

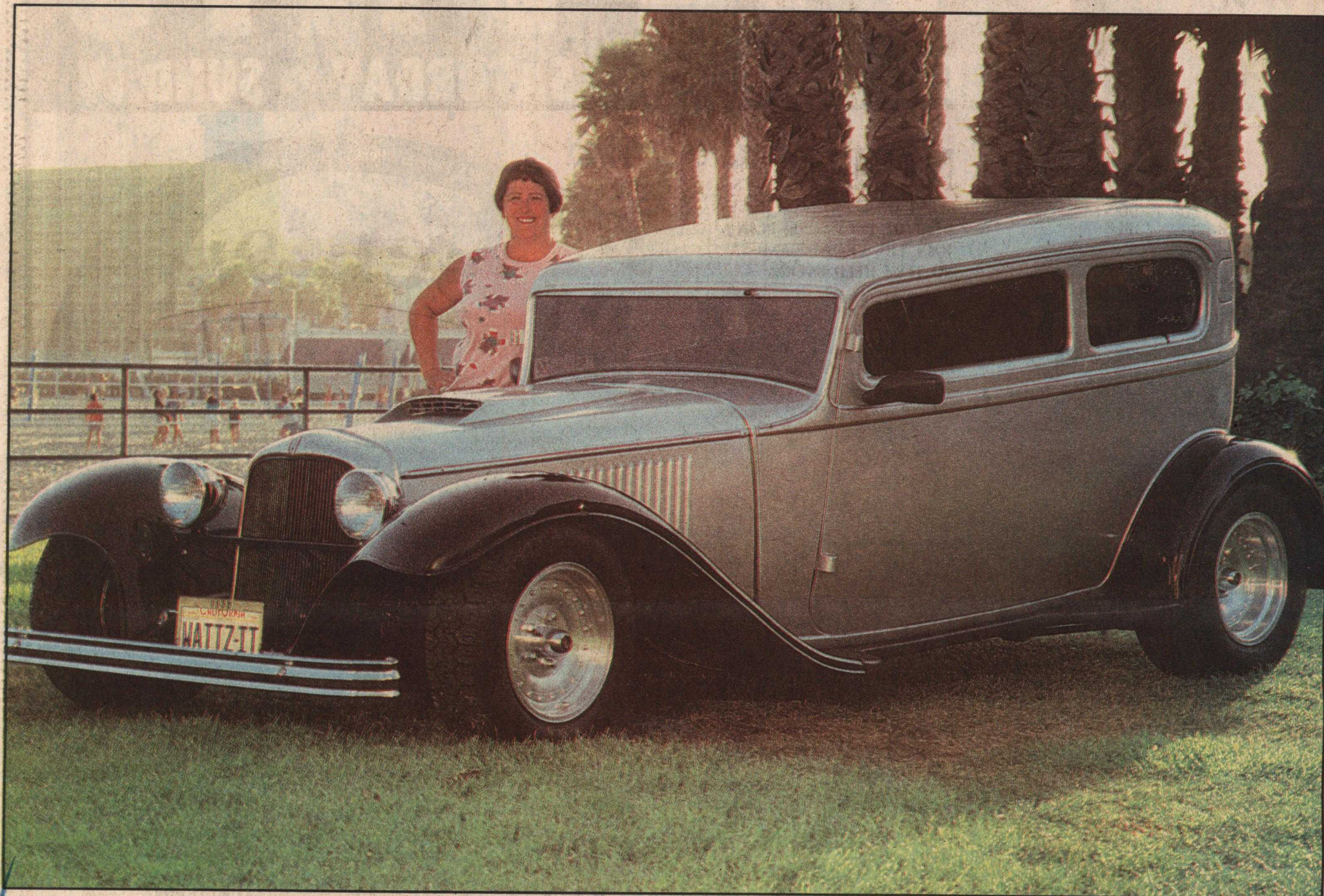
Beach St. Rev

Living

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Thursday
Santa Cruz

Vrooom! Vrooom!



Bill Lovejoy/Sentinel

Sharon Steed's 1933 Rockne, above, was a rusty clunk before undergoing a year and a half of restoration. She'll show it this weekend.

Revivalists rev up; they'll have a beach-ing time

By LAURIE SLOTHOWER
Sentinel Staff Writer

SAN LORENZO Park will be up to its benchlands this weekend in hot-rod Lincolns, pink Cadillacs and little deuce coups. Not to mention Ford T-buckets and Impalas and souped-up Chevys, the kind they call muscle cars with big-block V-8 engines and the throaty mufflers. Or machines with flashy paint jobs, the candy-colored tangerine dream-flake babies and stock cars kept as clean and cherry as the day they rolled off the show-room floor 20 years ago.

If Americans have a love affair with the automobile, this weekend will be a non-stop tryst.

The 10th annual Beach Street Revival classic car show and festival roars into town beginning Friday, bigger (and, promoters say, better) than ever.

The festival commemorating days when Beach Street was made for cruising kicks off at 9 p.m. today with a Spoli party at the Holiday Inn. (All the cool cats know Spoli was a kind of wine cooler made with Seven-Up and Hawaiian Punch.) It will be served in the traditional bathtub.

The event ends with the awards presentation 3 p.m. Sunday at Duck Island, San Lorenzo Park.

