



VintageVoice

May/June 2012

Volume 37 • Number 3

The Vintage Volkswagen Club of America Newsletter • Established 1976



INSIDE:

- 3 Director's Forum
- 4 Volkswoman
- 7 Beetle in 1997, 1998, 1999, 2000, 2001, and 2002
- 8 Member Profile
- 10 What is Inside a Speedometer, Anyhow?
- 11 Turning the Work Commute into a VW Salute
- 12 Fox Valley Volkswagen and NIVA
- 14 18th Annual Volkswagens on the Green
- 16 Meet in the Middle BBQ IX
- 18 Postcard Collecting
- 22 Historian's Corner
- 25 VOLKS-WESTON

PRSRST STD
U.S. POSTAGE
PAID
PERMIT No. 901
Waterloo, IA

Das Volks Vintage Volkswagen Gruppe
Presents

2012

LONG ISLAND Air Raid

Long Island, NY
August 5, 2012

	FREE FOR SPECTATORS \$15 FOR SHOW CARS	
www.LONGISLANDAIRRAID.com		
LONG ISLAND, NY		

DAS VOLKS
VINTAGE VOLKSWAGEN
GRUPPE

**20th
EUREKA
SPRINGS**

**20th ANNUAL VW FESTIVAL
SWAPMEET AND TOURCADE**

August 24th, 25th and 26th
Eureka Springs, Arkansas

FINAL CLEARANCE OVER 53% OFF



VWCA MEMBER'S ONLY PRICING

We've decided to clear out these silk-screened brass plated bumper badges far below our cost. This offer is made exclusively to our members only.

The face of this badge measures 3 inches in diameter. Overall, this badge stands 4-7/8" in height from top to bottom.

Originally priced online for **\$23.95**, you can order yours at a savings of **53%**.



STAINLESS STEEL BADGE MOUNTING BRACKET

Our mounting bracket easily attaches to your front or rear bumper bracket on all Beetles up through model year **1967**.

Normally priced on our website at **\$13.95**, you save over **28% off** the bracket when ordering this item in combination with our **Commemorative Brass Bumper Badge**.

Installation by a VWCA Board Director is not advised.

Quantity	Item	Price	Total
	Bumper Badge and Bumper Bracket	\$10.95 \$10.05	
	Total Combination Price	\$21.00	
Shipping			\$7.50
Total Enclosed			

Shipped USPS Priority Express. Mail your order (check, or money order in USA funds only) to:

Vintage Volkswagen Club of America
PO Box 1842 Mason City, Iowa 50402-1842
Please allow 3-4 weeks for processing.

This offer is not available online



Director's FORUM

by howard query

Burtonwood@vwwca.com

This last April at the Golden Gate Chapter Spring Meet (California), three individuals including Scott Dempster, Mark Merrill & Ray Schubert were all awarded the prestigious “Heroes of Antique Volkswagening” award as presented by Golden Gate Chapter President and VVWCA Rep, Rick Spohn. The “heroes” award originated in 1999 and was designed as a unique program honoring, by nomination, those people within the hobby who unselfishly give “above self” their time, energy, experience and dedication to the Antique Volkswagen hobby, with little to no personal gain or attention.

Since its inception, 23 individuals have been the proud recipients of this award. In 2006, I too was awarded the coveted honor of being recognized by my peers at the Michigan Volkswagen Festival in Ypsilanti, Michigan. Recipients of the “Heroes of Antique Volkswagening” are as follows:

1999 - Dave Crompton
2000 - Jim Siegfried & Bill Collins
2001 - Rich Kimball, Chuck Pisoncki & Bill Bowman
2002 - Bob Case & Rick Spohn
2003 - Matt Joy
2004 - Connie Holcomb & Jan Peters
2005 - Peter Cook & Howard Query
2006 - The Berg Family
2007 - Jerry Jess & Tony Moore
2008 - Erich & Wendy Kircher
2009 - Everett Barnes
2010 - Terry Shuler
2011 - Jeremy Clayton
2012 - Scott Dempster, Mark Merrill & Ray Schubert

We at the VVWCA are not one who likes to point out or call attention out errors and omissions; however in this instance ... I will take exception. As you scan the “Heroes” website at <http://home.comcast.net/~commonsteve/HEROES.html> you most likely not see the name mentioned of the year’s 4th

recipient of this honorable award. Maybe it’s just because of humility or the humbling fact in itself that this person would be honored with an award he himself established in 1999 to recognize those who give of themselves. Without a doubt in my mind, Steve Mierz is fully deserving of this award for his commitment and dedication to our Antique Volkswagen Hobby.

I would personally like to thank Bill Bowman and Rick Spohn for nominating this year’s fourth award recipient. Here is a copy of their nomination:

Steve Mierz Nomination for the 2012 “Heroes of Antique Volkswagening Award”

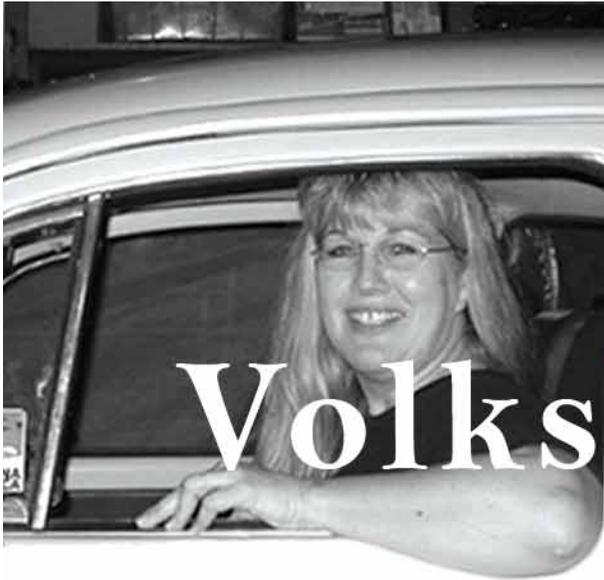
I would like to nominate Steve Mierz for the 2012 “Heroes of Antique Volkswagening Award.” Steve is responsible for starting the “Heroes of Antique Volkswagening Award” and his nomination is long overdue for his numerous, unselfish contributions to the VW hobby.

Steve started the Connecticut Volkswagen Association (CVA) in 1985 and was its president for 6 years. The CVA still exists today after all these years. After founding the CVA, Steve started another VW club - Common Gear, Antique Volkswagen Society. While still active in the Common Gear club, Steve is also active in the Shoreline Antique Auto Connection.

As you can see, Steve is very active in the hobby and is very giving of himself. He has done this for years while balancing a family and work commitments. I don’t think anyone will argue that Steve more than deserves this award.

Because of Steve’s dedication and unselfishness to the VW hobby, I am nominating him for the 2012 “Heroes of Antique Volkswagening Award”.
Rick Spohn

Director’s Note: “I second that. Congratulations Steve! We’ll be adding your name to the list!”



How Your VW Works

Volks Woman

by Lois Grace • vlkswmn@sbcglobal.net

Being of sound mind and fertile (or was that futile?) imagination, I had the thought recently that every VW owner could benefit by a short discussion of how the VW actually works. After all, how many of us really know how our trusty Bug or Bus or Ghia gets us around? In all reality, it is amazing to me that it works at all, because even though very simply in design, like the human body, things in a VW happen in a mysterious and marvelous way. I'd like to take a few moments to attempt to explain the VW process, if I may, from a Blonde's Eye point of view. It never hurts to refresh your memory, and if it does hurt after this, I apologize.

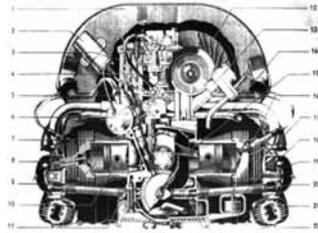
To really understand how and why your VW works the way it does, you must understand the various systems that work together in perfect harmony to create that lovable and familiar tickety-tickety-tick that we know so well. Of course, not all cars are designed and put together like a VW, and even in the Volkswagen alone, there are many different changes and technical 'advancements' that make simplifying my explanation somewhat difficult. Therefore, I shall stick to what I know best, the early air-cooled models, and leave the later and more sophisticated models to someone who enjoys such torture. How does the perfect harmony of all these various components take us from Point A to Point B? Take your VW apart (figuratively, of course, I don't have room here for the reassembly process), piece-by-piece, and this whole wonderful process becomes just a bit more understandable, especially if I'm not explaining it. But still, I might be able to make things seem a bit clearer. Read on.

The logical place to begin, I think, is with the fuel system, since without fuel, the engine can't run. If you have ever run out of gas, you can testify to this fact. The fuel goes from the tank to the engine via the 'fuel line'. Once back in the engine, the gasoline is run through something called a 'fuel pump', whose sole mission in life is to pump the gas up a short tube to the carburetor. Sounds fairly dull, doesn't

it? But do not underestimate the fuel pump's job—like I did—nor take it for granted—like I did—because if you treat the fuel pump as if it were merely a little roundy unimportant gray thingy bolted onto something back there, it will get you back for this neglectful and demeaning treatment at a very inconvenient place at a terrible time—like mine did. That's another story but treat the fuel pump with the respect it deserves. Anyway, without the fuel pump your VW will perform in a very predictable manner by ceasing to function at all and causing you to believe you are merely out of gas, while all the while the fuel pump is sitting back there, laughing and snickering to itself. To continue, the fuel pump pumps fuel to the 'carburetor', unless you have a 'fuel injected' model Volkswagen, in which case you can do away with the carburetor entirely. This clever and incredibly simple-minded system does just what it says—it injects the gasoline directly into the engine via the manifold, which isn't much different than what the carburetor does, except that with fuel injection there is no carburetor. Just WHY you need a carb at all is beyond me and I don't truly really CARE, since the only fuel injected car we have is a Saab anyway and VW logic doesn't apply to Saabs. Come to think of it, not much logic does apply to Saabs. But in the early days anyway, VW rejected the idea of fuel injection as far too simple to ever be any good and supplied all its cars with carburetors. Hence the 28 PCI, the 30 PICT 2, the 32 PICT 3, and the 123 SPIT carburetor models were born. Any questions??

