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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding	91188462
Party	Plaintiff NITE LIFE OF SANTA BARBARA
Correspondence Address	Victoria Carver Carver Law PO BOX 2425 Champlain, NY 12919 UNITED STATES VC@ETMLAW.COM
Submission	Plaintiff's Notice of Reliance
Filer's Name	Victoria Carver
Filer's e-mail	vc@etmlaw.com
Signature	/vcarver/
Date	12/21/2009
Attachments	Notice of Reliance.pdf (2 pages)(30722 bytes) Applicant's First Responses to Opposers First Rogs.pdf (7 pages)(20249 bytes) Applicants Second Responses.pdf (4 pages)(187834 bytes) Rosas Res to Amended Opposition Final.pdf (5 pages)(35358 bytes) DiscoveryDocumentsSubmitted by Applicant.pdf (34 pages)(4392829 bytes)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Nitelife of Santa Barbara,)	
)	
Opposer)	
)	
v.)	
)	
Nite Life Car Club Association,)	Opposition No. 91188462
)	
Applicant)	
)	

**OPPOSER'S NOTICE OF RELIANCE
PURSUANT TO RULE 2.120**

Opposer, by its attorney, hereby submits this Notice of Reliance Pursuant to 37 CFR Section 2.120. Specifically, Opposer relies on Applicant's responses to Opposer's interrogatories and requests for documents and Applicant's Response To Opposer's Amended Notice Of Opposition as follows:

1. Opposer submits herewith copies of Applicant's responses to Opposer's interrogatories and the documents submitted in connection therewith showing Opposer's inability to offer proof of usage of the mark as claimed in its application; and,
2. Opposer submits herewith a copy of Applicant's Response to Opposer's Amended Notice of Opposition, which includes Applicant's admission that it is not the exclusive user of the mark.

Respectfully submitted,
Nitelife of Santa Barbara

/vcarver/
Victoria A. Carver
Attorney for Opposer

CERTIFICATE OF MAILING

I hereby certify that this correspondence is being deposited with the United States Postal Service as First Class Mail on December 22, 2009 in an envelope addressed to:

W. Douglas English, III
English & Associates
674 County Square Dr., Ste 101
Ventura, CA 93003

By: Victoria Carver

(Signature) December 22, 2009

English & Associates
W.D.English, Esq.
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Attorney for Applicant

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Niteliflife of Santa Barbara,

Opposer

v.

Nite Life Car Club Association,

Applicant

Opposition 91188462

APPLICANT'S FIRST RESPONSE TO
OPPOSER'S FIRST SET OF INTERROGATORIES

Niteliflife Car Club Association, Applicant, hereby responds to Niteliflife of Santa Barbara, Opposer, First Set of Interrogatories pursuant to 37 C.F.R. Section 2.210 and Rule 33 of the Federal Rules of Civil Procedure, wherein all answers are made by Applicant under oath.

Unless otherwise indicated by the context, the term "identify" as used herein in connection with documents or things means furnishing a description of a document or thing, its title, identifying number, date, and the full names, addresses and titles of the persons (a) originating it and (b) to whom it was directed if and as known to Applicant.

The term “Applicant’s Trademark” shall mean the trademark which is the subject of Application Serial No.78-864,321. The term “Applicant’s Goods” shall mean the following items as set forth in Application Serial No.78-864,321: “blazers, denim jackets, fur coats and jackets, fur hats, hat bands, hats, jackets, leather jackets, light-reflecting jackets, and T-shirts.”

5 **INTERROGATORY NO. 1**

State the dates of first use and of first use in commerce of Applicant’s Trademark for each item of Applicant’s Goods and identify all documents in support of such dates of first use.

RESPONSE: 1980 as supported by Applicant’s Responsive Discovery Disclosures submitted 13 May 09.

10 **INTERROGATORY NO. 2**

State the dates of first use and of first use in commerce, if any, of the design only portion of Applicant’s Trademark in connection with Applicant’s Goods or any other goods or services and identify all documents in support of such dates of first use.

RESPONSE: Same response to # 1, supra.

15 **INTERROGATORY NO. 3**

Describe generally the classes of ultimate purchasers and users of Applicant’s Goods.

RESPONSE: Classic, vintage car enthusiast.

20 **INTERROGATORY NO. 4**

State Applicant’s annual dollar sales of Applicant’s Goods bearing Applicant’s Trademark for each year since adoption of the mark and state the number of units of each item comprising Applicant’s Goods sold each year.

RESPONSE: Approximately \$4,000/year, seven years ago; however, relatively little
25 recently.

INTERROGATORY NO. 5

State Applicant's annual dollar (or equivalent) expenditure for advertising and promotion of Applicant's Goods bearing Applicant's Trademark for each year since adoption of the mark.

RESPONSE: Advertising and promotional flyers cost approximately \$280 for 2008. Past
5 organizational accounting has not been adequately documented.

INTERROGATORY NO. 6

Describe the types of retail and other sales outlets which sell or intend to sell Applicant's Goods.

RESPONSE: All retail sales are made directly from/through through Applicant's
10 Association

INTERROGATORY NO. 7

Identify representative labels, containers or other means by which Applicant uses Applicant's Trademark on or in connection with the goods.

RESPONSE: Applicant used the mark by applying it directly as labels to the
15 Goods/clothing sold.

INTERROGATORY NO. 8

Identify three representative retailers or other vendors in California which have sold Applicant's Goods bearing Applicant's Trademark.

RESPONSE: Reference # 6, supra.

20 **INTERROGATORY NO. 9**

Identify three representative retailers or vendors outside of California which have sold goods bearing Applicant's Trademark.

RESPONSE: Reference # 6, supra.

INTERROGATORY NO. 10

Describe the circumstances and identify the documents that show interstate usage of Applicant's Trademark on Applicant's Goods for each year since the date of first use set forth in Application Serial No.78-864,321.

- 5 **RESPONSE:** Sales made and negotiation for satellite associations in Colorado with John Herecia (720) 338-7106, and in Oregon with Mark Arredondo (503) 339-4954, addresses of either not documented.

INTERROGATORY NO. 11

Identify the distributors of Applicant's Goods bearing Applicant's Trademark.

- 10 **RESPONSE:** Reference # 6, supra.

INTERROGATORY NO. 12

Identify the manufacturers of Applicant's Goods bearing Applicant's Trademark.

RESPONSE: T Shirt Warehouse, CK Graphics, and Monarch Uniforms, all of Oxnard, CA.

- 15 **INTERROGATORY NO. 13**

Identify all documents relating to Applicant's knowledge of Opposer and Opposer's marks, NITELIFE SANTA BABARA and NITELIFE SANTA BARBARA and Design, at the time Applicant adopted its mark.

- 20 **RESPONSE:** Applicant and Opposer were the same group of individuals since the Association's beginning in 1982, with Applicant's group residing in Ventura and Opposer's group residing in Santa Barbara.

INTERROGATORY NO. 14

Describe the process whereby Applicant, Nite Life Car Club Association, aka Nitelife of Ventura, was formed.

RESPONSE: After several years of the NiteLife Car Club Association meetings in Santa

5 Barbara, the Ventura members simply decided to meet more conveniently in Ventura

INTERROGATORY NO. 15

Describe the rationale for claiming in Applicant's Response to Notice of Opposition that Applicant's Trademark is a service mark.

RESPONSE: Applicant has for many years and continues to use the Nite Life mark both

10 as a trademark applied to the clothing Goods that Applicant sells at its periodic shows and gatherings, and also concomitantly uses the Nite Life mark as a service mark in organizing, promoting, and operating auto shows, dances, and community fund raising events for benevolent organizations.

15 **INTERROGATORY NO. 16**

Set forth in detail all facts and identify all documents upon which Applicant bases its claim of ownership in the design portion of Applicant's Trademark.

RESPONSE: The "cross blades and rose" design logo of the mark was conceived and drawn by a non member girl friend, name unknown, of one of the members, Jamie Maldonado. All

20 members, those from Santa Barbara and those from Ventura, voted to accept said logo for the Car Club Association.

INTERROGATORY NO. 17

Identify the person(s) by name and address that are most knowledgeable regarding Applicant's claim of ownership in the design portion of Applicant's Trademark.

5 **RESPONSE:** Jamie Maldonado's girl friend; as corroborated by Larry Rosas (805) 432-9109 and Pedro Menchaca (805) 729-53471.

INTERROGATORY NO. 18

10 Set forth in detail all facts and identify all documents upon which Applicant bases its claim of use of Applicant's mark as set forth in item #7 of Applicant's Response to Notice of Opposition.

RESPONSE: Both Applicant and Opposer have earlier submitted ample evidence and specimens of each group's joint, concomitant and continuous use of the mark and logo, both as a TradeMark and as a ServiceMark

15 **INTERROGATORY NO. 19**

 Set forth in detail all facts and documents in the support of Applicant's assertion in item #11 of Applicant's Response to Notice of Opposition.

20 **RESPONSE:** "res ipsa loquiter", Nite Life Santa Barbara and Nite Life Ventura are obviously both distinct geographically and are obviously related in long and continued use by both parties in support of and in concert therewith as opposed to being in discord therewith.

INTERROGATORY NO. 20

25 Set forth in detail all facts and identify all documents upon which Applicant bases its assertions set forth in item #12 of Applicant's Response to Notice of Opposition.

RESPONSE: “res ipsa loquiter” again... obviously long and continued, joint use of the mark and logo of Nite Life has been a positive support for both the Santa Barbara group as well as the Ventura group.

INTERROGATORY NO. 21

5 Identify all experts engaged by Applicant relative to this proceeding and the subjects of their proposed testimony.

RESPONSE: No experts have been retained by Applicant.

10 Respectfully submitted,

English & Associates

Dated: 28 July 2009

/W.D.English/

15 By _____
W. Douglas English
Attorney for Applicant

20 CERTIFICATE OF SERVICE

The undersigned attorney for Applicant, hereby certifies that a copy of the foregoing FIRST RESPONSE TO OPPOSER’S FIRST SET OF INTERROGATORIES was served upon Opposer by email at vc@etmlaw.com, and also by mailing a copy thereof, first class
25 mail, postage prepaid, to counsel for Opposer, Victoria A. Carver, Esq. at P.O. Box 2425, Champlain, NY 12919, on 28 July 2009.

30 By _____
/W.D.English/
W. Douglas English
Attorney at Law

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

5	Nitelife of Santa Barbara,)	
)	
	Opposer)	
)	
	v.)	
10	Nite Life Car Club Association,)	<u>Opposition 91188462</u>
)	
	Applicant)	
)	
15	_____)	

APPLICANTS'S SECOND SET OF RESPONSES TO INTERROGATORIES

20 Nitelife Car Club Association, hereinafter "Applicant," hereby provides the following responses to interrogatories of Nite Life of Santa Barbara, hereinafter "Opposer," pursuant to 37 C.F.R. Section 2.210 and Rule 33 of the Federal Rules of Civil Procedure, answered by Applicant under oath.

25 No individual identification or description of documents, things, copies, or photos earlier furnished in mass was made or is available or listed by title, identifying number, date, full names, addresses, or titles of persons originating said item or to whom said item was directed other than that earlier provided in Discovery herein and heretofore.

30 The term Applicant's "TradeMark and/or ServiceMark" shall mean the TradeMark and/or ServiceMark which is the subject of Application Serial No.78-864,321 and/or Amendment thereto.

The term "Applicant's Goods" shall mean the following items as set forth in Application Serial No.78-864,321: "blazers, denim jackets, fur coats and jackets, fur hats, hat bands, hats, jackets, leather jackets, light-reflecting jackets, and T-shirts."

The term "Applicant's Services" shall mean the events as set forth in Applicant's
 5 Amendment to Application Serial No. 78-864,321: namely auto shows, public dances, festivities, and events to generate donations and assistance for needs in the local communities

INTERROGATORY NO. 1

Identify the items in Applicant's Responsive Discovery Disclosures that demonstrate the
 dates of first use and of first use in commerce of Applicant's Trademark for each item of
 10 Applicant's Goods.

RESPONSE NO. 1

All items of Applicant's Goods and Services provided in Applicant's Responsive
 Discovery Disclosures with dates thereon inherently demonstrate a date of first use and of
 first use in commerce of Applicant's TradeMark and/or concomitant ServiceMark

INTERROGATORY NO. 2

Identify the items in Applicant's Responsive Discovery Disclosures that demonstrate the
 dates of first use and of first use in commerce, if any, of the design only portion of Applicant's
 Trademark in connection with Applicant's Goods.

RESPONSE NO. 2

20 All items of Applicant's Responsive Discovery Disclosures with dates thereon
 inherently demonstrate a date of first use and of first use in commerce wherein the design
 only portion of Applicant's TradeMark and concomitant ServiceMark is displayed in
 connection with Applicant's Goods and/or concomitant Services.

INTERROGATORY NO. 3

Applicant stated in response to Interrogatory 4 of Opposer's First Set of Interrogatories that "recently" Applicant has sold "relatively little" of goods bearing the mark. Describe the length of time and reasons for Applicant's nonuse of its mark on Applicant's goods.

5 **RESPONSE NO. 3**

Applicant cannot provide a more exacting definition of "recently" to define a definite length of time, and there is no explanation for "relatively little" sale of Goods other than Applicant has exerted greater effort in the promotion of its Services more so than its concomitant sale of Goods

10 **INTERROGATORY NO. 4**

Identify and furnish copies of labels that demonstrate Applicant has used Applicant's Trademark on or in connection with all of Applicant's Goods.

RESPONSE NO. 4

15 Applicant has already identified and furnished copies of labels that demonstrate Applicant has used Applicant's TradeMark on or in connection with all of Applicant's Goods as well as items indicating Applicant's ServiceMark in connection with all of Applicant's Services.

