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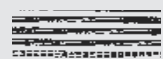
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Porsche 356 Registry



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Porsche 356 Registry



Cover: Porsche's prototype of a new sedan for Studebaker, the Typ 542, circa 1953. Courtesy Jens Torner, Porsche Archives.

Top 'o the page: Norbert Drager's 356C coupe at the beaches of Port Alfred in the Eastern Cape near his home in Grahamstown, South Africa.

Regional Clubs - Americas

These independent groups each offer activities, information and fellowship for 356 enthusiasts in their area.

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**In the
MAIL**

Looking back

I just finished reading "The Magic Word" by Thomas Lloyd Meyer in the latest issue of *356 Registry* and it certainly started a flow of memories from a wonderful time of life.

Since we shared the same time period, the early Porsche experience and the reaction to the car, I'm surprised that our paths didn't cross at some point.

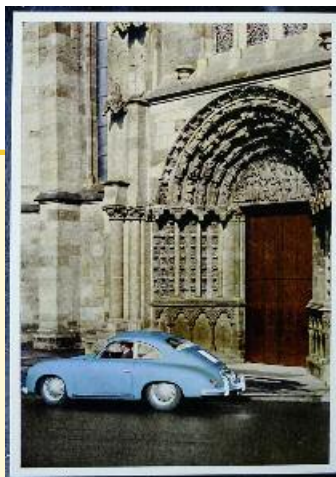
In addition to the very interesting information on the Prince Metternich Porsche, I was taken back to those days by the mention of the "jalopies" that were driven by the military personnel. My occasional navigator, Capt. Rhys Wood, wanted something interesting to drive, so on a trip to Belgium we brought back a 1949 Talbot Lago Record sedan for \$385. I was offered a 1948 Delahaye convertible for \$1000, a 1937 Mercedes 540K Cabriolet for \$1250 and the Prince of Belgium's MK 6 Bentley. Wouldn't that make an interesting collection of jalopies today?

I surely find the magazine full of fascinating reading, very professionally done. Thanks.

Bob Cottam, St. George, Utah



Tony Singer sent two early factory postcards he had not seen before. On the reverse is the Porsche script and "Photo: Walther Benser, Düsseldorf".



Ginny Gummow, 1929-2012

In January the club lost one of its original and most charming members, a 356 Registry ambassador extraordinaire and all-around lovely person: Virginia Gummow. In a conversation with her husband Robert recently, he related to me how they had known each other in grade school in their small farming town in northern Illinois. A bit later, Bob had a Rocket 88 Oldsmobile. He recalls, "As a 24-year-old if you had that car you didn't need anything else." When he was drafted to serve during the "Korean disagreement" (as he calls it) and went to Germany for a year, he asked Ginny to keep the car and use it while he was gone. "No use having it sit in a barn," he said.

When he returned she drove to Fort Sheridan, Illinois on a winter day to pick him up, but spun the car on an icy road, totalling it. The loss of his Oldsmobile didn't keep him from giving her the engagement ring he had bought in Germany, and they soon settled down together on the family dairy farm.

In 2001 Bob and Ginny were honored as the first recipients of the 356 Registry Hall of Fame award, presented at the Chattanooga East Coast Holiday. They were wearing, as they did every year, the handmade name badges from that original 1975 Holiday.



In 1959 they bought a new Porsche 356A coupe for \$4,000 - a lot of money in those days but it seems Bob and Ginny got their use out of the car, keeping it for almost half a century. That 356 was the catalyst for many club activities in PCA and later, 356 Registry. Bob and Ginny were enthusiastic supporters of the fledgling club and put on the first ever Holiday in Rockford, Illinois in 1975. The names of all the friends they made with their Porsche would fill a book - in several languages. They attended the first 26 International 356 Meetings in Europe and for years were the Registry's representatives at the event. Ginny was a dependable correspondent, providing photos and stories from the Meetings each year for our magazine.

They could be seen at most Registry Holidays in their 356, or later in the bright yellow 993 Bob bought in 1995. Ginny was the trip planner, navigator and Bob's constant companion on the many traveling adventures they had.

At her side when she passed on was Bob and her twin sister Verna. Her other siblings are also twins, younger brothers Richard and Roger. She will be missed not only by her family but by the many, many friends she left behind both across this country and around the world.

Gordon Maltby

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Upcoming Events

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356 Ultimate Driving Tour. Drive the BLUE RIDGE PARKWAY; Tail of the Dragon, NC; The mile high 'Cherohala Skyway', TN; Moonshiner 28, NC -105 miles of curves, waterfalls and mountain views; Diamondback Loop -36 miles of twisties; Little River Road, designated one of the 10 prettiest in the country. Overnight in Gatlinburg and Asheville. Info, registration, www.ultimatedrivingtour.net or 937-902-9550.

May 20Cincinnati, Ohio
The Drei Staaten 356 club will hold its annual Bull Session and Family picnic once again at Sharon Woods Park, Cardinal Pavilion. Please join us for a fun afternoon in one of Cincinnati's great natural settings. A gathering of 356s and other interesting cars, lunch served at noon, a swap meet and of course the Bull Session. You do not need to be a Drei Staaten Gruppe member or own a 356 to attend. All are welcome. Visit www.dreistaatengruppe.com for more info in early spring.

June 2Chino, California
Porsche 356 Club Presents the 5th Annual Friends of Steve McQueen Show. A special day for a special cause at the Boys Republic. www.friendsofstevemcqueen.com

June 2-4Sonoma, California
The Sonoma Historic Motorsports Festival at Infineon Raceway. The Premier Marque will be Corvette. Info at www.infineonraceway.com/

July 2-6.....Geneva, Switzerland
The 2012 Rallye International des Alpes will start in Geneva on the 2nd of July and finish the 6th of July in Cannes. www.rallyedesalpes.com.

June 7-10Watkins Glen, New York
Watkins Glen Historic 200 Enduro. www.svra.com for more information.

June 21-24Lexington, Ohio
2012 Mid Ohio Vintage Grand Prix. More info at www.svra.com.

June 22-24.....McMinnville, Oregon
Emory's Porsche Campout 2012 at Parts Obsolete for Porsches. Details and online registration at www.partsobsolete.com. The 18th Annual Porsche Campout and Swap Meet, fun for the whole family.

July 12 -15Elkhart Lake, Wisconsin
The Hawk with Brian Redman vintage event at Road America. Featured marque Lola and Can-Am cars. www.roadamerica.com for more info.

August 16-19Danvers, Massachusetts
356 Registry East Coast Holiday. More info at www.ECH2012.com

August 14-15Monterey, California
Automobilia Monterey at the Embassy Suites. 40+ dealers of original posters, collectibles, etc. in one place. www.automobiliamonterey.com

August 17-19Monterey, California
The Rolex Monterey Motorsports Reunion at Mazda Laguna Seca Raceway. Featured Marque this year is Shelby Cobra. Info at www.laguna-seca.com/events.

October 4-5-6Gull Lake, Michigan
Third Coast 356 Oktoberfest, a gathering of 356 owners for a fun-filled, casual weekend focused on the cars, the camaraderie, some great activities and the beauty of Michigan's famous fall colors. Kalamazoo Air Zoo, Gilmore Car Museum, wine country, brewery tour and more. Bill Waite, fordlandia@sbcglobal.net.

October 12-13Yosemite, California
The 2012 Fall Festival presented by the 356 Club of Southern California will be at the Tenaya Lodge at Yosemite. Registration form at 356club.org

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Porsche 356 Registry East Coast Holiday

**August
15-19**

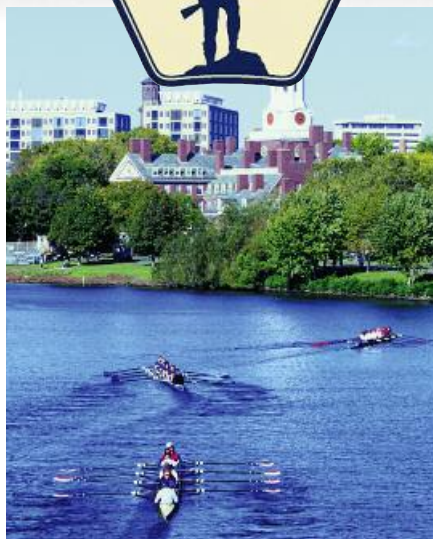
**Danvers,
Massachusetts**



Tuesday 8/15 Registration6 - 8 pm
Wednesday 8/15 Registration9 am - Noon, 1-8 pm
 Hospitality Suite7 - 10 am, 3-5 pm, 7-10 p
 Goodie Store10 am - 5 pm
 Fay Butler, Metal Fabricator8 am - 3 pm, Wheelwright, MA
 Open touring9 am - 3 pm
 Dinner6 pm - 8 pm, on your own

Thursday 8/16
 Registration9 am - Noon, 1-8 pm
 Hospitality Suite7 - 10 am, 3-5 pm, 7-10 p
 Goodie Store10 am - 5 pm
 Alex Dearborn's Roadster Reunion Picnic Noon - 3 pm
 Sightseeing Bus Tours9 am - 3 pm
 Whalewatch, Gloucester; Newbury St. Shopping, Boston;
 Duck Boat Rides, Boston.
 Open Touring9 am - 3 pm
 Kittery Maine Outlets, USS Constitution.
 Tech Sessions:1 pm - 3 pm:
 Detailing, Cindy Markley
 4 Cams, Jerry McCarthy and Jeff Adams
 Jim Kaufmann, 356 Carburetor Rescue
 Tech Sessions3 pm - 5 pm:
 Paintless Dent Removal
 Restoration Designs
 Jim Perrin, 356 Literature
 Lobster Bake6 - 9 pm

Friday 8/17 Registration9 am - Noon, 1-8 pm
 Goodie Store2 - 5 pm
 Hospitality Suite7 - 10 am, 3-5 pm, 7-10 pm
 Autocross9 am - 5 pm
 NH Drive9 am - 5 pm
 Sightseeing Bus Tours9 am - 3 pm
 Whalewatch, Gloucester; Newbury St Shopping, Boston;
 Duck Boat Rides, Boston
 Open Touring, Mt. Washington Drive7 am - 5 pm,
 Lexington Battle Road Tour10 am - 3 pm
 Tech Sessions:1-3 pm:
 Dr. Color Chip: North Parking Lot
 4 Cams, Gerry McCarthy and Jeff Adams: Ipswich Room
 To be announced
 3-5 pm:
 Paintless Dent Removal
 David Seeland, Gmund Coupe presentation
 To be announced
 Boston Baked Bean BBQ6 - 8 pm, North Parking Lot



Saturday 8/18 Registration9 am - Noon
 Hospitality Suite7 - 10 am, 3 - 5 pm, 7 - 10 pm
 Goodie Store2 - 5 pm
 Concours - People's Choice9 am - 2 pm, Dog Gone Farm
 (on field by 9 am, gates open at 7 am)
 Revolutionary War Skirmish2 - 3 pm, Concours site
 Tech Sessions:To be announced
 Banquet6 - 10 pm, Grand Ballroom

Sunday 8/19
 Swap Meet, vendors8 - 10 am (inside)
 Hospitality Suite8 am - Noon
 Goodie Store8 am - 10 am

SCHEDULE IS TENTATIVE AND SUBJECT TO CHANGE



More info at
www.ECH2012.com





East Coast Holiday 2012

Danvers, Massachusetts

August 15-19, 2012 **30HDVRregistHU** **2QOLQH**



Your registration fee includes:

Name badge (required for all Holiday activities)
Event blanket and Goodie Bag
Access to Hospitality Suite, Concours, Tech Sessions, and Skirmish

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Email: donw47@comcast.net

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356 East Coast Holiday 2012—Registration Form

Information about you:

Registrant badge name: _____ 356 Registry Member # _____

Co-Registrant badge name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone Day: () Evening () (_____) Cell: () _____

Email: _____

Contact me about volunteering: Yes () Event: _____

Your car's information: We encourage all 356s to participate in People's Choice Concours: Participate: Yes ()

Model: (Circle one) Gmund, Pre-A, A, B, C, Other: _____ Year: _____

Body type: Circle: (Coupe, Cab, Speedster) _____ Color: _____

Outlaw: Yes () Special Interest?: _____ Original Owner? Yes ()

Meal Choices: (Indicate Number)

Thursday Night: Lobster Bake Choices: Lobster and Steamed Clams (____), or Vegetarian (____)

Saturday Night: Awards banquet Choices: Salmon (____), Beef (____), Chicken (____), Vegetarian (____)

Registration fees: (Note does not include hotel registration)

Box Lunches: Subs: Italian (), Meatball (), Turkey (), Vegetarian ()

Registrant \$250 ea. ____ ± ____ @ \$250 = \$ 250

Co-registrant \$125 ea. _____ @ \$125 = \$ _____

Fay Butler Tour \$ 20 ea. _____ @ \$20 = \$ _____

Autocross, Driver/Co-driver \$ 30 ea. _____ @ \$30 = \$ _____

Autocross, Box Lunch \$ 20 ea. _____ @ \$20 = \$ _____

Lobster Bake \$ 40 ea. _____ @ \$40 = \$ _____

Boston Baked Bean Cook Out \$ 25 ea. _____ @ \$25 = \$ _____

People's Choice Concours Box Lunch \$ 20 ea. _____ @ \$20 = \$ _____

Awards banquet \$ 60 ea. _____ @ \$60 = \$ _____

Bus trips: Duck Boats Thurs () Fri () \$ 52 ea. _____ @ \$52 = \$ _____

Newbury Street Thurs () Fri () \$ 20 ea. _____ @ \$20 = \$ _____

Whale Watch Thurs () Fri () \$ 65 ea. _____ @ \$65 = \$ _____

Drives n/c: Kittery Thurs (), USS Constitution Thurs (), Mt. Washington, Fri () Battle Road Fri ()

Total: \$ _____

Cancellation policy:

50%, less \$50 returned.

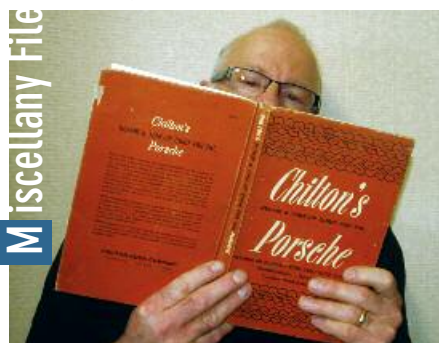
Hotel registration and discount:

Hotel discount will not be honored without confirmed ECH2012 Holiday confirmation. Confirmation of fees and Registration will be sent by email along with hotel code for making your hotel reservation. Call Reservations @ (978) 777-2500.

Liability release statement: (Note: must be signed)

In consideration of acceptance of your registration, you, your executors, administrators and assignees do hereby release you and discharge 356 Registry Inc., ECH2012 LLC officials and agents, promoters, sponsors, and property holders from all claims of loss, damages, actions whatsoever in any manner arising or growing out of your participation in this event. You authorize the use of your name and/or photographs taken at this event for use in any media or any form of publicity.

Registrant signature: _____ Co-registrant signature: _____ Date: _____



"Stop the presses!"

Like so many people in the magazine / newspaper / publishing business, I've always wanted to say that.

He flings open the double doors, backlit by the bright newsroom glare as huge presses rumble in a dark mechanical cacophony. Conveyors stream with newly-inked pieces and men scramble to feed paper to the beast.

Then, "Stop the Presses!"

There's a grinding, groaning roar and shouts across the cavernous room as the giant printing cylinders slowly roll to a stop. Maybe even some fog and hissing for good effect. As quiet descends, a few stray scraps of paper flutter through shafts of light and all eyes are on the mysterious figure in the doorway as he speaks.

"There's news about the web site," he states laconically.

The excitement is palpable as the men look at each other, whispering, "Wow, this must be important. Not only is he speaking compendiously, but with pith and not a small amount of momentousness!"

Movie daydream aside, the reality is that this is being written at the last moment, and it is an important topic. Namely, a significant change to the Registry's web site that took place on April 19th. On that date, quite a few people received an email that began, "Your Porsche 356 Registry website 6-month free 'Site Guest' registration has expired."

Interior shot: the camera pans along the front hallway to the mail slot in the door. Its binged cover gives a slow, metallic creak as a single letter drops to the floor. The music swells as a hand reaches for the sinister envelope. What could be inside?

About five percent of the users on our web site forum and Talklist are non-members. In mid-April they were informed they could no longer post or respond to ads there.

Why? In analyzing their activities, it has be-

356 Registry / PCNA Survey Now Online

A survey has been jointly created by your club and Porsche Cars North America. It's our intention to get feedback about what works for you in the 356 Registry, what club activities and functions you use, enjoy, or what you would change. The trustees have put together a simple list of questions that will help us plan for the future and tailor our programs to what members want in a changing world. PCNA has graciously provided a server and user-friendly format where the survey can be taken in a couple of minutes. They have also donated model kits as an incentive to complete the survey. This die-cast model of Porsche num-

ber 1 comes in a nice gift case and will be mailed to the first 300 Registry members who complete the survey.

We hope you will take part. Please note that none of the survey fields are mandatory, although a name and address are necessary to mail the model. You can access the survey after logging in at the Registry web-site, where a link will take you directly to the questions. Primary information is voluntary, confidential and will only be used for club purposes. Any demographic data is optional and confidential. Thank you!



come clear that many of these Site Guests were taking advantage of the club's huge trove of information and expertise in the forums, and the tremendous marketing opportunities in our classifieds.

For the last year and a half we have welcomed 356 enthusiasts to our web site with the assumption that those who were truly interested in the cars would see the value of the information there, and appreciate the opportunity to buy and sell among knowledgeable peers. They would, of course, become members. That was the idea, and many did.

Some others were also quick to recognize that www.porsche356registry.org is indeed the center of the 356 universe. They asked questions, they gleaned data. They bought, they sold. And they renewed as "Site Guests" after six months - again and again.

Interestingly, when surveying the sellers of cars on our site, at times almost half were non-members. If you consider the effectiveness of the Registry classifieds for cars, parts and wanted items, it's not hard to determine that \$35. per year is a bargain even if you only sell one car or a few parts. Of course, free is better, and human nature being what it is, no matter how much they benefit, some people will not pony up until asked. Or forced. Ergo, the email sent in April.

As I write this, only hours after the missive went out to Site Guests, there has been a flurry of new memberships via the 'net, quantifying what the trustees believed would (and should) happen. We thank all those newly minted members and welcome them with open arms. And hey! Now they even get a magazine to go with their web site activities. Such a deal.

Of course, there will be some who can't be placated. This is the internet, they shout; it should be free!

The chords change to a minor key; ominous music foretelling conflict. In the distant

gloom there's a pulsing glow. Through the mist, muffled shouts and as the camera rises we see the crowd, pitchforks bobbing, fists waving, torches flaring. They are afraid, and they are panicking.

For those who don't care about a magazine or just won't pay for digital content, it's OK. We understand. You can still read posts on the forums and still put your nose against the window of our classifieds showroom. We don't even mind if you drool on the glass. After all, it's the best selection of 356s and parts in town. Or anywhere. And when you're serious, you'll join us. But we aren't allowing just anybody to come in and kick tires, sit on the furniture and wear holes in the virtual carpet anymore. Sorry.

As for our members, we're here to help. At the membership office we field questions and concerns every day, often involving the web site and access thereto. In resolving these, we sometimes find that members have multiple emails, more than one "identity" or outdated information on file - which obviously causes problems. To best serve our members, our records need to be accurate. Be sure to keep your on-line profile up to date, or call or email us to assist.

We believe this new program of a "members only" web site will streamline and simplify things for both members and administrators. There are other changes in the works; we'll be giving vendors a higher profile online so you can find the parts and services you need even faster. The Registry web site is a tool, and a virtual home for its members. We're working hard to make it the best it can be.

She closes her eyes and bugs the little dog, tapping the accelerator pedal on the ruby red coupe three times. The scene spins as she repeats the magic phrase. "There's no place like the home page. There's no place like the home page." 🚗

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President's Letter

George Dunn



Springtime driving is definitely one of the best times of the year to enjoy the open roads in our special cars. I'm hoping that you seize the opportunity to enjoy your 356 doing exactly what it was designed for - driving, not gathering dust in the garage. Take off the car cover, change the oil, and go for a nice drive! In fact, this is a great time of the year for regional clubs and groups of members to put together a driving event and explore some new roads and scenery.

Our trustees have been working on a number of initiatives, including refinements to the Registry website, support of regional clubs, our club's budget management, and requests for support from Porsche AG. I plan to report more on each of these initiatives in my future columns in this magazine. Regarding our website, as I've heard from many members, there are concerns about the current policy of allowing non-Registry members to access and use the site. Admittedly, our current policy has allowed some use, and some abuse, by a number of non-dues-

paying people. The trustee team is addressing this issue to refine the policy to insure it clearly focuses on the best interests of our members.

Briefly on our club's budget: our trustee team is making every possible effort to contain expenses and hold the line on the \$35 annual dues per membership, especially while our magazine publishing and distribution costs have gradually increased over time (the club's largest expense by far). Quite clearly, our revenue vs. expenses is currently very tight, but having said that, I wish to emphasize that our Club's overall finances are in great shape, with cash reserves where they need to be to keep us in compliance with our not-for-profit status.

At this point, it is apparent we will not have a 2012 West Coast Holiday. The 2012 East Coast Holiday is on track with registrants now well exceeding the 100 members mark. This looks to be a notable event, so register early if you are considering attending. I look forward to seeing you there.

Next year's Holidays

Our club members want both an East Coast Holiday and a West Coast Holiday in 2013. I ask you to look into hosting a Holiday in your region. Now is a great time to consider it and rally your regional 356 club and friends to form a Holiday committee. Lots of members before you have put on "a party for several hundred of your 356 friends" and any of them will tell you it was a great experience. If you are interested, please contact the trustee of your choice for assistance.

In my previous column I mentioned that we will be introducing our two new trustees, providing you the opportunity to better know our club's management team. In this issue we are featuring our newly-elected trustee, Jim Liberty. So Jim, take it away.

Until next time, enjoy your 356!

George Dunn

I'd like to take this opportunity to say thank you all, for allowing me to serve you as trustee of this wonderful club. Good luck has followed me always, and this is just another example of that fact. My affair, and it is literally that, started when I was a teenager, and I saw a car that changed my life. It was 1956, when I saw what turned out to be a Porsche Speedster.

My boss at the time was a car buff, and we proceeded to the sports car dealer in Rochester, NY. In those days these dealerships sold everything, and they had a



Jim and Tiffany Liberty

Coupe on display. I had always loved cars, but this experience changed everything for me. I was smitten. By pure happenstance, my mother remarried soon after, and my new dad operated a paint and body shop. His specialty was Porsche. Not 356s, in those days they were just Porsches. See what I mean about luck?

My career was not in the car business, but I always spent my spare time and money on 356s as the affair got stronger. In 2003 I retired from the Northeast, to Newport Beach, California and followed my dream, opening a restoration shop in Costa Mesa, a few miles from home. Like I said, luck has followed my always. I now spend my days working on one car at a time, and doing things the way I like. Stop by and see me anytime, I'm nearly always here.

In closing, I'd like to reiterate my opening statement. Thanks to everyone in the 356 Registry for allowing me to carry the torch for you. I promise to do everything I'm capable of, to continue this remarkable club. I hope to see you soon. **Jim Liberty** 🚗



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Herrmann, McCluggage Honored at Sebring



Hans Herrmann was inducted into the Sebring Hall of Fame on 16 March. In a racing career spanning from 1953 to 1970, Herrmann was twice the overall winner at Sebring. His first race in Florida was in March, 1956 where he took a class win in a 550 Spyder. In 1960, he won the legendary twelve-hour race (Porsche's first win at Sebring) in a 718 RS60 with Oliver Gendebien, and repeated the feat in 1968, in a Porsche 908 with Jo Siffert. He also won his class for Porsche in 1966. His first overall victory at the 12 Hours of Sebring in 1960 was one of the most important wins in Porsche's racing history. This was the first outing for the new Type 718 RS60 1.6 liter car, and it ended in a double victory for the Stuttgart-based manufacturer as the Porsche teams of Herrmann/Gendebien and Holbert/Schechter crossed the line in front of their competitors from the 3-litre class.

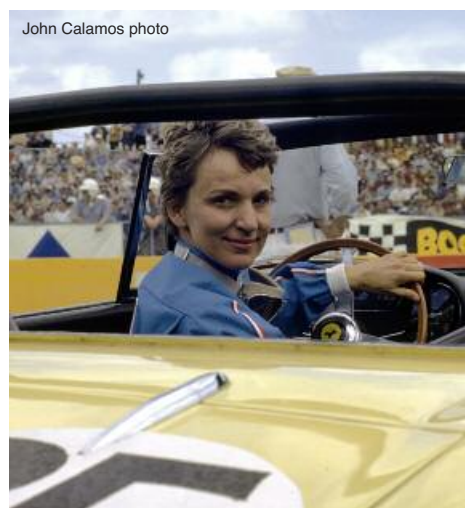
Hans Herrmann is one of Porsche's most successful works drivers. Born on 23 February 1928 in Stuttgart, the endurance specialist is regarded as one of the most reliable and consistent drivers of all time.

With more than 80 overall wins and class victories for manufacturers such as Porsche, Mercedes-Benz, Borgward and Abarth, he was German champion in the 1500 cc class in 1953-55 and manufacturers' World Champion in 1969 in 1970. He achieved his greatest victories in cars made in Zuffenhausen: at the Mille Miglia, the Targa Florio, the Carrera Panamericana and in Le Mans, where he achieved Porsche's first overall victory in a 917 in 1970. After his triumph at Le Mans, Hans Herrmann retired from active racing at the age of 42. *From a Porsche press release*

Denise McCluggage, who drove a Ferrari 250GT to a class victory at Sebring in 1961, was first to receive the accolades. Equally loved for her moxie in racing in what was considered a man's sport and for her insightful automotive writing, McCluggage was humble in her acceptance saying, "It's terrific to have this and to be recognized for having a lot of fun."

Also inducted were Geoff Brabham, Johnny O'Connell and Denise at Sebring, 1967 in a Ferrari 275 GTB4. She and co-driver Marianne Rollo just missed a class win that year.

John Calamos photo



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Designer Ferdinand Alexander Porsche dies



Porsche AG, Stuttgart, is mourning Professor Ferdinand Alexander Porsche. The Honorary President of the Supervisory Board died on 5 April 2012 in Salzburg, aged 76. Matthias Müller, CEO said, "We mourn the death of our partner, Ferdinand Alexander Porsche. As the creator of the Porsche 911, he established a design culture in our company that has shaped our sports cars to this very day. His philosophy of good design is a legacy to us that we will honour for all time."

Ferdinand Alexander Porsche was born in Stuttgart on 11 December 1935, the oldest son of Dorothea and Ferry Porsche. Even his childhood was shaped by cars, and he spent much of his time in the engineering offices and development workshops of his grandfather Ferdinand Porsche. In 1943 the family accompanied the Porsche company's move to Austria, where he went to school in Zell am See. After returning to Stuttgart in 1950, he attended the private Waldorf school. After leaving school, he enrolled at the prestigious Ulm School of Design.

