

# William Crute Publishes Novel: *Morgan Make\$ Money*

By A. Jane Chambers

First Decader **William (Bill) Crute** (BA, English, 1971) edited **CNC's** first literary magazine, *The Undertow* (1965-66), gave the publication its name, and after a three-year hiatus in the Army, returned to CNC in 1969 to revive it (see *Memories of Christopher Newport College*, pp. 130-134)—so it is not surprising that he has written a novel. Since childhood Bill has been writing stories; this is the first one he's moved from filing cabinet to print, however. We wonder that he's waited this long to publish it. Pressed for time, I planned only to skim it, but I read all 132 pages. It's a page-turner.

The main character in *Morgan Make\$ Money* (April, 2013)—subtitled *A Funny Story and Primer for Building a Successful Career in Sales and Happiness in Life*—is a man named Morgan Armstrong, rather accurately described by a man he attempts to blackmail as “a sleaze ball” (p. 24). His obsession with making money has led to his creating a successful money-making little kingdom that includes a used-car business and an “adult” restaurant with wet t-shirt contests. Often using shady, even illegal tactics, Morgan has become not J.P. Morgan rich, but rich enough to have a trophy wife, gold necklaces, an ever-present wad of \$100-dollar bills to flash, and an in-ground pool for his three kids (whose mother is not in their lives). His goal now is to gain respectability (country club membership) by cash (which is refused), then by blackmail—which backfires, resulting in his being jailed for a murder he did not commit. It is in prison that Morgan's life begins to turn around and making money takes on a different meaning. In short, Morgan is a soulless, immoral jerk who undergoes (thankfully) a gradual transformation when he loses everything—the unfaithful young wife, the children (snatched away by social services), and (most important to him), the money.

Written in the omniscient point-of-view, with three intertwined plots, the novel is short and fast-paced, with no wasted words. Characters are defined by actions more than descriptions. Instead of chapters, it is built as a series of short, dramatic episodes, each followed by one of 97 “Selling Principles.” These evolve, as does the main character, from the simple (# 1: *Be prepared for customer resistance*) to the more complex (# 50: *Pay attention to people, your environment, and the miracles we stumble over every day. Sales are very important, but people, environment, and miracles are more important* as Morgan learns that (echoing the subtitle) building happiness in life is more important than building a successful career.

*Morgan Make\$ Money* is available at [Amazon.com](https://www.amazon.com) in paperback for \$11.95 and as an eBook for \$1.99. You can read the book's back cover and a few pages by getting on this site. Bill Crute primarily works as an artist. To view a gallery of his paintings, click this link (or type it into Google): [www.williamcruteart.com](http://www.williamcruteart.com). You might enjoy exploring his paintings. I own two of them.

Published on the CNC FD website on June 14, 2013, with 1 photo of Bill & photos of the front & back covers of his novel.