



# VintageVoice

July/August 2017

Volume 42 • Number 4

The Vintage Volkswagen Club of America Newsletter • Established 1976



## INSIDE:

- 3 President's Forum
- 4 Historic Advertising: Volkswagen Beetle
- 7 Fishheadlouie's Funnies
- 10 Beetle Owners are Lucky!
- 14 Ten Questions
- 16 The Historian's Corner
- 19 Book Review
- 21 Are You Sure Your Case is Clean?
- 23 Stateline Volksfolks Picnic
- 30 Gulf Coast VW Club Show (cover photo)



Join the fun in Salina's Oakdale Park for GCCK's  
**10<sup>th</sup> annual Sonnenblumen Autofest,**  
where we offer free Fri./Sat. camping for entrants.

There is a downtown parade @ 10 am  
and awards in 16 vehicle classes at 4 pm.

Check out the Microbrew Fest nearby!

Entry is only \$10 – no pre-registration.  
785-577-5033 or kabprsn@yahoo.com.



I hope everyone is enjoying their summer breaks, getting those vacations with the kids and hoping you're getting to some car shows. Been a great year for them too.

I want to start off with something very important. After just making a reminder about the membership address, we have to change it once more, seems there was some physical damage to the post office in Mclean, Virginia and we've had to make other arrangements, so from this point out please make all snail mail correspondence to PMB 244, Mclean, Virginia, 22101 and of course that's still Jim Howland, Membership Coordinator, VVWCA. Thank you all for helping with this change. Any other questions about your membership can be directed by email to [membership@vwwca.com](mailto:membership@vwwca.com).

We hope to have our new books for sale on line anytime if not already by the time you receive this. This issue will be running the first story of three stories related to the making of this book and the historical advertising campaign that started this craze. I'm very proud to have been able to talk directly to some of the people responsible for the work on the ads themselves as well as the authors of the book who are on in the same, it's quite exciting. Story one will cover the book itself and general background. Number 2 is written by Alredo Marcantonio, one of the authors with an inside view of the ad agency and number three deals with the California Billboard campaign, a story never before written about or seen, but you can see and hear all about it in this new book.

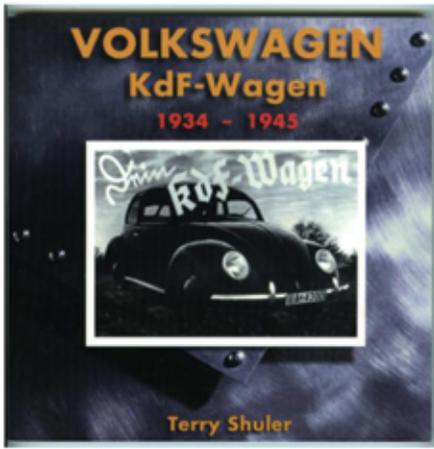
As of yet, still no response from Porsche Club of America on using the word Treffen and in the mean time, there is a brand new show that just popped up this year but on by Chris Vallone using the word Treffen in it. I sent Chris a copy of the PCA's letter and of course his reaction was one of concern, but I'm happy he went ahead with and I think it's be interesting to see what happens.

As a frame of reference in time, I sit here on Sunday, August 13 writing my column. About 2 weeks ago, I received an e-mail from someone who runs on of our chapters on the East coast. It shows an unknown or faceless person with a video cam walking around a car that's been totally sand blasted, bead blasted whatever, It's down to bare metal, interjected in this video are photos of a pristine looking Ruby Red VW Zwitter Sunroof looking perfect, similar to what you might have seen before on the internet from someone with a very good reputation.

So this person is talking about everything that wrong with this restoration and how the dash has been replaced, the semaphores, the split window, the door jams, you name it, it's been welded in and poorly done, I mean this was a real Frankenstein monster!!! Never once in this video, do you hear, who did this, who owns this where it was done and you never see a photo in the middle of the work, only a supposedly before and after.

The conversation goes back and forth and names fly but no one comes forward says who did it and where it came from, but everyone's is willing to bash a certain someone who has a spotless reputation and documents everything he does, but all it takes is someone's bogus youtube video and doubt is put in peoples minds, it's a real shame.

Last night before I decided about saying on this today, I decides to see what else had become of this and guess what, I couldn't find hide nor hair of anything about this car anymore online, hmmmmm! Next Time! ■



**Volkswagen  
Kdf-Wagen  
1934 - 1945**  
By Terry Shuler

The story of design and development of the world's most recognizable automobile, including the prototypes and early production models is told with large historic photos and text by Terry Shuler.

Included are photos of prototype production and rigorous testing program before the war and the many wartime models and modifications to Hitler's Strength Through Joy car. Exclusive Porsche family insider photos never previously published are also contained. The book concludes with the British Army's restarting of the makeshift VW assembly line in the bombed out Wolfsburg factory in occupied Germany. A must for any VW enthusiast or automotive history buff. *Almost sold out!*

Softbound, 150 pages, 138 photographs.  
\$25.00 Shipping included worldwide. Send your check to:  
Terry Shuler, 2556 Carnegie Dr., St. College, PA 16803

# HISTORIC ADVERTISING: Volkswagen Beetle



**Did you know?**

**It was thanks to the Volkswagen 'Lemon' advert that the phrase became popular to describe any crap car. It's still very commonly used in the USA.**

**Small, ugly and a lemon**

**Volkswagen's US and UK advertising campaigns for the Beetle were utterly inspired. By having fun, making people laugh and taking the mickey out of the Bug, they turned it into the best-selling car ever.**

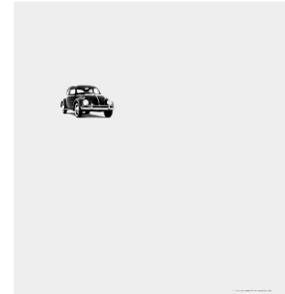
It was a tough gig. Take a cheap, compact, anachronistic, funny-looking car with a 'difficult' past and conquer the world with it. During the 1950s, when automotive advertising was all about glitz, glamour and how many horses were under a hood, it might have seemed impossible. Fortunately for ambitious but fledgling Volkswagen, still rebuilding from the ruins of the Second World War, it decided to go to one of the most innovative and creative American advertising agencies, Doyle Dane Bernbach (DDB). What followed was little short of commercial genius.

DDB was formed by Bill Bernbach, Ned Doyle and Mac Dane in New York City, in 1949. This was one year after Volkswagen had been given back to the German people by the British army, which had run it since the war ended. So both companies were young and eager for success. In Volkswagen's case, that meant cracking export markets, but there was a problem – its car was a by-product of the recent terrible global conflict still very fresh in people's minds. 'Conceived by Adolf Hitler, designed by Porsche, driven by the Third Reich' possibly wasn't going to be the greatest advertising tag line ever dreamt up. In addition, the Beetle was unconventional, slow, small and utilitarian – not exactly factors that screamed success about potential owners. As one American showroom visitor remarked, 'It looked like a motorised tortoise...'

Volkswagens had been reaching the USA since the 1940s, brought back by GIs who had served in Germany. But it wasn't until 1953 that the company seriously established a foothold there. That year, it sold 2000 vehicles. By 1958, it was selling 150,000. But that was largely on word of mouth alone.

So, in 1959, Volkswagen decided to get serious and went looking for somebody to handle its advertising. After meeting 400 admen, the boss of Volkswagen of America, Carl Hahn, settled on DDB. He later said that he regarded the other firms as 'all a bunch phonies' but DDB was 'honest.' Of course, it possibly helped that one of the agency's art directors, Helmut Krone, also owned a Beetle.