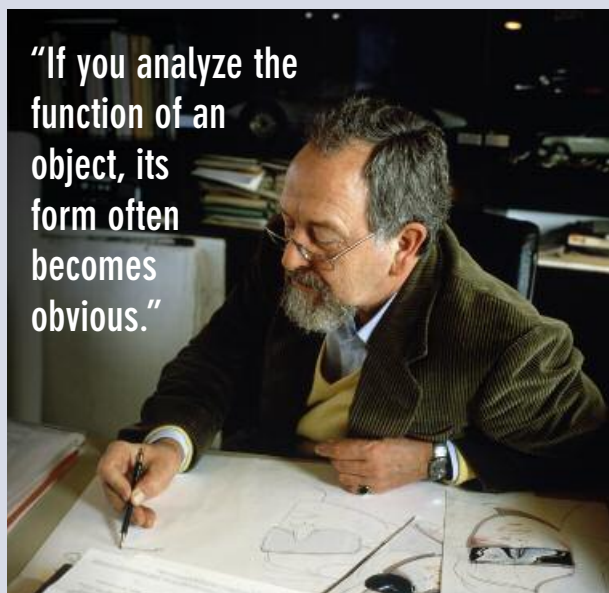
In 1958, F.A. Porsche, as he was known by his colleagues, joined the engineering office of what was then Dr. Ing. h.c. F. Porsche KG. He soon proved his great talent for design by sculpting the first model of a successor to the 356 model line out of plasticine. In 1962 he took over as head of the Porsche design studio, creating a worldwide sensation one year later with the Porsche 901 (or 911), a sports car icon whose timeless and classical form survives to this very day in what is now the seventh 911 generation. However, in addition to passenger cars, F.A. Porsche also concerned himself with designing racing cars of the 1960s. His best-known designs include the Type 804 Formula One car and the Porsche 904 Carrera GTS, now considered to be one of the most beautiful racing cars ever.

In the course of the conversion of Porsche KG into a joint-stock corporation in 1971/72, Ferdinand Alexander Porsche, along with all the other family members, stood down from the company's front-line business operations. In 1972 he founded the "Porsche Design Studio" in Stuttgart, the head office of which was relocated to Zell am See in Austria in 1974. In the decades that followed, he designed numerous classic gentlemen's accessories such as watches, spectacles and writing implements that achieved global recognition under the "Porsche Design" brand. In parallel, with his team, he designed a plethora of industrial products, household appliances and consumer durables for internationally renowned clients under the brand "Design by F.A. Porsche". A strong and clear design concept typifies all product designs created in his design studio to date. The credo of his design work was: "Design must be functional and functionality has to be translated visually into aesthetics, without gags that have to be explained first." F.A. Porsche: "A coherently designed product requires no adornment; it should be enhanced by its form alone." The design's appearance should be readily comprehensible and not detract from the product and its function. His conviction was: "Good design should be honest."

Ferdinand Alexander Porsche retained a close lifelong association with Porsche AG as a partner and member of the Supervisory Board. From 1990 to 1993, he served as President of the company's Supervisory Board, thus playing a major role in Porsche A.G.'s economic turnaround. In 2005, he stood down from his Supervisory Board role in favour of his son Oliver and assumed the mantle of Honorary President of the Supervisory Board.

Ferdinand Alexander Porsche will be buried in the family grave at Schüttgut in Zell am See, attended by his immediate family. An official funeral service will be held in Stuttgart at a later date. **From a Porsche AG press release.**

"If you analyze the function of an object, its form often becomes obvious."



From top: F.A. Porsche and his father Ferry in the Porsche design studios, circa 1959. At his Zell am See studio, 1989.

Below: The 904 was a successful racer with a four-cam four cylinder engine and was one of the first competition Porsches to utilize the 911's six cylinder engine. Its styling has withstood the test of time.



Opposite page: Focusing his talents on the design of things other than cars, F.A. Porsche and his company, Porsche Design, have created myriad items in almost every category of consumer goods: smoking accessories such as pipes and lighters, luggage and handbags, electronics, knives and tools, and items as wide-ranging as those shown opposite. **From top:** The original Porsche Design sunglasses and a more recent version (of scores now available). A Porsche bicycle. A \$300,000-plus Fearless yacht, capable of 80 mph. One of many Porsche Design shoes. From 2007, a cellular phone made from billet aluminum, with fingerprint recognition (no password required) and swivel head for photos and video. A titanium "World Timer" watch for Eterna. A Siemens coffee maker and an entire "Men's kitchen" from Poggenpohl.



356



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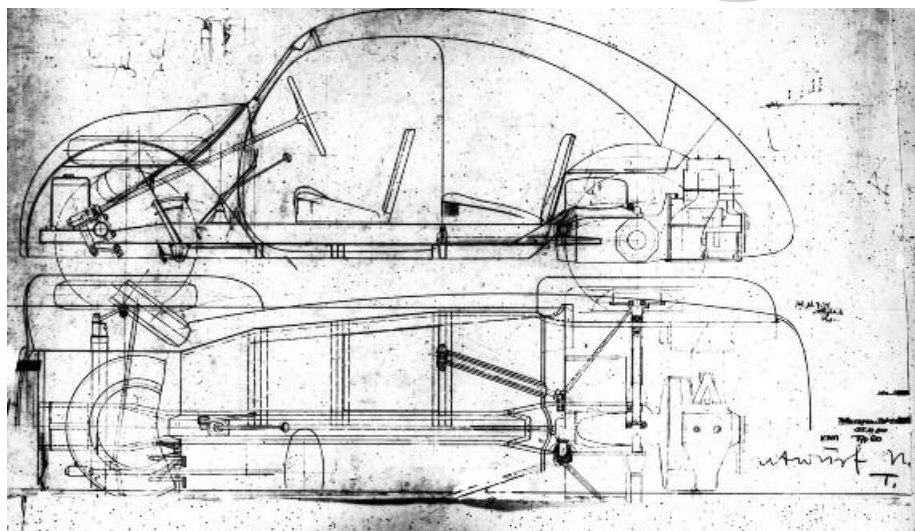
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Das Volkswagenwerk



Volkswagen AG Corporate History Department

American Inspiration

When Hitler directed Porsche to develop a people's car he identified several performance characteristics as well as a cost requirement of less than 1,000 Reichmarks (RM). The latter made for an ambitious undertaking. The professor had only a few months earlier declared in writing that his design for a people's car could be realistically achieved for a cost around 1,500 RM; 50% more than Hitler allowed. History shows that price was a constant sticking point in developing the Volkswagen. It was not sufficient that the car had to be as bare bones as possible. It would also have to be built at a level of efficiency unachievable in Germany at the time.

The German car industry was quite aware of the imbalance in automobile cost between themselves and the world's leading carmakers. To put the cost into perspective, a German would have to work 800 hours to afford the Volkswagen while in the United States, a person only needed to work 250 hours to buy the cheapest Chevrolet. Wages in the United States were approximately three times those in Germany but the Reichsverband der Automobilindustrie (RDA) also showed that German car production cost per kilogram was 3.18 RM while the equivalent United States cost was 1.87 RM/kg.

Adolf Hitler was sensitive to the fact that if his low target cost was to be achieved, it would be necessary to come up with a completely new way of producing cars in Germany. During his 1921 imprisonment Hitler read Henry Ford's writings and became an admirer of Ford for both his impact on American car development and his anti-Semitism. Believing the Ford Motor Company was an institution to be emulated, in 1936 Hitler suggested that Professor Porsche do a first-hand visit to America's "Big Three" car builders (Ford, General Motors and Chrysler). Ferry Porsche later wrote "this trip certainly proved worthwhile and my father returned in a mood that was both optimistic and confident."

Upon returning to Germany, Hitler asked Porsche if he felt "...capable of also designing a factory to carry out a (people's car) mass-production on this basis. Remember the price is still fixed at 1,000RM." Porsche replied, "I am now convinced that given the same machinery and tooling facilities as the Americans have, we can build and sell the Volkswagen for that price..."

It is important to understand the Ford automobile production concept at the time. As most are aware, the assembly line approach espoused by Henry Ford was one of the most important factors in making the Model T a success

The plant that made the car that made the Porsche possible

By Phil Carney

We normally associate the assembly line with men attaching parts to cars that are passing by on a conveyor belt. Henry Ford actually thought on a much larger scale. The Ford River Rouge plant was envisioned as the most encompassing assembly line possible. Raw materials were received at one end and running vehicles came out the other end.

It is well known to most 356 owners that their cars incorporated much of the technology originally created for the Volkswagen. In fact, it is very likely that the first sports car to wear the Porsche name would not have gone into production in Stuttgart without support from the entire Volkswagen domain: engineering, manufacturing, and the Beetle's sales organization. Designs were improved by Porsche engineers during the early years but 356 dependencies on the Volkswagenwerk lasted for well over a decade. Even in 2012, a very symbiotic relationship still exists between the two companies. And let's not overlook the British contribution to making the Porsche 356 a possibility.



Courtesy Ford Motor Company

story. Less known is the fact that Henry Ford's vision was to have 100% beginning-to-end control over production. The result was the Ford River Rouge Plant in Dearborn near Detroit, Michigan which was a clear departure from anything that preceded it. At the entrance raw materials (iron ore, silicon, rubber, etc.) entered and at the far end a finished automobile drove off. The first elements of the Rouge Plant were privately funded and completed in 1918 just in time to support World War I. The timing made the wealthy Henry Ford even wealthier. The plant eventually expanded to encompass two miles in length, three-quarters mile in breadth and employ 100,000 people. Its World War II profits would make the Ford family even wealthier.

So Porsche's first visit to the United States set the stage for designing the Volkswagen factory or Volkswagenwerk based on the Ford production concept. Hitler directed Dr. Robert Ley, chief of the Nazi Party Labor Organization to locate the ideal site for Germany's new motor city with several criteria in mind: a central German location with existing canal, railroad and autobahn connections.

In March 1937, the Berlin registry approved an application for a company known as "Gesellschaft zur Vorbereitung des Volkswagens" aka "Gezuvor". This roughly translates into a Company for the Development of the Volkswagen. Named as partners in the business were Dr. h.c. Ferdinand Porsche, Jakob Werlin and Dr. Bodo Lafferentz. Werlin and Lafferentz had no official government titles but both men had strong political connections. Werlin was a Mercedes sales representative and Hitler's personal adviser in all automotive matters. Lafferentz was the personal assistant of Robert Ley, head of the German Labor Front.

While site selection was going in 1937, Professor Porsche embarked on a second trip to America accompanied by his son, Werlin and Lafferentz. The trip began in June aboard the luxury steamship Bremen and the trip's agenda was so lengthy that it would be a full month before the Volkswagenwerk task force returned home. During their visit, Professor Porsche purchased a Ford V8 Sedan which he and Ferry used to tour across the northeastern U.S. They visited with the Big Three, the Fischer Body plant in Lansing, Michigan; Cincinnati Milling Machine Company in Reading, Ohio; Ambi-Budd in Philadelphia; Gleason Works in Rochester, New York; and several smaller firms. They found all of the various company representatives happy to speak with them and share information without reservation. In Ferry's own words, "If we wanted to know anything at all, we had only to ask a question." Perhaps the only uncomfortable conversation occurred when Ferdinand Porsche invited Henry Ford to visit Germany. In response



In July 1937 Ferdinand Porsche repeated his trip to the USA, on this occasion accompanied by a small group of colleagues. The picture shows the group on board the "Bremen". From right to left: Ferry Porsche, the engineer Hundt, Auto-Union racing drivers Ernst von Delius and Bernd Rosemeyer, Bodo Lafferentz from the German Labor Front and Jakob Werlin from Daimler-Benz with his wife. (Porsche Archives)



Henry declared, "The whole world is in a mess... Even a war is not out of the question and under these conditions I am not prepared to travel." Ford's proclamation about impending war was met with stunned silence and disbelief.

In addition to obtaining knowledge, machine tools were purchased and workers who had emigrated from Germany were persuaded to return and work at the Volkswagenwerk. To lure these specialists back to Germany, Lafferentz, the hard core politician, gave glorious speeches about Germany's newfound strength

An idealized brochure depicting what Hitler - in a speech at the dedication of the new factory - named the Kraft durch Freude ("Strength Through Joy") car. The announcement of this politically-charged name shocked Ferdinand Porsche, who had hopes the new car could be an important export model for Germany. A German family is seen here speeding along one of the new Autobahns. Although promoted as a way for the German "everyman" to have an automobile, no Volkswagens were ever delivered to private customers before or during World War II.

and accomplishments. If this plea for loyalty to the homeland did not do the trick, the businessman Werlin stepped in and promised each person that their standard of living in Germany would be even higher than in the United States. He promised completely furnished houses, educational grants for all children, pensions and

paid insurance. Some of the experts who succumbed to the bravado included Frederick (Fritz) Kuntze, one of the Rouge River Plant founders and the current plant manager; Hans Mayr, a sheet metal specialist; and a machinist named Werner who had in-depth knowledge of crankshaft and camshaft fabrication.

Rapid Construction

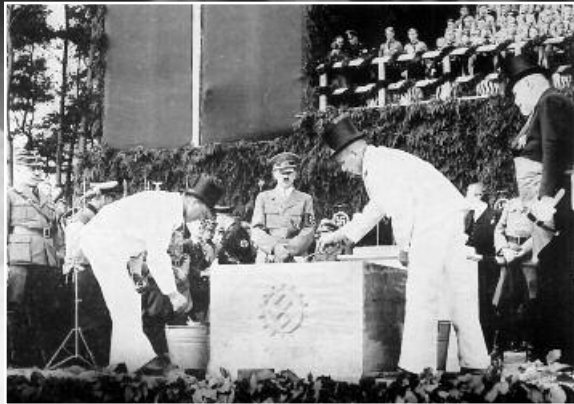
Early in 1938 a large private tract just a few miles from the existing autobahn route near Fallersleben in Lower Saxony was selected by Dr. Bodo Lafferentz. The land was then owned by two families; Count von Schulenburg who lost two-thirds of the estate which had been in his family for 500 years and Herr von Wense who parted with a quarter of his land.

Hitler specified that the initial plant should be capable of building 400,000 to 500,000 cars per year and expandable to one million cars per annum. The Gezuvoor partners decided from the beginning that this meant a double-shift would be required to meet such a rate with 10,000 workers on the first shift and 7,500 on the second. To achieve maximum output, 30,000 workers would be required.

Although Hitler told Robert Ley that his noted architect Albert Speer would design the plant and town, Speer was busy with the redevelopment of Berlin. Speer however recommended a junior architect by the name of Peter Koller to be the town's designer but for factory design a much greater level of expertise was needed. The Ford River Rouge plant was initially thought of as a model but due to expansion over decades it had become an less-than-perfect tangle of buildings and railroad lines. The Ford Company of course was well aware of their problems in Detroit and when they built their new facility in Dagenham, England in 1929, they incorporated everything they learned into the design of that facility. Hartley W. Barclay thoroughly documented Ford's experience in the book *Ford Production Methods*, published in 1936. As a result, Barclay's work and the plans of Ford's Dagenham plant became the basis for the design of the Volkswagenwerk.

Fritz Kuntze, who had been hired away from Ford Detroit, did some of the initial planning sketches but the Gezuvoor hired a team of architects to flesh out the details. Rudolf Mewes did the overall layout which included the main factory elements as well as the expansion plans. Fritz Schupp, Martin Kremmer and Karl Kohlbecker were used for building design. Ferdinand Porsche was also heavily involved in the plant's design and in fact would be likewise involved in almost everything that happened at Fallersleben for the next several years. According to Ferry, "...from that time on my father was often at Wolfsburg (the post-war name given to the Volkswagenwerk town) while I took over as his assistant and chief of our Stuttgart company." But during the war, Professor Ferdinand Porsche's talents would be redirected towards tank design and his son-in-law Anton Piëch would take over as the Porsche company's on-site manager.

The Volkswagenwerk became a long fac-



On May 26, 1938 a major celebration was held to lay the Volkswagenwerk cornerstone. Hitler announced that Germany's people's car would be known as the KdF Wagen and the town in which it was to be built would be "a prototype for the future of social housing projects and city design." (author's collection)



The Volkswagenwerk stretched for about a mile (1.5 km) on the north side of the Mittelland canal. The power plant and facilities for handling raw steel and glass were located remotely from the main complex.

Below: The town of Fallersleben was along the south side of the canal and expected to house 30,000 workers when full scale production was achieved. Most of the town was not completed until after the war. (Photos courtesy Volkswagen AG Corporate History Department)



tory complex stretching for about a mile (1.5 km) on the north side of the Mittelland canal, and on the south side the new town was built. Manufacturing was carried out in four primary, high-ceiling open halls made from reinforced concrete. Hall 1, the 420,000 square foot tool and die shop, was sized for highest rate production. The other three halls were expandable and could be replicated as production increased over the years. Hall 2 was a 447,000 sq. ft. press shop, Hall 3, at 775,000 sq. ft., was for final assembly and Hall 4, at 527,000 sq. ft., was the machine shop. The power plant and facilities for handling raw steel and glass were located remotely from the main complex. At the 1938 Berlin Automobile and Motorcycle Show, Ferdinand Porsche presented Hitler with a model of the planned Volkswagenwerk.

Ground breaking began in February 1938 and on May 26th a large celebration was held at Fallersleben when the cornerstone was laid. During the ceremony Hitler announced that from that time forward, Germany's people's car would be known as the KdF Wagen (Strength through Joy car). Except for official government use, the name never caught on. Another excerpt from Hitler's speech is also very informative:

"As we build this greatest of Germany's automobile factories, we shall also build an exemplary German worker settlement. It shall be a prototype for the future of social housing projects and city design."

Two days later Hitler signed orders for the invasion of Czechoslovakia. This action set in motion a chain of events that placed a heavy burden on the Volkswagenwerk and the thousands of war victims who would eventually occupy the town of Fallersleben. But for the moment construction was rapid by any standard and by mid-1939, with the help of thousands of Italian immigrant workers, the four large manufacturing halls had been constructed and machinery was being installed. On August 16th Professor Ferdinand Porsche symbolically opened the plant for production by turning a large valve that provided steam from the power plant. Production really wasn't possible however, since several pieces of required equipment were still not in place.

Another project under way during the same time frame was a Porsche move in Stuttgart. Their main office had been a building located downtown at 24 Kronenstrasse but on June 26, 1938 the doors were opened on their new office-shop facility in Zuffenhausen. The site is still part of Porschewerk today and is now known as Werk I. It is evident that this facility was made possible through earnings from the Volkswagen contract. A sign at the entrance declared it to be both the Porsche headquarters as well as a Volkswagenwerk branch office.



Ferry Porsche and his father confer at the cornerstone ceremony in May, 1938. Ferry was heavily involved in testing of the VW prototypes. The convertible in the background, #803, was one of three VWs on display that day, hurriedly assembled for the occasion. After the ceremony Ferry drove Hitler back to the rail station in this car, one of the few convertibles made until long after the war was over. (Porsche Archives)

Another cornerstone of the Volkswagen saga was the means by which it could be purchased. Bodo Lafferentz devised a plan by which the DAF (German Labor Front or national union) would sell coupon books and a prospective purchaser could spend 5 DM per week toward a new "KdF Wagen". Heavily promoted by the government beginning in late 1938, the program had almost 340,000 savers by war's end and none of them ever got a car. At the time, Robert Ley predicted production of 450,000 cars per year by 1940. The plan called for exports to begin when the initial savers had received their cars.

Wartime Activities

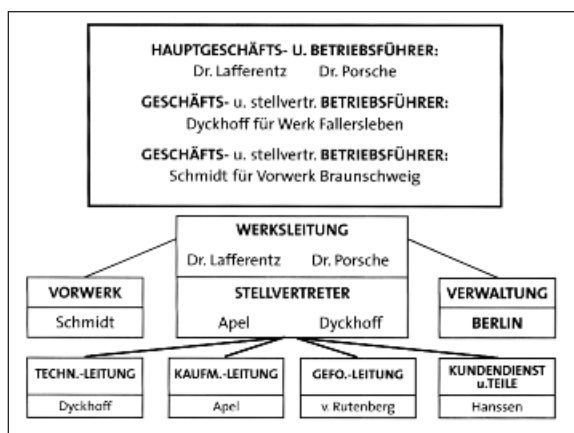
Yes, there were Beetles produced in the Volkswagenwerk during the war years; about 600 of them. These cars did not go to ordinary buyers but rather politicians and military officials. A significant number of the cars were also used as test vehicles with as many as 30 to 50 cars being in the hands of the Porsche company at different times. Porsche used these Versuchswagene (test vehicles) to try out different en-

gine configurations, castings, suspensions, and fuel systems (like coal and wood) as well as to explore military applications.

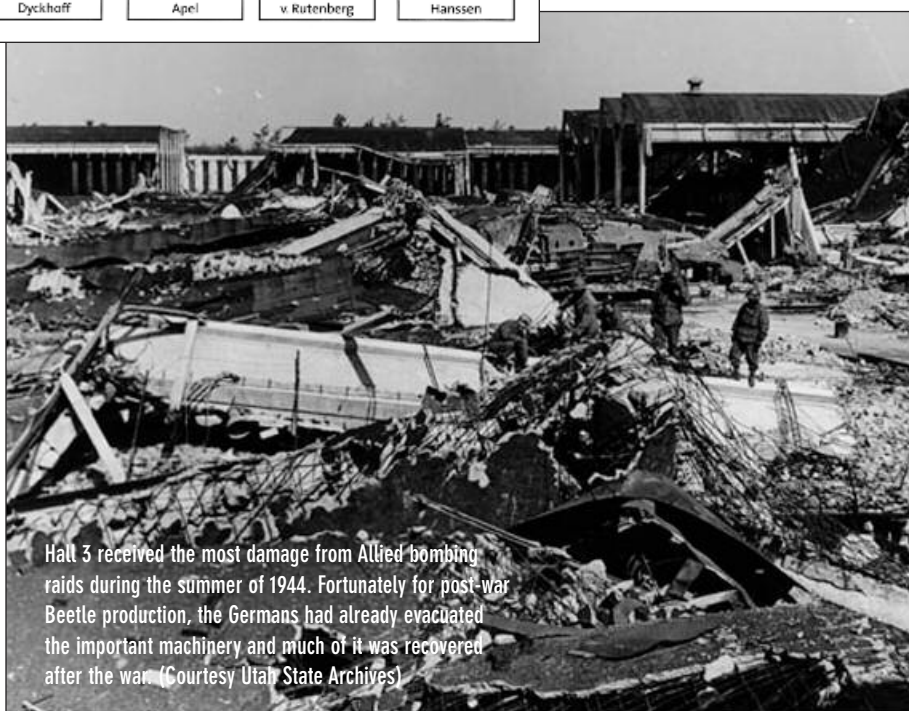
From very early on, the military was interested in how a large factory like the Volkswagenwerk could be used for armaments production. As a result, pressure was periodically applied to change the design plans to accommodate weapons manufacturing. Ferdinand Porsche resisted such pressure and in fact ap-



1938. Ferdinand Porsche (6th from right) in one of the production buildings at the new Volkswagen plant in the "Town of the KdF Car", which was renamed Wolfsburg after the war. Porsche had been commissioned in 1938 to construct the 'Volkswagenwerk' and was one of three principal general managers of the Volkswagenwerk GmbH with equal powers. (Porsche archives)



The Company for the Development of the Volkswagen named three business partners: Dr. h.c. Ferdinand Porsche, Dr. Bodo Lafferentz and Jakob Werlin. Porsche and Lafferentz became the managers for the new factory until the Professor became heavily involved in tank design. At that time, Porsche's son-in-law Anton Piëch took over daily management activities at the Volkswagenwerk and remained there through the remainder of the war. (Volkswagen AG Corporate History Dept.)



Hall 3 received the most damage from Allied bombing raids during the summer of 1944. Fortunately for post-war Beetle production, the Germans had already evacuated the important machinery and much of it was recovered after the war. (Courtesy Utah State Archives)

pealed to Hitler to clarify the purpose of the Volkswagenwerk. During construction Hitler remained adamant that the purpose for the factory was solely automobile manufacturing but this would change as the war progressed.

Things came to a head in 1940 when raw materials started to be rationed. The VW factory still required steel, rubber, fuel, etc. but was being denied their needs by Albert Speer who controlled most of Germany's construction projects. Speer pointed out to Porsche that if the Volkswagenwerk was meeting the needs of the military, it would have a higher priority in the allocation of materials.

This verbal exchange plus the expansion of war in Europe soon made weapons production at Fallersleben a foregone conclusion. Today we most often recall manufacturing of the Kübelwagen (Porsche Type 82) and Schwimmwagen (Type 166) but many other military products came out of the Volkswagenwerk. (In somewhat a bit of irony, the steel pressings for Kübelwagen and Schwimmwagen bodies were made at the United States' Ambi-Budd plant in Berlin.)

At the Volkswagenwerk there were several contracts for small items like wooden fuel tanks, aerial bombs, tank flotation kits, portable furnaces, land mines, etc. The first big contract was for repair of the Junkers Ju-88 bomber, one of the most celebrated Luftwaffe bombers of World War II. The VW factory made new wings, tail sections and other sections. In later years this type of work expanded to include components for the Ju-388 bomber and the Ta-154 Moskito night-fighter.

Speaking both figuratively and literally, the weapon that put Fallersleben on the map was the Fieseler Fi 103 – more commonly known as the V-1 Buzz Bomb. Production began in March of 1944 and although the effectiveness of the Buzz Bomb can be debated, it certainly caught the attention of the allies. Through informants, the Volkswagenwerk's lead role (almost 60% of the V-1s were built at the Volkswagen factory) was established and soon Fallersleben became a priority target for British Lancasters and American B-17s and B-24s.

The flights by bombers between April 1944 and August 1944 left Hall 3 seriously damaged. Problems at Halls 1, 2 and 4 were less severe but still significant. Things could have been a lot worse if it were not for the fact that the Germans had already begun the evacuation of critical machinery to various remote locations. Much of this equipment would be recovered by the Allies after the war and used to put the Beetle back in production. And with the Beetle back in production, Porsche 356 production became a possibility.

It would be a distortion of history to ignore the fact that the Volkswagenwerk was also one

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PORSCHE

The fate of the Volkswagenwerk at the end of World War II was initially very nebulous. It was offered to English car manufacturers as war booty but they were not interested. The British Army wanted to level it and the Russian's wanted it placed in their zone. Major Ivan Hirst of the Royal Electrical and Mechanical Engineers was given the assignment of determining the facility's fortune. Initially it was used for military vehicle repair but a car enthusiast and fellow officer by the name of Colonel Michael McEvoy convinced his superiors that restarting car production was possible.

Ivan Hirst (right) was the man who turned McEvoy's pipe-dream into a reality. He directed the rebuilding of both the Volkswagenwerk and the workers' town which had been re-named "Wolfsburg". He found sources for construction raw material and the stock needed to build cars. The hardware he could not find, he found a way to build. He organized the workers and made sure they had sanitary facilities, food and entertainment. Ivan Hirst worked miracles.



Four months after V-E Day, the Volkswagenwerk was ordered back into car production. It was a very tall order for 40,000 Beetles at a rate of 4,000 cars per month. Colonel McEvoy's pipedream had suddenly become orders from the military chain of command. Gradually conditions improved and production ramped up slowly. In 1946 about 8,000 cars rolled out the door and production was not much better in 1947 during which approximately 9,000 true civilian Beetles were built. (Photos courtesy Volkswagen AG Corporate History Department)



Subject: - New Programme.

Ref.MGI/V/1

To: - Plant Manager ✓

1. I have received advance notification that the existing orders and priorities for Vans, Cars and Trailers are changed.
2. The Plant is required to manufacture as many vehicles as possible within next twelve months. Priorities for this programme will be -

1) PTT Vans	-	500
2) 10 cwt trailers (khaki)	-	200
3) - do - (Reichspost)	-	500
4) Cars, saloon type	-	40.000

Output must reach 4000 cars/month as quickly as possible. Vehicles already produced will be counted against above requirements by types.

3. If difficulties are experienced in start of saloon car, then Jeep type 4 str. may be produced to maintain production, up to a maximum of 5000 such vehicles.
4. Please reconsider your manufacturing problems in light of this extend order, and submit your new requirements and proposals. These should include details of
 1. major building repairs,
 2. additional tools and machinery,
 3. additional labour, by trades, month by month,
 4. anticipated difficulties in obtaining raw materials and bought-out parts,
 5. associated factories and dispersal sites which will be run to meet this order.

Major R.E.M.E.
SO II(Industry) Military Government
WOLFSBURG MOTOR WORKS

WOLFSBURG
7 Sep 1945.

