

The logo for the Florida Alfa Club. It features a circular emblem on the left containing a red cross and a green serpent. To the right, the words "Alfa Romeo" are written in a red, stylized script font. Below this, the words "FLORIDA ALFA CLUB" are written in a bold, red, sans-serif font, with "FLORIDA" on the top line and "ALFA CLUB" on the bottom line. A red swoosh underline is positioned between the script and the sans-serif text.

May 2020

Volume 7 Issue 5

Editorial Comments: Spring is here and so is the Virus. Stay safe and we will all get through this.



Alfa Romeo Selection of the

Month: May 2020

Car Name: A Newly designed GTV body for an all new Electric version



News and Updates: New AROC Board of Directors

One of our Florida Alfa Club Members is now on the AROC Board of Directors – Chip Denyko. Let's all congratulate Chip for his new position. A brief Bio of Chip is listed in this month's Alfa Owner Magazine

A Brief History of the Alfa Romeo Logo

With Alfa Romeo's 110th birthday coming on June 24th, the company is rolling out images and archive material that looks back on a storied history. There's a lot of it, so much so that we decided to break it up into several articles that take a closer look at the individual eras and themes. First up in our own celebration of Alfa Romeo history is the evolution of the badge. As the headline suggests, yes, that's a serpent eating a man.



Alfa Logo (1910-1915)

The official origin story goes back to company's first days in 1910, when Alfa was spelled in capital letters as an acronym for *Anonima Lombarda Fabbrica Automobili* (Lombard Automobile Factory, Public Company). According to Alfa Romeo's press materials:

Romano Cattaneo, one of A.L.F.A.'s designers, was in Piazza Castello waiting for tram number 14. While looking at the iconic [Filarete Tower](#), Cattaneo's eye was caught by the "Biscione Visconteo," the coat of arms of the Visconti family, which had dominated medieval Milan. [Colleague and engineer Giuseppe] Merosi liked the idea and after developing different versions, the two friends decided that the most convincing one showed the Biscione dragon on one side and the emblem of the City of Milan, a red cross on a white background, on the other.

A Brief History of the Alfa Romeo Logo continued:

There are several theories on where the Visconti serpent/dragon comes from, as [we wrote back in 2008](#):

The symbol appeared on the shield of the Arab leader Voluce, killed by a member of the Visconti family during the crusades. Another holds that the serpent represents a dragon, Tarantasio, which had its lair in a lake that surrounded Milano in the Middle Ages. The dragon had a nasty habit of eating children and cattle, until a Visconti finally had the courage to dispatch it.

The two symbols are bordered in blue, with "ALFA" and "MILANO" at the top and bottom with a some fancy rope in between, which are Savoy knots in tribute to the lineage of the Italian royal family. The original logo was updated in 1913 by changing the lettering to white with a gold surround plus subtle alterations to the knots and serpent.



Alfa Romeo Logo (1918-1925)

In 1915, [Nicola Romeo](#) took control of the company and added his name to the badge, turning A.L.F.A. into Alfa along the way.



Alfa Romeo Logo (1925-1945)

1925 marked the first World Manufacturer's Championship for Grand Prix racing, and Alfa-Romeo won the trophy along with victories in the Belgian and Italian Grand Prix. To commemorate the occasion, a laurel wreath was added around the logo until 1945.

A Brief History of the Alfa Romeo Logo continued:



Alfa Romeo Logo (1946-1950)

World War II left behind a tattered Italy, and the company that made Alfa Romeo logos had a factory in ruins. In the immediate post-war era, Alfa Romeo went to a simpler two-color logo. Because it was short-lived and few cars were made during this period, this is one of the rarest iterations of the badge.



Alfa Romeo Logo (1950-1960)

By 1950, mass production resumed and the badge was once again multi-color, with a relatively thinner representation of the laurel wreath. That lasted until 1960, when Alfa Romeo switched from metal to plastic for the emblems. Continuing an ongoing simplification of the design, the scales disappeared from the serpent.

A Brief History of the Alfa Romeo Logo continued:



Alfa Romeo Logo (1960-1972)

Alfa Romeo opened a factory in Naples in 1971 to build the [Alfasud](#), and thus dropped Milano off the badge along with the hyphen in "Alfa-Romeo" in 1972. In this version the man (or child) being devoured is colored red, making it easy for someone unaware of the logo's origin to think the serpent is spitting fire or has a three-pronged tongue. The extra twist in the serpent's body has also disappeared.



Alfa Romeo Logo (1972-1982)



Alfa Romeo Logo (1982-2014)

In 1982 the badge was updated one more time, with the lettering and accents changed to gold and the laurel wreath gone.

