

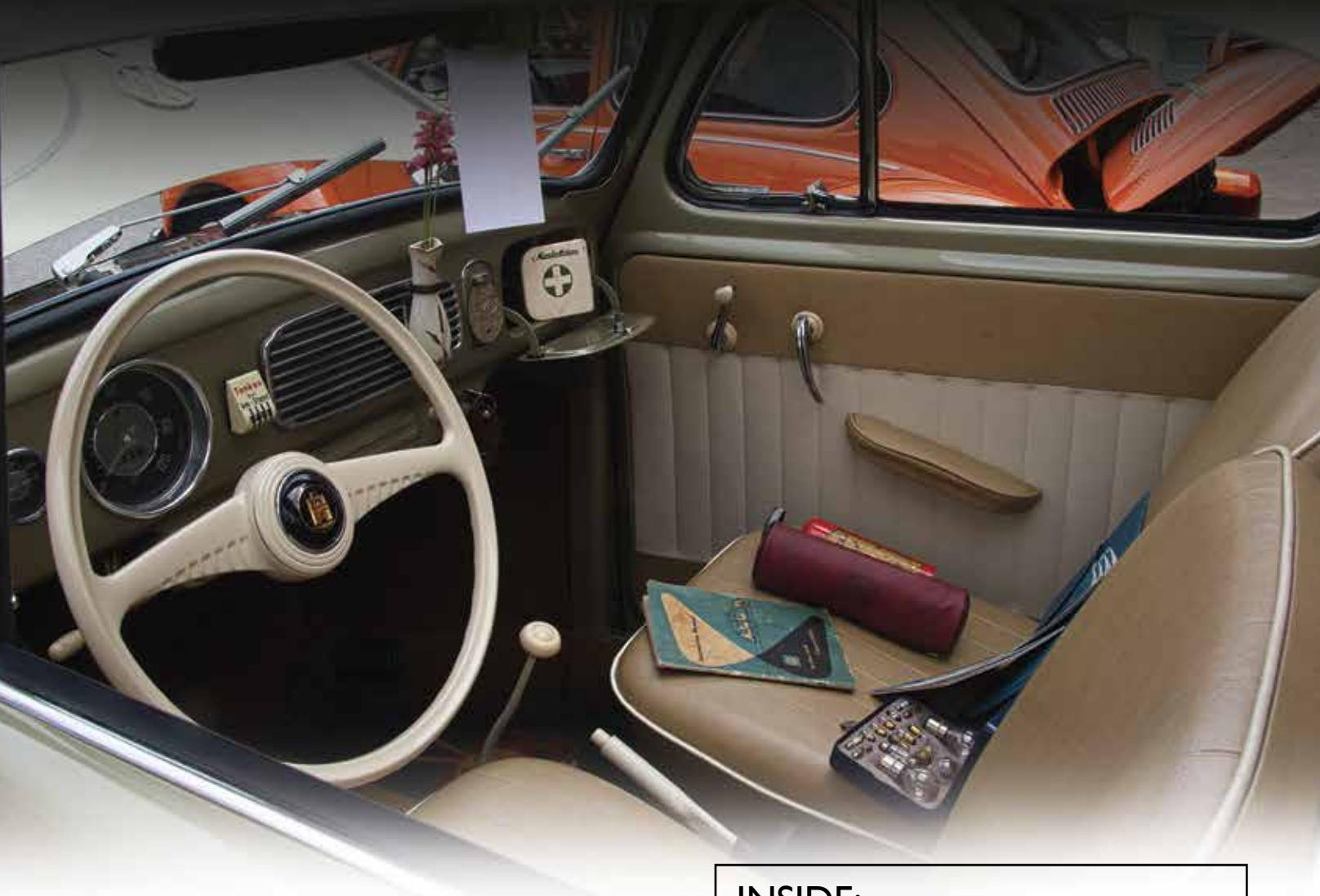


VintageVoice

September/October 2017

Volume 42 • Number 5

The Vintage Volkswagen Club of America Newsletter • Established 1976



INSIDE:

- 5 Bitten by The Bug in 1968
- 7 Ten Questions
- 8 1st Annual Air Raid at Island Dragway 2017
- 11 Fishheadlouie's Funnies
- 14 Once Upon a Ghia
- 16 The Historian's Corner
- 19 Alfredo Marcantonio
- 23 Deano's Trim Rings for Late Model Air Cooled VWs
- 25 VolksWeston 2017 (cover image)

And more!