Copy to Det. 30 Wksp.Control Unit R.E.M.E.
Works Ordnance Officer

Typical of the pomp and ceremony that infused most political gatherings in pre-war Germany, even details like a small pin to commemorate the cornerstone were not overlooked. Worn proudly by those involved with the new plant in 1938, only seven years later the facility was in ruin and its fate hung in a delicate balance.

of the sites most commonly associated with the use of forced labor during World War II. The reason for this is pretty obvious. Other German manufacturers had a well established work force before the war but for the Volkswagenwerk the timing could not have been worse. The factory opened just two weeks before Germany invaded Poland. As a result of circumstances, during World War II the Volkswagenwerk was largely staffed by prisoners of war from across Europe. Since the Nazi's form of racism had a west-east orientation, prisoners from Poland and Russia were treated very cruelly. While such history cannot be overlooked, it should also be specifically pointed out that Volkswagen AG has gone to great length to recognize the past injustices that occurred at Fallersleben. For additional information on this topic, please search "Remembrance" under the historical notes at www.VolkswagenAG.com.

Major Ivan Hirst

There are points in time when one man can and does make a world of difference. The man in this case is British Army Officer Major Ivan Hirst and the time was August 1945. Hirst was little more than a kid at 29 years of age when he arrived in Fallersleben (which would soon be renamed Wolfsburg). "At the place there was a terrible stink, a terrible smell. All the drains had been damaged in the air raids and never repaired. The toilets were not working. Completely unhygienic, terrible," Hirst recalled vividly years later. The town had largely escaped any bomb damage but it was really nothing more than a wild collection of partially-completed buildings, shacks, huts and wooden boxes. A third of the 25,000 occupants were displaced prisoners and refugees.

Hirst's superiors probably thought his job in Wolfsburg was simple – divide up the factory assets among the allies. After all, to the victors belong the spoils. Not being a politician or bureaucrat but rather an engineer, how to divide Volkswagenwerk assets was not so simple in Hirst's mind. Restoring the people's car factory to a manufacturing site seemed certainly out of the question. After all, every commodity – raw materials, skilled workers, food, housing, etc. – was almost non-existent. It certainly appeared as if no mere mortal could save the Volkswagen Works.

So initially the VW factory was used as a repair center by the Royal Electrical and Mechanical Engineers (REME). Not everyone envisioned that as the factory's future, however. German factory manager Rudolf Brörmann, a very demanding personality, wanted to build cars and a few Kübelwagens were assembled to prove the possibility. Ivan Hirst saw problems with this approach. The Kübelwagen was considered a

military vehicle and demonstrating that Germany could still build military products was not a politically shrewd, long-term objective at the time. In addition, the hand-built process used to make Kübelwagens was anything but efficient.

As fate would have it, another REME officer by the name of Colonel Michael McEvoy was transferred to Fallersleben about this time and he encouraged Hirst to revisit the idea of building cars. McEvoy was a Beetle fan and after a pep talk, Hirst became enthused with the possibility of starting up people's car production. They expected they had the support of the Germans in Lower Saxony and, equally important, the occupying British Army was in dire need of vehicles. So Hirst found the best discarded Bugs, rebuilt them as achievable, and repainted them in khaki. McEvoy then demonstrated the war-paint cars to his superiors and obtained permission to start up assembly. So successful was McEvoy's proposal that in September 1945 Hirst received production orders for 4,000 Volkswagen coupes per month!

This is far from the end of the story – just an idea does not make for reality and there were many hurdles to jump over before a Porsche-designed Volkswagen would wedge its way into hearts around the world. Per Hirst, "At this point we didn't know whether it would be possible to build the saloon because the press shop was in a very poor state after the bombing." In fact, Hirst totally underestimated the problems.

The Allies had dropped over 2,000 bombs destroying a third of the buildings. Only 8% of the machinery was obliterated because the equipment had been evacuated to 30 remote sites - but it had to be recovered. The British car industry evaluated the Beetle as ridiculous transportation and considered some of the Volkswagenwerk machinery to be appropriate war reparations; the Russians wanted the entire factory; the Allied disarmament people wanted everything blown up; the former work force of POWs wanted to return home; and Germans who remained at Wolfsburg had to be cleared through the political de-nazification process.

It would be impossible in the limited pages available to describe all of the technical, production, management and social problems that Major Hirst overcame in making the Volkswagen a reality. Hirst described one simple example as follows.

"At the beginning there was no sheet steel to be had in a dimension sufficient for the vehicle's roof. Smaller panels were spot welded together but the seam was not stable enough. I suggested butt-seam welding but they told me we did not have the necessary machines and so I said; we'll make one! And they did."

Another example is carburetors. The Volkswagen used a Solex carb and there were none

being built in France after the war. So Hirst and a Volkswagenwerk mechanic reverse engineered the design, made the parts they could in house and solicited other businesses in Germany to provide the missing items. Major Hirst was the eternal optimist and improvisation was his pass-word.

Often overlooked are Hirst's social skills which are apparent in two different areas. To cut through military bureaucracy and red tape he established a supervisory body called the Board of Control. It involved delegates from all military government bodies that Hirst needed for success and he convinced the representatives it was their mission to make rebuilding the Volkswagen factory a reality. Hirst was also sensitive to the needs of the factory workers. He addressed problems with housing, food and even entertainment. Recalling these feats are not in any form intended to diminish the fortitude and contributions of the thousands of plant workers who at the same time were simply struggling for their self-preservation.

The 1948 Contract

The economy of England was strongly tied to the rest of Europe. Therefore it was to England's advantage to have Germany recover as quickly as possible. As a result, the British had no desire to "own" the Volkswagen and its factory but rather wanted the car and the Volkswagenwerk returned to German management as quickly as feasible.

The first attempt to return to German management proved to be a disaster. Hirst, who had been reassigned, came back to rescue the proper turnover. He had a friend named Hein-



rich (Heinz) Nordhoff who had been the chief of General Motors Opel work in Brandenburg before the war but was now demoted to service manager at an Opel distributorship. Hirst proposed Nordhoff as the General Manager for the Volkswagenwerk, the Board of Control appointed him and Nordhoff was directed to begin work as soon as possible. On January 1, 1948, Heinz Nordhoff took over control of the Volkswagenwerk and British involvement at Wolfsburg faded into the background.

By October 1949 the Volkswagenwerk had a true assembly line in operation; 11,797 cars and another 6,306 utility vehicles rolled out the door. (Photos courtesy Volkswagen AG Corporate History Dept.)





Ferry Porsche (left) talking to Federal German Chancellor Konrad Adenauer (center) and Professor Heinrich Nordhoff, Managing Director of the Volkswagenwerk (right), at the 34th German International Motor Show (the 'IAA') in 1951. This was the first to be held in Frankfurt/Main and the second to take place since the war. The first, in 1950, had been held in Berlin as in the pre-war years. The 1951 'IAA' was the first at which Porsche exhibited. During the next several years Porsche would do many studies for Volkswagen about how the designs could be improved or what new models could be produced. But almost 100% of these proposals were rejected by Nordhoff, a very conservative man who figured if the Beetle was selling well, he shouldn't fix what wasn't broken.



Meanwhile, at the Porsche "Werk" in Gmünd, the parts used to build the aluminum 356s were either parts in their Austrian stock or parts smuggled in from Switzerland. If Porsche was to build 356s on a production basis in Stuttgart, they would need a reliable supplier. By spring 1948 it became apparent that Ivan Hirst was a miracle worker and the Volkswagenwerk was becoming a viable car builder - although it was still not obvious it would soon be producing the world's future best-selling model. This was less than three years after the end of hostilities.

As it turns out, Ferry Porsche became acquainted with Heinz Nordhoff during the war years and in the spring of 1948 requested a meeting with him to obtain clarification regarding the Porsche-held patents used in Volkswagen production. The initial contact was positive and resulted in a second meeting in September. At the fall 1948 meeting Porsche and Volkswagen signed a contract with the following provisions:

- For using Porsche patents, Volkswagen would pay a royalty for every Volkswagen produced.
- Volkswagen would use Porsche for engineering contracts related to improving their product line.
- Porsche would become the exclusive importers for Volkswagen in Austria.
- The Volkswagen factory would manufacture products required to support the Porsche sports car program.
- Porsche would not enter into competition with the Volkswagen product line.

Porsche most certainly received the better end of this deal particularly if one considers that it was public funds that paid the Porsche engineers to develop the Volkswagen patents.

Looking through the Porsche Typ list it is easy to see that Porsche performed many design studies for Volkswagen and they began this work while the firm was still located in Gmünd. The Type 402 study investigated an even smaller wheelbase car than the Volkswagen but with self-supporting bodies in various lengths. Porsche engineers also looked into completely electric cars with regenerative braking. There were many other design exercises conducted including different body studies, suspensions, engines and transmissions. None of this design work made it into production. The existing Volkswagen was selling at a very hot pace and Heinz Nordhoff figured that if something isn't broken, why try to fix it. He was very correct.

Left: Symbol of a symbiotic relationship. With a handshake, Nordhoff congratulates Ferry Porsche during a celebration of the 25th anniversary of the Porsche company and the completion of the 10,000th Porsche car on Friday, 16 March 1956 at Werke 2, Stuttgart-Zuffenhausen. (Porsche archive photos)


The Twenty-First Century

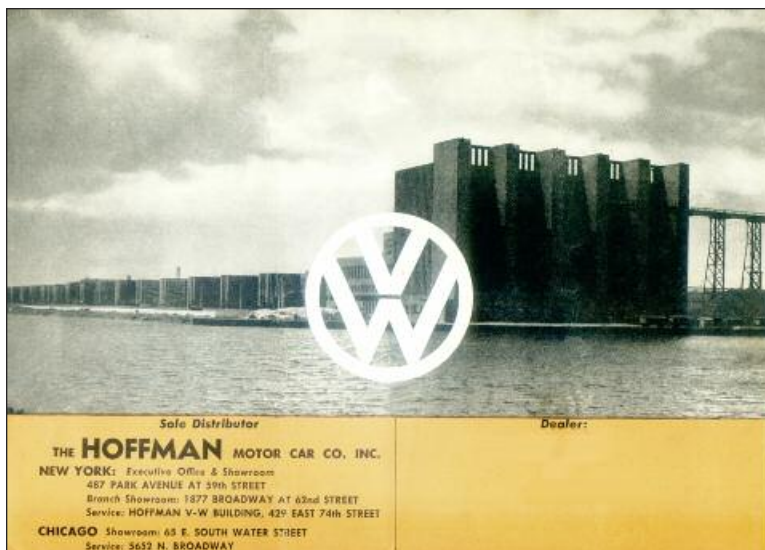
As we all know, Porsche and Volkswagen continue to be closely tied right up until today. In 1968 the two firms cooperated to develop the 914. It was a messy deal complicated by the fact that Volkswagen's first chairman Heinz Nordhoff died on April 12, 1968 and his successor, Kurt Lotz, felt no allegiance to Porsche. In fact just the opposite, since Porsche did not contribute to tooling expenses, Lotz felt Volkswagen owned the 914 product.

A more contemporary mutual product is the SUV known in Volkswagen circles as the Touareg, in Audi circles as the Q7 and in Porsche circles as the Cayenne. The models share the Volkswagen Group PL71 platform but with differences in technical details, styling and equipment.

The boldest headlines in recent years concern the actions of Porsche's former Chief Executive Wendelin Wiedeking who tried to use deceptive Wall Street practices to take over Volkswagen. The maneuver made Wiedeking lots of money (he received a €50 million payoff to resign) but it did not allow the guppy to swallow the whale. In fact the tables turned and, until recently, it looked like Volkswagen would absorb Porsche. At the January 2012 North American International Auto Show, Volkswagen AG Chief

Ludvigsen states that during a trip to the U.S. in 1949, Heinz Nordhoff suggested to Max Hoffman that the Volkswagenwerk was available at a price of \$2 million. Hoffman turned down the offer for a variety of reasons but that didn't mean he wasn't interested in selling the car. In July 1950 twenty Beetles arrived in New York. Max had a goal of selling 3,000 cars per month but by 1953 he was importing less than 1,000 a year and he decided to drop the line. Years later, Hoffman lamented that one of his biggest regrets was not being able to successfully introduce the Volkswagen into the United States. (Author's collection)

Executive Martin Winterkorn informed the press that the expected merger with Porsche isn't going to happen in the foreseeable future because of legal entanglements. 



Further reading:
Battle for the Beetle
by Karl Ludvigsen
Bentley Publishers,
460 pages, Hdbd.
\$39.95
Foreword by Ivan Hirst



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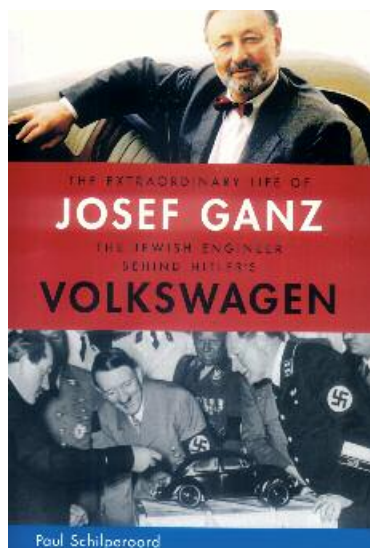


Book Reviews

Phil Carney

Three years ago I did a series of articles about three often overlooked engineers involved with the Volkswagen: Hans Ledwinka, Béla Barényi and Josef Ganz. One of the people who helped with the Josef Ganz research was a European journalist by the name of Paul Schilperoord. Last year Paul came out with a very detailed Josef Ganz book describing exactly how Ganz contributed to Volkswagen development.

There are two features of Paul's book that I particularly enjoyed. First of all it is very heavily researched and most statements in the book are backed up with a footnote documenting the source of information. Few historians are so analytical and so thorough. Second, despite the scholarly attribute, the book is very easy to read – almost like a novel. I enjoyed it for both qualities.



The full title on the cover of the book is *The Extraordinary Life of Josef Ganz, The Jewish Engineer Behind Hitler's Volkswagen*. Before and after reading the book, I had difficulty quantifying in my mind exactly how much Ganz contributed to Volkswagen development. In my perspective, I see Hans Ledwinka as responsible for bringing certain technical pieces to reality and I see Ferdinand Porsche as the manager who led a team of engineers that systematically turned a variety of technical elements into a producible automobile. But Ganz has always seemed to me as a promoter and Barényi seemed like a concept person. During the 1930s,

the latter two were not the type of people who struggled with combining design with procurement, manufacturing, reliability and all those other messy details that make an idea a reality.

Paul's book did not change my perception of Josef Ganz but, from this statement, one should not underestimate Ganz's contribution to Volkswagen development. In the 1920s and '30s, Germany was represented by a set of automobile builders with established roles and product lines. Ganz was very critical of these manufacturers for not breaking out of their respective molds and exploring a variety of technology alternatives like streamlining, rear-engine placement, independent suspension, etc. Ganz exploited his criticism through editorship of the magazine *Motor Kritik*.

He was very successful in this journalism endeavor and increased magazine readership from around 300 subscribers in 1928 to several thousand readers in thirty-five countries within three years. His criticism also made him enemies.

Together with car builders Ardie and Adler, Ganz developed a people's car example along his thought lines but neither prototype made it into production. What did become a reality was the Standard Superior Volkswagen which used Ganz patents. In addition, Ganz did consulting work on small car development for manufacturers such as Mercedes-Benz and BMW.

Josef Ganz was an antagonist of Germany's 1920-1930 automobile industries but this was not what got him into serious trouble. As the full-length title of this book implies, the Josef Ganz story is also about his Jewish heritage and how it was antithetic to Germany's political climate at the time. In late 1933, there was a bang on the door of the *Motor Kritik* offices, "Open up! Gestapo!" It was Paul Ehrhardt, a former *Motor Kritik* employee and now a Sicherheitsdienst agent. Ganz had been accused of blackmailing the German auto industry.

In his book, Schilperoord proposes that the reason Hitler awarded the Volkswagen contract was ethnicity. "Only a handful of suitable engineers remained, including Ferdinand Porsche, Josef Ganz, and Edmund Rumpler... Of the three engineers, Josef Ganz and Edmund Rumpler were soon out of the running, not because of any lack of technical ability, but because both were Jewish." Certainly, anti-Semitism was a very strong driver during this era but at the same time, Ferdinand Porsche was a highly acclaimed engineer.

As pressure increased, Ganz escaped from Germany to Switzerland where he established the company Erfiag and built a Swiss version of his Volkswagen idea. The open two-seat car powered by a 350 cc one-cylinder engine may have been a good product for Europe but its fate was determined by WWII. Eventually, things get real messy for Ganz in Switzerland and he moved to France for a short period and from there he emigrated to Australia and went to work for the car manufacturer Holden.

The Ganz book is published by a relatively new firm, RVP Publishers in New York. The 6" x 9" black and white book is available in both hardcover and paperback. The copy I reviewed was an uncorrected paperback proof but nevertheless it was quite nicely edited and printed. There are 274 pages, the font is easy to read and the graphics are clear although they obviously vary depending on the quality of the original. My only real complaint was that photographs are collected together in groups rather than intermingled with the text. As a result, when reading it is necessary to jump around looking for the relevant illustration. But at a low publisher's MSRP of \$29.95 for the hardcover, it is difficult pass up a copy for your library.



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Southern Bull Session 2012: No Pollen, No Problems

George Bryan's Bull session was held again on March 30th & 31st. Although some stayed away due to threats of rain it was beautiful spring weather with only some brief showers on Saturday morning, and George's "No Pollen" guarantee was realized. Folks from seven states attended, including return visits by some Porsche racing legends who still hold course records around the country. There was an unplanned tech session on Friday with a clutch cable replacement which involved lots of "help & advice" but only a couple of people getting dirty. The hit of the event was George's T1 Beer Cooler proving yet again that Porsche was the master of form and function.

Once again attendees enjoyed a live band and a barbecue lunch. Although the silent auction format was discontinued this year, \$2,454.00 was raised for the 356 Registry Cancer Fund through donations. Those who attended enjoyed great camaraderie and hospitality and a good cause was the beneficiary. 🚗

Curt Dansby



Above: A familiar shape. Dave Miller is making a full scale copy of a Type 64 that will go to Bonneville and this is his model. **Right:** The A Coupe was just structurally sound enough to hold drinks and ice in its trunk.



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Typ 542



Porsche's Four-Door Sedan - The First One

By Karl Ludvigsen • Photography courtesy of Ludvigsen Library and the Porsche Archives

Reprinted from *Hemmings Sports & Exotic Cars*



An uncluttered, airy and inviting interior.

With the success of Porsche's Panamera, it's timely to take a look at the first four-door sedan designed by Porsche's engineers after the war. In Part One of two, we review the motivation, concept and body design of Porsche's remarkable Type 542.

The early post-war years weren't easy for Porsche and its engineers. The founder, Professor Ferdinand, died early in 1951. The mantle of leadership for engineering fell on his son Ferry and that of commercial development on his daughter Louise, who chose to remain in Austria and develop businesses there. Ferry and his engineering cadre, led by chief designer Karl Rabe, returned from their wartime hideaway to Stuttgart. There they renewed their design contract with Volkswagen and resumed the manufacture of the peculiar little sports cars they'd first made in Austria.

Building up a new portfolio of engineering customers was a priority for Porsche. This had been the company's money-spinner since Ferdinand set up his vehicle-design office in Stuttgart in 1930. The sports-car business was off to a good start but was too uncertain, Ferry and his advisors thought, to be relied upon. In fact, they'd resumed it in Germany only after long cogitation.

When Ferry Porsche made his first post-war visit to the United States in December of 1951, he did so both as a consultant, on a military-vehicle project, and as a car maker, conferring on sales with his importer-distributor in New York, Max Hoffman. An Austrian like the Porsches, Hoffman understood well what the Porsche company could do. He asked Ferry whether he would welcome more consulting work for American companies. The answer was affirmative in the extreme.

Not one to pass up an opportunity, Max Hoffman contacted a close friend in the U.S. auto industry. He was Richard A. Hutchinson, who'd been with Studebaker since 1923 and had risen to the South Bend company's vice-presidency in charge of exports. Said Hoffman to Hutchinson, "You've done all right so far. Your cars are selling well. But you'll have trouble competing in the future, especially if you try to match directly what the Big Three are doing. It's a seller's market now, but soon a buyer's market will be returning. You should do something else, something the others won't do. You should make a Volkswagen for America."

And, added Max, he knew just the people to do it: the ones who had designed the original Volkswagen.

This discussion took place early in 1952 when Max Hoffman was the original VW importer, long before the Beetle was a byword among American motorists. In fact, Hoffman was something of a laughing stock for having taken on a car so closely associated with the evil regime of Adolf Hitler. But Hutchinson knew what Max was talking about. In fact, he had conferred several years earlier with the British officers who had control of the VW plant and had arranged for Studebaker to receive one of the first, if not the first, Volkswagens to be shipped to the U.S.

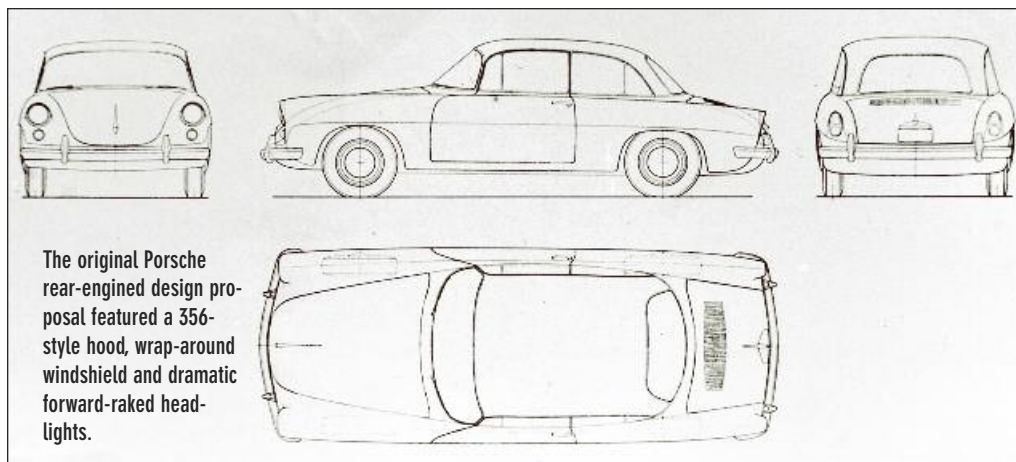
At that time, Hutchinson wanted Studebaker to become the American agent for this unusual car. He'd come back from Europe with a firm contract for the U.S. representation, but Studebaker president Harold S. Vance, the company's former head of production, vetoed that wild and crazy notion.

Now, in 1952, Hoffman and Hutchinson arranged for a Porsche delegation to visit South Bend to confer with Studebaker management in May of that year. The team from Stuttgart included Ferry Porsche, veteran chief designer Karl Rabe, chassis engineer Leopold Schmid and body designer Erwin Komenda. Schmid was the creator of the unique patented Porsche synchromesh that was already earning royalties, while Komenda was a living legend for his design work on the VW Beetle.

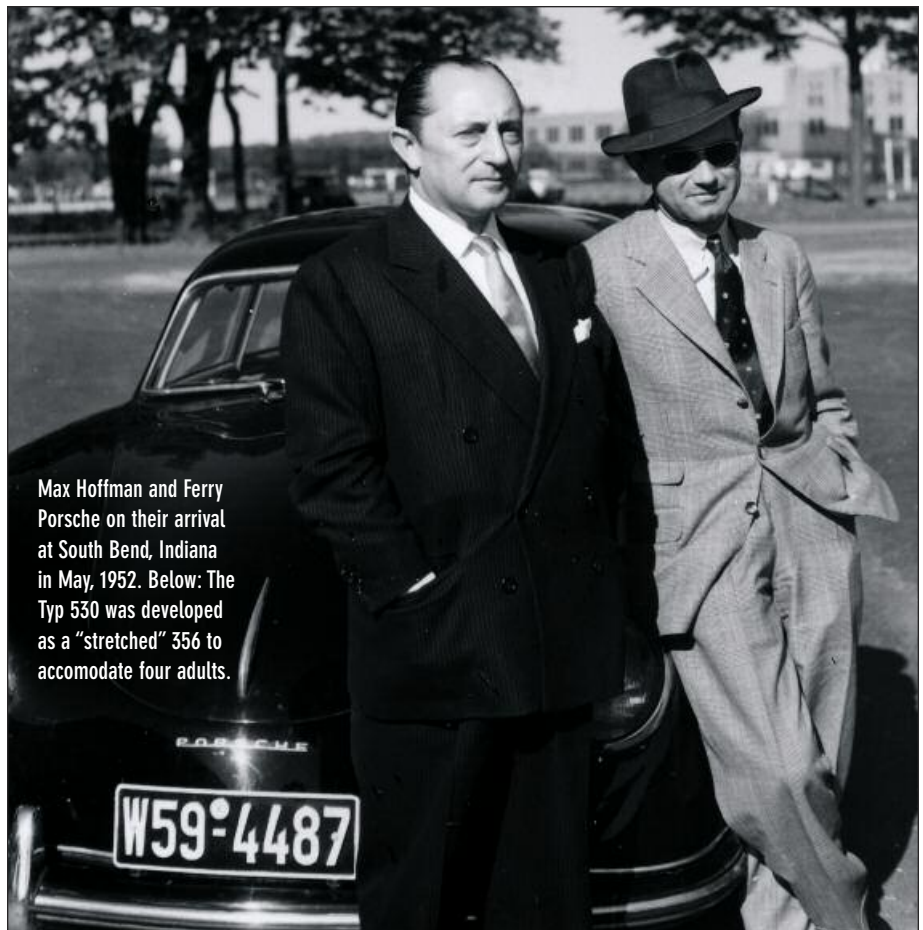
They took the trouble to ship to America a unique prototype: a Type 530 Porsche. This was an experimental car with a lengthened wheelbase that provided—just barely—room for four people in a two-door body. In convoy with the 530, a standard Porsche coupe from Hoffman's inventory in New York was also driven out to Indiana.

Their first hours in South Bend weren't auspicious. They arrived on Sunday, a day on which no alcohol was served in conservative, "dry" South Bend. On Monday, they demonstrated the four-seater Porsche at Studebaker's proving ground. Hutchinson and president Vance were in the back seat and Hoffman was driving. Remembered Max: "It was a terrible car. It went 'bang-bang-bang' even on a smooth road, and I thought, well, it's all up with this deal."

But the afternoon meetings went well. The Porsche men traded ideas with Studebaker's engineering vice president, Stanwood W. Sparrow, and chief engineer Harold E. Churchill. Surprisingly rapidly, they found common ground. By the evening of Monday, May 16, with the aid of the exceptional negotiating skills of Max Hoffman, they drafted and signed an initial agreement.



The original Porsche rear-engined design proposal featured a 356-style hood, wrap-around windshield and dramatic forward-raked headlights.



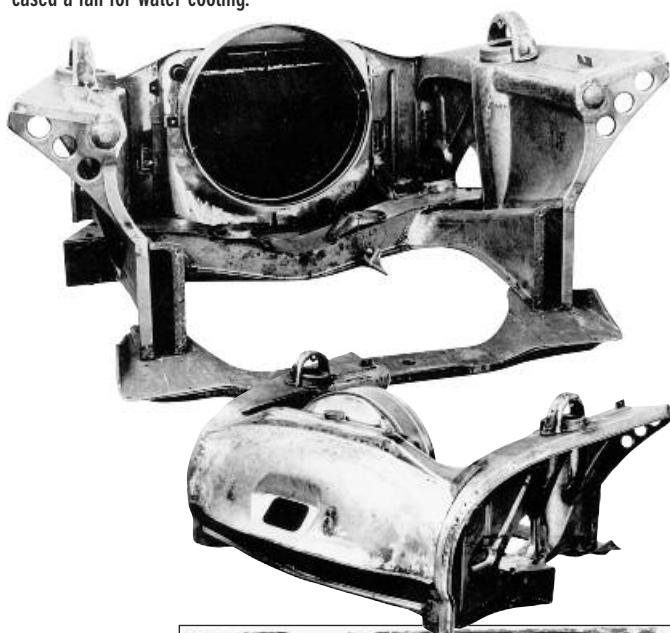
Max Hoffman and Ferry Porsche on their arrival at South Bend, Indiana in May, 1952. Below: The Typ 530 was developed as a "stretched" 356 to accommodate four adults.



