

AUG/SEP, VOL. XXX, ISSUE VII
\$2.00, FREE TO OUR MEMBERS

THE ALFACIONADA

A PUBLICATION OF THE ALFA ROMEO OWNERS CLUB OF SOUTHERN CALIFORNIA



FEATURING THE COLUMNS "PASSING THOUGHTS" BY PAT BRADEN & "NEWS & VIEWS" BY STU SCHALLER & "IL VOLLI DELLA PHENICE" BY TINA VAN CUREN, LOCAL AND INTERNATIONAL NEWS, ALFOONERY, TECHNICAL, COMPETITION, THE CLASSIFIEDS, AND MUCH, MUCH MORE

THE INSIDE COVER

GENERAL INFORMATION

The Alfacionada is the monthly publication of the Alfa Romeo Owners Club of Southern California, a regional chapter of the Alfa Romeo Owners Club, Inc, a non-profit organization of Alfa Romeo enthusiasts. Publication is monthly and included as part of the membership fee paid to AROCSC, Inc. General meetings are held on the last Friday of every month at 8 PM at the Los Angeles Department of Water & Power, 111 N. Pope Street, in Los Angeles. General enquires should be sent to AROSC, P. O. Box 39554, Los Angeles, CA 90039-0554. Membership information is on the back cover.

THE BOARD OF DIRECTORS

| | |
|--|---|
| Tina Van Curen, President 1801 Edgecliffe Drive Los Angeles, CA 90026 | 818-379-1938 days 213-666-4500 eves BTINAVC@aol.com |
| Charles Schwartz, Vice-President 11602 Hesby Street Valley Village, CA 91601 | 818-760-0189 days 818-763-3903 eves POTTREE@aol.com |
| Randall Higa, Secretary 6007 Eucalyptus Lane Los Angeles, CA 90042 | 213-244-3661 days 213-344-8828 eves |
| Dirk Stoehr, Treasurer 4539 Jubilo Drive Tarzana, CA 91356 | 213-385-1203 days 818-345-9841 eves |
| Jerry Lomas, Membership 2116 Arlington Ave., Chateau II Los Angeles, CA 90018 | 213-734-5852 days |
| Charles Thieriot, Competition Chairman 2500 Roscomere Road Los Angeles, CA 90077 | 310-476-8812 |
| G. Patitz, Editor 18632 Cohasset Street Reseda, CA 91335 | ALFOONERY@aol.com |
| Pat Braden, Member at Large 440 Madison Ave. Placentia, CA 92670 | PBRADEN@aol.com |
| Larry Meyer, Member at Large 497 East California Blvd., #315 Pasadena, CA 91106 | 818-500-6424 days 818-440-1803 eves |
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| Pierre Valenzuela, Member at Large 8254 Manzanar Avenue Pico Rivera, CA 90660 | 310-336-7498 days 310-923-5305 eves |
| Anthony Wu, Member at Large P. O. Box 2413 Rolling Hills Estates, CA 90274 | 310-377-3897 |

GENERAL MEETING LOCATION



NEWSLETTER INFORMATION

Correspondence regarding the Alfacionada should be sent to AROSC, P. O. Box 39554, Los Angeles, CA 90039-0054.

Articles, photos, events, and classifieds submissions must be received by the end of the month prior to earliest publication. Please include a SASE for the return of any submitted material.

Classified advertisements are free to members and \$10 for non-members. Commercial advertising rates are as follows:

| Size | Half Year | Full Year |
|-----------|-----------|-----------|
| 1/8 page | \$ 60 | \$100 |
| 1/4 page | \$120 | \$200 |
| 1/2 page | \$240 | \$400 |
| Full page | \$480 | \$600 |

THE DISCLAIMER

AROSC is not responsible for the safety or practicality of modifications performed by individual members and described in these pages. We suggest you consult a knowledgeable mechanic before modifying your automobile.

UPCOMING EVENTS

TOUR D'ESTE August 8 - 15. ARA is organizing an Alfa tour from the Bay Area to *Gita e Corsa* in Seattle. AROSC and AROCCC are joining them. We will meet at the Summerland Beach Cafe in Summerland (just South of Santa Barbara) on Tuesday August 8 at 9:30 AM. The first day we will drive up 101 to the Bay Area. Wednesday AM the Northern contingent will meet us at the Nut Tree in Vacaville, the intersection of 180 and 1505. There will be a brief meeting at 8:45 followed by a 9:00 AM departure. Wednesday's destination is Medford, Oregon. Thursday PM the group arrives in Seattle. Friday, Saturday and Sunday everyone will enjoy the events. Sunday PM we will make our way to the coast at Westport. Monday, Yachats, Oregon (really!), Tuesday, Eureka, CA, Wednesday back to the Bay area. From there many of us will continue to Monterey for the *Concours Italiana* on Friday August 18, followed by the Monterey Historics and Pebble Beach. Motel reservations are recommended. The following are some suggestions from the organizers.

Vacaville: Best Western Heritage Inn 707-448-8453
 Super 8 707-449-8884
 Medford: Cedar Lodge Motor Inn 800-282-3419
 Red Lion Inn 800-RED-LION
 Westport: Chateau Westport 360-268-9101
 Yachats: Adobe Motel 503-547-3141
 Eureka: Eureka Inn (historic hotel) 707-442-6441
 Comfort Inn 707-444-0401

If you are interested in this expedition call Tina at 213 666-4500.

CONCOURS ITALIANA August 18. In addition to the usual festivities this year there will be an Alfa Concours within a Concours. All the Alfa clubs in California will be represented in the tent and provide judges for the Alfa competition. Volunteers cheerfully accepted. No experience necessary. To enter you must enter the *Concours Italiana*. The \$30 entry fee includes two tickets to the Concours. The feature is *Italdesign* and *Giorgetto Guigiaro*. For info fax 206-646-5458 or write to P.O. Box 1015 Mercer Island, WA 98040.