DDB was just as unconventional as its client. It decided to go completely against the grain by adopting a back-to-basics approach on which to spend its initial annual budget of \$800,000. Which wasn't a lot for a country the size of the United States. In some respects that helped dictate the campaign – usually black and white, with simple copy text and plain photographs rather than spending a fortune on exotic locations, fashion models and expensive photography or over-exaggerated illustrations. A prime example of this minimalist approach was in 1961, with one



**Think small.**

The "Think Small" ads, from 1961, were ultimately voted the greatest advertising campaign of the 20<sup>th</sup> century.



**Ugly is only skin-deep.**

In 1966, calling your own car ugly was a radical and risky idea. It still would by today – can you imagine the modern Volkswagen admitting the current AS-platform Beetle wasn't that much of a looker?



**Lemon.**

"We pluck the lemons, you get the plums." Priceless stuff from 1960.

ad just showing a blank space rather than a photo. 'No point in showing the '62 Volkswagen. It still looks the same' went the tag. Back in Germany, senior management at Volkswagen were appalled by what they regarded as such a waste of money...until US dealers reported back a big rise in people popping into showrooms, just to see in the metal what wasn't being shown on paper.



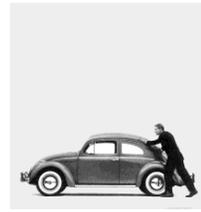
A rare photo.



All for the price of an Austin 1100.



Going, going...



And if you run out of gas, it's easy to push.



It makes your house look bigger.

In 1962, Volkswagen showed one of it's car being puched, albeit because it had run out fuel. In 1971, it went one further and admitted that, gasp, sometimes they might even break down.

This late 1960's UK advert pitched the Beetle directly against the Austin 1100. You could have the Austin or, for the same price, a Beetle plus a new fridge from Selfridge, a roof rack and rope to carry it home.

In 1978 and the end of the road for the Beetle in Britain, it would continue in South America, but in Europe and the USA, DBB would focus its attention on Golfs, Passats and Sciroccos. And prove just as successful.

No other car company would dare show it's product being pushed in 1962 even if it had run out of fuel.

This 1964 ad working in the USA where most cars were massive, but would have made Mini owners laugh for all the wrong reason in the UK.

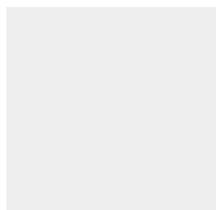
However, what most distinguished Volkswagen's advertising and made it – and what it was promoting – such a stand-out was its self-deprecating comic tone. Other adverts gravely trumpeted how wonderful their products were, to the point of over-embellishment, hyperbole and even lies. 'Honest' DBB just told it as it was. The Beetle wasn't the best-looking, best-performing or best-handling, it wasn't annually updated (at least cosmetically) and it didn't make you look sexier. But, boy, was it robust, easy to park, reliable, and cheap to buy and run. The ads delighted in a mickey-taking sense of jokiness that endeared them to a public jaded by traditional over-exaggeration. The most famous of these were the 'Lemon' and 'Think Small' adverts. 'Lemon' seemed to portray the Beetle as, well, embarrassingly awful. It was only when you read further that it became clear it was actually referring to the Beetles that didn't make it to showrooms because even a blemished chrome strip on the glovebox would prompt Kurt Kroner, one of Volkswagen's 3389 quality control inspectors, to pull it off the production line. It ended with the sentence, 'We pluck the lemons, you get the plums.' Has there ever been a better sign-off to any advert, ever?



The car make it so can Volkswagen.



They said it couldn't be done. It couldn't.



No point showing the 92 Volkswagens. It all looks the same.



Some Volkswagen owners had shown us other Volkswagen models.



The world's best at 64 from Mr. Statters.

Were surprised Volkswagen didn't go as far as making a joke about being bug-eyes in this UK market ad. We assume Mr. Feldman approve it.

Well we guess Volkswagen did sell any Beetle to 7ft 1in Philadelphia 76er basketball player Wilt Chamberlain during 1966. Unless be bought a cabriolet of course.

This ad from 1961, got swarms of customers crowding into Volkswagen Dealerships just to see what they were missing.

With the advent of the 'Station Wagen' – the rather confusing was in which the Type 2 Transporter was billed in the USA – it's owners could also look down on Beetle drivers.

A rare excursion into color for this British advert; all the better to see how well learner drivers could crumple the easily replaceable wines of Mr. Statters Beetle.

DDB occasionally tapped the international zeitgeist. Its response to the 1969 moon landing was just to show Apollo 11, with the words 'It's ugly, but it gets you there.' Utterly simple. Utterly brilliant.

Thanks in no small measure to DDB, Volkswagen sold Beetles by the million throughout the 1960s. Eventually, it was also awarded the account for the country that practically invented self-deprecating humour; Great Britain. Just imagine what DDB could do in a country that absolutely delighted in irony. Granted, DDB came late to the British game, at the end of the 1960s. But it still made quite an impact, albeit now with an English accent. Perhaps the UK equivalent of the Apollo 11 ad was one showing the, um, somewhat distinctive-looking comedy actor Marty Feldman. 'If he can make it, so can Volkswagen' ran the line underneath. It would probably create an online outcry these days. Back then, it just created new sales.

When the Beetle was withdrawn from Britain during 1978, Volkswagen (GB) ran an ad showing the car disappearing into the distance, with the Volkswagen logo underneath shedding a tear. The caption read 'Going, going...' and the words paid tribute to 19 million sales. 'Chin up, though. Knowing how long Beetles last, it'll be a long time before you've seen the last of them.' Prophetic words indeed.

Today, DDB still advertises Volkswagens. For an agency that thought small, it produced some very big results.

Thanks to former Volkswagen (GB) advertising manager Alfredo Marcantonio for his help with this article. The latest edition of his splendid book, *Remember Those Great Volkswagen ads?* (ISBN 978-1-85894634-4), co-authored with DDB personnel David Abbott and John O' Driscoll, is available now priced £39.95. And, like the adverts it focuses on over its 360 pages, is thoroughly entertaining, enjoyable and joyous.

\* [www.greatvwads.com](http://www.greatvwads.com), 01235 465577

*I'd like to thank Mr. Richard Gunn, whose permission I had to use his article and photos here and to say what a pleasure it has been working with him and the authors of this wonderful book. We really hope you have a chance to purchase one, you'll never again have a chance to have this many VW ads all in one place with comments by the men directly involved in the process. Also we want to thank Classic Car Weekly for their permission as well, they can be reached at [www.classiccarweekly.co.uk](http://www.classiccarweekly.co.uk), subscription is required, but it's a great website.*

Please go to our website at [www.vvwca.com](http://www.vvwca.com) to get your own copy of this great book at our special price in limited quantities with book plates signed by two of the authors still living and numbered just for the VVWCA members.