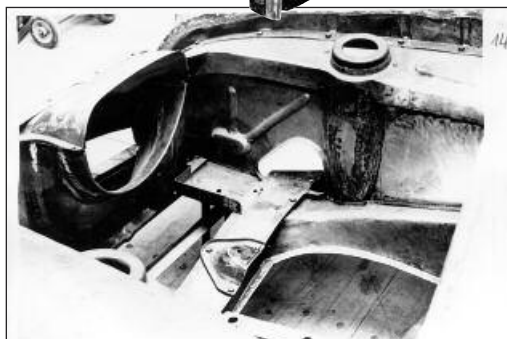


In an example of Porsche adapting its ideas to the methods used by a customer, the bi-link front suspension utilized hollow trailing arms. A pad located atop the knuckle pivot pressure-placed the coil spring and positioned the lower end of the concentric shock.

Front end assemblies were designed around the fact that the bodies would be transported upright in trains through tunnels, and were therefore split from the body at the firewall. The enclosure shown below enclosed a fan for water cooling.



A slightly different inlet structure ducted air for the air-cooled engine version.



Early on, any notion that the Porsche men might be given carte blanche to create a true American Volkswagen went by the boards. Instead of the small, simple, rear-engined car the Porsche team first suggested, Studebaker asked that they direct their attention toward a more conventional, larger, front-engined auto. In one sense, this redirection wasn't entirely disagreeable to Ferry Porsche. His contract with his main European consulting customer, Volkswagen, barred him from designing cars with engines smaller than 1.6 liters that might offer direct competition to VW.

The May 1952 agreement called for Porsche to present proposals for the design of a car that was to have more power, less weight and advantages in manufacturability as compared to the existing 1952 Studebaker Champion. It set certain basic specifications: six cylinders, three forward speeds, an air-cooled engine, a maximum speed of at least 85 mph and an implicit understanding that the car would be a conventional front-engined sedan. The agreement also gave Studebaker the right to use the Porsche name in its promotion of the car, if it were to go into production.

Back in the Stuttgart suburb of Zuffenhausen, where Ferry Porsche and his engineers were still working in temporary wooden sheds, they turned their thoughts toward a suitable design for Studebaker. They prepared drawings, models and estimates of costs for a prototype of a car whose key element was to be a novel V-6 engine.

Although common today, the V-6 was an extreme rarity in 1952. Only Lancia produced one, in a relatively small 2.0-liter size. Could its advantages of shortness and compactness be realized in a larger engine in which its unbalanced secondary rocking couple would be more prominent?

In an experimental V-6 with a 60-degree vee, General Motors had tried a separate balancing shaft to counteract this couple—a technique Ford later introduced in production with its Taunus V-4. Studebaker wanted the advice of Porsche on this knotty question.

Ferry Porsche and his staff proposed a form of V-6 which, so far as they knew, was completely novel: an engine with a 120-degree vee. Because it needed only three crankshaft throws instead of the six different journals required by the 60-degree six, it was simpler to manufacture and could be more compactly built, making the unbalanced couple less prominent. In 1961, Ferrari would adopt a similar configuration for similar reasons for its Grand Prix car, which won both world championships that year.

To meet a Studebaker request for a means of extracting reliable, controllable interior heat from an air-cooled engine, Porsche also suggested a mixed cooling system. The cylinder heads were to be air-cooled and the cylinders liquid-cooled, with a small radiator built into the ducting from the engine's blower. A separate remote radiator with its own fan was to deliver heat to the car's occupants.

With drawings and one-fifth-scale models as baggage, Ferry Porsche and Karl Rabe sailed for New York in late August of 1952. They showed their wares in South Bend in September. Their plans received Studebaker's blessings.

After further discussions, the notion of a mixed-cooling engine was abandoned and replaced by another assignment to Porsche: to design and make another V-6 engine, entirely liquid-cooled, as an alternate to an air-cooled version. A supplementary contract was drawn and signed that September that gave Porsche the green light to build one car and several extra engines.

During the spring, the Type 542 designs were completed. In the autumn of 1953, the engines and then the car were built. The car took shape as a pontoon-fendered four-door sedan that was shorter and wider than the 1952 Champion and had a wheelbase of 111 instead of 115 inches.

Built into the prototype were many parts shipped from South Bend, such as door handles, steering wheel, Saginaw worm/roller steering gear, three-speed transmission with overdrive from the Studebaker Commander, 9.0-inch drum brakes and 15-inch steel disc wheels carrying conventional tires. These were components that Studebaker wanted Porsche to use.

South Bend also imposed severe restrictions on Porsche's design of the Type 542's body. Studebakers were of conventional separate-frame construction, in which the main welded body shell didn't extend forward from the firewall. The South Bend plant was laid out to make bodies of this limited length, which were also shipped vertically in special railcars to an assembly plant in California.

A change to a full-length, one-piece integral body would have meant a complete tear-up of the factory. It would also have meant that the bodies would no longer fit through the railway tunnels on their route to the West Coast. So Porsche had to compromise its design of the body to meet this requirement.

One important aim of the project had been to do away with the separate frame, in the hope of reducing weight. By definition, then, the Type 542 had to have an integral body made in at least two pieces to suit the conditions described above.

Porsche split the body at the firewall. From there back, the body was a conventional, unitized pillared sedan with a curved windshield and a fuel tank under the floor of the trunk. Bolted to this body, up and down the sides of the firewall, was a separate steel front-end assembly with both boxed and circular-section longitudinal members to carry stresses rearward. Each engine type had its own front-end design: a fully shrouded radiator for the liquid-cooled engine and a duct to the blower inlet for the air-cooled version.

Like all Studebakers since 1950, the Type 542 had coil-spring independent front suspension—but of a novel design. The two links guiding each wheel were trailing, like those of the VW, but fabricated of steel and hollow in section, instead of the VW's solid forgings. A pad attached to each upper knuckle pivot pressed against the bottom of the coil spring and carried the lower end of the concentric Fichtel & Sachs tubular shock absorber. Invention of this suspension, in the patent that Porsche obtained for it, was credited to both Ferry Porsche and Ernst Fuhrmann, a brilliant Austrian who had joined the Porsche staff after the war.

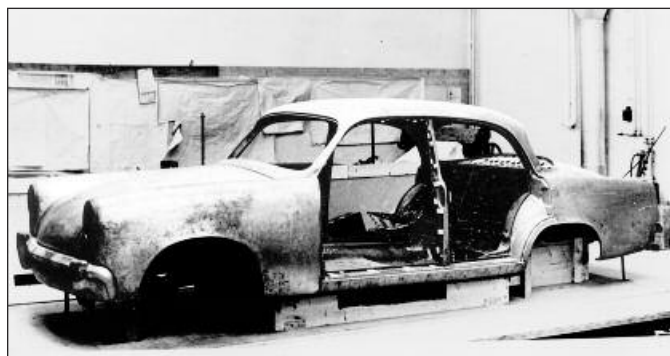
With the agreement of the Studebaker engineers, Porsche gave their sedan independent rear suspension. The objective was to achieve a smaller, lower driveshaft tunnel, made possible because the differential housing is fixed to the chassis and doesn't have to have clearance to bounce up and down with the rear axle. A hypoid final drive was used with a 3.19:1 ratio, higher (lower numerically) than the usual Studebaker ratio because the V-6 engine was designed to run at lower speeds.

Each rear wheel was carried independently by an angled-axis trailing arm and sprung by a coil spring. Although a novel arrangement at the time, it accurately forecast a suspension pattern that swept the European industry a decade later.

Reports and visits helped Studebaker keep posted on Porsche's progress. In January 1953, Studebaker's styling consultant, Raymond Loewy, and his man in South Bend, Robert Bourke, paid a call in Stuttgart to see how the car would look—though styling per se was not part of the Porsche assignment. Nevertheless, Erwin Komenda was giving it a handsome modern shape with a front end that combined bumper with grille in a manner that wasn't inconsistent with Studebaker's own designs.

During 1953, the body structure of the Type 542 was fabricated for Porsche by the Reutter company, which was then also making the production Porsche sports-car bodies while still doing custom jobs such as station-wagon bodies on the Mercedes-Benz 300 chassis. While considerable hand welding was used, Reutter made extensive use of the spot-welding that a production body would require.

When complete, the body was painted blue—variously described as “dark” and “metallic”—and trimmed in coarse, utilitarian, saddle-brown upholstery. It was then made ready to receive its radical V-6 engine, about which we'll learn more—and the fate of this unique project— next issue.



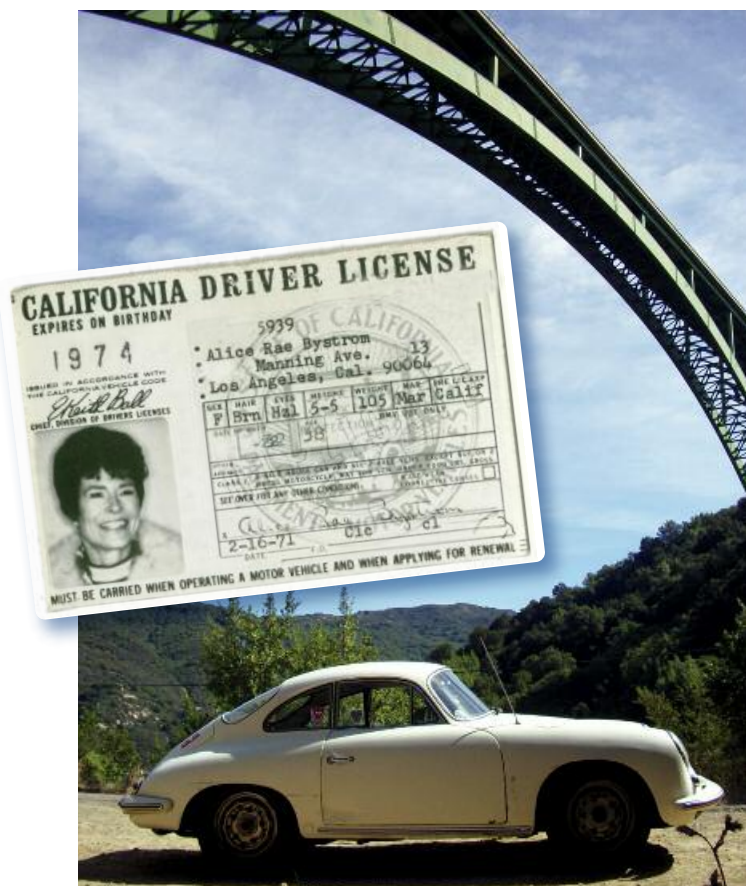
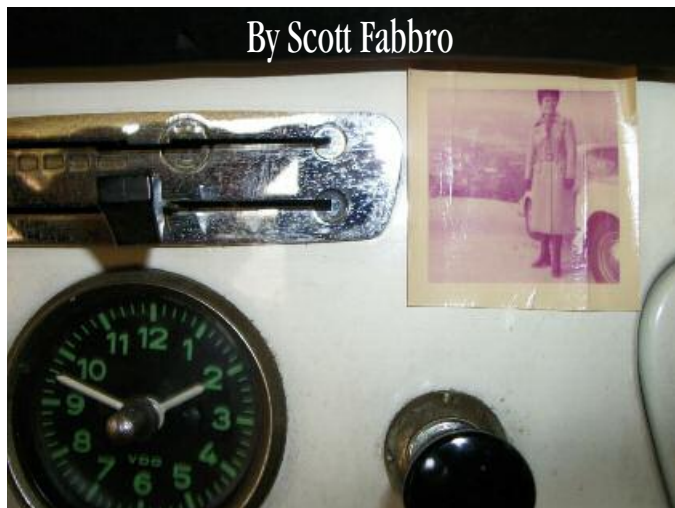
From top: The trunk was, if not cavernous, considerably larger than the allotted space in a 356. Note the holes drilled for lightening in the cross members and rear window deck. The dashboard styling by Komenda was hand-formed from pieces of rolled sheet steel. The near-complete prototype body sits atop wooden blocking during a trial of assembly procedures at the Reutter workshops. The finished car, photographed on the familiar grounds of Schloss Solitude, bore a familial resemblance to Studebaker's other models, although less angular and a bit more sedate than the Raymond Loewy Studebaker designs of later years.

Continued next issue

She loved her 356 and she left it...
to the next generation

Alice Rae

By Scott Fabbro



Top: This photograph of Alice Rae (with her first 356, a T-5 by the looks if it) rides on the dashboard with us. It was found in the glovebox of the '63.

Above: Alice R. Porsche, So Cal TT, Oct 2011. Showing her age but still running with the pack! **Inset:** One of the driver's licenses Alice held over the years.

Family legend has it that in the summer of 1963, Alice Rae Cox traveled to Germany with her husband George "By" Bystrom. It was there that George purchased a Volkswagen squareback and Alice Rae a 356 B. A few years earlier they had purchased a 356 in the same manner. They were both schoolteachers, and would buy a car and drive it around Europe all summer, then ship it home. Alice Rae had given the first 356 to her son Eric (aka Rick), and thus needed a replacement. She brought the '63 home, where it became her daily driver.

My back story is that I had experience as a Porsche mechanic, as I had worked for the well-loved SCCA racer Bob Kirby around 1979 to 1982, wrenching an E-production 914, a piggish D-production 924 and, of course, "Fred" the Speedster a 1959 GS with a pushrod motor (see p. 20).

I met Alice Rae's niece, Cynthia (aka "C.J.") and by 1989 I had married into her family. Thus began my relationship with Alice Rae and her Porsche. Alice lost her only son Rick to cancer at about this time, and in the aftermath I spent a good deal of time with her, ostensibly to maintain the 356. When C.J. and I had our son in 1990, we named him Eric, in honor of Alice's Rick. One of the first autos our child rode in was the Porsche.

Eventually, Alice Rae moved from Pasadena to Mission Viejo, which made it difficult for me to spend time with her and wrench on the car. The 356 was showing signs of its age, and what with Alice's profound grief it had been somewhat neglected. But over time, the grief subsided, and we (Alice Rae, the car, and my burgeoning family) spent happy hours together when we did manage to visit. She was quite a driver and it was amazing to watch her heel-and-toe as she demonstrated the famed "understeer-oversteer" transition of the rear-engine automobile.

One day we were visiting Alice Rae and she asked me to run to the market with her. We hopped in the Porsche and I then observed with great interest that this 72-year-old woman was driving using only the handbrake! When we stopped at the market I pushed the brake pedal to the floor! When asked why she would drive with no brakes Alice Rae replied that she didn't drive the car much anymore and it was "only to the market and back". Gadzooks!

I was quite busy at that time with my career and family, but nonetheless told her I'd make time to come down and repair the brakes. This, of course, after a firm scolding. In the meantime, Uncle By gave her a soulless Acura in which to go to market.

When I finally called Alice to tell her I was ready to work on the Porsche, she advised me to bring a trailer, as she was just going to give us the 356! The car by that time was certainly not pristine. But it was a survivor, before the "survivor" movement became hip and popular. We got a lot of grief from fellow enthusiasts for not restoring her. But it just seemed wrong to do so. Every "little-old-lady" scratch and dent on that 356 told a story. Like the time Alice Rae backed it over the cliff at the end of the driveway and I had to drag the car out of the neighbor's back yard!

A short while after we acquired the car, Alice Rae passed away. In clearing out her estate, we were unable to find any paperwork on the 356, even though I'd at one time seen a substantial file with the original invoice and all service records. Thus all authentic provenance was lost. No matter, my family and I now had our own provenance to forge.

When C.J. and I divorced shortly after Alice's passing the 356 became my one and only daily driver. We had agreed I would step in as caretaker of the little car, since I was the mechanic in the family. At that time I was road-racing a Norton motorcycle, and used the Porsche to tow a small trailer with the bike on it to the race-track. Shades of Otto Mathé! Eric and his older step-brother A.J. (and often a couple of friends sardined in the back) spent many trips to market, and school, and camping in that car. Alice R. Porsche was even drag raced at Irwindale Speedway. Some caretaker I was; that automobile was driven!



Eric and I drove Alice R. Porsche to the 2004 Speedster Anniversary event in Monterey. We met up with my sister and her husband in their 1961 356. All of us headed out on the race (excuse me, I mean “parade”) lap around Laguna Seca. We were sliding and dicing through the corkscrew when Eric declared that this was simply the “best day of his life”. That jaunt up Highway One stands as one of our best road trips ever.

When Eric was 16, we took her on the So Cal TT, a road rally through Southern California. Eric was behind the wheel along a desolate desert road, and I was daydreaming out the passenger window. The terrain seemed to be moving by rather quickly, and my ears told me that we were running pretty high rpm’s. I looked over to see the speedometer needle push past 100 mph. I commented to Eric something about the CHP and he backed off, saying that he just once wanted to “break the ton”. I swear I could hear Alice Rae giggling in the back seat.

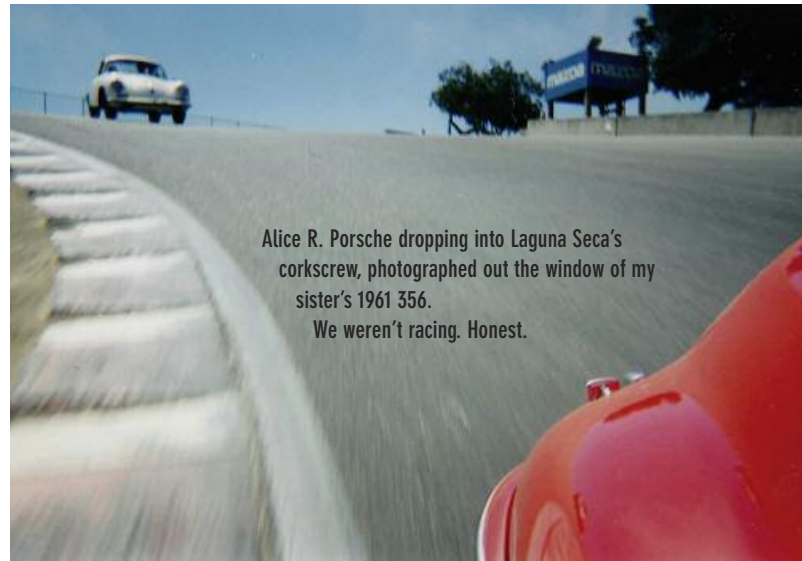
It was on the same rally that yours-truly overcooked her into a corner and spun around twice. We fortunately didn’t hit anything, and proceeded on our way. Eric just looked over at me and said, “Don’t you wreck my f***in’ car!” It was the first time I’d ever heard him cuss.

Eric is now 21, the age at which we’d agreed he would inherit the 356. I am, after all, a mere caretaker, and it always seemed to be his birth-right.

Alice R. Porsche remains in “daily-driver” status. She’s got dents and dings and bent up bumpers. But, being a California car all her life, she’s got no rust. I’d drive her to New York tomorrow. Before Eric gets the car, I’ll likely pull out a couple of dents. Mount up a set of straight, used bumpers I found at the swap meet. Maybe even paint ‘em to match. Or not. Oh yeah, and I’ll make sure those brakes are in tip-top shape!

Then my son will continue the legacy. He’ll spin his own stories into this cherished family heirloom. He’s an artist and musician (just like our departed Rick), but not much for record-keeping. Oh well, who needs paperwork anyway? We have the memories.

The car tells the story. And I know our beloved aunt Alice Rae will be riding with him in spirit. 🚗



Alice R. Porsche dropping into Laguna Seca’s corkscrew, photographed out the window of my sister’s 1961 356.
We weren’t racing. Honest.



Left: Eric and A.J. with Alice R. Porsche circa 1997. Above: Alice R. Porsche and family photographed in the hubcap of the author’s sister’s T-5 at the Speedster 50th Anniversary event. Below: A.J., Scott, the Killer Avocado, and Alice R. Porsche hanging in the pits at Irwindale Raceway circa 2009 (The ‘cado is A.J.’s 1961 VW Bug, which turns 12-second ¼ mile ET’s).



Author’s note: Scott Fabbro has recently completed a yet-to-be-published novella, “Four Speed – an Automotive Fable”, about a used car salesman who takes a wager to drive a haunted 356 from Los Angeles to New York City.

Knock-downs

The Curious 356 South Africa Connection

Right-hand-drive Cabriolets, all with hardtops, and all built from pieces, thousands of miles from Zuffenhausen!

By John Bentley

A Porsche model built in South Africa? The small group of Zuffenhausen middle-management brass looked at me in disbelief.

I knew it had happened back in the early 1960s. South African importers Lindsay Saker had assembled a series of 356B “Hardtops” in Johannesburg. More than that I was unable to tell. How I wished, on that visit to Stuttgart back in 1985, that I had had the facts at my fingertips, for it is a story known by few, if any, of the modern generation at Dr. Ing. h.c.F. Porsche AG.

In fact, with memories dimming, even those involved in the project at the time disagree on some of the finer details! But it is generally agreed that the Johannesburg-built Bs were the only Porsches ever assembled by a Porsche importer anywhere in the world for company-sanctioned resale. All-in-all, our research suggests

This article appeared in the May, 1988 edition of “356 Porsche Registry Southern Africa” magazine, started by John Bentley, Peter Dorfer and Terence Playdon in the mid-1980s. Thanks to Norbert Drager.



Two of the South Africa-built B Cabriolets at Peter Dorfer's Carrera Motors. Dorfer came from his native Austria in the mid-1960s and today runs a key service center for Porsche owners in the Johannesburg area.

about 50 or 60 of the 60 hp Hardtops were built, with the first scheduled batch of six CKD (Complete Knock Down) packs being sunk in transit before the project got under way.

The South African saga had its origins in the country's strict importation laws. With vehicle assembly and manufacture a growing branch of local industry, fully built-up cars could only be imported under permit. And even then prohibitive duties pushed up retail prices dramatically.

It was against this background that George Lindsay, Jack Mincer and Erich Hamp came up with the idea of assembling semi-knocked-down Porsches locally. Alois Klesse of Peco was works foreman at Lindsay Saker at the time the decision was made, although he left shortly before the project got fully underway.

“I remember we first looked at bringing in Coupes with the tops cut off,” he recalled. “But the factory didn't like the idea. Then someone suggested we bring in (Cabriolets with) hardtops.”

At the end of 1961, Lindsay Saker's workshop manager, Hermann Schmidt, travelled to Germany to finalize the arrangements. “We spent a lot of time itemizing all the parts to be sent,” he recalls.

The project was dealt a heavy blow right at the beginning. “Six or seven packs went to the bottom of the Suez Canal,” says George Bernert, who was to become the man responsible for the trim of the Saker Porsches.

“It happened like this,” says Bernert, who now operates his own upholstery and trim business in Wynberg. “They sent the first two cars out to two separate upholstery shops. Then Mr. Drake, the service manager, asked me to go and have a look and tell him what I thought.

“What a mess. I said to him he should strip it out and burn the lot.” So Bernert, who had been trained in the upholstery craft by Volkswagen and Porsche in Germany, was assigned the task of trimming the cars.

“Production started up around the middle of 1962, if I remember rightly,” says Herr Schmidt. Bodies, hardtops, engines and gearboxes were shipped in disassembled form. The unpainted shells had no lights; suspensions and brake assemblies were put together locally. Folding tops were not fitted, though over the years many owners have had their cars converted.

“Customers were free to come in and choose their preferred colours for the primed bodysells,” recalls 356 boffin Eddie Paladin.

In those days, Paladin was a “spanner man” at Lindsay's and remembers the Hardtops being put together by assemblers Klaus Bauer and Peter Tuch. “Those were exciting times,” he recalls. “Everything was new and went together so beautifully.” Today he still maintains several of the cars built at Sakers.

Local content consisted of battery, tires, windscreen and upholstery. “And we also fitted Michelin tires,” recalls George Bernert.

Painting was also initially done in-house. “There was no production line,” says Hermann Schmidt. “Building cars in such small numbers, we just put them together where they stood.”

Quality was superb. “I remember that Professor Kay, I think it was, of Groote Schuur, wrote to Porsche in Stuttgart praising our efforts,” recalls George Bernert.

According to Hermann Schmidt, three shipments of 356 Hardtop kits were eventually imported. As the project progressed, some of the work went to Stanley Motors, who at the time assembled Peugeots and Hillmans at their Natal-spruit factory. By all accounts, production line assembly could not match the quality of the in-house assembled cars, and PD services turned into virtual rebuilds.

In any case, exciting new models were soon to be launched in Germany and production of the “local” Porsches ended. But the assembly program had been worthwhile as a cost-saving exercise. The little 60 hp Hardtops came on the market for something like R2,500, (\$3,500) the price going up to around R3,800 by the time production ceased at the end of 1963.

So ended a unique episode in Porsche history. But many of the Cab/Hardtops still live on, beautiful memorials to an imaginative venture.

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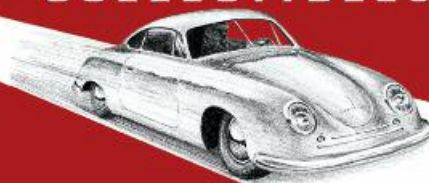
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'Fred' and Bob



Bob Kirby in Fred at a West Coast race.

Right: A young Warren Denis and Bob at Bottomless Lakes, NM, circa 1967. Warren went on to be Bob's mechanic for decades. **Below:** A mishap at Dodger Stadium in 1963 sent Bob to the hospital, and his wife to another hospital to deliver a daughter when she heard the news.



With some 200 races together, Bob Kirby and Speedster 84937 were a formidable team in SCCA. Gregg Blue now owns the car and enjoys it regularly on one special road in Hawaii.

To be perfectly honest, I had never heard of Bob Kirby, but I did know what a Carrera Speedster was. I found myself with a handful of cash from selling a piece of property just after the crash of 2008. Forget the stock market and real estate, I knew I was safe with classic cars. I had been buying and selling cars on a personal level since I was 15 years old. I sold my 1957 Speedster in 1967 for \$1100 when I got out of high school and jumped on a plane for Hawaii to go surfing.

Since then I have had many 356s and other classic cars. I decided to call my friend Nick Clemence at European Collectables and asked him if he had any Carrera Speedsters. Nick said he had two, a Bruce Jennings car and Bob Kirby's old race car, "Fred".

After a few questions I asked him to send me some info on "Fred". At that point the car was in primer but looking good. Bill Doyle was putting together a new engine from an unused factory replacement block, as the original engine was long gone.

It was at this time that I started my search for the real Bob Kirby. I had lots of photos of "Fred" and Bob racing all over the country and many articles in old racing publications from the 1960s and '70s.

Bob was CEO of a financial investment company and even advised President Reagan on fiscal policies. He had the passion and the money to get into racing in a very big way. Bob was a very good driver and started to race in the '50s and drove 550s and 356s mainly on the West Coast. He bought the '59 Carrera GT Speedster (I never found out why he chose the name Fred) in San Francisco, 1960.

The car was prepped to race and Bob drove it for over 15 years all over the country. It is believed that Fred was entered in more than 200 races in that time, making it one of the most-raced Speedsters in the USA. I managed to get the phone number of Bob's daughter Kristin and gave her a call. She was the one who painted the picture of what kind of a person her father was (see her letter).