INTERROGATORY NO. 5

20 Applicant's response to Interrogatory 10 of Opposer's First Set of Interrogatories ("Describe the circumstances and identify the documents that show interstate usage of Applicant's Trademark on Applicant's Goods for each year since the date of first use set forth in Application Serial No.78-864,321") was: "Sales made and negotiation for satellite association in Colorado with John Herecia, and in Oregon with mark Arredondo." Identify and furnish copies of documents,

labeling or other evidence showing interstate usage of Applicant's Trademark on Applicant's Goods that occurred pursuant to said "sales" and "negotiations."

RESPONSE NO. 5

Applicant is not presently aware of copies of any documents, letters, memos, phone call lists, emails or other written correspondence, other than that which has been submitted in prior discovery, evidencing Applicant's usage of Applicant's TradeMark in the sale of Applicant's Goods or ServiceMark in the promotion of Applicant's Services that occurred pursuant to any sale and/or negotiations for opening a new out of state organization/association. All said negotiations for another new in state or out of state group have been oral.

The foregoing statements made by the undersigned are made on information or belief of Applicant and are made under penalty of perjury to the best of the undersigned's present knowledge, awareness, and understanding of the matters and issues addressed herein.

Respectfully submitted,
English & Associates

Dated: 12 Oct 2009

By [Signature]
W. Douglas English, Esq
Attorney for Applicant
674 County Square Drive, Suite 101
Ventura, CA 93003
Tel. 805.642.2025 / Fax. 805.805.642.0703
Email: wdenglishesq@yahoo.com

CERTIFICATE OF SERVICE

The undersigned Attorney for Applicant, hereby certifies that a copy of the foregoing APPLICANT'S SECOND SET OF RESPONSES TO INTERROGATORIES OF OPPOSER was served upon Opposer by mailing a copy thereof, first class mail, postage prepaid to counsel for Applicant, Victoria A. Carver, at P.O. Box 2425, Champlain, NY 12919 on OCTOBER 12, 2009.

By [Signature]
W. Douglas English, Esq

English & Associates
W.D.English, Esq P.C.
Calif Bar # 140513
US Pat Bar # 30746
County Square Professional Offices
674 County Square Drive, Suite 101
Ventura, CA 93003

805-642-2025
805-642-0703 fx
wdenglishesq@yahoo.com

Attorney for Applicant

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

Nitelite of Santa Barbara,

Opposer

v.

Nite Life Car Club Association,

Applicant

Opposition 91188462

2 Dec 2009

APPLICANT'S RESPONSE TO OPPOSER'S AMENDED NOTICE OF OPPOSITION

Note: In view of the Holiday Season, Opposer's Counsel has courteously granted Applicant a one week extension to file this Response.

PREAMBLE

In Opposer's Request to Amend their Notice of Opposition, Opposer argues that Applicant was not the "actual owner" of the rights sought in Subject Application for registration of the Trademark NITE LIFE with crossed knife logo. Opposer states that Edmundo Rosas filed a DBA claiming Night Life Car Club Ventura County and Nite Life as fictitious business names of the Association, and further that Applicant used the name Nite Life Car Club Ventura County for a Seller's permit from the California State Board of Equalization .

Applicant wishes to point out, however, that a DBA, Corporate Name, and TradeName are, probably more often than not, concomitantly used as a TradeMark or

ServiceMark as well by virtue of said mark being applied to and in promotion of the Goods or Services of a company. Surprising but true...

Indeed, in the instant case, evidence produced in Discovery amply discloses that both Applicant and Opposer have for nearly 30 years concomitantly used the NITE LIFE mark and logo, together and separately, both as a trademark labeled on goods sold therewith, and also as a service mark relating to the Vintage Car Club Association public events, and on a variety of services provided by the Association since the early 1980's. In so doing, each party hereto has on various occasions used the mark in a variety of forms with and with out the crossed knives logo, to wit:

NITELIFE
NITE LIFE
NITELIFE CAR CLUB
NITELIFE SANTA BARBARA
NITE LIFE SANTA BARBARA
NITE LIFE SANTA BARBARA CAR CLUB
NITE LIFE OF SANTA BARBARA
NITE LIFE CAR CLUB OF SANTA BARBARA
NITE LIFE VENTURA
NITE LIFE CAR CLUB ASSOCIATION
NITE LIFE VENTURA COUNTY
NITE LIFE CAR CLUB
NITE LIFE CAR CLUB VENTURA COUNTY
and even...
NIGHTLIFE CAR CLUB
and
KNIGHT LIFE AUTO CLUB...

In each of the foregoing variations of a common theme "NITE LIFE", the NITE LIFE Mark eschewed an image and source of a vintage auto club. In retrospect, there existed a lengthy use of said Mark as a Common Law TradeMark and ServiceMark long before said Mark also became an official DBA, TradeName and Registered TradeMark/ServiceMark.

The Applicant named in the application at hand was and is "NITE LIFE CAR CLUB ASSOCIATION" and as such did not address any individual of either the Santa Barbara NiteLife Group or the Ventura NiteLife Group. Both groups were originally a single group in Santa Barbara, initially called "Night Life Car Club", formed with encouragement and assistance from Edmundo Rosas's father, Lorenzo Rosas circa 1981; Edmundo Rosas is in the Ventura Nite Life Group (i.e. Applicant herein) At a later time, the original members of the "Night Life Car Club" resident in Ventura along with new members, elected to have their meetings in Ventura rather than Santa Barbara.

In short, Opposer has no greater, nor lessor Common Law or Registered right to use the Mark NITE LIFE and or its logo than Applicant; and this is so despite the fact that Applicant has been granted a US Registration for the TradeMark NITE LIFE (S/N

78344503, R/N 3,415,520) status over Opposer's earlier Opposition thereto (O/N 91166528).

Applicant has urged earlier in these proceedings that all Nite Life members, whether in the NiteLife Santa Barbara group (Opposer herein) or the NiteLife Ventura group (Applicant herein), be allowed to comcomitantly use the term Nite Life as a TradeMark and ServiceMark ,with and without the crossed knives logo, as present and original members have done so for 30 years, and to secure that right by granting Applicant's registration in the name of Nite Life Car Club Association, whether resident in Santa Barbara, Ventura or other intrastate and interstate extensions of the Club/Association.

Applicant wishes to point out that the present multi registration processes and multi opposition processes of a mark used by both parties hereto were initiated by a recent new member, Daniel Trejos of the Santa Barbara group, when he was attempting to gain total control of the whole Nite Life Association, and as part of and in furtherance thereof, filed an application for registration of the TradeMark NITE LIFE and logo (S/N 76599200) under his name alone and not on behalf of the Association. In so doing, Mr Trejos indicated that only he had the right to use or right to license anyone else in the Car Club Association to use the mark" NITE LIFE.

As a result of Mr. Trejos' filing of the 76599200 application, and in view of Mr. Trejos' intent to have total control of the mark, Edmundo Rojas of the Ventura group, and on behalf of all members of the Association, members in the Santa Barbara group as well as members in the Ventura group, filed an opposition (O/N 91165738) to registration of Mr. Trejos' application. Although Mr. Trejos' mark did issue as a registered mark (R/N 2918594) during the opposition process, said mark was subsequently Cancelled in view of said pending opposition.

RESPONSE TO OPPOSER'S ALLEGATIONS

I. OPPOSER AND APPLICANT USED THE MARK NITELIFE AND DESIGN

1. Admit in part: with the understanding that Opposer (NiteLife of Santa Barbara aka NiteLife Car Club) and Applicant (NiteLife Car Club Association) were the same party in the 1980's and 90's, and both Applicant and Opposer used the same mark as a service mark and as a trademark.
2. Admit.
3. Deny: certain members of the Santa Barbara group decided to meet in Ventura where they lived.
4. Admit in part: both Applicant and Opposer were using various forms (supra) of the Nite Life mark and logo.

5. Admit.

6. Admit: with the understanding that though both Applicant and Opposer engage in community and charitable events, Applicant really does donate its earnings to charity, whereas Opposer issues its earnings to its members.

7. Admit in part: with the understanding that Applicant likewise promotes its events in similar manner.

8. Admit.

9. Deny: Jamie Maldonado's then girlfriend authored, created the logo design of the mark and there's no evidence that she, as the real legal owner of the design, ever conveyed her rights therein to anyone.

10. Deny.

II. THERE IS NO LIKELIHOOD OF CONFUSION

11. Deny.

12. Deny.

13. Deny.

III. APPLICANT HAS NO BAD FAITH OR HARM TO OPPOSER

14. Deny: both parties, Applicant and Opposer, have used the same mark and logo for 30 years.

15. Deny.

16. Deny: some of Applicant's members were existant in the early 1980's and some later members were not.

17. Deny: both Applicant and Opposer have Common Law rights of use of the NITELIFE mark and logo since the early 1980's.

IV. SUBJECT MARK IS NOT MERELY A TRADENAME

18. Deny: Applicant provided numerous clothing specimens of Applicant's application of the mark to the labels on the clothing, evidencing use as a TradeMark, as well as various promotional displays and leaflets promoting car show and community events evidencing Applicant's use of the mark as a ServiceMark as well as a TradeMark and as well as a TradeName.

V. SUBJECT MARK IS NOT ONLY USED DECORATIVELY

19. Deny: Counsel for Opposer appears to have misplaced or lost the several photos indicating Applicant's application of the mark to labels on shirt and coat collars as well as labels attached to various clothing via tags indicating a TradeMark use in addition to the same mark being boldly and decoratively applied on the front or back of the garment as well.

WHEREFORE, in view of the foregoing responses to Opposer's allegations, Applicant prays that the Opposition be denied and that Applicant's registration be granted.

Respectfully submitted ,
Nite Life Car Club Association

/W.D.English/

W.Douglas English, Esq.
Attorney for Applicant

CERTIFICATE OF SERVICE

The undersigned attorney for Applicant, hereby certifies that a copy of the foregoing RESPONSE TO OPPOSITION was served upon Opposer by email at vc@etmlaw.com, and also by mailing a copy thereof, first class mail, postage prepaid, to counsel for Opposer, Victoria A. Carver, Esq. at P.O. Box 2425, Champlain, NY 12919, on 2 December 2009.

By /W.D.English/
W. Douglas English
Attorney at Law

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HISTORY OF LOWRIDING CHAPTER FOUR

COOL TECH AND AUDIO TIPS!

ELECTRIC MIRRORS, COIL-OVERS AND SHOWCASING AMPS

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Product Information, Plus:

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Santa Barbara's showin' n style show

event.

successful

hosts

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nite



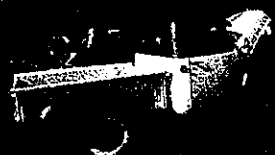
Louie's fine '54 Bel Air from Oldies-Santa Ana



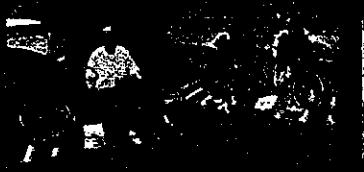
Oldies' mascot pup waves for the camera



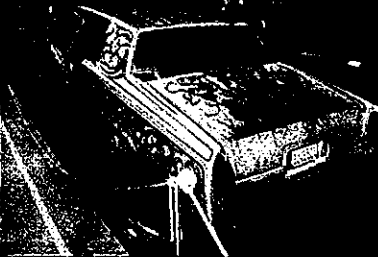
Rene Garcia from Team Adrenalize showed his '93 Probe GT



Gil Rodriguez' clean '53 Chevy pickup



Duke's V.C. Bicycle Club came out



Tom Lomas' "Shangri Brew" '84 Caddy from Gruppe Bakersfield



Caesar Zuniga took Best of Show with his '61 Monte Carlo from Street Life Salinas

Text and Photos by
Dick DeLoach

The Ben Page Youth Center in scenic Santa Barbara, California, was once again the site for the Eighth Annual Showin' N Style Car Show to benefit the city's Youth Sports Association. Presented by Nite Life Car Club, the indoor and outdoor car show has gained the status as a classic among area lowriders. In all, more than 250 of Coastal California's finest traditionals, bombs, bikes, Euros and trucks turned out to support the seaside show. As a memento of the event, special dash plaques were given to participants.



Songstress Sara sang her hits for the audience.



Team Adrenalize on the scene.

Santa Barbara's showin' nstyle show

Charity food booths to help the Youth Center were set up, serving homemade Mexican *comida*, and barbecue tri-tip and sausage sandwiches, and the Carpinteria Boys & Girls Club made cool T-shirts with digital photos of your car on them. Of course, vendor's row was popular as always, with C&L Hydraulics, Just 4 Show Accessories & Plating, Joe's Upholstery, Sur Streetwear, Clanton Sounds, Flatline Graphix and Classic Concepts displaying.

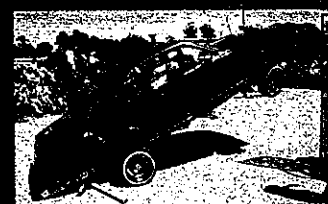
It was yet another mellow Nite Life family affair, with warm weather, clear skies, no problems and clubs galore sharing a day of friendship and fun. "Special thanks to everyone who supported the show," says Nite Life president Danny. If you're interested in attending the 2001 show, contact Danny at (805) 683-8899, or Juan at (805) 403-1936 between 5 and 9 p.m. only!



Frances Perez' '63 Schwinn trike won Best Bike.

