

CUSTOM'S LAST STAND

The Lo-Rider displays almost make you feel religious.

by Albert Barrer

Rod and Custom Show. You can really flash off the name. If you are older than twenty, it brings up images of what went on at the shows and on the streets in the earlier days of Custom. You remember the Burts creation, the sleek chopped and lowered '49 to '51梅es that looked like they had been dipped in oil and were accompanied by a proud owner showing the car's ground clearance with a pack of Luckies. Early model Fords: '34's and '32's (remember the Beach Boys' "Little Deuce Coupe") Even Model A's and Model T's were standard fare and always comprised the big part of the shows.

Therefore, when you're an older aficionado planning to attend a custom show, you anticipate returning to a hocktide of old cultists, a real treat in a world with books like *Future Shock*. But hold on—the rod and custom shows have changed too. Certainly, if you take a serious look:

1. BIKES

Why all the interest in the bikes? Tom Wolfe theorized that the chopper has replaced the early model Ford as the favorite medium for the customizer. One look around the San Diego show last weekend confirmed this theory; bikes were everywhere. Once past the foyer, you had to really search to find the early model Fords, variations of which used to appear at shows over and over.



Two model T roadsters in the entrance way, two '32's and a five-window '34 coupe were

all that remained. It makes you a little sad when you recall that California, with its new 1400-pound-no-fenders law was the birthplace of the street roader. The big reveal of the Ford readers that the car mags talk about was nowhere to be found at this show.

In many ways the bikes are as similar to each other as the Fords used to be. Maybe this is because most of the show bikes originally came out of the same factory in Milwaukee. In any case, the real individualism comes with the types of cylinder heads: the Pan Head, the Knuckle Head, the Shovel Head, the Flat Head. Most of the bikes have gone the standard chopper route, reducing the ponderous Electra-Glide to a trim street machine with awesome straight-line capabilities. Overriders rear tire on a 16-inch rim, "hardtail" solid rear suspension, little seat, molded frame and tank, naked and extended forks; tiny front wheel, way out front, and no front shock.

"You meet the nicest people on a Honda"

Every time you see a chopper you wonder if it's following function or function following form. Ask a biker and he'll tell you that all the modifications make the chopper "a real high-performer." Well, you sure don't see them in the dirt. But the whole bike phenomenon is probably better explained in terms of role playing. Prior to the nineteen sixties, the motorcycle rider was a rough-tough-hell person with apparently no concern for safety. Then came the light-weight Japanese motorcycle and Honda's slick Madison Avenue-sans, "You meet the nicest people on the Honda." One night, Suzuki, Honda, Yamaha and Kawasaki sold millions of bikes to nice people. The motorcycle became a respectable mode of transportation. But who wanted to be a "nice" person? The 1960's biker didn't. And his answer was the chopper, with its extended forks, huge engine, and rakish seating posture.

At the show, the next stage seemed to be raising its head: the trike. Take a VW or Porsche engine and transmission and bolt on extended forks and you have tenor on three wheels. The signs at the trike exhibits explained that the vehicles are "strettable"; can be "ordered in



photograph Meyer/Schoenber

bit form or complete." How they perform is questionable, especially in light of all the handling problems of the VW transverse

"Ralph Nader would have to be bound and gagged."

mounted under something relatively stable like the Bug. It's a safe guess that Ralph Nader would have to be bound and gagged before he set foot on a trike.

2. LO-RIDERS

Another big change in the Rod and Custom scene is the coming of the Lo-Rider, seventies style. (Or, how come there are so many Riviers in here?) The ideal Lo-Rider is a middle-sixties Riviera owned by a proud, young black or brown male. Typically, long, hard hours of work have transformed the vehicle into a rolling pleasure palace. Multi-colored

**"384 buttons/
All Folded/
No Stitching"**

ding carpets, televisions, tiny steering wheel, nautical, buttoned and brocaded upholstery ("384 buttons/ All Folded/ No Stitching"), three or four inches of clearance from the ground. And the wide or "ping" whitewalls are making a comeback, respectively, too; check this month's Car

and Driver. The paint is usually some type of pearl-esque or metallic flake. With the colored lights set at different angles shining on the car and with the bone of angel hair, the Lo-Rider displays almost make you feel religious...

"That's pure rabbit fur. No synthetics."

"I'm gonna win," a dark kid named Dwayne Weller confides in my car. "It's D-W-A-Y-E-E, and uh would you send me copies of the paper with my name in it?" Before I have a chance to equivocate, a short, fat man with glasses and a gray handlebar mustache answers me: "Lookat that, mister. Would you believe it my eleven-year-old kid did it?" The man drags me over to the display next to Dwayne's. "Look at that; every part is a Schatz part, every part!" He kept repeating that.



What interested me was the fury gray banana seat. "Rabbit fur?" I ventured a guess. "That's pure rabbit fur. No synthetics. This here's my kid." He put his ample hand on a tasseled kid's head. The kid, who looked like any kid, looked away disinterestedly, maybe embarrassed. I wondered to myself what his electric train set looked like.