I loved that car so much when I was a little girl. When I was only 7 or 9 (1970 ish) he would drive me around Riverside Raceway in Fred and I never wanted him to stop. Before he would go on the track, I can remember my Dad revving the engine in the pits. I would immerse myself in the feel and sounds of the car as my dad drove, the transmission winding, the smell of the brakes and then the rush of acceleration out of a turn. I remember the rich smell and detail of the black leather racing seats; the funny radio (that didn't work) and that old Porsche carpeting... was it wool? And I remember the little shiny handle on the glove box; like a jewelry box really,

The photos from the Dana Point show are beautiful. It brought back so many wonderful memories! I treasure the times he drove me in that car. Does it still smell like cigars...? (ba ha)

One of the major stories of the car was in 1963. My Dad was in a race driving Fred and hit a large pylon, broke his ribs and punctured a

lung. The race, taking place in the parking lot at at Dodger Stadium was being televised. My mother was 9 months pregnant with me at the time. My sister had seen on TV that Dad had crashed, told my mom and she went into labor. Dad was in one hospital getting stitched up on one side of LA and I was being born in another hospital in Pasadena. Luckily he healed from those injuries and kept racing because he loved it so much. Kristin Kirby

I then contacted Vic and Erik Skirmants and they connected me with one of Bob's mechanics, Warren Dennis. Warren was a young kid who hung out at the track and managed to become Bob's main mechanic for many years, and personally prepared "Fred" for more than 100 races (see Warren's letter below). Bob left Fred to Warren in his will; what better person to leave your race car to than its mechanic. That was Bob.

I worked with Mr. Kirby starting in 1967 during his long race career (1955 to 2004). He raced the 1959 Speedster (affectionately know as "Fred") from 1960 (as a Carrera GT through 1963/4 and then as a pushrod) through 1975. He bought the car from a private party in Oakland, California. It had not been raced up to then. We restored Fred as a vintage racer in 1972 SCCA "E" production trim in the late 1980s but never raced it.

All the Carrera parts were long gone when I came along. Fred was much raced and much crashed. I personally prepared the car for no less than 100 SCCA amateur races from 1967 thru 1975. Mr. Kirby won well over two thirds of those races. The best SCCA national championship finish in Fred was 5th at the 1970 runoffs at Atlanta.

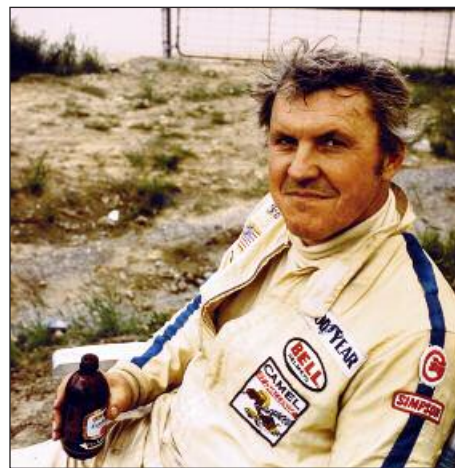
Few photos remain. I know of no log books. When Mr. Kirby died, he left Fred to me. With the family's blessing, I sold the car in the summer of 2005.

Warren Dennis, President, 4th Motion, LLC

In the meantime Nick was finishing the restoration in 2008 and the word was out that "Fred" was coming back. He got an invitation to the Dana Point show which was showcasing Carreras and they wanted the GT on display with six other cars. I flew over from Maui and drove the car onto the lawn and had a great day. Fred got written up in the local 356 magazine and had many admirers.

Now it was time for Fred to travel by boat 2300 miles to Maui. When he finally arrived I drove him home and started putting on the miles. We have the only road in the world that goes from sea level to 10,000 feet in 35 miles. There are only 2 stop signs if you know which way to go. Hairpin after hairpin, farmland, cattle and horses line the way up the mountain. Fred loves the run up the hill at 4000-5500 rpm. When the tach hits 6000 rpm I am going 60 mph in 2nd gear. I have put about 4000 miles on the Doyle engine and it just sings all the way.

In 2010 Nick invited me to the Pebble Beach show, and as I rarely get to mainland events I was happy to meet him there. He had two cars at the Quail Lodge show. It was lunch time lunch at the Quail and I got a healthy plate of Italian food and sat myself down. A moment later a man came up and asked if he could share my table. He held out his hand and I gave it a shake. I noticed he had a Porsche jacket on and asked him if he worked for Porsche, he said he was a driver. I asked him if he drove people around the event and he said he used to race for them. Then someone stopped by and handed him a book and asked him to draw a car and sign his name. This seemed a bit unusual and I wondered why. When I told him I had a GT Speedster he was very interested. I told him that every time I went up to 10,000 feet the plugs fouled and it took about an hour to change them all. He then gave the name of a friend of his and told me to contact him for some plugs that would not foul. He also wrote his name as a referral. We continued to talk for another half hour or so and parted smiling.



Above: Dennis Aase (left), Bob Kirby and John Hotchkis drove a Carrera RSR in 1977 at LeMans. Kirby and Alan Johnson took a GT 2 liter win at Sebring in 1967, just one of the many front-rank races he competed in, along with SCCA contests. Left: Relaxing after a race. Below: With a 914 he drove in some of his last years of racing.



When I showed the paper to my friend he was in shock, he said I had just had lunch with Hurley Haywood. Living in Europe and Hawaii since the 1960s I never followed racing in the states, in fact I had never heard of Hurley. What impressed me was that he sat down with a perfect stranger and had a long very friendly conversation like any other normal human being. It must have been obvious to him that I had no idea who he was, and he never drew any attention to himself. When I got back to Hawaii I contacted his friend "Wolfgang" and told him who referred me. He asked for my name and address and said he would send me out the Bosch plugs that would not foul. I then asked him where his store was and if he would take a Visa card. He then told me he was the Bosch distributor for North America and that if Hurley referred me there was no charge. I was amazed



Top: The car under restoration at European Collectibles, with its new 4-cam engine.

Above: At the Porsche Race Car Classic in October.

Right: Gregg with Fred at the summit of his favorite road on Maui.



again at the connection and thanked him for taking care of me. A few days later 16 plugs arrived and I haven't had to change them in two years (they are Bosch Silber W 4 CS).

Later on that day at the Quail I met Steve Heinrichs. When he found out I had a 1959 GT he invited me to bring Fred to the Porsche Race Car Classic in 2011. I don't do mainland car shows and would not usually ship a car over for an event, but this was different. I buy cars to drive them, not show, but to be invited to the Race Car Classic and Rennsport is a once-in-a-lifetime chance.

My good friend John Bessy had rented a cottage in Carmel and I would be staying with him. Nick and his crew were coming up and had some cars on display at Laguna Seca. I put Fred on a boat.

Among the faithful

When I arrived in Monterey I met Nick at Laguna Seca and unloaded Fred off the truck. I parked him at the European Collectibles booth with all the other great cars they had on display. Chris Casler and Jeff Trask helped set up Fred front and center. I had signed up for the "Drive" the next day from the Quail down to Monterey and then right on to the track at Laguna Seca. There were 40 cars on the drive, and the Highway Patrol was in front of us stopping traffic at every intersection. What a blast! John was riding shotgun and we were driving at what I would call a very spirited pace. We stopped at Monterey Beach and then headed to the track. I was running out of gas, so when we got to the track John guided me to the pump. By the time we filled up, all the other cars were lined up to do some "exhibition" laps. As luck would have it we were last in line, my favorite place on any drive. We let all the other cars get way ahead and then just let it rip; no one was in front of or behind us. We dropped into the corkscrew and I was a little too far right - according to John. When we got to the straightaway I slowed down to about 25 mph and let everyone get way ahead of us again. The next time through the corkscrew was way better and we were going into the curves faster every lap. By the last lap we were sliding sideways and the tires were screeching. That really made the trip worth while.

We were then treated to another spirited CHP ride through the canyons back to the Quail where we had to set up for the show on Sunday.


Porsche Race Car Classic

The event at the Quail is beyond description; so many historic cars in unprecedented numbers. There were great people, and food from heaven. I spent the day in amazement going from car to car and talking stories with the owners. Fred got filmed and photographed, I got interviewed. The weather was perfect.

When the show was over we asked permission to take some of the signage and Steve was gracious enough to let John and I gather up a few souvenirs to take back to Hawaii. I even got the master plan with the owners name and VIN number of every car at the event.

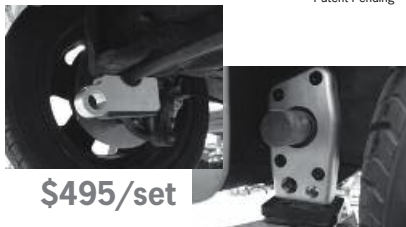
Fred is now back in his cocoon in my garage with his friends and is glad to be home. He fires right up every time and never lets me down. He loves the upcountry roads and always wants to go for a run.

To all the people I have met through Fred I want to say a big "Ma-halo". It's all about the cars, but the people you meet are icing on the cake. If you are ever in Maui my name is in the book. Give me a call, come on over and we'll head up the hill.

Gregg Blue, Haiku, Maui 

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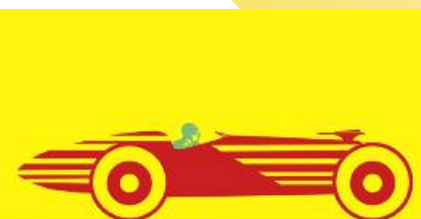


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Jim Watson

Well known to Porsche owners in the Southeast, Jim Watson has spent almost 60 years as a mechanic, racer and dealer. "Porsches have been good to me," he claims. "I've dedicated my life to them."



Jim Watson at Tommy Trabue's shop in 2011, holding the goggles he wore when racing 550A-0144.

The Coronado Hotel in San Diego. Jim recalls: "In 1958 my wife and I, a four-year-old and a two-year-old, drove from Shelbyville, Tennessee to San Diego to Los Angeles, back to San Diego, and back to Tennessee in the 1954 Cabriolet."

The 356 had been ordered from the factory without any scripts or deco trim and in this setting provides a stark contrast to the chrome-laden American cars of the day.

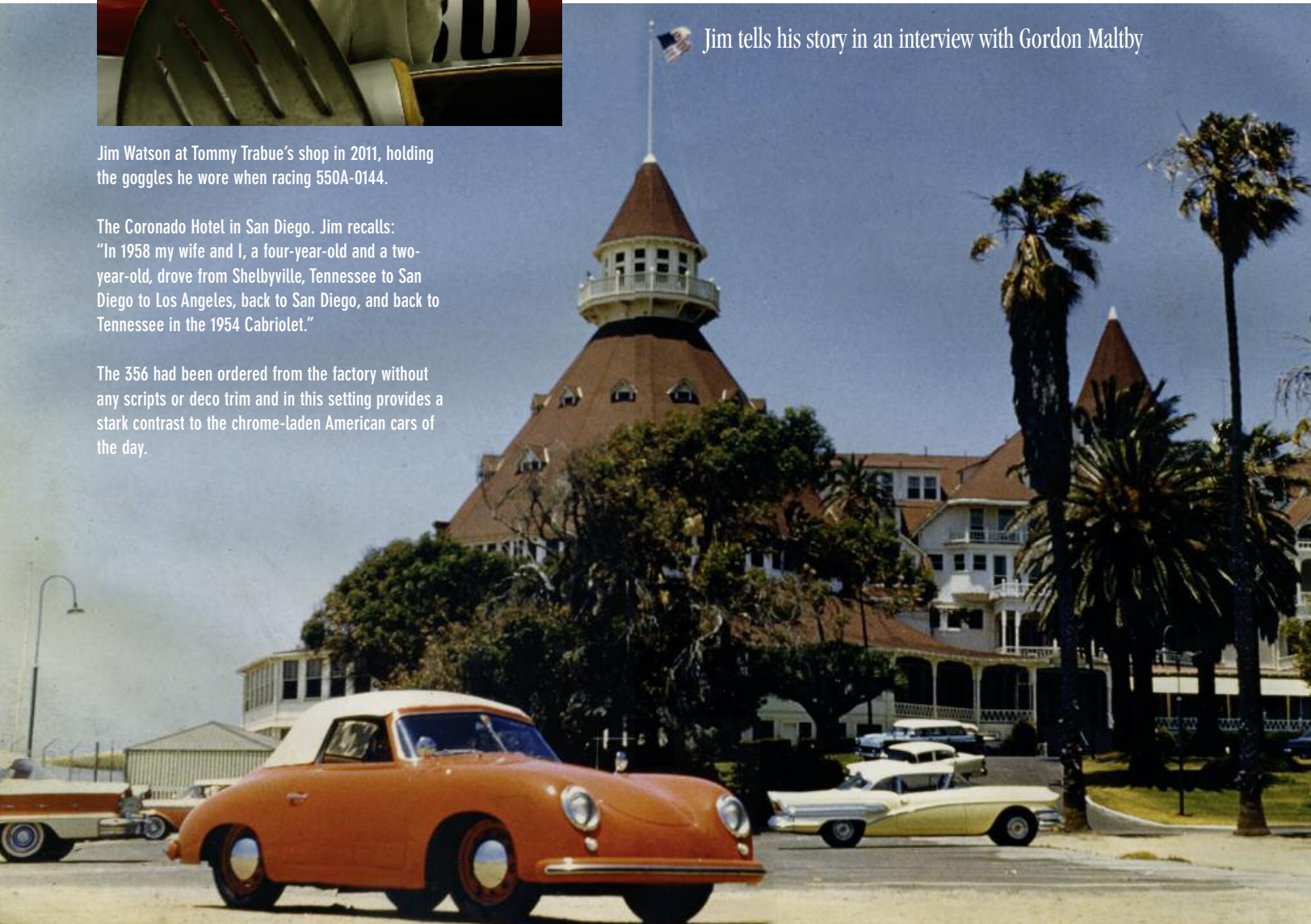
In 1955 a friend was building a '40 Ford coupe. I was building a '40 Ford convertible. We saw in a magazine where there was going to be a 12 hour race at Sebring, Florida. We didn't think any car would last 12 hours, and as we discussed it the next night he said, "Let's just take off and go down there and see that race". So we got another guy to go with us, and we drove down there, arriving Friday morning and set up a little tent to stay in over the weekend.

There was a guy there who had a Porsche, he was taking the bumpers off, taping up the headlights. We walked over and I said, "What are you doing?"

He told me, "We have to take the bumpers off because if you spin, you might collect somebody else. We do it for safety. And if the headlights break you don't want glass all over the track. But tomorrow night we'll peel that off and have headlights."

I noticed it had New Jersey plates and, being just an old country boy, I asked him, "Now, how are you going to get home?"

Jim tells his story in an interview with Gordon Maltby



He said, "I'm going to drive this car."

"You mean you're going to race 12 hours and drive that car home?"

He told me, "I do this once a year. When I get home I'm going to sell this car and buy a new one. And next year I'll do this again. It's the only race I do all year but I enjoy it."

"Now, you may think I'm bragging, but I'm going to tell you how I'm going to finish. The factory is running three of these cars, and in our class they're going to be one, two, three. And I'm going to be number four."

I said, "Well, that's good to know." I turned to my friends and whispered, "That's crazy."

But Saturday night during the race, they posted the numbers and sure enough, he was number 4. The next morning he was putting the bumpers back on and I went over there and said to him, "Sir, I owe you an apology."

"Well, what for?" he asked.

"When we were talking to you the other day I never thought you'd finish the race. But now I'm going to own a Porsche because you've shown me they're small, they handle good and they run for a long time." So a few years later I bought a 1954 Cabriolet.

I bought the '54 in Nashville. I went to the VW dealer and talked to the service manager and told him, "If you hear of any Porsche for sale, let me know."

He said, "If I find you one, it'll cost you a fifth of whiskey." Six months later he called and told me there was a girl in town with a Porsche, 22,000 miles but it had a burned valve. I knew it didn't have a burned valve; she just never drove it very hard. Her dad had given her the car, sent her to the factory to pick it up and she toured Europe in it. It had no insignias on it; her dad had a Porsche and he didn't like the emblems because they kept catching on towels when he washed it. So he ordered her car without emblems.

I bought that car, and I started looking for a mechanic. I had worked in a Chevy dealer parts department in high school and had been in the Seabees in the Navy, and I had read some books so I knew something about mechanics. So I thought, I need a manual. In *Road & Track* there was the name of a Porsche rep, Mr. Sigmund Mayerlen in Jacksonville Florida and his phone number. I called him and said, "I have '54 Cabriolet and I'd like to get a manual. I'm mechanically inclined and I want to do the work myself."

"Well, first," he said, "you should call me Siggy, not Mr. Mayerlen. I will send you a manual. It will cost you nothing, because you are so interested in Porsches. And if you have a problem, you will pick up the phone and call Siggy."

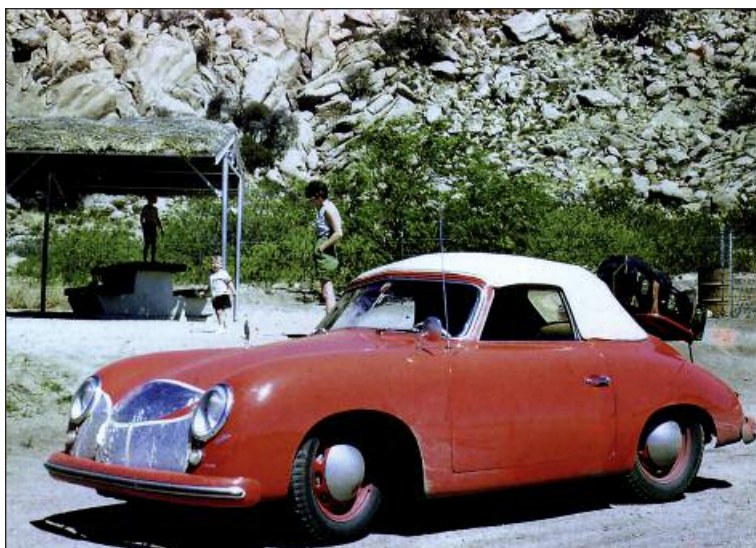
And I did. If I had a problem I called. The next March I went to Sebring and the first thing I did was to go see Siggy. We got to be friends. He knew more about Porsches than anybody. Later, he was one of the reasons I had a dealership.

I had rolled the '54 Cabriolet and totalled it. I had a friend who had a Super 90 Roadster. We went down to Sebring in my '58 Super Coupe in 1962 and on the way back I told him, "I've decided I'm going to sell this coupe and find a Speedster. I'm going to go racing."

He replied, "Well, you've raced all the way to Sebring and back. You might as well get on the track."

A used car place called George Cole's in Nashville had a red '58 Speedster. I asked a guy I knew there what was the story on that car. He said, "(The owner) bought it but you know how it is, with a Speedster in the summertime you burn up, in the winter you freeze, and when it rains you drown."

"Yeah, I know that," I said. "But I want a race car. You tell the owner if he wants to trade for my coupe I want \$500 difference." A few days later I heard back - the guy and his wife wanted that coupe so they could drive it anytime.



Jim's first Porsche, a 1954 Cabriolet, complete with tin foil and tape nose protection at a roadside rest area in Arizona during the West Coast trip. Originally blue, Jim painted the car red.



At Courtland, Alabama Jim throws a rooster tail in the rain. "I was the best in the rain," Jim says. "I still am." **Below:** Courtland was a former Army Air Base with flat, concrete runways and a 3.2 mile course. On July 7, 1963 Jim Watson set a course record for 100 miles (32 laps) at 1:17:16 in his Porsche RS Spyder.





Going racing

I got the Speedster on a Saturday and had a friend weld in a roll bar at his shop. On the way back home, there was a terrible rain. I hit a low spot in the road that was nothing but water and the car spun. The back end went off into a ditch and the car went down, "blub, blub, blub." I caught a ride back to Chapel Hill, got a wrecker and had the car towed home. I drained the trans and engine, took it all apart and had it running by Friday night. Saturday I took it to an SCCA driver's school run by Jesse Coleman, chief starter at all the races. As we started the session. Jesse asked if anyone had any disabilities, a hand off or a leg off. I said, "Jesse, I don't have but one eye." He replied, "Oh hell, Watson, you're always causing problems!" But he gave me the names of three doctors and said, "I want you to get a statement that it will be all right for you to run under my supervision." I had that done by 1:30 in the afternoon and

Above: At Courtland, Alabama Jim confers with starter Jesse Coleman (right).

Below: At a 100 mile race at Courtland, the Alabama region hired Stirling Moss to come and present the trophies. During practice, coming out of the back straight Jim spun four or five times, but got back on track. Moss told him, "I met you in 1956, and my number was also 34. And that spin yesterday? 'Cracking good recovery!'" In the background with a hat is Mike Brockman, who Jim later hired as a salesman, and 40 years later raced with Jim in HSR sharing a 2.5 liter 911.



by 5:00 I had more track time in than anyone else.

At a hillclimb two weeks later at Chimney Rock, I beat the Pennsylvania Hill climb champion, although he had a normal Cabriolet, about 300 lbs heavier. Later that fall I set a course record there that stood until they widened the course in 1967. I was just a natural driver.

At a race late in 1962 Sigg and all the German mechanics were preparing a car for a man named Fowler of Jacksonville. He had 53 points in Florida, and I had 53 points in Tennessee, the Carolinas and Georgia. I knew that Sigg had so many secrets that I didn't have. Saturday morning there were ten laps of practice, and I just followed him. We had a five lap race that afternoon; I just followed him. Sunday morning there were five laps of practice and I followed him again and saw all his weak points in the turns. When we started the 20 lap race, there was one turn where he would go wide every time. After a few laps I just wound inside and passed him, and went on to win the race. Afterwards, I went over to Sigg, shook his hand and said, "I want you to know that I beat your driver, I did not beat your car." Next day, Bob Stoddard of Brumos called and said, "Anything you ever want from Sigg Myerlen, you just let him know. We race all over the world. We win and lose, but no one has ever said 'I didn't beat your car'".

I won everything (in class) in 1962 and so I went to Jesse Coleman and told him I wanted a faster car. I wanted something to win with, overall. Just before Thanksgiving I got a call from him about a car in Florida that was called the Killer Spyder.

"Why was that?" I asked. He told me a guy bought it, had his mechanic work on it for a year, and then took it to Daytona, went about three laps and came back white as a sheet. It got sideways and scared him; he was sure it was a killer and he just wanted to sell it. Two of his friends bought the car, took it to a driver's school at Daytona and the same thing happened. They'd come toward the wall and then correct. What you need to do is leave it alone, and the rear end just comes right back. When I bought it I didn't have to do anything to the suspension. It was perfect. I ran ten races with that car, nine wins and one DNF when I broke a valve spring at Daytona. Later the car was on the show floor of my dealership where it took more abuse than it ever did on the track.

From retail to autos

I had gone into business with my father-in-law in a department store, and bought the store when he passed away. I was working on Porsches on

the side in Chapel Hill, Tennessee because there wasn't anyone else around. After four years running the department store I sold out and got a Porsche dealership in Huntsville, through Siggy. The VW dealership there changed hands and the new owner didn't want to deal with Porsches. We worked a deal with Mr. Brundage for the franchise. Then we went to Volvo and asked if we could be a dealer for them and they considered it. They asked Siggy about me and he told them, "Whatever work is done there will be done properly." During that time as a dealer I also built a 356 coupe that ran in the 1300 cc class for two seasons.

A new Porsche

When the 911s came out, we sold more Porsches than any dealer in the Southeast per capita, and I've always said it's because of service. Every new Porsche we got, my partner and I would drive it ourselves from Jacksonville to Huntsville so they would be properly broken in and ready for the customer. I had ordered a silver 911 with black interior and when the confirmation came it read, "schwarz/schwarz", but I didn't want a black car! Jack Atkinson and I did the fueling for Porsche at Sebring and Daytona every year, so I took along the confirmation to Sebring and showed it to Huschke von Hanstein. He told me, "Jim, all the silver cars go to the Germans first, then to the United States."

I said to him, "But this is my demonstrator, I'm not going to sell it." He put the confirmation in his pocket and said, "Well, we'll see". The next day he gave me a confirmation slip back that read "Silver/black". I got the first silver 911 in the USA. Everybody wanted that car.

When the car arrived, Siggy called me and said, "Your 911 is here and you will spend Saturday morning with me. I will teach you the carburetors." He got his wrenches, jets, magnifying glass and we went out on the interstate. He would run it flat out in second or third, shut it off and coast over to the side. He'd pull the plugs, read them, then start changing the jets. When we were through only one of those carbs still had the jets that came from the factory. But boy, when you got it right you had a magnificent car to drive. The only thing you had to do is know what you were doing.

In May of 1967, I got a call from another friend who asked to speak to me in private at his home. There, he told me, "It's going to be announced in a few weeks that the president is moving the space program activity to Houston, and it's going to affect the economy in Huntsville." By the next day I had sold out to my partner. I called Siggy, told him what I had done and that I was moving back to Lewisburg, Tennessee. He said, "Wherever Jim Watson goes, he will sell Porsches."

Tommy Trabue

One of my customers, David, had a 2.7 911 I had built for him. He was a marina owner and Tommy Trabue had a boat there. Tom bought a Speedster and was driving it one night when the engine locked up on him. After a while it started, but it locked up again. At this point he called David and asked if he knew anyone who could fix the problem. David said, "That Watson who works on my 911, he's got some old tractors laying around and once in a while he'll fit in a Porsche. Let's call him." Tommy got on the phone and asked about my background. I told him I'd been working on Porsches since 1956 and had owned a dealership.

He said, "David told me you mostly worked on old tractors." I told him I thought David might be pulling his leg.

Tommy was getting interested in racing at that time so I went with him to look at a Roadster in Denver. He bought that and another car, a silver coupe and I built both of them into race cars. When he got ready to race I went to all the races with him, tutored him, what to do, when to do it. He was such a good learner. Then we started racing together; we made a good pair. In HSR, usually the classes would all run together, so Tommy would drive one car and I'd drive the other. We ran that way for about six years, and dominated the classes. *Continued*



Jim at speed in 550A-0144 at Courtland.

Below: An old and damaged photo of Jim with some of the trophies he won with the Spyder.



Jim (right) and Tommy Trabue with a 1960 Super 90 1600 Roadster, the first race car he built for Tommy, and below, a 1957 A Coupe that ran in the 1300 cc class. On March 17, 1988 Tommy drove the Roadster to a 10th overall and first in class at the Sebring vintage event. Jim drove the 1300 coupe to 21st overall and 2nd in class in the same race, his first competitive event in 22 years.





In addition to the Geneva Show car, Jim owns a Beutler he bought from a man in Texas in 1998, one of five built on a B chassis. East Coast Holiday, 2009.



Beutlers

Jan Brundage went to the Geneva Auto Show in 1962 and called his father. He told him they had a four-place Porsche there. "Buy it!" Mr. Brundage said. Two days later Jan was walking down the aisle at the show and who does he see but his father. "I had to come and see that car for myself," said Mr. Brundage. He ended up buying two Beutlers and had them shipped back to Florida. Some time later I got a call from Bob Stoddard of Brumos who told me about these four-place Porsches and asked if I wanted to buy both cars. I couldn't afford two, but I told him I'd buy one, the Geneva show car which was white with a blue top. He drove it up from Jacksonville and we met in Georgia. My preacher friend was along and he absolutely loved that car. The next morning he showed up at my department store and said, "Jim, I know you gave \$4,000 for that car, but I'll give you \$4,500."

Now that was a lot of money in 1962, so I sold him the car with the understanding he'd sell it back to me if it ever came to that. In the meantime he also had a half interest in the Spyder I was racing in 1963, and he bought a Cunningham sports car. In 1988 he told me, "Jim, my accountant says I should sell these cars." So Tommy and I bought all three together.

I raced again in '98 in a 2.5 liter 911 I built. Mike Brockman (who drove with Paul Newman) and I did an HSR race at Daytona and took second in class. Then I had a couple of hips done and Ralph McCracken bought the car and raced it. I maintained the car, and sometimes drove it with him in '02, '03, '04, and then retired in '05 when I was 75 years old.

I don't take care of any more race cars but I've got one more appointment for a street car. I've known Bill Patrick since about 1967, '68. (see July/August 2011 356 Registry, page 44). He heard I was going to retire so he called and said, "I really only need an oil change, but I want you to go over that car completely. I want it to last the rest of my life!"

After that I have a warehouse full of cars and parts I need to sell. The rest of the work I do will be my own. 🚗

550A-0144

The story goes it was originally ordered by the ruler of a South American country, but after it was built and shipped, he was overthrown. Porsche tracked it down, then sold it that man in Fort Lauderdale who found its handling so scary at Daytona. Sold then to two of his friends, they traded it to a dealer for a Carrera. Jim bought it from the dealer.