A Brief History of the Alfa Romeo Logo continued:



Alfa Romeo Logo (2015-Current)

The last update came in 2015, with the launch of the new Giulia. Like many modern brand logos, the latest is an exercise in minimalism. The border between the Milan and Vicconti halves is gone. The serpent takes up more real estate but is chunkier- with two fewer coils to its shape. The crown is now a line with three dots above it, and the background is monochrome with a mesh-like pattern. Even in simplified form, however, Alfa Romeo still shows the upper torso of that ill-fated human in the dragon's mouth, a grisly image no other automaker can match.



Upcoming Event: VIVA Alfa 2020



PLEASE PUT THIS DATE ON YOUR CALENDAR NOW:

FRIDAY, OCTOBER 2ND – 7:00 P.M.

***VIVA ALFA WELCOME DINNER AT D'ANTONIO'S OF
CELEBRATION, FLORIDA***

SATURDAY, OCTOBER 3RD – 8:30 A.M. TO 4:00 P.M.

VIVA ALFA CAR SHOW AT CELEBRATION, FLORIDA

More information will follow shortly with the registration sheet, but we just wanted you to put that weekend aside, so you can join us at *VIVA ALFA* again this year.

Feel free to forward this on to any Alfistis or Fiatsis you know who might be interested.

See you SOON! Until then, please stay safe and well!

Contact: Margo Miller, maggiesredheads@hotmail.com(407) 346-8446

Calendar of Events

June 2020 Events - All Events are on an advice notice. Stay Tuned for more information.

Tampa Bay Café Racers Lunch – Café Ponte Clearwater June 10th & 24th 11:30AM **Canceled**

Sarasota Cars & Coffee, Sunset Motorsports, June 6nd 8-10:00AM **TBD**

FAC meeting – SIM Racing & Pizza Saturday June 13th The Santilli's House 10AM till 2PM Canceled

DuPont Cars & Coffee, St. Pete, June 20th 7:00-9:00AM **Canceled**

SRQ Caffeine & Gasoline Southgate Community Center – June 27th 8:00-10:00AM **TBD**

July 2020 Events - All Events are on an advice notice. Stay Tuned for more information.

Tampa Bay Café Racers Lunch – Café Ponte Clearwater July 8th & 22th 11:30AM **Canceled**

Sarasota Cars & Coffee, Sunset Motorsports, July 4nd 8-10:00AM **TBD**

Bar B Que at Phil Rosile' House Thursday July 18th Canceled

DuPont Cars & Coffee, St. Pete, July 18th 7:00-9:00AM **Canceled**

AROC National Convention July 22nd – 26th – Colorado Springs, CO. **Canceled**

SRQ Caffeine & Gasoline Southgate Community Center – July 25th 8:00-10:00AM **TBD**

August 2020 Events - All Events are on an advice notice. Stay Tuned for more information.

Tampa Bay Café Racers Lunch – Café Ponte Clearwater Aug. 5th & 19th 11:30AM

Sarasota Cars & Coffee, Sunset Motorsports, Aug. 1st 8-10:00AM

Social at Tim Rogers Thursday Aug. 15th

DuPont Cars & Coffee, St. Pete, Aug. 15th 7:00-9:00AM

SRQ Caffeine & Gasoline Southgate Community Center – Aug. 29th 8:00-10:00AM

September 2020 Events

Tampa Bay Café Racers Lunch – Café Ponte Clearwater Sep. 2nd – 16th & 30th 11:30AM

Sarasota Cars & Coffee, Sunset Motorsports, Sep. 5th 8-10:00AM

FAC Business Meeting Thursday Sep. 10th TBD

DuPont Cars & Coffee, St. Pete, Sep. 19th 7:00-9:00AM

SRQ Caffeine & Gasoline Southgate Community Center – Sep. 26th 8:00-10:00AM

Calendar of Events continued:

October 2020 Events

VIVA Alfa Friday & Saturday October 2nd & 3rd – 8:30 AM till 4:00PM at Celebration

