

# VINTAGE VOLKSWAGEN NEWS

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The Vintage Volkswagen Club of America Newsletter • Established 1976



***Flashback Issue!***

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## 39 Years Ago, The VVWCA Celebrated Its First Birthday

That's right, the VVWCA is 40 years old this month!!!! Congratulations goes out to all the past presidents, vice presidents, secretaries, membership coordinators, treasurers, editors, historians, and so many I can't begin to mention them all by name, only by title, and that includes all those people who submitted articles over the years, because quite frankly without you, we wouldn't have a newsletter.

We start with the west coast president's opening statement in the newsletter from 1977 who is Robert A. Gilmore, Robert does the incredible and wonderful stories on vintage VW toys for Hot VWs these days, probably knows more about split window toys than anyone anywhere! If you're interested in vintage VW toys, visit Robert at: [www.vintagevolkswagenmodels.com/about-us](http://www.vintagevolkswagenmodels.com/about-us).

On the cover this month you will see what the newsletter started out like and the very early split window logo used before the more refined image we see today associated with the VVWCA. Pretty crude, but cool! We will have a vintage theme throughout the magazine this month in celebration of our 40th year by re-running some old parts and pieces from '76-'77, our first year. Check out some of those vintage ads and check those prices, you'll drop jaw! We hope you enjoy it.

On another note, we have had our first Vintage Voice come out since early last year, my explanation was in our first issue. Since then, we have a new website you should check out, some of it is still under construction but most of it works perfect. The renewal process and new membership links are all set up and working fine as I tested it and paid for my membership the other night. Once we get the regalia up and running, and it should be by the time you get this because I'm writing this on Feb 13th, you'll see a few items that haven't been listed in a while and we have brought back the brass bumper badges called "Plate Mates" that fit behind the license plate fastened by one of your license plate screws, and our bumper bracket which allows you to attach our Deluxe Bumper Badge to your car by way of your bumper bracket, sounds confusing until you see the photos.

One of the ongoing problems that always arise is change of address and e-mail, please don't forget the VVWCA when you're changing your address or e-mail, this is how you get your Vintage Voice, I only have so much time and so many resources to find you and if I can't, well you know what that means, you're not going to get your Vintage Voice.

*"Dear VVWCA. Members, (April 1977)*

*This month we are printing a special issue of the "Vintage Volkswagen News" to celebrate the 1 year anniversary of the VVWCA. That's right, the VVWCA is a year old this month. During the last year, the membership has grown to 140 members worldwide which has helped with the communications of vintage VW enthusiasts in other countries. The VVWCA has organized several club meets which club members enjoyed greatly. Bill and I have received many compliments on our efforts to make the club a success and we wanted to thank the members who have written requesting ads for the newsletter and also material furnished for printing in the newsletter. Bill and I will be mailing out membership renewals to those members requiring renewal. We hope that all past members will join us for another year."*

On a closing note, there are so many things that I'd like to tell you about and discuss with you but I want to take only so much of your time in the Vintage Voice so I'll cut it short this issue. We do a serious volunteer: Membership Coordinator.

The membership coordinator would maintain the membership database and keep it up to date on a monthly basis, sending updates to the President each month as well. You will be responsible for maintaining a database for the mailing labels members for the printer and making sure they get an updated list each printing cycle and sending me a list of people each newsletter period of people who are on their last newsletter so I can send out renewal notices. I would supply you with preprinted and posted postcards and mailing labels to print so all you have to do is put them out for the post-person to take.

We have a new vice-president, Mike Klem. He is policing the Face Book site daily and works with our Twitter page and fields questions coming in from the website, supplying forms for membership and chapter registration to those applying for either, and, he is of course be responsible to take over if the president should become unable to continue in his/her position. This position is for the most part at the computer.

We don't work in anything complicated, Word, Excel, PDFs, things like that, nothing scary. If you're looking for a career in non-profit, why not start here as our membership coordinator, it doesn't pay a dime, it's perfect for someone with time on their hand, and you get to help out your club.

Thanks, talk to you in 2 months,  
Mike

P.S. Think all digital!!! It's coming!

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## ANTON PIECH

Anton Piëch - you may wonder who he is. The last name may sound familiar because his son is Ferdinand Piëch, the very ambitious Ferdinand Piëch who ran Volkswagen from 1993 to 2003, and later as head of the supervisory board, where for a short time he made VW into the largest car manufacturer in the world. He resigned recently, but because of Dieseltgate we may hear more about him in the future. But we are looking at his father Anton today.

Anton Piëch was born in the eastern part of Austria where many auto pioneers came from, Porsche, Ledwinka, Kommenda, Barenyi and even Hitler, who even though he was not into the car business, played a major role in establishing Volkswagen. As a lawyer, Anton Piëch defended many Nazis in the late twenties because the Nazi party was illegal in Austria. He himself would later join the illegal Nazi party and even the SS.

Anton Piëch would defend Ferdinand Porsche in the late twenties in a legal dispute with Daimler-Benz. Porsche worked for D-B from 1929 to 1932. Apparently D-B financed the house where Porsche lived in Stuttgart while he was working for them. The case was eventually settled and Porsche kept the house. After the settlement, D-B employees were told by D-B management that they would risk getting fired if they had any contact with Porsche again. It seems D-B was not too happy with the settlement. BTW, the house Porsche gained is the one located at Feuerbachstrasse 48-50 where Porsche a few years later would assemble the first 5 Beetle prototypes in its three car garage. It was a big house for German conditions, even using two house numbers, and it has appeared in many pictures of that area as a backdrop for Porsche- designed cars.

Anton Piëch married Porsche's daughter Mari-Louise in 1929. They had three children, with one of them, in the tradition of the Porsche family, being called Ferdinand. After the marriage Anton would handle all legal matters of the Porsche family. He also handled the buyout of Porsche's Jewish partner Adolf Rosenberger. Later Rosenberger would sue Porsche because he had to sell under duress when he feared for his life while living in Nazi Germany.

In 1934 Anton and his wife (Porsche's daughter) became a 15% partner in the Porsche company. Piëch played a major role in organizing the company, including arranging



a non-repayable loan to build new facilities in Stuttgart that were used for the continuing development of the Beetle. While the loan was non-repayable, the facilities were leased by Porsche to the GEZUVOR. Even some Nazi official complained about this arrangement. It set a pattern of what was to come on how the Porsche/Piëch family would operate to their benefit. In 1941 Anton was put in charge of running the Volkswagen factory. The figureheads at the factory were actually his father-in-law, Ferdinand Porsche, and one high ranking Nazi. Because Porsche was busy trying to do military work for Hitler and the Nazis were too busy with party business, the day-to-day operations were handled by Anton Piëch.

At the beginning of the war all work at the VW factory had been halted to use all of Germany's resources for the war effort. However Anton Piëch, with his good connections to the SS and the party, was able to convince officials to eventually continue construction of the factory and use the plant for the war effort. This was a fortunate occurrence because it allowed civilian activities to start almost immediately after the war. The damage from the bombing was extensive; production had continued during all the time of the bombing.

It was during Piëch's time at the factory that most of the atrocities against forced laborers occurred. Piëch must have known what went on. He is reported to have visited the hospital where more than 350 children of forced laborers died. Most of these children were born to Polish and Ukrainian women, many of whom were kidnapped when already pregnant and forced to work at Wolfsburg. Some of these woman did not even have a chance to take along proper clothing because they were kidnapped working in the fields when they were. Some were even barefoot. All of the children born at a Wolfsburg hospital died; none of them made it past 6 months old. It is

estimated that about 500 adult workers also died for various reasons, but that is an understatement because many, after being too weak to continue useful work, were sent to extermination camps. It is no wonder that Anton's son Ferdinand Piëch does not want to talk about his father, and most documents of that time have conveniently disappeared.