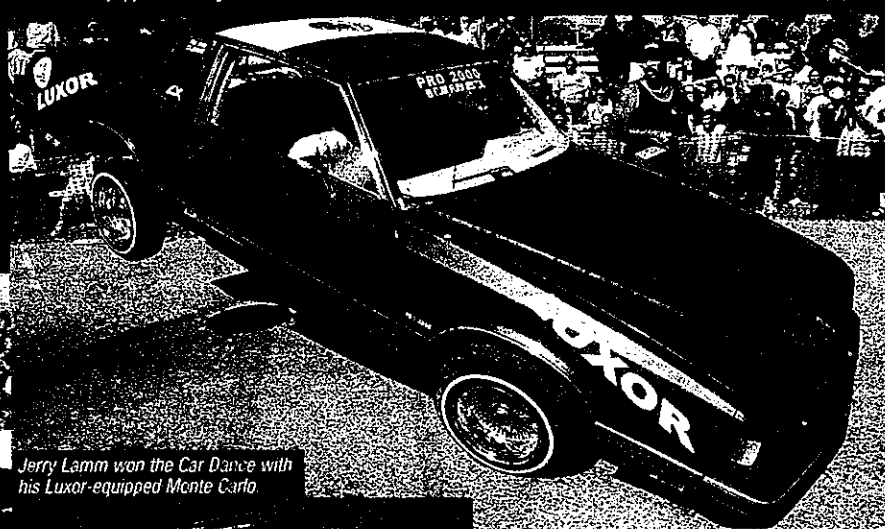


This Olds Cutlass from Lugo's hit 51 inches.



This Cali Swagin' Olds hit back bumper.

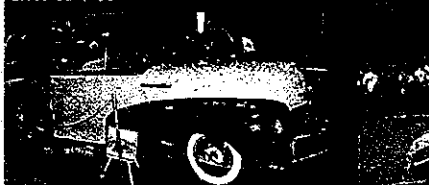
ShowTime-equipped dancing Monte from Just 4 Show.



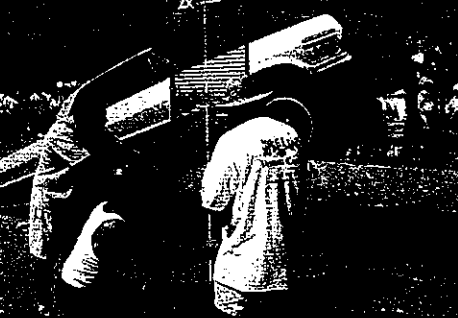
Jerry Lamm won the Car Dance with his Luxor-equipped Monte Carlo.



Cornelio Chavez hit 55 inches with his Locos-built '63.



Best Bomb went to Arturo and Leslie Sandoval's '48 Fleetline.



La Gente hopped this high-flying '63 to new heights.



Street Dreams-Ventura County made a strong showing.



Armando Barragan's 'Aztec Gold' '62 Impala SS convertible looks fine.

Ruben Seawright's 'Nyt Owl' Nissan from Reality-Los Angeles.

top trophy winners

Best of Show
Caesar Zuniga, '81 Monte Carlo

Best Traditional
Mike Velasco, '59 Impala

Best Car
Fernando Sanchez, '67 Impala

Best Truck
Mando Veliz, '91 Chevy

Best Bomb
Arturo Sandoval, '48 Chevy

Best Euro
Robbie Everett, '93 Accord

Best Bike
Frances Perez, '63 Schwinn trike

Single-Pump Hop
Leo Velasco, '62 Impala, 61 inches

Double-Pump Hop
Cornelio Chavez, '63 Impala, 55 inches

Luxury Hop
Robert Perez, '77 Monte Carlo, 45 inches

Car/Truck Dance
Jerry Lamm, '87 Monte Carlo

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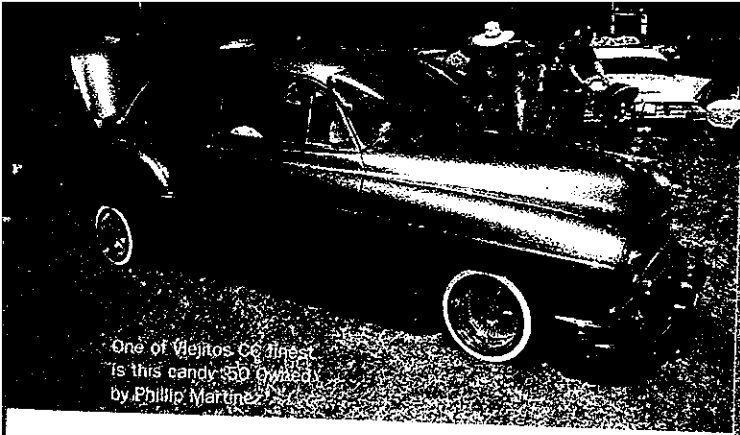
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JAN/FEB 2003: Volume I, Issue 2



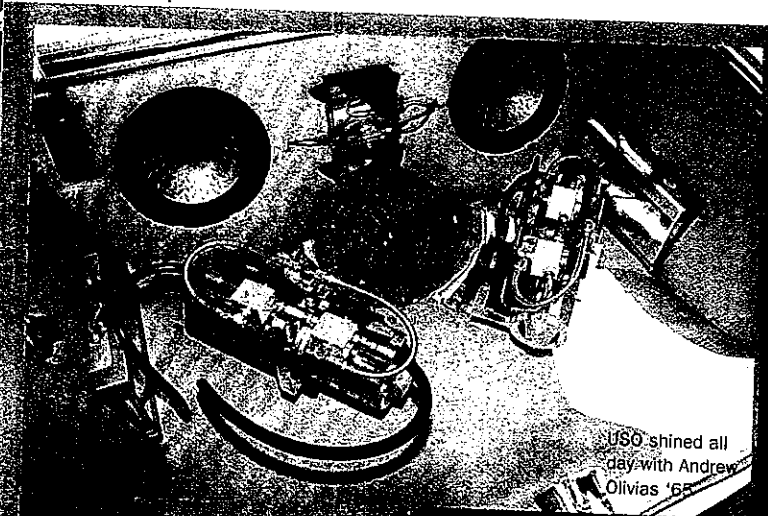
One of Vieja CC finest
is this candy 350 owned
by Phillip Martinez

Santa Barbara is also considered by many to be the southern end of the "Central Valley" of California, one of the richest agricultural areas in the country. But, it is also the starting point for other riches—some of the best lowriders in the entire nation.

For the past ten years, Nite Life CC of Santa Barbara has been instrumental in showcasing these "riches" for the benefit of The Ben Page Youth neighborhood. This past August, Nite Life CC, with a little help from lots of its friends in the lowriding community, continued that decade-long tradition with another outstanding show.



Street Dreams
CC/Ventura County



USO shined all
day with Andrew
Olivias '65



INVLIFE CC showed in force

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EXCLUS 18

SLING SH 17 20

MONSTA 17 18 20

SPARK FDS 18 20 22 24

TANK SPOT 20 22

MATRIX GEN 22

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Frank's "Frankenstein", a fully customized 82 Buick was seen haunting the show!

BLVD Magazine was happy to be invited to cover the show and joined the caravan of cars that made its way up the coast to Santa Barbara to check out the scene. We can report that the lowriding movement is not only alive, but bigger than ever. The quality of the cars, the beautiful location of the show and the "good" that comes to the community as a result of the lowriders coming together cannot be beat. The show is one of the best reasons to be a lowrider. You go to a beautiful place, see lots of great cars and help a worthwhile organization all at the same time. Don't miss it next year!



Nite Life CC was the proud sponsor club for the show



Viejitos



USO was in the house, BIG TIME!



Hope that you don't need them, but if you do...call Dave



NITE LIFE car show

Photos by: Ari Pano & Text by: Tlecu

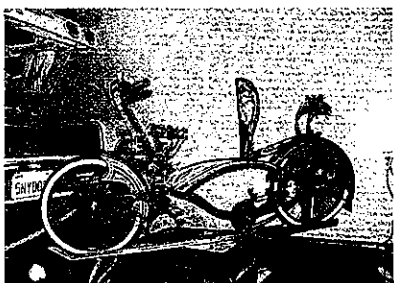
Santa Barbara is known for it's scenic ocean view, Franciscan architecture, and scholastic nightlife. But when you throw in some low lows, the change of attitude can be felt as some of the cleanest rides of So and Cen Cal get stroked with care and love to represent the StreetLow lifestyle.

The palm trees swayed back and forth as those lovely Cali Reyna's pranced around taking flics of the strategically arranged ranflas while we took their fotos. There were car clubs representing their sets with mucho orgullo. It's firme to see that we can get together and respect the different ondas pero as one RAZA!

So as the sun burned across the picturesque sky, the car hop was the crowd pleasure as children's eyes widened in amazement of the mechanical feats bouncing to the musical beat blazing out of the vibrating speakers.

We would like to thank all those that showed up and displayed their show ranflas, the beautiful gente representing the StreetLow lifestyle, and Nite Life CC for letting us partake in their mark in history. Until we hit the scene again, keep on StreetLowriding low and slow, I'm out like pleaded pans.

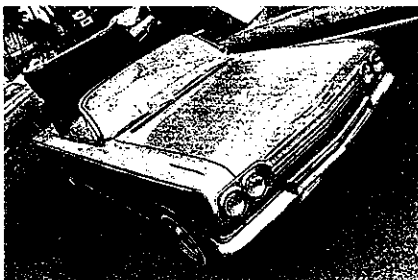




The Nite Life Car Club out of Santa Barbara, California, has been responsible for some great car shows over the last several years. This year's show was bigger than ever, and the new facility provided not only a larger area for a larger number of participants, but it also came with its own hopping arena. Even the overcast day in this city by the ocean did not dampen the spirits of the many lowrider enthusiasts.

Riding in with the Homyz-R-Us crew, we could see the long line of cars and hoppers waiting to finish up registration. Once we had made our way around the next turn, we were greeted by members of Nite Life and gazed at the many cars already set up their displays. Many clubs attended, some from as far away as the Los Angeles and San Fernando areas. Some of the clubs that came in to support Nite Life

continued on page 94

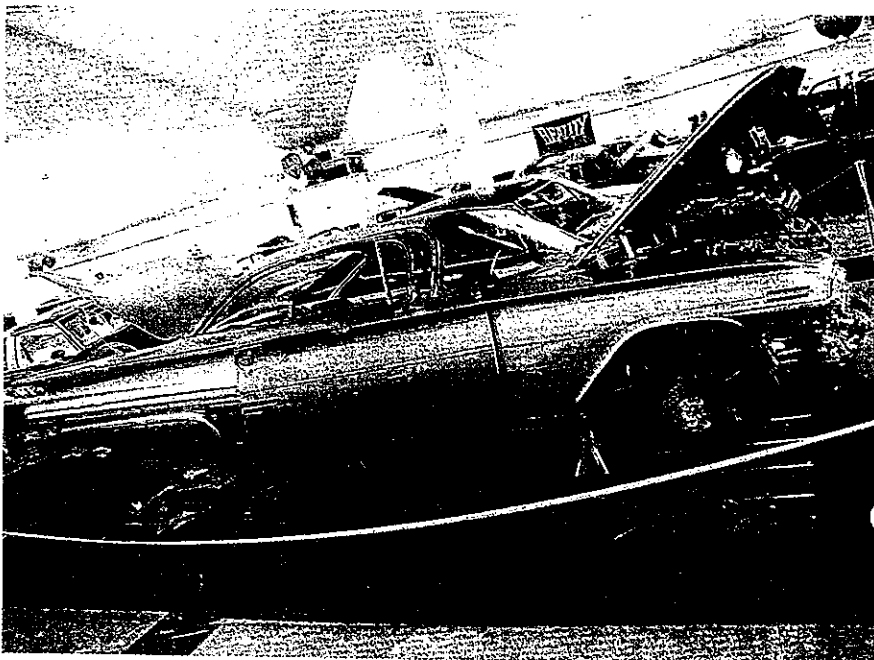
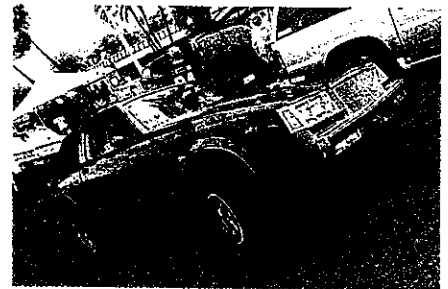
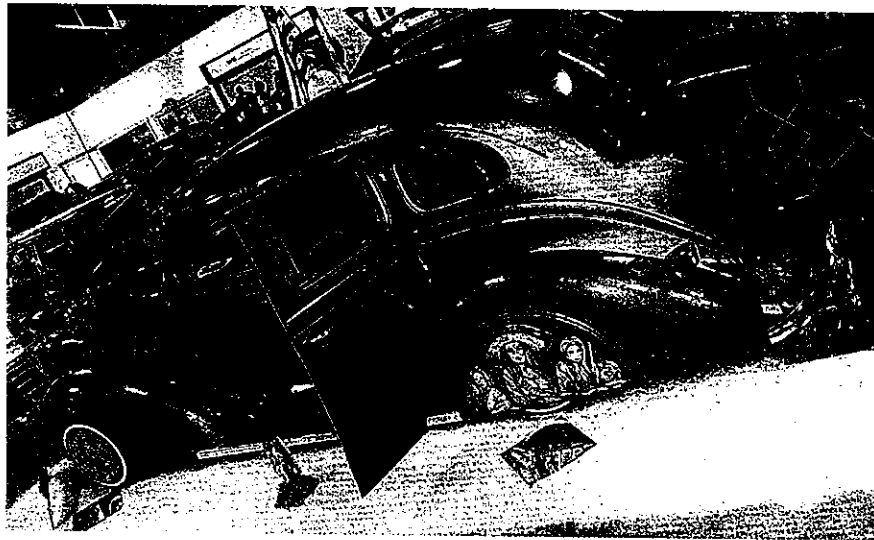
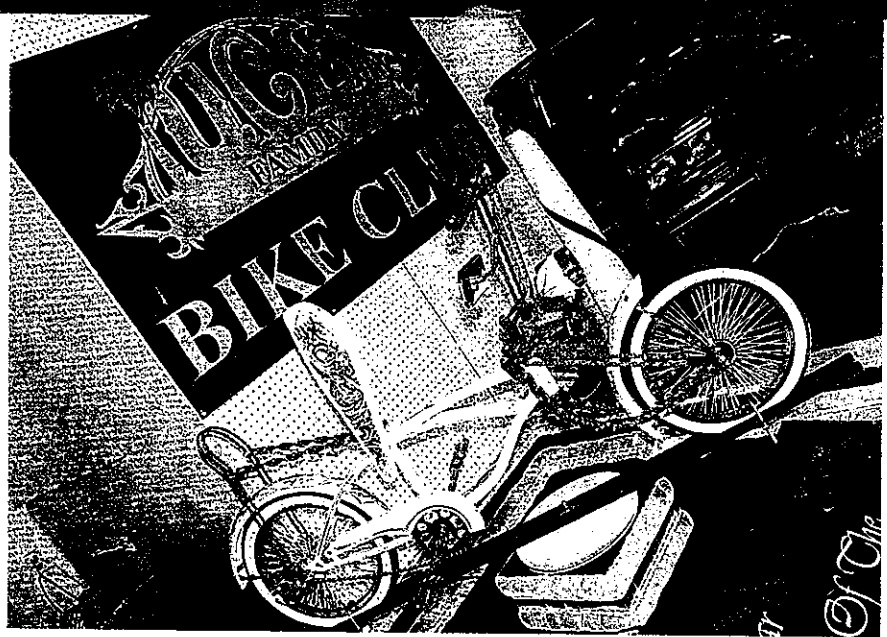


included Uce, Majestics, Klique, New Crowd, La Gente, Connected, and Uniques. Many of the big names in hopping attended as well; Young Hogg, Truucha, Nene, and Augie Gomez all made appearances.