## “REMEMBER THOSE GREAT VOLKSWAGEN ADS?”

Written by Alfredo Marcantonio, David Abbott, & John O'Driscoll

The revolutionary Volkswagen advertising campaign of the 1960s and 70s is universally acknowledged to be the greatest and most influential ever created and was acclaimed as 'the campaign of the century' in the millennium editions of *Time* magazine and the US ad industry bible *Advertising Age*. “Remember those great Volkswagen ads?” is the only comprehensive review of this definitive ad campaign. It features a brief history of the iconic Volkswagen Beetle, followed by an account of the birth of the campaign at US ad agency Doyle Dane Bernbach (DDB). This much enlarged and updated edition is illustrated with over 450 reproductions of press advertisements and TV commercial storyboards primarily featuring the VW Beetle, but also the Van, Bus and Camper and finally the VW Fastback and Squareback vehicles, with over 100 ads never before seen in print. Also included is a new section devoted to the billboards created by DDB in Los Angeles, as well as some of the ads created by their offices in Europe. The book is the result of years of research and numerous face-to-face meetings between the internationally renowned authors and DDB and Volkswagen executives around the world.

- A comprehensive account of the most influential campaign in the history of advertising
- Authoritatively compiled by three internationally renowned, award-winning advertising practitioners
- Revised edition featuring over 450 reproductions of original press advertisements, TV commercials and billboards
- A must-have for advertising, marketing and graphic design students and practitioners, and an entertaining read for fans of the VW Beetle and Camper

Your book will be shipped by media mail and comes with a specially made book plate for the VVWCA members, signed and numbered by both Alfredo Marcantonio and David Abbott. This signed edition is limited to 100. Book plate is embossed. Once again, only 100 of these specially signed books will be offered through the VVWCA only for its members for this price. No need to go to Amazon for this one, we have them beat!

Retails for \$65.00, selling for \$43.95 with 10% discount for members including postage to the USA. Please contact me for foreign delivery prices.

## Fishheadlouie's Funnies

Once upon a VW, I was working at the Rolling Hills Antique Mall under the watchful eye of then, manager, Bob Weaver. By age 21, I was on my third VW, the teal 1979 beetle convertible you may remember from a previous article. People would notice my classic car and I would strike up a conversation with them. At that time, I was looking for a vinyl sunroof bug.

One day, a gentleman said he knew where a 1956 sunroof for \$1000 (big money, then) and said he would lead me there on the upcoming Saturday in 1998. My Mom and Step dad, Marty, met me at the Crozet exit and as we prepared for our caravan, the man said, "I'm only going to lead you there once so write it down and if he says he will take \$500 for the car, I am going to buy it since I was born in 1956."

After we arrived, we were introduced to Alberto Vasquez, the owner of the car. Alberto was a small man of 120 lbs or so and said he wanted \$1000 for the car and no less. As a poor college senior, I didn't have that kind of coin, and my stepfather suggested I could help around his property as a form of trade. Alberto said he would be open to that arrangement. Before we left, Alberto presented his "business card," seen below. On the way home, my Mom jokingly said something to the effect of, "look Tony, if you ever need a banjo repairman, there you go."

After JMU, I headed back to NJ, and then on to Norfolk/Virginia Beach area of Virginia. I would call the number on the card from time to time and ask if the car was negotiable. Each time, the price was still \$1000. At one point, the number stopped working due to an area code change, so I tried to stop by each time I was en route to see my friend James of Roanoke or when he and I would meet in Harrisonburg for JMU alumni activities. The car was still there, but Alberto was never home.

A few house moves later, I ended up in Harrisonburg, VA, in the summer of 2008. I stopped by Alberto's and finally found him home and agreed to pay his full asking price if he let me have parts off a few other decaying VWs on the property. He agreed and said, "do you want to buy this (1958 VW) bus, too? I would sell it cheap...\$100." I accepted his offer. All the cars had seen better days and had been parked since the early 1980s, but ten years later, I had gotten that blue sunroof car I had been after for so long. It's too bad I hadn't bought it before because those ten years had not been kind to the car and I would later find out, it had rot in the floors, channels, spare well, quarters, bumper mounts, etc. Alberto, affectionately known as Uncle Bert, never could find the key, but did have the title.



*Tony Madsen with a 1956 ragtop sunroof Bug which took 10 years to buy (December 2008)*



*A 1958 Kombi purchased for an additional \$100 which was full of VW Bus seats (December 2008)*



*A 1960 school bus which came with a full set of mango seats (December 2008)*



*A 1961 cabriolet less engine and transaxel  
(December 2008)*



*Tony Madsen and Alberto Vasquez begin to  
dismantle a 1963 sunroof car (December 2008)*



*Tombstone of Alberto Vasquez (Fall 2014)*

Bert was very generous with his time and we began working on the bug and bus together at his place. I learned many things from Bert and I taking apart these cars he had like using an acetylene torch, a wheel drum remover, zinc paste to prevent rust in lug nut holes, impact screw driver to get door screws out, and even removing the set pins with punches from window cranks.

On a particular visit, he showed me his other building which had a good condition original black 1959 bug and about 15 engines that had been disassembled. Two of those cases were a 1952 and 1953 25 hp case. Though they had some magnesium/aluminum corrosions the bottom, I still found buyers for them. Bert had wrecked a '59 deluxe samba in 1980 and had cut off the rear corner window section, storing it inside for safe keeping. He said, "That's fair game too." I didn't own a truck so getting a large item required creativity. The most memorable times were when I stuffed my De Lorean (a real grocery getter) full of VW parts and strapped that the aforementioned window section and a VW sunroof section from a '63 bug upside down a top of my mini cooper!

The last time I visited Bert, he complimented my yellow '67 bug that I was driving. He enjoyed a beer with my friend, James, whom was with me. He proceeded to tell us that he had been having trouble with local law enforcement citing him for expired inspection sticker. He told use that if anyone threw him in a jail cell or tried to manhandle him, he would proceed to emanate high voltage through his body and cause an electric shock to a would be jailer. He tried to demonstrate it on my friend James, but was unsuccessful because he "couldn't do it as a parlor trick." I left my chain saw with Bert since his was no longer working.

As life happens, I hadn't been to see Bert for over a year, but called (disconnected) and emailed (no response) look-



*Tony Madsen removing a 1959 Beetle (Fall 2014)*



*Kutie Madsen removing a 1961 cabriolet (Fall 2014)*



*1959 Beetle after car wash (Fall 2014)*



*Barn find requires strategic removal due to trees that have grown around the building (Fall 2014)*



*A stowaway exits the truck (Fall 2014)*

ing for some early lug nuts. I made the trip and the place was burned to ground. I called the UVA radio station where Alberto had volunteered, and they confirmed he had died a few months earlier in the fire. Bert was buried on the property by his heir. His tombstone has a carving of a banjo on it and reads, Alberto Vasquez 1938-2014, "Let's get dirty folks, because good thing grow in dirt."

The heir was gracious enough to allow me to retrieve all of the VW vehicles and parts and salvage what I could from the burned up basement. He even sold me Bert's precious black 1959 beetle-a true barn find.

A framed photo of Bert and I along with a plastic VW beetle coin bank and one of Bert's old coats adorn his tombstone as a reminder of our friendship. ■

*Tony Madsen, fishheadlouie@yahoo.com  
Edits by Joseph Madsen*

## Moving?

Don't move without telling us! We don't want you to miss a single issue of the *VintageVoice* and get left behind wondering what happened to my membership. Please send your change of address and e-mail to: Jim Howland, Membership Coordinator, P.O. Box 119, Mclean, VA 22101, or e-mail Jim at [membership@vwca.com](mailto:membership@vwca.com) first, we'll work out the rest. Thank you for making our job a little easier.