Close to the end of the war, as US troops approached the factory in the first days of April, Anton Piëch took off with all of Volkswagen's cash, about 10.5 million DM, and a bunch of cars and documents under the pretense of continuing VW operations in Austria. Ferdinand Porsche and his son Ferry were already there in the relative safety of their compound in Austria. By the way, Piëch's wife never joined him in Wolfsburg; she hated the place.

The Porsches used the money taken from Wolfsburg to continue developing a tractor and the Porsche 356 sports car. Regardless, just a few months later Piëch sent a bill for an additional one million DM to Wolfsburg to get paid for supposedly continuous development work on the Volkswagen. VW, by then under the British, outright refused to pay. Not only that, they sent some Wolfsburg police to recover some of the money Piëch had taken from Wolfsburg. However the Porsches, with the help of US occupation officials in Austria, sent the police home without money, telling them they had no authority in the American occupied zone of Austria.

A short time later, in 1946, Anton Piëch and Ferdinand Porsche were arrested by the French. The French claimed that some of the French engineers from Peugeot had been kidnapped and forced to work in Wolfsburg during the war and some of Peugeot's tools had been confiscated by VW during the time Piëch was in charge in Wolfsburg. After his release, Piëch occupied himself with running Porsche's legal matters, including contracts with Nordhoff and Volkswagen.

During his time in Wolfsburg from 1941 to 1945, Anton Piëch already tried to privatize Volkswagen, without any clear idea how that was to be done, but he claimed that a good part of the shares should go to Porsche for his services to the Reich. The idea was nixed at the time because there were just too many trying to get part of the pie. Anton Piëch died of a heart attack on August 29th 1952, at age 58. Today, in 2016, the Porsche/Piëch families own 50.76% of Volkswagen.

### **Miscellaneous Quotes, Information, and Comments**

"Nordhoff was just too good to be true; he was a good show-master," was the comment by Ivan Hirst on the widely-circulated story by VW's PR department that Nordhoff slept the first few weeks in his office at the factory after he took over the job of CEO at Volkswagen in 1948. Hirst thought this was just PR stuff and he saw no need for it.

Nordhoff explained the situation as it was in the late forties: "People in Germany right after the war were satisfied with any car that would run. But as an engineer, I was not happy with the Volkswagen. The car needed changes."

Otto Höhne, one of the German-Americans who had returned to Germany in the thirties to help Porsche set up the VW factory, explained the situation at the factory right after the war like this: "Some workers had fires in steel drums burning right alongside their work stations to keep the hydraulic fluid from freezing. The assembly line for engines was in the basement and when we had heavy rains the workers stood up to their ankles in water. Many days I went to work with shaky knees and an empty stomach, and at the end of the day I went home with my stomach even emptier."

Henry Ford II, in an interview given in 1969 to the German news magazine 'Der Spiegel,' said when asked why he did not buy Volkswagen in 1948: "I would have gladly bought the Volkswagen plant in 1948, but unfortunately that did not happen. I talked about it with representatives of the British Military Government in Germany at that time, but they said 'No'. There wasn't a chance. Please understand me correctly, there were no negotiations for purchase, I merely explored the matter once".

A stolen VW bus was recovered after 36 years! A local Los Angeles South Bay newspaper, the "Daily Breeze," reported that a woman from Spokane, Washington, got back her green and white Bus that had been stolen in 1976 after an alert customs official at the Los Angeles port noticed the car. It was ready to be shipped to Germany. It took about a year for her to get her recovered car back because the insurance company had already settled with her. The auction house where the car was held had offers of over \$30,000 for the car. Eventually the original owner took out a loan and settled

with her insurance company to get her car back at an undisclosed price.

Another story in the same magazine, in its August 2015 issue, features a meeting of VW buses in Florida where over 120 of them showed up. It's a trend I have been noticing and have written about before. It seems that buses have become more and more popular with collectors. The same issue of DBs and Hot VWs mentions that the original Herbie used in the Walt Disney pictures was auctioned off in Florida for \$126,500. I do not know whether the buyer is aware that Disney used at least 20 Beetles fixed up as Herbies during the filming of those movies, according to information contained in the book "Volkswagen, History to Hobby" (ISBN 978-0-9765261-1-7) by Bob Cropsey, the former historian of the VVWCA. Possibly the one auctioned in Florida was the only one drivable as a normal, street-legal, car. Actually this well-written book has a lot of good information, and one part is the story about Herbie movies. Besides, there is now a website for Herbie fans that lists original and fake Herbies - [herbiefans.com](http://herbiefans.com).

Last year a Frenchman auctioned off his WW II memorabilia, including a perfectly restored Schwimmwagen for US\$ 120,000. Not bad. It shows that if you have a Volkswagen for sale, it pays to wait until an interested party shows up to pay top price.

"We should all be concerned about the future because we will have to spend the rest of our lives there," according to the ex-president of General Motors, Charles Kettering. Another quote by him was: "I have never done anything at a desk in my life, because I found out that whatever I thought I could do there wouldn't work down on the bench. So I started on a bench first and worked back up the other way."

### **Books about Volkswagen**

There are a lot of them. A recent look at the German Amazon.de website showed 266 titles listed. Most of the German books deal with how to repair them and how to keep them running. Some of them have been translated and are available here in the US. There even is a repair manual for complete idiots, as its title suggests.

Books dealing with the Volkswagen history are of primary interest to me. Despite of all of these books about the VW history, I do agree with the author Griffith

Borgeson's article published in "Automobile Quarterly" Vol. 18, # 4, where he concludes his fine writing with these words: "As for the history of the Beetle, much has been written that is excellent, and much is pure self-serving PR handout." The same thought is also included in Terry Shuler's book about the "The Origin and Evolution of the VW Beetle" published in 1985: "Future seekers of historical fact will find great expanses of virgin territory ...."

Indeed. For the last few years I have been reading and re-reading many of the more than 100 VW books I have accumulated over the years, and to which I am constantly adding. I can't help but feel there is still a lot of information missing. It became an obsession with me to put the Volkswagen history in order, especially to clarify certain events of its development and about its early successes. It keeps me reading and writing about it. Lately better books have come out, better researched ones with more accurate facts. Having a word processor and researching on Google and Wikipedia sites helps too to get a more detailed picture.

I have reviewed over 50 books for the "Voice," mostly the ones I considered most informative and helpful in understanding the whole Volkswagen story. Unfortunately there were many books published which were obviously just thrown together to fill pages with large-format pictures but very little factual information. Despite that, once in a while I find even those interesting when they include little-known historical pictures, or some excellent pictures of restored vintage cars.

Many used books about VW are now being resold at car shows and on websites. A few years ago, at the Toy and Literature Show in El Segundo, CA, a German vendor wanted to sell me a vintage VW book for \$280. Yes, you read correctly. I was actually thinking about this one for a few minutes, because it was a beautiful book, in excellent condition and obviously very historic, having been published originally in 1949. After considerable hesitation on my part he came down to \$250, but finally I had to say "Nein, Danke", no thanks, this was just getting out of hand.

Looking at Amazon.com I am realizing that for some of the VW books I have on my shelves big money is being asked. Somebody in Germany wants 300 Euro, approximately US\$400 for the Porsche autobiography "We at Porsche." The book "Volkswagen Beetle, The

Rise from the Ashes of War” is listed for US\$150. I did not realize how rich I was by having all of these expensive books. I’d better stop writing remarks on their pages and highlighting certain sections of these books in my research. On the other hand the most popular book ever published on the VW subject “The Amazing Volkswagen” sells for \$1.99.

One thing that has always surprised me was the number of books written by Englishmen and published in the UK. I knew there were a lot of books written about VW all over the world and in many languages, but I had always thought that most books would come either from Germany or from the USA, the biggest markets for VW products.

Unfortunately a lot of people with the VW organization during the early years are by now dead or dying and it will be ever more difficult in the future to get to the bottom of many of the unanswered questions I still have..