Exhibitor participation was strong. Some were out to try to make a new name for themselves, such as Smiley from "Undertaker" fame. Locos Only and Lowrider Scene were just a few of the vendors selling shirts and lowrider-related merchandise to the hundreds in attendance. The atmosphere at the show was one of calm winds and a cool breeze surrounded by waves of candy and chrome.

We would like to thank the Nite Life Car Club for their invitation. Next year's event is scheduled for June, so keep your eyes open and pay attention to the calendar. This show is one not to be missed.

—Jesse Jimenez



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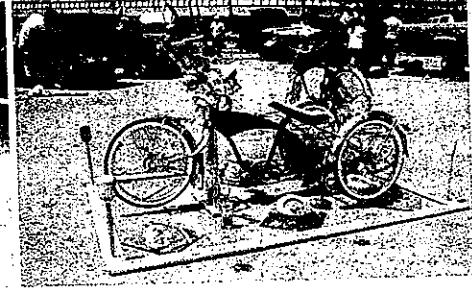
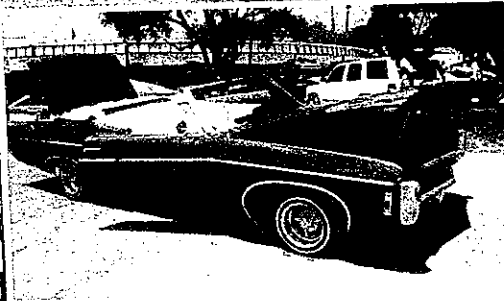
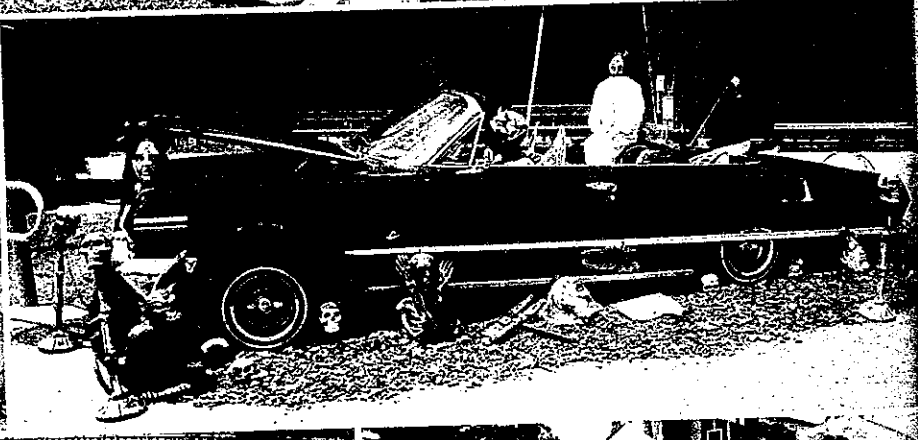
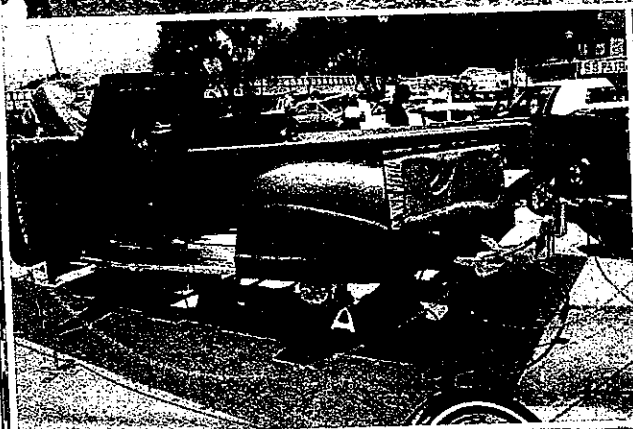
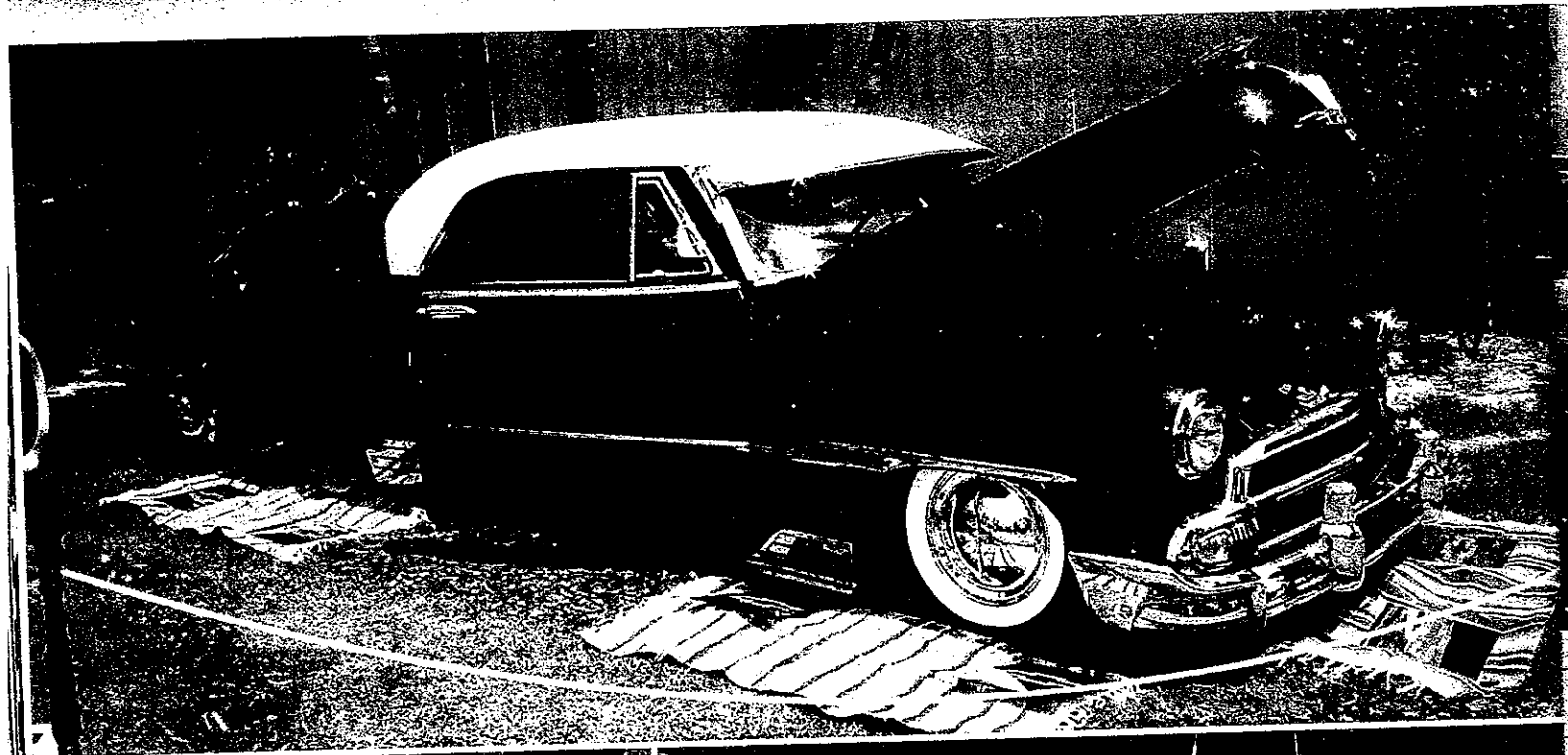
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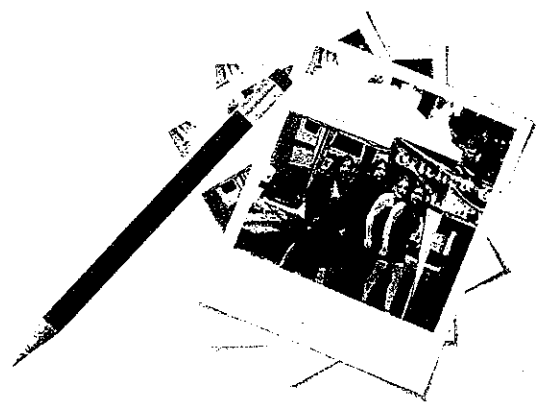


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Nite Life Annual Car Show



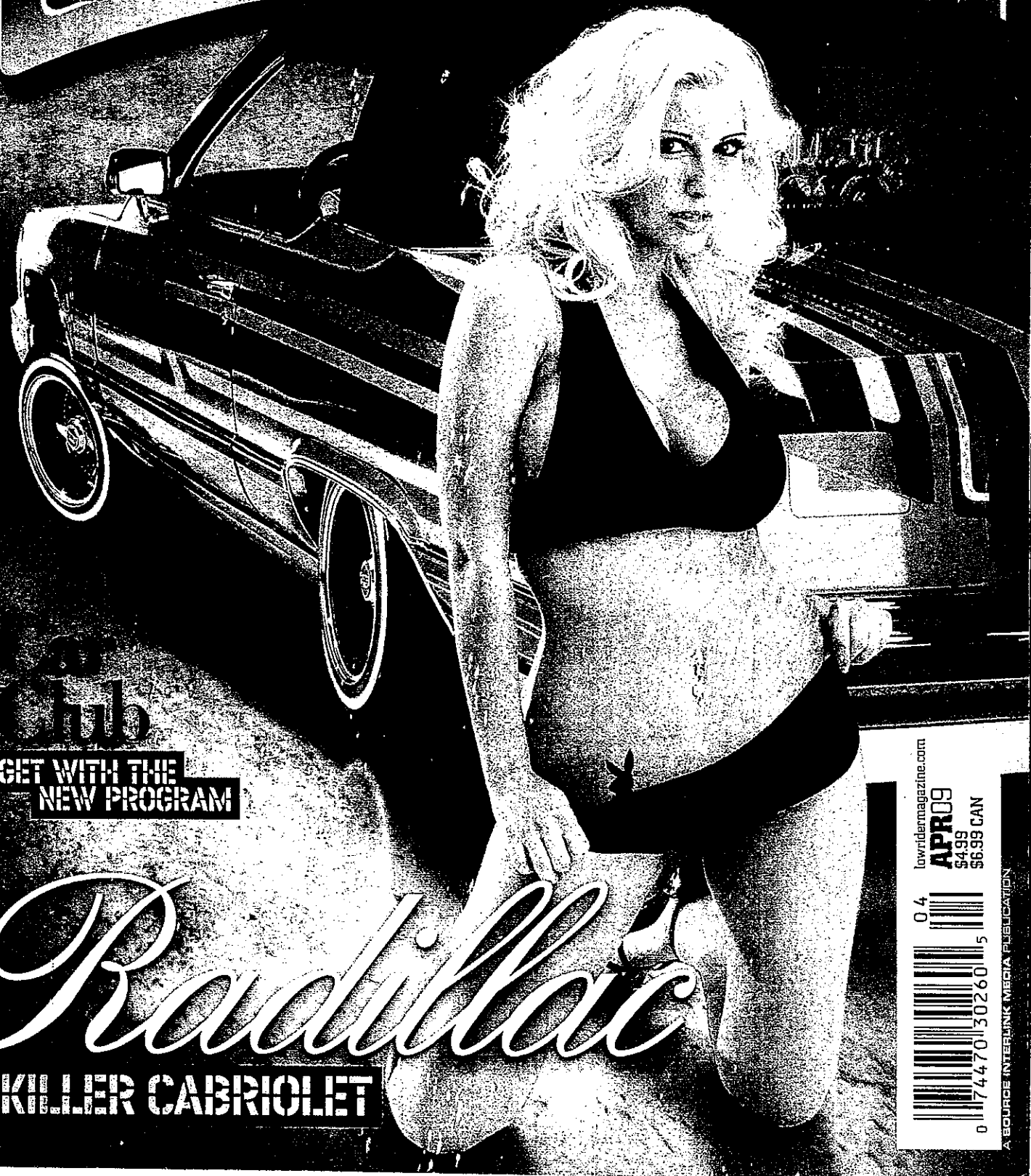
June 3, 2007 was the date that was set for one of the biggest shows in Central California. The Nite Life car club car show is one NOT to be missed. Ever since it Nite Life began throwing their annual show, it has been growing. It's gotten so big that the show had to be moved to the Santa Barbara Fairgrounds. Hundreds of cars from Klique, Cruisers, City Life, Antique Style, Premier, La Gente, Goodtimes, Progressives, New Crowd, Together, Boulevards, to just name a few, flooded the fairgrounds along with thousands of spectators.