MONTEREY MOONLIGHT MADNESS CONCOURS DE ELEGANCE August 18. An Alfisti extravaganza hosted by the Alfa Romeo Association at the Days Inn in Monterey. (where the club is staying for the Historics weekend). Social hour starts at 6 PM with food and beverages provided compliments of Alfa Ricambi. Concours begins at 8:30 PM. Bring your own candles/flashlights (carbide mining helmets/lanterns OK). Awards given to most ingenious/outrageous presentations. Literally anything goes. So make a point of attending and checking out (literally) the darker side of Alfas.

MONTEREY HISTORIC RACES August 19 & 20. Two days of fantastic cars on the track and up close in the pits.

The Alfa corral is always the largest group. There will be more Alfas and Alfisti than any other place in the US this summer (last year there were in excess of 250). The paddock is open so you can see a wide range of historic machinery (i.e. Ferrari, Maserati, Bugatti, Aston Martin, etc.) being race prepped. Usually many racing notables attend. Regular attendees have included Fangio, Jackie Stewart, Carroll Shelby, Niki Lauda. Saturday night's dinner in Carmel Valley brings together Alfisti from everywhere. Sunday you can do the marathon, Pebble Beach at dawn and back to the races or make the hard choice. Either way it is the best weekend of summer. Monday driving home is a treat. You will never see as many great cars on the highway, waving and avoiding the CHP. Tickets to all the events are available from ARA. Use the order form in the previous issue or call Lynne Fitzsimmons of ARA at 510-523-4484 and leave message.

LAS VEGAS TIME TRIALS September 16 & 17. Entry forms from Paul Hightower, 818 368-1880.

PROGRESSIVE DINNER to be scheduled in late September. Volunteer hosts and helpers highly encouraged. Call Tina 213 666-4500.

HELP! HELP! HELP!

AROSC (and maybe, eventually, AROC) is going to publish and maintain a list of Alfa shops, parts sources and related services as recommended by our fellow Alfa owners. Please send a brief description of your favorite shop or other service/supplier. Be sure to include address and phone number. The directory will be compiled and published as part of the *Alfacionada*. Send info to the P.O. Box or to Tina or Gary on AOL. BTINAVC@aol.com or Alfoonery@aol.com.

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FROM THE EDITOR

G. PATITZ

Dear Editor,

I would like to address an issue that I have heard expressed, that the national AROC is run by some East Coast Clique. This is nonsense. For example, the 1993 Board that voted on the Atlanta and Northwest Chapter bids for the '95 Convention were:

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My limited participation in club events - indeed my interest in the future well-being of this club - is likely to greatly diminish for the following reasons:

1 - Chronic tardiness of events - I could list many examples since my membership in this chapter - the newsletter is late more often than not, most frequently with irrelevant *news* of events that have passed. Obviously, events have been cancelled or had limited participation because there's been no notice. Meetings always start very late - I'm especially reminded of the annual meeting in 1994, when Dean Batchelor was the featured speaker. There was a full house early, but Mr. Batchelor did not start speaking until very late - certainly past 9:45. He was cut off in mid-speech because the Aviation Museum was closing! What was so important at the beginning of the meeting to delay the starting, with more than 100 people seated and waiting to start? Why consistently require guest speakers to wait 1 1/2 hours or longer until *business* is completed and everyone has had a chance to socialize?

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For those who have attended or participated in a time trial, it is not strange to hear that there is a substantial non-Alfa Romeo participation. We take that to mean that the program is successful, not because the events are well

attended, but that the events are well attended because they are well organized and professionally operated.

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CALENDER

- Aug 3** AROSC Board Meeting
Aug 5 Italian Touring Car series, Misano, Italy
Aug 11-13 Gita & Corsa, Seattle Alfa Club "West Coast" Convention

Aug 12-13 British Touring Car series, Brands Hatch, England
Aug 13 Hungarian Grand Prix, F1 (reserve)
Aug 17-20 Alfa Club of Canada Nat'l Convention, Ottawa, Canada
Aug 17-20 Monterey Historic Races, CA.
Aug 18 Concours Italiana, Tribute to Giugiaro, Monterey, CA.
Aug 18 Monterey ARA/Alfa Ricambi Cocktail/Social Party & Moonlight Madness Concours de Elegance
Aug 18-20 World Classic Auction, Pebble Beach, CA.
Aug 20 Pebble Beach Concours, Monterey, CA.
Aug 20 Christies Pebble Beach, CA. Auction
Aug 20 German Touring Car series, Nurburgring
Aug 25-27 1000 Lakes Rally, Finland
Aug 27 Belgian Grand Prix, F1
Aug 27-28 British Touring Car series, Snetterton, England
Aug 27 FIA GT Race, Suzuka, Japan
NO AROSC General Meeting in August

Sep 16-17 AROSC Las Vegas Time Trials
Sep 7 AROSC Board Meeting
Sep 29 AROSC General Meeting

JUAN MANUEL FANGIO 1911 - 1995

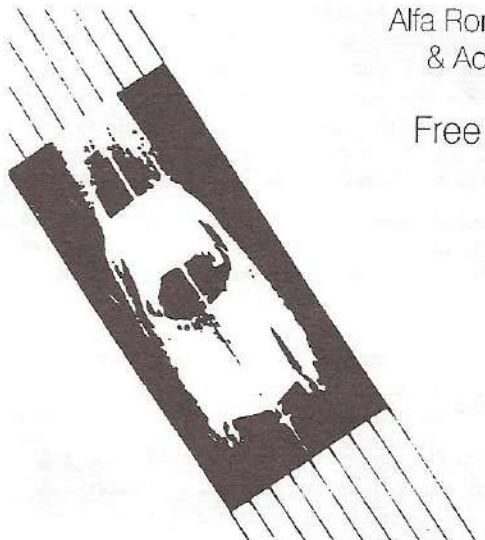
The legendary race car driver died at his home in Buenos Aires, Argentina on Monday, July 17th, at the age of 84. Holding a record five world championships for the years 1951, 1954, 1955, 1956, and 1957, his impressive record also included 24 victories out of 51 grand prix starts and 102 victories out of 186 international races participated.