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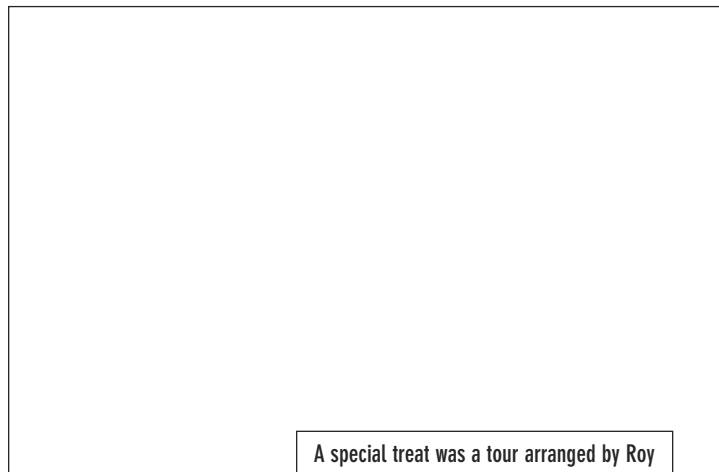
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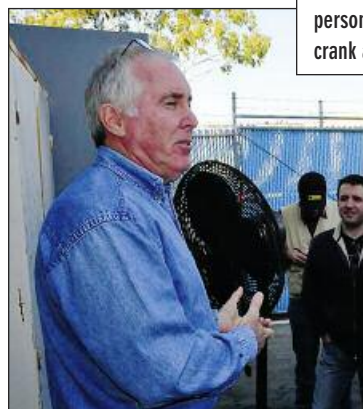
Above: Steve Hogue's metalwork shop in Torrance was open all day Friday and visitors got to see several early 356s, an RS61 and other exotic creations.



A special treat was a tour arranged by Roy at Scat Crankshafts. Owner Tom Leib (left) personally conducted the group through crank and rod production.



John Willhoit's open house on Friday featured a large group of cars on display, plus chassis dyno runs.



At Willhoit's, John displayed a new 2132cc engine with 82mm crank, special Carillo rods, 91mm pistons and 44 Solex carbs. 161 hp and 147 lb/ft!

On Sunday, the 356 Club of Southern California once again sponsored the All-Porsche Swap Meet at the Phoenix Club in Anaheim (right). Indoor vendor displays were in the FestHalle, outdoors held two acres of room for vendors, swappers and a large grass field for car corrals. Jeff Trask, Pete McNulty and Bob Lee headed up a large group of volunteers who continued the SoCal late winter swap tradition.

Roy Lock took photos at some of the open houses held during the Literature Meet Weekend in March. Taking part this year were California Porsche Restorations on Thursday and Friday, L.A. Porsche Dismantlers in Sun Valley, AutoKenel in Costa Mesa, and Sierra Madre Collection in Pasadena on Friday. Saturday after the Lit Meet Porsche fans could visit CarParc, Jim Liberty's shop and European Collectibles (left), all within a few blocks of each other in Costa Mesa. No one went home hungry or thirsty on Saturday.



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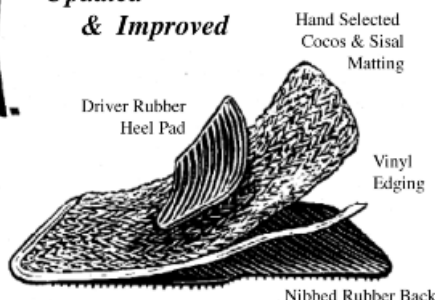
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A 6000-Mile Porsche 356 Odyssey



Russ King takes a cross-country trek with his son, finding out just which vehicle is dependable

Porsche owner and driver, Jim King, 56, architect and incurable 356 fan had been accepted to show his 1956 Carrera at the Porsche Race Car Classic. Jim's car is not a pristine example, rather it looks more like a recent barn find. It's considered an "Outlaw" as it is powered not by the original 4-cam, but by a tweaked 912 engine with a '74-911 S fan and shroud. To the uninitiated, the engine at a glance looks similar to the 4-cam setup.

Jim intended to drive the Carrera from Manlius, NY (near Syracuse) to Monterey California and back - a Porsche Odyssey that is the subject of this story!

"Hey Jim, why not take the trailer?" said I, referring to the open car trailer in the barn.

"Nah. What kind of adventure would that be, Dad? Besides, I have the U-Haul dealers spotted all across the Country. Plan A will work!"

Jim had full confidence in the car and his ability to make this trip without a hitch - or a

trailer. His "Plan B", assuming a major non-roadside repairable failure, was to rent a U-Haul truck and a trailer and tow the "remains" to Monterey.

In the process of considering all of this, I looked for some good advice on trailering, not believing that driving this car across this country would really happen. Bill Noroski of "Heidi" fame advised, "Trailer it, and don't drive it out there." Bill then offered experienced advice on equalizing hitches, tongue weight etc.

I also spoke to Porsche expert and another good guy, Mark Schultz of Schultz Motor Works, Utica, who offered his beautiful enclosed trailer to us on the phone! I had never met any of these good folks even though I have been a member of PCA for many years. I visited Mark Schultz at his shop to thank him for the offer of his trailer, and we talked about—what else—Porsches. In the course of discussion regarding engine heat on the 356, he advised propping the engine lid up with a modified tennis ball, but cautioned, "Don't let it get loose and get into the fan". We used it and it worked.

Having turned down Mark's gracious offer of his trailer and disregarding Bill's good advice I considered alternatives. "How about I follow with our trailer?" I asked.

"That will just slow us down. Nothing is going to happen," Jim replied.

"OK, how about I just follow, just in case? Besides, I'd love to drive across the country—especially to Monterey—and see all those neat Porsches and the people that go with them."

"OK, but it will be 600 miles per day. For five days straight," says Jim. "Think you can do it?" (He's 56 and I'm 82.)

Jiggy, my bride and best friend of 60 years volunteered to co-drive the chase vehicle. She is a tennis player, downhill skier and all-around athlete. And like me, a lover of adventure, travel, any challenge - and incidentally, an excellent driver. She says she is better than I am. After 60 years, who can argue with that?

So now we have our 356 pilot, Jim and the chase car pit crew - Jiggy and me, and "Plan B". We have a week to gather the needed equipment to support the assault. Being retired I volunteer to assemble all the stuff I think we may need.

A partial list: Complete set of tools, a torque wrench, spare tire, spark plugs, a set of valve cover gaskets, spare rotor, points, condenser, head and tail light bulbs, 18 cans of oil, air compressor, oxygen-acetylene torch, assorted electric wire and connectors, soldering gun, electrical tape, 25 foot trouble light, 12 volt / 110 volt inverter, a 1-1/2 ton floor jack, wheel stands, a creeper, chain ratchets and nylon strap tie downs and ball hitch (for "Plan B"), a one ton come-along, bailing wire, duct tape, hose clamps, nylon wrap ties, a 5 gallon can of gas, a 10 gallon cooler, spare oil filter and filter wrench, hand cleaner, shop rags, paper towels, bungee cords, Windex, and Rain-X (356 wind-screen wipers, as most of you know, are relatively useless). Also, the 356 Travel Assistance Network names, addresses and numbers for 356 Registry members in case of problems. Our laptops, cell phones and cameras complete the list.

Oh, also a change or two of clothes, good stuff for the cocktail party and banquet the night before the show. "Business casual" is the indicated dress code. In California that's anything from a suit, white shirt and tie to a tee shirt, shorts and flip-flops for men, and for women, anything from a sequined strapless cocktail dress to jeans and a tank top. It was all there!

Jiggy assembled the snacks and lunch makings to supplement what Jim's wife Kris provided for his planned solo trip. We were ready!

Oh, did I mention the chase vehicle is not a Cayenne S-Turbo, but a ¾ ton GMC 2500, Diesel-powered, crew-cab so the 1000 lbs. or so of stuff is not a problem.

At 6 a.m. on October 8th the final prep is complete, the single left front fender mounted mirror on the Carrera is adjusted by Jim's wife, cameras at the ready and we were off on our 6000 mile Odyssey.

At a pit stop for coffee and photos the car draws the usual attention as well as the truck, both emblazoned with large magnetic Porsche Race Car Classic logos and the logos of the fund raiser benefactors.

Onward to our first objective, South Bend, Indiana where the check engine light on the truck goes on. An on-the-fly consultation in Iowa with an On Star Tech says it is an indication of an air intake problem but if performance is not affected then it will not leave us by the side of the road. This is encouraging. And by the way, we have no "Plan B" for the truck. The 356 just purrs on trouble-free, unlikely to be able to reverse roles and tow the truck.

Press on regardless is the word! And we do. The Porsche goes on at 75 or so, using about a quart of oil every 300 miles and refueling about every 200 miles. After 4-1/2 days at 70 to 80 mph, we are averaging 65 mph overall, in spite of construction. The weather was great,



Prepping for the trip: Wax isn't going to make this car a concours queen. On arrival at the Monterey Portola Hotel the 356 is the center of attention.



with only five minutes of rain, and a little snow alongside the road and in the mountains. The Carrera just purred along. The check engine light came on in the truck, again.

After five days we arrive in Monterey. Half our mission accomplished!

* * * *

The next morning Jim and I drove to the downtown Monterey HQ hotel to register, in the 356, of course. We pulled into this gorgeous plaza among six pristine Ferraris and were directed to a separate parking place next to a beautifully landscaped water display. The Carrera, bug stains and all, became the center of attention as the Porsche fans gathered around. All marveled at this un-restored example, having been driven here, some 3000 miles.

One Porsche engineer accompanying the Museum cars from Stuttgart, when asked if he thought the Carrera should be restored said, "Oh, dot would be a schame, vee don't see such un-restored examples much."

Also another German, when asked if the car should be washed for the show said, "Nien. You drove it tree tousand miles here, chust leafe all tose buks on dere." And so we did.

* * * *

The next several days had many events, like the "Drive", escorted by the CHP on BMW motorcycles. The participants drove south on the scenic Pacific Coast Highway, along the famous 17 mile drive and Pebble Beach, with several stops for photo ops and Porsche talk. A couple laps of Laguna Seca, followed by watching the vintage Porsche races. (Jim was pleased to have Jan Brundage as his co-pilot during the "Drive"). It was quite a sight, with over 1300 Porsches in the corral at Laguna Seca.

By the way, Jim and his twin brother and architect partner, Pete (both Porcheophiles) were born in Coronado, California. There must be something in the water in California, as that's where I caught the "disease" long ago. I remember well seeing my first Speedster there in 1954 as they were introduced to the USA.

Finally on Sunday, on a perfect California day the Porsche Race Car Classic Show at Quail Lodge began. And what a show it was. A history of Porsche racing from 1950 to 1965, live and in color, in a pristine setting. Eye candy for the Porsche enthusiast. A beautiful buffet lunch, California wines of course, and wonderful Porsche people.

Of special interest to us from central New York, in addition to "Our" Carrera, was another outlaw, a "Pooper" based on a Cooper formula 3 Chassis, substituting a Super 1500 Porsche engine in lieu of the original Norton motorcycle power plant. Fitted with a custom aluminum body, the car was built and raced by a friend and schoolmate, Gordon C. "Tippy" Lipe of Syracuse.

Tip was a born engineer and inventor. He unfortunately died young having designed numerous fast cars, the Lipe Release Check for testing ski bindings and the Burt ski binding named after his wife Pinky.

Most of you are probably not old enough to remember Tippy. He raced the Pooper in 1955 and 1956, in the East. It is said that Tippy always seeking more speed and power often was DNF while leading the pack. Pete Lovely raced another Pooper successfully on the West coast in 1955 and 1956. Both cars were at the PRCC.

Returning home a week later, there were no mechanical events worth reporting. Just back tracking 3000 miles. The only things used from the 1000 lbs. of stuff in the chase vehicle were one 4" wrap tie and the oil filter wrench to tighten the filter cartridge, which reduced the oil consumption to about 1 qt. /1000 miles.

Jim was right. We didn't need all that stuff; the Carrera just rolled on as he was confident it would. The truck, on the other hand, with 2000 miles to go developed a major rattle on the front of the engine, surpassing even the diesel noise. It was a vacuum pump bearing which fortunately didn't catastrophically fail. We also had to use a length of bailing wire to secure an inner fender liner on the truck, loosened no doubt from chasing the Porsche those many miles.

Regrets? We wish the chase car had been our '05 911 Porsche Carrera coupe. It would have served as well and been a whole lot more fun, with the wrap tie and filter wrench tucked away in the armrest.

We would do it again in a heartbeat. The trip, the cocktail party in the lime grove, the dinner, the show, spending time with Jim, the events and the people we met, all across this great country of ours. We met and were engaged by truckers, farmers, oil workers and miners, at fuel stops, motels, restaurants and rest stops. All were interested in what we were doing.

We recommend that anyone who has the opportunity to drive across this land as we've done several times over the years, do it perhaps more leisurely than our Odyssey. It's a great country full of hard working, friendly people. You might even drive that Porsche of yours. 🚗

Purchased by Jim King in 1996, 1956 Carrera GS #55614's original engine was 90573. From 1959-1967 the owner was Takeo Wakai from Whittier and Lodi, CA, a UCLA physics student. It had been stored for 18+ years before he bought it, without the original engine. Jim has been slowly "restoring" the paint to the original metallic gun metal gray color by rubbing off the red overcoat. He says it has been so much fun to drive he hates to pull it off the road for an extensive resto.



The author (left), Jim and Jiggy in Monterey.
Below: Jim with Bonnie J. Addario at the PRCC.



Jiggy and Russ with the chase car they *should* have taken. Below: At the end of the trip, Rusty the Golden Retriever is glad to have his ball back.



Amelia Island



Porsche AG's 917LH, a specialty car built just to run Le Mans in 1970 and 1971



Leo Schigel of Miami. Below: Tom Conway and Mel Shapiro with their 1968 tribute to Concours Grand Marshall Vic Elford's 1968 911 rally car.



The second weekend of March saw the 17th iteration of Bill Warner's prestigious Amelia Island automobile extravaganza. There were two auctions, several seminars, a banquet, a driving tour, a fashion show, and concluding with Sunday's festivities, a hugely popular concours on the 10th and 17th fairways of the golf club adjacent to the Ritz Carlton Resort.

For the 2012 edition, Amelia Island featured the 50th anniversary of the Ferrari GTO and the Shelby Cobra, custom-bodied Cadillacs, experimental Corvettes (mostly Vettes owned by Porsche friend Mike Yager), cars that appeared on covers of *Road & Track* magazine, and selected winners of the Sebring 12-Hour and Daytona 24-Hour races. The accomplished former Porsche factory driver Vic Elford was this year's Grand Marshall.

Leading up to the concours, the Amelia Concours committee arranged several seminars. This year saw a panel discussion on the Ferrari-Cobra wars with driver Bob Bondurant, Cobra Daytona coupe designer Pete Brock, and Ferrari designer Mauro Forghieri. The Great Endurance Drivers' Seminar included Brian Redman, Derek Bell, Joe Buzzetta, Vic Elford, Sam Posey, Hurley Haywood, Jim Hall and Gerard Larousse. That's a rare assemblage anywhere outside a Rennsport Reunion.

On the concours field, there were many racing Porsches to explore and appreciate, but only one 356. That car was a lovely black over red 1956 Speedster owned by Leo Schigel of Miami. A close relative of 356s was shown by long-term Registry member Myron Vernis who brought his 356-engined prototype 1953 Paxton Phoenix coupe (top left) from Akron, Ohio.

On the racing side, the photographs will tell the story, but Amelia had Julio Palmaz's RS-60, a pair of racing 911s, an RSR, three 935s, three 907s, two 908s, three 917s, and a 924 GTR. As nice as the Porsches were, the Amelia Concours included 295 cars, so there was much more to see. The 12 Ferrari GTOs were a good place to start. Then the classics, and the "whatever" cars that reflected Bill Warner's well-developed sense of humor and deep automotive knowledge.

To really see the cars, however, you need either an early-entry press pass or you should wait until about noon and let the 9:30 wave of spectators dissipate. Either way, you'll be able to see the cars unencumbered, and it is literally the only way to get unobscured photographs. In all the 2012 event pulled in 23,000 people - and easily 75% of those folks streamed in at 9:30 am.

Elsewhere on the Island there were several events to attract Porsche aficionados. On Friday David Gooding had his auction at the nearby Omni Plantation resort. That auction included 17 cars from the Drendel Family Collection, including perhaps the best selection of 14 turbocharged racing Porsches ever assembled. In addition, Gooding had one noteworthy 550 Spyder and five 356s for sale. RM Auctions had an additional six 356s at their Saturday auction at the Ritz Carlton Resort. Please see our Market-Watch column on page 54 for fulsome coverage of auction results.

The Amelia Island Concours and supporting events are scheduled for next year on March 8-10. We would certainly recommend that you try to attend. It's a stunning event, run in a low-key, user-friendly manner, in a readily accessible and relatively low-cost locale. 🏎️

Report and photos by Prescott Kelly



Rob Walton's 1978 IMSA Championship 935 that was driven by Peter Gregg.



Phil Bagley's 1965 911, the car in which Peter Gregg and Dr. Wilbur Pickett won their class at the 1969 12 Hours of Sebring. *Below:* Dr. Julio Palmaz's RS-60

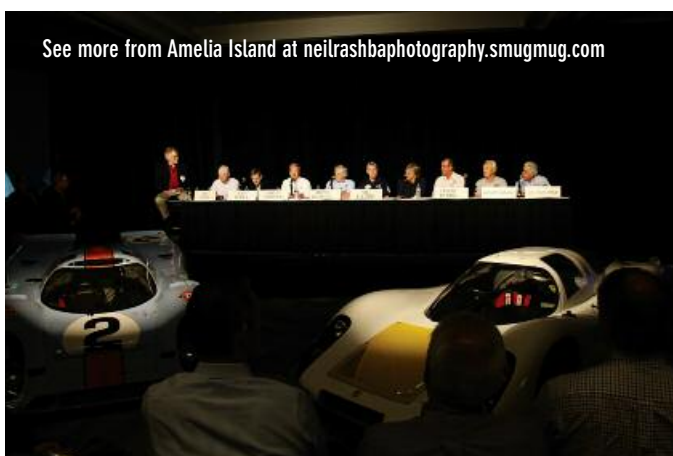


Reflecting both Bill Warner's sense of humor and the focus on *Road & Track* cover cars, a special appearance by Stan Mott and the Cyclops auto he created made everyone at the concours award ceremony smile. Photo by Neil Rashba.

Images from Neil Rashba



See more from Amelia Island at neilrashbaphotography.smugmug.com



Neil Rashba was official photographer of the event and captured some of the highlights, from top: Prime time crowds at the concours; long-distance drivers panel with long-distance Porsches; Vic Elford (left) receives an award from event chairman Bill Warner; and some of the Ferrari GTOs that took part in the marque car tour to nearby Ferdinanda Beach, consisting of Shelby Cobras, Styling Department Corvettes, Custom Coachwork Cadillacs and the GTOs.



Lit Meet 2012

356 Collectibles • Prescott Kelly



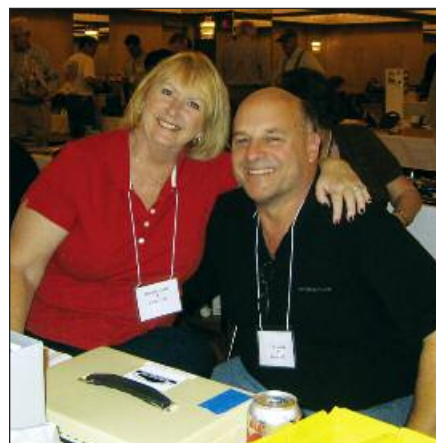
From Oregon, Logan Gray and his wife brought this very rare super deluxe 1967 911S introductory sales brochure. It sold for \$1,200.



A rogue's gallery of who's who: Restorer Cam Ingram and collector Don Murray on the left side of the table; Pam Kelly, dealer Kevin Watts, collector Bob McDowell, and artist Kirsten Benzien on the right.



From top: Part of the crowd of 1500 people and 246 tables spread across two ballrooms at the LA Airport Hilton. Minnesota's Mark Bouljon brought a nice selection of wares, and wore his wants list around his neck. Bruce Crawford's wife Alyce with the steering wheel display of Bruce's wooden wheel business.



In early March Porsche enthusiasts welcomed the 29th annual "Porsche Week in Southern California". The festivities were led by the "Lit Meet" that has been at the LAX Airport Hilton for the last 20 years. All indications there were that a recovering economy had pushed interest in Porsche collectibles to a high water mark.

The 2012 edition of this Porsche literature, toy, and memorabilia swap meet was the largest ever. Over 245 tables were filled with collectible merchandise and small trim parts for 356s and early 911s. Over 1,500 total people participated with the most-ever number of both early bird shoppers and lower-priced 9 am shoppers.

Both the professional vendors and the hobbyists looking to sell or swap off their duplicates reported that sales were excellent. Each year, prime interest seems to rotate. Last year, for example, factory racing victory commemorative posters were in high demand, while this year the

posters dealers reported sales slightly to the tepid side. Hot in 2012 were the trim and other "small parts" for 356s and early 911s. Is that an indication of an upturn in restorations being undertaken? Obviously, the now steadily, perhaps even rapidly, escalating prices on our 356s seem to be promoting more owners to refurbish their cars. Increasingly shop owners attend the Lit Meet to find and buy trim items for cars they are restoring or to inventory the hard-to-find parts.



Author Susann Miller and friend Lynne Weiss brought Susann's books, Bruce Sweetman's terrific photos, and a Larry Braun bronze sculpture.

Left: Bev and Tom Gould with a selection of their wares from TC's Garage in Vista, CA.



For example, your reporter was happy to find a pair of expertly restored front blinker lights for his 356 cabriolet. Yup – following the trend, I am replacing some 1980s repro items on my car with NOS or primo restored original trim pieces. These turn signal lights were restored by Victor Miles, the cognoscenti's first choice for beautifully restored 356 trim items. Cam Ingram of Road Scholars, fresh off his restoration of Hans-Peter Porsche's Pebble Beach winning 1949 Gmünd coupe, was seen buying up Carrera tools including a rare original 356A Stahleville wrench and spark plug socket extension that Bob Campbell had for sale. As do others, Cam and his buddies spent the week before the Lit Meet visiting shops and suppliers in Southern California to source parts, see cars, meet and greet other Porsche restoration gurus.

Which points to another rapidly growing aspect of what is now "Porsche Week in Southern California." Initially there was just the Lit Meet. A few years later the follow-up Sunday outdoor Swap Meet and Car Show came along, in its most recent incarnation as the Phoenix Club Swap and Show in Anaheim. That swap meet also had its biggest year ever in 2012 – see article on page 46. A few years later, a couple of "crews" started to show up early in the week before the Lit Meet, rent vans, and take grand tours to visit shops and dealers. We remember the Michigan crew led by the brothers Denyer with Neil Goldberg and Ted Dunham, and the Ohio/Indiana crew of Myron Vernis, Harry Burnstine, Bill Ramsey, and Todd Weingartner.

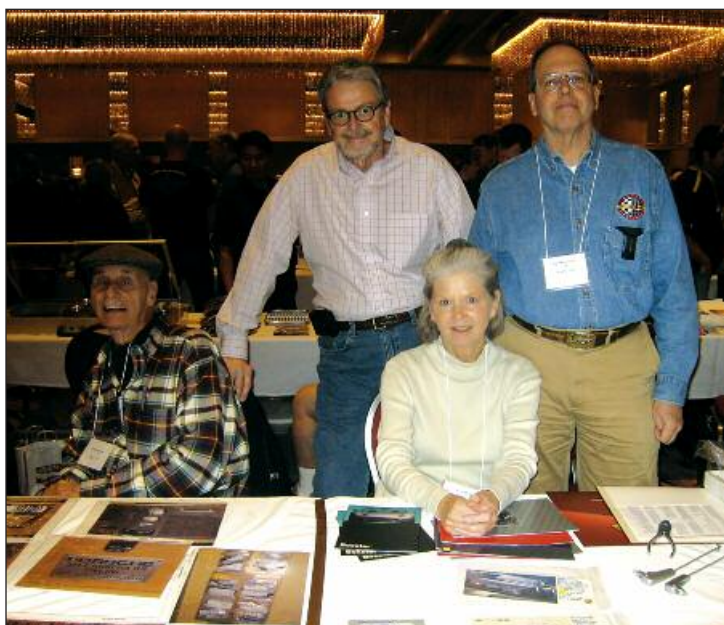


Clockwise from top left:

- Wayne Callaway had these two rarities: a cast aluminum copy of a Distler, as collectible as the real thing, and a factory award.
- Chicago area's Hugh Ruthven displayed this gorgeous 356A toy. Priced at \$3,500, your reporter really wanted it.
- Germany's Henrik Heede and his tower of Porsche toys. He also had two more tables full.
- Lest we overlook it, the Lit Meet includes vintage VWs, and here VW guru Joe Crockett displays his extras.
- Germany's Ladenburg Galleries sent Julia Stehle to distribute their catalogs for their May auction of the extraordinary "Milou Collection" of Porsche factory gifts, literature, and memorabilia.
- Still the best wall at the Lit Meet is the one with these posters, Doug Palm assisting collector/dealer Tony Singer (R).
- Mullin Museum Director Andrew Reilly (left), with Porsche collector and racer Jim Edwards and outgoing 356 Registry President Chuck House.



MORE



Top: Laurel and Scott Emsley always bring the largest array of 356 and early 911 tool kits. **Above:** Long-term Lit-Meeters, from left: Bill Jackson, Mark Smedley, Lyn Mehl, and Joe Hartman at Joe's table of trade bait.

Below: We'll bet you never saw a 356 Gmünd coupe taillight for sale before. Cam Ingram brought this one from his shop, Road Scholars Restorations. Extraordinary sculptor Jeff Gamble showed his art including this wonderful 356 piece, "King Carrera," Bruce Jennings Carrera Speedster.



Make plans for next year

The 30th Anniversary event will again be held at the Los Angeles Airport Hilton, Saturday March 2nd. Visit the event web site at www.lalitandtoyshow.com for updates, vendor info, related events and registration.

Continued

The shops and dealers in turn embraced the visitors and started scheduling open houses. The Lit Meet web site listed 12 such open houses. The total number of businesses expecting visitors is probably now well over 20. The grand daddies of these open houses are probably at John Willhoit's shop and at European Collectibles. As a measure of success, how about European Collectibles having 750 good friends stop by for supper at their open house on late Saturday afternoon?

At the end of the day, most Lit Meet attendees find that they spent the vast majority of their time simply chatting with old Porsche friends and compatriots. Bowing to the inevitable, your correspondent assigned his literature duplicates to his son and spent the day roaming the hall visiting. The people are so much more fun than the merchandise, as attractive as it is. Of course, while roaming and talking, if you see something you need or want, a quick time out to purchase is a welcome respite for the vocal chords.

The continuing good news is that 2013 will host the 30th Anniversary Lit Meet, again at the LA Airport Hilton. Next year's date is Saturday March 2nd and the 1/2-day outdoor Swap Meet and Car Show will be Sunday,



Lit Meet fixture and perhaps Grand Dame Diane Morrill with her display of 356 Registry club goodies and more.

The three founders and still current organizers of the Lit Meet, from left, Wayne Callaway, Prescott Kelly and Jim Perrin.



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There were many interesting and insightful sales that came from the Amelia Island auctions conducted by Gooding and RM as part of Bill Warner's prestigious concours weekend in mid-March.

Crowds of Porsche people who might normally be elsewhere descended on the little island off the coast north of Jacksonville largely because Gooding's event was headlined by the Drendel Family Collection of 17 cars, importantly the late Matt Drendel's assemblage of turbocharged Porsche race cars. (Ed note: See Prescott's coverage of Amelia weekend on page 50.)