# BEETLE OWNERS ARE LUCKY!

By Jack Ashcraft



Try to remain calm...this isn't an article intended for the national SAAB Club magazine, which, interestingly enough, is named *VINTAGE VIEWS*. See...I had just delivered a reconditioned VW Vanagon speedometer to a local VW repair shop and was thumbing through a couple of VW magazines. HOLY BEETLES, BATMAN! You can buy every bloody piece for a Beetle...down to the last nut and bolt...and from a variety of suppliers! That was when I realized how good you have it...

Some history...automotive-wise, I lived a number of parallel lives: Volkswagens—stock, well modified, even supercharged. Saab—two cycle, top of the line GT750s and GT850, hot rod Ford V4 engine model 96's, and more. Jaguar—a 3.8 Mk II, and a couple of E-Types. And even a '61 Porsche Super 90 coupe. Along with a partner I owned a SAAB-FIAT-CITROEN new car dealership in San Luis Obispo, CA, from 1967 thru '73. I was the service and parts manager, and competition guru. We raced and rallied some models of each of the brands and had to build a display case in the showroom to hold all the trophies. We could get any part we needed, including high performance parts, from Saab, in those days.

The Saabs we completed with were the model 95 [2-door wagon], 96 [2-door sedan—shown in the drawing above] and 97 Sonett—the second version also shown in the drawing. These cars were built from 1961 through 1980 but were only imported to the USA through '74. Parts for these 3 models began to dry up [in the USA] by about 1982. By 1986 or so, we were on our own. About then I became a "SAAB Substitution Specialist", developing a variety of KITS to replace consumable parts no longer available...anywhere. As the years went by I developed close to 50 kits for these cars, and many of them performed better than the factory parts they replaced.

Some of the kits were absolutely necessary. For example, mechanical fuel pumps for the FORD V4 engines [used in the three models 1967-80] went NLA. An electric fuel pump kit, complete with filter, pump, fuel pressure regulator, all the hardware and complete illustrated instructions was one of the first. Fuel tank sender units, heater control valves, stop light switches and a wide selection of weather strip kits followed.

Like Beetle owners, SAAB folks want to go faster. The supply of factory performance parts was long gone, so I built fittings and jigs to modify a single barrel carburetor intake manifold to accept a variety of Weber two-barrel carbs. I found that Iskenderian would do several re-grinds on the FORD camshaft, and I designed and built a high performance tuned exhaust system for the V4 powered Saabs. I worked with a local machine shop to modify the cast iron cylinder heads with bigger valves and appropriate associated gubbins. This combination of parts on the V4 raised horsepower from 73 to an easy 95 to 110, depending upon which cam grind and which carburetor was used. These demon tweaks made the cars suddenly come alive.

I started a one-page catalog of my kits in 1987. Over the years it has grown to a 16 page catalog offering over 400 parts and kits. One page from the catalog—listing available high performance parts—is shown here.

4010A  
2-BBL INTAKE MANIFOLDS & KITS  
4010

WEBER 2-BBL CARBS

RACER THROTTLE LINKAGE

LIGHT FLYWHEEL

Steel Braid Reinforced Brake Hose  
4104—Front  
4105—Rear

**HI PERFORMANCE PARTS**

4005A  
RACER ROCKER ARM SETS

4009A  
4009 KIT  
NOTE: Flywheel bolts are torqued to stretch condition, may break if re-used. Don't chance it. Replace 'em!

4011C  
4011B  
4011E  
4011F

CHROME MOLY ROD BOLTS  
4143

NOTE: Racing Ignition Distributors See page 10.

4165  
HI PERF OIL CAP

4001A  
4002A  
4003A  
BIG VALVE CYLINDER HEADS

4354  
4355  
4356  
4357  
4358

4004C  
ANTI-LEAK KITS

4158A  
160°F T-STAT

4006  
4007  
CAMSHAFT

4139A  
MAGNETIC DRAIN PLUG, WASHER

4350  
4351  
ELECTRIC FAN KITS

4102  
SONETT FRAME STIFFENER KIT

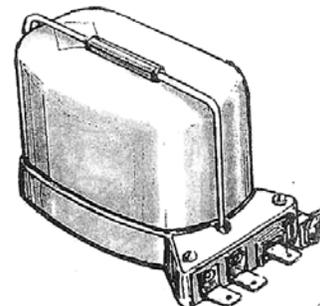
4145  
4146  
4174  
ELECTRIC FUEL PUMP KITS

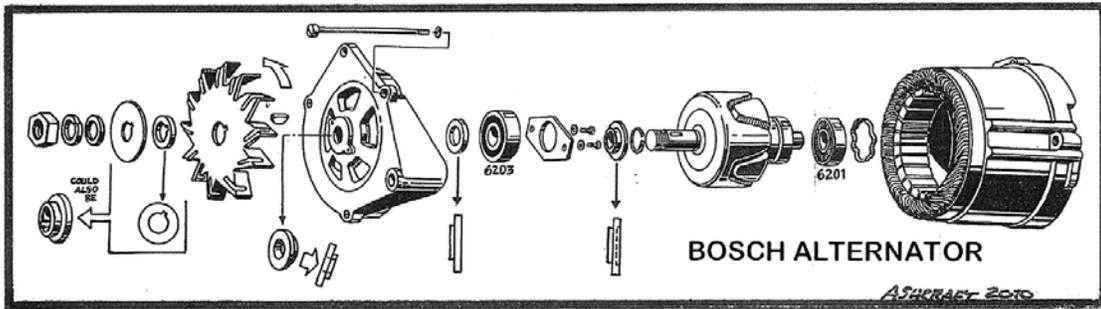
4170A  
LO PROFILE ENGINE MOUNTS  
NOTE: These mounts may require a smaller diameter starter on some cars.

NOTE: NO RETURNS ON ANY ITEM ON THIS PAGE

**DRAKENPARTS**

About the same time, I began offering a reconditioning service to owners of the V4 FORD powered SAABS. You are familiar with my reconditioning of VW wiper motors, speedometers and early direction signal switches—items even you folks can't find in the VW magazines. I recondition the same items for SAAB cars, as well as complete engines and transmissions,





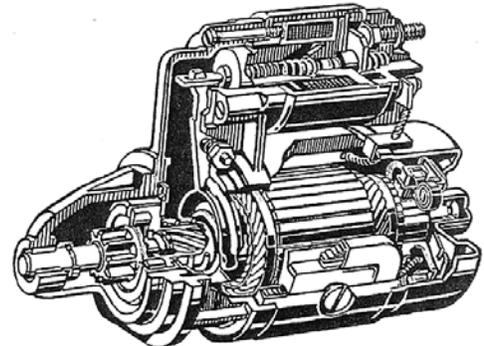
distributors, starters, alternators, clutch release arms, dipsticks and a variety of switches. Many of these SAABs are nearing 50 years old and their ignition/start switches are now failing regularly. Yup, I have replacement switch KITS for them, too.

SAAB bought a good number of parts from the Brits --usually parts used on Brit cars with fairly high production numbers. Lever rear shock absorbers for the 95 Wagon was one such item. They were crap to start with and went to pot fairly quickly. I developed a replacement KIT that allows the use of a common tubular [or adjustable] shock back there.

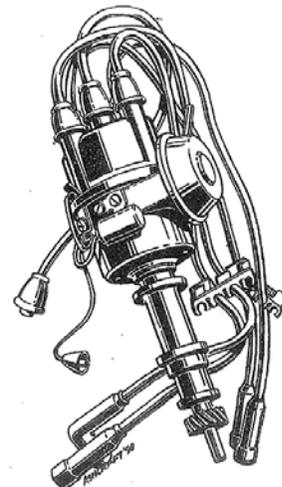
I have successfully raced the Saab Sonett V4 cars in Pacific Northwest autocrosses and hill climbs over the years, and developed some kits to improve the handling of those little Trolls. One kit that dramatically improves handling is the stiffer kit for the front section of the unitized frame. Another is for electric engine cooling fan(s) with adjustable thermostatic control.