Tampa Bay Café Racers Lunch – Café Ponte Clearwater Oct. 14th & 28th 11:30AM

Sarasota Cars & Coffee, Sunset Motorsports, Oct. 3rd 8-10:00AM

FAC Business Meeting Thursday Oct. 8th TBD

Fort DeSoto Picnic and Car show, Sunday October 11th 10:00-2:00PM

DuPont Cars & Coffee, St. Pete, Oct. 17th 7:00-9:00AM

SRQ Caffeine & Gasoline Southgate Community Center – Oct. 31st 8:00-10:00AM

November 2020 Events

Tampa Bay Café Racers Lunch – Café Ponte Clearwater Nov. 11th & 25th 11:30AM

Sarasota Cars & Coffee, Sunset Motorsports, Nov 7th 8-10:00AM

FAC Business Meeting Thursday Nov. 12th TBD

DuPont Cars & Coffee, St. Pete, Nov. 21st 7:00-9:00AM

SRQ Caffeine & Gasoline Southgate Community Center – Nov. 28th 8:00-10:00AM

December 2020 Events

Tampa Bay Café Racers Lunch – Café Ponte Clearwater Dec. 9th & 23th 11:30AM

Sarasota Cars & Coffee, Sunset Motorsports, Dec. 5th 8-10:00AM

FAC Annual Holiday Luncheon Saturday Dec. 5th TBD

DuPont Cars & Coffee, St. Pete, Dec. 19th 7:00-9:00AM

SRQ Caffeine & Gasoline Southgate Community Center – Dec. 26th 8:00-10:00AM

Cars & Parts for Sale:



Note: Sell your vintage Alfa here. Its free to FAC members. Just send us photos and a brief description of your car, what you want for it, and how to reach you. There is another Alfisti looking for your car now!

For Sale- 1986 Spider Veloce \$9,500

Low mileage, 48,000 miles, excellent Car Fax. Georgia car. Car kept garaged, no rust or dents. Paint is full but showing age. Interior is all intact including period AM/FM cassette and COLD AC. Cleaning and protectorate will bring it back to very nice condition. Same with top. Records available. Contact Elizabeth at (706) 344-2185.



Cars for Sale continued:



Exhaust in new condition from a 2015 4c spider. **Free** to an alfa enthusiast who can pick it up in Tampa. John 813-335-7612.



Shops of Interest to Alfa Owners: Eibell Performance

Eibell Performance – a long time shop famous for repairing and working on various vintage and modern sports cars especially Porsche and the BMW 2002, closed briefly after the owners passing. However, it is now open again under new management. Kurt Grashel, who formally worked at Ferrari in Palm Harbor moved with Gabe Morales when he formed European Exotic Cars.

Interesting enough, I introduce Gabe Morales to Tom Argue – my favorite body and paint shop in Clearwater – who coincidentally happens to be located right next door to Eibell performance – Tom that is. Their association worked so well they considered buying the Eibell facility and locating right next door to Tom Argue’s SEMA Award winning restoration shop, but alas the Eibell shop was not large enough for Gabe’s growing exotic car business, but Kurt and his brother Thaddeus jumped at the opportunity and took over the Eibell Performance shop.

During recent visits to Eibell Performance I have spotted a Fly Yellow Ferrari Testarossa, a black Alfa 164, a 90’s yellow Alfa spider and several other Alfa Romeos in for service. Kurt wanted me to let everyone in the club know that you now have a place to take your vintage Alfa for service. As I like to say Eibell and Kurt know Carburetors and welcome your vintage Alfas of all types. You may remember them from the last SIM and Pizza Party at the Santilli’s place.

Here is how to reach them below. For those of you who know Tom Argue’s place, finding Eibell performance will be simple – they are immediately to the left of Tom’s shop on 110th Street between Hwy 19 and 49th Street.

(727) 573-0911

5000 - 110th Avenue North Clearwater, Florida 33760

eibellperformance@gmail.com

Shops of Interest to Alfa Owners: Exotic Auto in Milpitas, California

"Harmon Heed recently had the gauges on his '64 Giulia spider restored by Tom Sahines at Exotic Auto in Milpitas, CA. Tom is a well-known 750/101 guru and is reputedly now doing the restos for those period Veglias for long established Palo Alto Speedometer just across San Francisco Bay. The restoration was perfect, including the color of the backing, clarity of the numbers, including the color of the numbers and rev markers on the plastic discs and needles. Price average is between \$500-\$750 per gauge (tri-gauge, tach and speedo) depending on what you want done. Tom is readily available via phone/text &/or email. Exotic Auto, (408) 859-8133, tsahines@gmail.com.

Harmon also had some gauge work done by affable Joey Lobo at Mo-Ma Manufacturing in Albuquerque, NM. Joey's cost is certainly lower than Tom's. Harmon is very satisfied with his work but did not have him do any restoration so he cannot comment on that. Joey is also readily available at phone/text or email: (505) 766-6661, jlobo@momamanufacturing.com."

Card scans attached



Note from the Editor: One of our own Chip Denko. Was elected to the AROC Board of Directors this last election. Congratulations Chip. Now you all have a voice within the club.

Frank Mann
Former President Florida Alfa Club
Editor FAC Notizia Newsletter
www.fmann1@tampabay.rr.com
PH: 727-254-9723

Disclaimer: The mention of a product, service or procedure herein does not constitute endorsement of it by the Florida Alfa Club or its members. Advertisements of products or services in the *Alfa Notizia* newsletter, does not necessarily imply endorsement or approval by the Florida Alfa Club. This publication and this organization will not assume liability for any such consequences.