http://MaximumFun.org) and NPR.

00:12:28 Music Transition Cheerful synth with light vocalizations.

00:12:32 Jesse Host Welcome back to *Bullseye*. I'm Jesse Thorn. If you're just joining  
us, my guest is E-40. He's one of the most influential rappers of all  
time, a Bay Area legend. His hits include “Tell Me When to Go”,  
“Snap Your Fingers”, “You and That”, tons of unforgettable features

on legendary records. And a few weeks ago, he released a collaborative album with Snoop Dogg, Ice Cube, and Too Short. Their supergroup is called Mount Westmore. Let's get back into my conversation with E-40.

Let's hear a little bit of an early E-40 record. This is "Mr. Flamboyant".

00:13:11 Music

Music

"Mr. Flamboyant" from the album *Mr. Flamboyant* by E-40.

*As a youngster, I never knew Nathan  
That disobedient [censored] child in your neighborhood  
You know, the one the police was always chasing  
Straight down and dirty for my props  
Eleven years old, extra mannish, hard-headed shining rocks  
I carried a powerful [censored] oversized toy that was hella bigger  
than me  
Prettiest thing I ever seen, a 1979 AR-15  
Clean, fully automatic and the whole killer kit  
As far as me walking up and down the street, folks be pointing they  
fingers talking about "Partner got a grip"  
Actually, what I was doing was protecting my people's million-dollar  
spots  
It was my duty, I got paid to guard the whole [censored] block  
Try and catch me if you can now that I'm a grown man though  
The mail that got stashed away, people'll never know  
Mr. Flamboyant*

*[Volume decreases and continues under the dialogue then fades out.]*

00:13:49 Jesse

Host

You learned from your uncle the basics of the record business and found a one-stop shop that could print your records for you and distribute them. What were you doing to sell them before you signed your first major label deal, in the early '90s?

00:14:07 E-40

Guest

So, we had a one-stop—it was called Music People, which was a one-stop distribution company, right? It wasn't my one-stop, it was just a one-stop that all the Bay Area—a lot of the Bay Area rappers and even people from outside of the Bay Area used to use. And then we also had City Hall Records, which was like a main hub. Back when we did it, we had major bids. All the labels wanted to sign—uh, Sick Wid It Records, E-40 and The Click. They wanted to sign us.

We went with Barry Weiss. Barry Weiss and Jive Records. So, I was paid—the way my deal was designed, me, I was the top-hat of the whole Sick Wid It Records. So, my deal was I was paid on the first 200,000 records on a 75-25. Jive got 25%. They got their 25% fee and I got 75% and they couldn't hold a reserve because the first 200,000 was designed to already be sold, because that's what I was selling already, before I—before they had any interest of me. That's a loot of money. You know what I mean? That's a—  
200,000 records is a lot of records to sell—

00:15:14 Jesse

Host

*[E-40 echoes him in agreement.]*

—on a record company that's a guy.

00:15:20 E-40 Guest Yes, sir. Exactly. You feel what I'm saying? We had one of the best deals, if not the best deal in the game. And my uncle, St. Charles, designed a system where he was very smart, very smart. Taught me a lot. And he took every—he went from city to—he looked in—he did his due diligence and put together a book. And this book, it was a address book with aaall the places that sold hip-hop music. So, what he would do is put together a one-sheet with all our information, kind of like what you see on Wikipedia, but it was a—you know, it wasn't as long—the discography or whatever. You know. But it would show all the things that we had going. It would have a—it would have our barcode of how to, you know—the barcode for the CD or cassette, at the time. It would—you know. And so, we would send it out with, like, five cassettes and he sent that to everything. And he had a major—a major network. You know.

So, Master P and, you know, JT The Bigga Figga, those guys like that. You know, and the rest of the Bay Area, they seen how Sick Wid It Records had sold a music group—and my uncle, St. Charles, and Sick Wid It was doing it. Me and St. Charles, we was the main guys, you know what I'm saying? And they're seeing how we got out and, you know, they came aboard and got with—got with my uncle, St. Charles, and—hey, man, sky's the limit. You know? And made a lot of money and did they thing, became iconic in the game. Very iconic and I take my hats off to them and I love them dearly and that's how it all went.