But to press onward here, the carb is really nothing more than a little (little on a VW anyway, since these suckers can get HUGE and tend to multiply on larger cars) round thingamajig that is used to spray gasoline into a fine mist that will be delivered to the engine in a manageable form. Or something like that. Anyway, gas comes out the fuel line, after being pumped upwards by the fuel pump, to be squirted delicately into the carb, after which a valve or float or some sort of flappy metal deeleebobber leaps around in there, getting the gas to the engine. Understand? Good. To

continue—yes, there are a series of tubes and such in the carb, sticking out here and there at various odd angles and making it impossible when rebuilding one of these things to remember WHICH tube



when where. Lord help you if you screw the wrong tube into the wrong home—like I did—because each of these tubes has a small homing device located on the end, and will not accept its new home with grace. Matter of fact, most will neatly break in two if you try to plant it somewhere other than its own hole. So, a word to the wise here. I have no idea of these tubes' purpose in there—other than to annoy and frustrate you—but VW put them there so that's a good enough reason for me. Anyway, the gas next goes down the throat of the 'intake manifold', so called because it 'takes in' fuel, and I don't have a clue as to what the manifold part is supposed to mean. But at any rate, the engine sits there, hungrily awaiting the fuel and hoping it might be in the form of a cheeseburger or a taco or at least a chocolate shake, but no, it's only GASOLINE—until the manifold splits itself into four tubes, via some sort of nuclear fission or something. But for whatever reason, these four tubes each go to one 'cylinder', as a way of delivering the fuel to that cylinder. Are you with me so far? Excellent. OK, once the fuel is in the cylinder it must be both compressed and ignited to cause an explosion, which will force the 'piston' inside up and down. What's a piston, you are asking? Well, I'm glad you asked that, because the piston is really nothing more than a big overgrown plug of sorts, which fits tightly into the cylinder. I think it was meant as a way of blocking off the cylinder, sort of, so that when the gas went in, it would explode and not escape. But, try as they might, the Powers That Be just couldn't get that dang piston to fit tightly enough to seal the top of the cylinder, so that's why 'piston rings' were invented. These rings are fitted into the top of each piston and seal the piston to the cylinder. Most piston rings are perfectly well behaved creatures, and are known as Good rings. If your rings are Good Rings you won't know it—which is good—because they will be doing their thing in there and happily ringing along. But, if your rings are Bad Rings, you will almost certainly know it by the loss of power and compression you will experience, and the dense blue cloud of smoke that will be following you around. This cloud indicates that the Bad Rings are allowing oil to be burned inside the cylinder, something Good Rings NEVER do because each cylinder has a tiny sign reading 'gasoline only' on it and the Rings are supposed to keep everything else out. But Bad Rings get a kick out of letting any old thing into the cylinder to be burned up in there like gasoline, hence the blue cloud. Most folks with Bad Rings seem embarrassed to admit they even have Bad Rings, since they manage to drive the car around for several hundred thousand miles in this condition, emitting this blue cloud and seemingly ignoring the fact that they have Rude Rings. Do not be one of these people,

since it dirties the air and also will dirty the looks that others throw your way. Driven long enough in this manner, your poor VW will certainly sooner or later cease all semblance of forward motion, given the fact that the pistons, rings, and cylinders (and anything else in the near vicinity at the time) will all become melted together in one giant chunk of useless garbage. I speak from experience here, ask me, I KNOW. This can happen to one cylinder at a time, or any combination of the four, or all four at once, Heaven forbid. It may take many years, or could happen in a very short time. So, it is best to make sure your rings are Good Rings right off the bat, or you might be paying for this folly later on in the form of your trusty friend leaving you thoughtfully beside some stretch of deserted highway. In the rain. At night. On a holiday weekend. WHY do rings go bad? Well, there are several theories, one being that you didn't put them in right when you installed them, but the most popular notion is that they simply grew up in a broken home and were ignored as children. Poor things.

OK, we were saying we needed an explosion to cause the compression of the fuel, and for this explosion we needed a spark. But wait!! Don't get out your Bic lighter just yet, that ignition doesn't come from a flame! Hahahaha, you crack me up! This is where Mr. Spark Plug comes in. Mr. Spark Plug is screwed into the end of each cylinder (4 in all, in a Volkswagen), and when the gas goes in and gets compressed by the piston, Mr. Plug sparks, the fuel explodes and the piston gets pushed. More or less. Simple, huh? Don't you wish YOU'D thought of all this? You'd be a millionaire by now. But to return to our subject, HOW this explosion causes forward (or backward) motion is a job for Mr. Transmission to answer. Mr. Tranny, in conjunction with Mr. Crankshaft and Mr. Camshaft, are the ones that take care of getting the power (such as it is) from the engine to the rear wheels. Now, although I know a great deal about the VW engine (and maybe I lied about most of that) I know next to nothing about Mr. Camshaft and Mr. Crankshaft, and Mr. Tranny isn't talking. It has something to do with Mr. Crankshaft turning and Mr. Camshaft riding the turns while the pistons move back and forth in there. I've been afraid to ask either one of these guys, because, frankly, Mr. Crankshaft is, well, a tad CRANKY. But your transmission, from what I can gather, is a very large, very heavy and very cumbersome device located somewhere near the back and underneath your car. Its function is to take the turns of the engine—known as 'revolutions' and in no way to be confused with any sort of military takeover—and turn them into something the wheels can understand. All of this is accomplished by a series of gears and bearings, possibly an odd kitchen appliance or two, and several hundred pounds of a thick black grease. Somewhere in the tyranny all this 'torque' is converted into a rotating motion that turns the wheels and give you the forward movement. TAH-DAH!! Clever, huh? At least I THINK it works like this. And, exactly how this is accomplished is still unclear, even to experts, since there are no reliable reference books on the subject. If you look in any VW shop manual under 'Transmission', you will see several blank

#3 CYLINDER OVERHEATING?



**YOU NEED
THE ORIGINAL...**



TOP CYLINDER LUBRICATOR
for 25, 36 & 40 HP VW's
including carb injector plate

\$89.00 Post Paid

- Free Brochure -

AMPCO LUBRICATORS LLC
Phone: 860-355-5706 Fax: 860-355-8357
Email: info@ampcolubes.com
www.ampcolubes.com



**VWCA MEMBERS RECEIVE
10% DISCOUNT OFF
YOUR STAY AT OVER 1,000
LOCATIONS**

**We'll Leave the Light
on for You®**

**Make reservations at motel6.com
or 800-671-2089. Reference
CP545833 when making reserva-
tions or checking in. We
appreciate your business and look
forward to serving you!**

pages, with the words HAHAHAAAA written at the end. However, in the early days VW did things a little differently and in the 1959 shop manual I have for Vernon, there actually is a short chapter on the transmission. There is a rather nicely done exploded drawing, complete with hieroglyphics, of something called 'reduction gears', which were invented by Grandpa VW to transfer the power of a Type II to the rear wheels. Apparently one could not just hook up the transmission of one of these beasts directly to the engine (as on a sedan) because of the tremendous horsepower issuing forth. Something was needed to slow all that power down, so VW added reduction gears. At any rate, the Reduction Gear Family, 10 in all, live in two small boxes on the inside of each rear axle on a Type II. Sort of. Each gear is a different size, and VW cleverly designed this small box, known and the Reduction Gear Housing (and not to be confused with Public Housing) to leak huge amounts of a gooey oily substance known as 'gear oil'. The Reduction Gear Housing has a small bolt-like apparatus on top, to allow the frequent addition of ever more and more gear oil (provided you are wearing grubby clothes and can even REACH the thing), which one must do at regular 5-mile intervals to keep the R. Gear Family happy. Due to my crummy attitude about the R. Gear Family and my lack of suitably grubby clothes, and given the fact that I get quite HOSTILE when DISCUSSING them, this will be all I have to say on the subject. SO THERE. Not that I have a leak or anything.

Reduction gears are dandy when climbing steep hills, carrying heavy loads, or towing something. Other than that, they are totally useless and should be removed at once if you notice them becoming larger or inflamed. HAAAA again, just kidding. Vernon, in fact, has his reduction gears intact, and they work just fine unless you really MIND crawling along in first gear at every stoplight, or dealing with any pesky leaks. You can always take the dang things out and substitute some sort of hybrid setup back there. But hey, if VW put them there, then they must have had a reason, no matter how hare-brained it was. And, mine serve to connect the rear wheels to the axle rather nicely. So, I've been rather chicken to disturb this setup. Besides, I don't know anything about it anyway.

Now that you have a pretty good idea of how your VW works, you should be able to fix most problems that arise yourself. The VW is known the world over for its reliability and ease of repair. With your new-found knowledge still fresh, the next time you hear that strange clunking or odd clanking, do what I do: pull over and check the cigarette lighter. If you happen to drive a VW that is not equipped with a cigarette lighter, then pull over and check the radio. Failing that as the cause of your troubles, then I advise the following: get yourself to the nearest VW Repair Person, and take out your checkbook. This fixes most problems, and is all you'll ever need to know. Any questions???

Volkswagen Beetle in 1997, 1998, 1999, 2000, 2001, and 2002

by Heinz Schneider s.heinz@verizon.net

The End is Near

During the years mentioned above, Beetle production and sales were just struggling along. Many questioned whether it made any sense to keep on producing at such low volumes a car that was completely outdated. Beetle sales had already ended for many years in all the countries where it, at one time or another, used to be very popular. All of these other countries had moved on and water cooled front engine cars were now en vogue, including at Volkswagen, which produced exclusively only such cars like the very popular Golf and the Jetta.

During the years mentioned almost all Beetles sold in Mexico were to Mini Taxistas but this business started to slow down too because a number of other manufactures, namely Nissan and Chevrolet, were selling small four door cars that were more suitable to be used as taxis. At the same time Volkswagen dealers were not very happy having to accept more Beetles from the factory which were hard to sell and had to be heavily discounted and left them with no profit.