For instance, Porsche in his design of the Beetle included many ideas that were already used by other automotive pioneers. These people were given little or no credit, and only occasionally a little compensation for their work. During the Third Reich days, Porsche had a free hand and he did not have to consider such details as patent infringements or respect for copyrights. Actually, at this time I am just preparing an article on that very subject.

Closer investigation of Porsche’s relationship with Hitler shows that there was much more than the Porsche family likes to admit. Hitler certainly admired Porsche and whenever Porsche needed some support in dealing with government bureaucrats or with the German car manufacturers, he knew whom to call. The fact that Porsche had joined the Nazi party is hardly ever mentioned and seems to be a taboo.

Did Hitler from day one plan to exclude the other German manufacturers from building the Beetle, and had he planned to use the KDF money right from the beginning, meaning he used the manufacturers just to pay for the Beetle’s development costs?

Who really designed the flat four engine used by VW? Was it the Englishman who was the chief engineer at NSU in the early thirties? Or was it Reimspiess (I will get into that too in a future Vintage Voice issue.)

Even though Ferdinand Porsche’s son Ferry did a lot of whining about how little they got paid for designing the Beetle, a closer look will show that the “House of Porsche” benefitted quite handsomely from its association with VW before the war and again after, until even today when they are holding the majority of VW shares.

How come Nordhoff and VW were so stingy and not wanting to pay off the poor people who paid into the savings plan that was started before the war to buy a Beetle, but were super generous to Porsche?

Why did VW give the Porsche family the exclusive rights to the VW business for one entire country, Austria? Later this was expanded to include many other countries. It was like giving Porsche a license to print money.

What did VW get out of Porsche for all the hundreds of millions of marks paid for research and development work from 1948 to 1976? The final Beetle replacement, the Golf, had no input at all from Porsche.

If Nordhoff was that adamant about never replacing the Beetle with another model, how come there were over 40 Beetle replacement prototypes developed, with at least 3 ready to be introduced as early as 1952?

And how come in the many books about VW and the Beetle, with the exception of one, there is very little information about the many variations of the Beetle and other VW models that were built in other countries besides Germany?

I can see enough material for a number of books, maybe someday someone will also get all the dates and all the facts right about the different events relating to Porsche and VW.

As I said at the beginning, over the next few months or years, I will tell your readers a little bit more about some of the best VW books available. Some of the books I have covered before and some are listed under “Books worth Reading” on the old VVWCA website.

In the meantime I have ordered a book from Germany that claims to list all the 78,000 changes that the Beetle underwent during its lifetime. We will see.

# ***Flashback to 1977***

## VINTAGE PARTS FOR SALE

Two new front bumpers after October 1952. These are painted for use on Standard Models.- \$75.00 ea. plus shipping. One German rear marching light and Blackout dash control switch for Kubelwagen - \$125.00 ea.

Split Window Trunk liners for 1945-1952 Volkswagens. Exact copies of under hood cardboard instrument covers. High grade waterproof cardboard, price \$35.00 ea. plus shipping or pick up at my house.

Very accurate reproduction fiberglass NOSE license light housings with "Hella/VW" logos, mounting bracket installed but no gasket or lens. \$25.00. Contact: NOSE fits Splits to Oct. '52

Front hood mouldings, grooved type, new, fits all beetles from April 1951-Oct.'52 \$100.00 ea. Solid front hood VW emblems new. \$100.00 ea. Bumper guards, chromed for 1950-1952 VWs these are the non-flared type, set of four, \$125.00. Heart shaped taillights, two new complete sets, less right bulb holders \$100.00 per set, write or call for details. Items sent freight C.O.D. no personal checks accepted.

From a 1951 VW Convertible: Rear deck lid with license light, one pair gray with blue trim naugahide door panels, two sets of door and window handles. One pair glove box doors with locks, (one has hole drilled in door for gauge) two Telefunken radios, one with push buttons, one without, (not known if either works) one speedometer with dash plate. All parts for sale or trade.

36 HP short block, rebuilt, \$400.00 exchange 36 HP heads, rebuilt, complete with rocker arm assemblies \$175.00 per pair exchange, Rear window weather-strip, oval, deluxe \$24.00 NOS, Bulb type headlight assembly for early Bus in fair condition \$75.00, 36 HP intake manifolds , reconditioned \$25.00, ignition wire conduit tube is also available. 28 PCI carb, reconditioned, \$40.00 exchange. Send me your want lists. All orders Canadian funds. Contact:

'53-'57 rear view mirror (no sunvisor) \$35.00. '53-'55 "bakelite" directional flasher unit, \$12.00. Drivers outer door handle with key pre'53 \$15.00. 28 PCI carb. \$45.00. New Standard 3-spoke steering wheel horn button \$15.00. Used solid rear apron in good condition \$40.00. Rear pre'57 rear apron \$50.00".

## VINTAGE VW'S FOR SALE

1955 VW SUNROOF SEDAN; 99% restored, new paint (pastel white. New interior and headliner. Original engine has been completely rebuilt. New\original carpeting, new sunroof, new steel-belted radials. Semaphores, with extra set. Car is virtually rattle free and no rust. Must see to appreciate. Many extra parts. Price \$4000 firm

1953 SPLIT WINDOW BEETLE SUNROOF, Chassis #1-0438051, in excellent condition, needs headlining, otherwise complete, many new spare parts , Price \$5,000,

1951 VW DELUXE SUNROOF SEDAN: A completely original un-restored one owner car . Absolutely rust-free, Original black paint, original cloth interior . Loaded with extras - -glove box doors , wind wings , spotlight , fender skirts. Perfect trim and perfect original rubber. Every single original item is here to have the finest '51 Sunroof in the U.S. Runs beautifully, 25 HP engine with all authentic original running gear, 88,000 Kilometers total mileage .

1952 ( EARLY VW DELUXE SEDAN: 68,000 Kilometers total mileage. Quite probably the most rust free un-restored VW in the world. The original cloth interior is in unbelievably

good condition. It would be a shame to restore this car. It was maintained as a dealer showpiece for fifteen years before I got it. Many spare parts go with it, including N.O.S. genuine original rubber fog all windows. Runs beautifully and has totally authentic 25 HP engine. In addition to the two cars, I have a fifteen year collection of mint and N.O.S. parts, way too numerous to list in this ad. Enough stuff to finish off a third Deluxe Beetle and enough 1948 parts to completely duplicate the very first VW BEETLE sold in the United States. Included in all this will be an impressive library of early VW literature. Family health problems force the sale of the entire package. Absolutely NO PARTS will be sold separately! \$22,000 takes all!

1953 Sunroof (Split-window) restored to original. \$3,800

1953 Split-window Sedan. The car is in mint un-restored show room condition with only 22,450 miles and 100% original and complete. \$4,600

1957 Karmann Ghia Coupe, original condition, no rust, 36 hp motor, new shock absorbers. \$4,500 or best offer. Delivery available.

1949 Hebmuller 2 seat coupe, mid-year 1949 model which features metal glove boxes and 8 gallon fuel tank. The body needs extensive sheet metal work and comes with a Karmann conv. Body for sheet metal parts. Hard to find parts are included which makes it 98% •complete. Body is currently on a 1951 chassis. Best offer.

Early 1952 Standard Sedan, \$1500. Remember hearing about G.I.'s bringing back VW's after WWII? Well, this G.I. just brought this one back 30 years later.

1953 Delux Split 10429231, \$1000, original running engine plus extra parts.

1955 - 1957 Oval Sedan's, \$300 - \$800.

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# Flashback to 1984

## “A Brief Sketch of Advertising”

by Nick Swallow

Remember that ad back in about 1958-60, it was a picture of a Beetle and under it was one word, “Lemon.” What a great way to get your attention, what car company would call their car a lemon? The text goes on to say; this Volkswagen missed the boat. The chrome strip on the glove compartment is blemished and must be replaced. Chances are you wouldn’t have noticed but Kurt Kroner did.