Long time Alfisti may remember him for his appearance at the Monterey Historics in 1984 when he lapped Laguna Seca (and spun out) in the Alfa Romeo Alfetta he led to his first world championship.

For additional information see his excellent autobiography, Fangio, first published in 1986 and still available (Patrick Stephens Ltd., Great Britain, c. 1990).

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PASSING THOUGHTS

PAT BRADEN

Braden's Manifesto

Always ready to seize a popular idea, I have demanded that the Editor publish this profound philo-socio-economic manifesto in exchange for my promise not to blow up anybody.

This is being written about two weeks before the national convention in Atlanta. I have no idea how the convention will go and suspect that news of its outcome will reach the membership before this column sees print. Since I have been asked to represent SoCal there, I want to list some of my concerns as your representative. I should also report that I have been elected to the Board of Directors. I want to thank you all for your support and assure you that I will do my best to represent the interests of the SoCal chapter to the Board of Directors.

There are a lot of issues which need resolution at the convention. I have some reservations that any of these will be successfully addressed. I was initially annoyed with Russ Stanton's Directors' report in the June issue of the Owner, feeling that it failed to reflect the real condition of the club. The one bright spot was Russ' promise that the board "has decided to make a significant change in its agenda and business process.... Our first and primary topic will be the future direction of the club."

You will look in vain for "Future Direction of the Club" on the board's agenda published in the July Owner. The published agenda is, in fact, traditional, with the first opportunity to discuss the "future direction" the 8th item, during which Fred di Matteo and I will present a proposal for "E-mail service through AOL." Since the President has already been informed that AOL has never responded to my request, this may prove to be a brief item.

Getting Connected

What Fred, Richard Welty, Jim Hayes and several others have been working on is a way to implement an AROC discussion group on the internet. While AOL is one path to the internet, so are all of the other services, including Compuserve and Prodigy. Thus, access to an AROC discussion site is quite feasible even if one does not have an independent internet provider. (At about the time this is published, Microsoft will have put the whole question to rest by providing built-in internet access through the Win 95 shell.)

The prototype for an Alfa internet group is the Italian Cars Digest, hosted by the computer on Richard Welty's desk (somewhere out East). Richard has already created an AROC section, and we need only to come to some formal agreement with Richard to have a legitimate AROC presence on the internet. There is already evidence that this service will be attractive to some and abominable to

others (depending on their attitudes towards computers generally). Information on an Alfa digest consists of technical queries, primarily. My experience with the I-Car digest is that a post is typically answered within a few hours, and frequently inspires a very informative discussion which can go on for several days. This feature is a low-cost alternative to the AROC's technical hotline (since no long-distance charges apply to most internet access sites) with the additional benefit of alternate recommendations. Feature stories, anecdotes and miscellaneous news items are also appropriate for such a service. Want ads will do very well, because of the speed with which queries can be answered.

Recruitment Flyer

The second item on the agenda which I am slated to address is a recruitment flyer. On the surface, such a flyer is an easy assignment: just sling a few words down, decorate with graphics and print: spread the gospel. We've tried this approach before, with only partial success. The fault, I think, is failing to understand the hot buttons of the intended audience. I don't think we've ever addressed the real needs of the club intelligently. We've tried surveys which returned indecipherable data because they weren't properly constructed. Fred di Matteo began campaigning for a largely technical magazine and won the day, more out of persistence than demonstrable need.

I've found that the I-Car group on the internet has provided quite a representative sample of real owner needs. I've seen the same condition from the first-time computer user: the FUD factor (Fear, Uncertainty and Despair) rules: "How do I do this...I think I broke....What does tapocketa tapocketa mean when it comes from...."

The expressed needs divide between two extremes. There are a lot of very simple questions which are asked repeatedly (FAQ, or Frequently Asked Questions in computerspeak). The AROC has produced nothing to answer FAQs for our membership. Then, there is the other extreme: someone wanting to wrest a few hundredths' off his track times. There is little in-between --



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the semi-intelligent question which needs only an informed suggestion. It is to the in-between, however, to which we have traditionally directed information in the Owner. We have presumed that most Owner readers know more than they probably do in fact. The recruiting flyer, it seems to me, should address FUD directly, using very basic terms. The club should do the same. The Tech Advisors might have told us this, but either they haven't been asked or no one is listening carefully. The flyer should be a stuffer in packages sent from Alfa Ricambi, International Auto parts, Centerline and other Alfa suppliers, in exchange for advertising space in the Owner.

A recruitment flyer should position the AROC as "Alfa home base" where questions are answered and accurate advice is given. And, its dues should be negligible for the family budget. I don't think \$45 dollars annually is a turn-off, providing the benefits are commensurate. A membership sticker and the monthly Owner do not justify that amount, however. We must find ways to make the club more valuable to Alfa owners before considering ways to lower the dues.

Fred di Matteo has found that the Florida DMV has 3000 registered Alfas. In other words, 75% of our total club membership could be filled from Florida alone, if we were 100% successful in recruitment. We clearly need some kind of direct mail effort. Now, this costs money, and a stupid effort will not return anything for our trouble. Sig. Gagliano (COO of ARDONA) has already indicated to me a willingness to discuss gifting the Quadrifoglio mail list to the club. That doesn't mean we're going to get it, but it does mean we can ask. We need to show how a continued Alfa enthusiast group in the US can benefit Fiat. I think I know how to pose this kind of question, and am willing to try in order to get a mailing list of 15,000 Alfa-related names.

