

May 1992



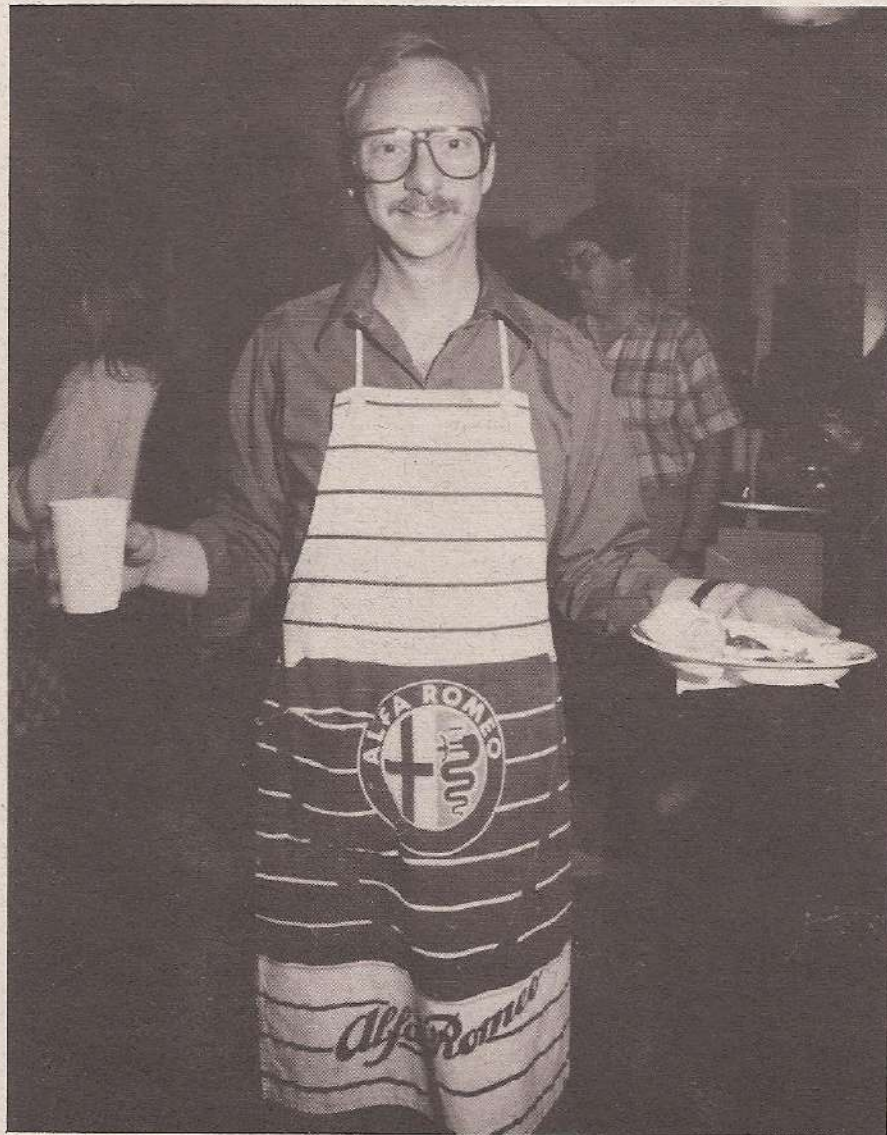
Alfacionada

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THE
JOURNAL
OF THE
ALFA ROMEO
OWNERS
OF
SOUTHERN
CALIFORNIA



Laguna Seca Time Trial/Race: May 23, 24

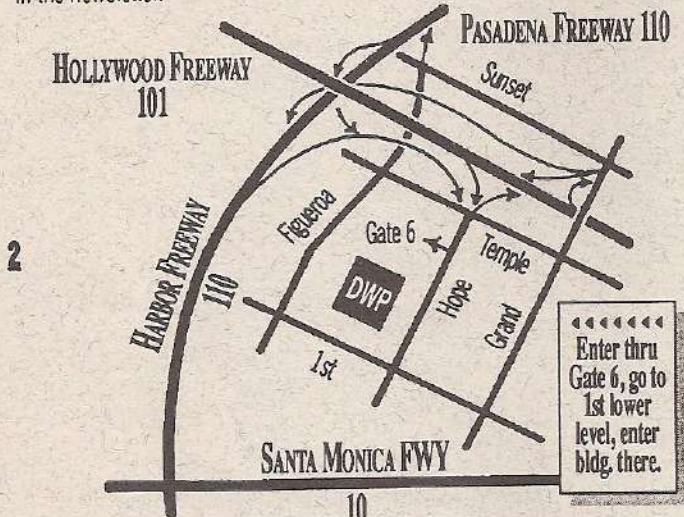
General Meeting: May 29

Tech Session: June 13



Alfacionada is the monthly publication of **ALFA ROMEO OWNERS OF SOUTHERN CALIFORNIA**, a regional chapter of ALFA ROMEO OWNERS CLUB, INC.

Subscriptions to this newsletter are included as part of the \$47.00 membership fee paid to AROC, Inc. Meetings are held monthly on the **LAST FRIDAY** of the month at 8 p.m. at the Department of Water and Power Auditorium, located at 111 N. Hope St., Downtown Los Angeles, unless otherwise noted in the newsletter.



IMPORTANT DEADLINE:

Please send articles, letters, classified ads and photographs to the editor by the tenth of the month for publication in the **next** month's edition. **Photos and manuscripts cannot be returned unless accompanied by a self-addressed envelope with sufficient postage.** Photos, use b/w or color prints—no slides except professional photographers. Send SASE to editor for copy of editorial guidelines, hints, etc.

Classified ads are available as a free service to members and at a nominal \$10.00 charge to non-members advertising Alfa related items.

This newsletter and its authors and editors assume no liability for the accuracy or legality of any technical information appearing herein.

MODIFICATIONS DISCLAIMER:

AROSC is not responsible for the safety or practicality of modifications performed by individual members and described in these pages. The Club suggests you check with your mechanic before modifying your car in any way.