Volkswagen kept occasionally introducing special models to stimulate sales as in years past. There was the Harlequin, the Clasico and the always popular Jeans model. The Jeans model does not need any explaining. With its denim interior it was the most popular special model ever introduced over the years by Volkswagen. Not only in Mexico but there were also special jeans models sold in Great Britain and in Germany. The other special, the Harlequin was a model with different exterior body parts painted in all the colors Volkswagen used on their regular models. It is not clear whether this model actually found any buyers or whether it was just an attention getter and or a demonstrator of all the VW colors available at the time. At the last years of the period covered here, instead building specials and/or upscale and a regular Beetles only one version became available uniting some of the features of the previous models and called the "United".

Beetle production during the above mentioned years were 35 678 in 1997, 36 492 in 1998, 36 446 in 1999, 41260 in

2000 and 38 850 in 2001. By 2002 sales went down to 24 400, the decision by the Mexico City Government in 2001 to outlaw two door taxis had a dramatic affect on Beetle sales.



An attempt by Volkswagen to introduce a Beetle for use as taxis with a much larger passenger side door as the regular Beetle, to allow for easier entrance, as they demonstrated with a prototype to officials, did not go anywhere. The government declared the problem with the Beetle was not only with getting in and out of the car but also, under the influence of environmentalists, was declared a gross-polluter.

Starting with the 1997 model Beetle most previously chromed parts were either painted a semi gloss black or in body color. The emblem that was placed on the upper part of the front hood since about day one Beetle production began was eliminated. Larger wheels, size 5JX15 using 155 – 15 radial tires were used during the last few years.

Starting with the 2001 model, all windows of the Beetles had their VIN engraved. It was believed that this would discourage theft, which always had been a major problem. The theft of Volkswagen Beetles and the resulting high cost of its insurance had become another major factor in the declining Beetle sales.

Other Volkswagen news happening during the years mentioned was the 1999 introduction of a car in Germany that used only 3 liters of fuel per 100 kilometers called the Lupo. It turned out a big failure nobody bought it. Ivan Hirst died May 10th, 2000.

Member Profile

Member Profile:

Barrie Zanca

Email Address:

zanbar22@cox.net



16 QUESTIONS

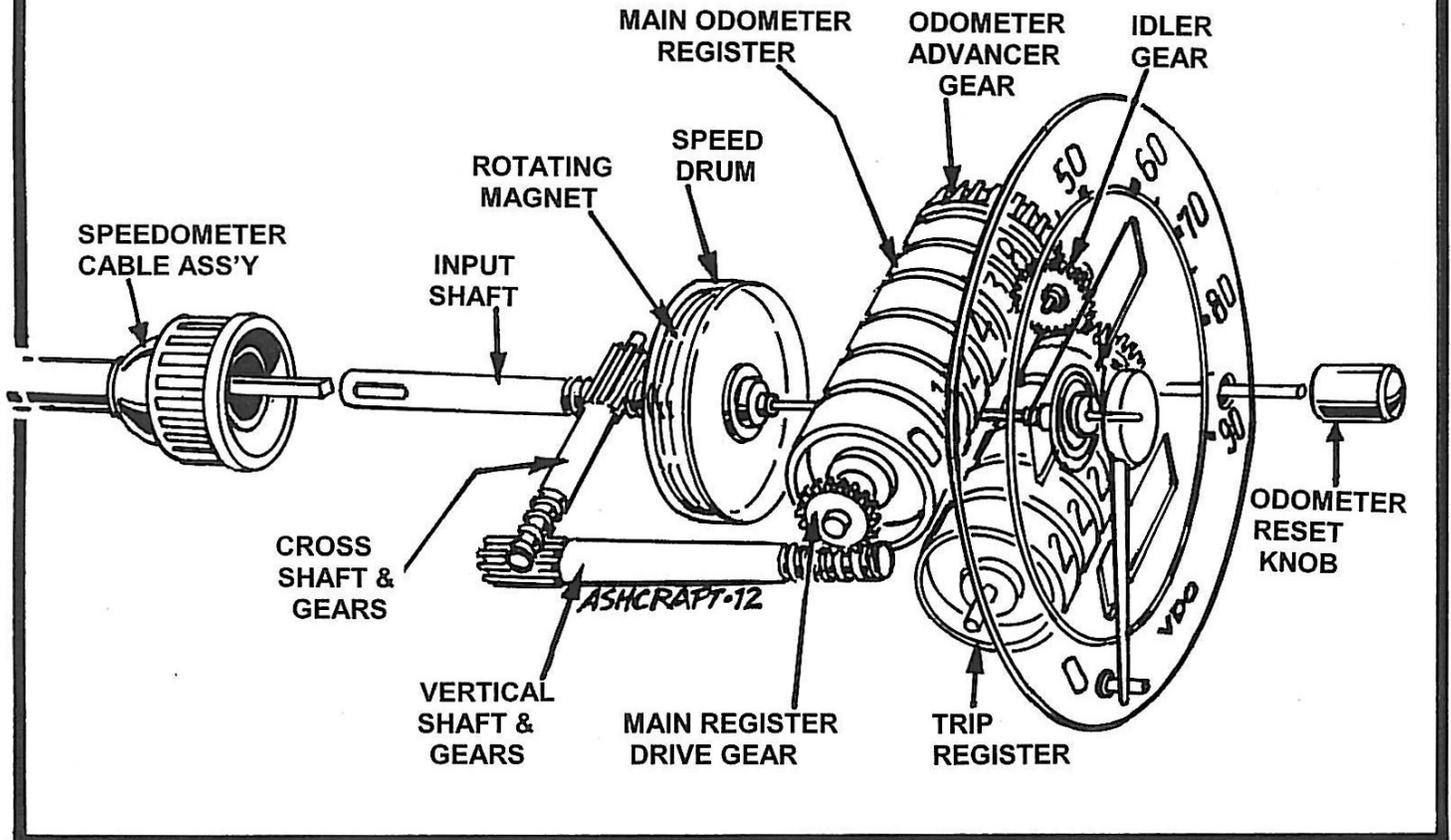
1. What got you started in the VW Hobby? *I started out with American Iron having a '57 Chevy and a '61 Caddy. While at college I met another student who had a '62 VW Bug. He insisted that I drive his car to see what it felt like. After about 15 minutes behind the wheel I was hooked. It was like a go-cart with a body! I had to have one. This was 1966 and soon afterward my new buddy, Rick Madrid, and I started the New Orleans Volkswagen Association. This became a huge club and every Friday night we would put 40-50 VWs on the interstate and fill up a Pizza Hut in either LaPlace or Slidell. Over the years I have had the privilege of starting 3 other VW clubs in this area and am proud to have been the first Representative of the Louisiana VVWCA chapter and a Charter Member.*
2. What year was your first Volkswagen? *I had a friend who was an auto-wholesaler. He called me frequently to see if I was interested in a fixer-upper because I was into buying, fixing, and selling cars. He called me and said that he had a '62 Bug for sale for \$200. It was complete and it ran, but needed a couple of fenders replaced and both bumpers. I straightened it out and my uncle painted it. At the time I was 17 my dad hated the Bug and made me sell it!*
3. What VW(s) do you currently own? *I have a '77 Riviera Camper Bus which is finished except for paint work. Also three Bugs in the stable: a 1973 Convertible, a 1960 Rat-Rod Bug, and my '55 Sunroof. The '55 just turned 456,000 miles. I bought it in 1969 with 88,000 miles, restored it and have been driving this car ever since. I am on the third engine rebuild at this time. Except for transmissions, I do all my own work.*
4. What are your favorite VW years/models? *I really like the oval windows. At one time or another I have had a '54, '56, and '57, not to mention my '55 which has been a constant. I am also partial to the Squareback models. The ride quality of the Type III is the best of any air-cooled VW. My wife drove one for 12 years. It had automatic and A/C.*
5. What VW would you like to own if you could have any VW ever built? *Having always been fascinated by the lines of the Hebmuller, it would be neat to have one. I have even considered building one and started amassing some of the parts, but since I got the Camper Bus I have lost interest.*
6. What other hobbies do you enjoy besides VWs? *My other main interest is salt-water fishing. I especially target redfish, speckled trout, and flounder here in the Louisiana Marsh, and yes, our fish are safe to eat despite the negative hype since the BP spill. Oh, recently I have begun gardening. Some in my family have green-thumbs, and others have motor-oil thumbs. Looks like I have one of each.*
7. What would be your best VW day ever? *I guess that day would have been when I completed my '55 sunroof and was able to drive it to a club event. Since open-heart surgery in 2010, any day that I can drive one of my VWs to a car show or cruise night is something I do not take for granted.*
8. Do you know of or have you even owned a copy of John Muir's idiot book? *For quite a while as a novice wrench on the old Bugs, I relied heavily on the old Idiot Book. The copy I had was a First Edition; it was spiral-bound. I clearly remember the binding because one November night about 1972, I was doing a brake job on one of my bugs. When I looked up the section on "How to Rebuild the Master Cylinder" much to my chagrin Mr. Muir had only one thing to say in that section: "Take your master cylinder to a mechanic and have it rebuilt your life is riding on that thing." Well, I had the entire cylinder disassembled on the bench and when I read those words, I went ballistic! I took the book out in the yard behind the garage and grabbed the offending pages, tore them out and lit up the blowtorch. I guess I carried it a little too far 'cause I wound up tearing out all of the pages and reducing them to ashes. Before all that happened, I did order several of the t-shirts from the back section of the book. I still have one of them today. It sure would be nice if someone would reproduce the Exploded Bug shirt! Every part was shown except one.*
9. What is your pet peeve that people do to their cars? *I hang with the hot-rod crowd. Loud pipes don't bother me; crazy paint-jobs are okay, but the huge stereos shaking the windows of your house are way out of line! Those guys must be deaf, or dumb.*
10. What is the most treasured VW part, book, magazine or toy? *Without a doubt, that would be my Dune Buggies and Hot VWs magazine collection. I have every edition published by Wright since 1968 and all but the first few are thanks to my subscription. When Hurricane Katrina hit and we had to evacuate, there were 2 editions which*

I did not receive. Once we were back, I wrote a letter to HVWs and they promptly sent me the missing copies—great people ! I also have a swing-out clothes hanger and the metal luggage runners to protect the carpet in the well behind the back seat. These are from a Zwitter I owned in the late 70s. I may install them in the '55.