That’s the kind of fun VW had with their ads back in those days, and that’s what made it so big besides that fact that they made a great car.

Advertising is paid. It’s a non-personal communication thorough various media by, business firms, nonprofit organizations,

and individuals who are in some way identified in the advertising message. It is to inform or persuade members of a particular audience. It’s function, communication of thought, of opinion, of ideas to other people.. to accelerate movement of goods and services from producer to consumer.

There are generally two types: Corporate Image, and Product.

The case for Corporate Image Adv. Have their cake and eat it too, while selling their product and achieving Image Objective.

Sometimes called “Corporate Breast Beating.” “Vanity Press.”

Good image advertising has: Audience target aimed

at people who count, people you want to do business with. Your clearly defined objectives tells what kind of company you are, and what it will mean to them. What are your buyer’s looking for, technical excellence, advanced research & development, and progressive management.

Direct Action on problem areas; in problem area is defined ads can be aimed at the problem i.e.. Our delivery situation is improved and our quality control in now excellent.

A case for product advertising. Corporate image not only simply proclaiming your superiority in a mass medium depends on: product does what it is supposed to, depends on whether sales does what they say they will, depends on whether the service department services the product as it says it will do. There is no substitute for performance! Sum total of product, sales, service, etc., will give the corporate image the company need where they need it.



Doyle, Dane & Bernbach decided to represent an “Honest Car.” Quality of materials, precautions to make mistakes, costly system of inspection and craftsmanship.

Softest of the soft sells, Never told you that you could not live without one, determinedly suggested you could live a bit more economically with one, hardly used adjectives like, linger, lower, wider, chick, beautiful, and best, but used those verboten like ugly, lemon and ugh!

Ads purpose: attract attention of those most likely to act on proposition being offered. Move readers emotionally and physically, consider guying and new funny looking car, discover where they are sold, and visit a show room.

Ads presentation: Rectangular Logo’s- produced well, centered headline – either, benefit – “One of the Nive Things About Owning it is Selling It.” Humorous – “38 Years Later, He Got The Bug.” Straight forward copy – more startling and believable, easy to read. Corporate signature – small logo; more friendly and avoid the hard sell.

Major segments of an advertisement. 1) Illustration: Contributor to an effective advertising in: Communicate relevant idea quickly and effectively. Attract attention

of desired audience. Interest audience in headline copy. Communicate an idea that might be impossible or even offensive to say in words, & help make the adv more believable. Abandoned fanciful illustrations in favor of photo's, almost all simple black/white pictures, usually without people, simplest backgrounds or none at all and no admiring females. 2) Headline: Function is to gain immediate attention, sometimes does job alone, more often works hand in hand with the illustration or usual elements. Volkswagen ads make effective use of understatement in a headline. The headline and illustration work together. Without illustration the headline would have little meaning, without the headline, the picture merely portrays a Volkswagen. Opens the door to put reader in a receptive mood for what copy has to say. Always a headline beneath photo to convey, single there of message. Line always had a plain period behind it to suggest a simple, factual statement. 3) Copy: Amplification of the headline theme or the visualization. Whisk the reader along toward the advertisements ultimate goal by: arousing interest in proposition, providing believable information, impelling reader to

see or try out the product or accept the image the write has presented. Straight forward, simple sentences subject, verb, object, person to person tone – writer talking to friend of equal intelligence and friendly straight forwardness and disarming truthfulness.



The oldest reason in the world for buying a new one.

Meet Jim Frick, age 23. And his automobile, age 23. Frick, there's nothing around about a car's human being being 23. For you, there's nothing in a car, not when a car is still running around at the age and age of 23. But then again, the car is a VW.

You see, in the age of "New, New, New" automobiles, we spend very little time doing our little car look-over. (Carefully!) But we do spend a great deal of time making it our business. Each and every one of the 2,115 parts in the Volkswagen has been th-

ground and improved upon since Jol's big made in first country back in '38. One of those mechanical bits to fine and rugged that make after 25 years, if you don't be treated to old VW's in a car one. (Don't call me, I'll call you, "to look")

Theme was a natural simplicity – in; Layout, Illustration, copy, & typestyle. A car in itself!

## Flashback





# The Connecticut Volkswagen Association

P.O. Box 891 Westbrook, Ct. 06498

[www.ctvwa.org](http://www.ctvwa.org)

## 2016 Coming Events

**Sunday April 24th, 2016** - The CVA's 26th Annual Spring Dust-off, Mansfield Hollow State Park 195 Bassett Bridge Road, Mansfield, CT from 9am to 3pm. Held rain or shine. This is an informal, non-judged gathering. Dash Plaques to the first 100 cars. Bring a picnic lunch and enjoy a day of cars with your fellow VW comrades! **Please, no alcohol, loud music, vending or burnouts!** For more info: Bill Arute (860) 395-9964 [bill@ctvwa.org](mailto:bill@ctvwa.org) or Chris Fox [chris@ctvwa.org](mailto:chris@ctvwa.org) .

**Sunday May 15th, 2016** – The CVA's 5<sup>th</sup> Annual Swap and Meet-Up, “NEW LOCATION” Address: **Tanger Outlets 314 Flat Rock Place, Westbrook Ct. 06498**. A fun gathering for all German cars and VW's both new and old. Dash plaques, Goody Bags to the first 100 cars. Directions, I-95 North / South take Exit 65, turn south onto Rt.153, turn left onto Flat Rock Place and look for the “VW” signs. **Also, check out our website for Hotel and Off Site Camping information. Don't miss the FIRST VW Swap Meet in Connecticut for 2016, Vendors Welcomed! 9am-2pm. \$5 for show cars, \$10 for swap space, and general admission is always FREE!** Event held Rain or Shine.

For more info e-mail Chris Fox [chris@ctvwa.org](mailto:chris@ctvwa.org) or contact Bill Arute (860) 395-9964 [bill@ctvwa.org](mailto:bill@ctvwa.org)

**Saturday June 11th, 2016** – Cardone & Daughter “VW” Day, “NEW LOCATION” Address: Cardone & Daughter Automotive, 4 Custom Dr. Old Saybrook Ct. 06475 [www.cardoneanddaughter.com](http://www.cardoneanddaughter.com). An informal open house for all VW's and vintage cars from 10-2pm. **Tour the new shop** and talk with the experts. Free coffee and donuts to begin our day, then hot dogs and burgers on the grill at noon. For more info contact: Bill Arute (860) 395-9964 [bill@ctvwa.org](mailto:bill@ctvwa.org) or [chris@ctvwa.org](mailto:chris@ctvwa.org) .

**Saturday July 23rd, 2016** -The CVA's 3rd Annual FROG ROCK Gathering from Noon till 3pm, Address: 212 Pomfret Rd (Rt. 44) Eastford Ct. 06242. A social event for all VW's. Burgers, Hot Dogs, Seafood and Ice Cream available at the food stand. Next we head down the road to the **Tri State Cruiser's Saturday night cruise from 3 till dark** at the junction of Rt.169 and Rt. 101, Pomfret Center. For more info please call: Bill Arute (860) 395-9964 [bill@ctvwa.org](mailto:bill@ctvwa.org) or Brent St Louis [brent@ctvwa.org](mailto:brent@ctvwa.org)

**Monday August 15th, 2016** - **Mark's Auto Parts VW Night**. 22 Russell Rd East Granby CT from 5 - 9 pm (**Rain date August 22<sup>nd</sup>**) Sponsored by: The Volkswagen Association. Connecticut For more info go to: [www.ctvwa.org](http://www.ctvwa.org). Or: [www.markscruisenight.com](http://www.markscruisenight.com).