Public Relations Exposure

My personal experience is that most Alfa owners do not even know a club exists. John Hertzman has dismissed my experience as "anecdotal," but it is based on about 25 years of shopping Alfas from private owners. There are two ways to get exposure for any enterprise. You buy advertising, or you pay for public relations. The AROC has been stingy in the first and wholly ignorant of the second.

For instance, is CNN covering a national Alfa convention in its own back yard? Of course it should. The way you get CNN to do that is to let it know what's going on, and give it a reason to cover the event. The same clever approach also lures editors and freelance writers to regional events, and even major chapter activities. What is most embarrassing about all this is that the Owner's publisher is a PR firm, Media Consulting Group. In his role as PR maven, Doug probably has a few ideas for getting the word out to themedia. Curiously, he isn't on the agenda when Dave Simmons addresses AROC promotional activities.

The AROC needs a PR individual whose duties include monthly news releases to a media list which, no doubt,

our publisher can provide. This is too much of a job for an editor to handle. Major events should see invitations to major regional media and we should cultivate a group of enthusiast writers who contribute Alfa-related articles to national magazines such as European Car, Autoweek, R&T and C and D.



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Other Club Benefits -- Literature

I'd like AROC membership to include a subscription to *Quadrifoglio*, which is still being printed, though not for us (it's in Italian). We could negotiate a flat club rate and insert translations or summaries as a club benefit. Along the same lines, I'd like to pursue getting permission to reprint articles (and illustrations) from *Het Klaverblaadje*, the hands-down best Alfa club publication in the world. I'd also like to see the Owner print occasional features from *Quattroruote*, the ultimate Italian car magazine.

Improving the Owner

Dissatisfaction with a club publication is an easy pose. Correcting perceived problems requires much more effort. A volunteer organization, by definition, is low on effort and high on complaints, so criticism of the Owner is to be expected.

The club decided in 1979 to hire a publisher. This has proved a mixed blessing. Our issues come regularly and the magazine has become much more professional. However, a publisher cannot also be expected to be the reigning Alfa authority. This is a critical fault in club strategy, for a mis-directed Owner, or an Owner with

factual faults detracts from the overall appeal of the club. The Owner Advisor Committee has simply not worked: an advisor did not work well for Pfanner in California (I watched -- up close -- as the arrangement fell apart) and it's clearly not working for Darling in Oklahoma. The problem lies in the magazine production process, which requires careful coordination and quick turn-around times. I know how enthusiast magazines solve this problem, but several of the pieces are not currently in place for us.

The locus of authority in a magazine must be the editor, not the publisher. The AROC has totally confused the two roles. I don't want this to become a tutorial on magazine publishing, but since our Board does not seem to understand the process, I'll suggest the lines along which a solution can be effected.

The Owner must have an editor who is exclusively responsible for the content of the magazine: not only what is printed, but how the information is solicited. It is the editor's job to verify information and solicit additional expert assistance as necessary. While the editor has a high profile to the readers, the publisher is virtually invisible. It is clear that the publisher and editor must work together closely using telecommunications or FAX. The editor should be compensated out of the publisher's budget.

To guide the editor, the club should draft a mission statement for the Owner. Currently, the only requirement is regular monthly publication and fiscal responsibility. We need a coherent statement of the Owner's role as a club benefit. This document could prove to be a very revolutionary, for it might show that the glossy publication we currently receive is an unnecessary expense. A mission statement would also clarify the relation between

the Owner and club newsletters, some of which exceed the quality of the Owner in content. Should the Owner reprint the best newsletter material? I'm opposed to that, and am generally concerned with the duplicate efforts of chapter and national publications, but this is not the place for that particular discussion. Let me just end this with the assertion that the Owner is a problem which needs fixing, and the Atlanta agenda doesn't address it.

Regional Events

One of the ways you enhance the appeal of a club is to offer a variety of activities which the members can enjoy with some frequency. The national club offers an annual convention, tech-line help and a magazine. I know there are other less visible benefits, such as insurance and guidance on setting up annual conventions, but for the average member, the tangibles come down to a monthly magazine and a tech line.

Just as the current political movement is to shift power from the federal to state governments, I think that a movement from national to regional activities might be worthwhile. At a minimum, such a change would offer easier access to club benefits for more members. I want to assert that there is no need for a single annual convention: two or three regional events would accommodate more club members and provide alternate sites for board meetings.

Gita e Corsa is being held in Seattle in August. All clubs have been invited to participate, including ARA and Puget Sound, neither of which is associated with AROC. We have been invited to participate with ARA in their Monterey event this year. They have also asked if SoCal would be interested in hosting a regional event next year, and participating in Monterey in 1997, when Alfa may be the featured marque.

This is a fabulous opportunity. We need to do something - now, and I'll trust that the most vocal among us will also become the most proactive. I'm in the happy position of speaking both to the ARA at Monterey and the AROC in Seattle. I've been encouraged by SoCal, Central California, ARA, Puget Sound and the Northwest clubs to encourage cooperative regional events. Jim Hayes (New England chapter via the internet) has suggested "no-host" events which are largely informal, like the Friday-night drive-in gatherings of the 1950s. The West coast offers ample opportunity for scenic tours or rallies, and a little effort might even achieve a tour of several West-coast tracks.

Alfa Romeo Library of California

Library seeking to acquire collections of Alfa books, periodicals, technical publications, Alfa Owner Magazines (especially early years), and a collection of *Alfacionada*.

Please advise on subject matter, terms, and conditions.