00:16:50 Jesse Host Well, you know JT The Bigga Figga knew what was up, because game recognize game.

00:16:54 E-40 Guest Game recognize game in the Bay, man. Shoutout to JT The Bigga Figga. Shoutout to Mac Marlin. Legends in the game.

00:17:01 Jesse Host It's *Bullseye*. I'm Jesse Thorn. My guest is rapper E-40.

I wanna play a little bit of what is one of, if not the, most iconic Bay Area hip-hop records. And it's possible that I think that because it came out when I was 14, but... one of the all-time greatest. And that's the Bay Ballas' remix of the Luniz's "I Got 5 On It".

*[E-40 makes an excited sound.]*

And every rapper in the Bay was on this record. Every person who was anybody was on this album—on this track. And you have one of the best verses on the whole thing.

*[Music fades in.]*

Let's take a listen.

*[E-40 agrees.]*

00:17:43 Music Music "I Got 5 On It (Clean Bay Balla's Vocal Remix)" by Luniz.

*Partner, let's go half on a sack!*

*E-40. Why you treat me so bad? 40 makes it happen  
Five gets slapped and revenue grows  
from just a little bit of lightweight flamboasting  
Potent fumes linger, mighty clouds and Northern Lights*

*You disrespect the Vick, the baron  
and you'll be violating my civil rights (civil rights)  
I'm starting to feel my scrilla  
but perhaps today my scrilla ain't feeling me  
For the simple fact that I'm off to the track with hella fools, B  
Pockets empty, pitching five, man I'm dusted  
Took off my hat, passed it around...*

00:18:07 Jesse Host *[Music fades out.]*  
40, I didn't even have cable.

*[E-40 laughs.]*

00:18:13 E-40 Guest I was watching that video on California Music Channel after school.  
*[Chuckles.]*  
Ooooooh! Shoutout to Chuy Gomez. Shoutout to Andy Kawanami.  
Uh, California Music Channel, man. CMC, man. Iconic, you know?  
Wow.

00:18:24 Jesse Host But I remember you coming in that video and there's some—you  
know, there's some bold looks in that video, you know. Shock G  
and Humpty Hump are in that video.

00:18:33 Crosstalk Crosstalk **E-40:** Spice 1.

**Jesse:** Dru Down is in that video with his hair.

00:18:36 Jesse Host **E-40:** Dru Down.  
You know what I'm talking about? And you come in that video with  
your glasses down your nose.

00:18:42 E-40 Guest *[Cackles.]* Off top! Off top! You know! Unique. The square look, but  
really a hip square. Like gamed up, you know. Throw off methods,  
man. I just look like this, man? You know what I'm saying? You can  
never know—you can't take me too serious, you can't take me for a  
joke. I'm a character. This is how I get down. I don't even really  
wear glasses. I don't wear glasses! I don't need glasses. Not to say  
that I won't in the future. It could be next week. It could be, you  
know, 10 years from now. It could be 30 years from now. Maybe I'll  
never wear them. But I'm just saying, that was a look that we—I  
chose to take on with the glasses hanging on my nose. You know  
what I'm saying? Reading glasses. And that's—that's—that's my  
look! And then, you know, in the future you'll see more and more!

But that was a look—not just me, the Bay Area's rocking with that  
look in the '80s and I utilize it as somebody that—you know, you  
see me wearing them glasses in the traffic while I'm out there doing  
my duties and moving around, wiggling. You know. You—the air-  
raids, the po-po, the Penelopes, the—you know what I'm saying?  
The cherries, the one-times. I already did the 5-0, the 12, whatever  
you wanna call it. Know what I'm talking about? At that time, they  
was gonna just walk—they was gonna just look right past me,  
'cause he—"Aw, he ain't doing that. He's square. He ain't a bug. He  
ain't having it. We ain't tripping on him." Know what I'm saying?