**Saturday September 25th, 2016** – “NEW DATE” The CVA's 12<sup>th</sup> Annual Volks-Meet, Adress: Westbrook Elks Club 142 Seaside Ave Westbrook Ct. 06498. Show is open to all VW and German cars. Dash plaques and goody bags to the first 100 cars, event held rain or shine. Directions, I-95 North / South take Exit65, turn South onto Rt.153, turn South onto Rt.1, and turn left onto Seaside Ave. **Time: 9am – 2pm, \$10 for show cars, \$20 swap space, general admission FREE!** **Check out our website for Hotel and Off Site Camping Accommodations** or contact Bill Arute (860) 395-9964 [bill@ctvw.org](mailto:bill@ctvw.org) or Chris Fox [chris@ctvwa.org](mailto:chris@ctvwa.org) for more information.

**Sunday October 16th, 2016**- The CVA's 18th Annual Fall Foliage Cruise, from 9am to ??? Held rain or shine this event will begin at **The Riverhouse at Goodspeed Station, 55 Bridge Rd Haddam Ct (RT82)**. There will be a dinner after the cruise for those who are interested. Come and enjoy the colors of fall with us. For additional info please contact: Bill Arute (860) 395-9964 [bill@ctvwa.org](mailto:bill@ctvwa.org) or Chris Fox [chris@ctvwa.org](mailto:chris@ctvwa.org).

# ESSAYEZ-LA ...



## ELLE VOUS SURPRENDRA

CAR C'EST UNE VOITURE DE QUALITÉ

- D'UNE TECHNIQUE D'AVANT-GARDE  
D'UNE MISE AU POINT PARFAITE
- PETITE BIEN QUE SPACIEUSE  
AERODYNAMIQUE ET CONFORTABLE
- ECONOMIQUE A L'ACHAT !  
ECONOMIQUE A L'USAGE !

VENEZ LA JUGER ET EN FAIRE L'ESSAI

A BRUXELLES . 50, RUE DU MAIL . TÉL. : 44.48.06

A LIÈGE . 27, RUE DE FRAGNÉE . TÉL. : 626.41

A CHARLEROI . 6, RUE DE LA FENDERIE . TÉL. : 100.30



# VOLKSWAGEN

IMPORTATEUR : S. A.

ANCIENS ETABLISSEMENTS DIETEREN FRÈRES

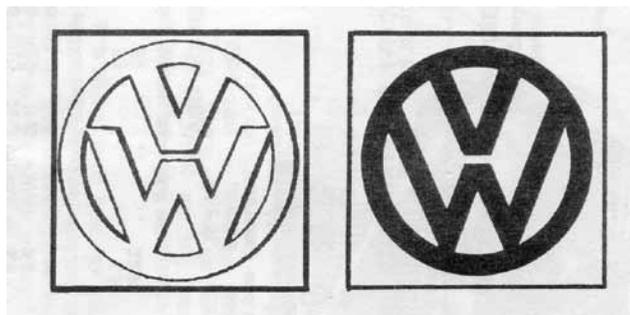
AGENCES DANS TOUTE LA BELGIQUE

*Nouvelle adresse à Liège : 20, RUE DES GUILLEMINS. Tél. 601.12*



## Franz Xaver Reimspiess, VW Designs

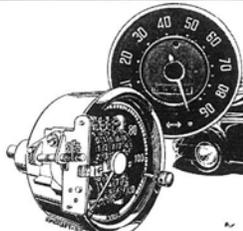
In 1930 a young engineer by the name of Franz Xaver Reimspiess joined the “Kon-struktionsbuero” of Ferdinand Porsche in Stuttgart. Most books about the history of Volkswagen do not mention Oberingenieur F. X. Reimspiess. The Porsche organization, however, names him as the designer of the now legendary amphibious “Schwimmvolkswagen”. The first 30 of the amphibious four wheel drive VW’s of the type 128 were built in 1941. These were somewhat larger than the type 166 which were built from 1942 through 1944. A total of 14,283 of the type 166 were delivered to the German armed forces. The cars had four wheel drive, two differential locks, five speed transmission, two 6.6 gal. fuel tanks up front, 78.7” wheelbase, curb weight of 2,002 lbs, top speeds of 80 MPH on the road and 6.25 MPH in the water. Not too many of these cleverly designed vehicles survived the war to bear witness to Herr Reimspiess’ ingenuity.



*Reimspiess’ original design, left, and currently used Volkswagen logotype is right.*



Another creation by the same man, however, lives on and has become one of the world's best recognized trademarks: the circle with the letters VW -the mark of the Volkswagen AG. He was not only a distinguished engineer, but also an accomplished cartoonist. When he submitted his trade mark design to VW's management, they not only accepted it but also paid him an extra bonus of 100 Reichmarks, about \$20.00, for his effort. Franz Xaver Reimspiess died in 1979.



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& WIPER MOTOR  
REBUILDS**

*Jack Ashcraft's*  
**RECONDITIONING**

**SPEEDO REBUILD.....\$85.00\***  
WITHOUT RESETTABLE TRIP ODO

**SPEEDO REBUILD.....\$110.00\***  
WITH RESETTABLE TRIP ODO

**WIPER MOTOR REBUILD.\$120.00\***  
SWF & BOSCH MODELS  
\* ADD \$20.00 S/H for all items

I do quality reconditioning and calibration on VDO cable-driven speedometers and SWF/ Bosch windshield wiper motors.  
I'll make your unit work and look like new!

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Vintage VW Community for over 30 years

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<p style="text-align: center;">“DR” DARBY <b>MILNOR</b> 847-417-5671 oldbugs@comcast.net</p>	<ul style="list-style-type: none"> <li>• Restoration</li> <li>• Interiors</li> <li>• Parts</li> <li>• Service</li> <li>• Consultation</li> </ul>
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Local and Long Distance inquiry's welcome.



**RESTORATION PARTS**  
Beetle  
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Rabbits and Cabriolets

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

*Many parts of our own  
manufacture.*

## “Yes, there’s gold in them hills”

by Howard Query

When driving through Kingston, Arkansas one would never think that just a few miles out of town, atop Burney Mountain sits a gold mine ... of sorts. It’s a gold mine for owners Barb and Derrick Zimmerer consisting of quality used VW parts. Now of course, whenever somebody mentions that anyone is sitting on a gold mine, they might immediately think they pay through the nose for the items they need. I assure you, it’s not that way with the folks at Way Out Salvage. They’re as fair and down to earth as any one of us.

How’d I meet these folks? Well, ten years or so ago, I was attending the Annual Volkswagen Festival and Car Show in Eureka Springs, Arkansas where I was introduced to Derrick, Barb and employee Danny Dehostels. As we talked, I’d learned that atop Burney Mountain sits a resting place for more than 300 Volkswagen Beetles, Buses and Ghias. Ironically, another hobby of mine is that of “rustic” photography. I enjoy exploring VW bone yards in my efforts to digitally record the beauty of these autos. So, my curiosity was naturally stimulated when I had heard of their yard. It probably wasn’t but a few months later during another visit that I’d come to truly discover what treasures can be found on Burney Mountain. Traveling from Kingston, Arkansas to the top of Burney Mountain is an enjoyable venture through some very beautiful Arkansas countryside. Your travels up Burney Mountain can be somewhat like riding on a buckboard. There were times I could feel my teeth clanging together with every bump in the road. However, my final destination was worth the trip.

Upon my arrival, I’m greeted by Barb and Shamo (their lovable 125 asdfsadf). After a few licks from Shamo, Derrick and Danny were quick to greet me as well with a welcomed handshake. Derrick turned to me, raised his arm and pointed out towards the salvage yard and simply said, “have fun.” With camera in hand, I took off on a five hour exploration of one of the most colorful VW salvage yards I’d ever visited.

At the end of the day, I’d sat down with Derrick and Barb and we discussed mechanic type issues I was having with my ’58 Beetle.