Alfa Romeo Library of California, 705 Oak Grove Drive, Santa Barbara, CA 93108

TOUGH MARKET

JOHN HERTZMAN

I have remarked a few times about the shift from artisan production-craft production, to many to full production, which happened later in Italy than in this country or in northern Europe. We sometimes romanticize *craft* production, relating the panel beaters of our favorite carrozzeria to the skilled artistry of a Benvenuto Cellini or a Florentine leather worker. "All hand made, by skilled craftsmen. They don't build them like that any more." Magazines like *IL Quadrifoglio* will touch the beautiful end of traditional crafts, and in our minds we rub a bit of that aura off on the Zagato and Farina, and forget the workshops and trades that our grandparents left in Ireland or Sweden or Italy.

Italy, longer than northern Europe, worked through great difficulties to enter the twentieth century industrial world, struggling toward a vision of prosperity with the limited resources of earlier times. It is easy for us to forget how hard the struggle was, and hard, in so forgetting, to understand the social and political turmoil, like that of the Alfa Romeo works in 1919, which brought anarchy, revolution, and in the end the repressive order of Fascism (and after all, still more struggle) to the kingdoms and dukedoms of the cradle of European civilization.

The sheer cost of artisanal production, and the economic gap between the artisan and the consumer (craftsman and the patron, if you prefer) can be hard to grasp today. Angela Cherrett, in her fine book on the 8C2300*, mentions a price comparison which lends some perspective. You could buy an 8C2300 chassis in Italy, for a minimum of about a thousand pounds at a time when you could buy a three bedroom house in London for about three hundred pounds. Ferraris and Lamborghinis and Rolls Royces today are dirt cheap on such a scale.

A few years ago I found an exhibition catalog of one hundred years of Italian photography. Many lovely images, but most from the viewpoint of city dwellers affluent enough and modern enough in outlook to afford and want a camera. Urban street scenes, scenic views, the picturesque, the remarkable, some bucolic peasantry. The most arresting image for me was one from the thirties, in the workshop of the Necchi factory, well known in the fifties as a very progressive manufacturer of well-designed sewing machines, comparable to Olivetti typewriters. In the photo there were rows of grinders with very rudimentary safety guards, bins of castings, a few hanging light fixtures, and the workers with goggles for their eyes and caps or kerchiefs for their hair, mostly women, ragged, dirty, and barefoot on the dirt floor with rough plank walkways. Scratching their way from the seventeenth century into the twentieth, the hard way, in a country which had missed out on the industrial revolution while it was happening in the north.

I have been reminded of this sometimes by photos of the Alfa shops in the days before First War, sanitized time-exposures of posed workers with bicycle clips on their trousers showing their prosperity, but they did not seem so different from an American factory shop of 1910.

The newest book on my shelf, Anselmi's work on the 6C2500**, has one full-page photo which stopped me in a way the one in the Necchi shop did. There is a skinny worker in shabby and very dirty coveralls, at a very battered wooden workbench with what appears to be a grocer's scale, two vices, a tray holding six pistons and six connecting rods, two hammers, some files, taps, reamers, and a dial indicator. He is building an engine for a 6C2500, in 1946, reaming piston bushings one by one, balancing the reciprocating parts with the scale and a file. "All hand made, by skilled craftsmen. They don't build them that like that anymore" some will say, with nostalgia. They sure don't.

There is a great deal that I don't understand about Italy today and about Italy in the past two hundred years; it is a very complicated history. Fragments, like the photos and the cars themselves and the stories of their owners and their builders, illuminate corners of that complicated story, and shed some light on each other in the process. They contribute enormously to the feelings I have about the country and its people, its art and its culture, its design masterpieces and its industrial products. About a handful of 2500s which sold to Hollywood stars, Russia's dictator, Egypt's king, a Philippine playboy. About the 1900s and Giulietta with which the Portello works and the workshops of Farina and Touring and Bertone compressed decades of change in a few years. About the Giulia coupes, with their remarkable mix of traditional Alfa character and technical features with rationalized industrial production, their lovely Giugiaro-designed hulls moving down a very up-to-date assembly line in the brand new factory at Arese. That part of Italy had made it into the sixties, as modern as anything in industrial England or Germany, gaining so much and losing so little in the process. Many will differ, looking instead at the blight of industrialization and pollution on an idyllic agrarian paradise.

Either way, the story doesn't end there, of course; there have been many great changes since then, and many more to come, with Fiat and the Common Market and newly formidable competition from the Pacific and from other idyllic agrarian paradises which want to share the blight. History is never that neat, but it can be interesting, worth a look and a few questions. There is more to Alfa than a car and a company.

THANK YOU

The Club would like to give a special thanks to following sponsors for supplying items for the general meeting raffles:

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LOCAL COMPETITION

RANDALL HIGA

LAS VEGAS TIME TRIALS AND RACE June 10 -11, 1995

"Hey Jim-Bob, we's gonna see some big-time racin' in Las Vegas. Nuthin' but the highest-tech, incredibly trick, outrageously bitchin' sheet metal west of Charlotte and east of the Nurburgring!"

Yes, on the weekend of June 10 and 11 the Alfa Romeo Owners Club of Southern California was sharing the esteemed Las Vegas Speedway facility with the weekly Saturday night "Big \$\$ Bracket Racing." I must say that it certainly warms my heart to see these two forms of run-what-ya-brung, grassroots racing events. If you thought this type of competition had died when Sputnik was launched or even when man landed on the moon, you should have been in Las Vegas to witness all the action...

We had a remarkably large (for Las Vegas) turn-out of over 60 entrants. Many new faces and vehicles were in attendance that included everything from a fiercely-toothed MR2 to a fully-restored beautiful (and fast!) maroon 1974 GTV driven from San Jose. The weather was, uhhh, tolerable; generally below the melting point of red poker chip. Much to the sheer delight of Paul Blankenship, it did not rain.