CLUB MAILING ADDRESS:

P.O. Box 39554, Los Angeles, CA 90039-0554
Do not use the address on the back cover!

◆ Event Article DEADLINES ◆

July Classified	June 10
August Event Articles	June 10
August Classifieds	July 10
September Event Articles	July 10
September Classifieds	August 10

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Newsletter

Randall Higa Editor
Diane Greenseid Art Director

Commercial Display Ad Rates

1/8 Page	Half Year	\$ 60.	Full Year	\$100.
1/4 Page		120.		200.
1/2 Page		240.		400.

Cover

Charles Schwartz captures the true essence of life at the Spaghetti Cook-Off; Alfa Romeos and food.

Photo by Randall Higa.

Editor's Desk

Randall Higa

The May general meeting will feature noted automotive journalist and regular Alfa Club Driver's School instructor, **Len Frank**. He can be regularly heard on the radio airwaves on **The Car Show** on Saturdays from 12:05 PM to 1:30 PM on KPFK at 90.7 FM. Len's long list of automotive racing accomplishments includes a mad-mouse adventure racing a 1960 Giulietta at the 1985 Monterey Historic Races. Mark your calendars for **Friday, May 29** for the monthly general meeting in the auditorium at the Department of

CALENDAR

May 23 & 24	Time Trial and Race , Laguna Seca
May 29	General Meeting - Len Frank, Auto Journalist DWP Cafeteria 111 North Hope, Downtown Los Angeles
June 6 & 7	Wine Tour - Solvang (Re-scheduled)
Jun 13	Tech Session, Auto FLM , restoration and body shop 10:00 AM to 2:00 PM 100 South Lake Street, #02, Burbank
Jun 26	General Meeting
Jun 28	Le Cercle Concours
Jul 12	Concours d'Inelegance
Jul 23-26	AROSC National Convention , St. Louis
Jul 31	General Meeting
Aug 8 & 9	Time Trial and Race, Willow Springs 20th Anniversary Event
Sep 12 & 13	AROSC Driver's School , Willow Springs
Sep 25	General Meeting
Oct 10 & 11	Time Trial and Race , Willow Springs
Oct 30	General Meeting and Halloween Party
Nov 15	Swap Meet
Dec 5	Christmas Party

Water and Power Building in Downtown Los Angeles, 111 North Hope Street.

The upcoming **Tech Session** will be held at **Auto FLM** on **Saturday, June 13** starting at 10:00 AM and ending around 1:00 or 2:00 PM. Auto FLM is a high quality body and restoration shop that specializes in Italian automobiles. From the work that I've seen, they are masters at working with Alfa Romeo sheet metal. Bring your body repair and restoration questions for this informative presentation. Auto FLM is located at **100 South Lake Street, #02, Burbank**, near the corner of Victory and Olive. Their phone number is (818) 842-1966.

The April meeting brought Bob Macias, the Technical Service Manager from **NGK** who gave an informative, humorous, and enlightening presentation on **spark plugs**. In addition to providing a spark to ignite the air/fuel mixture in the combustion chamber, Bob explained the other roles of the spark plug in an engine. Many myths were "exploded", including a spark plug's heat transfer characteristics and the relationship to its "heat range". He also let the mostly attentive and sometimes mechanically adept audience in on the most important technical spark plug advice; **"TGIF"**. Threads Go In First.

The AROSC Time Trial Instruction Program put on another one its fine **Driver's School** on April 11 & 12. Approximately 70 eager students were in attendance to learn the finer points of driving and car handling. The successful weekend was graced by both good weather and a heart rendering saxophone solo by John Ireland at dinner.

Check out the May 1992 issue of **Car and Driver** for the article, **"Alfa-Crazy, Forever"** by Pete Lyons and photography by AROSC's **David Gooley**. It's a romantic vignette of the Giulia and Giulietta that features Dave's 1960 Giulietta (Gooley-etta??) Sprint Veloce. Dave was quoted as saying that the company's trademark really means, "Always Looking For Another." Well put!

Now for some news from the legislative front. In a letter from AROSC member and Association of California Car Clubs (ACCC) Legislative Liaison, **Ray Beggs** writes to inform all automobile enthusiasts (Alfisti included). "If your car is older than 1985, it may be in danger of being crushed by SCRAP (State of California Recycled Auto Program). AB 798 by Assemblyman Elder has passed the Assembly 40 to 20. If your car fails smog inspection, you can either pay a \$225 "smog tax" or sell your car to SCRAP for \$700 or whatever amount the state decides upon." This is truly scary stuff. Ray also writes, "SB 1404 by Senator Hart would require the California Resources Board to adopt emission standards for "GROSS POLLUTER" cars. If your car exceeds these limits, it will probably be placed on the SCRAP "WORST POLLUTER MODEL" list." **Yo, fellow Alfisti, we are letting our elected officials propose laws that are squarely aimed to legally part you from your beloved Alfas.** If you don't believe it, sit on your Webers and see what happens. Otherwise, get out pen and paper and write to your

continued on page 12



Il Voli della Phenice

Tina Van Curen

The last few weeks have been very busy for me and all the other Alfasiti I know. In March I went to the San Diego Historic Races at Jack Murphy Stadium. The Alfa Club of San Diego had a tent, a good thing since it rained a lot, and they put on a great barbeque on Sunday. They are a very friendly group and they all come out for club events. The races were sponsored by BMW so we were doubly proud that there were more Alfas in our corral, 40 compared to maybe 10 for any other marque, including all the Germans.

All the Alfas made a good showing in the races, including Bill and Vicki Dillman, Howard Matloff, Dick Hughes and Tor McPartland who blew the doors off everyone including a Porsche 904! There were several GTV's, two Sprints and some very nice Giulias. Peter Giddings even brought the Fangio Maserati, last seen at Monterey last year. The drivers and the spectators seem to like this track and I think it would be fun to have a Time Trial there. It is a different kind of driving from the tracks we are used to. Could be a challenge. Jeff Langley, the Pres, and his club encourage any of the LA people to come to the slaloms at Jack Murphy which are held every six weeks. I may break down and try it, as long as no one takes pictures! The next one should be in May. Call Jeff at (619) 747-6853.