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The Santa Barbara Nite Life Show

Up the coast car show

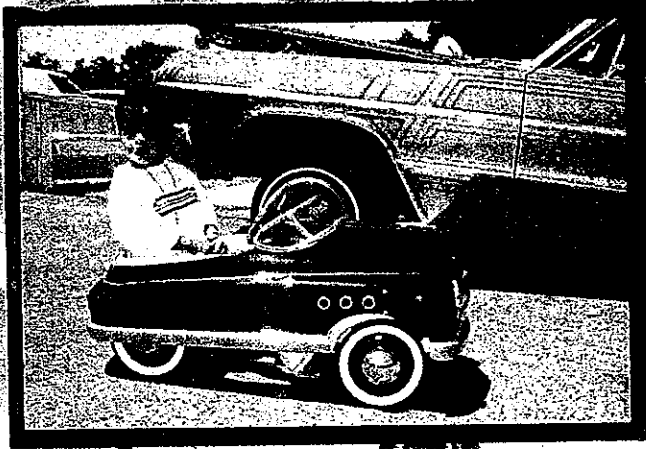
TEXT AND PHOTOS BY SAUL VARGAS

Last summer, we took the scenic route to Santa Barbara, California, where Nite Life Car Club hosted its 16th annual car show. The car show and arena hop were held at Santa Barbara's Earl Warren Showgrounds off U.S. Highway 101—the highway that runs north/south through California, Oregon, and Washington. Highway 101 is also known as *El Camino Real* or “the Royal Road” where its route along the southern and central California coast approximates the Old Trail that links the Spanish missions, pueblos, and *presidios*.

Cars came from all over California—the San Fernando Valley, Oxnard, San Diego, Los Angeles, and the surrounding area. This Royal Road served as the route taken by most of the participants who came for this show-and-shine classic event. The car clubs that made their way out for this mini-vacation/tour of paradise were Majestics, New Crowd, Lifestyle, Los Angeles, Premiere, Rollin' Rich, Viejitos, Cruisers, Brown Sensation, Nightmare, City Life, In 4 Life, Infamous, High Rollers, Cruceros, Nokturnal, Riding Low, Don Riders, Old Town Nipomo, New Vision, Touch of Style, Low Lows, Good Times, Uce, Together, Stylistics, Impressions, Connected, Mayhem, Reality, Progressives, Another Bad Creation, Antique Style, Latin Bombas, Pueblos Unidos, New Exposure, Elegants, Excellence, Pachucos, Limited, and Techniques to support the event.

The one-day show brought in a huge crowd that packed the venue with over 10,000 spectators. People came out to a full day of entertainment, including the hop, which was held in the fairground's arena and had hoppers from all over strutting their best moves.





The Santa Barbara Nite Life Show

This family festival atmosphere had families out in full force enjoying the summer weather. The indoor/outdoor event had over 400 cars, competing in over 30 classes for bragging rights. The cars were parked throughout the fairgrounds and the candy paint and show chrome were sparkling on the cars that were on display. The indoor

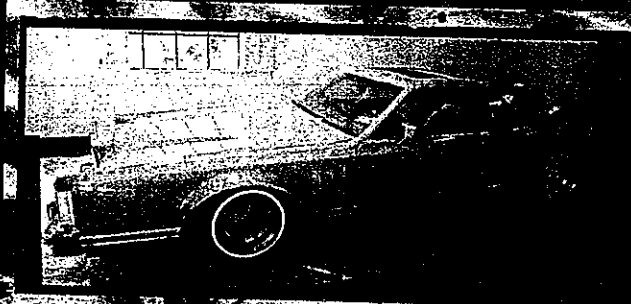
halls had cars fully displayed because some of the rides showed everything from the undercarriage to the immaculate paintjobs.

Santa Barbara happens to be one of the very few shows where the weather and environment permits you to display your vehicle better outside rather than inside, but we guess you'd have to be there to understand. The ocean breeze and long summer nights bring out the best in lowrider car shows.

Mark your calendars because next year's show has already been scheduled for the first weekend in June. We hope to see you there when this central coast city hosts another good day for a car show event.

Once again thank you guys for all the love and support—Bird and the rest of the judging crew, the exhibitors, and the spectators who came out!

—Nite Life Car Club



1

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LIVING ON THE GOOD LAND

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SANTA BARBARA MAGAZINE

DECEMBER/JANUARY 1982-83 VOLUME EIGHT/NUMBER SIX ISSUED BIMONTHLY

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Cover photo by Jürgen Hilmer: Pat and Rex Murphy's Spirit Oaks Farm.

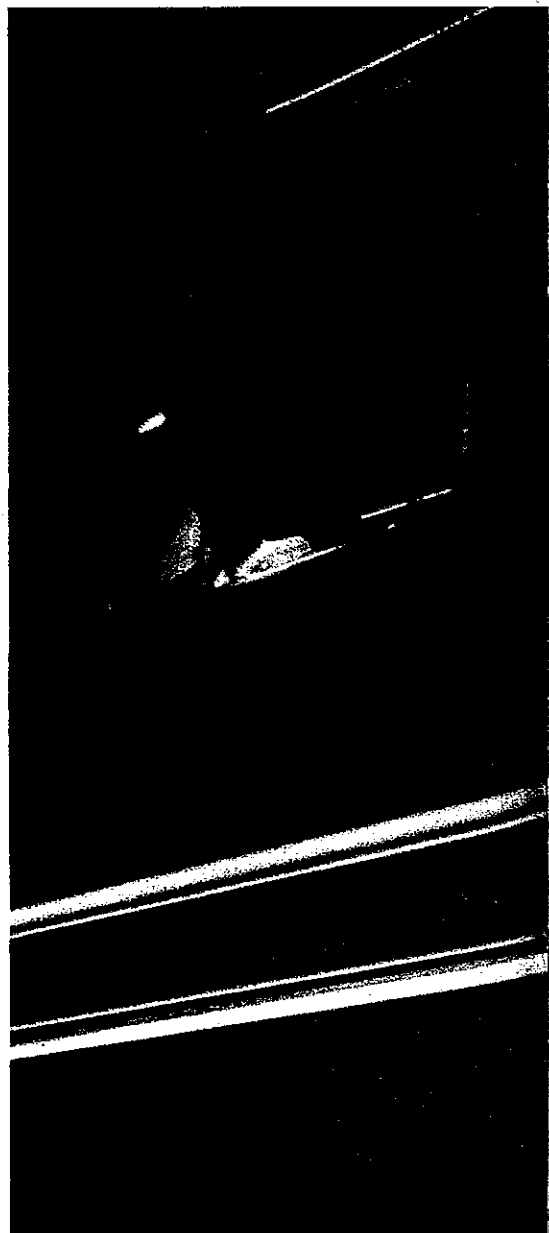
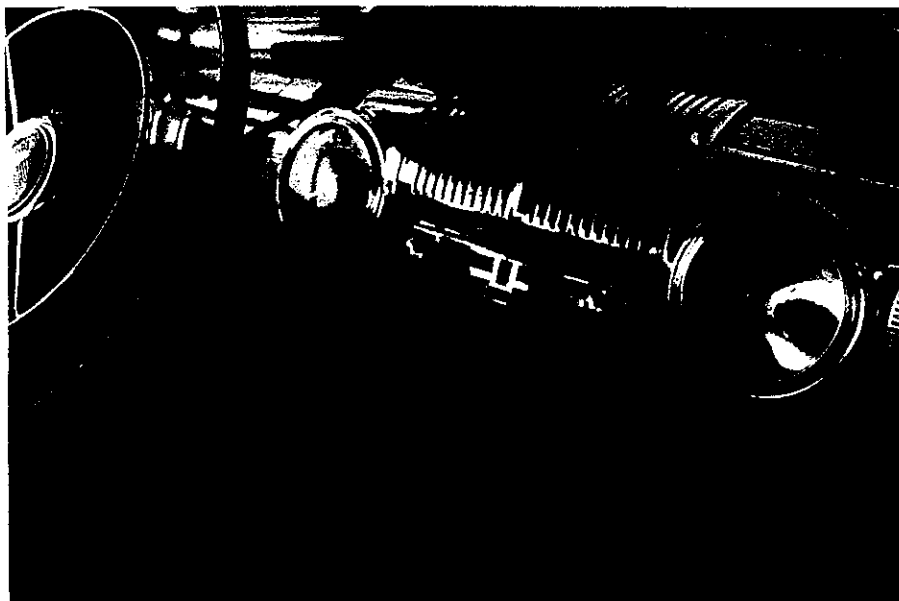
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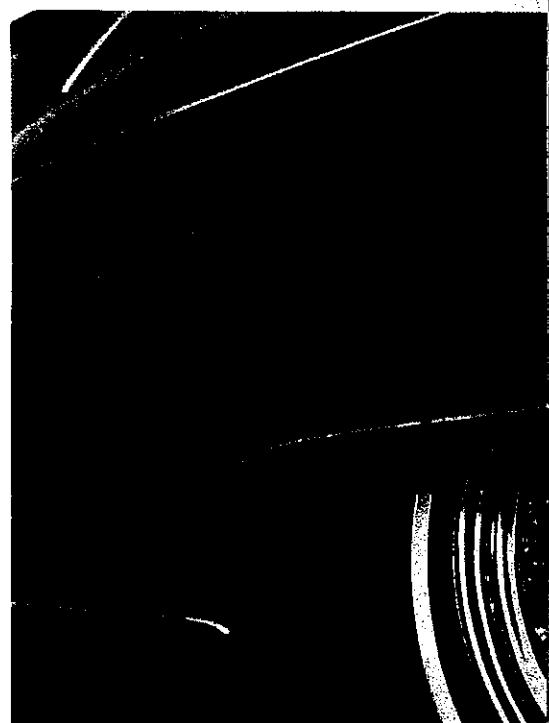
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CRUISERS

By Peter C. Howorth
Photography by Alejandro Tomás



FRIDAY NIGHT ON MILPAS STREET: A low rider cruises sedately, his shining, wire-spoked wheels sparkling in the street lights. The driver sits back—calm, relaxed, in no hurry at all. In a word, cool.

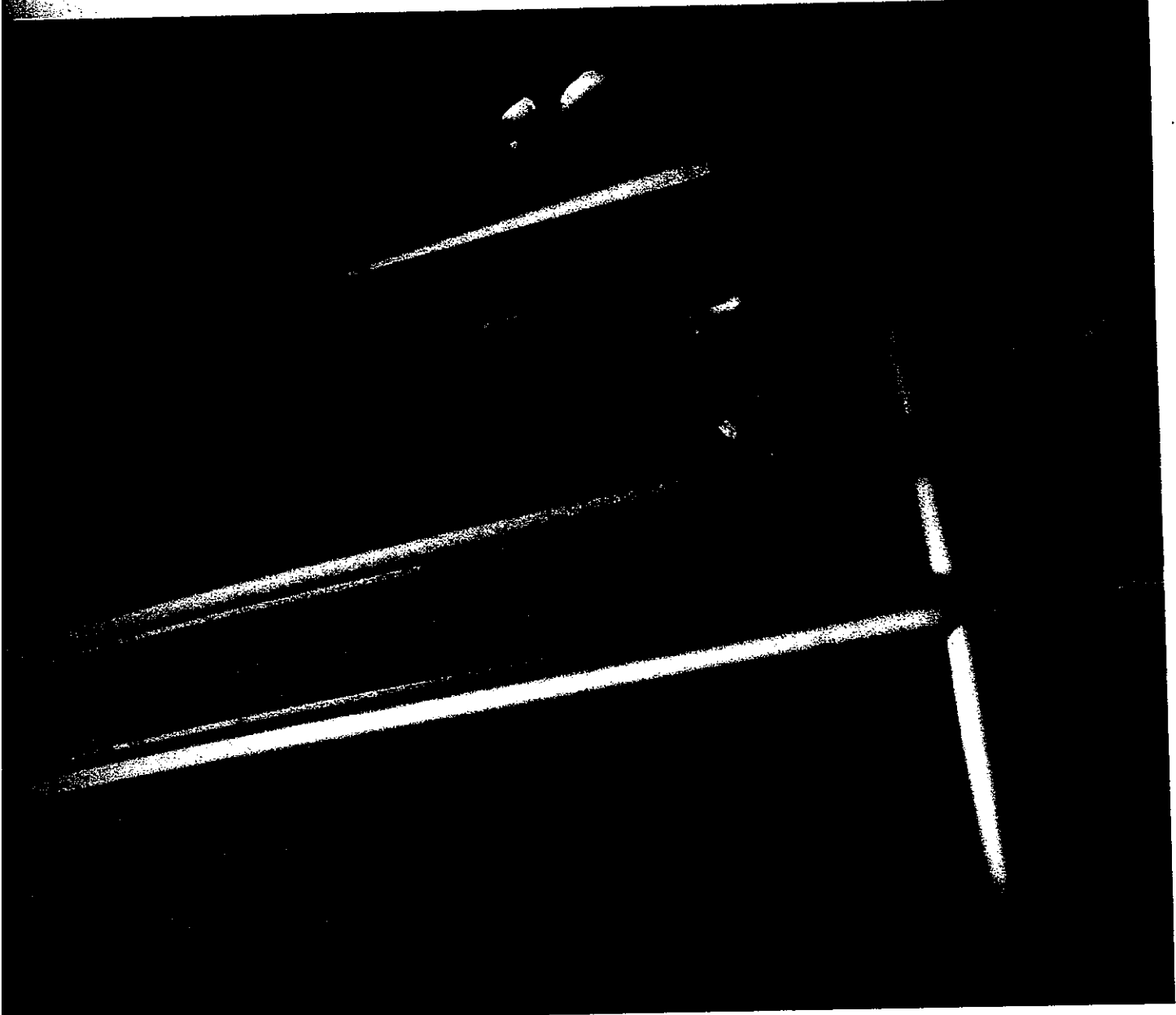
He rumbles up to the signal light, glances at another low rider. Suddenly the front of the other car hops off the ground, then settles. A challenge, or a friendly greeting? The low rider flicks a switch and his car leaps in response.