Back in May, I was mildly disappointed and somewhat annoyed when I heard that the Las Vegas track had been changed. Although I was barely able to lap the old track quicker than a three-toed sloth, I used to have an obscene amount of fun lapping the old track. I have fond memories of drifting around the old turn 3 (or was it turn 4?) howling under full-throttle in third gear. Due to the lack of competition, I think I even held the record for Class F; I guess that's one I get to keep on the record books forever...

However, I was not disappointed with the new track. Although turn 9 (formerly known to God-fearing, seasoned racers as "Cathy's Corner"), the front straight and turn 1 were the same as the old track, everything else was new. The track was made longer although there are still the same number of turns. Most agreed that the new track was more of a "drivers track" than before. Alan Ward considered the new part of the course to be like, "driving a slalom." At the end of Saturday, I was sold; the new track was actually more fun than the old track! As a fringe benefit, the track surface was remarkably sticky; even the hardest, heat-cycled tires seem to stick bubble gum on a hot sidewalk.

As usual, the racing action was exciting. Big Marshall Buck in his Big Bad Black Corvette held even bigger Mike LeLesch in his tiny screaming yellow Lotus Elan at bay to clinch the big win in Sunday's race winning overall and in Class M. At one point in the race, Mike did close the gap to give Marshall's rear view mirror a nice view of the

Lotus' yellow snout, but the big Corvette again motored away. Mike nonetheless was victorious in Class N.

By far, the most exciting drive of the race was by Bonnie LeLesch in the matching screaming yellow 240Z, who at one point was within spitting distance of hubbie Mike. Bonnie and Gary Carmack in another 240Z had a nail-biting see-saw battle trading third place. One of the more breathtaking moments was when Gary was leading Bonnie through turn 3 and dropped two wheels off the outside of the track. Gary was miraculously able to maneuver the car back onto the track but only after letting Bonnie whiz by through his cloud of dust. After that incident, Bonnie clung to the lead and claimed third overall and second in Class N after Mike.

Another brilliant drive was exhibited by Brad Gray in his newly-sponsored red GTV by winning Class P and finishing fourth overall. He successfully fended off three, count 'em, three MR2s including Glenn Bjorkman who finished second in Class P.

In time trials, Alan Ward broke the 1-1/2 minute mark to win Class A with a sizzling 1:29:734 in Phyllis Gaylard's maroon GTV. It was Brad Gray's weekend as he finally got ahead of Alex Brown in the hotly contested Class C. Brad Gray turned a winning 1:32.510 with Alex close behind with a 1:33.267. With only Paul Blankenship in Class D and only John Cote in Class E, the trophy was given to John with a very respectable 1:36.574. John also savored his victory as he claimed his win over Paul and yours truly who had a DNF (more on that later).

In the non-Alfa time trial classes, Doug Hayashi clinched the victory in Class M with 1:29.111 in his Acura NSX. Top time of the day and winner of the crowded Class N was David Currier in a Corvette with a blistering time of 1:28.443. Not too far behind David was Rita Wilsey also in a Corvette with a 1:29.286. Class O was won by Brian Laine in an RX-7 who turned a 1:33.596 and Class P was won by Anthony Dominguez in a MR2. with a 1:33.970. Special mention goes to the only driver in Class Q who drove car number 81; novice driver Fred Hamilton (Father of Steve Hamilton) who at 81 years young, did an admirable job of piloting the family Buick Regal.

Unfortunately, bad luck plagued a few of the cars, including my poor GTV. While I only suffered a broken fuel injection pump, the GTV had to ride home on a rented trailer behind a rented U-Haul truck. Randy Harris' Duetto also got a ride home on a trailer behind a U-Haul as his engine demolished itself by forcing a connecting rod through the side of the engine block. Ouch! Other (known) casualties include John William's Omni GLH that experienced an interior fire, David and Erika Hering's Alfa Sedan that had fuel problems, and Phyllis Gaylard's GTV that had ignition and fuel pump problems. Lucky for Phyllis and Alan Ward, their problem was fixable and the mighty GTV was the fastest Alfa of the weekend.

As ol' Arnold says, "I'll be back." See y'all in Las Vegas in September!!

LAS VEGAS TIME TRIALS, LAS VEGAS SPEEDWAY - JUNE 11, 1995

OFFICIAL TIME TRIAL RESULTS

RACE GROUP BY CLASS & CAR NO.

| No. | Name | Color | Car | Group | Class | Initial Lap Time | Weight to HP |
|-----|----------------------------|------------|------------------------|-------|-------|------------------|--------------|
| 7 | Gray, Bradley | Red | Alfa Romeo GTV | R | P | 1:10 | 14.7 |
| 25 | Blankenship, Paul | Red | Alfa Romeo Alfetta GT | R | P | 1:13 | 0.0 |
| 88 | Buck, Marshall | Black | Chevrolet Corvette | R | M | 1:6 | 11.6 |
| 8 | Donofrio, James | White | Datsun 240Z | R | N | 1:10 | 10.0 |
| 23 | Carmack, Gary | White/blue | Datsun 240Z | R | N | 1:8 | 11.3 |
| 241 | LeLesch, Bonnie | Yellow | Datsun 240Z | R | N | 1:9 | 10.6 |
| 242 | LeLesch, Mike & Bonnie | Yellow | Lotus Elan | R | N | 1:8 | 10.6 |
| 23 | Williams, John | Black | Dodge Omni GLH | R | O | 1:10 | 14.7 |
| 30 | Dedman, Chuck | White | Jensen Healey Roadster | R | O | 1:12 | 14.7 |
| 90 | lee/(LEE), Joseph | Red | Mazda RX7 | R | O | 1:15 | 11.5 |
| 5 | Dominguez, Athony | Tan | Toyota MR2 | R | P | 1:13 | 19.6 |
| 19 | Hamilton/(HAMILTON), Steve | Beige | Toyota MR2 | R | P | 1:13 | 19.6 |
| 27 | Bjorkman, Glenn | Maroon | Toyota MR2 | R | P | 1:12 | 19.6 |