My son Mark Ashcraft now runs the NEW PARTS portion of the business and he has continued the work of developing new KITS. Some include hot climate hood vents for the sedans and wagons, and one that allows the rear transmission mount to be changed without removing the radiator, engine and transmission. Another is an access door kit which allows access to the clutch and brake hydraulic cylinders in Sonetts.

Through the years, we both developed special TOOLS. Some were to replace NLA SAAB factory tools, but many were for use in my reconditioning work. For example, I have built over 50 special little holders, pullers, pushers, gauges and devices to measure tiny clearances in speedometers, wiper motors, distributors and some switches. At the same time, I have always made detailed drawings,

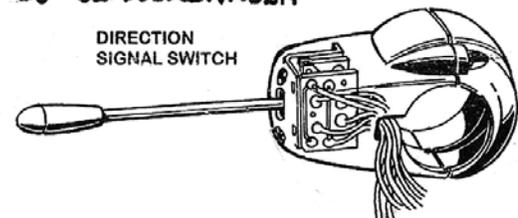


BOSCH STARTER



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[I HAVE A SUN DISTRIBUTOR MACHINE THAT I USE TO SET THE MECHANICAL ADVANCE CURVES]

'58-'62 VOLKSWAGEN

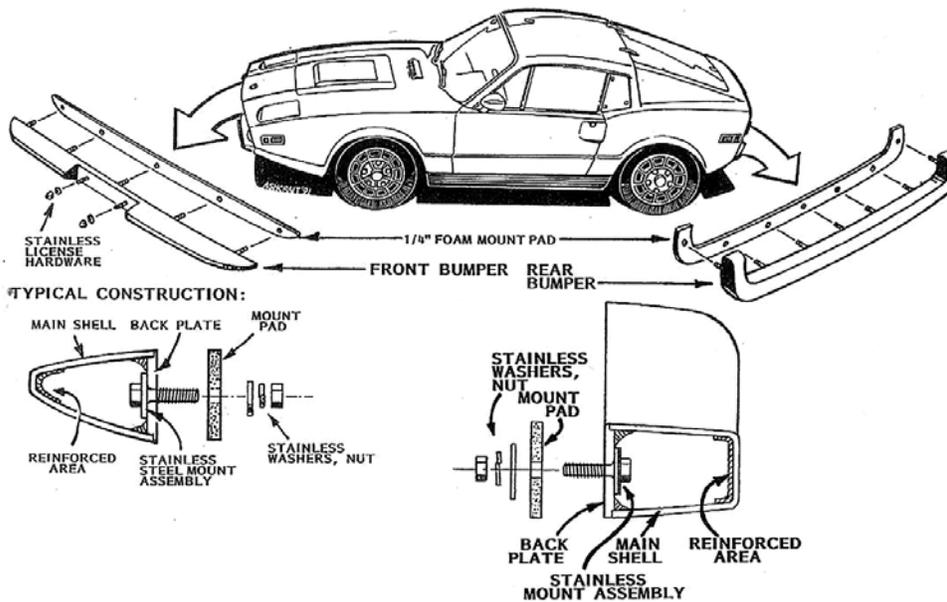


supplemented by photos of each unit that was new to me. For example, I have a How-To book on just VDO speedometers that is well over 100 pages!

Speaking of BOOKS...I have written 14 books on different areas of V4 SAAB cars. They cover the repair and maintenance of engines, electrical and cooling systems, fiberglass body repair, air conditioning installation, high performance, transmissions, 3 books on how to build and install frame sheet metal parts, and more. All are written for the home "wrench" and are FULL of data never included in ANY service manual, factory or after-market.



**THIS IS A MAJOR KIT---FIBERGLASS REPLACEMENT BUMPERS FOR THE 1970 THRU 1973 1/2 SONETT III**



I am not here to whine about how tough it has been for ME. Au contraire, it has been a blast for me to figure out how to be a "substitution specialist", then to test my parts and kits so I was satisfied that they were as good or better than the factory part(s) they replaced. The parts, kits and books have bought several houses and a number of new cars for us. But I must reiterate how LUCKY you Beetle owners are to have such wide access to parts for your little vintage bugs.

Keep On Buggin'!  
*Jack Ashcraft*

# Ten Questions with John H. Miller

Here's a little something we did years ago, I'll admit, part of this is for some filler in the *VintageVoice*, and the other is purely interest in how other people feel about their Volkswagens and the hobby, it's always fun reading the answers and seeing how other embrace their love for their Volkswagens. So, if you have a moment, make a copy of the questions, fill it out and mail it or scan and e-mail it to: [president@vwwca.com](mailto:president@vwwca.com).

1. **What got you started in the VW hobby?**  
My late wife. First car 1972 Super Beetle
2. **What was your first VW?** See #1. But my late mother in law had a new 1964 bug with a sunroof.
3. **What VW(s) do you currently own?** See #1
4. **What are your favorite VW years/models?**  
Most any of the Bugs or a nice restored Karmann Ghia convertible and a split window.
5. **What VW would you like to own if you could have any VW ever built?** Not fussy, but a nice restored K.G. convt.
6. **What other hobbies do you enjoy besides VWs?** Always interested in the old cars, American, British, German. Have had many, currently a '72 M.B. 350 SL. convertible completely restored originally from CA.
7. **What would be your best VW day ever?**  
Bringing home my fiance's (later my wife) new '72 Super Beetle.
8. **Do you know or have you ever owned a copy of John Muir's idiot book?** No, not familiar with it.
9. **What is your pet peeve that people do to their cars?** Not keeping ANY car clean and well maintained.
10. **What is the most treasured VW part, book, magazine or toy?** *VintageVoice* of course. ■

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VWCA.com

14

July/August 2017

Vol 42 No 4  
Jul/Aug 2017  
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USA  
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Renewals: \$18  
Online Edition Only: \$12.00

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

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**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.

**PHOTOGRAPHS:** 1 photo per advertisement please. Photos cannot be returned, digital preferred.

**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 1991 can be accepted. VWCA accepts no liability relating to the purchase of an item.

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## WANTED

Wanted old Porsche 356, 911, 912, 914, 928, 968 or related parts. Also, wanted Porsche manuals, brochures, posters, flags, banners, dealership promos, etc. Tony, 540-358-0330

New member looking to buy a 1979 or earlier bus. I'm interested in a Type I or 2 that has been well maintained, or restored from a clean original, but in either case has been kept in its stock configuration. Prefer a fixed roof (without pop-top or sunroof). Dean: (408) 896-9140 dean.mayer@gmail.com

## CARS FOR SALE

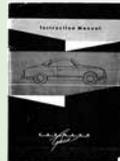
**For Sale 1970 Westfalia Pop Top VW Camper** Original owner. Runs great. Asking \$20,000. It has the original operators' manual, tool kit, and A.C. power cord. I also have some parts for sale: original radio, 69-71 jalousie louvered windows (2), seal kits for the windows, Drivers vent window, etc. For more information email: d-c-claes@att.net or call 559-905-2285, Fresno CA, U.S.A.