The next weekend was the Spaghetti Cook-Off. If there is one thing we all do as well as we drive it is EAT! I also seems we have some very good cooks in our midst. I think the cook-off will become an annual event. Chef, gourmet or just hungry, you won't want to miss the next one.

I promised that my involvement with other clubs would bring us many opportunities and here is one which we need to act on.

In this newsletter there is a report from the Association of California Car Clubs about pending legislation in Sacramento which could allow the state to force owners of older (pre 1985!) cars to junk them. They call their new program SCRAP. Cute aren't they? There are many bills running around in Sacramento and Washington designed to eliminate older cars and provide "incentives" to buy new (Detroit) cars. NOW is the time to write your Congressmen and Senators and let them know we are here! ACCC is the only lobbying organization we have and they are small and underfunded. People who care about their cars and the right to keep them and work on them need to make themselves heard. All of us! Any information we get will be in the newsletter, so pay attention.

On a lighter note, I'm looking forward to Laguna Seca and hope to see a lot of you there. I am a little worried about my trusty co-pilot and pit crew, (the orangutan), after what happened to Teddy. Are our fuzzy friends safe anywhere anymore? Don't forget the Concours d'Inelegance. If you haven't washed off the March rain don't touch it. It should be about right by July. Our June tech session will be about body and paint. A must for Time Trialers and street racers.

A small Personal Note: Don't call my work number. I am not there anymore. I got 'reorganized' out. Anybody need a systems consultant or a VAX manager?

Letters

Dear AROSC Membership:

As a member of the AROC and publisher of Carrozeria and Classic Car Digest magazines, I am currently involved in the writing and production of a book on the Alfa Romeo GTV. I prefer to feature only AROC member cars and thought you may help us spread the word among club members that we are seeking GTV's to profile.

The book will feature the 105 series Giulia Sprint GT and 1600 GTV, 115 series 1750 GTV, 116 series Alfetta GTV, 117 series GTV-6, GTC and GTA/GTAm models. It will be printed in full-color and will be the first of a three book series on Alfas that we will produce.

If any of you have one of these models that is in very good to excellent condition, preferably not red, and would like to have it featured in the book, kindly write to us. Please include a photo/slide of the car. All photos/slides will be returned.

Your cooperation and assistance is greatly appreciated.

Thank you.

Richard A. Lentinello, *Publisher*

Restorative Publications
P.O. Box 533
Oyster Bay, N.Y. 11771

Concours News

Phil Guiral

Long Beach Charities Classic Car Exhibit May 30, 1992

Note the change of date! Since the riot activity caused the cancellation of the May 2 date, this event was rescheduled for May 30. This event is held on the grass at Shoreline Park in Long Beach. Please contact me if you have entered or just interested in going and need more information. You should also call Long Beach Charities at (310) 436-7727 before you go to get more information and confirm the date and location of the event.

Le Cercle Concours - June 28, 1992

This is one of the nicest concours in this area with 200 to 300 cars. All Alfa Romeos are welcome but only pre-1973 cars are eligible for their trophies. All Alfa Romeos will be eligible for

our club awards. The organizers are asking for a \$25 voluntary entry fee if you are competing for a trophy but any amount is fine and it all goes to the City of Hope. This event is generally held on the grass at the Veterans Administration grounds in West L.A. Please call me for more information. Deadline is June 14, 1992.

Keep your eyes on this column for the schedule of upcoming concours. If you have any suggestions for concours venues and/or formats, please let me know. For further information or if you are interested in entering a car please call Phil Guiral at 310-439-5550.

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Welcome New Members!

February, 1992

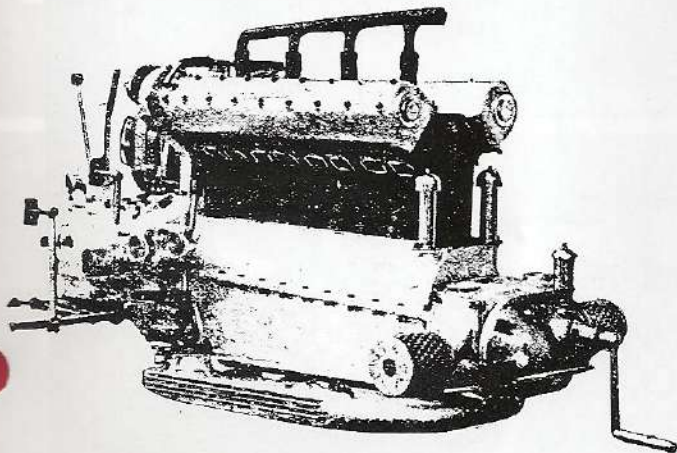
Tony Morelli - Ventura - no Alfas

Robert Rukavina - Van Nuys - 1971 Spider

Mike Skora - Van Nuys - 1967 Duetto

Jim & Lou Ann Resing - N. Hollywood -
1958 Giulietta Sprint

Rodney Wray - Venice - 1979 Spider



**"...a car has no business
being so desirable..."***

Alfa Romeo Owners of Southern California Membership Application

Dues for 12 months to AROSC and National (AROC) \$47.00
Current AROC member with no chapter affiliation \$12.00
Member of another chapter wishing to add affiliation \$22.00

___ New Member ___ Renewal

Name: _____

AROC Member# _____

Street _____

City _____ State _____ Zip _____

Phone Numbers:

Home: () _____

Work: () _____

Please mail to:

Kristin Gurney, AROSC Membership Chairman
713 Gladys Avenue, Studio D
Los Angeles, CA 90021

**Road & Track, on Alfa Romeo, March 1958.*



Spaghetti Cook-Off winners: Left, Al Allen, 2nd place; center, Marcy Livran, 1st Place; below, Dirk Steehr, 3rd place.