11. What do you like best about the hobby? *Since I am a people-person I really enjoy the camaraderie of other VW folks whether it is at our annual Buggin on the Bayou picnic, a cruise to another VW Club's show, or being at a show/swap-meet. We have not one, but two VW Clubs here in the area: the New Orleans Air-Coolers and the Krewe of Kafers so there is usually something VW going on.*
12. What do you like least about the hobby? *I used to be really big into the car-show scene, winning more trophies than my wife ever cared to dust. What really soured me on many of the car shows is the judging. It is usually sooo subjective. Now, I am being nice, because many times it is a brother-in-law show. Those who are judging give trophies to their friends and relatives. And heaven-help-you if it is a mainly American Car show—the foreign cars are ignored for the most part. From the AACA (for whom I have judged) I learned the following method which is the fairest that I know of: From various clubs represented, one person is selected as a judge; each individual has a specific category to judge, nothing else. Examples: paint, engine, fit-and-finish, etc. All judges approach the same car, each judge calls out a number (from one to ten), there is one person responsible to record and tally each score. In case of a tie, 2 trophies may be presented or the cars can be re-evaluated with the judges changing categories. This stops a lot of squabbles.*
13. What concerns do you have for the VW hobby? *The price of gas is one concern. It seems to me that with all the oil reserves and refineries that the USA has there is really no excuse for fuel to cost an-arm-and-a-leg. With fuel at a premium, I have seen the attendance at neighboring states, VW shows really drop off. I know that it is really hurting my buddies with muscle-cars. The other thing is also related to finances. Those of us who have our VWs stored and want to restore them find that since everything has gone up. The old VW will be kept on the back-burner even longer. There are also the collectors in our hobby who (perhaps unintentionally) are hoarding hard-to-get original pieces. They may have the exact part you need to complete your restoration, but will not come off of that part for love or money. And they know that they will NEVER use that part on a car. Yes ,I know people like that!*
14. What one comment that people make concerning the hobby or your car(s) disturbs you the most? *Although my father hated the VW because of its German origin since he fought in Patten's Army all over the European theatre, I don't get that attitude so much now-days at the car shows and cruise nights. Most of the guys and gals are from my generation or younger. What really bugs me is how volks from my own club, or other VW clubs, constantly tell me that I should have done this to my car OR I shouldn't have done that to my car. Hey, dude, it's my car, NOT YOURS. You do what you want to your own stuff, leave mine out of it. So, one of my bugs has a '40 Ford Wunderbug nose and a split window kit in the back, and it's painted satin black with flames and red rims. It's far from stock—but shut up already, it's not yours!*
15. What advice would you have for someone first entering the hobby? *To those of you who are newbies: Before you tackle your project, take the time to find someone who has been into VW's for a long time. Ask him or her specific questions relative to what you want/need to do to your car. Things like: Who does good work at a fair price? Where can I get part X and how much should I have to pay for it? Also, if you get a VW buddy, especially one who is both knowledgeable and willing to help you actually work on the vehicle; if you are willing to trade assistance, you will make a friend for life. Oh, one more thing, the blogs are good but they can get you in trouble too. If you listen to people who are blowing smoke you will wind up spending a LOT more than you really want to. Yes, I know guys like that too.*
16. What is it that you enjoy most when driving your air-cooled VW? *It is not just the handling and the shifting, and it's not the ride-quality, so it has to be the sound of the engine that I have brought back to life. Every time I crank up one of my cars, it is a feeling of accomplishment that I have made a little car that someone rejected come back to life. It matters not if the car has a stock exhaust system or dual zoomies, for me, the elation is the same. Yes, I really dig my Bugs and I also dig the volks who are dedicated to keeping our hobby rolling.*

Director's Note: Former VVWCA President, Sherri Corrao originally began a series a few years back entitled: 10 Questions. The series gave us all a little bit of an insight into the lives of those members that make up this club. We've tweaked this series and hope you'll enjoy our Member Profiles.

TYPICAL VDO SPEEDOMETER, SIMPLIFIED



What is Inside a Speedometer, Anyhow?

By Jack Ashcraft
jacksonashcraft@gmail.com

Speedometers are interesting little instruments. The little buggers tell you how many miles you've run up on your vehicle, and how much over the posted speed limit you are actually going. Beyond that we don't pay much attention to them until they stop doing their job. Here is HOW they do their job, and what goes wrong when they don't.

The SPEED indication is pretty simple. The speedometer cable drives the input shaft [refer to the drawing], which in turn spins a small rotating magnet. Surrounding—but not touching—the magnet is a metal drum. This drum is pinned to the shaft that connects to the speed needle. As the input shaft turns faster, the magnetic field around the rotating magnet causes the drum to rotate a little more, and the speed needle to rotate higher on the speed scale. Pretty simple.

The MILEAGE indication is a good bit more complicated. The input shaft also operates a cross shaft and a vertical shaft, each with gears of different diameters and tooth counts. This gear train causes the shaft of the main odometer register to turn. The combined GEAR RATIOS of this train of gears are selected by VDO to match the tire size of VW Beetles, Busses, Vanagons, etc, and final drive ratios of vehicles where the cable is driven off the transmission.

The engineers at VDO did a good job of using a basic frame, register set, advancer cog set and main frame layout for a variety of speedometers used by VW, Porsche, Mercedes, Audi, Opel, Saab and others, and merely changed the gear sets and speedometer faces to match each manufacturer's needs. When a manufacturer required a second odometer register for a trip meter, VDO merely added an idler gear and a second register, along with a reset mechanism for the trip register. This is a simplified explanation for the workings of a very compact and surprisingly complex instrument.

When your speedometer decides to go on vacation, the usual cause is OLD AGE. The 40-year-old grease gets stiff, then hard, the input shaft seizes, the cable breaks and the speed needle sits dumbly at zero. Or the speed part works and the odometer stops recording miles. In the latter case, some part in that gear train packed it in. In either case, it is time for a professional rebuild. Trying to force-feed some oil or grease into the input shaft area is just not going to cut it. That 40-year-old grease was used all throughout the gear train.

These are precision instruments. They require specialized small tools—wee presses, pushers, holders and jigs—careful measurement and adjustment, and a thorough knowledge of their inner workings, to insure quality reconditioning. It is NOT a good idea to attempt a speedometer rebuild yourself. Would you attempt self-dental work with a mirror and a Dremel tool? Probably not—some things are just better left to a professional!

A New Contributor

A few words about our newest contributor. Jack Ashcraft is a retired Industrial Designer, who now spends his time happily reconditioning VDO speedometers and clocks as well as a variety of switches and other parts that are no longer available new for vintage VW's, Saabs, etc. Jack owned a Central California Saab-Fiat-Citroen new car dealership for a number of years, where he was the service and parts manager. He was one of several journalists who participated in Saab's endurance racing efforts at Talladega Motor Speedway in 1998, where Saab set 40 international endurance speed records with the then-current Saab 900 turbos.

Ashcraft, a former instructor [Advanced Automobile Design] at Art Center College of Design in Pasadena, CA, has written articles and produced automotive art published in Motor Trend, Hot Rod and European Car magazines, CurrentEvents [the national magazine for the Electric Automobile Association], as well as NINES and Vintage Views [national club magazines for vintage Saab owners].

Jack has also written over a dozen technical HOW-TO books on vintage Saabs, all with highly detailed illustrations and technical information not covered in any publications, including those from the Saab factory.

He has also owned a fair number of our favorite Wolfsburg products—several Beetles with “improved” engines, a '67 Westfalia with around 90 horsepower and a Rabbit GTI. His knowledge of imported automobiles in general, and VW's and Saabs in particular, is extensive. We are pleased to welcome him as a new contributor to the magazine.

Vintage Parts Inc



STOCK RESTORATION PARTS FOR BUG & BUS 1949 - 1967 "IN STOCK" SINCE 1972

25hp - 1600 Engine Parts
Fuel Tank - Exhaust - Heating -
Split Case Transmission
Steering - Front Axle - Rear Axle
Wheels - Brakes - Frame - Hand Lever System
Body Parts - Weatherstrip - Trim - Interior
Ignition - Headlights - Tail Lights
License Lights - Turn Signal - Wiring Looms
Accessories - Books - Stickers

VWCA MEMBERS RECEIVE 10% DISCOUNT

Phone Hours *Vintage Parts, Inc.*
Monday Thru Friday 25011 Ave. Standard Unit C
8:30 - 5:00 pst Valencia, CA 91355

Phone (818 661-295-3927 Fax 661-295-3928
Toll Free Order Line 1-800-898-VNTG (8684)
Email VintageVWs@aol.com www.VintagePartsInc.com



**COMMON
GEAR
ANTIQUE
VOLKSWAGEN
SOCIETY**

A VWCA AFFILIATE

<http://home.comcast.net/~commonsteve/CGMain.html>

MIDWEST VINTAGE

Providing Expert Service to the
Vintage VW Community for over 30 years

**"DR" DARBY
MILNOR**

847-417-5671

oldbugs@comcast.net

- Restoration
- Interiors
- Parts
- Service
- Consultation

Located in Lake in the Hills, IL 45 Miles N/W of Chicago
Local and Long Distance inquiry's welcome.



Fox Valley Volkswagen and the Northeast Illinois Volkswagen Association

By Jerry Spellman jspellman@loy.org

A beautiful red and white split window bus was “best of show” at the annual bugfest presented by Fox Valley Volkswagen and the Northeast Illinois Volkswagen Association. The dealership is in West Chicago, Illinois, and it really is west of Chicago. It was one of those hot, sunny days but that did not perturb show car owners, swap space entrepreneurs, visiting spectators, little kids, big kids, come along spouses, future significant others, caring friends, and promising helpers, all of whom shared stories, traded advice, laughed freely, examined critically, praised openly, and recreated happily.