But at the same time, it was also a look—a fashion. It was part of  
the culture. And then I unfolded like that, man. And that was that.  
But you played that "I Got 5 On It"—that was legendary and classic.  
We all did our—we did a great job with that one. I had everybody off



Slurricane Hurricanes. I had made them personally for them. I was the bartender, hello.

*[They laugh.]*

00:20:22	Jesse	Host	So, you just gave us—
00:20:23	E-40	Guest	The loonies. They did it.
00:20:26	Jesse	Host	You just gave us twelve names for the police.
00:20:30	E-40	Guest	I did. I got plenty more.
00:20:31	Jesse	Host	Yeah, no, I'm not surprised to hear that, 40.

*[E-40 chuckles.]*

And, you know, there's probably some people listening to this right now who are listening on KALW, in San Francisco, and they—they know the deal. You know. They listen—they listen to KPOO. They listen to—KP-oh-oh, baby babyyyy!

00:20:52	E-40	Guest	<i>[Rhythmically.]</i> "89.5 KPOO! I rode on out to the Valley Joe." Man, when Too Short said that, that was so iconic when he said that. I forgot the song, but I said, "Too Short is my hero."
00:21:06	Jesse	Host	Yeah, I mean, I—who knows—
00:21:07	E-40	Guest	I was a young man. I was young, moustache observing game. You feel me?
00:21:11	Jesse	Host	Who would know if I was—if I would even be in radio today if it wasn't for the music director of KPOO: JJ on the Radio?
00:21:18	E-40	Guest	JJ on the Radio! Shoutout to JJ on the Radio!
00:21:22	Jesse	Host	Playing the original! Playing classic soul music from the original 45rpm recordings. All snap, crackles, and pops are intentional!
00:21:29	E-40	Guest	Authentic! Hello! Authentic Bay Area, iconic platform that invited us all. You know what I mean?
00:21:42	Jesse	Host	But let's cut to a little bit of Bay Area slang—for people who aren't from the Bay—I can give you some words and you give me a sense of what they mean.

*[E-40 agrees.]*

00:21:57	E-40	Guest	So, the first one is "cuddy". Cuddy. Cuddy, that's—I—when I first heard "cuddy", that's from North Vallejo. That's Mac Dre and—you understand me? The Rapper Room, you know, that whole side of town, that was they thing. That's they word. That's they word. That's the first time I ever heard them screaming it. They was the cuddies, we was the <i>[inaudible]</i> . You feel me? And that—it's all gravity.
00:22:20	Jesse	Host	For sure. What about "fetti"?
00:22:22	E-40	Guest	Fetti. That's a—that is a Spanish word for feria. I was the first rapper ever screaming it. Feria is money. You know what I'm talking about? Gouda. Scrilla. Paper. You know. Bread. Scratch. You know what I'm talking about? I'm going on and on forever, but that's something that I was the first rapper screaming at. You know what I mean? So, I can take—I can actually really go ahead and, you know, take claim to that one right there.
00:22:50	Jesse	Host	"Flamboasting"?
00:22:52	E-40	Guest	Flamboasting means being flamboyant and boasting at the same time. So, you put them both together and you got flamboasting.
00:22:59	Jesse	Host	What about staying sucka free? What does it mean to be sucka free?

00:23:02	E-40	Guest	Sucka free is, you know, continuing to dodge suckas. You know, to shake haters. You know. And, you know, and stay—just stay away from suckers. And that—sucka free—I would—whenever I hear sucka free, I always—I always—it always reminds me of Frisco, ‘cause I feel like Frisco—‘cause Frisco gamed up to the whole Bay and every region has—every city has their own words and stuff that they say. So—
00:23:25	Jesse	Host	Sucka Free City!
00:23:26	E-40	Guest	Sucka Free! That’s the ‘Sco! That’s Frisco. You know what I mean? They sucka free.
00:23:33	Jesse	Host	We’ve got so much more to get into with E-40. He’s in his 50s now. He is still making records with producers and MCs less than half his age. Good ones, too. We’ll talk about why and how he does it. It’s <i>Bullseye</i> , from <a href="http://MaximumFun.org">MaximumFun.org</a> and NPR.
00:23:50	Promo	Clip	[Three taps.]