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March 28, 1992

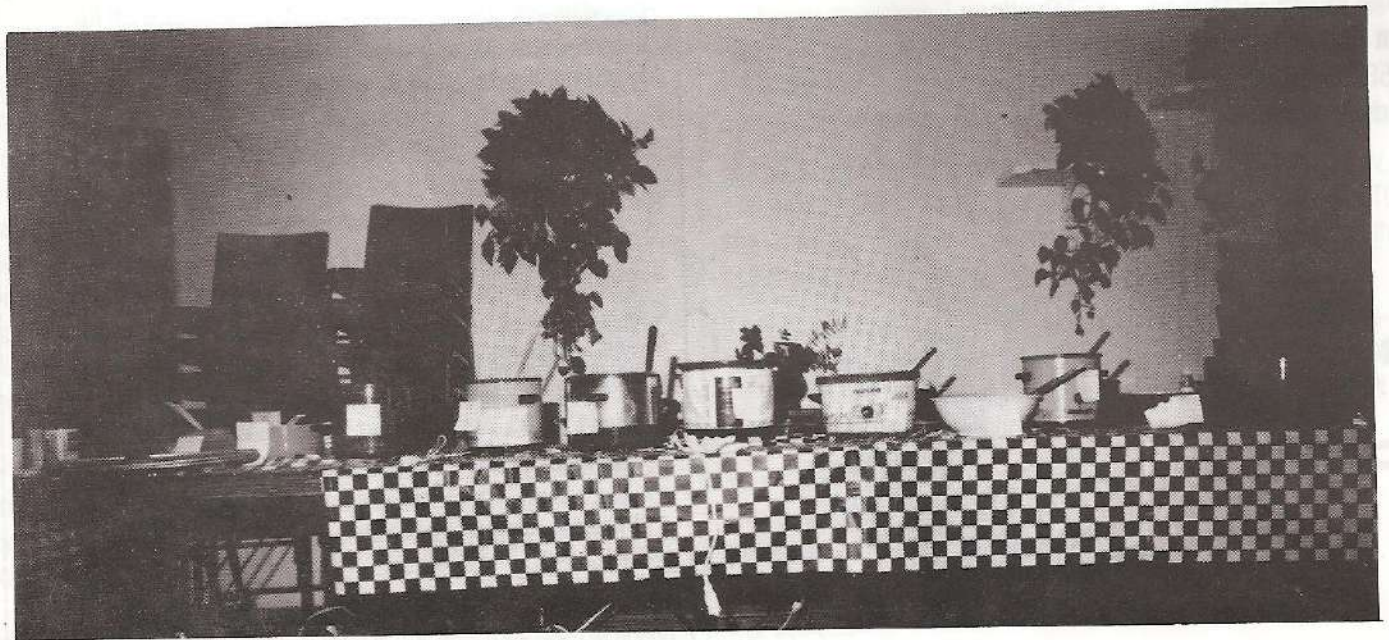
Spaghetti Cook-Off

Randall Higa

The March General Meeting provided a change in venue as the closet gourmet cooks emerged from the AROSC membership and came out at the Spaghetti Cook-Off at the Studio City Unitarian Church. Competition was keen as the dozen or so spaghetti sauces were placed side-by-side for the careful consumption of the hungry Alfisti. Judging was by people's choice

since it was deemed that anyone who drives an Alfa should have good taste and should know a good spaghetti sauce when he/she eats it.

There was a surprisingly wide variety of sauces that varied from heavy, dark, spicy tomato sauces to simple, light, garlic sauces. Unfortunately, no one researched the possible



correlation of the the type of spaghetti sauce versus the type of Alfa one prefers.

Vice President Al Allen brought a collection of wonderful prizes for the raffle which included some great artwork of Alfa Romeos. Due to the success and high attendance at this event, we can certainly look forward to making the Spaghetti Cook-Off an annual event. Many thanks to Michelle Schwartz for organiz-

ing the event and coordinating the sauces, pasta, salad, bread, and drinks.

Congratulations to the Spaghetti Cook-Off winners!

First Place:

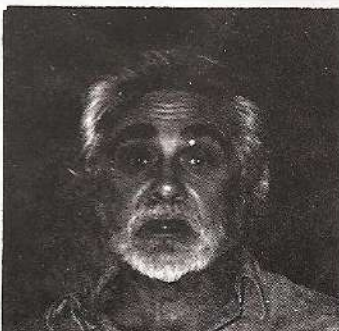
Marcy Livran

Second Place:

Al Allen

Third Place:

Dirk Stoehr



The three F's: Food, Fun, and Festivities!



Charlie Thierlot shows why he can't shift a left-hand drive car.



Al Allen with one of the terrific raffle prizes.

Good News, Bad News & Just News

Stu Schaller

Why do the strangest things go wrong with Alfas? Returning home from the Spaghetti Cook-Off, all of a sudden, and with no notice, the headlights, tail lights, and dashboard lights went out on my 2600. As none of the fuses had popped, my second thought was perhaps the battery cable came loose. Nope, still attached, so reach up under the dash. Somehow, the primary wire had come loose from the headlight switch! Fortunately, the back of the switch is only moderately difficult to get at in the dark, so with a little duct tape and some fiddling, I was on my way. Permanent repair was made the next day when I could see what I was doing.

The first two races of the Italian touring car season were held at Monza on consecutive days. The new 4-wheel drive turbo 155's qualified 1st, 2nd, 3rd, and 5th, but were beaten by a BMW M3 on the first day due to simple bad luck. Frania finished second in one of the Jolly Club Alfas. On the second day, Alfas luck held and Larini won in a Martini sponsored Alfa, and Frania finished second.

There have already been a number of road tests of the new 155 in various British magazines and they all seem to like the car. Based on pricing in England, this car does not make sense to me, as it is only a few thousand less than a 164, and it basically is nothing more than a smaller version of it.