There were 16 classes (awards for 1st, 2nd, and 3rd) including Beetles (early, late, super), Convertibles, Buses, Watercooleds, Type IIIs, Things, Buggies, and Special Interests, Every class had entries. Judging was by participants, food available by vender, music via DJ, parts from swappers, entertainment from all who came. NIVA club members and FOX staff prepared the grounds, administered the show, offered hospitality, and eventually relaxed at home! There were, after all, 98 show cars registered (an increase for this show in recent years). There were, as usual, new cars to see. There were, expectantly, veteran and new acquaintances to meet. There were, of course, happy Sunday travelers. Thanks FOX and thanks NIVA. Support those local shows, far and near.







18th Annual Volkswagens on the Green

By Kimberly van Mourik

Volkswagens on the Green is a yearly event held at the Jefferson County Fairgrounds in Golden, Colorado by The Volkswagen Enthusiasts of Colorado. This year's judged car show was on May 20 from 9 a.m. until 3 p.m. and was \$10 to enter your car, but free for spectators. There was plenty of music, door prizes, food, trophies and vendors. The show was absolutely packed with VWs to admire and the spectator parking lots filled up fast with more VWs to look at. You can check out the club's upcoming schedule and information at www.vwec.org.





Meet in the Middle BBQ IX

Santa Barbara, CA

By Andrew Kenny cruzcool@aol.com

On a crisp, breezy early Spring day, with puffy clouds overhead floating in the blue sky like giant cotton candy swirls, Brian O Kelly led a colorful contingent of VWs down the mighty US 101 freeway to Nojoqui Park where the 9th annual "Meet in the Middle" VW gathering took place.

Coming from as far away as San Francisco to the north and San Diego to the south, folks dedicated to fun, adventure and meeting other like-minded folks, parked their vehicles in no certain order and wandered to and fro.

Music (mostly American oldies) was playing in the background at the BBQ area while erstwhile chefs grilled hamburgers, hot dogs and whatever else they could find.

Some folks were engrossed in complicated, technical conversations about the intricacies of their early German People's cars, while others simply enjoyed the company of their immediate family and their extended VW enthusiast family.

Part show and shine, part picnic, part networking-the Meet in the Middle run was all fun.

The event was sponsored by the Central Coast VW Club. The club is a loosely organized group of VW enthusiasts with Mr. O Kelly as head organizer/ cheerleader. His time and effort in organizing the event was evident in the way it was run-just like a casual get together. Trophies and a drawing with some really good stuff capped off the day's festivities.

With about 150-170 vehicles on hand. All types of VWs were represented. There were old Bugs, Buses, Squarebacks and Karmanns, The rule of the day was--there were no rules! All vehicles were welcome and displayed from rat-rods to show cars to ultra-rare cars to kit cars. Among the outstanding vehicles present at the event were some true stand-outs like a 1952 Belgium Standard owned by Joe Crockett of Santa Barbara Ca. This bug showed like new with its 25 hp motor and original Belgium license plate. It was in 2002, when Joe traveled to Belgium on vacation that he attempted to look up the bug's original owner. Since Europeans live long lives, a little detective work rewarded Joe when he found the then 92 year old woman who bought his car new in 1952. She lived upstairs in a small apartment and was very pleased to hear about Joe's adventures with "Her" bug.

Another stand out vehicle was Mike Ardouin's beautiful black VW / Porsche hybrid bug. Mike, a Santa Barbara contractor, got the bug as his first car when he was 17 years old. Over the years he has transformed it and perfected it to his (and everyone else's) liking by installing a Porsche 911 engine along with a Porsche 911T 5 speed transmission.





The bug shows as good as it goes with a beautiful black paint job, flared fenders and custom interior. Mike has invested much time and many Duckets in his project over the years claiming he has about \$30,000.00 invested-give or take.



Being a woodworker-enthusiast also helped Rick Lageward from Camarillo Ca restore his 1957 white and yellow Bus. His attention to detail shows in the beautiful cabinets throughout the vehicle. His Bus was parked next to a very original, blue 1966 Westfalia camper owned by Joe Slack of Orange Ca.

Everybody has a story. That is part of the car culture itself. What makes the VW enthusiasts special is their vehicles are so inexpensive and cute that the whole family-even families on budgets, can participate and take pride in working on and showing off their unique vehicles.

The day was perfect. The weather, just warm enough for short sleeves. The mood of the participants was classic VW people-polite, helpful, unhurried and looking forward to the next event.

For more information on The Central Coast Chapter, CA visit www.centralcoastvwclub.com

Postcard Collecting

By Mike Epstein

Do you classify yourself a Volkswagen nut or collector. Do you have a room in your house dedicated to items that are VW related or a backyard filled with half rotting or half finished VW project cars and parts, yep, you're a VW nut and collector. Do you seek out garage sales every weekend and antique stores when you travel just to look for anything related to VWs? You're a VW nut and collector.

There are so many things related to the VW a person can collect, it's almost limitless. Look on eBay sometime and the categories alone number 32 in bold print. Ebay Motors then breaks down to 5 more sub categories, collectibles breaks down to 39 more sub categories and so on and so forth.

I personally have collected parts, books, magazine ads, VW pins, toys, cars, magazines, models and anything else I could get my hands on. In fact at one time I had over 950 different VW toys before I put on the brakes! I had 2 full banker boxes full of magazine ads, that's a lot! I also had over 100 books and a garage full of parts!

Over the last 10-15 years, I have sold a lot of my collection so I could go deeper into certain areas, some of these areas cost a little more money so it was necessary to do. I limit myself to 1/43rd scale die-cast vintage VW cars, WWII period VW based model cars like the Kubelwagen and Schwimmwagen and the other variations of the wartime Beetle, old and rare books on the Volkswagen especially the KDF-Wagen. Included in this are brochures from older VWs from 1957 and back especially the KDF-Wagen, anything to do with the KDF-Wagen and postcards with Volkswagens in them as long as they're Oval window and Split window Beetles and spit windscreen



Real photo postcard, VW Factory, Hanover, Germany

Buses and KDF Beetles. Of the postcards, I have close to 4,000. I also collect real photos of the older Volkswagens especially WWII period photos of the Kubelwagens, Schwimmwagens, and KDF-Wagens of which I have nearly 1,000.

The postcard collection is the one I have the most fun with and the most difficulty with. The worse part is trying to remember whether or not I have a



particular card or not before buying or bidding on a card, thank goodness for the search on my computer and my thorough description of each and every item I purchase.

Postcards are so beautiful and picturesque, especially the ones from Europe with the huge vistas of the mountains and small villages that weren't ravaged by WWII. Post WWII Europe was full of old VWs on the road, you almost can't find a postcard without a VW in the photo and they did a lot of what's called a "real photo post card." The other post cards were printed and can be told apart.

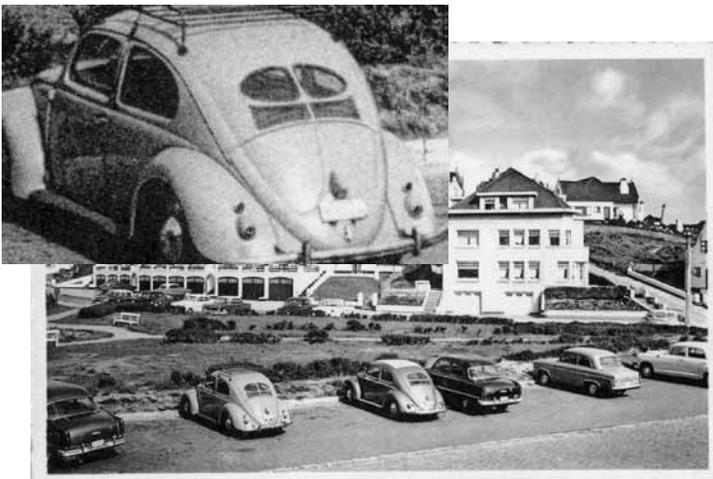
There was a time when postcard collectors shunned real photo cards. After all, they are not colorful and are more like a snapshot than a beautiful work of art such as on a holiday postcard or one by a particular artist. Today, that snapshot quality is exactly why real photo postcards are the hottest topic in postcard collecting.

Real photo postcards, or rppcs, represent an exact depiction of what life was actually like when the image was taken. Their very candid nature is what makes them such important historical documents. Since these images could be made by both professional and amateur photographers alike, the range of subject matter is endless. It is the subject matter and the quality of the image that can make the prices for outstanding examples reach into the stratosphere.

But, how does one actually tell the difference between a real photograph postcard and a black and white postcard that was produced on a printing press? Sometimes, it can be very difficult to make the distinction and many professional dealers even make the mistake of pricing, or categorizing, a postcard as a real photo when it is not.

You must keep in mind that a real photo postcard is exactly that; an actual photograph. It was produced in a dark room and, therefore, was made on actual photo paper. That is, paper that has an emulsion on the surface that contains the light sensitive chemicals that make the photograph possible. Printed, or lithographed, postcards are produced on a variety of paper stocks, but not on actual photo paper. Printed images are just that, they are printed on paper through the process of screening ink onto paper.

Photo paper stock for making postcards was produced by a number of companies especially during the golden years of the



Printed black and white postcard, Duinbergen Villas with detail showing dots that make up printed photo.

postcard craze (1898-1918). Names such as AZO, KRUXO, VELOX, and CYKO are some of the more common examples. These names are present on the reverse side of the photo paper postcard stock in the stamp box area. This is a very easy way to quickly determine a real photo postcard from a printed version and they can also be used to determine the age of the postcard. However, there are many times when this area is covered with a stamp and a cancel making it a little more challenging.

The back side, or address side, of real photo postcards has some other distinguishing features that vary from their printed brethren. Sometimes there is a photographer credit on the reverse side or even the words "Actual Photograph" may appear. Many printed black and white postcards produced during the 1920s - 1940s have captions on the address side that give information about the image side. These captions will not generally be found on real photo postcards. Again, these are pretty obvious clues.

Generally, the words Post Card or Postcard will appear in a very simple manner on the address side of a real photo postcard. The words will not generally be bold or graphically stylized such as on printed versions. The lettering will be simple and in more of a gray tone rather than a deep black ink.