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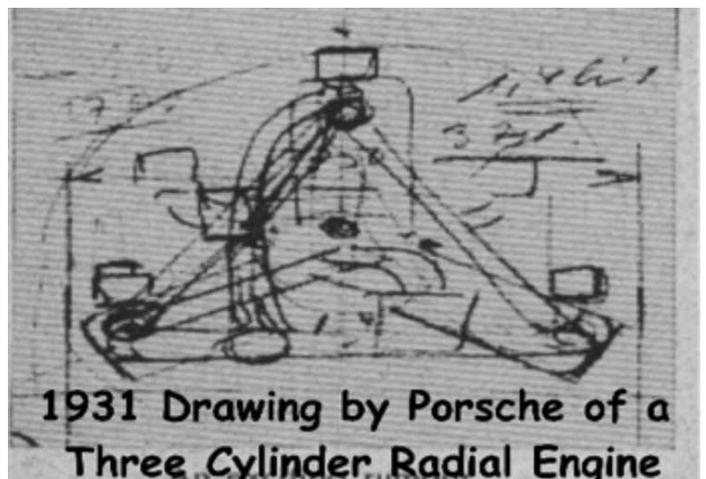
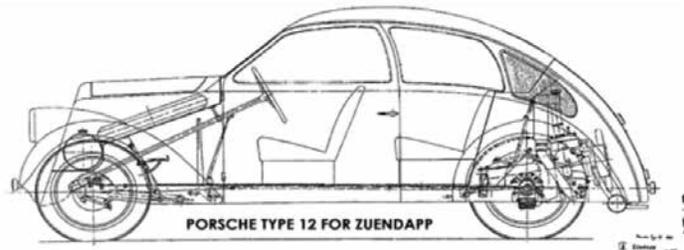
*About 20 years ago I started writing for the VintageVoice a series of articles about "Volkswagen by the Years", covering the history of the Volkswagen organization and its cars, from 1931 until the end of Beetle production in 2003. Since then I have continued researching the VW history and have found details not included in my original articles. Now I am in the process of updating the original information, encouraged by our club's president and by others. We know there are members new to the VVWCA and others who missed the stories the first time around and may be interested in updated versions.*

## Volkswagen in 1932

### A CAR FOR ZÜNDAPP

Before the year 1931 had ended, the head of the Zündapp Motorcycle Company, Mr. Neumeyer, paid a visit to the Porsche offices. Zündapp wanted Porsche to design a 1.2-liter engine medium sized car, a "Volksauto" as head of Zündapp called it. A car that was to revolutionize small cars. That was their aim Porsche and Zündapp agreed on it in principle. It was to be new from the bottom up. For Porsche this new contract was heaven sent. He was in dire need to find something to do for his crew. The money from Adolf Rosenberger obviously was not enough to sustain the Porsche Company. Ferry Porsche, Ferdinand's son, states in his autobiography that the Porsche team was keeping itself busy at the drawing boards by working on ideas and designs they were peddling to different German and Austrian car companies. Financially they were in big trouble and could pay their employees very little or in some months nothing at all as Porsche's nephew, Herbert Kaes, would later confirm.

The new Zündapp project received the Porsche project number 12. Work done by Porsche the previous year, in 1931, for Wanderer, had been given the numbers 7, 8 and 9. Number 10 project were drawings made for a swing axle suspension for the Horch Company. Nothing is known about a Porsche project number 11 the master list I have seen has no project number 11. The project number 12 design for Zündapp, gave Porsche initially a completely free hand as his son Ferry emphasized in his first autobiography. Porsche's plans for the Project 12 were sent to the Zündapp works where they built all the mechanical components. The body was provided by Reutter in Stuttgart and mounted at Zündapp. Many do consider the Porsche project considered a first step toward the later Volkswagen. This is



stretching the facts. It may have provided the experience of how not to do it. The only features that could be considered leading toward the eventual Volkswagen were these:

- The transmission and differential combined in a trans axle mounted at the rear, with the engine behind the trans axle.
- The engine was originally air-cooled.
- A four wheels independently suspended by using leaf springs mounted crosswise front and rear. No torsion bars were used as has been claimed by some.



Type 12



YOUNG FERRY PORSCHE WITH TYPE 12 CONVERTIBLE PROPOSAL

- A tunnel/channel backbone provided the support for the body and held the control cables running front to rear. This was another feature later used in the eventual Volkswagen.

At first, a Porsche designed three-cylinder air-cooled radial engine was used. One cylinder standing straight up and the other two were at angles pointing downward, one to the left and the other one to the right. In order for the two lower cylinders not to drag on the ground the whole drive train

had to be mounted at a slant with its upper part tilted forward as can be seen in the original drawing. This method of slanting the engine forward was patented by Porsche. A feature also used on the next Porsche car project, the Project 32 for NSU, even though, with the 32 it was not really necessary, because that engine was a flat four and no danger of the engine dragging.

The Zündapp project turned out to be a complete fiasco. At first it was the three-cylinder air cooled radial engine, which gave the most problems. There was no way, with this layout, to get enough air to cool the engine. The engines would just overheat, leak oil all over the place and cease up according to many reports. These engines were also extremely noisy and did not have enough power. There are claims that the engine design was an idea imposed by the Zündapp owner on Porsche. Young Ferry Porsche in his first 1976 autobiography claimed however that his father had a completely free hand regarding what engine to use. Here is his quote: "The view has been many times expressed, and even put into print that Neumeyer (The head of Zündapp) was very insistent about building not only a rear engine car but also one with a radial power unit. This is simply not true. The rear-mounted, overhead-valve, was purely our concept" end of quote. In a later autobiography published in 1989, Ferry Porsche would blame Zündapp for the failure of the engine and claimed that they insisted on a water-cooled five cylinder engine. Other writers would also blame Zündapp for the failure of this project. Latest research by two brothers named Granger, in Holland, seem to indicate that indeed it was Zündapp that imposed the five cylinder radial engine after the three cylinder engine radial engine design by Porsche failed, this was to eliminate the major shortcomings of the original Porsche design. Recently Volkswagen had a carbon-fiber replica project 12 car build based on existing drawings. It is exhibited at the Volkswagen AutoMuseum and sometimes at the newly build Autostadt complex. The picture of this engine shows clearly a five cylinder engine layout with a radiator mounted way on top. The original three cylinder was most likely a Porsche design because a 1931 Porsche office drawing exists showing a three cylinder air cooled engine which was published by the newsmagazine "Der Spiegel".

Eventually, the five-cylinder turned out to be too expensive to build, and for this and for many other problems the whole project was given up. After some dispute about the culpability of the projects failure Porsche's son in law, the lawyer Anton Piëch, got involved and Zündapp was forced to pay Porsche 85,000 marks for their troubles and that was the end of it. According to Wikipedia three cars were built,

however only pictures of one exist and one picture of body of a convertible prototype with Ferry Porsche in the foreground. The only finished car was destroyed in a bombing raid on Stuttgart in 1945. After I had previously mentioned that no picture of front end of the project 12 existed a reader of the VVWCA newsletter in Brazil send me a picture of the front end which is included in this article.

After the failure of project 12, the Zündapp Company continued to concentrate on motorcycles production and supplied motorcycles with sidecars to the German Army by the thousands. One of these motorcycles models received considerable attention because it was a rare two wheel drive featuring a drive shaft driving the sidecar wheel and having a lockable differential.

After the Word War 2 Zündapp did get into the car business again with a car called the Janus. It had one door in front and one in the back. Time magazine called it one of the ugliest cars ever built.