**Music:** Fun, cheerful music.

**Maddy Myers:** It could happen to you. You’re all grown up now, a professional adult with diverse interests and hobbies. And one of those hobbies is: video games!

**Jason Schreier:** You just can’t help it. They’re so good, now!

**Kirk Hamilton:** If that’s you, we’re here to tell you, you are completely normal.

**Maddy:** I’m Maddy Myers.

**Jason:** I’m Jason Schreier!

**Kirk:** And I’m Kirk Hamilton. And together, we form *Triple Click*, a podcast about video games.

**Maddy:** If you think you might be a person who likes video games, we hope you’ll give *Triple Click* a listen.

**Kirk:** *Triple Click!* New episodes every Thursday on Maximum Fun.

[Music ends with three taps.]

00:24:26	Jesse	Host	This is <i>Bullseye</i> . I’m Jesse Thorn. My guest is the great E-40.
00:24:57	E-40	Guest	40, why is it that you, a 50 year old man, are still making, like, mainstream rap records with dudes that are out right now? Why are you the only person [chuckling] who can pull that off? Me and B-Legit, we used to always talk about this. Like, “Man, when we get older, man, we ain’t gonna be—we ain’t gonna be slacking and—we gonna be gamed up. We gonna—we gonna—we ain’t gonna do too much, but we’re gonna be right there with them.” And we know how far we are ahead of time, ‘cause we was always students of the game and we always would soak up game like a beach towel with all the OGs and whatnot. And we’d—we would—we studied it and we practiced being—we practiced making paper. We practiced, you know, being solid not salad. You know what I’m saying?

I will say this. I will say that—and this is not pointing the finger at me like I’m a mean, mean, mean, like—you know what I’m saying? This, that, and the third, ‘cause I stay humble. I stay definitely hungry and humble. Believe it or not, man, some people get mad at me for being so humble. They want me to really—they ask me to like stand up and just—and just scream it, man! Like, man, own it! And I do. But I do it in a—in the humble way, ‘cause I feel like humbleness got me all this far. Why not stay humble? You know? And they’re like, “Man, dude. Come on, man. It’s no one your age—no one.” And it started in the ‘80s with music on the shelves that stayed relevant all this time consistently. No one in the—on the planet, I don’t care who it is.

I know what I brought to hip-hop. I know that I’ve steady moving the culture forward, not backwards. You know what I’m saying? And I’m just me, man. But I always promise myself, “Turn with the tides or the tides gonna turn on you. Change with the times or time will change on you.” But do it in a player fashion where, you know, you’re still you, but at the same time—you know, you’re fitting in right with what’s going on today. You know what I’m talking about?

I told people—even when the hyphy movement came in, man—I didn’t get it from a particular person. I got it from my region. The hyphy movement was the whole Bay Area. It wasn’t just one person or anything like that. I just joined in because that’s what it was. It just so happened that, you know—you know, a legendary guy by Vallejo, you know—from Vallejo, passed away at the time when everything was going great. And I believe that he would be iconic and have millions of dollars and everything if he was alive. It wasn’t never a personal issue with him. You know what I’m saying? All I did was join in in the movement that was, you know—that was right there in my backyard. I never moved out of the Bay Area!

00:27:31 Jesse Host

40, I can’t let you go without you sharing one of these with me. I’m gonna do my best. This is my best, 40.

00:27:43 E-40 Guest

*[Jesse makes a guttural “uuuh” sound.]*

*[Cackles.]* Can I tell you where I got that from? ‘Cause I always pay homage. Can I tell you where I got that from, bro?

*[Jesse confirms.]*

I’m proud to say it, too. A female rapper. Just so happens that her name is Suga-T, which is my blood sister. Same mama, same daddy. ‘Cause she used to—when she’d finished, *[singing in falsetto]* “sprinkle me,” and she’d just, “Uuuh!” You know, people coin me for this, but like I’m telling you what’s real. I got that from my sister, Suga-T.