I have saved the easiest method for determining the difference between a real photo and a black and white printed postcard until last. I want you to be able to discern them without relying solely on this final technique as the methods above are actually quicker than this way once you get the hang of it.

Since a rppc is an actual photograph, the image is made up of subtle shades of gray tones where a printed black and white image will be made up of small dots. These small dots make the printing of an image possible. These small dots when placed close together create a darker field, and if spaced further

apart from each other (with more white space in between them) will create a lighter field. These dots are visible with a magnifying glass (and on poorer quality images, with the naked eye). Simply



Samples of real photo names on back of card.



Photochrome card with detail of dot matrix which makes up the printing process along with the color.



Tinted real photo postcard, extreme detail with a hint of color

peer through a magnifying glass and look for these dots. If all you see are subtle shades of gray, then you are staring at a real photo postcard.

It's really quite easy and once you have had the opportunity to compare a variety of postcards, you will be able to do it very quickly and decisively.

Confirming America's love for high color and bright images and a new type of postcard, the color "Photochrome" (called Chrome or Modern Chromes) appeared. "Chrome" postcards started to take over the marketplace immediately after they were launched by the Union Oil Company. Sold in their western service stations, they were easily produced, were of high photo quality and of most importance, they were in true living color! Although production and sales were slowed down due to supply shortages during WWII, they made a quick comeback after the war and dominated the postcard market. By 1945 they replaced both linen and black and white postcards in roadside postcard racks. Most linen firms converted to photochrome postcards or went out of business. Most black and white firms merged with larger companies or simply disappeared.

In Europe, black and white postcards or rppcs held on for quite a while and something that became quite popular was tinting the black and white photograph itself to give it some color. Those happen to be my absolute favorite types of postcards and the most beautiful. This is an inexhaustible area of collecting so good luck and happy hunting.

Classifieds

COST: Members receive 2 free classified ads. Limit of two per issue. Non-members: \$10.00. Each ad will appear in two issues of the Vintage Voice.

MAXIMUM LENGTH: 75 Words

PHOTOGRAPHS: 1 photo per advertisement please. Photos cannot be returned.

LIMITATIONS: Ads are published on a space available basis. Copy submissions must be typed or legibility hand written. ONLY VW parts, cars, toys or literature will be accepted. No cars for sale newer than 1987 can be accepted. VVWCA accepts no liability relating to the purchase of an advertised item.

RECOMMENDATIONS: Start your advertisement with the name of the item you're selling. Be sure to include the price and your phone number or an email address. Please do not use abbreviations. Your item will sell fasted if you clearly indicate the condition of the item

ADVERTISING DEADLINE: All advertisements must be received prior to the 10th of the Jan, Mar, May, Jul, Sep, Nov for the following newsletter.

SUBMIT YOUR AD TO: Howard Query, VVWCA, PO Box 1842, Mason City, Iowa 50402-1842, 641-425-7382, burtonwood.vvwca@q.com

PARTS AND SUCH FOR SALE



An original "Swamp Cooler", a Coronado Sea-Aire Car Cooler, Model SA 259 in good condition. These were the very first Volkswagen air conditioners that provided a stream of water-cooled air. Complete with the original installation instructions. Present day equivalents sell for \$400 or more. \$300 OBO. Also Walnut shift knob, 12 mm thread, displays the 4-speed and reverse pattern. \$15. Bill 312-215-6054



License plate frames (new) 1950-1985, \$45.00 ea. Date Plates (new) with S/S stands or over-rider clamp 1950-1985 \$45.00 each. ID stamps year of car (goes on f/windshield right side bottom corner) \$7.00. Stainless steel vent locks - long stem (piece of mind) \$25.00 for a pair. Venetian Blinds from Australia, oval or big window, \$260.00. Remember, the Wiener Foundation has our own payment plan. You pay what you want, when you want & we ship anywhere in the world. Also, any member buying any VW item by Christmas will receive a FREE ID stamp with their order. That's seven bucks on the house. That's what the Wiener Foundation is all about (giving). All items plus shipping and handling. Phil

Weiner, 9625 SW 15 ST, Miami, FL. 33174. T/Fax 305-552-0982 (Call first when faxing). (June)

1952-1982 VW Factory Shop Manuals.: \$29.95-\$99.95. Aftermarket VW shop manuals (6 different publishers): \$9.95-\$34.95. 54-79 VW Restoration Manual \$37.95. Alex Voss, 4850 37th Ave So., Seattle WA. 98118. Tel: 206-721-3077 toll free 888=380-9277. (June)

Karmann Ghia cabriolet top frame. Complete frame, nuts, bolts and without any fabric. Heavy & bulky so you arrange transportation from central Wisconsin. \$350.00. John Benz. 920-787-4940. campwaushara@hotmail.com. (June)

WANTED

VVWCA Newsletters from 76 through 81 and 84 through 87 so I can make a comprehensive history of the VVWCA for our website. Would be willing to pay all shipping costs. Contact me at vwvca@att.net or 913-831-6225. My address is also listed under the Chapter Reps for the state of Kansas on our website. Thank you, Mike Epstein.

Looking for a 1957 Speedometer or repair shop. I can be reached at Rodney Sweet, 259 Godfrey Road, Mystic, CT 06355. rodesweet@att.net (June)

CARS SALE



1963 VW Sunroof Beetle. Pearl white. Completely restored and in excellent condition. 93,000 miles. Carefully maintained and new parts purchased by two owners since restoration in the 90s. Seats are in great condition. Floor

is solid. Seat belts have been installed. Call 616-392-6556 for details or email bartley@hope.edu. Located in Holland, Michigan.

1961 VW Beetle. Completely restored. L-380 Turquoise, many first place trophies. Runs and drives perfect. Call for details. \$8,800.00. Ralph Johnson. 302-220-6322. Bear, Delaware. (June)

1968 Beetle. White with black interior. Needs nothing. Comes w/detachable tow bar. 207-460-3375. (Me.) Kenneth Taplin. ktaplin@gwi.net. \$5000.00. (June)

1973 Karmann Ghia, Auto-stick shift, red with black interior. 50,000+ miles. Have extra rear seats. Needs full restoration or good parts car. All offers considered. Troy, Ohio 937-335-2491. cousin.bruce48@gmail.com (June)

1970 Type-3 rebuilt motor complete with sheet metal, carbs and clutch ready to install, \$2500. 1972 Stick-shift Automatic Transmission w/ new clutch \$500. Type-1 2332cc rebuilt VW motor w/aluminum case, 1.4 rockers, Autocraft pistons and CB eliminator heads \$3700. davidfichter@earthlink.net or call 630-789-1779. (June)

1962 Camper. Solid Steel submarine pop up hatch. All original front and side snap on curtains. Tent, closets, fridge ... it's all there. Never was undercoated. Zero rust. Never in snow or rain. Engine totally redonced. Two tone factory green. Could honestly stand a repaint, but still looks great. Even has

dealer metal bar cups in bar closet. Pamphlets and brochures. More info? Jim Puff. Mahopac, NY. berlinbug@aol.com. \$23,300.00 firm. (June)



1970 Kombi Type II Transporter. One previous owner, fully documented history, original owners manual etc. Read more by going to electronic Vintage Voice, volume 36. Number 1, Jan/Feb 2011, Page 19. \$14,000 Phone 704 366 7414, e-mail marytimbelle@aol.com. NC.

Vol 37 No 3
May/June 2012
Copyright 2012
VWCA Inc.
website: www.vwca.com

USA
New Memberships: \$24
Renewals: \$18
Online Edition Only: \$12.00

The VWCA is a registered non-profit organization. All positions are volunteer.

VWCA
Leadership Board President, and all around busy guy:
Howard Query,
629 S. Mississippi Ave.,
Mason City, Iowa 50401,
641-421-0965,
burtonwood.vwca@q.com

Vice President:
Michael Epstein
email: vwca@att.net
2907 W 72 Ter
Prairie Village KS 66208-3159
913-831-6225

Membership Coordinator:
Mary L Brinkman,
PO Box 1842,
Mason City, Iowa 50402
burtonwood.vwca@q.com

Newsletter Editor,
Kimberly van Mourik,
Website: www.36-hp.com,
VWCA_Editor@36-hp.com.

Historian:
Heinz Schneider, 2304 Via
Pinale, Palos Verdes Estates,
California 90274, 310-373-
7820, s.heinzo@verizon.net

Renewal and Membership Info:
Memberships and renewals
should be received by the 15th
of the proceeding month.

Display and classified ads:
For display advertising rates,
placement information, and
for classified ads submis-
sion contact: Howard Query,
VWCA, PO Box 1842,
Mason City, Iowa 50402-1842,
641-425-7382, burtonwood.
vwca@q.com

The Vintage Voice is published
bi-monthly at the end of each
period: Jan/Feb, Mar/Apr, May/
June. July/Aug, Sept/Oct, Nov/
Dec.

Editorial Guidelines: To help
you start writing, please use
the following word counts to
determine the type of article
you will submit. Letter to
the editor: 500-699 words.
Monthly column: 700-999
words. Pictures (2-3) may be
included in a 700-800 word
column. Feature story: 1000-
1500 words, plus 3 to 5 digital
pictures.

Reprinting material: All mate-
rial in the Vintage Voice is
the property of the VWCA.
Unauthorized use is prohib-
ited. If you wish to reprint
material, please contact the
editor. The VWCA will not
knowing reprint materi-
als from other publications
without written permission of
the author or without provid-
ing credit for the source of
published works. It is assumed
that all content submitted for
printing is the original work
of the author who shall bear
all responsibility for copyright
violations.

Member's Only Area
E-Edition
Login access: beetle
password: beer

Volkswagen in Mexico

In 1949 and again in 1950, the newly appointed director of Volkswagen, Heinrich Nordhoff, took trips around the world to drum up business for Volkswagen. He went to the USA, to Brazil and even to Japan. Mexico was however not on his itinerary. Mexico did not exist as far as Volkswagen was concerned. With only 30 Million inhabitants, most of them illiterate and with only a total of half a million vehicles registered, Mexico did not look like a good prospect in 1950. It was a country without a middle class. The rich drove imported V8 powered US cars. Today all of that has changed; Mexico has a population of over 120 million, of which over 30 million live just in the capital, Mexico City, alone and yearly car sales exceed 1 Million while another million or so are exported to the US, Canada and other countries.