He watches the other car, his face ex-

pressionless, then touches another switch and the rear end springs up. The other driver looks straight ahead, pretending not to notice. He does not have hydraulics in the rear, and he has lost the challenge. The light changes and both low riders ease gently ahead, keeping well within the speed limit.

Something like this happens almost every Friday night on Milpas Street. It's a local tradition.

"My father remembers low riders in the late '50s, when he went to Santa Bar-



Above: Always "low and slow," a Santa Barbara low rider's car reflects his surroundings from every surface. The shining chrome puts even new cars to shame, while the paint jobs are works of art. Left and opposite: Traditional wire-spoked wheels, a gleaming dash, and a jaunty sun visor attest to the care each owner lavishes on his car — even the white sidewalls are immaculate. The cars demand your attention, and they are well worth a closer inspection. Talk to any low rider, and you'll find his car is more than a hobby — it's a deliberate expression of pride in his Mexican-American culture.

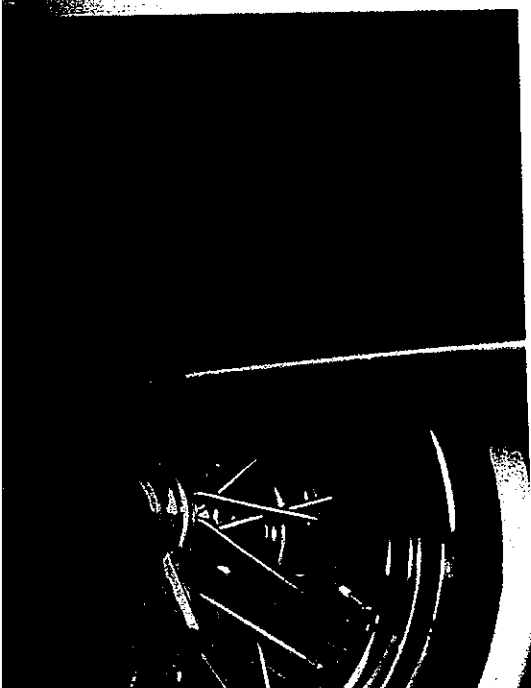
bara High School," says Augie Trejo, president of the local Nite Life car club, "but it's been going on longer than that."

Augie is justifiably proud of his 1950 Chevrolet. He has spent months fixing it up. "Anyone can buy a new car," he points out, "but fixing up an old one takes a lot of time as well as money."

"Most of the guys spend at least a thousand on hydraulics and hundreds more for paint jobs. The upholstery can cost up to a thousand and the stereo al-

most five hundred. The wheels and rims run seven, eight hundred easy, and the chrome adds up, too." Augie smiles and adds, "My whole engine's chromed."

Low rider cars reflect the attention lavished on them. Go to any of the clubs' gatherings and you'll see some fine examples. The cars will be "shined to the bone" and "clean," the attention to detail meticulous. Some have visors; others sport eyelids: covers over the upper half of the headlights. Many boast skirts



but some of them go even higher."

Making a car hop requires special equipment. First, the car is fitted with hydraulic shocks. Hoses run to an electric pump and reservoir. When the pump is actuated by a dash switch, fluid surges to the shocks, raising the car. When fluid is released from the shocks, the car drops, bouncing off the ground on its overinflated tires. The driver can augment the hop by hitting the pump again as

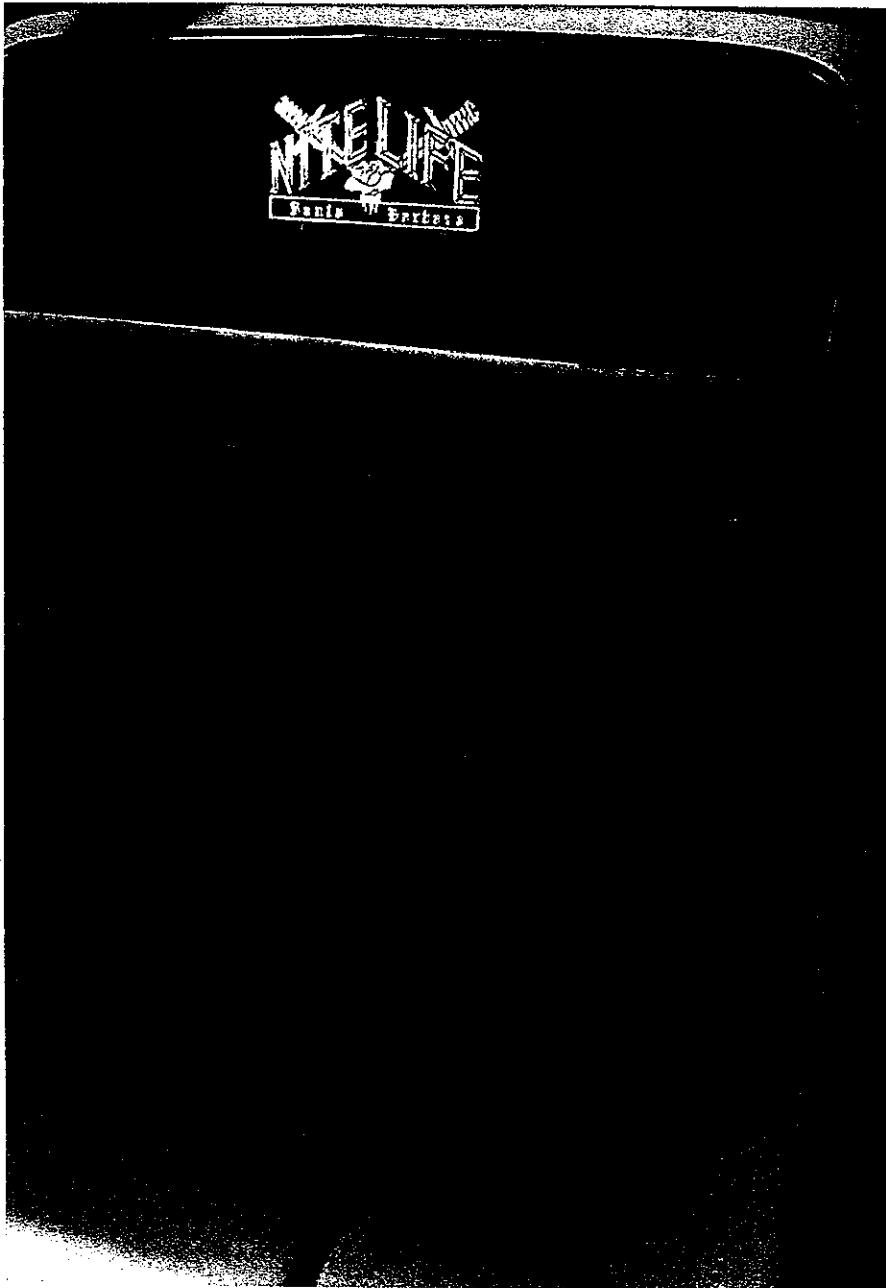
the car begins to bounce.

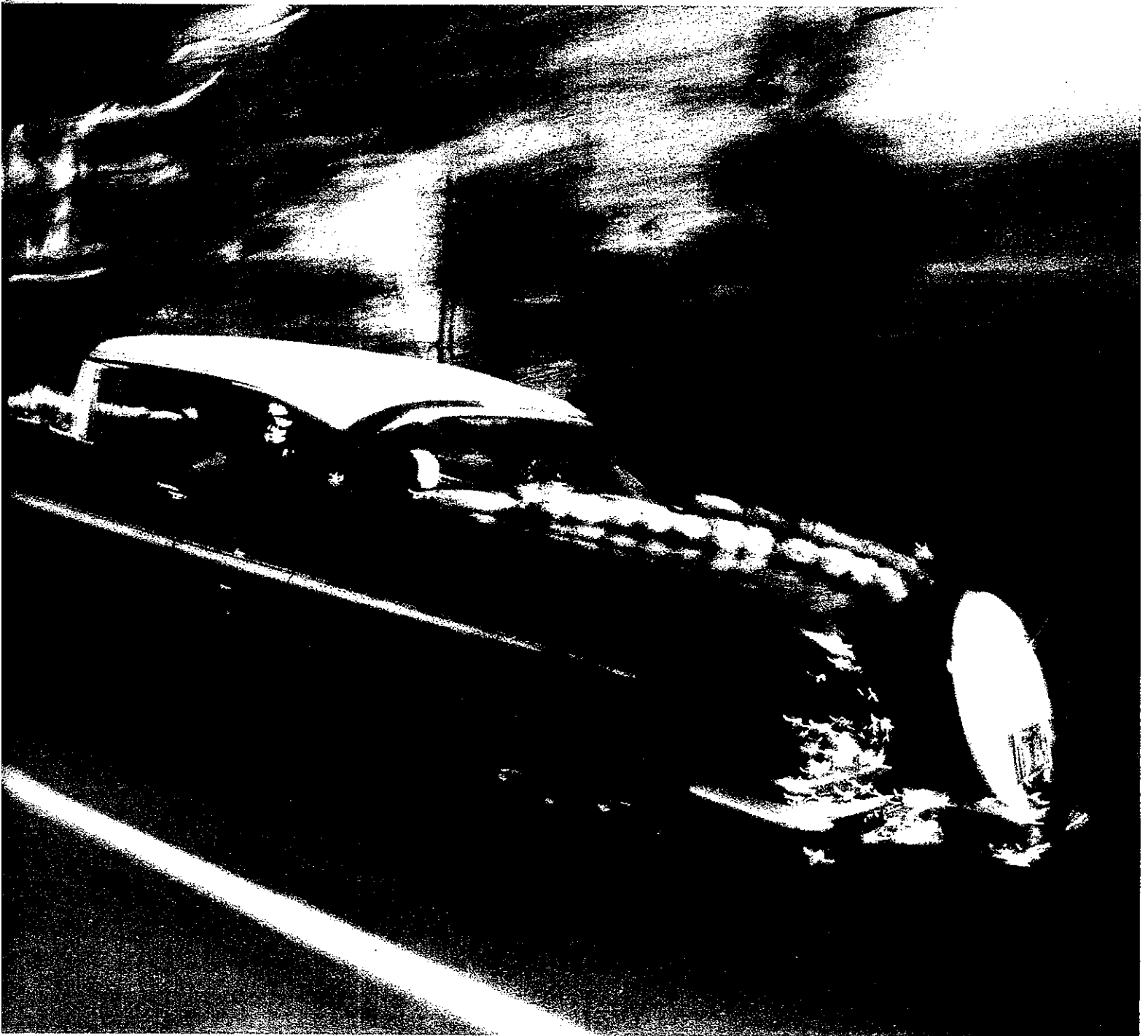
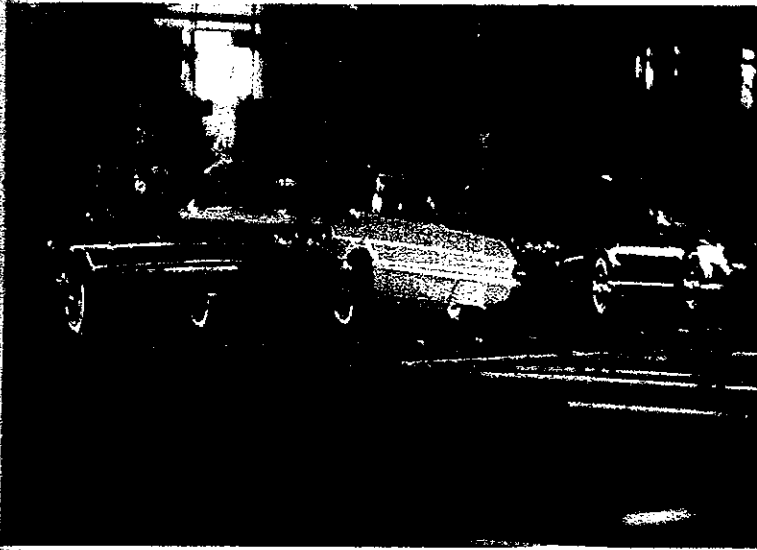
"Some of the serious hoppers have several pumps and 20 or even 30 batteries for plenty of power. They spend a lot of time charging batteries," Augie admits, raising his eyebrows in emphasis.