On another note: In 1932, Ferdinand Porsche took a trip to the Soviet Union at the invitation of the Soviet government. They wanted him to become the official designer of what-

ever transport they wanted and needed, Porsche declined. The only reason he had accepted the invitation in the first place, was because he was desperate for work, any work.

On November 1932, Porsche and his 15% business Partner, Adolf Rosenberger, formed a new company with the infusion of new Rosenberger capital for the purpose of designing a Formula One race car. This new company was named the "High Performance Vehicle Construction Company LTD". New rules for Formula One racing were going to go into effect in 1934. With the encouragement and money from his partner Adolf Rosenberger, two of Porsche's men, Josef Kales and Karl Rabe, started on a design of a revolutionary new race car, the Project 22. It had a mid-engine and a four wheel independent torsion bar suspension. Porsche and Rosenberger were developing this race car hoping with the idea of selling it to someone, anyone. The Auto Union Company showed some interest and gave Porsche a loan of 25 000 marks for the rights to use some of the Porsche designed technical features. This car would eventually be built starting in 1934, subsidized with money from Auto-Union and the Hitler government. It did become the famous and very successful mid-engine Auto Union Formula One race car. It shows, as I have claimed before, that Porsche was more interested in developing and building competition cars as he was in a Volksauto as small cars were sometimes called at that time.

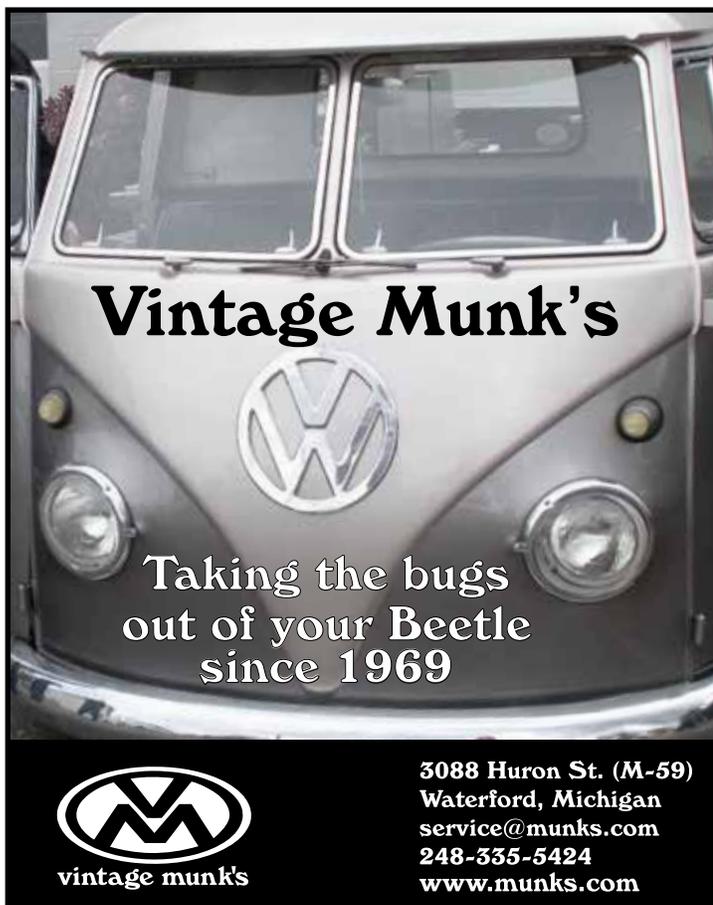
As the year 1932 ended the Porsche office did not have anything to do again. The country was in political turmoil with new elections every few months. Ordinary citizens and business men had no confidence in Germany's future. The whole economy came pretty much to a standstill.

The next year, 1933, would bring many changes in Germany. A dictator was elected and the Idea for an affordable German people's car would be come up again and was advanced by many.

### 1932 DATES

July 20: Porsche goes to the Soviet Union as a guest of the USSR government

November: Porsche and Rosenberger formed a new partnership to design a Formula One race car. ■

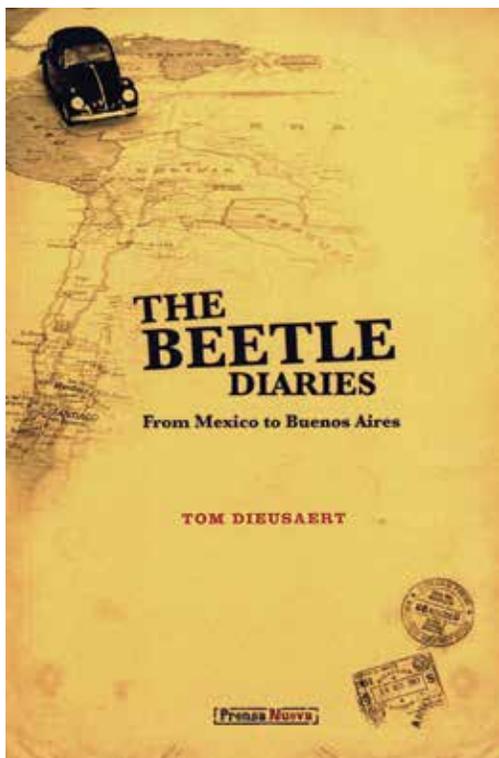


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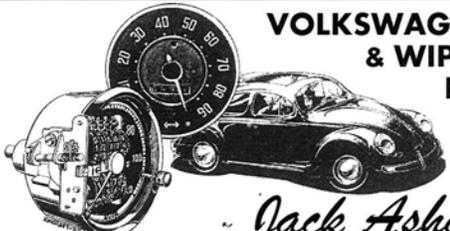
By Tom Dieusaert  
ISBN 978-987-23843-3-0

The Beetle Diaries is a really well written and exciting book on a man's travel in his Vocho (Beetle) from Mexico to Buenos Aires. Generally I think of a story like this to be a little more like the misadventures of the car and the awkward positions it left their travelers in or didn't and performed miracles but that's not what this is all about.

It starts in Mexico and tells you what it's like to move through the country, its people, its customs, the border guards, and what a hassle that can be, and at that same time it's finding a way to teach you about their surroundings, the age, characteristics, religion, history, habits etc. From that aspect alone it's a very interesting journey and one I recommend to anyone. Tom has a way with words which makes it simple to follow and engrossing and that makes it for me, I get distracted and bored easily.

At 453 pages, it's not a one-nighter, but it's an interesting read you wouldn't want to put down. ■

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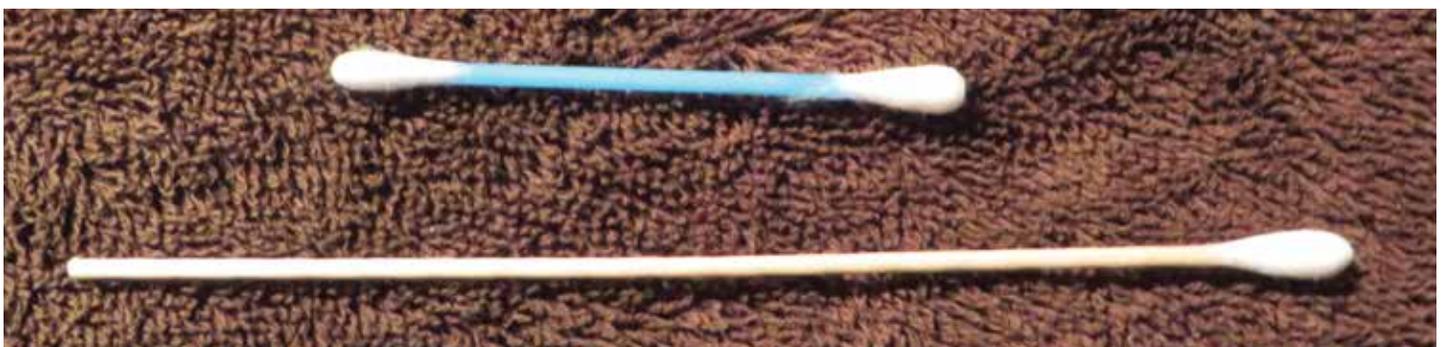
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# Are you sure your case is clean?