After dubious beginnings, Mexico would eventually play a major role for Volkswagen. As we know it would become the only place where production of the classic Beetle continued for many years after it had ceased everywhere else. The very last ones of the classic Beetles were built in Mexico. After the US, Germany and Brazil, Mexico was the fourth largest market for the Beetle. Most people do not know much about Volkswagen in Mexico.

Anyone visiting Mexico and driving about 80 miles south from Mexico City will find the Volkswagen factory just outside the city of Puebla in the state of Puebla. Actually, its address is "KM 116 Carretera Mexico-Puebla" meaning it is 116 kilometer from Mexico-City. In my opinion, the Mexican Volkswagen factory has the most beautiful location of all the

Volkswagen manufacturing plants, especially if one compares it to the colorless, gray main plant in Wolfsburg. It is lying in a large fertile about 7,000 foot high valley with an excellent almost always spring like climate.

It was a long torturous road for Volkswagen to get established in Mexico. The fact that Volkswagens started to sell well in most countries around the world during the early fifties got the attention of some German-Mexicans. It occurred to them that for such an economical car a market might exist in Mexico. One of them, a Señor Alfonso von Hohenlohe inquired in 1952 in Germany about the chance of getting a Volkswagen franchise for Mexico. To his great surprise he found out the factory had already appointed a Mexican General as the exclusive dealer.

Hohenlohe went to see the General. Talking to him, it became obvious that the General was a great admirer of all things German. He figured, if the Germans build a car it had to be the best in the world. It turned out the general had signed with Volkswagen a contract without ever have seen one. Fortunately, after showing the General some pictures of a Beetle and explaining a few details about it and with some Pesos changing hands, the General was happy to relinquish his rights. Von Hohenlohe was now able to open the first Mexican Volkswagen dealership in Mexico City.

The first seven Beetles and four Type 2 Transporters arrived in 1954 to be displayed at a "Germany in Mexico" exhibition. Another 123 Beetles and 110 Transporters were imported that same year. Just as Señor Hohenlohe thought things were going well, the Mexican Government pulled all permits for importing completely build up cars. By arrangement with Chrysler, 252 Volkswagens were assembled at their facilities from CKD kits and total VW sales reached 618 in 1954.

At first Mexican were skeptical about the Volkswagens ability to travel long distances. They thought they were too fragile. Maybe OK to putter around town but not on long stretches of highway or even on bad roads. Fortunately, an opportunity existed to demonstrate the superior qualities of the Volkswagen Beetle when the 'Carrera Pan Americana Race' was held November 1954. These races started all the way south at the Guatemala-Mexico border and went for about 2,000 miles on marginally improved, but mostly gravel and dirt roads up all the way to the US-Mexican Border city of Ciudad Juarez/El Paso.



Looking for Split Parts?



Kaefer-Nostalgie
Pre-53 Beetle Restoration Parts
www.kaefer-nostalgie.com info@kaefer-nostalgie.com
866-516-9511

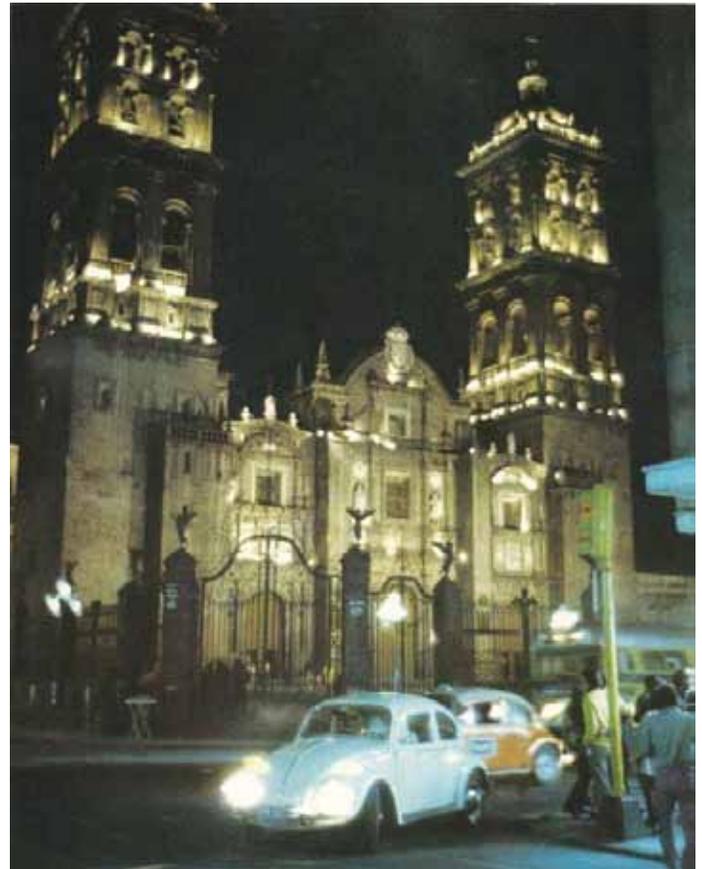
They were huge attention getters and created a lot of publicity for the participants, covered by all of the international media. The Mercedes 300 SL Gull Wing had its first major worldwide exposure there and so did Porsche. After its huge success Porsche would call an entire line of cars, the Carrera, after that race and recently brought out a new line of four door Porsche cars, the Panamera, also based on this particular race.

Senor Hohenlohe realized that this race presented an excellent opportunity to demonstrate the durability of the Volkswagen. Seven Beetles were prepared and unlike all the other cars participating, their engine compartments were sealed to demonstrate that no oil or repairs would be needed. Nobody gave Volkswagen a chance against all the much more powerful cars participating. While the seven Volkswagens did not come in first, all of them came in within the minimum time allotted. More importantly, while most of the others cars needed attention and repairs, none of the seven Beetles needed any oil or repairs whatsoever, not even a tire change. The Volkswagens drivers would every day cross the finish line in single file, impressing all the assembled spectators and the international media. It was the Volkswagen cars, that grabbed all the headlines in the Mexican papers and it was a big breakthrough for the image of VW in Mexico and got a lot of attention in the rest of the world. The race organizers did not believe that none of the Volkswagens received any service something never heard of and had independent inspectors verify it.

Unfortunately, the great demand created by all this good publicity could not be taken advantage of because of new restrictions on imported cars. However the good image of Volkswagen lived on.

Only the fact that Studebaker of Mexico agreed in 1955 to assemble 1,765 more Beetles kept VW in business. During the next few years, Volkswagen had many difficulties. Studebaker, the first assembler for VW in Mexico had its own problems. There was a constant battle with Government interferences and other shenanigans. Besides, there was lack of attention to the Mexican market by Volkswagen in Germany in those days. Volkswagen was trying so satisfy demand in other markets.

In 1961, the Mexican government passed another decree, this time allowing only a very limited number of car companies to assemble cars in Mexico. Volkswagen was not one of the chosen ones. For some strange reason the British Motor Corporation (BMC) was one of the companies which received a license to build cars in Mexico. With a clever move and political maneuvering, three Mexican businessmen circumvented the rules by taking over the entire BMC plant, located in Xalostoc; a suburb of Mexico City, to assemble Volkswagen Beetles, bypassing the Governments edict. Sales increased from 4,016 in 1962 and to 6,378 in 1963.



After more Government interference and uncertainties, Volkswagen decided in 1963 to end all speculations about its future in Mexico and acquired a 568 acre property outside the city of Puebla in the state of Puebla to build a brand new, up to date factory. What helped making this decision easier was the fact that the then President of Mexico, Gustavo Diaz Ordaz, was a native of Puebla and the state of Puebla badly needed industry. For Volkswagen, Puebla was an ideal location. It was on a major highway running from the main east coast port city of Vera Cruz to Mexico City. Allowing for easy access to parts and tools sent by sea from Europe and close enough to the major automotive market of Mexico City.

The first Beetle was finished in Puebla the 23rd of September 1967. It took until February 1968 before full production of 110 Beetles a day was reached. At the end of the same year, the entire production of all cars by all Mexican automotive companies reached 100,000 for the first time.

With the completion of the brand new factory in Puebla, a new phenomenon started. Just as Henry Ford did in the US with the Model T, which had put Americans on wheels and as Heinrich Nordhoff had done with the Volkswagen in Germany and in Brazil, the Beetle was motorizing another nation. Now Volkswagen was putting Mexicans on wheels. For the first time an emerging middle class were During the first few years Volkswagen deliberately kept their prices low

and the Volkswagen Beetle became the largest selling car in Mexico. At first the Beetles built in Puebla were a combination of different model year parts. However by January of 1971 the body became identical to the German version, except only the latest 1,600 cc engine was available. The Super Beetle was never made it to Mexico.

In 1974 Volkswagen de Mexico built 114,839 cars and by 1975 had reached a total of 500,000. Volkswagen de Mexico and its 188 dealers had 26% of the market. June of 1977 VWM started to export Beetles to Europe, after production there was halted. VWM exported about 100,000 Beetles to Europe before Beetle exports ended September 1985. In 1979 VWM sold for the first time over 100,000 cars a year in Mexico with a total of 112,516. On September 12th, of the same year the millionth Mexican Volkswagen was built. On May 15th 1981, a milestone was reached in worldwide Beetle production with the 20 millionth Beetle coming off the assembly line in Puebla. The 21 millionth on June 23rd 1992 and finally the last one ever to be built anywhere, took place July 30 2003, shortly after 9 AM.

I worked 5 years for VWM starting in 1972. Volkswagen was just starting to get real traction in the Mexican market after many years of spinning its wheels. It was the best of times, the pioneering spirit I had witnessed at Volkswagens years before, I saw again. Once again I witnessed Volkswagen getting established in a new market, just as I saw it happen in Germany, in Canada and in the US. The People I worked with, again showed lots enthusiasm and drive. This feeling of really contributing to a great success was a greatly satisfying. Everybody was pulling at the same strings.