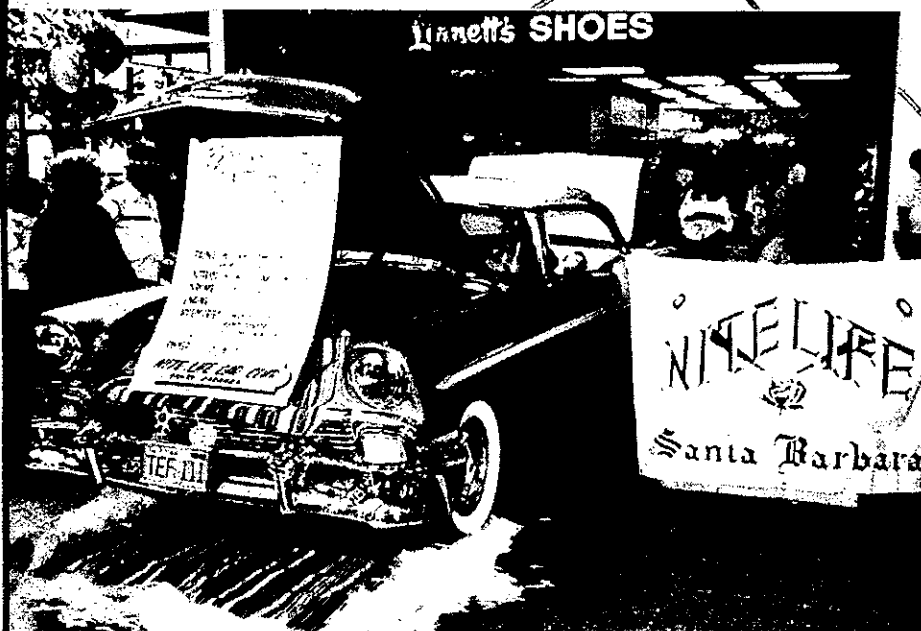
Besides hopping, scraping, and just cruising, the Nite Lifers enjoy many other activities. Regular events include Thursday night meetings, Saturday barbecues or parties, a Sunday stroll through

the art show on Cabrillo Boulevard. But low riders really outdo themselves at weddings. Days are often spent in preparation. While the women make paper carnations for decorating the cars, the men are busy polishing chrome and waxing already-perfect paint jobs. The ladies in the bridal procession often arrive in formal gowns, while the men appear decked out in handsome black tuxedos with tails. The male guests arrive in tradi-

Below: "We're into cars, not the gang thing," says Augie Trejo, president of Santa Barbara's Nite Life car club. Cars, club, and family are everything to the members, who must earn and maintain the privilege of displaying the club plaque in the rear window. Opposite right: Friday night finds low riders "cruising Milpas." The law-abiding, energy-conserving pace is something we all might do well to imitate. Not all is quiet cruising, however; cars occasionally hop off the ground on special hydraulic suspensions. Opposite far right and below right: If any Santa Barbara resident has not attended a low rider wedding, he has at least heard one, for this is the time to proclaim to the world that another happy couple has been united. All the guests dress in their finest, while the cars sport festive paper carnations to celebrate the occasion.







Night Life



Frank's 54, Dukes

La Gente's Annual Car Show, Oxnard



Homies



"Lovlies"



Miss Adrienne Teran



Monique Estrada

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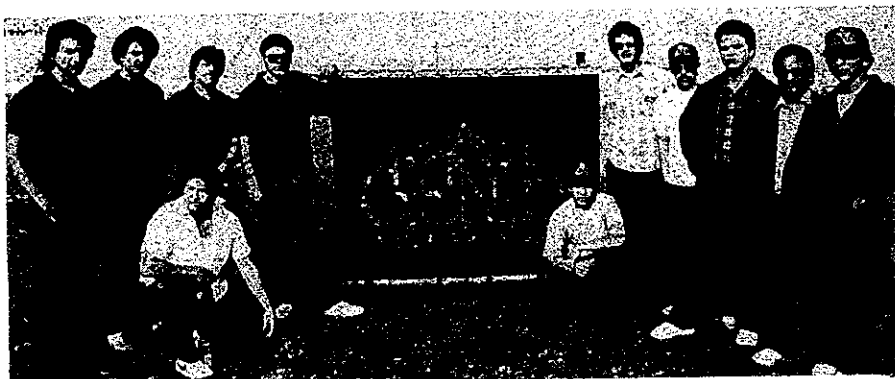
Axtianville, James
Breaker, Mike Bender
C. Smith, Gordon, Gene

City Life Benefit

Photos and Text by JOHNNY LOZOYA

The City Life Car Club of Oxnard and Fillmore, California sponsored their First Annual Toys For Tots Car Show in association with the U.S. Marine Corps. Sergio Garcia and Kirt Loveless were the key persons behind the organization of this benefit at Ventura High School on behalf of their car club.

Ventura car clubs turned out in force with plenty of fine customs and candies, including the Dukes - Ventura County Chapter, led by Tommy Brizuela and his '40 Chevy; Richard Cabral and the Untouchables; Pepe Gonzales and the New



Sensations from Santa Paula. Danny Contreras and La Gente were there along with their bike club; Alvin Childs and the members of Switch from Oxnard; First Edition and Fantasy Life from Oxnard were also on hand with plenty of firme cars! Julio and the Dukes came in from L.A. and San Fernando, and Armondo Reveles and Fantasy Life also came in from L.A. with some outstanding candy paint jobs! Also participating were the Brown Unidos of L.A.

Santa Barbara was well represented by Augie Trejo and the Nite Life Car Club; Hector Ramirez and Clique Car



Ventura County Specta

Lowrider Magazine's Super Custom Car Show and Concert in Ventura, California, was the biggest and best ever to take place in that area. The show, sponsored by Coors Light Beer, had the greatest attendance and best behaved crowd in the show's history. The participation was tremendous, with entries from throughout the state - from San Jose to San Diego. The fairgrounds, located on the beach in Ventura, were dressed up like never before, with custom cars, trucks, lowrider bikes, and plenty of special entries. The twin exhibit halls, patio area and adjoining grounds were covered with candies, pearls, plush interiors, chromed-out engines and sparkling undercarriages.

Over four thousand people turned out for this festive event, which was filled with music, dancing, and a concert featuring the R&B recording group Tierra. This award winning band from El Lay performed many of their past hits, including *Together*, *Gonna Find Her* and *Are We In Love* from their *City Lights* and *Bad City Boys* albums. The crowd really got off on the tunes and the applause was tremendous.

Also performing on this great day was the Odds And Ends Band from East L.A., led by Ralph. The group performed plenty of today's current hits as well as a few of their own ballads written by Ralph.

Azuza, another popular band (formerly known as Balance) came to debut their new single *Oh What A Night*, which is a ballad. Azuza is based in the San Gabriel Valley and had just returned from a tour in Northern California, exciting the crowd with each and every song they played.

The Galaxy Boys of West L.A. were spinning the latest nu-music between sets while H.T.'s Mobile D.J.'s were pumping out the funk and supplying the "Pop Lockers" with all the jams they needed to entertain the crowd.

On the inside of the exhibit hall, two dance groups performed Nu-Wave and Mexican dances. The Chemical Reaction Dancers of Oxnard really put on a fantastic show with their well choreographed moves and matching outfits. Los Hermanos Y Las Hermanas Childrens Folklorico Dance Group captivated the audience with their swift and well executed moves. This Mexican dance group is co-ordinated by Margaret Martinez, Anita Ramos, and Frank Mendoza, all of Ventura.

Now, back to the car show, where plenty of clubs had traveled to compete in the toughest competition ever seen in the area. This spectacular show had entries like the Dukes, from Northern California, coming in from cities like Delano,



Fresno and Visalia. The Carnales Unidos came in full force from Bakersfield and Merced. New Beginning came in from Delano and Touch of Style from Guadalupe. Style Unlimited, Clique, and Night Life all came from the Santa Barbara metrosarea.

The Oldies Car Club and Groupe cruised in from San Diego, Showcase came from Blythe, and Style from Ontario. The lowrider community of Los Angeles was well represented by dazzling customs from: Techniques Bike Club; Artistics and Dukes, Southern Cal; Old Memories, Lifestyle, Together, Abraxas and Brown Unidos of L.A. Also participating were: Bike Customs and Oldies of San Fernando Valley; Groupe, East L.A.; Together, L.A.; Old Classics, South L.A.; and Groupe of South Bay.

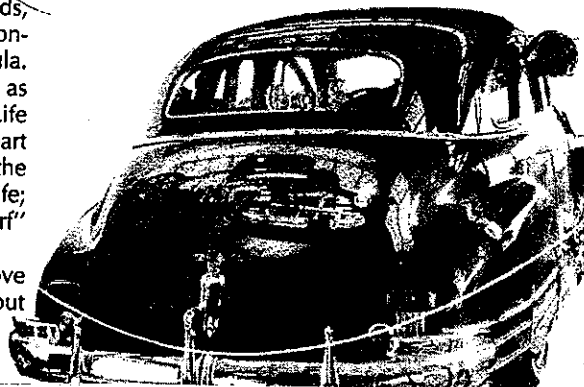
Ventura County clubs displayed their finest customs, like Hector Nava's *Gran Prix Stormy*, La Gente Car Club of Oxnard; Jr. Corralijo's '47 Plymouth, Exceptional Few of Moorpark; Alvin Childs, Switch from Oxnard; and Pepe Gonzales, New Sensations from Santa Paula. Sergio Garcia and City Life of Oxnard as well as Jessie Sanchez and City Life (Chapter II) from Fillmore also were part of the custom show, along with the Shades of Class, Moorpark; Fantasy Life; and The New Edition with their "Smurf" custom mini truck.

The pre-show BBQ, held at Oak Grove Park in Camarillo, had a great turnout

thanks to the Ventura County based car clubs. The picnic was well supplied with music, thanks to Sherman and Dottie's Mobile D.J. Machine, who in fact, have the greatest selection of past hits in the area.

There are quite a few people who contributed to the success of this event, including all the car show participants. Special thanks to the Adolph Coors Brewery of Golden, Colorado, Basso Distributors of Ventura County, Frank Solis and Ken Gutierrez of Coors, and Radio Q-105 FM for all their support. Thanks also to Ray Marin, Frank Silvas, Hector Nava, Porky Duran, Fred Medina, Larry Reyes, Santos Martinez, and Jess Gutierrez of *La Gente Magazine*.

The Fourth Annual Ventura Custom Car Show, sponsored by *Lowrider Magazine*, was the biggest and best and the Fifth promises to be even greater! See you all next year.

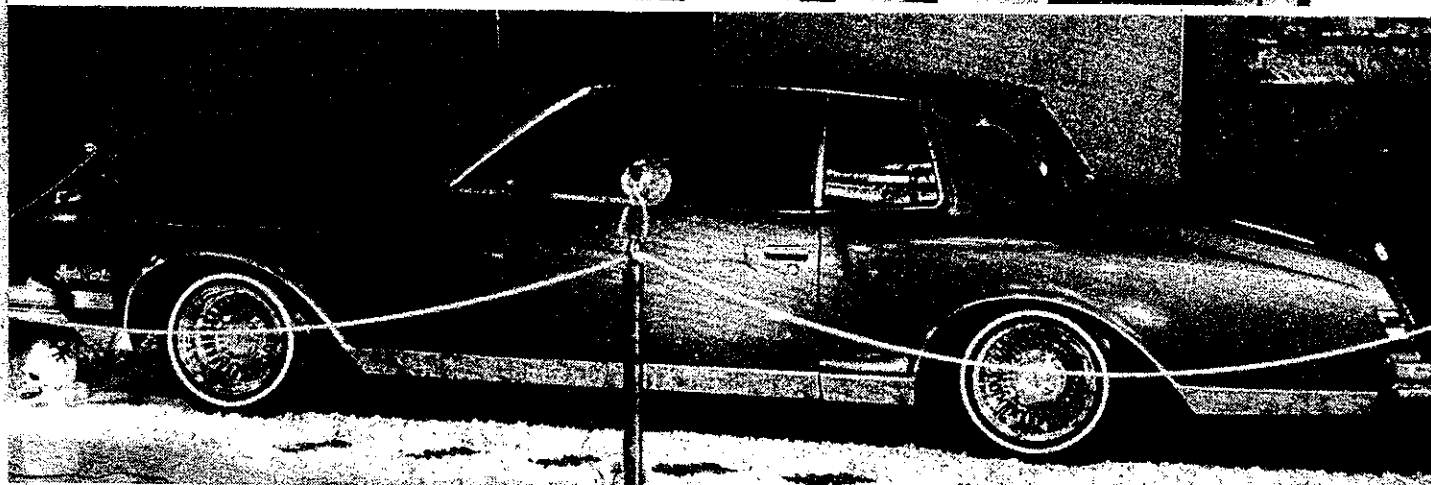


La Gente Car Club of Oxnard, California presented their Fifth Annual Car Display at the Center Point Mall. The shopping center was filled on both days of the display with over 2000 spectators who came to see some of Ventura County's finest customs. The Nite Life Car Club came in from Santa Barbara with a few clean rides, while City Life Chapter II drove in from Fillmore. Other participating clubs included Dukes of Ventura, Classic Touch of Ventura, and City Life, Switch and Fantasy Life of Oxnard.

One of the highlights of the event was a "Miss Lowrider of Ventura County Queen Contest". Jackie Vega was selected as Miss Lowrider and represented the Dukes, while Bertha Castillo, representing Switch, was chosen as First Runner-up. Maria Tchaboya, representing La Gente, was Second Place Runner-up. Other participants included Laure Olaque, Channel Islands High School MECHA; Sherrie Garcia, Classique Touch; Gina Silva, City Life; and Susan Ponce, representing New Sensations of Santa Paula. A raffle was also part of the event and hundreds of dollars worth of prizes were given away - including a water bed donated by Master Bedroom (won by Cynthia Lerma).

Although the show was non-competitive, a few awards were presented. The bicycle division saw Peter Garcia of Fantasy Life taking a first, Ray Estrada of Switch was second, and Alfred Salinas of Fantasy Life was third. Best Paint went to the Dukes and Best Interior to Nite Life. Best Engine was taken by Classique Touch. The prestigious People's Choice award went to Cynthia Lerma's super clean 1964 Chevrolet Impala of Switch. A special award was presented to Javier Flores and his one of a kind 1960 Mercedes Benz by Lowrider Magazine.

Congratulations to Hector Nava, Danny Contreras and all the members of La Gente Car Club for a job well done. Incidentally — the Dukes of Ventura County and La Gente will be presenting their annual car show at the Ventura County Fairgrounds this summer on August 11 and 12.