English Alfa sales have fallen on hard times, as over 100 Spiders have been sitting at the port for almost a year. There are also more than 20 Zagatos sitting, as many people took back deposits when it took more than a year for the ordered cars to arrive. If you really want a Zagato, you can probably buy one for not much more than \$50,000 cash, but it would probably take another \$15,000 to make it U.S. legal.

The time is coming near for the National Convention in St. Louis, so if you are planning on going, please give me a call. Carter Hendricks has asked all of you with Alfa 1900's to send photos of your car directly to him or to me, especially if you are not planning on going. The International 1900 Series Convention is being held on the first day of the National Convention and should be of great interest. The 1900's were Alfa Romeo's first mass-produced car, and very successful in 1950's 2-liter GT and sedan car racing. There will even be special 1900 convention souvenirs.

At the recent automotive literature meet held in conjunction with the Long Beach Grand Prix, I found a few interesting things, one being a book containing listing of every Alfa dealer in the world in 1963. Interestingly, at that time, with Alfa Romeo only selling about 1500 cars per year, there were 220 dealers; 42 of which were in

Southern California! Not one of these 42 dealers still exist today. Today, Alfa Romeo is selling about 3,500 cars per year. I'm not sure how many dealers there are nationally, but as far as I am aware, we have only five in Southern California.

An animal rights group left a message on my recorder saying it was not the Brothers of the Left Hand Drive who took Time Trial Teddy, but them! They said that the reason for kidnapping was that it was cruel to tie the bear to the front bumper of a car and drive in such a manner as to scare the bear enough for him to turn blue. They also said that part of the problem was that the driver had a Alfa; if he had a Porsche, it would not have been a problem, as they don't go fast enough to scare anyone.

Alfa has introduced a new GTA; a 4-wheel drive racing version of the new type 155. This car will run in various European Touring Car Championships. The Fusi Alfa bible re-issue is now available in Europe in a limited, signed version of 1000 copies. Price is about \$150. Alfa World Number 5 is supposed to come out at the end of April, according to the publisher. They also are introducing a new magazine, **Zagato** according to the European publications. However, it has not been decided if there will be an English language version as yet. *Classic & Sportscar's* 10th anniversary issue has a fair amount of Alfa stuff, but nothing much on Alfa in other magazines recently. Some clarification on my Disco Volante article; the 2 liter was 4-cylinder, having 2-two barrel carbs, the 3 & 3.5 liter cars were 6-cylinders, having 6-one barrel carbs.....

'til next time

Stu

		
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Time Trial Teddy Saga Continues....

TO PAPA BEAR:

Justa when you thot it was safe go back to the track... were back!

Wesa plenty disapointed in a you. Youse hada chance to get back the Blue Bambino - and youse blew it!

Asa youse can see from the foto, the Bambino hesea chuin OK. But hesea real sad you donna care enuf to getta him beck.

The Bambino - hesea growling kid - hesea eating us out of house and pizza - So - we gonna give you another chance to get back you Bambino and you luck.

Instructions for Lagleana Seza will follow soon.
Brothers of the Left Hand (Drive)



See letter from teddy

The saga of Time Trial Teddy continues as more gruesome notes are received from the cold-hearted teddy-nappers.

Left, and below left: Letters sent to Paul Blankenship, Time Trial Daddy.

Below: Letter sent to the Alfacionada editorial offices.

DEAR DADDY,
DID YOU REALLY MEAN THE THINGS YOU WROTE? I'M SORRY DADDY. I DIDNT WANT MAKE YOU ANGRY. PLEASE TAKE ME BACK HOME. I'LL TRY TO BRIG YOU BETTER LUCK. I MISS YOU DADDY
TEDDY

P. S. I'LL PAY MY BAR TAB WITH MY ALLOWNCE.

This letter is in response to your recent article on the "bear napping". We were surprised to see your normally respectable magazine print such lies. Our act was not a crime but an act of liberation. What kind of a fiend would tie his child to the front of a car and then drive in a reckless and dangerous way? (not to mention leaving him out all night tied to the car). And the heartless and callous letter you printed shows his lack of concern for the child. We thought the best thing to do would be to place the bear with a nice family.

However... the bear says he loves it; and daily he cries to be returned to his papa.

So, what can we say, he has touched our hearts. The enclosed letter was sent to Mr. Blankenship. He will be given another chance... For the bear's sake.

Brothers.

An Alfa Adventure

New Zealand Speed Week

Si Robin

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Dunedin, New Zealand, 1992

It all started when I raced Peter Giddings' 1932 Alfa Romeo Monza at the Laguna Seca historic races in 1991. I was invited to participate in the New Zealand Speed Week, an annual event of epic proportions. Well, since it takes very little to talk me into attending a car race, especially one like this, Betty and I shipped the 1600 Giulia Spider (in a container on a ship) and flew Air New Zealand to Auckland. On arrival we were met by Andy Anderson, the all time friendliest race promoter.

Our first race was at the Ruapuna Park raceway in Christchurch, organized by the Alfa Club. When Garry MacDonald of the organizing committee found out I was from the Alfa Club, he and the other club members were very helpful to me. The only thing they did not do was let me win!

First, a word about the track. Everywhere else in the world, tracks are fenced to keep people out. Not in New Zealand. There are

three million people and forty million sheep. The fences are to keep out the sheep. The track, which is typical to most in New Zealand, is about 1-1/2 miles long with about one third of it a straightaway and the remainder being divided into eight turns, primarily decreasing radius. These tracks have favored the development of small cars and skilled drivers, rather than big bore racers. The track was beautifully landscaped, with trees and grassy hills and only three miles outside of town. I developed a lot of respect for all the competitors. There were eleven cars from the US, five from Hong Kong and a few from Australia. Each one was a concours quality racer.

Races were run with one practice session and three races for each class. Everything runs ON TIME. My first practice was humbling when I came to the end of a long straight and found myself traversing some unpaved real estate with a few sheep staring at me through the fence in amazement. After adjusting tire pressure I did

er in the race. With an MG chewing at my tailpipe and a green Lotus Elite running side-by-side for for five laps I finished sixth out of twenty seven.