00:28:10 Jesse Host

Well, 40, I sure appreciate you taking all this time to be on *Bullseye*.

00:28:14 E-40 Guest

Yes, sir.

00:28:15 Jesse Host

You know, the Bay wouldn’t be the Bay without the Ambassador.

*[E-40 thanks him.]*

And I’m very grateful for everything you’ve done and, frankly, my career wouldn’t be what it was without your example. And that’s the truth.

00:28:25	E-40	Guest	Wow!
00:28:26	Jesse	Host	That's the truth, Ruth.
<i>[Music fades in.]</i>			
00:28:27	E-40	Guest	God bless you, man. Thank you, man. I'm very grateful and thankful.
00:28:32	Jesse	Host	E-40, from 2019. The greatest! As we mentioned before, his latest album is Mount Westmore, a collaboration with Too Short, Ice Cube, and Snoop Dogg. Let's go out with one more song from the record: "Free Game".
00:28:46	Music	Music	"Free Game" from the album <i>BAD MFs</i> by Mount Westmore.
<p><i>Free game, man, you know (What you mean free game?)  Free game, for the F, man, for the free  Know what I'm talking 'bout?  I used to sit back and listen to the OGs, know what I'm saying?  The game is to be told, not sold, you understand?  Free game</i></p> <p><i>Eager to learn, I paid attention to the protocol  Observed and I watched and sat back just like a fly up on the wall  Soaked up game like a sponge, or should I say beach towel  Back then, this young hyena'll growl instead of sm-uh-smile  Gotta have alligator skin in this concrete jungle (What they clutching?)  They clutching long guns taller than Mutumbo  Sinister mobbish up-tempo slaps, that's what I'm on  Liable to pull up in a Granada, hanging out the dome  Corner the market, getting off product, flipping my multiplications  Moving around in the traffic, making my presence known across the nation  That's the persona of a block boy with a destination  Stand out the way so I don't get off up in the way</i></p> <p><i>Free game (Free game) free game (Free game)  Free game (Free game) free game (Free game)  That's free game (Free game) free game (Free game)  Free game (Free game) free game (Free game)  That's free game (Free game) free game (Free game)  Free game (Free game) free game (Free game)  That's free game (Free game) free game (Free game)  Free game (Free game) free game (Free game)</i></p>			
<i>[Song fades out.]</i>			
00:29:43	Music	Transition	Bright, brassy music.
00:29:45	Jesse	Host	That's the end of another episode of <i>Bullseye</i> . <i>Bullseye</i> is created from the homes of me and the staff of Maximum Fun, in and around greater Los Angeles, California. Although, I will say, today I was in our office in MacArthur Park, because my daughter got obsessed with the idea of buying a bootleg DVD. So, I bought—for \$2 on MacArthur Park—a bootleg copy of <i>Star Wars: The Last Jedi</i> . Rian Johnson, if you're listening, my apologies. I owe you \$2.

Our show is produced by speaking into microphones. Our senior producer is Kevin Ferguson. Our producers are Jesus Ambrosio and Richard Robey. Our production fellows at Maximum Fun are

Tabatha Myers and Bryanna Paz. We get help booking from Mara Davis. Our interstitial music is by DJW, AKA Dan Wally. Our theme song is "Huddle Formation" by the band The Go! Team. Thanks to The Go! Team. Thanks to their label, Memphis Industries.

*Bullseye* is on YouTube, Twitter, and Facebook. You can follow us in any of those places. We will share our interviews with you. And we do hope that if you heard something you enjoyed on this week's show, you'll share it with somebody. I think that's about it. Just remember: all great radio hosts have a signature signoff.

00:30:58    Promo            Promo

**Speaker:** *Bullseye with Jesse Thorn* is a production of [MaximumFun.org](http://MaximumFun.org) and is distributed by NPR.

*[Music fades out.]*