Gooding & Company's auction was on Friday at the Omni Plantation complex, where David Gooding's people put together a first class event. It was staffed by knowledgeable and helpful people, with comfortable facilities, a breakfast spread for invited friends of the House, and good food and drink available at all times. The reason to attend, however, was definitely the cars. The Drendel family Collection encompassed 14 newer Porsche turbocharged race cars (including the 917/30 below) and four street/track cars that are beyond the purview of this 356-era oriented publication. (Commercial plug: Please see *Sports Car Market* for this author's feature article on the Drendel Collection.)



In our sweet spot, however, was a car that raised eyebrows around the world: Gooding's Lot 15, Steve Adler's 1955 Spyder, serial number 550.0062. Adler bought this 550 a few years back for what most people thought was all the money. The car had a thoroughly established ownership trail, all in the US, with just two owners accounting for a fulsome 35 years of its life. It also had extensive paperwork all the way back to its original invoice. This 550 was never raced; it was always a street car. Although restored twice, the last time quite sympathetically, the car retained patina and featured all original panels and parts including its original engine and gearbox. The engine in the Spyder was #90546, a later Type 547/1 built for a



Courtesy of Gooding & Company, Mathieu Heurtaut.

street 356 Carrera, rebuilt by four-cam expert Billy Doyle. The car's original engine, #90066 was included in the sale in un-rebuilt condition. This 550 had been used 1988-1992 and again as recently as last year for five runnings of the Colorado Grand and the California Mille, for many a testament to its mechanical condition.

The Gooding result proved Steve Adler to have been most astute, as the 550 sold for \$3,350,000, representing \$3,685,000 after buyer's premium. The audience gasped; so did the world-wide market. That price is broadly thought to be a world



record for any aluminum-bodied racing Porsche, 550 though RS61 and including Abarth Carreras. The originality that survived two restorations, the well-established history, good patina, and a couple of committed bidders – all conspired to this fine result.

Similarly high prices greeted many of the Drendel Porsches sold after this Spyder. At Amelia we witnessed a strongly rising market for thoroughbred racing Porsches. As long as smart collector and investor money is seeking haven in hard assets, we will likely continue to see a rising price trend on the best Porsches, especially race cars. So how did our 356s fare?

"As long as smart collector and investor money is seeking haven in hard assets, we will likely continue to see a rising price trend on the best Porsches, especially race cars."



Gooding Lot 16 was an early 1956 Type 356A Speedster, serial number 82106. Originally built as a 1600 Super, it thus was one of fewer than 500 cars so constructed. At Gooding it was presented in black over a red interior, a change vs. its original aquamarine blue over black. Originally thought to have its original engine serial number 80191, Gooding announced at the auction that the engine was a restamped case. Accordingly, Gooding lowered their estimated price range from \$225,000-\$275,000 to \$200,000-\$250,000. The Certificate of Authenticity (CoA) did specify that the car was built with coupe seats and chrome wheels. As is too often the case, this Speedster featured heavy bondo on the hood, quarters, fenders, and doors. (Okay, at least the engine lid was clean.) With the matching-number luster off and bondo slathered on, the car sold for a remarkable \$240,000, right in the middle of Gooding's range, or \$264,000 with buyer's premium. Well sold.





Lot 24 was a 1962 356B coupe, serial number 210980. This original Super 90 had a sunroof and was outfitted with black paint over a black interior, a desirable combination for collectors. It was very well optioned out, likely more recently, with a Leitz luggage rack, Les Leston steering wheel, driving lamps, chrome wheels, and headrest rolls. The car's original Costa Mesa, California owner retained the car until 2005, and the second owner was offering it up for sale at Amelia. It carried limited plastic and



looked like a car destined for a good result until close inspection revealed the absence of weep holes in the C-pillar for the sunroof drains. Oops. The CoA confirmed the suspicion: no sunroof was specified. Further, a USA car its whole life, the car had reproduction European front blinkers and taillights.

Oops again. The car hammered sold for \$78,000 or \$85,800 after buyer's premium. If the car had been all correct, popular opinion was that it could have made \$100,000+.



Lot 45 was an attractive 1960 356B T5 roadster, serial number 87383. The car was far off its Kardex with an added early Super 90 engine number 800105. Silver paint and a blue interior replaced the original light ivory over red; a 12-volt conversion was executed; and 356C disc brakes were substituted. The paint meter indicated that the Gary Kempton restoration



featured bondo, the car in a pretty full wrap with a very heavily plasticized hood. That aside, the car presented well and sold without reserve for \$135,000, or \$148,500 with buyer's commission. Despite the curb appeal, we'll call this one well sold. Of interest, the car was consigned to Gooding by a very knowledgeable and

fairly exclusive classic Porsche "dealer." One would wonder if he sold at auction rather than through his extensive network of buyers just because the car had "issues." Few rebounds occur after auction sales and good reputations are protected.



Lot 64 was an early 1957 356A Speedster, serial number 82626. It was a recently restored and mechanically refurbished car, attractively presented in red paint over a tan interior. It carried a Normal engine, serial number 63001, and Gooding cataloged the car as numbers matching. The downside was that this Speedster had heavy bondo in both front quarters, the doors' leading edges, and the rear quarters. One never knows for sure, but this correspondent would guess that the tin worm had visited. The longitudinals and floors could not be easily inspected to confirm. The car sold for \$170,000, \$187,000 after buyer's premium, to a telephone bidder. We hope he had someone at the auction to inspect the car.



Lot 76 was a 1963 356B Karmann-built coupe, serial number 211142, with its numbers-matching original Super engine number 70313. It had a lot of eyeball, with a new color combination of nicely executed Smyrna Green paint over a brown interior with corduroy seat inserts. It had GT bumper decos and GT stylized side decos, rally watches on the dashboard, and was presented with no hubcaps – overall a sporting look. The owner's wife told us that the coupe was a great driver, and seemed a tad sad that it was leaving her garage. The body restoration used a lot of plastic, however, as the quarters and doors were laden thick with the chemical restoration cure-all. Some details were incorrect as well such as Euro front blinker lights on a US-delivery car, and a 356C voltage regulator. Gooding hammered the coupe sold at \$85,000 or \$93,500 after buyer's premium. A re-

Continued



ally attractive driver, even with the plastic, the buyer was not at the “terrible deal” end of the continuum. Of interest, this car also was consigned by the same well-known high-end “dealer” as Lot 46, the silver over blue roadster above.

RM Offerings

Moving over to RM’s auction at the Ritz Carlton on Saturday, we had more 356s, some with high interest among potential buyers. Lot 126 was another Smyrna Green car with excellent paint and a very nice fawn leather interior. This time the car was a 1963 cabriolet, serial number 157229, with a 1600 Super engine, number 703676. The consigning owner from Winchester, SC was with the car for almost the entire viewing time. He was



new paint job. A new Autos International interior was fitted. Some accessories were later additions. The engine, gearbox, and brake system were rebuilt. The owner said he had put 20,000 miles on the car in his 20 years with it. Perhaps because of the owner’s forthright presentation and enthusiasm, aided by the cab’s excellent appearance, and despite the plastic, it sold for a high bid of \$120,000, a fulsome \$132,000 with buyer’s premium. Good for him.

very open about the on-going and extensive restoration work on the car over the 20 years he had owned it. Floors, battery box, quarters, and door bottoms were redone with some plastic in place, all under a nice

Lot 136 was a 1955 Pre-A coupe, serial number 54126, in metallic silver over a blue interior. It was an all-matching Certificate of Authenticity car with a Type 546/2 1500 Normal engine, number 35546. The car had been in Germany most of its life when it was imported to California in 2000 and restored. The interior and dash were attractively executed. The coupe featured a Golde sunroof added as an accessory well after delivery. It was not the factory-correct v-shaped version and it lacked any visible means of drainage. The car had fulsome plastic and variable gaps. It was bought by



a prominent North-east classics dealer for \$117,500 or \$129,500 after buyer’s commission. We know Pre-As are warming, but we’re glad we do not have to make a profit on that purchase.



RM had this very interesting 1953 Pre-A, an “in-the-day” supercharged cabriolet, serial number 60130. This car was featured in the March 1958 issue of the Porsche Club of America’s magazine, *Porsche Panorama*. The car’s first owner, Harry Mershimer of Poland Ohio, raided the Pepco supercharger off his MG and installed it on his new 1500 Normal cab. A well-engineered custom installation resulted in an added five pounds of boost at 5,000 rpm. Reportedly, the owner could get eight-second 0-60 mph times. After some 35 years hidden away, the car was uncovered and restored in the mid-1990s. As presented for auction, it was basically an interesting used car. It had a lot of plastic in it, including a big missing chip



of bondo off the bottom of the passenger door, some variable panel fit, and a well-worn interior with holes in the rugs where a roll bar had once been



installed. The auxiliary instruments on the radio block off plate were a neat touch. Despite being a well-documented historical oddity, against a \$175,000-\$235,000 estimate the car did not sell. Yup, right.



RM's Lot 161 was a 1960 356B "single-grill" roadster, serial number 87288 with a reported 74,000 total miles split among just three owners. It had a 1600 Super engine, number 85490, and its original color combination, ivory over a red interior. The eye candy that attracted viewers by the dozens was the Rudge knock-off wheels, reportedly factory specified. The



car had bondo in the quarters and on some door edges and the passenger door was out badly at the bottom. But the relative scarcity of roadsters plus the Rudges yielded a strong sale at \$220,000 representing \$242,000 after buyer's premium. Do not sell your roadsters short, but remember that Rudges are a huge plus factor, up to \$50,000 if specified on the Kardex.



Our last car is a very interesting 1956 356A Carrera GS coupe, serial number 57988, reportedly owned by General Norman Schwarzkopf's brother who lives in the Toronto area. As on any four-cam, the engine is the first focal point. This engine was number 90742, a Type 547/1 with 60-degree V-drive distributors that the catalog said was built by four-cam guru Gerry McCarthy. A quick auction yard telephone call to Gerry revealed that the engine was a bitsa motor he built from parts, but with a Billy Doyle rebuilt crankshaft. The many tour stickers and plates on the car testified to the quality of the engine, but Gerry opined that the engine would be used up by now and would need a rebuild. Elsewhere, the car had a peashooter exhaust (big sound plus), GT-ish bumpers with no decos, lots of repro trim including chrome wheels, and some really variable gaps. The red/oatmeal interior was nicely done, with overstuffed seats and perhaps "semi-GT" door panels. This Carrera hammered at \$262,500 or \$288,740 after

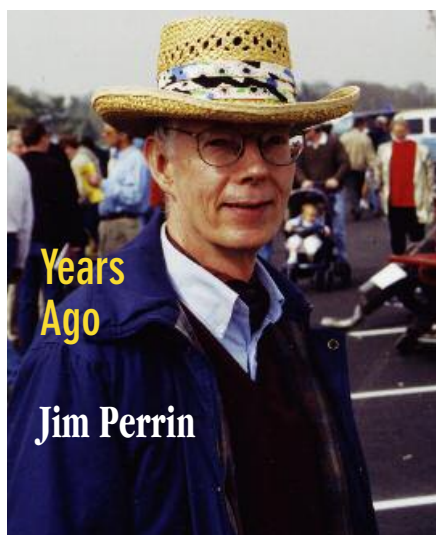


buyer's commission, below RM's estimated range but probably fair market value. Someone will spend big money to get the car into top fettle, but this reporter's guess is that the rising tide on all four-cams will catch up to the total investment soon enough.



An overview of the Amelia auctions would conclude that Porsche race car values were accelerating rapidly upward, based on the Adler 550 and the 14 Drendel race cars. Our prized 356s were strong, but moved more sideways than up. What will Monterey bring?

As always, questions, comments ideas or car transactions to share are welcome. Please email me at KellyCT@optonline.net. 🚗



Years
Ago

Jim Perrin

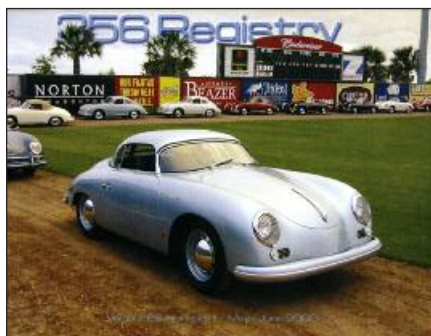
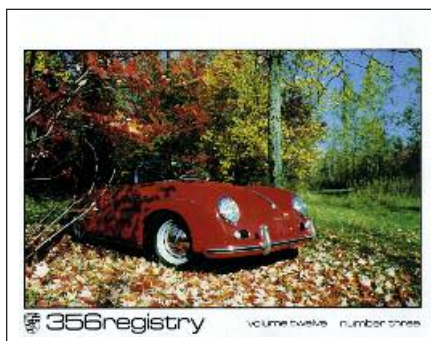
10 Years Ago.

This issue has a wonderful black and white photo on the outer wrap of the magazine. Taken at the Queen City Airport in Allentown, Pennsylvania in 1952, it shows an America Roadster with a 356 coupe a few feet behind it. This may have been a special Gmünd coupe, as the car had metal covers (probably louvered) instead of the usual rear quarter windows. The cover was from the East Coast Holiday in Charleston, South Carolina where the awards dinner was held at a beautiful minor league baseball stadium.

Bill Bradle wrote a fun story titled "They're Still Out There". Bill had owned a rusty 356 when in college some thirty years earlier. He started causally looking for a 356, but couldn't find anything in his price range that was a decent car. He then was thumbing through a Sports Car Auto Trader and saw a 1962 cabriolet for sale. He went to look at the car, which was being sold as part of an estate. After looking the car all over, he found that the car had no rust and was about

to begin negotiating, when the seller commented "We've got another one!" After looking at the second one, Bill ended up as new owner of both the cabriolet and a 1961 Karmann notchback coupe for a grand total of only \$16,000!

Jim Schragger discussed calls he frequently received with someone describing a 356 and then asking "What's it worth?" As we know, it's not easy to evaluate a car from either a phone call or an email with a few photos. After reflecting on many such discussions, Jim came to the following very good conclusion: "I can say now without hesitation that is extremely hard to value a 356 without an in-person inspection or a full pre-purchase report by a knowledgeable shop".



Prescott Kelly wrote about Porsche 356 collectibles sold at Christie's and Automobilia Auctions. Many excellent and some rare items were offered in these two auctions. The Christie's auction was well-publicized to an international audience, while the Automobilia Auction was

more of a local or regional auction. Prescott concluded that you can find rare items in both types of auctions, but sometimes better bargains can be found in the local/regional events.

25 Years Ago.

In the "Letters" column Dick Wiess of Cincinnati wrote about the 5,634-mile trip he and Tom Oerther made to the West Coast Holiday in Newport Beach. Their Super 90 coupe took a third in class at the concours and then saw plenty of rain and snow on the way back through Wyoming in early October. Just another road trip for a couple of guys who have been doing it for years.

Dave Seeland's Four-Cam Forum column discussed engine swaps. The first one was done using a BMW motorcycle. This was not the average two-wheeled machine, as it had a transplanted four-cam Carrera engine in it! (Editor's note: there will be a future article about this bike.) He also discussed VWs and Porsches that he had owned and which ended up with different engines in them. According to Dave, Paul Newman and Miles Collier each owned Porsche-powered Beetles. He noted that Paul's V8-powered Beetle (!) was being offered for sale in *Autoweek* at the time.

My own first transplant was a 25 hp VW engine in my 1953 1500 Super coupe, put in there while my Super engine was being rebuilt --- top speed must have been about 65 mph. A second one was the loan of my Speedster engine into a '59 VW Beetle I purchased one Palo Alto winter about 1964, when I got tired of water always leaking into the Speedster. Dick Osgood and I also put a Speedster transmission in the VW, and finished it off with Porsche 356A front brakes as well as the Porsche wheels and sticky auto-x tires from my Speedster! I surprised a lot of other drivers the three or four months I had the Porsche-powered VW on the road! Once the rains had stopped, the Porsche parts went back into my Speedster and the VW was sold. 🚗



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Form and Function

It is the pervading law of all things organic and inorganic,
Of all things physical and metaphysical,
Of all things human and all things super-human,
Of all true manifestations of the head,
Of the heart, of the soul,
That the life is recognizable in its expression,
That form ever follows function. This is the law.

The famous American architect Louis Sullivan wrote this credo – the rule that shall permit no exception - in 1896.

Aside from the appeal of alliteration, the phrase may have stuck in our aesthetic consciousness because we see its wisdom again and again in our lives. Only a few years later, the Austrian architect Adolf Loos argued that architectural ornament was criminal, and Modernism was on its way. This was only the beginning of a “form follows function” era in design that sometimes went so far as to avoid emotional qualities in design we might otherwise enjoy.

But must form follow function? Is ornament criminal? What about when form, even to

Automotive design

At first, automotive designers had little choice but to focus on function. After all, the earliest cars were no more than carriages with rudimentary engines, and engineers struggled just to figure out how to make vehicles that were reliable and easy to use. It didn’t take long for aesthetic considerations to find their way into automotive design, however. Those parts usually hidden from owners were made only to serve their necessary functions, but the temptation to bring a particular design aesthetic to everything else often proved irresistible. Eventually every conveniently visible piece of a car was an aesthetic opportunity.

Over the decades, automotive designers responded to shifting cultural interests and tastes with cars in which form often trumped function. Through today’s eyes, we might pronounce some designs breathtakingly

Although we tend to make these assessments with a gestalt sensibility, designers know it’s the parts that count. Each element not only contributes to the whole, each stands alone as its own design, if only we take the time to look at a car this way. Restoring a car is a good way to learn this analytical approach. Separated from their usual place, the visual appeal of individual parts can make their own statement. From any angle, an aero mirror is simply lovely by itself and only grows more appealing when attached to the driver’s door where it belongs. The 356A turn signal grill could have taken other forms, but the one chosen seems artfully drawn for its place. Removed from the deck lid, the engine grill is delicate and refined, especially with its gently curved corners. Installed, the long, narrow, longitudinally oriented blades enhance the impression of the body’s length (unlike the approach taken in the following 911 series, where width is emphasized).



Timeless designs like a Ferrari GTO or a Bugatti are always welcome on concours lawns like Amelia Island. Neil Rashba photo.



A Figoni & Falaschi-designed Delahaye at Pebble Beach. Photo: Richard Owen, Supercars.net

the extent of being ornamental, serves aesthetic functions? Can form precede rather than follow function, in a sense? A piece of chrome trim creating a line for the eye to follow, a fender curving just so, the shape of a knob on the dashboard, even the typeface of instrument numerals... Might it be argued that they have as much of a function to fulfill as all the parts that make a car go and stop?

beautiful and others distinctively ugly, but most suited their time. Many would accept French designs of the 1930s by Figoni & Falaschi as the epitome of automotive sculptural art, but other cars of the “cost-

no-object” school of design, whether earlier or later, would suit as well. For example, marques such as Rolls Royce and Packard offer magnificent examples of appealing pre-war design that celebrate straight lines. Post-war sports cars, their designers ignoring the obligation to fit a growing family in the back seat, are especially beautiful to most of us. It is hard to look at a Ferrari 250GT Lusso without lust in your eyes. Fortunately, more financially accessible designs also have their place as industrial art.

Sensory appeal as function

Although the form of many of a car’s visually accessible parts must each serve certain functions, their aesthetic appeal in doing so matters a lot. The teardrop taillights on T2 and later 356s could have been designed with the narrow end pointing to the outside. This would have served the same lighting function, but that approach would not have had the desired aesthetic effect. To switch sensory modalities, the 356 exhaust system adequately muffles without too much back pressure, but if it did not also produce just the right rumble, it would lessen the car’s appeal.

When the desired outcomes must meet both functional and aesthetic objectives, designers face the challenge of figuring out how to incorporate artistic appeal into features that are

constrained by functional requirements. It can be sometimes be difficult to meet these twin standards. The roofline required to accommodate the rear engine placement in a 356 is handled well in Coupes, but their gracefully dropping top line is unavoidably sacrificed in the open models. Early bumpers are particularly troublesome because their effectiveness in preventing low speed damage to the body often seems inversely related to their attractiveness. Many would say that 356 bumpers only got worse over the years as functional and regulatory requirements constrained aesthetic options. And of course the Speedster windshield is justly famous for its beautiful shape but no less infamous for falling well short of serving its function of discouraging water from entering the interior. Preserving the former and conceding the latter, Speedster owners just leave the top down, or stay home. It turns out that there is sometimes a price when form trumps function.

Jim Johnston



Fortunately, many of a car's features are required to serve no function other than appealing to the senses, which is a very important function indeed. After all, if a car does not appeal to potential buyers at an "emotional" level, it may not survive in the marketplace, not matter how well it does its job as transportation. For these aesthetic elements, the designer is freed from mechanical or other operational criteria, but is hardly free. In focusing on what the viewer sees or touches, there are countless choices to be made about form, materials, color, and placement that must collectively prompt the right aesthetic reaction in viewers. Sometimes they get it wrong. Just ask BMW about the 7 series Bangle Bustle of a few years back.

The 356 as aesthetic design

The origins of the 356 model in some of Porsche's earlier automotive designs, especially the Volkswagen, are well known. As a car designed primarily for sport, Erwin Komenda and his colleagues followed a design philosophy focused on the important function of aerodynamic efficiency, as epitomized by the Berlin-Rome racers. Although the rear engine placement took

advantage of experience with the Volkswagen, it had the further benefit of avoiding the need for a large opening at the front of the car to accommodate radiator cooling.

This adherence to the "form follows function" dictum for the overall lines of the car didn't discourage a more purely aesthetic approach to its details. As befits the body's curves (taking the A model as our example), there are a minimum of straight lines on the attendant bits and pieces. Every part attached to the outside of the car — signal and tail lights, door handles, the engine grill, body badge, hood handle, fender mirror, tips of the rocker deco, bumper guards, rear reflectors, and more — is curved in particular ways. Together with the curves of the small body, these bending shapes convey a sensory smoothness, even femininity, that contrasts with some other designs of the period, such as the more muscular Austin Healy or the more substantial 120/140/150 Jaguar series.



Maitby photos

This "soft" aesthetic continues in the interior. There are no sharp corners anywhere and few straight lines, aside from the flat dash panel and horizontal features of the doors. We may take this for granted, but these curves were carefully selected by the Porsche designers. In most instances, the curves were not required by any functional outcome other than sensory appeal to customers. The plastic knobs all over the

Thoughtful yet understated shapes are everywhere in a 356. And lest we think it's always easy, consider what happens when form trumps function (right).

cockpit could have been flat on top, but they are gently domed. The steering wheel hub and spokes did not have to emphasize roundness. The corners of the rear view mirror, interior lights, and other pieces are rounded as well, though this served only aesthetic purposes.

There is nothing special about curved lines in cars of any era, of course. However, the collection of particular curves and how they are used and relate to each other is unique to each marque and model. The design elements of the 356 come together to communicate a smooth, integrated, almost delicate sensibility that belies the car's strength and reliability on the road or track. From the outside, the design looks light and potentially fast, a suspicion confirmed once underway. There are almost no superfluous curves. The metal does only what it has to do to be a car and move through the air quickly, perhaps one of the qualities that set early Porsches apart from other marques. The interior has a similarly minimalist yet comfortable appeal, a feeling compatible with the tightly wrapped body. The interior design features suggest competency through their simplicity and the rich quality of the paint and materials.

The next time the weather discourages a drive, grab a cold one and just sit back and look at your car as an exercise in automotive design. Can you find anything that doesn't look right? What design elements would you change if you could? Are you sure your version would look better? Did a pretty good job, didn't they? 🚗





Morality Play

In March of this year I was perusing eBay for a VW Ghia or Bus backup light housing for use as a third brake light on my coupe when one particular listing got my full attention. It simply read "Vtg 60's PORSCHE VOLKSWAGEN BEETLE KARMANN GHIA HELLA TR2 BACK-UP REVERSE LIGHTS". Even though it said "Porsche" in the description, that is not what caught my eye. VW ads often have the word "Porsche" in them for a myriad of reasons, but that is not the story here. What made me look twice was the photo. Upon closer inspection, what I saw was not a set of the pedestrian VW backup lights, but a set of good ol' Hella 128 fog lights. Yup, the real thing. While they did not sport the familiar "V" lenses, they were authentic 128's nonetheless.

I postulated that the seller had obviously mistaken these for the same lights on a VW Bus or Ghia he may have driven as a teenager. An honest mistake, but man, somebody might get a real steal here. Since the term "356" was not used in the listing, that was going to knock out 95% of our brethren who regularly search eBay.

Here is where it got interesting. I clicked on the listing and saw an opening price of \$9.99 with no bids placed. What I did not see was the dreaded "(Reserve Not Met)" in blue text below the opening price. "What, no reserve?" I shouted to myself. The auction immediately went into my watch list. Even though I did not need them, I fantasized about a pair of these babies at \$9.99 and being the envy of my friends.

When I snapped out of it, I realized that this guy might have some other cool stuff up for bid. Well, he did (it was not what you would expect and we will get to that later), and here is where it all fell apart. While scrolling through his items, I came upon his only other automotive related listing. It read "Vtg 60's PORSCHE HELLA 128 FOGLIGHTS FOG LIGHTS 911 912 356 ORIGINAL! 62 65 68".

And right there staring me in the face was a picture of a set of VW Ghia and Bus backup lights. Clicking open the auction I saw the same scenario, a \$9.99 opening price with no bids and a no-reserve auction.

I immediately thought of nothing but a big mess for all parties involved. How about the fellow who would win the auction with the 128's pictures and VW description? How about the fellow who would win the auction with the 128's description but the VW pictures? How about the poor seller who did not know what he had yet still had to explain the entire debacle to at least one angry buyer?

I shut off the computer and pushed away the keyboard. Grief is a bad thing and I spend most of my time trying to avoid it. It weighed on me for a couple of days before I checked both auctions again. The auction with the VW description and Hella 128 pictures was up to \$52. The auction with the Hella 128 description and the VW backup light pictures was up to \$102. The VW units never sell for over \$100, much less with 4 days still to go before the end, and 128's for only \$52??

This was a real mess, but it was not my mess. Still, a Registry friend of mine is a huge proponent of honesty and truthfulness in our hobby and I admire that, but was it my place to get involved?

The seller is not in the business to sell car parts. His eBay seller ID is "dead-guy-stuff" and what he does is buy estates and sell off the neat items one by one. His approach is unique, but very effective in that he has a terrific eye for what will sell and what will not, and he only lists items he feels will sell. If you check his completed listings, you will see that well over 95% of his auctions are successful. Each auction is no-reserve and has a \$9.99 opening price. His sold items bring anywhere from the opening bid of \$9.99 to over \$1,500. Very few items sell for only the opening bid; most sell in the \$200 to \$600 range. He plays the numbers game and lets the market decide his items' value. It's pretty ingenious if you think about it, he makes plenty of money by the sheer volume of his salable items vs trying to squeeze each dollar from every item he lists, which in the end is the reason most auctions go unsold. One particular eBay seller of 356 parts comes to mind. This seller has anywhere between fifty and one hundred items listed at any one time, yet rarely sells anything. I like "dead-guy-stuff"'s approach much better.

So what did I do? Dead-guy-stuff seemed to be a real asset to the eBay community with a spotless rating and auctions full of desirable items. If I could save this guy some grief, that would balance out any misgivings I might have about ruining somebody's "deal" on a set of misidentified fog lights.



Transposed photos and descriptions had the potential of making one buyer happy, one unhappy, and damaging the reputation of an otherwise stand-up seller. What to do?



My email to him pointed out that the images needed to be switched between the two listings. I told him that while the VW lights would not fetch \$100, the 128's should bring well over \$400 and that the right items were sure to go to where they were supposed to go. He checked things out and got back to me, thanking me for alerting him to the pending disaster. He closed each auction and then re-listed the items properly. The final result was that the VW lights sold for \$76.99 and the 128's for \$449.44.

Did I do the right thing? I believe that I did and would hope that somebody would help me out like this if the roles were reversed. Some might not agree, but I would do it again if a similar situation presented itself.