The next day we drove to Timaru which is a city of about 30,000 people, where we raced at Levels Raceway. Again the track was about 1-1/2 miles long and in excellent condition. The members of the South Canterbury Club were most enthusiastic hosts. Scrutineering (Tech Inspection) ran true to form, with minor adjustments being made by local mechanics, anxious to share Kiwi hospitality.

The races started ON TIME and by now I was getting used to several races in one day. I figured I had the racers in my class down to a science and I got up to second place on the third lap. I was right on the bumper of a white TR-3 as we came into another tight left hander, when I found myself starting to spin, which left me right in the middle of the track with everyone, all 25 cars passing me on both sides. As I came into the pits one of the Aussies shouted "Way to go, Spinner." The name stuck with me for the rest of the day. Overall the Alfas finished well in all classes.

New Zealand has developed a high degree of automotive expertise and there are some excellent restoration technicians, as evidenced by the work that was done on Peter Giddings' Maserati F-250, Talbot Lago and the Alfa Monza.

The next event was a 250 mile rally from Timaru to Queenstown. When I tell you Betty and I screwed up, I mean SCREWED UP! We got out of town all right but that is where it ended. We missed a turn and the other rally drivers going the other way! We immediately turned around and, in an effort to make up time, found ourselves caught on a divided road which only added about 10 miles. We ended up coming into



Timaru—"Leve Is", New Zealand, 1992. Si Robin—Alfa Spider standing, Bruce McCaw, Allard—Seattle



Left to right: At Christchurch, B. McCaw, Allard—Seattle; Dick & Judy Buckingham, Ginetha—Seattle; E. Young, Stutz—Blackhawk—England; Betty and Si Robin, Alfa Romeo—Los Angeles; Jim Putman, Triumph, Visalia.



Si Robin, Monterey "Laguna Seca" Historics, 1991—1932 Alfa Romeo "Monza"



Timaru, New Zealand, 1992. Alfa Club of New Zealand. Gary McDonnell, President. Second from right, Si Robin with crew team



Jeff Robin, Alfa Romeo—Spider Giulia.



the checkpoint at 80 MPH. Bruce McCaw of Seattle won first place in an Allard.

At Queenstown we went down the rapids in a raft and rode a jet boat down the Shotover River. We took a helicopter down the canyon to get to the rafts. The next day I took a Paraglider ride from the top of a 4,000 foot mountain. A little different from flying my planes.

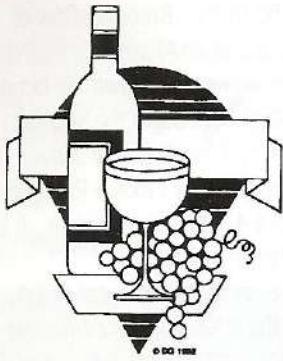
The final weekend the big event of the series was held in the streets of Dunedin. The main street was converted to Start/Finish and the straightaway which ended in a right hander by the auto parts store, then another right hander to intercept a Motorway (Freeway) onramp and then on the freeway to the next offramp. Can you imagine an American city closing the freeway for a sports car race?

The offramp terminated in a 180 degree hairpin turn which was one car wide. About 1,000 people were surrounding the corner, only about 50 feet away from the road. The course continued up a hill into a fast left hand sweeper by the cemetery after which came a chicane that got my attention as it was lined with bright yellow steel 55 gallon drums filled with water. Dicing was furious in this last turn and on down to Start/Finish. After three races, I was ready to say "Uncle" and was almost happy it was over.

Without a doubt this was one of the most impressive collections of vintage cars I have ever seen. I raced against the 1958 Ferrari Testa Rosa of Gavin Bain of Christchurch. Aba Kogan from Vancouver was driving a Jaguar 551 and the great Bob Sutherland drove the perfect 1933 Maserati 8C-3001. Australian Robert Harborow raced the 1946 Mayback while the two immaculate 1961 Triumph TR-3's of Jim Putman and Brian Blain from Visalia, California rounded out the field. Peter Giddings put on a fabulous show in the Maserati 8CM.

Wonderful as the racing was, the Scrutineering was an event in itself. It was held INDOORS at the local Armory and the public was allowed to view the cars. All in all this is a great event for drivers and spectators. The country is beautiful, the people friendly and the racing...

The Alfa Club of New Zealand extends an invitation to all Alfisti. Take them up on it if you can.



Last Chance for the Wine Tour! June 6 & 7

Dirk Stoehr

Note the change of date!

AROSC will terrorize the back roads of **Santa Ynez** and visit numerous local wineries for **wine tasting** on **June 6 & 7, 1992**. Bring your **ALFA** and join us for an exciting weekend of fun, wine tasting, and ALFA's. Even if wine tasting isn't exactly your cup of tea, don't miss driving the incredible made-for-Alfa Romeo back roads of Santa Barbara County. Members from the Alfa Romeo Owners Club of Central Coast are planning to join us and add to merriment.

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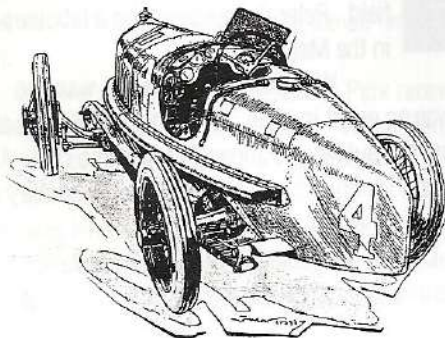
The only cost for this swell weekend is the price of the hotel room in Solvang (approximately \$95). Space for this event has been filling fast, so reserve **NOW** or you may have to wait until next year. So what are you waiting for? Call **Dirk Stoehr** at **818-345-3149** and leave a message. Additional information will be forwarded to you.