Most eyes will be directed toward the car show and festival from 10 a.m. to 6 p.m. Saturday and Sunday at San Lorenzo Park. Some 400 automobiles have been registered for showing; late registrants will bring their cars to show that day.

Booths offering food and advertising services as diverse as automobile parts to Mothers Against Drunk Driving also will be on hand.

The Beach Street era is defined as

pre-1970. Cars are limited to those manufactured before 1970.

Additionally, pinstriping — the art of painting hair-thin lines on car bodies — will be offered by Sacramento bodyworkers Kovacs and Kline.

Beer's out. As part of their concession to the city of Santa Cruz, festival organizers agreed not to sell alcoholic beverages on the benchlands.

Big-name bands are headlining the traditional '50s and '60s costume balls at the Cocoanut Grove. The Coasters will play on Friday night and the Righteous Brothers on Saturday. Both are sold out, but a rock 'n' roll party with a disc jockey will be at the Holiday Inn from 9:30 p.m. to 2 a.m.

The equally time-honored grand cruise and car parade will start Sunday at 9 a.m.

"We do it on Sunday so the kids that partied hardy on Saturday don't cause any

trouble for us old-timers," said Sharon Steed, whose 1933 Rockne, made by Studebaker, is entered in the car show.

Steed and her husband Ray, a mechanic, worked for a year and a half to restore the clunker they bought from a car club member they know.

"For my 40th birthday, my husband said he'd buy or build any car I wanted," Steed recalled. "I knew I wanted the Rockne the minute I saw her, sitting there in all her rusted glory."

The model, manufactured only from 1930-33, was named after Notre Dame football star Knute Rockne, Steed said.

The couple built every part of the car at home, putting in power brakes and steering, and restoring every inch of the interior. They finished it off with 40 coats of lacquer. The price tag on the car is

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\$50,000 — but they're not selling it.

The Steeds are part of a local car club called The Clockers. They've volunteered to let mechanics use their Prospect Heights garage to fix cars that break down. Four mechanics will be on hand to fix cars at no charge. "Compliments of the house," said Steed.

Event organizers predict 3,000 tourists each day, said Bobbie Jo Nelson, who has been a revival organizer since it first began.

Some seaside motels are filled, but visitors armed with a phone book and a stack of dimes can find a place to stay.

"If people call us before they leave, we'll hold a room for them till 3 p.m. Friday or noon Saturday," said a desk clerk at one motel.

THE relationship between the city and Beach Street Revival has all the earmarks of a classic confrontation. The disapproving father. The rebellious son. A warm summer weekend and a lot of hot cars.

At 10 years old, the Revival isn't an adolescent. Still, conflicts between organizers and city officials have both sides wondering if this year may be the last that the show will take place in Santa Cruz.

The police worry about clogged traffic, fights, and drag racing that accompany the event. Revival organizers say the city is squeezing them out with unreasonable fees.

Lines are being drawn. Huffs are being puffed. Heads are getting hot. "The city gave us so many

problems this year, it would seem to me they don't want the event," said Rick Petersen, who produces the Beach Street Revival.

"If these attitudes prevail next year, we will go somewhere else along the coast, possibly Watsonville."

City officials initially charged Petersen \$7,000 for permits and extra security. The two sides negotiated the price down to \$2,000.

For the discount, promoters agreed to provide their own security to keep the peace near the Boardwalk and the Cocoanut Grove.

And they agreed not to sell beer in the park.

Police Chief Jack Bassett said the fees were "part of the cost of running a private event in the city."

"It's always a major event in town and with it comes the baggage of any public event."

In recent years, the event has gone more smoothly, Bassett said. He agreed with Petersen that most of the law-enforcement problems stem from youths and tourists not associated with the Revival.

Even if the event moves outside the city, it's likely the dance will be at the Cocoanut Grove, said Petersen.

As for the car cruise, who knows? "They have a Beach Street in Watsonville, you know," he said.

The schedule for Beach Street Revival is:

THURSDAY

9 p.m. to 1 a.m. Spoli party with recorded music.

FRIDAY

Noon-5 p.m.: TGIF pool party at the Holiday Inn.

8 p.m. to 2 a.m.: '50s style dance with Shaboom and The Coasters. Cocoanut Grove. Sold out.

9 p.m. to 2 a.m. Oldies but goodies dance with recorded music. Holiday Inn.

SATURDAY

9-11 a.m. Summer's end poker run Begins at Holiday Inn.

9 a.m. to noon. Registration for day's events.

10 a.m. to 6 p.m. Car show and festival. San Lorenzo Park.

Noon-4 p.m. Preliminary car show judging. The Park.

1 p.m. Second annual nostalgic car auction. The park.

2 p.m. Miss Beach Street Bikini Contest. Duck Island, San Lorenzo Park.

7:30-9:30 p.m. Awards banquet. Holiday Inn.

8:30 p.m. Poker run awards. Holiday Inn.

8:30 p.m. to 2 a.m.: '50s style dance with Shaboom and The Righteous Brothers. Sold out. Cocoanut Grove.

9:30 p.m. to 2 a.m.: Rock 'n' roll dance with recorded music. Holiday Inn.

SUNDAY

9-10:30 a.m. Soho Soda Grand cruise Car Parade. Beach Street.

10 a.m. to 5 p.m. Car show and festival. The Park.

Noon-2 p.m. Final car judging. The Park.

1 p.m. Car auction. The park.

3:30-5 p.m. Awards presentation.