

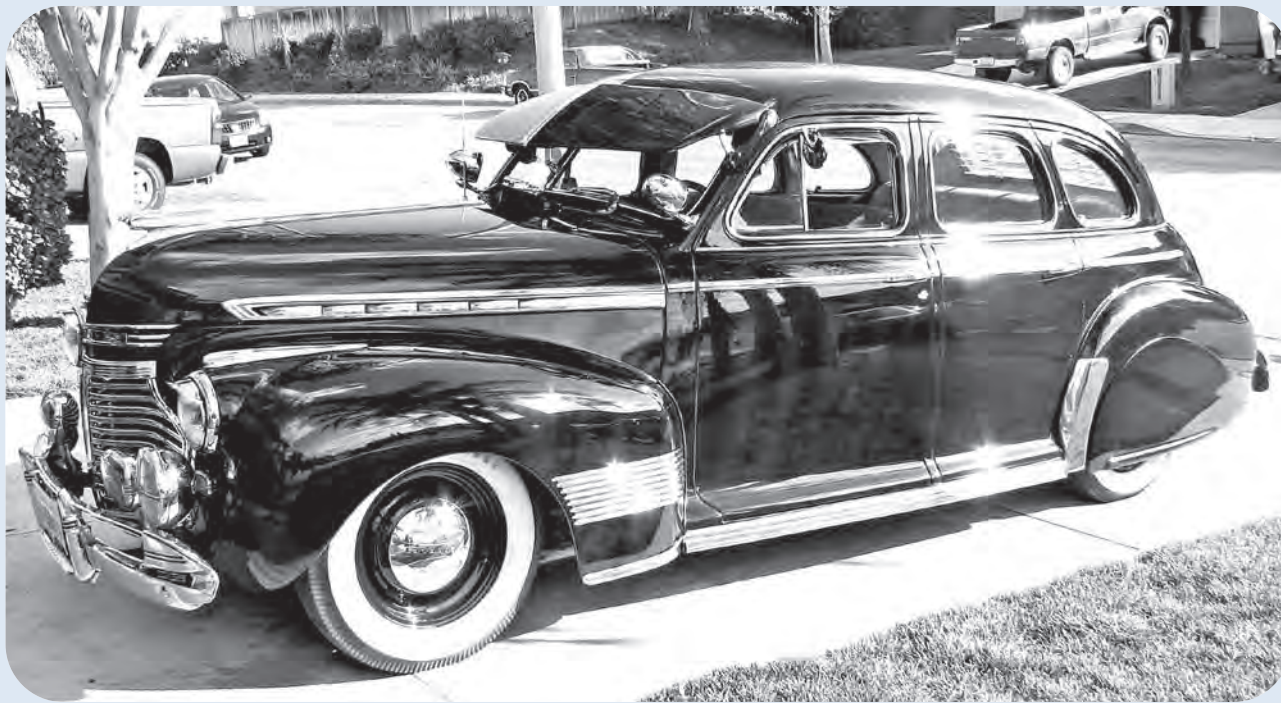
THE CAR CLUB



BY **EVERETT BENNETT**
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Old School Cool

David Rivera, Public Works, restored a '41 Chevy.



Over the past 100 years, Southern California has introduced and influenced things and people all around the globe. Aviators flew the skies overhead, making refinements to their aircrafts that changed travel. Moviemakers introduced the globe to the "blonde bombshell," and a group of beach boys out of Hawthorne painted a picture of beaches, surfboards and surfer girls. But one Southern California invention that has remained and grown is that of the lowrider. What started out in the predominantly Hispanic neighborhoods of Southern California has grown into a force that includes film, print, clothes and music. It is a lifestyle.

Probably the most recognizable car people pair with the term "lowrider" is the Chevrolet Impala, which has come to represent the style in the mainstream, but the true leaders of the lowrider world actually started 30 years before. The years of cars ranging from 1936 to 1954 are known as "bombs" and could be considered the godfather of the lowrider community. While the Impalas usually get the Dayton wheel treatment, hydraulics and loud stereos, bombs tend to be low-key and almost appear original. They usually sport rear fender skirts, hydraulics, cross bar hubcaps, whitewall tires and a mountain of accessories -- hat racks, umbrella holders,

fans, blinds in the rear window, a windshield visor, bumper guards and of course glass-pack mufflers. One such bomb is our feature this month.