July 12, 1992

Concours d'Inelegance

Hold off on that restoration you've been planning for that ragged Alfa Romeo that's been collecting dust for the past, ahem, few years. This is your chance to get back at those perfectly restored concours beauty queens and show the world the true essence (warts and all) of the Alfa Romeo marque. Bring your ugly beast Berlina, fright pig Alfetta, or "work in progress" to the Concours d'Inelegance and picnic that is planned for Sunday, July 12, 1992 at McCambridge Park in Burbank. There will be prizes given for several categories so don't be bashful if your car has a competitively cruddy dash but is otherwise cherry; you still have a chance at winning a prize!

In addition to the Concours and Picnic, there will also be a softball game, so bring your bat and glove. Remember, to be eligible, your concours entry must get to the event *under its own power*. No flatbeds or tow-trucks allowed. For more information, call Michelle Schwartz at (805) 522-5236.



Editor's Desk (continued from page 3)

congressmen and congresswomen now! For more information regarding ACCC or about pending legislation, call Ray Beggs at (714) 792-0144.

Speaking of other fascist activities, if you happen to be in Las Vegas, you may want to see **Mussolini's 1939 Alfa Romeo** at the Imperial Palace. This car has been documented to have been a gift from Benito Mussolini to his mistress, Claretta Petacci. One of the car's claim to fame is that it was used in Mussolini's convoy that attempted to escape from Italy in April of 1945.

The **Alfa Romeo Owners Club of Central Coast (AROCCC)** is hosting their **Annual Picnic and Fun Concours** on July 26. Call chapter president Tom Tompkins at 805-969-3435 for more information about these and other upcoming events del norte.

For a more social event, the **Orange County Alfa Romeo Club** has scheduled the annual **Beach Party** for July 11. For more information on their events del sud, call Terry Dooley at 714-962-1636.

Please note that all correspondence to the well-ventilated but dimly lit **Alfacionada editorial offices** should be sent to the **new address** listed for your newsletter editor on the back of the front cover. Yes, Janice and I fully escaped from behind the Orange Curtain moved to our "new" house (built in 1925) in the City of Angels. This homeboy is glad to be back! (riots and all!)

Alfa in America; A Statistical View

Stu Schaller

Although individuals brought Alfa Romeos to the U.S. as early as the mid-1920's, Alfa did not officially exist here until 1955, when they opened an office primarily for dealing with the U.S. Government in regard to aircraft-related matters.

The official introduction of Alfa Romeo cars in the U.S. took place at Hoffman Motors, the leading importer of foreign cars at that time, on October 1, 1956.

One thing that must be remembered is that prior to World War II, Alfa Romeo was a very small company producing only about 1,500 cars each year. Of that total, about 10 cars were being sold to companies or individuals intending to bring the cars to the U.S. To have an Alfa Romeo, you had to be wealthy.

After the war, dealers selling foreign cars were springing up in most major cities, although most of them dealt mainly in British cars, a few of them were actually stocking one or two Alfas. The Griswold Company became the primary importer of Alfa Romeos; production increased to 2,000 cars a year and U.S. imports grew to about 500 cars a year.

In the early 1950's, Alfa Romeo's production figures grew by leaps and bounds, due to a turn in direction from a maker of hand-constructed automobiles to that of an assembly-line manufacturer. Production figures were 4,000 by 1954, 6,000 cars in 1955, and jumped to over 10,000 cars in 1956! Alfa Romeo sales were increased rapidly in the U.S. too; from about 75 cars in 1952 to as many 500 cars by 1956.

The advent of the Giulietta brought on an even greater increase in both production and sales than did the 1900 series. 17,000 cars were made in 1957; 22,000 in 1958; 32,000 in 1959, and 58,000 cars in 1960. Sales increased dramatically too, from about 1,500 cars in 1956 to 2,000 in 1958, and 2,200 in 1959. Sales decreased for 1960, but perhaps for the reason that the 1960 Spider had the top moved from folding under the rear lip, to resting on the back panel when folded; a decidedly less attractive look.

In 1961, Alfa Romeo themselves started a U.S. import operation, but it ran parallel to that of Hoffman until 1965. For 1961, Alfa Romeo brought back the stow-away top on the Spiders. Production and U.S. sales figures became flat, at about 60,000 built and 1,600 sold here. The Giulietta was getting a little long in tooth, and in 1963, it became the Giulia, with an increase in displacement to 1600 cc's. It appears that the Giulia brought about good times for Alfa Romeo in Europe, but a drop in interest in America, which I personally found surprising. Production reached 85,000 cars in 1963, but U.S. sales remained stagnant, at about 1,600 cars.

In the late 1960's, production figures began increasing fairly quickly, reaching 76,000 in 1967; 96,000 in 1968

and 107,000 cars in 1969. U.S. sales became unstable, partly due to the new styling for the Spider for 1967, and the fact that there was no 1968 U.S. model, due to emissions and safety regulations in the U.S. changing drastically. Actual sales figures were 1,552 for 1967; 913 for 1968; and jumped to 2,553 for 1969, when the 1750 series cars were introduced with fuel injection, rather than carbs.

In the early 1970's, displacement and production increased. The cars became two liters, and production doubled to 208,000 cars in 1974, the last year of the 105 body style. In spite of these advancements, U.S. sales actually dropped, to 1,550 in 1970; and then leveled off; 2,550 in 1971, 2,347 in 1972, 2,758 in 1973, and 3,139 in 1974. The Japanese invasion and the American fuel crisis were making an impact in terms of what we were perceiving to be desirable automobiles.

What I found most amazing in my research for this article is that in spite of Alfa Romeo production staying near 200,000 cars per year until 1985, the Alfetta-based cars were actually more popular than the earlier cars in terms of sales. Figures were 5,418 in 1975, 5,327 in 1976, 5,426 in 1977, and peaked at 6,137 in 1978.

The late 1970's and early 1980's began eroding the middle class. Those who moved upscale were buying German cars or Ferrari's, and those moving downscale were forced to buy Japanese cars. Sales dropped to 4,011 in 1979, 2,997 in 1980, 2,244 in 1981, 2,193 in 1982, and 3,002 in 1983.