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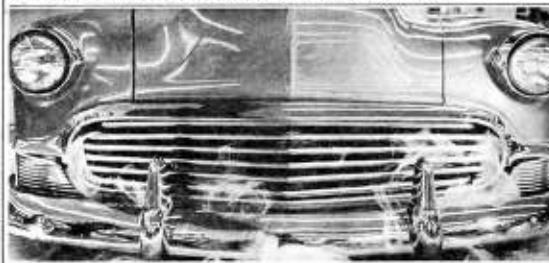
None of the hullu-gullying of ten or fifteen years ago.

by Kevin Mahony

Well, Tom Wolfe compared it to 19th Century European architecture, I think to myself. It just seems so ironic to have the Custom Car and Bike Show here at the Community Concourse. The surface of the Concours itself looks newly waxed, but that must have been for the Symphony's opening night with Van Cliburn next door. As we walk under the door sign "Admission \$3.50," I notice those people looking our way. They're standing next to two customized bicycles on display, anxiously hoping for a few people to be distracted from the more popular car and motorcycle sections. Yeah, Wolfe was right, look at that blue angel hair around the base of the bicycle. I stare intently, trying to figure out what the norms would be for bicycle customizing. The chrome's pretty shiny, the metallic paint looks nice...

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explanatory signs, however, kept the knowledge of the power plant a secret to the casual observer. As you'd expect, all the desert stuff was VW-powered except for the Manila and an interesting Renault Sandrail. Secondly, a number of exhibitors had chosen not to use the customary angel hair or white sand as the floor covering around their creation. Instead, they had spread out a two-inch layer of railroad chips, the kind you can see surrounding the trees and bushes of every Southern California apartment complex.

**"I made my dream
my goal, and
my goal a reality."**

There are some things at the Rod and Custom shows that will never change, like the immense amount of work in man-hours it takes to prepare each car. It's almost as if man-hours were the real measure of a customized car, each exhibitor very willing to tell you about the long hours he has put into his car. One 1941 Willys Gasser had a sign on the windshield, "I made my dream my goal, and my goal a reality." (A look at the engine through the wheel-well, however, revealed only the bare block on the chassis.) Maybe not quite "a reality" in this case, but a nice show car and an indication that the value-system of customizing, the emphasis on individual work, has not changed completely.

★ ★



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How about commercialization of the scene? Wolfe was writing about that even in 1962.

"Well, at L.A. we have sections of dealers who advertise." She was speaking slowly and carefully, not really knowing what a company girl should say.

**"You can't be an
amateur anymore."**

"Can I say something?" A man with a modified dashboard and a mustache which ended below his jaw interjected. He was a member of the Mavericks, according to his jacket. He started talking excitedly, "You can't be an amateur anymore. In the old days it was only lacquer jobs; now with spider webbing, metal flake, pearl paints ya' gotta have fancy equipment, filters and everything. I had to drive my car here from El Cajon and I almost got in a fight last night with the guy who owns the job near the front door. I asked him how far he drove that thing and he almost hit me. People like him just build cars for show."

How about drag racing, that genre too?

**"You can't beat a
radio telephone; I
don't care who
you are."**

"That's right. The cops have fast cars now. And radio telephones. You can't beat a radio telephone; I don't care who you are."

Myke because I didn't know much about cars, as I walked from the information booth into the showroom I was more taken with the variety of displays than

with the vehicles. One of the first was a display surrounded by gold and white imitation "...cascading plastic red roses."

Ancient Greek sculpture, Greek maidens holding flat bowls of cascading plastic red roses. As I backed away from this one, my attention was caught by a yellow truck with metallic gold flames called "Hepatitis." Well, it's set in a bed of yellow angel hair, I mused. Next door a bike on a tin foil pedestal was rotating above a painted foil sheet with rotating colored lights. And next to it was a three-wheeler on a fake grass pedestal, the real, natural look:



motorcycle owners. My friend asked them about a certain Nomad seen around downtown.

"Yeah, we've seen it. We're still trying to contact the owner. You know him?"

For some reason I sensed an atmosphere of listlessness hanging over the show that night. People walking from attraction



autumn leaves carefully strewn along with pumpkins and other Halloween paraphernalia.

The people with their displays weren't overly friendly, just sort of businesslike, like office receptionists, friendly enough to answer questions with a smile but no more. I was really fascinated with a pinkish-violet Lo-Rider with a three-by-five-foot Mexican flag behind it and a sign "Brown Image" in the rear window. The dash was covered with deep purple pom-poms and there were champagne bottles and glasses perfectly positioned

**"sequined styrofoam
hearts and cupids,"**

between the seats. At the base of the car was the proverbial angel hair, punctuated with little dolls and sequined styrofoam hearts and cupids. I got enough nerve up to ask the man of the obvious family-comes what his name was. "Sorry, Valderrama," he said. Then several us he was unsure as to whether they were from "Legion Heights" or "San Diego." Brown Image is only about five or six months old; there are about six other all-Chicano car clubs in the area. There's "Nomad" in National City, a couple in San Ysidro ... Not a lot more talkative were the Nomads, a club brought together by a kind of Chevy station wagon. I originally wrote a real story, seeing the man and wife at the table, "Did you happen to meet because each of you owned a Nomad?"

