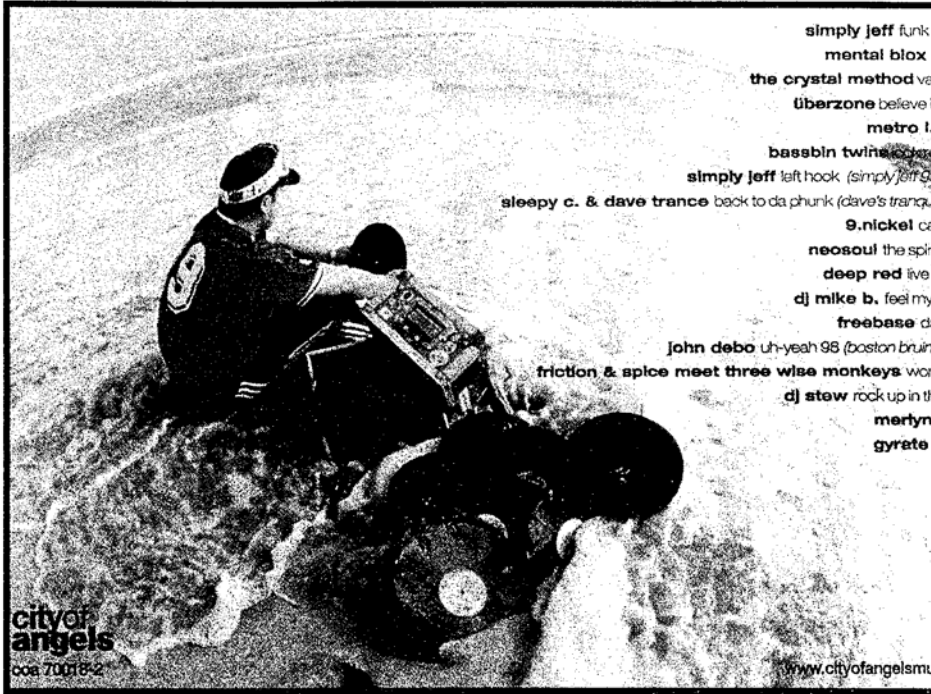




## MusicSCENE

# This deejay has an unusual spin



Simply Jeff's promotional cards for his recordings explain that "funkdafried" is "a lot of funky beats and electronic grooves."

**By Shawn "Speedy" Lopes**  
SPECIAL TO THE ADVERTISER

Leave it to a breakfast deejay to take a gem from the past, analyze it, dissect it and create something entirely new and relevant.

Whether it's a funky hook from the '70s or a lesson learned early in life, 31-year-old Jeff Adachi — a.k.a. Simply Jeff — has the uncanny ability to give the tried-and-true a fresh new spin.

In addition to running Dr. Freecloud's Mixing Lab, a revolutionary all-electronic music shop in California, Simply Jeff travels the country as a deejay, manning massive parties from Seattle to South Carolina. Next Stop: Honolulu.

"The last time I was in Hawaii, I was 12 years old and attending a church conference for Tensho Kotai Jingu Kyo," Jeff said. "It's not really a church, though, more like a spiri-

tual group that lives by common-sense teachings like the laws of karma — you know, 'Do good for others and you'll be rewarded' and 'Live unselfishly' — things like that.

"It's based on the teachings of a woman the Japanese called an angel and compared to Nostradamus because she was a gifted psychic who could predict things you wouldn't believe. She was a very special person. Her name was Ogamisama."

He states all this with no small amount of conviction.

It was through Ogamisama's gatherings that Jeff's mother and father became acquainted, eventually connecting on a personal and spiritual level.

"I could tell you all kinds of weird stories about my parents," Jeff said, "like how my dad was followed by a ghost."

### Simply Jeff

Headlining "Funkdafried" with DJMe, DJ Cueball, Dano and G-Spot

10 p.m. Saturday

The Basement,  
1146 Fort Street Mall

591-3500

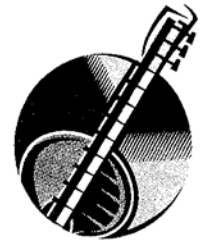
Pressed for details, he explained that at the end of World War II, when Japanese Americans were released from West Coast internment camps, many nissei (second generation) chose to return to Japan,

where they encountered unimaginable sights in the atomic-bomb-decimated country.

"There were people walking around like zombies," said Jeff. "With some, you could even tell where they were standing when the bomb dropped. After my dad's third year there, he would be awakened in the middle of the night by the figure of a Buddhist monk in a purple sphere looking down on him. He thought he was crazy because it would happen over a five-year period. Sometimes he would feel its presence but would be afraid to look. He went to Ogamisama, and she goes, 'It's your great-great-great-grandfather who died an untimely death. I'll save him and he won't be bothering you anymore.'"

The hauntings stopped immediately.

See **SIMPLY JEFF**, Page 6



## Billboard hits

Compiled from a national sample of sales reports collected by SoundScan, radio playlists and radio monitored by Broadcast Data Systems. Reprinted with permission.

### TOP 10 SINGLES

1. "Lately," Divine.
2. "Doo Wop (That Thing)," Lauryn Hill.
3. "Nobody's Supposed To Be Here," Deborah Cox.
4. "Because Of You," 98 Degrees.
5. "The First Night," Monica.
6. "One Week," Barenaked Ladies.
7. "This Kiss," Faith Hill.
8. "How Deep Is Your Love," Dru Hill.
9. "I'll Be," Edwin McCain.
10. "Crush," Jennifer Paige.

### TOP 10 ALBUMS

1. "Supposed Former Infatuation Junkie," Alanis Morissette.
2. "R.," R. Kelly.
3. "These Are Special Times," Celine Dion.
4. "Vol. 2... Hard Knock Life," Jay-Z.
5. "The Best Of 1960-1990/The B-Sides," U2.
6. "N Sync," "N Sync.
7. "Home For Christmas," "N Sync.
8. "Come On Over," Shania Twain.
9. "Enter The Dru," Dru Hill.
10. "Backstreet Boys," Backstreet Boys.

### TOP 10 COS — HAWAII

1. "#1's," Mariah Carey.
2. "Tical 2000: Judgement Day," Method Man.
3. "S'pirt," Jewel.
4. "Na Leo Christmas," Na Leo Pihimehana.
5. "Home for Christmas," "N Sync.
6. "Vol. 1 War and Peace: War Disc," Ice Cube.
7. "My Love Is Your Love," Whitney Houston.
8. "These Are Special Times," Celine Dion.
9. "N Sync," "N Sync.
10. "Best of U2: 1980-1990/The B-Sides," U2.

Source: Tower Records