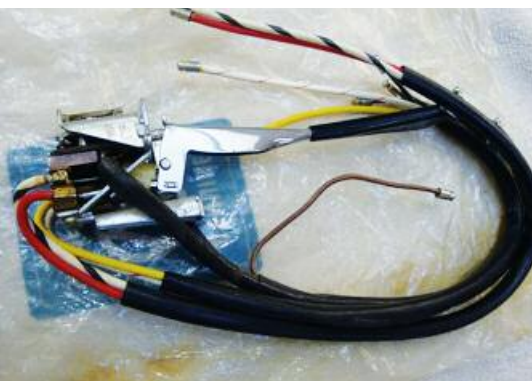
Rear Bumper Reflector Set Purchased with "Buy It Now" for \$71

While these reflectors are not standard issue 356 items, there was some discussion recently on the Registry forum regarding reflectors in general, and Charlie White posted a period picture of these on a European T-5 coupe. He believed that these larger reflectors were required by a certain European country, but could not remember which one. He also stated that these reflectors were for above the bumper as shown in his picture, not below.



Dash Bezel Tool Buy It Now for \$18

These tools have been around for a while, but for those who are not familiar with them these are a must have if you are going to remove your wiper or headlight switch. The prongs at the base fit snugly into the holes in the bezel making for safe and easy installation and removal. If you have any doubts of their worth, ask some of your freinds with scratches in their dashboard how they got there (likely from some sort of needle-nose pliers slipping off of the bezel). Re-painting your dash is a nightmare while these are \$18 shipped. There is also one for the larger ignition switch bezel and if you work on your own car this could be the best \$36 you'll spend.



356 Turnsignal Switch Bids: 19 Sold for \$325

At one time these switches were being re-produced, but I no longer see them available. This piece was described as new and never used, so it was unclear whether or not it was a Porsche or SWF switch, or one of the reproductions from a few years back. The picture shows it sitting on a plastic VW parts bag, so who knows? If it looks right and works, then good enough. I believe that the \$325 was quite fair for a 356 electrical item that is fast drying up, and so did at least one of the seven different bidders.

Questions, comments and criticism are welcomed and encouraged. I can be reached at spg356@sbcglobal.net

356 Sunroof Motor Bids: 6 Sold for \$357

I have little experience with these motors and rarely see them for sale, but the only real issue I ever hear about has to do with the cables and not the motor. Two different bidders wanted it pretty badly with an opening bid just over \$100. Described as in good working order, you have to wonder if the winner needed it to replace a bad unit, or if it was to go in a car with an electric sunroof clip grafted to it but needed a motor.



356 Front Trunk Lid Hinges Bids: 12 Sold for \$66.33

Last year when one of my hood hinges gave up the ghost it was an eye-opening experience. "I'll just send out a few emails and have one in no time" I naively thought. The reality was that that all of the good ones were already on somebody's car. I had plenty of people that had hinges available, but with warnings that they were likely not any better than the one I had. Plus, the asking prices were pretty expensive to be taking a chance like that. Hearing of my plight, Adam Wright stepped up, dove into his VIP parts stash and sent one that worked great (I still owe you one, Adam).



Pre-A Starter switch assortment Bids:10 Sold for \$556


As is a common theme here, anything Pre-A will sell. In this lot there were two starter buttons and some original and repro dash knobs for a '54. Left over from a restoration project, these were a nice find for somebody doing an early car. I am especially fond of the "snot green" pieces as opposed to the more common ivory ones. Seven of the ten bids placed were above \$400, and this is for dash knobs! Start adding up the numbers and you can see why Pre-A restoration is a sport all its own. 🚗

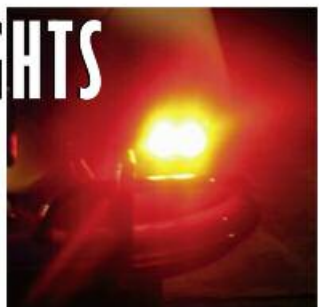


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FROM THE VERY FIRST PRE-A'S A CONTROL LEVER ALLOWED HOT AIR FROM THE ENGINE TO BE ROUTED INTO THE CABIN.

INITIALLY THESE CONTROLS WERE ON THE DASH BUT FOR THE 1955 MODEL THEY MOVED TO THE FLOOR. INITIALLY THEY WERE AFT OF THE SHIFT LEVER BUT AS OF THE T2 MODEL, THE CONTROL MOVED IN FRONT OF THE LEVER, ALLOWING THE LATTER, FOR INCREASED COMFORT, TO BE MOVED CLOSER TO THE DRIVER. C'S WERE BLESSED WITH A LEVER RATHER THAN A KNOB. "BEHIND THE SCENES" THE CONTROLS ALL WORKED IN THE SAME WAY. THE KNOB CONTROLS A CABLE THAT IN TURN CONTROLS A LEVER ON A HEATER CAN THAT CONTROLS A ROD THAT CONTROLS THE LEVER ON THE FLAPPERBOX. IF ALL OF THESE CONTROLS ARE INDEED ADJUSTED CORRECTLY, HOT AIR WILL FLOW INTO THE CABIN AND CAN BE DIRECTED TO THE FOOT WELL AREA WITH A SLIDER. AIR NOT EXITING THERE WILL FIGHT ITS WAY TO THE WIND SHIELD TO DE-FOG IT. THOSE OF US NOT LIVING IN ANY OF THE SUNNY STATES KEEP A CHAMOIS HANDY...

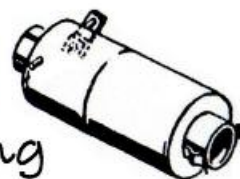
HEATING SYSTEMS STAYED PRETTY MUCH THE SAME DURING THE 356 PRODUCTION ALTHOUGH SLIGHT MODIFICATIONS WERE MADE. B'S AND LATER MODELS, RECEIVED SMALLER MUFFLERS. WITH THE INTRODUCTION OF THE T-6 MODEL, EUROPEAN REGULATIONS DICTATED A DESIGN CHANGE THAT SIGNIFICANTLY REDUCED THE POSSIBILITY OF EXHAUST FUMES ENTERING THE CABIN. THE "EURO SYSTEM" IS QUITE DIFFERENT. IT INVOLVES MORE ELABORATE HEAT EXCHANGERS AND DIFFERENT ENGINE TIN WITH DIFFERENT AIR ROUTING. US DRIVERS WERE ALLOWED TO CONTINUE TO ENJOY CO2 INHALATION WITH THE OLD, NOW REFERRED TO AS, "US" SYSTEM.

THE DENTED TOP NO LONGER ALLOWED THE SPINDLE TO MOVE FREELY AND THE VALVE TO FULLY CLOSE.

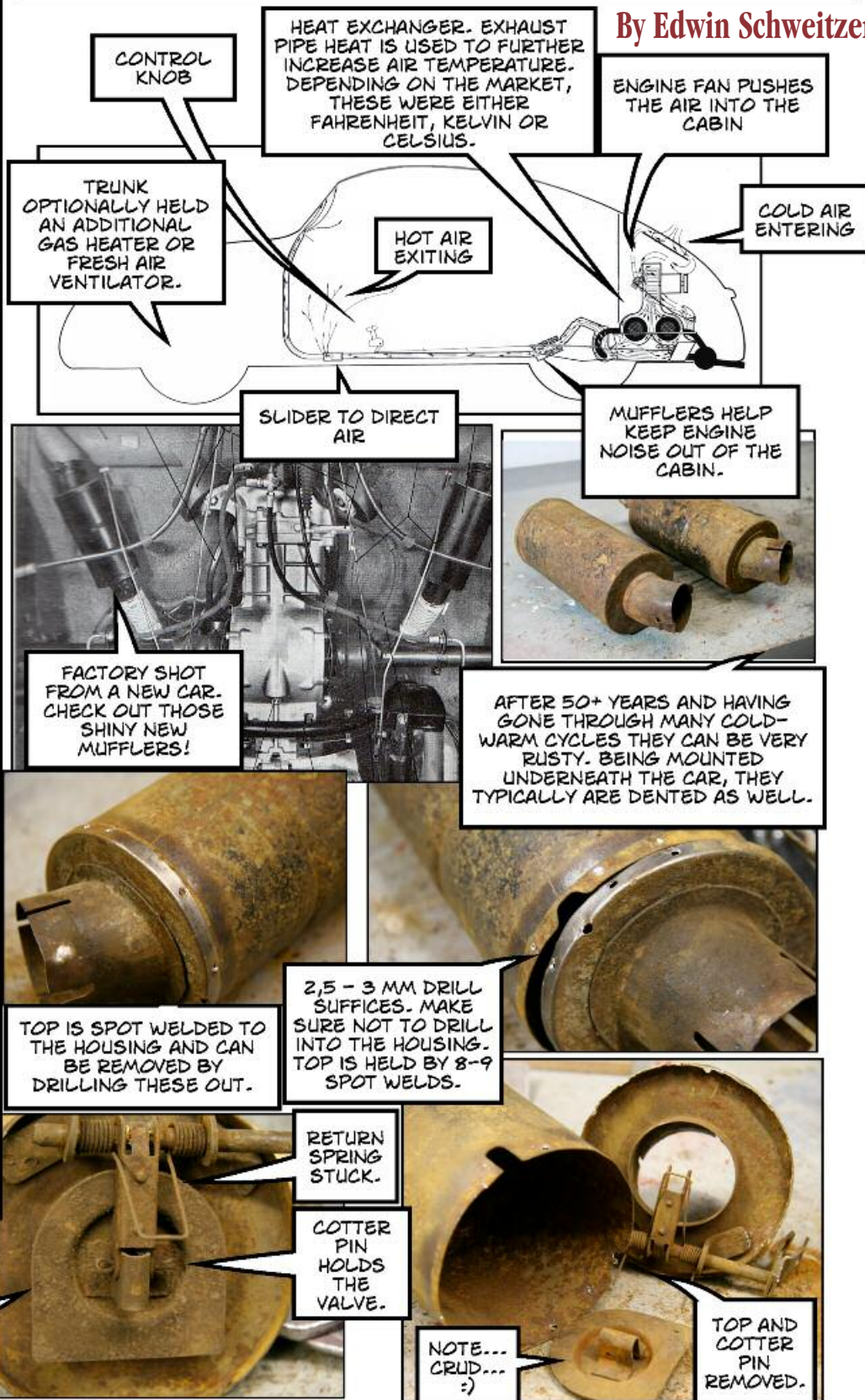


356 Resto Strip

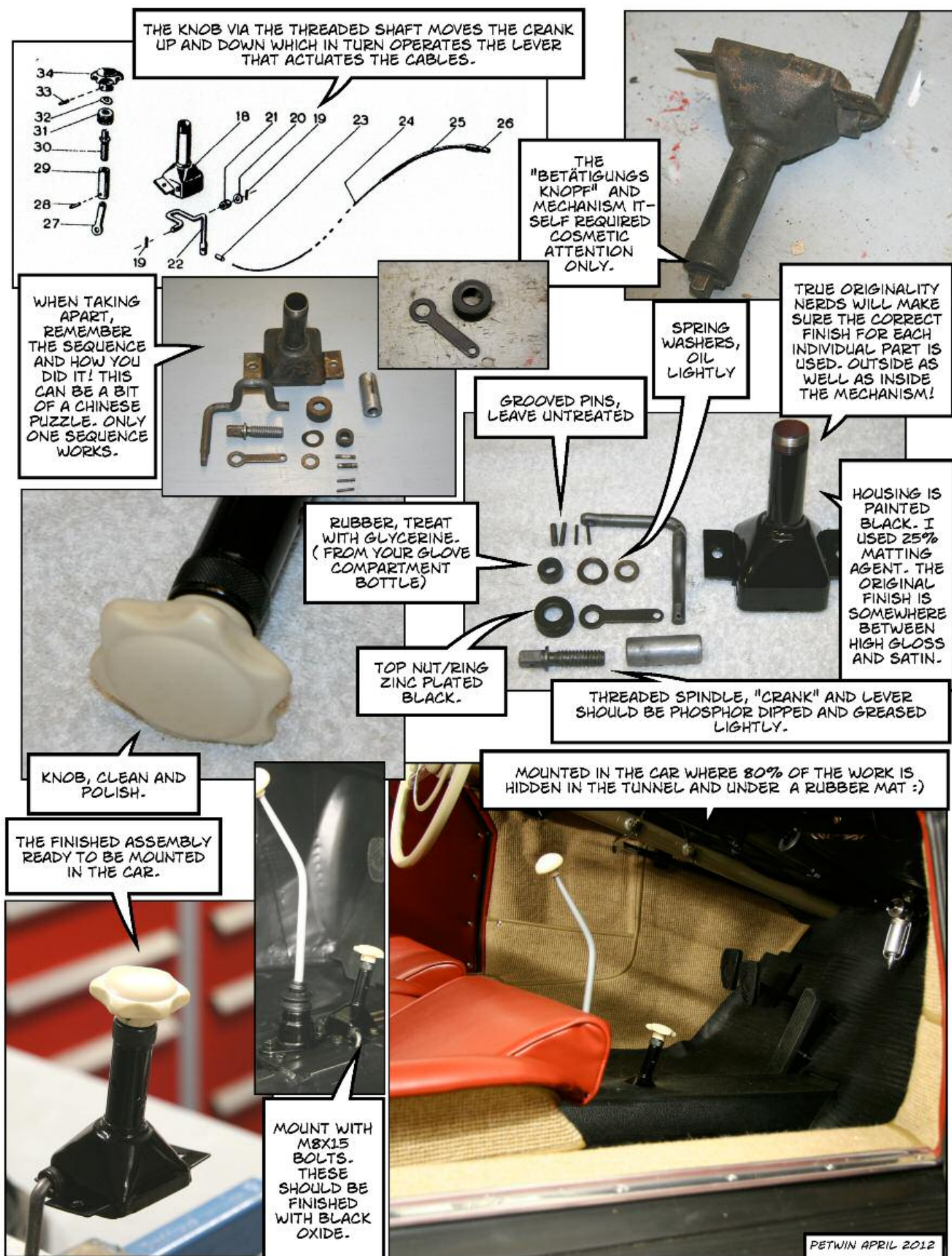
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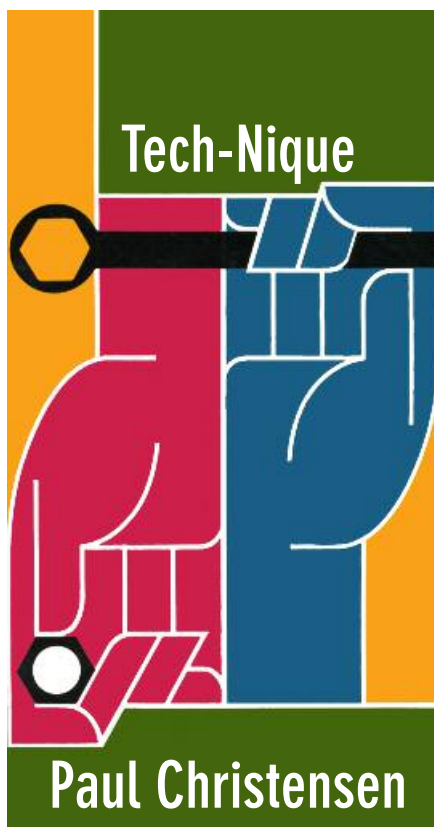


By Edwin Schweitzer









A drum brake car with the hubcap removed. I always align the painted lug nut with the valve stem. No, I don't know why, I just started doing it 30 years ago.

Disc brake hub with the hubcap and wheel removed.

The axle and all the parts minus the brake drum. This consists of the axle, inner spacer, and wheel bearing with the large O-ring on the outside diameter, the slinger washer, rubber O-ring, seal/spacer ring, and the rear axle nut. Note the tell tale seam line around the outside of the small O-ring.



Keeping the rear wheels on.

In this article I will attempt to include additional information to the 2004 spring edition of the Southern California 356 club magazine regarding the rear axle and brake hub. Over the years it seems the use of our little cars is changing in a positive way. More events are being held; tours, special driving events, and Holidays are increasing in attendance, which means more people are driving the cars, and for longer distances. With this in mind it pays to perform some easy safety checks and preventive maintenance.

There is a group of friends in the Reno area who drive our cars often and help each other inspecting the cars prior to an event. Some times it is better to have someone else check your car to avoid the "Oh it will be OK for now, I'll fix that later" syndrome. When we tech a car for tours, autocrossing or vintage racing, it only takes a few minutes to check that the wheels are on tight. That sounds silly but there are some issues that can be nipped in the bud.

Checking

First, grab each wheel and vigorously shake each tire back and forth and side to side. If there is play in the front, it indicates excessive play in the link, king pin or wheel bearing adjustment. This topic was covered in a previous issue.

If any play is found in a rear wheel, it could be a worn rear wheel bearing, a loose wheel hub, a loose axle nut, or all of the above. A loose axle nut is a clue to a larger problem; they just don't back off from a 55,0 mkp (400 ft lb) of torque for no reason. The play you feel may be related to a failure of one of the rear axle bearing unit components.

Another indication of a rear wheel problem would be oil coming out of the hub of the wheel by the 36mm nut or that little hole in the hub. So pop those hubcaps off and give it a quick check.

Resources

To repair an oil leak or check on any loose components, refer to the Porsche Workshop Manual Group R: Rear Axle and Transmission section, Operation 16 R: Replacing Rear Wheel Bearings and Seals. Another resource is found on pages 144 through 146 in the Henry Elfrink's *Porsche Technical Manual*.

Additionally, if you remove your brake drums to attend to your brakes, and/or you plan to replace the rear seal, there are several hints I have found which may assist you. You may have heard that the Porsche seal, O-rings, slinger and such are identical to those found in the common VW re-

placement package. Well they are - with one exception. The VW oil slinger washer is made of soft steel and that is a problem for our cars. The 356 Porsche transaxle needs the original Porsche slinger washer, which is harder when compared to the soft steel VW-style component. The Porsche slinger washer, when tested, will come in at a Rockwell hardness of R 62 and the VW comes in at dead soft. I have opened the package of the common replacement kit, taken the slinger out, held it between my first finger and thumb of each hand, and applied a quick twisting motion. The slinger, which is made of soft steel, will bend easily and not spring back. A Porsche or spring steel slinger washer is very stiff and made out of tempered steel. It will hurt your fingers before it will flex much. **Do not** use the soft steel slinger washer. Throw it away. Use the original slinger washer if it can be salvaged, or better yet contact your 356 parts supplier for the correct part. I spent a lot of time with Brad Ripley at NLA/Stoddard (a blatant plug) regarding this issue. He makes up his replacement parts kit with the correct Porsche slinger washer. I am sure other suppliers may do the same, but do not assume; remember to always ask questions and get the correct parts.

On the left are the drum brake kit contents. The 0,1 mm (.004") shims are used to adjust the preload for the backing plate. The disc brake kit (right) is somewhat different. It does not need to have the shims, the large O-ring is a different part number and the seal is a different size.



The seal spacer has a beveled recess for the small oval shaped Porsche rubber O-ring. The O-ring is compressed against the steel slinger, which is pressed against the wheel bearing. A very qualified "Rubber Guy" (also a vintage racer) reminded me that rubber, like fluid, does not compress. It has to go somewhere if the volume of the rubber exceeds the cavity it is intended to fill. The soft steel slinger tends to deform more on the inner diameter than the hardened steel spacer.



The seal spacer with the bevel, the #356 34 296 small rubber O-ring, and the slinger washer. Always use the proper rear o-ring for the axle shaft. Use the rubber o-rings provided in the kit, if you just throw any size on this shaft, the chances are you will destroy even the hard Porsche slinger washer.

When a soft slinger is used, it starts to deform when the brake drum is torqued to specification. As the car is driven, the soft steel slinger continues to deform. Remember, as the slinger deforms, the torque on the wheel hub decreases and the wheel becomes a bit loose. Things just continue to deteriorate. The metal that was once part of the slinger is not there now and most likely went through the bearing and ended up as metallic hair on the drain plug of your transmission. Just think of the path that debris took. I would recommend changing the rear wheel bearing and your transmission fluid to avoid further damage.



This view of the seal spacer and a deformed soft steel slinger washer is for illustration purposes. The soft deformed washer should face the other way.



On the left is an original used spring steel slinger that has minimal distortion. The middle upper soft steel slinger washer was formed around the seal washer and the bearing. In the bottom middle position, only the outer part of the soft slinger washer survived. The new hardened slinger washer is on the right.

A loose rear axle nut will also have detrimental effect on the brake drum or disc brake hubs. **Continued**



These splines have not worn much, but the inner surface of the hub has been worn away by the seal ring due to back-and-forth movement of the wheel. Also shown are more examples of failed parts. Yes, that is an annular brake hub.

More loose axle nut results:
A drum brake that has the splines worn away due to the back and forth motion of the wheel.



Keep track of your balls!

If you replace your rear wheel bearing, make sure that it is the deep groove 6306 DIN 625 C3 ball bearing that has 8 balls. There is a 7-ball version, which is offered as a replacement. They do not last as long, and the 6306 bearing puller will not work on them. Ball counting in the transmission bearings is also another wise move, but that will be covered at another time.

Close, but no cigar

Our cars have some unique and carefully engineered components, which may happen to have the dimensions of similar cars. However, the new replacement parts may not always meet the specifications that were



The bearing on the left is an 8-ball 6306 C3 bearing. The bearing on the right is a 7-ball variety.

originally required. Many parts houses do not have the product depth or engineering expertise to address the demands of all the different marques. Remember, the 356 has been out of production for 47 years. Please patronize the vendors that support our cars, and have a little patience. They are dealing with an ever-diminishing supply of acceptable parts. The good news is we have an incredible support system through our organization and dependable vendors that are constantly product testing and becoming more knowledgeable about the cars.

Count your balls, so you can drive it like you stole it. 🚗

Paul Christensen



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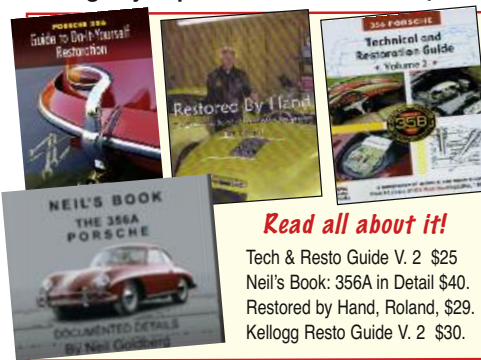
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The annual run to the auctions in Phoenix showed that the early Porsches were rising in value as the US economy was recovering. The prices on fully restored cars continue to climb. That keeps the incentive there to spend the money and do an expensive restoration that only a few years ago would cost more than the finished car was worth. It's easy to remember those days when all we were trying to do was fix it so that we could get to work on Monday.

Back in the day there were long discussions about how to use fiberglass to patch holes in the floors and the wisdom of installing a VW engine if the original Porsche power plant expired. Back when the cars were all but used up you didn't want to spend a lot to keep a \$500 car alive. More than one car ended up with a state highway sign holding the seats in place and bungee cords holding on to the bumpers. Nobody ever expected these Tubs to last 50 years, let alone be what they're worth today.

In Scottsdale, a restored Speedster done by a well know shop in aquamarine blue with a tan interior brought over \$330k, easily \$50k over the last high water mark for that model. Remember these are "auction" prices with two rich guys in the same tent at the same time wanting the same car. Open car prices had the effect of pulling up the value of coupes as A coupes (built '56-'59) hit \$100k and later C models (built '64-'65) were over \$70k. The last two were models that I've had in my driveway in the last few years and really tells the story.

In 2006 I bought a '58 356A coupe and drove it home from Albany, NY. It ran great and just needed a little cleanup, tires and detail work. I played with it for about a year before sending it off to a new home. In the driving condition that it was in, \$20k seemed like a fair price. The same car today would easily bring three times that amount. I found a '64 coupe in '07 with an electric sunroof from Texas in the back of a garage in Rockport after many years of sitting. When it finally came back to life I struggled to get \$20k from a fellow in Connecticut. That car now would be headed toward \$75k with that unusual option.

The entire market has moved upward with the best examples moving up the most. Buyers will pay more than they should for fully restored cars but won't pay enough for projects. The truth is that as we all get older we don't want to spend time on projects, we want to drive a nice car



Tail Lights

By Tom Tate

A happy ending on the fringes of the market

now. Most are willing and able to spend more to get more. I believe that's what pushing prices steadily up.

While in Scottsdale in 2011 my son asked if I would stop by his friend's house to give him a few pointers on his project, a '64 356 C coupe. Like Rob, he was a 911 guy and not that familiar with old tubs. We took a look and saw that he was well along in the process. The car was ac-

were only a few details to finish. I offered to buy the car and have Rob finish it as a learning experience but the owner declined.

A month or so back I asked what became of the black coupe and we discovered that it was still in the same garage but ready to go to a new home. I called the owner and offered to list the car on the 356 web site available to club members in the Cars For Sale section of the classified section to see if we could help find a buyer. We priced it below the current market because the seller really needed the room and the hope was that someone in the 356 Registry would get a restored car for an unrestored price. I am a broker, after all; I put deals together.

In the first couple of weeks there was the usual flurry of requests for more photos but no offers. I swear there are people out there that just collect photos of other people's cars. I know because I have sent thousands. Then, out of the blue, I got a call from a woman who is a fireman (fireperson?) in San Francisco on vacation in Hawaii. She is a 356 Registry member and has a '60 356 black Roadster and is looking for a coupe to match. She was very knowledgeable about Tubs after having hers for many years and a joy to talk to on the phone. She thought that the coupe would be a great car for her and her partner to use when the weather wasn't great, which happens in SF. Some days the fog comes in and never leaves. I know. I've been there.

I gave her the story about the car and insisted that she have a pre-purchase inspection done since I didn't know the car well enough to speak for it. She agreed.

Rob called his buddy who was happy to get it to a local shop. The well-known repair shop squeezed in the PPI and the car passed with flying colors. The deal was struck and in two days the car was on its way to that beautiful City by the Sea.

Three days later I got an email from the buyer with a You Tube video attached showing the car coming out of the trailer in front of her house. Isn't technology great? They were

ecstatic about their new tub and went on and on about what a great experience the whole process was. It was everything they wanted and a perfect Thelma to their Louise. The best part was that they didn't have to go under a tent to get it. She said there's a ride in a fire truck and a dinner out there waiting for us when we get to town. With an offer like that Rob and I might have to go out soon.



tually a project that his father had bought 10 years before and never completed. He had lost interest and just wanted it finished so that they could sell it. The car had been painted its original black and the red interior had been replaced with new material making a great combination. He had a company come over to his house to install a new headliner. The windows were still out when we saw it but there

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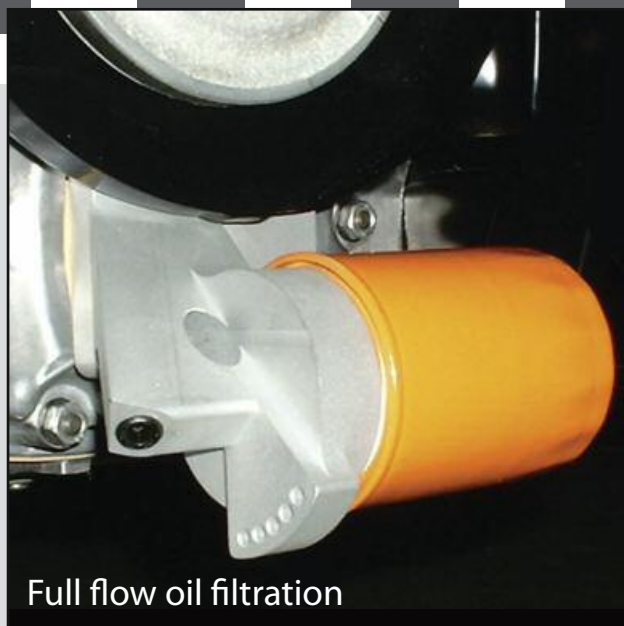
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