I spent little time at the manufacturing plant itself, since my job was to assist the dealer organization with their problems. Because of these travels I know Mexico better than any other country I ever lived in and much better as most Mexicans do. I know the country, its states and its cities, its history, pre-and after the conquest. Mexico is actually many countries, having



distinct regions, with their own food specialties, their own music and personal attitudes.

Today, VWM is no longer the sales leader in Mexico. GM, Ford Chrysler and especially Nissan are selling more cars. Toyota, Honda and Mazda are just entering the market and investing hundreds of millions of dollars. However the VW dealer network is well established, even though it is no longer number one it is still one of the major players. Volkswagen just announced in 2012 that it is investing in a new engine plants and Audi is also will start to build cars there.

Way Out Salvage
 Your Volkswagen's Best Friend
NEW AND USED VW PARTS



Home of the Baja Truck
 See it online!
Bus & Beetle Parts
Engine Rebuilding
Over 500 Cars/Busses



823 Madison 3665 Kingston, Arkansas 72742
 (479)-665-4126
www.wayoutsalvage.com

RESTORATION PARTS
Beetle
Karmann Ghia
Rabbits and Cabriolets

www.mtmfg.com

M & T Mfg. Co. 30 Hopkins Lane
 S.Kingstown, RI 02879

Many parts of our own manufacture.



The Mo-Kan VW Club presents;
VOLKS-WESTON
May 18, 19 & 20, 2012

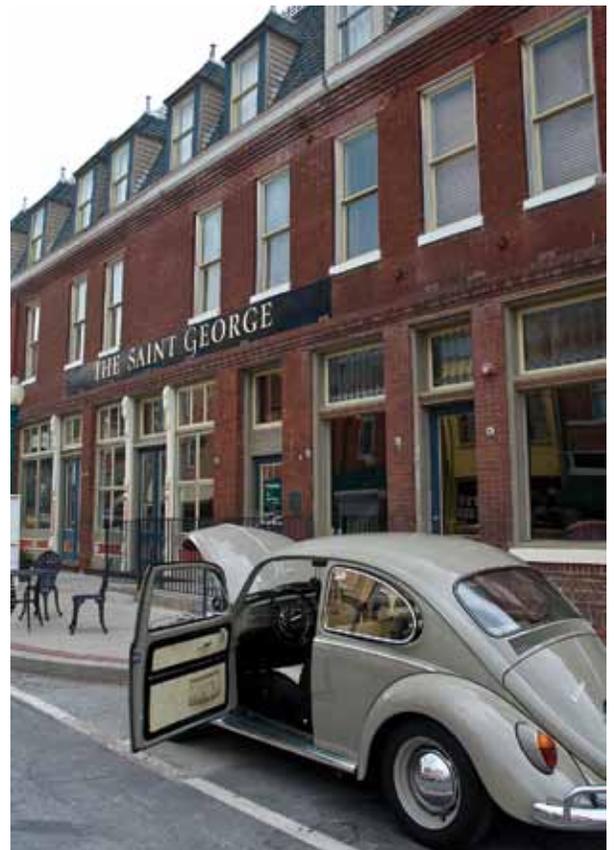
By Mike Epstein

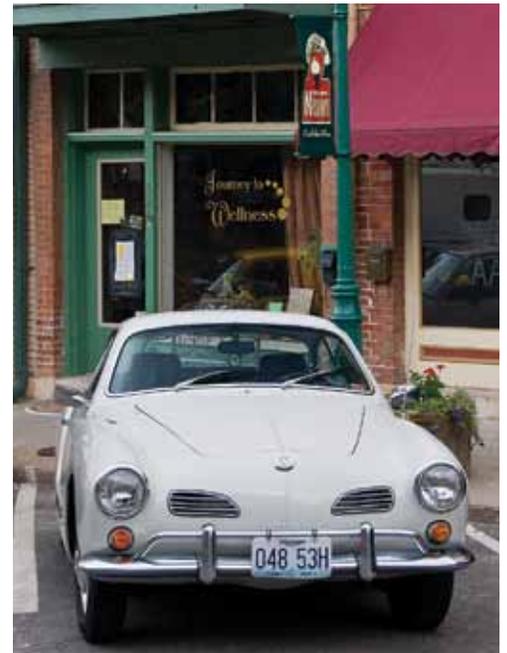
Weston, Missouri is a small, charming community nestled among the high bluffs of the Missouri River. Founded in 1837, Weston grew into prominence in the 1850's and then settled into a quiet existence. Now home to an historic district listed on the National Register of Historic Places and recognized as Preserve America community by the National Park Service, Weston is a great place to visit for a day, a weekend or a long as you like. There are great restaurants, lots of live music, and shops offering home decor, gifts, antiques, clothing and lots of original American folk art. It's said there are over 100 historic homes and building in Weston, quite a few are antebellum.

The hills were perfect for growing the grapes that fine wine is made of and Weston boasts quite a few wineries in the area as well as the McCormick Distillery, national supplier of beverages and industrial spirits with markets in all 50 states and 37 countries, providing such products as Tequila Rose and Tarantula Azul.

Back in the old days, it was also a perfect place to grow tobacco and still does. Our swap meet was held inside the very building that the drying of tobacco and the dealing and distribution of dried tobacco was performed in.

The historic downtown was the perfect place for our show this year. The town folks of Weston embraced us with open arms and allowed to us virtually take over the historic downtown area. Because of the town,





I think you could tell there were a lot more in attendance this year, especially the spouses since there was shopping so close! We had 104 registered show cars with about 90 showing up, but there was easily twice that many in and around town that came just for the show.

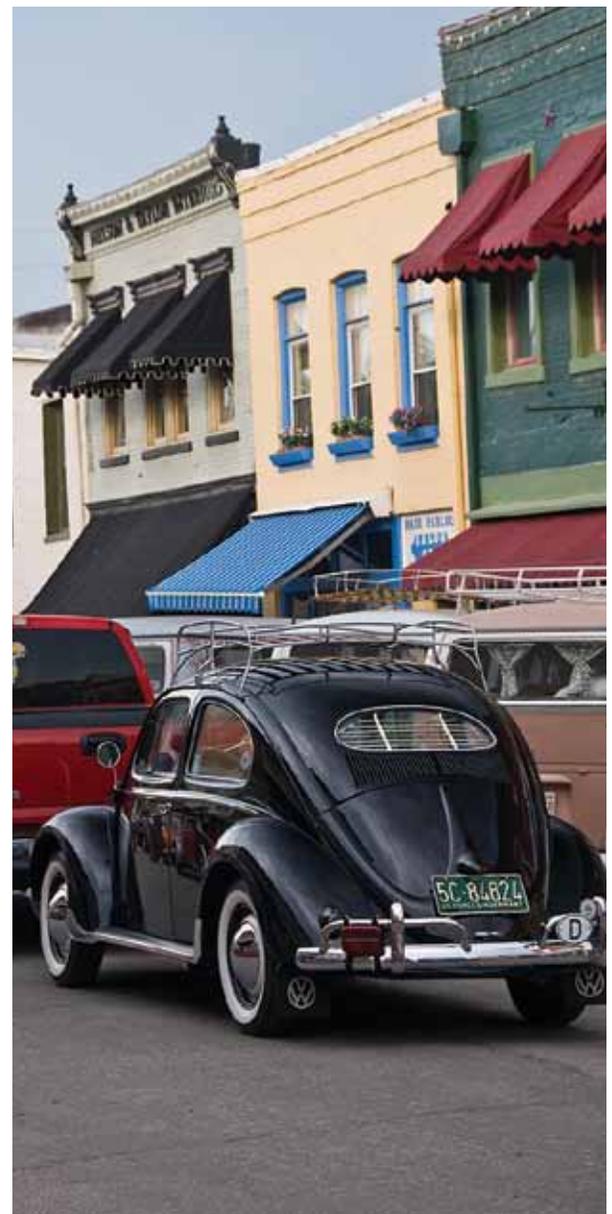
Jason George, President, and the whole club put on a great show and put a lot of work into this production, it was no small feat. Finding a camping area for all the overnight campers and Bus people was tough enough, but in the end, it was a local family that allowed that to happen on their private property very close to town. Thank you to all of our volunteers!

We would also like to thank our sponsors the Vintage Volkswagen Club of America of which the Mo-Kan Club is a chapter, Mid-America Motorworks, MST, Wolfsburg West, GOWESTY, the Omaha Volkswagen Club, Bob's Buggy Shop in Wellsville, KS, and Brown's Auto Service in Kansas City, MO.

Last year we had an engine built to sell raffle tickets for and this year, we did the same. It's a complete 1776cc turnkey engine for air-cooled Volkswagens. This year's winner was Howard and Susie Kilgore, long time members of the VVWCA. All proceeds goes to charity as it has in the past. This year's charities were Harvesters and two local families facing medical challenges.

Car show results should be posted on our new web page at www.mokanvwclub.org. Some of the highlights were: Best of Show: Bob Foulk, Sioux City IA (1952 Sedan), Best Interior: Richard and Crystal McCollum, Kirksville MO (1963 Beetle Convertible), Best Paint: Michael Zanerich, Smithville MO (1958 chopped Beetle), Best Engine (air): Mike and Connie Tate, Ottawa KS (1969 El Lobo Buggy), Best Engine (water): John Lautenschlager, Raytown MO (1980 Rabbit pick up).

With a venue like this, I can see this show getting as big as Eureka Springs! So plan your next trip to Kansas City in the month of May and join us for a great show and a great time.







We see what you see.
Build potential.

Trust Mid America Motorworks to help restore your hidden treasure to its former glory. With more than 40,000 products, we can get your Air-Cooled VW back on the road.

FREE AIR-COOLED VW PARTS & ACCESSORIES CATALOG

Visit volkswagen.mamotorworks.com or Call 866-377-2259 to get your Master Catalog today!



**MID AMERICA
MOTORWORKS™**

Pursue your passion here®



17082 N US Highway 45, Effingham, IL 62401
©Mid America Motorworks, Inc. All rights reserved.