Finishing Order

88 242 241 23 7 27 19 30 8 5 25

Results by Class

Class B

| Position | No. | Driver | Make | Lap #1 | Lap #2 | Lap #3 | Lap #4 | Lap#5 |
|----------|-----|------------------|----------|----------|----------|----------|----------|----------|
| 1 | 13 | Ward, Alan | GTV 2000 | 1:29.734 | 1:30.124 | 1:31.254 | 1:31.823 | |
| 2 | 3 | Gaylard, Phyllis | GTV 2000 | 1:38.515 | 1:37.085 | 1:38.005 | 1:37.778 | 1:39.523 |
| 3 | 49 | Regends, Bob | GTV6 | 1:46.858 | 1:43.572 | 1:43.182 | 1:46.907 | 1:45.143 |

Class C

| Position | No. | Driver | Make | Lap #1 | Lap #2 | Lap #3 | Lap #4 | Lap#5 |
|----------|-----|-------------------|------|----------|----------|----------|----------|----------|
| 1 | 7 | Gray, Brad | GTV | 1:32.857 | 1:32.510 | 1:32.843 | 1:34.019 | |
| 2 | 50 | Brown, Alex | GTV | 1:34.118 | 1:33.267 | 1:33.288 | 1:33.570 | 1:33.462 |
| 3 | 31 | McGinnis, Mike | GTV6 | 1:35.461 | 1:35.886 | 1:36.374 | 1:35.230 | 1:35.027 |
| 4 | 37 | Manchester, Terry | GTV | 1:36.397 | 1:36.356 | 1:36.258 | 1:36.367 | 1:35.929 |
| 5 | 71 | Thompson, Richard | GTV6 | 1:38.747 | 1:38.706 | 1:36.516 | 1:37.665 | 1:37.840 |
| 6 | 501 | Rinaldi, Pat | GTV | 1:43.854 | 1:43.493 | 1:43.430 | 1:44.098 | 1:42.973 |

Class D

| Position | No. | Driver | Make | Lap #1 | Lap #2 | Lap #3 | Lap #4 | Lap#5 |
|----------|-----|-------------------|------------|----------|----------|----------|----------|----------|
| 1 | 25 | Blankenship, Paul | Alfetta GT | 1:38.191 | 1:38.796 | 1:37.945 | 1:38.864 | 1:38.832 |

Class E

| Position | No. | Driver | Make | Lap #1 | Lap #2 | Lap #3 | Lap #4 | Lap#5 |
|----------|-----|------------|--------|----------|----------|----------|----------|----------|
| 1 | 6 | Cote, John | Spider | 1:37.804 | 1:38.030 | 1:37.746 | 1:36.874 | 1:36.574 |

Class M

| Position | No. | Driver | Make | Lap #1 | Lap #2 | Lap #3 | Lap #4 | Lap#5 |
|----------|-----|------------------------|-----------------|----------|----------|----------|----------|----------|
| 1 | 5 | Hayashi, Doug | Zcura NSX | 1:29.743 | 1:29.548 | 1:29.624 | 1:29.435 | 1:29.111 |
| 2 | 14 | Quaid, Joel | Ferrari 348 GTS | 1:34.738 | 1:34.797 | 1:35.271 | 1:34.692 | 1:35.082 |
| 3 | 44 | Michaelian, Jr., Harry | Challenger | 1:37.273 | 1:37.664 | 1:36.925 | 1:36.640 | 1:35.924 |

Class N

| <u>Position</u> | <u>No.</u> | <u>Driver</u> | <u>Make</u> | <u>Lap #1</u> | <u>Lap #2</u> | <u>Lap #3</u> | <u>Lap #4</u> | <u>Lap#5</u> |
|-----------------|------------|----------------|----------------|---------------|-----------------|-----------------|-----------------|-----------------|
| 1 | 11 | Currier, David | Corvette | 1:29.581 | 1:29.244 | 1:29.561 | 1:28.443 | 1:28.912 |
| 2 | 45 | Wilsey, David | Corvette | 1:29.992 | 1:29.787 | 1:29.576 | 1:29.286 | 1:33.293 |
| 3 | 21 | Mello, Wayne | Porsche 944T | 1:33.511 | 1:32.268 | 1:31.007 | 1:31.308 | 1:29.900 |
| 4 | 34 | Sauter, Robert | Corvette | 1:31.539 | 1:30.775 | 1:31.619 | 1:30.598 | |
| 5 | 28 | Porteous, Paul | BMW M3 | 1:32.717 | 1:32.391 | 1:32.241 | 1:33.301 | 1:33.137 |
| 6 | 82 | Trejo, David | Ferrari 308GTS | 1:35.890 | 1:34.627 | 1:34.048 | 1:33.067 | 1:34.966 |
| 7 | 95 | Littrell, Jeff | Mazda RX7 | 1:34.128 | 1:33.898 | 1:34.395 | 1:34.482 | 1:34.375 |
| 8 | 131 | De Anda, Cesar | Porsche 911SC | 1:44.509 | 1:43.098 | 1:42.859 | 1:43.769 | |
| 9 | 56 | Strombo, Tim | Ferrari ? | 1:45.482 | 1:45.258 | 1:44.696 | 1:43.858 | 1:44.548 |
| 10 | 60 | Mello, Eugene | Mustang SVO | 1:50.201 | 1:43.767 | 1:49.959 | 1:48.906 | 1:51.871 |