## Flashback

### “IN PRAISE OF FRITZ”

#### DER KUBELWAGEN

BY FRITZ (ERWIN) AS TOLD TO JOHN LENZA

I AM A SOLDIER MY NAME IS FRITZ  
THEY PUT ME TOGETHER AND SENT ME TO BLITZ.  
I AM A TYPE 82 IF YOU DIDN’T GUESS  
I AM A PRODUCT OF PORSCHE I DO NOT JEST  
I CAN CABBY MY LOAD IN SAND OR IN SNOW  
FIELD MARSHALL ROMMEL SPOKE HIGHLY OF ME I  
AM TOLD  
SOME SOLDIERS THEY LAUGH THEY CALL ME A TUB  
THEY SOON DISCOVER I AM A CAR THEY CAN LOVE  
I DON’T HAVE A RADIATOR I DON’T NEED AMY  
WATER  
I TRY MY HARDEST TO OBEY EVERY ORDER  
I DON’T USE MUCH GAS I RUN VERY CHEAP  
I AM MUCH BETTER LOOKING THAN AN AMERICAN  
JEEP  
THEY SENT ME TO AFRICA IT WASN’T ANY FUN  
THERE WAS TOO MUCH SAND AND TOO MUCH SUN  
THE AFRICA CORP LOVE ME I DID MY BEST  
THEY DROVE ME OFTEN THEY GAVE ME NO REST  
WHEN I THINK OF MY ONCE FACTORY GRAY BODY  
SOMETIMES I DO FROWN  
WITH A WORN OUT PAINT BRUSH THEY REPAINTED  
ME BROWN  
FROM AFRICA TO RUSSIA WHAT TERRIBLE LUCK  
ALL THAT SNOW AND ALL THAT MUCK  
BROWN AND GREEN PATCHES WERE PAINTED ON ME  
I AM GLAD I CAN’T SEE MYSELF WHAT A SIGHT I  
MUST BE  
THE SOLDIERS SMILE WHEN THEY TELL THIS TALE  
IN THE COLDEST RUSSIAN WINTER MY PROUD  
LITTLE ENGINE DIDN’T FAIL  
THEY SENT-ME HOME I FELT SO FINE  
TO BE BACK NEAR THE RIVER RHINE  
WHEN I WAS CAUGHT IN AN ENEMY’S BARRAGE  
A VOLKS STORM (HOME GUARD) SOLDIER HID ME  
IN HIS GARAGE  
THE DAY CAME THAT THE WAR DID END  
I THOUGHT I WOULD NEVER BE DRIVEN AGAIN  
TWENTY SEVEN YEARS HAVE GONE BY I AM COV-  
ERED WITH COBWEBS AND DUST  
I HOPE SOMEONE SAVES ME BEFORE I WILL RUST  
IT HAPPENED ONE DAY TO MY DISMAY  
THEY CAME AND TOOK ME AND SENT ME AWAY  
I NOW LIVE IN AMERICA IT’S NOT SO BAD  
MY NEW OWNER I MUST SAY IS QUITE A NICE LAD  
HE DOESN’T CALL EM FRITZ THE NAME I WAS  
GIVEN IN BERLIN  
HE CHANGED MY NAME HE CALLS ME WITH

JOHN LENZA



Photo 1

## Early VW Award Program,

By Bill Rauskolb

By December, 1949, Volkswagenwerk had already been recognizing drivers of the Volkswagen who had exceeded 100,000 km without engine replacement or significant repairs. Upon receipt of the customer's name and address, the factory sent a letter of recognition and a small (unspecified) present to the responsible dealer so that an appropriate presentation could be made.

Less than a year later, with the increasing number of satisfied customers reaching the 100,000 km mark, the program was to take on a different form and recognize not only the Volkswagen driver but also the owner. Both received largely similar certificates (photo 1) which read:



Photo 2

## THANKS AND RECOGNITION

*The Volkswagen (License No.) has traveled more than 1000,000 Kilometers*

*without noteworthy repair. All of those who participated therein may be proud of this achievement: the nameless Thousands at Volkswagenwerk and its organization who Designed, built and cared for this Volkswagen above all Its conscientious, careful driver and caretaker.*

*The good driver of this car  
We dedicate this certificate, sign of our thanks and*

*Recognition.*

*Wolfsburg (Date)  
Nordhoff  
Volkswagenwerk GmbH  
General Director*

Both driver and owner received a small gold (en) lapel pin (photo 2). The car, at least in the early years, was the recipient of an exterior plaque (photo 3) and a St. Christopher plaque presumably for the dash. (photo 4) Finally, the driver received a "first class" wrist watch.



Photo 3



Photo 4



Photo 5



Photo 6



Photo 7



Photo 8

Later in time the plaques were redesigned and simplified in design materials and workmanship. (photos 5 & 6).

The necessity to expand the program apparently arose when it became apparent that a significant number of vehicles were passing the 200,000 km mark and additional vehicles plaques (photos 7 & 8) were designed and presented. An additional plaque was even developed for the owners of vehicles passing the 100,000 km mark with an exchange engine. (photo 9).



Photo 9



Photo 10

The program was a public relations success and enabled Volkswagenwerk to publicize the reliability of the Beetle at a time when vehicle's reputation was being built and its ultimate world-wide success was little more than a gleam in Prof. Nordhoff's eye. (photo 10, 200,000 km St. Christopher plaque).



## Cars for C.A.P.S.

by Bill Pierson

photos by Chip Beck

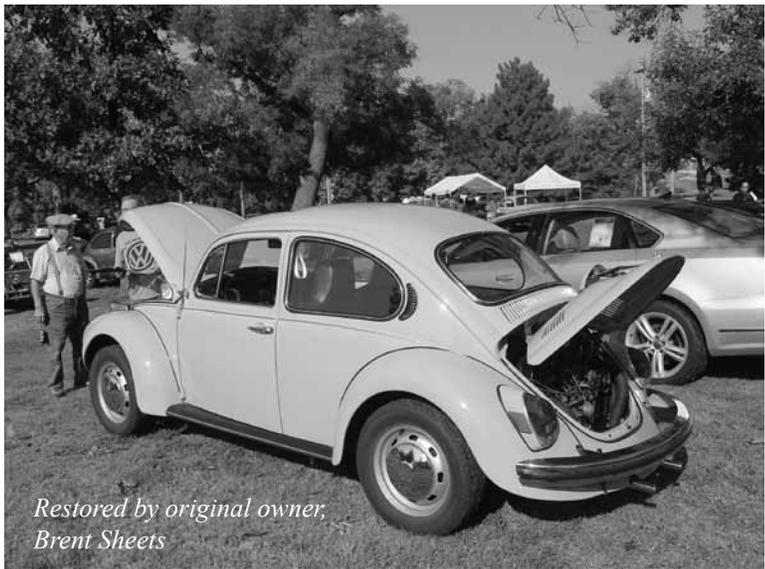
The 8th annual German Car Club of Kansas Sonnenblumen Autofest was held in downtown Salina on September 26, 2015. In addition to the anticipated turnout of nearly 100 German vehicles from throughout Kansas and neighboring states, this year's event featured three special attractions: Kids, a car, and an engine.

We have developed a tradition of sharing our event with local service groups who need such opportunities to attract a crowd, spread their message and raise a few dollars. This year's car show called attention to the funding needs of a new partner for us, the local office of the Child Advocacy and Parenting Services organization. C.A.P.S. of Salina shared our Oakdale Park venue with lots of fun kids' activities and live band performances to help entertain the car show entrants and spectators during the day. Coincidentally, the statewide C.A.P.S. organization, known as CASA, sent along the car they use to promote awareness of their program throughout Kansas, which just happened to be a New Beetle! A number of kids had their pictures taken with the CASA VW, and perhaps became a bit more aware of its predecessors parked nearby.