"Nope, he had ours. We got married and then I got ours." The pleasant, plump girl with wire rimmed told me, "There's about twenty of us in San Diego." And they even knew the nomad



"Honky Tonk Woman." None of the hully-gallying of ten or fifteen years ago. I wondered if the sun from El Cajon had already forgotten about the near light from the night before. And I wondered if the Mavericks and Nomads everywhere had as much fun as hot-rodders years ago.



Whither the San Diego Peace Movement?

**"Norman was
standing guard duty.
'Excuse me if I keep
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of the Yakopac
bombing haven't
you?'"**

Dollars coming down here from Berkeley; he's going to demand to visit the ship. We'll get the military people themselves involved in the anti-war movement." Five or six months later, all the national media were translating this Consultation Project into an outburst of anti-war feeling in military San Diego.

This week, October 1972, I went around to see if I could find out what's been happening to the local peace movement, especially in light of Kissinger's announcement about the ceasefire. Nobody I knew is still around. One of the Concerned Officers leaders I knew is back in Washington, D.C. getting a large salary to run an anti-war G.I. office. John Carroll is around but is trying to get his head together," I was told. "Couldn't be reached." The person who told me this was speaking from the office of Concerned Military and was very unfriendly: "You can't write a story about the movement unless you're in the movement. Besides, you're appealing us off; like the students who come here to do research for term papers do. They get A's from our work and we never get copies of the papers . . . Why write about us? Vietnamization is just an attempt to hide the war." Before I had a chance to question him further, the first speaker of the rally began to talk. I quickly found a chair in the sea of empty seats.

Whatever happened to the NVA (Nonviolent Action) group?

"They must be wiped out . . . I think the members have decided that non-violence is a false issue and either joined another group or became apolitical . . . the people in the peace movement have become more sophisticated than they used to be."

What about Railroad when and if the ceasefire goes into effect?

"Yeah, but that's not true. Nixon was forced to surrender."

The ex-servicemen and the girl at the Servicemen's Rights Center on Innes Fifth Avenue were much more upbeat. They explained how the peace movement in San Diego consists of three parts: the student group, the G.I. group, and the Indo-chinese Peace Campaign. Over half of the G.I. segment are people on active duty in the Navy, they said. "But a lot of them are guys who get out and go to school and become politically aware."

"I have a stack of membership cards that tick," snorted John Carroll, showing me at least a few inches with his thumbs and right fingers, "a lot of enlisted men too."

"Well, we're talking about working on the abolition of Article 15 of the Uniform Code of Military Justice, trying to get the offenders turned over to civilian courts." The girl also said that they considered the Vietnamese war only a symptom, the expressing cynicism that the "money interests" will never let go of the "imperialist oil and rice" of Southeast Asia. I started to question her assumptions about the economic interests, especially about our interest in the rice of Vietnam, but since we had gotten along so amicably, I decided to leave on a friendly note. As we walked toward the street-front door, they offered us a copy of their paper, *Up From the Bottom*, and told us we shouldn't miss the rally with Jane Fonda Sunday at Russ Auditorium.

Norman was standing guard duty. "Excuse me if I keep looking around while I'm talking to you, but you've heard of the Yakopac bombing haven't you? Well, we aren't taking any chances. And there's a lot of stuff that's not reported to the police, the stations, friends, the Peace House being that at. What good would it do to report it to the police?" He kept walking around nervously, looking around the auditorium. It turned out that he had been a naval officer on the *Ticonderoga*, decided "we were on the side of imperialism," and then, says the Peter Bochner firing controversy at State. ("San Diego State is like a railroad, throwing people off the track.") "The Railroad gives us about thirty hard-core members, but it should get bigger as the school year goes on. The McGovern people will be looking for something to do."

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"It won't affect us that much; we've decided, regardless of what happens, we're going to concentrate on reform of the university structure."

Two down, one to go, I sighed in relief. Now, if I can only find someone from the Indo-chinese Peace Campaign. The people behind their table in the lobby seemed reluctant to speak for the group and motioned me over to the left side of the auditorium. "Open the door and ask for Norman."

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JANE FONDA, San Diego, October 1972

No more grenades in my name,

and another; referring to the travelling First the Army show:

Oh America, I now can

say your name

Without feeling bitter and

without feeling ashamed

Cause I've travelled across

your countryside, your

city and your towns,

And saw the friendly

people come and

gather around



photograph: Meyer/Schreiber