Chances are there is some nasty dirt and metal particles lurking. Any machine work such as line boring, opening up for larger cylinders, or drilling and tapping for a full flow oil filter leaves shavings that should be cleaned out before re-assembly. Even if you have had the factory galley plugs removed and tapped for NPT Allen plugs, tank cleaned and/or taken the case to the car wash, crud is still hiding.

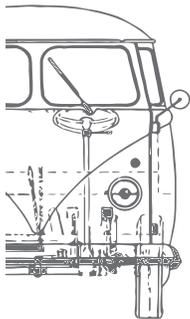
After cleaning, I use Q-tips, both the regular length, and the 6 inch long versions to get inside the cylinder stud holes, oil galleys, crankshaft oiling holes, and the lifter bores. The long version is especially handy. You can buy them on line. I think I paid \$12.00 shipped for 1,000 of them. Pay special attention to holes that are "blind" in the case, such as the deep stud hole found on later cases. A little moisture on the cotton tip helps it grab onto particles.



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After using the Q-Tips, I wash the case one more time with hot soapy water, preferably at the car wash.

Please NEVER try to clean a case by bead blasting or blasting with any other type of media. It will get into passages you don't see, and it's almost impossible to completely remove. It will ruin your brand new bearings in no time. Hot tanks, degreasing agents, trips to the car wash and good old soap and hot water in your utility sink will get the job done. ■

# Stateline Volksfolks Vintage Picnic

By Jerry Spellman

Here I am again at the annual Stateline Volksfolks Vintage Picnic in Alpine Park in Rockford, in Illinois, in July 2017. I always enjoy visiting the guys and gals of the VW club annually. They are fun to be with, fun to trade stories with, fun to share fix-up hints with, and fun to picnic with. The weather was dandy, temperatures and breezes just right. The park landscape, shade, grass, roominess, parking was adequate and comfortable. Beetles, Buses, air or water cooled, custom or dune, whatever, placed in eleven possible classes, were pleasing to the eye as well as informing possible ideas for improving your own. Participants judged the winners and trophies were awarded at the end of day along with door prizes. The club members were helpful, welcoming, and cheerful, the visitors and participants were happy and enjoyed the outing.

By the way, the four clocks on the clock tower building still do not agree. There are no clocks on the tower, they have been removed! The show went on.

Support those local shows far and near. ■



**Stateline Volksfolks Vintage Picnic (cont.)**







# Gulf Coast VW Club Show 22nd Annual Charity Benefit

By Barry Zanca, Photos by Ed Thompson and Barry Zanca

On March 18th, 2017, at the Edgewater Mall in Biloxi, Mississippi, the MS Gulf Coast VW Club held its 22nd Annual Charity Benefit show. A total of 93 VW's were registered and judged, but there were also about 15 more cars which arrived later in the day. All of the monies (100%) raised at this show go to benefit the four local food banks along the Gulf Coast, plus the MSGCVW Club also sponsors a scholarship for a lucky student at Gulf Coast Community College in the field of Auto Technology.

Each year the trophies for this show are hand-made and adhere to a Volkswagen – based theme. Trophies this year were designed and built by John and Joanna Meyers with a lot of assistance from Madison Meyers and Cathy Thompson. The trophies given out were for 'top-twenty' and three other categories. They were designed to look like packing crates for VW parts with a cut-out in the shape of the state of Mississippi; in addition, on the 'crates' there was string-art in various colors attached to strategically placed brass nails. The string-art was in the form of the VW emblem. Last year's trophies consisted of VW hubcaps, painted and made into clocks for the garage walls of the winners. The music and announcements were provided by DJ 'James Gillies Live'.

As is obvious, there were VW vehicles from several states in the mix: The home-state of Mississippi had 51 entries; the neighbors from Louisiana brought 18 cars; from the other side, Alabama showed with 14 VW's; coming over from Florida, there were 8 entries; and trekking down from Oklahoma, there was one; finally, all the way from Minnesota, one brave VW made the drive from high above the Mason-Dixon line.

Not in any particular order, some of the VW Clubs represented were: the Mobile VW Club ( AL); Rare Air Club



(FL); New Orleans Air Coolers (LA); Krewe of Kafers (LA); Gulf Coast VW Club (MS); and Vintage VW Club of America.

Activities during the day-long event included: the 30- Minute Interval Raffle with winners all day; T-Shirt tent sales; Model Car tent sales; Used Parts Vendors; visiting with the











## GCVW Club Trophies

BEST OF SHOW: 1959 Bug–David Orozco of Pass Christian, MS  
 PEOPLE’S CHOICE: 1966 Bug–Randy & Patricia King of Slidell, LA  
 BEST ENGINE: 1967 Bug–Paul Peterson of Gulfport, MS

### TOP TWENTY AWARDS:

1972 Full Custom Beetle–Walter Morelan of Mobile, AL  
 1967 Single Cab Type II –William Norman of Biloxi, MS  
 1970 Bug –David Richerson of Prattville, AL  
 1953 Bug (Zwitter) –Sean Cross of Biloxi, MS  
 1966 Bug–Julie and Charles LeBlanc of Vicksburg, MS  
 1966 Bug–Randy and Patricia King of Slidell, LA  
 1974 Beetle–Flor Rivera of Ocean Springs, MS  
 1972 Karmann Ghia–Todd Stinnette of Ocean Springs, MS  
 1967 Bug–Paul Peterson of Gulfport, MS  
 1970 Karmann Ghia–Sean Didion of Jackson, MS  
 1974 Volksrod–Tom Coulton of Prairieville, LA  
 1972 Baja Bug–Bobby Smith of Oakvale, MS  
 1964 Bug–Jamon and Dominique of Luling, LA  
 1973 Type 181 Thing–Stacy and Jeffrey Brown of Pensacola, FL  
 1958 Bug–Jason Phillips of Theodore, AL  
 1970 Notchback–Jason Phillips of Theodore, AL  
 1959 Bug–David Orozco of Pass Christian, MS  
 1965 Squareback–Derek Henry of Pensacola, FL  
 1965 Transporter Bus–Donna Dickson of Mandeville, LA  
 1971 Squareback–Rachel Moran of Gulfport, MS



‘Volks’ we rarely see; Presentation of Trophies; and the ‘biggie’ at the end of the day – the 50/50 Raffle. Everyone had a great time and the weather this year was perfect = Sun mixed with clouds and temperatures in the 70s all day long with a gentle breeze blowing on us from the Gulf of Mexico. Some hardy souls also did a camp-out the night before.

This show is usually held on the Saturday closest to St. Patrick’s Day every year, so if you are in the Gulf Coast area or want to plan a fun VW vacation, come on down. You can experience the great Mississippi hospitality and seafood of the locale. To contact the Gulf Coast VW Club, email : [msgcvwclub@aol.com](mailto:msgcvwclub@aol.com)



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