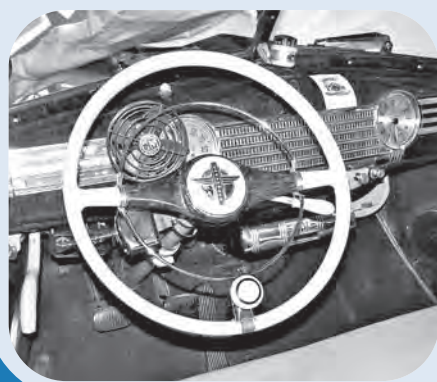
David Rivera, a Street Services Investigator II, Public Works/Street Services, is the proud owner of a 1941 Chevrolet Special Deluxe. David and his Chevy were introduced five years ago when the car carried his now wife to the altar on their wedding day. Anyone can rent a limo on their wedding day, but it takes true style to be chauffeured in a beautifully restored classic car. Three years into his happy marriage, the 1941 Chevy that drove his wife into his life came up for sale, and he knew it belonged in their life. After driving the car home and taking a real close look at it, he decided to make a few changes.

Not too long after having the keys in his hands, David sent the Chevy to the sandblaster, which gave him a clean canvas to start on. After the sandblasting process was completed, an auto body specialist cut the rusted panels out and welded, filled, sanded and prepped this beauty for its reincarnation. When all was said and done, David's '41 Chevy was now black cherry pearl and gleamed like it did when it was in the showroom. The paint was still warm from the buffing compound when David drove the car to the upholstery shop for

some inside magic. Tan and burgundy was the color scheme -- burgundy carpets and a tan corduroy cloth for the seats.

The next stage in the process of building the perfect "bomb" was the most challenging and expensive. Like I said before, accessories are the key, and locating them is most of the fun. Sure, you can buy aftermarket junk out of a catalog, but the true car guy spends hours on the Internet, on the phone and wandering swap meet aisles finding that special piece. Many green bills and aisles later, David had located all the pieces he envisioned on this beauty, including the stock hubcaps, a Fulton windshield visor, a tissue dispenser, a hat rack and a fan on the steering column to keep him cool. The ultimate find in his accessory quest were the chrome running boards, rarer than the car itself.

The car sits at a lowered stance but isn't as low as desired by David and his wife. An adjustable suspension is in its future, as well as many more happy miles on the 235 straight six motor, backed by the three-speed transmission. This car may not see sunlight every day, but when it does it is sure to shine like a star and demand attention from all who witness its presence. If you happen to be there, don't worry about not getting the opportunity for second look, because I am sure it will be cruising low and slow.



PROUD OF YOUR WHEELS?
SEND IN A PHOTO!

Send in a photo of you and your car, and we might publish it!

Send us your information, too -- name, title and City department, a phone number (we won't print it) and a paragraph or two about why you love your car, what kind of car and year it is, and maybe some fun details of how you got it, how you restored it, etc. Send it all to: talkback@cityemployeesclub.com



Newsbrief

ON THE BUS:

Transit ads publicizing the City's \$1,000 reward incentive to citizens who report incidences of illegal dumping, that lead to the arrest and conviction of offenders, debuted in April in South Los Angeles and San Pedro. "Sanitation Refuse Collections vehicles will display the ads though November, and MTA Buses and Transit Shelters through the first week in May," said Public Works Board President Cynthia Ruiz.

Transit advertising is the latest component in the "Don't Dump on LA" illegal dumping prevention campaign, targeting severely impacted sections of South Los Angeles and Wilmington. "We continue to urge citizens to call 3-1-1, the City's 24-hour, non emergency hotline, to report violators," Ruiz added. All calls are strictly confidential.

Illegal dumping cleanup efforts cost the City about \$12 million annually. Offenders can face misdemeanor or felony convictions. If convicted of a misdemeanor, an offender can receive a sentence of six months in jail or a fine of up to \$3,000, according to California State Penal Code section 374.4. A felony conviction can result in a fine of up to \$10,000 or three years in prison, according to State Penal Code 374.8. Los Angeles Municipal Code 66.25 documents the penalty as six months in jail or a fine of \$1,000, or both.

For the past five years, Public Works, City Attorney's Office and Environmental Affairs have worked cooperatively on a pilot program, including an ad campaign, to combat illegal dumping in severely impacted sections of Council Districts 8, 9 and 15.

Environmental Affairs received a \$500,000 California Integrated Waste Management Board grant on behalf of the City to fund the pilot program, which serves as a model from which an effective incentive and enforcement strategy will be developed citywide. Three main components are cleanup of chronic illegal dumping sites, increased surveillance of known problem areas, and public outreach for prevention.



Transit advertising is the latest component in the "Don't Dump on LA" illegal dumping prevention campaign.

Radio ads on selected stations, in both English and Spanish language, ran last year, as did in-theater ads at Magic Johnson Theaters in the Crenshaw District. Websites and radio talk shows have featured the campaign, as well.

South Bureau Illegal Dumping Prevention Collaborative was formed early on to develop prevention strategies to combat the problem and prioritize problem locations. Public Works; City Attorney's Neighborhood Prosecutor Program; City Council Districts 8, 9 and 15; and LAPD Southeast, Southwest, 77th and Harbor Divisions are participating. The Building and Safety, Transportation, Housing, DWP and the LAPD South LA Area Senior Lead officers also are part of the collaborative.

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