The second noteworthy debut at our show was that of the 1974 Super Beetle which our club is going to raffle off. This vehicle was donated to GCCK by member Dwayne Bowman, with the stated desire that any proceeds from its eventual disposal should go to



the auto restoration department of nearby McPherson College. This is the only such program in the country which confers four-year degrees to those who specialize in various aspects of automotive technology ranging from body work, to upholstery to mechanical skills, leading to careers in many areas. Some graduates work for museums, some for restoration shops, others for auto





*Club president Greg Rose's campsite*



*Jamie Miller's '60 Best of Show*





insurance companies. Among the luckier ones perhaps, are those who get to participate in internships at auto manufacturers in Germany and go on to reach their dreams of employment at such facilities as the Mercedes Benz restoration operation in California. GCCK has contributed to a McPherson College scholarship fund for a number of years, and students in the auto restoration program have recently finished the body work and then painted our project Super Beetle. By the way, we have chosen to return the car to its original color: Kansas Beige. As it





nears completion, we will offer raffle tickets, so check [www.gcck.org](http://www.gcck.org) or call 785-577-5033 for info concerning the drawing of the winning ticket at Sonnenblumen Autofest 2016 next September.

The third unusual activity at this year's show was another effort at raising money to assist the McPherson College auto restoration program. This was initiated by GCK member Ellen Murphy, who convinced her sisters to donate the unfinished VW engine which their father had been rebuilding at the time of his death last year. The Murphy girls had grown up riding in Bugs and Buses around Tulsa all their lives, so this seemed like a fitting way to honor the memory of their parents, who rarely owned anything other than VWs. The Murphy engine received substantial massaging and parts donation by GCK President Greg Rose before it was ready for auction at our show. The ultimate results were well worth Greg's effort, however, as the engine brought \$1100 by the end of spirited bidding! Perhaps even more satisfying to Ellen than the money raised, which was subsequently passed on to McPherson College, was when she learned that her father's engine will eventually power a 1967 Bus, just like the one the Murphy family enjoyed for years in Tulsa!

In addition to the many interesting automobiles exhibited, such as the Hot VW's magazine featured 1960 Bug of Jamie Miller, who once again took home the Best of Show trophy (cast in aluminum by faculty and students of the Fort Hays State U. Art Dept.), there are a number of other features which seem to draw entrants to our show each fall: Free camping in Oakdale Park for the weekend;

playgrounds and tennis courts; the nearby street fair and parade; a demonstration by the Kansas Auto Modeler Society; and great food vendors are those which readily come to mind.

Perhaps an overlooked draw for some is the sheer variety of vehicles which show up. Since Sonnenblumen Autofest is essentially open to any wheeled object based on a German design, we do seem to attract some unusual items. In addition to contingents representing the estimable products of BMW, Mercedes-Benz and Porsche, this year we were treated to a display including an NSU Prinz Spider, a moderately customized German Ford Capri, an East German Trabant, a 1954 Gebruder Ilhe Schottenring microcar and a huge military-style off-road Pinzgauer. We get our share of VW-based creations as well, from dune buggies to drag cars (see the cover of *Vintage Voice* Jan/Feb 2015) to kit cars, such as a VW powered MG TD replica. One vehicle we had not seen at any of our previous seven shows was a Bradley GT, but this year two arrived: Both yellow!

But of course, what really brings people to shows such as ours is the chance to spend time with like-minded car enthusiasts, whether it's for an entire weekend of campsite camaraderie (despite a Friday night deluge) or just a few hours at Saturday's display and awards ceremony. If any of this sounds inviting, plan to join us in Salina next September 24th to share the spirit of Sonnenblumen Autofest 2016!

# Flashback

## McCahill Drives the 53 Volkswagen

by Tom McCahill

Not since Ben Hur whipped his chariot into a broad slide with a hopped-up horse has a, more surprising vehicle been developed in Europe than the 1953 Volkswagen. Now, before you start accusing your Uncle Tom of blowing his bald stack, let me qualify the statement. The Volkswagen, which hits a top speed of around 66 only after you've held it wide open for several complete turns of a stop watch, is no sports car by the weirdest definition. "But gamboling around in two snow storms during my long test, I had more sport with this paperweight than you could have with a Cunningham. Almost every car built today is a passable fair weather friend but when the going gets rough I'd sooner be behind the wheel of a Volkswagen than most cars I can think of.

Late in the afternoon of New Year's Eve, in a snarling near-blizzard, Jim McMichael and I headed out of New York in a Volkswagen for my home in the New Jersey Mountains. Before going 25 miles we found cars stalled and others skidding hopelessly as they tried to assault the simple rises of a dual super-highway. The Volkswagen weaved through these churning iron hulks like a broken-field runner. The heater was giving us Palm Beach weather inside the little cab while outside all hell was cutting loose.

The car hits the scales at 1600 pounds and six-foot-four McMichael and myself topped 500 on our own. This meant roughly that it was carrying a third of its total weight in passenger load under tough conditions. As soon as I found clear spots where no other cars were fighting for traction, I deliberately threw this car into skids several times to see how it would act. Our large passenger weight, contrary to popular belief, was not helpful in giving the car traction and only helped throw it somewhat off balance.

When McMichael and I finally got to my home hill we found we were breaking fresh tracks in inches of snow for over a mile of hard climbing. On the test curve I almost lost the car for the first time. I hit the corner too fast on purpose and the tail of this little rear-engine job started heading for the woods. Hear engine

cars act almost the opposite of front-engine cars under these circumstances, and barreling for control is not the best way out of a rear slide. I took my foot off the gas instantly, the slide stopped and the car was on course again. John Fitch told me that he had a few close squeaks last summer at the Nurburg Ring when he raced a rear-engined Porsche. He said that 011 one or two occasions during the race he took a curve a little too fast and the rear started to slide off course. To get it back at once (unlike conventional driving, which required throttle) he took his foot off the gas and the Porsche got back in line in an eye blink,

After our drive home from New York, the snow in the mountains continued and the roads were all but impassable. Just after midnight (sober) I made my first 1953 test, before the year was an hour old. Jim and I warmed up the little German splutter-box and headed for the hills. If Max Hoffman, who loaned me the car for the test, could have seen us. I'm sure he'd have called for a couple of good head doctors.

After a few miles of ordinary snow plowing on the deserted main highway, we headed for some real tough stuff where the roads are hazardous even in July. Frankly, we both expected to get stuck. But the fantastic way this little pumpkin seed plowed through spots where angels were taking snow checks made us try and find the Volkswagen's point of no return. I started up a two mile mountain trail, where the snow was unbroken even by a rabbit, and while the bright Bosch headlights bored a hole through the swirling snow and darkness the Volkswagen dug in and went up like a puff of smoke. This left only one challenge locally, an impossible one, my regular half-mile hill climb with its maximum 28 per cent grade. For laughs, over we went and found the road covered with a good seven inches of snow, with ice underneath.

Wondering how I was going to back down, we hit the climb, throwing snow off on either side like a speed boat. So help me, if there were just ten more horsepower of guts in the little four-cylinder pancake engine we would have made it in second gear without stopping. As it was just 3 feet from the top and well past the steepest grade, the engine died and I dropped down into first, leaving it in first gear, I let it just grind away at partial throttle. Inch by inch, gradually wearing away the snow and ice under the rear wheels, the little Kraut clamshell worked ahead. We did some side sliding in this last 30 feet but a little steering wheel correction now and then kept it on course. It took close to five minutes to make those last 30 feet, but make them we did,

I realize that many of you will think this part of the article as odd as a six-dollar bill, never having driven a rear-engine job in snow. Though unbelievably slow, our progress up the hill was steady and uninterrupted. There were no signs of tire burn or overheating. The car just went up inch by inch in first gear until we were on more level ground, then picked up in normal fashion.