Duke's Second Anniversary

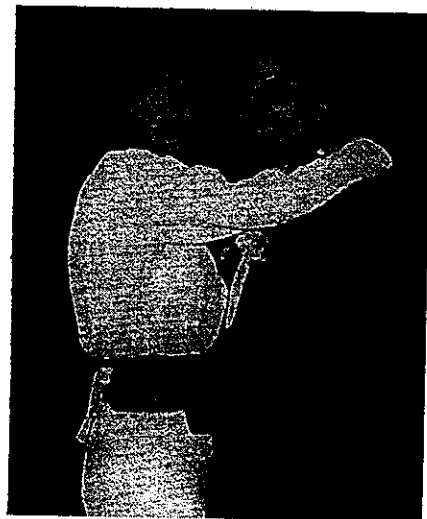
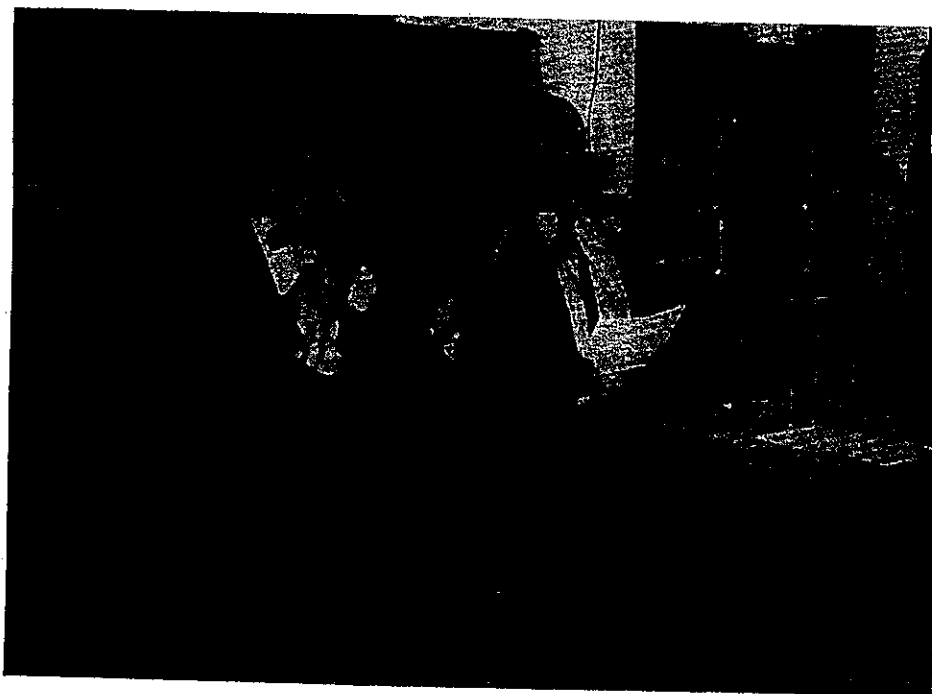
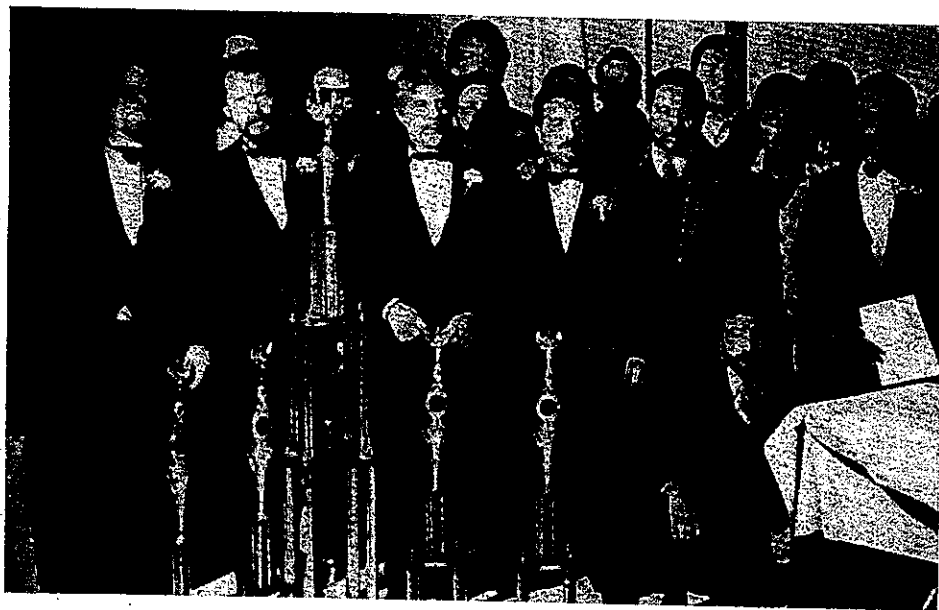


Photos and Text by Johnny Lozoya

The Dukes Car Club of Ventura County recently celebrated their second year together with a dance at the Fairgrounds in Ventura. The dance was highlighted by a march, as members of the club walked down the dance floor to the front of the stage where their wives were waiting. Then the couples danced as *The Duke Of Earl* was played.

The "Invitation Only" celebration was well organized by President Tommy Brizuela. Fernando Ruelas, President of the Duke's main chapter in Los Angeles, was on hand to assist Brizuela in presenting various awards. The wives of the members were each presented an award for their everlasting support and understanding. The prestigious Member Of The Year award was presented to Bill Lowe, who also received awards for Outstanding Attendance and Dedication. Additional awards were presented to the Chuy Lemos family; Jess Gutierrez of *La Gente Magazine*; Dukes of Southern Cal; La Gente Car Club; City Life Car Club; and to Sherman Goldman, DJ for the evening. Matias Robledo received an award, as did Albert Vega, who was chosen Most Dedicated Member. Carlos Zaragosa took home the Perfect Attendance award and Chuy Lemos was voted Rookie Of The Year.

Plenty of people turned out to help celebrate, including members of the Dukes L.A. chapter, City Life of Fillmore and Oxnard, La Gente of Oxnard, Untouchables of Ventura County, Switch of Oxnard, and ~~Nightlife of Santa Barbara~~. Sherman Goldmans Oldies DJ System had no problem keeping the dance floor filled as he played the latest dance tunes, contemporary rock, funk, oldies, and Spanish songs. A great time was had by all, thanks to the Dukes, Sherman, and Tommy Brizuela.



Dec. 84

2.00



The Mix

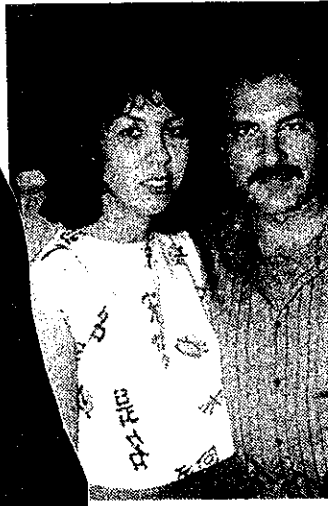


“Evening in

Photos/Text by Johnny Lozoya

The City Life Car Club of Ventura County and the Latin Lords Car Club of Oxnard, California recently held an “Evening in the Mix” dance celebration at the Oxnard Recreation Center. The dance floor was packed throughout the night thanks to “Muchos Morales” of Fillmore and all the other D.J.’s who played.

Plenty of car clubs attended — the Latin Lords from San Fernando Valley; Dukes, Ventura County; Wanderers of Oxnard; New Sensations of Santa Paula; Switch of Oxnard and Thee Exclusives also of Oxnard. The Nite Life Car Club came in from Santa Barbara and received an award for Most Participation.



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Majestic wives & girlfriends

music blaring out of the huge sound system set up by the Good Times Gang D.J.s out of Reedly, for the dancing crowd's enjoyment.

Taking best in show was Cuco Rodriguez of City Life Car Club out of King City, Calif., followed by 2nd place winner Chayo, a member of Kliques Car Club from the Bakersfield Chapter with his '74 Caprice. Best truck award went to Jess Hernandez a member of Infatuations Minis from San Jose.

Majestic Car Club

Clubs coming out to support Brown Movement members were New Sensations, Swifty Fiftys, Nuestro Pride, NiteLife from Santa Barbara and Brown Effects from Delano just to name a few.

The Brown Movement club members and the Coors Distributor C. & S. did one great job in organizing this event that was enjoyed by all and I'm sure the community will be looking forward to next year.



Michelle, Julie, Celeste, Lisa & Julie



Nitellife's Caprice & Cindy

OCTOBER 1989

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WHEEL RIDEERTM

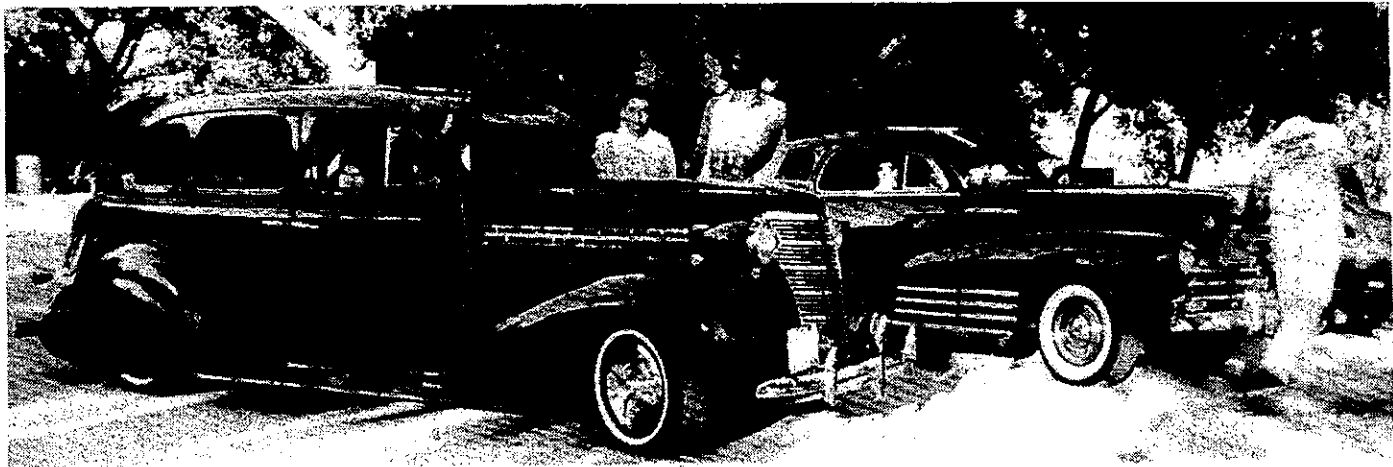
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Max Avila's '38 & Walter Ortiz's '47 Fleetline

SUMMER BASH

It was a day of food, music, and fun on August 6th when the Dukes Ventura Chapter celebrated their 5th Annual Club Get-Together at Kenny Grove Park in Filmore, CA. Invited to co-host this year's bash were the members of the Untouchables Car Club of Oxnard that broke out about six months back.

D.J. Sherman and Eddie of Have Sound Will Travel mobil disco provided the music throughout the day

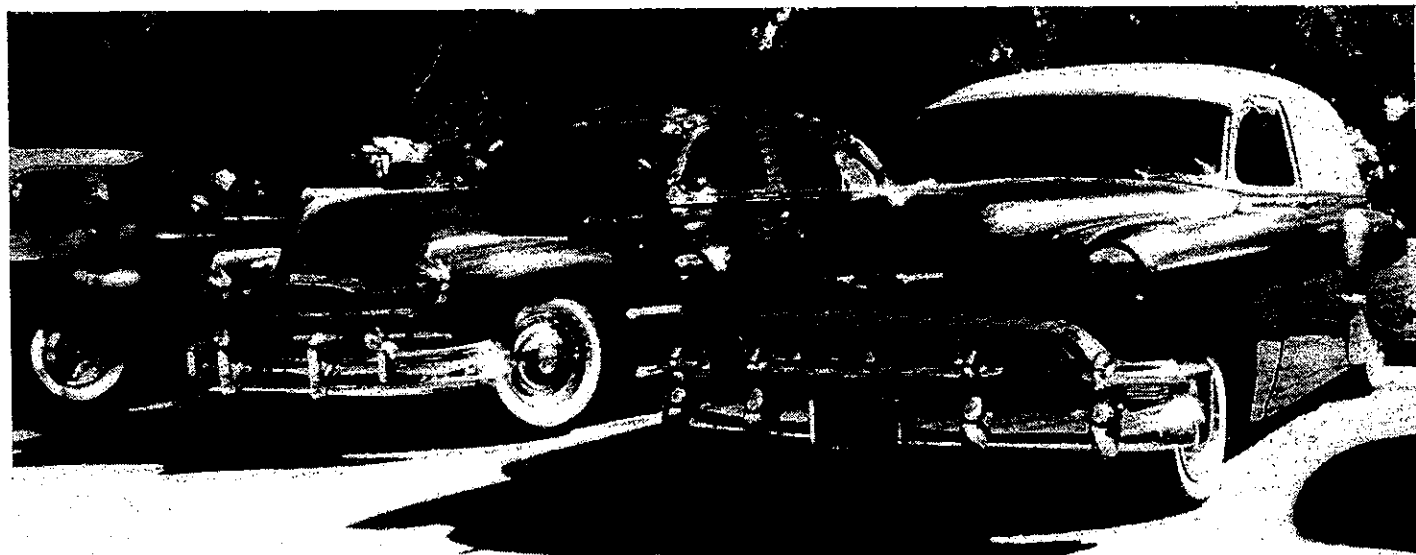
and played backup music for Brenton Wood who made a special guest appearance singing his great hits, "Just You and Me," "Catch You On the Rebound," and "Ooh Gum Boo Gum" and many more. Those that weren't into the oldies joined in on the volleyball game or made the rounds checking out all the classic bombs.

Other clubs getting in on the fun were the Imperials Ventura Chapter,

Dukes L.A. and San Fernando, and members of Santa Barbara Nite Life Car Club.

But all would not have been such a big hit were it not for all the members' wives and girlfriends who took charge of the potluck with enough food to last into the evening hours. According to Adrian Linares, head of the Dukes fund raising committee, Summer Bash II will definitely be in effect next year.

Photos by Cruiser



Two-tone Pontiac Silver B Streak and '53 Chevy delivery panel.