Class O

| <u>Position</u> | <u>No.</u> | <u>Driver</u> | <u>Make</u> | <u>Lap #1</u> | <u>Lap #2</u> | <u>Lap #3</u> | <u>Lap #4</u> | <u>Lap#5</u> |
|-----------------|------------|--------------------|--------------|---------------|---------------|-----------------|-----------------|-----------------|
| 1 | 62 | Laine, Brian | Mazda RX7 | 1:35.625 | 1:35.139 | 1:34.095 | 1:33.596 | 1:34.021 |
| 2 | 78 | Schindler, Phillip | Mazda RX7T | 1:35.730 | 1:36.283 | 1:35.364 | 1:36.102 | 1:36.816 |
| 3 | 271 | Chan, Victor | Lotus Esprit | 1:38.129 | 1:45.629 | 1:36.002 | | |
| 4 | 38 | Schuster, John | BMW 325i | 1:39.213 | 1:38.980 | 1:38.965 | 1:38.050 | 1:37.882 |

Class P

| <u>Position</u> | <u>No.</u> | <u>Driver</u> | <u>Make</u> | <u>Lap #1</u> | <u>Lap #2</u> | <u>Lap #3</u> | <u>Lap #4</u> | <u>Lap#5</u> |
|-----------------|------------|-------------------|--------------|-----------------|-----------------|---------------|-----------------|-----------------|
| 1 | 5 | Dominguez, Athony | Toyota MR2 | 1:34.354 | 1:33.972 | 1:34.032 | 1:33.970 | 1:33.998 |
| 2 | 61 | Hamilton, Cathy | Toyota MR2 | 1:36.487 | 1:36.062 | 1:36.954 | 1:36.469 | 1:43.172 |
| 3 | 64 | Story, Scott | Hond CRX Si | 1:40.271 | 1:40.566 | 1:49.464 | 1:40.980 | 1:41.103 |
| 4 | 77 | Colberg, Alan | Toyota MR2 | 1:46.435 | 1:45.298 | 1:45.031 | 1:45.042 | 1:44.271 |
| 5 | 91 | Hood, Steven | Nissan 240SX | 1:47.095 | 1:47.119 | 1:47.758 | 1:56.824 | 1:49.228 |

Class Q

| <u>Position</u> | <u>No.</u> | <u>Driver</u> | <u>Make</u> | <u>Lap #1</u> | <u>Lap #2</u> | <u>Lap #3</u> | <u>Lap #4</u> | <u>Lap#5</u> |
|-----------------|------------|----------------|-------------|---------------|---------------|---------------|-----------------|--------------|
| 1 | 81 | Hamilton, Fred | Buick Regal | 2:05.853 | 2:08.580 | 2:02.950 | 2:00.249 | |

Fastest Time

| <u>No.</u> | <u>Driver</u> | <u>Make</u> | <u>Class</u> | <u>Time</u> |
|------------|----------------|-------------|--------------|-----------------|
| 11 | Currier, David | Corvette | O | 1:28.443 |



Alfoonery



THE BACK PAGE

CLASSIFIEDS

1982 GTV6 Balocco
#349, 2nd owner, always garaged, heads rebuilt, Konis, Carbon Kelvar Brakes, Pandora's Box, & new Goodyear Gatorbacks. Car is quick! \$4500 OBO
Jon
714-773-5121 (home)
310-787-5642 (business)

1967 Duetto
2nd owner, original white with red interior. Good mechanicals. Needs top. \$5,900.
Greg
818-704-0726

Custom Car Cover for Spider - Quadrafoglio. Mint condition, like new. \$50
Bruce
714-646-4199

Needed: Gas tank (new or used) for 1969 Boat tail spider.
John Davis
818-355-8710

Alfa Parts
Giulia Ti front bumper \$75, rear clip (@ 14") \$200, Carello driving lamps \$100, 105 GTV RH door w/ no rust \$80, Cast iron exhaust manifolds \$60 per pair, 14" steel wheels widened to 7" \$80 for four. '69 Berlina new Carello turn signal lenses \$50, panhard bar \$250. GTA magnesium bell housing (Inquire).
Fred
714-893-3727

Squadra Conrero T-Shirts
Shirts are seven colors. \$20
Stu Schaller
818-772-1333

1961 2000 Spider Parts Car
All mechanicals, extras, 2600 hard top. Must go! Let's talk!
Terry
310-372-5027 (home)
310-812-2420 (weekends)

Free to a Good Home
Two Alfaetta Sedans, no engines.
For sale
Giulia Super Shell. \$100
1976 Alfaetta Coupe Shell \$500
Pat
714-993-4378 (evenings)

1974 GTV 2000
Mechanical/cosmetic restoration, original red/black, looks excellent, runs strong, performance upgrades, garaged. A beautiful car. Must sell to put new baby in diapers/college. \$9500.
Ric Delgado
805-522-3098

1969 GTV
rare mustard yellow driver. Beautifully restored by Milano Motors of Santa Barbara. 78K miles. Only 200 miles since restoration. \$8000 OBO
Lee
805-965-1610

1984 Spider
Silver w/ black interior. New leather seats, top, paint. 123K miles. One owner. Excellent condition. \$4200 OBO.
Heddy
818-766-5077
Leave message.

1971 Spider 1750
Runs well, British racing green, BWA's, 17 yrs. service records, dependable original California car. \$4100 OBO.
1974 Spider fr. bumpers, excellent cond w/ light lenses, brackets, & ctr. grill guard.
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One pr. Veloce 1600 cams packed in grease by Reed cams for preservation. 40K miles on them. Not used in 15 yrs. \$350. **Pr. of solid new Autodelta aluminum carburetor mounting blocks** with hardware to replace 40 or 45 DCOE rubber mounts & support rod. Will work on European intake or injected car. Please specify.
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