About a week later, the East got whacked with an ice storm that did millions of dollars worth of damage. Trees and trances were all over the road and all my mountain utilities, including light and telephone, went out. My wife and I had a dinner date some miles distant that we couldn't break as we lied no way of phoning, so off we went in the Volkswagen, picking our way through a mess of hot power lines. On our return, very late that night, things had got much worse. The windshield was icing up (due to the poor location of the cars defrosters, off to the side instead of being in the middle) and we found all our regular routes back home blocked by fallen trees. This meant playing blind man's bluff, in total darkness on sheet ice and in deep snow, trying to grind an open lane or path to get us back home. I was glad I was in the Volkswagen instead of the HG.

The Volkswagen's visibility is so much better than the MGs when the roadster's side curtains are up (a must in such weather) and the headlights are so far superior to the KG's United States-legal sealed beams that comparison is ridiculous. These Volkswagen lights (you must change them in many states and you can guess why) picked out fallen wires in their beam long before I got dangerously close. After riding nearly 50 miles to cover a normal 1 mile distance, we finally got home safe and sound and warm just as dawn was breaking. We had gone over roads and hillsides that no American car I know of could have travelled that night. And the experience had given us a real affection for this unlovely little beetle,

I first tested the Volkswagen several years ago and was only mildly interested. It was fair weather and under these circumstances the car struck me as just a nice homely little turtle than ran well, steered easily and cornered like a pool table on casters, just as a lot of other imports did. It took a real snow-and-ice storm for me to fully appreciate just how good the Volkswagen is. The new 1953 car has a swell four-speed synchromesh transmission you can play as easily as a garden hose. The ride over rough roads is phenomenal. So help me, I'd swear under oath that this German oil can sops up tough bumps and chuck holes as well as if not better than a Fleetwood Cadillac, even though its four-wheel

suspension makes it surprisingly bow-legged when the car is jacked up.

Outside of a few minor faults, such as the bad location of the defrosters, I have only one or two more complaints. The front seats are poorly anchored and they are so placed that if you have any more shoulders than a piece of spaghetti you will find them pushing uncomfortably against the window. The ignition lock and key is a ring-tailed dilly. Unless you happen to be Jimmy Valentine's father, you will find it almost impossible to get the key in the slot at night without a light, due to some weird serrations on-the lock. The choke on the car I tested was about as useful in cold weather as a raincoat on a duck. When the temperature falls to around zero and you need a choke the most, the wire freezes so hard that Hercules Zilch the Bayonee Strong Boy couldn't yank it out. When you finally do get the car going by hand-choking at the carburetor, it thaws out quickly and works fine. Okay, you ask, how is its Fourth of July performance? It's okay, period. Top speed is 66. Zero to 30 takes 7.9 seconds, zero to 40 goes 15.3. Zero to 60 takes a long 42.1. The car averages close to 50 miles on a gallon of regular gas and there is enough storage room to carry a winter's supply of clothes for two people, using the back seat and a sort of storage bin behind that. Under the front hood next to the fuel tank there is enough room to store a weekend supply of shirts and cigarettes.

The Volkswagen is rated a four-passenger job and I drove it with four in the car, including Joe (in the back bin). But Uncle Herman, my honest relation, would spin in his grave like a pea in a whistle if I said my long-legged wife, sitting behind me, was comfortable. Four jockeys, maybe. Four average-size guys, impossible. This is a good two-passenger job with two emergency seats for people with flat legs.

In summing up, the Volkswagen has an air-cooled pancake engine that is proving itself as reliable as the sun. The car makes no effort at all to be stylish. It has absolutely functional looks that were not designed to be chic but to appeal to people more interested in transportation at low cost. The paint job and general trim are excellent. A close examination of even the smallest details, such as the wiring and heating system, will prove at a glance that regardless of price this is a quality automobile from one end to the other. I strongly recommend the Volkswagen to anyone interested in this type of car, for the price (approximately \$1,100) there is nothing better in the world and few that are half as good.



## Rides in a Red '70 Vw Bus

By Jerry Spellman

We bought our Volkswagen bus on 2 April 1970, at Nugent Volkswagen in Glenview, Illinois. We paid \$3127.07, when \$1.00 bought more bread. It has transported us, our seven children, and numerous friends and relatives over many miles, through prairies and eastern mountains, for over 45 busy years. We have moved a variety of items in it, including freezers, a small piano, stoves, couches, swap meet loads, college accumulations, and more. The bus is a nine passenger, no frills, no radio (until later). Early on I kept records of each expense by date and mile and dollars. Later listings were with less carefulness. Dealer maintenance done by the book until by mid '70s I learned more how to do stuff myself!

On a brutal cold night in January, 1977, the original engine seemed noisily on its way to decline, though looking back inclines me to think I panicked. I took it to the mechanic who did some of my "after dealer work" and who was doing racing VWs work on weekends I had been told. We did not know the value of keeping the serial numbered engine!

Thus the original engine was replaced @ 57500 mi, in Jan '77. That replacement engine was replaced @ 213700 mi, in Apr '15! (156000 mi WOW!) Now the car has 214190 mi, in "out of salt" winter storage, in Mar '16. By the time you read this it will be out and about.





After dealer and local shop maintenance, most work was pulled off by me with my wife (and sometimes our son): \*\*We replaced the front axle beam, which had rusted out where it joined the steering arm, in Aug '84 and the transmission, which refused to accept reverse, in Aug '97 (both came from used buses, both are still functioning well.)

\*\*Over the years, my wife and I did brakes, clutch, starters, tune ups, oil changes, lubes, touch up paints, minor body healings, removal & assembly of body trims, fixtures, interiors, glass, gaskets, seats, run boards, fenders, engine ins & outs for cleanups and leaks and seals, restoring CV joints, replacing mufflers and much forgotten about! My wife was not afraid to get down and dirty, nor to lift heavy. Many working parts were found at junk yards in the early days! I took apart many beetles and at least two donor buses as well.

Still much of the car is original!

In 1990 the sliding door channel rotted out, necessitating rust repair and structural welding, as well as a fresh paint job in the factory original colors of Montana Red and Cloud White.

The body and paintwork were done in Huntley, IL. Body and paint was not my forte! Our next restoration was in the spring of 2008 because the frame was showing rust deterioration. We had that restored, reinforced, and repainted at a shop in Marengo, IL. This time along with frame rust and repaint, the windshield and the headliner were replaced as both were aged and showing it.

Still much of the car is original!

The car remains basically in its original condition: original interior seats and panels, original seat covers except for the front seats, original trim, mats, glass, and

even the generator, plus more that does not come to mind now. The current and third engine has just over 398 mi., total mileage on the car about 214190. The "new" (Jan '77) engine had come out for a clutch disc replacement; valves and cylinders had not been redone; it leaked oil but compression was still good. That second engine was replaced in April '15.

Since getting the paint jobs, we have avoided salt, keeping the car in the garage for the winters. Rust though still happened! Also after the paint jobs, we started entering it in many shows, mostly here in the upper Midwest (IL, MI, WI, OH, IN – but also once each in NE and NY) the car has been around and it has taken lots of awards and many firsts in its class (people like RED). We have several treasured trophies beautifully wooden crafted by Mel and Delores Mear for Stateline Volksfoks shows. One of their creations was for a time displayed in the lobby at the VW factory in Wolfsburg, Germany. (We saw it there!)

We enjoy the car and believe it to be the best car anyone ever bought. It is versatile, tough, capable, reliable, and beautiful! How could we complain, so many things were doable, so few major fixes!

## 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.

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SUBMIT YOUR AD TO: [editor@vwwca.com](mailto:editor@vwwca.com)

## WANTED

VVWCA Newsletters for project. I would like to put together a chronological history of the VVWCA and the people who ran the club and when and major changes in the looks of the newsletter compared to other major changes in VW itself, a big project. I am missing: May, June, 1976, May, July, August, 1979, March 1984, and Jan., Feb., Mar., May, June, 1988. 11 issues in all, if anyone can help I would be willing to pay your postage and handling. Contact: Mike Epstein. [president@vwwca.com](mailto:president@vwwca.com) or 913-831-6225. Thanks so much.

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