By the mid-1980's, the average U.S. citizen was beginning to experience some prosperity, at least in relation to people in the rest of the world. The dollar doubled in value compared to most European currencies, and Alfa Romeo sales climbed to 3,702 in 1984, 4,502 in 1985, and reached an all time high in 1986, at 8,201 cars, the last year the Alfetta-based GTV's were imported. 1987 brought the introduction of a new Alfa Romeo to America, the Type 75 (Milano). It met with good initial response, but the novelty quickly wore off. Sales figures were 6,300 for 1987, 4,476 for 1988, and 2,912 for 1989. Production remained at near 200,000 cars per year.

Alfa Romeo's flirtation with Chrysler, a new car, and a new warranty policy brought some stability to the U.S. market for the 1990 and 1991, sales being 3,482 and 3,478 respectively for these years, but this did not bring Alfa Romeo what it thought might be attainable in a union with Chrysler; reasonable market penetration. Amazingly, the sales for these last two years have been almost exactly what Alfa Romeo managed to average here since the war, about 3,475 cars per year!

Classified Ads

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1964 Giulia Spider Veloce. "Frame-up" restoration, all inner and outer panel surfaces trued and finished, all edges at cut lines of doors, hood and deck sharpened and gaps trued and decreased, rear cockpit edge trim removed and surface shaped to match Giulietta surface, trim parts trued to match body surfaces, dark blue, 300 miles on Dave Vegher 1600 engine and transmission, small amount of work required to complete restoration. Gene Garfinkle. (714) 951-8044.

1981 GTV-6. Black, fire damage in engine bay area & right front fender only. Engine core salvagable. Excellent interior w/tan leather. Gotti 5-spoke wheels. Worth \$4,500 before, asking \$650. Ian (714) 248-5180 or (714) 472-8180.

1976 Alfetta. Green, new clutch assembly, new donuts, new rack and pinion, new crank oil pins, new brakes, new radiator, excellent interior, no rust, runs strong. Jerry Lomas. \$1,000. (213) 734-5852 or (213) 256-7202.

1965 Giulia TI. Time trial ready or awesome street vehicle. Impress your friends, scare your neighbors. Call Dirk for details. \$7,900. (818) 345-3149.

1967 GTV. Vintage Race prepared GTV, new red paint and body restoration, original seats and door panels just re-upholstered, Ward and Dean suspension modification, engine compartment cleaned and repainted, zero-time Vegher built 2 liter race prepared engine with 45 DCOE's and zero-time Vegher-built transmission, limited slip differential. Registered in Calif. with license plate, "1967 GTV". Price \$18,000. John Samson, M.D. (310) 427-6761.

1958 Giulietta Spider. Authentic and eligible vintage racing car. Recent and thorough preparation by Vintage Racing Services. \$16,000, OBO, (310) 822-0034.

VERY SPECIAL 1977 SPIDER. 15,000 miles on new engine, 11.5 cams, high compression pistons and valves, aluminum flywheel, Shankle header, Shankle fiberglass bumpers, new silver paint, new tires, new pullout radio, bra, boot, must see and drive. All paperwork available. \$5,000. Leonard R. Garner, Jr. (818) 766-4784.

1974 Spider. Very good condition, many new items, sell or trade for Giulia Super or Alfetta GT. **Wheels.** 14 x 6 Like new, fits 105 or 115 cars \$350. **1969 Berlina.** Rolling chassis, good base for restora-

tion, Any offer Peter Bomelburg. (619) 484-6975.

Tires. 001R's. (4) new 195 60 14", (4) 205 60 14". \$80 each. Vicki Dillman, (619) 287-8591.

1972 - 1974 GTV Parts. 1 pair rear Spica OEM shocks, 2 sets headlights w/pots, 2 sets wiper assemblies, 3 license lamps w/script, 1 steering wheel, 1 set rear 1/4 windows w/trim, 1 pair vent window seals (new), 2 wire looms w/turn signal + ignition set, 1 each headlight + driving light trim ring, 1 pair rear bumper sides, passenger side armrest, 5 used taillight lenses, OEM AM/FM radio, gas pedal linkage, all in good to excellent condition, all \$20 - \$40. Fred Schueddekopp (714) 893-3727.

EUROPEAN ALFA PARTS: 105 1300cc engine complete (perfect for vintage race or Giulietta replacement) \$700; European intake assembly (incl. manifold, air cleaner box, linkage and carb. support strut) \$300; Weber 40DCOE carbs. \$200/pair; 105 oil pan \$150. Pat (805) 967-3340.

WANTED: COMPUTER FOR AROSC CLUB USE. IBM compatible computers are needed by the AROSC Club for various tasks such as maintaining the membership roster, Time Trial/Race registration, accounting, etc. Would prefer 286/386 machine with hard drive. As a non-profit organization, we are looking for donations, extended loaners, or something reasonably cheap. Call Tina Van Curen at (213) 852-7731 (days) or (213) 666-4500 (evenings).

WANTED: COMPUTER TO BORROW OR TRADE. I need the part-time or full-time use of an IBM compatible, 386 minimum 2 megabytes RAM, hard drive, VGA graphics, 2400 bps modem, and Windows 3.0. Can trade or partial trade for Toshiba 3100 portable (286, 640 RAM, 10 meg hard drive, 3-1/2" drive, and 5-1/4" out-board drive, plasma display) and/or shared use of "Wheelbase" software. Wheelbase is an interactive motorcycle and automobile computer service that is currently in beta testing. BE INVOLVED ON THE GROUND FLOOR OF THE FUTURE OF MOTORING JOURNALISM! Randall Higa. (213) 344-8828.

AROSC DIVERS HANDBOOK only \$10 plus S&H. The "How To" book on the So. Cal chapters Time Trial Program. Call or write JOHN GREEN, 14435 Valerio, #6, Van Nuys, CA 91405, 818-994-2318.

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