EST. 1976

**VINTAGE VOLKSWAGEN CLUB OF AMERICA
MEMBERSHIP APPLICATION 2017-2018**



NAME: _____

ADDRESS: _____

CITY: _____ STATE: _____

ZIP: _____ PHONE: _____

EMAIL: _____

CURRENT MEMBER

NUMBER: _____ DATE: _____

VVWCA CHAPTER/AFFILIATED CLUB OR

VW CLUB YOU ARE A MEMBER OF _____

VOLKSWAGENS

CURRENTLY OWNED: _____

New Members	1 Year	2 Years	3 Years	Total
USA – Includes Printed Newsletter & E-Edition	\$24.00	\$42.00	\$60.00	
Foreign Membership E-Edition Only New & Renewal	\$12.00	\$24.00	\$36.00	
Renewals	1 Years	2 Years	3 Years	Total
USA – Includes Printed Newsletter & E-Edition	\$18.00	\$36.00	\$54.00	
E-Edition only New & Renewal	\$12.00	\$24.00	\$36.00	
VVWCA Regalia				
VVWCA Window Decal	\$1.00 ea (Includes Postage)			
VVWCA T-Shirt	\$12.25(S, M, L, XL)	\$14.00 (2XL)		
PLEASE INDICATE SIZE OF T-SHIRT-REQUIRED (Small, Medium, Large, XL, 2XL)				
TOTAL ENCLOSED				

Mail your application, and membership funds (check or money order in USA funds only) to:

VINTAGE VOLKSWAGEN CLUB of AMERICA

PMB 244, 1350 Beverly Rd., Mclean, VA 22101, e-mail: membership@vvwca.com
Please allow 4-6 weeks for processing. Enroll or renew your membership online using our **PayPal** services at:

www.vvwca.com

Hello, how are you?

I'm doing fine thank you very much. Collecting VW memorabilia can be so much fun and there are so many different directions you can go with it, from coins to cars, there's something out there for all of us. One of the many things I collect is postcards that have VWs in them. Most of mine are the real photo variety which I praise more highly. One of the directions I went for was post cards with VWs with advertising on them like a business name, so lots of Bus cards and quite a few Beetle too. I'm really off on a tangent right now because what I was aiming at was the advertising on Volkswagens and that if you live in a big city anywhere in the country, you have at least 2-4 Pest Control companies out there driving the New Beetle in some bright color with who know what kind of adornments on it to make it look more bug-like. Anyway, I got this in the mail the other day, thought I would share it with you and happy hunting for those treasures.

Well, this is embarrassing, what my spelling? Well that too. I gave you all our new mailing address and I must have left something out that was quite important, so for those of you that have had checks returned as undeliverable, please let us know if you missed an issue because of this and please make note of the new address: PMB 244, 1350 Beverly Rd., Mclean, VA 22101. Once again, my apologies.

I want to shine a light on one of our oldest if not the oldest on the West coast, the Golden Gate Chapter of whom I'm a proud member of since 1988 or '89. Ever since I was in that chapter back then, I've known the Golden Gate Chapter to share in the profits made at events and make charitable donations. In this day of age, that is nothing new and everyone is doing it but I thought to the extent that the GGC does need to be brought to light for all to know what a successful chapter can do to help the community it's in or surrounding communities and national disaster organizations of which there is a lot of need for right now.

So far for the year 2017, the Golden Gate Chapter has donated \$500 for Hurricane Maria, \$500 for Hurricane Irma, \$500 for Hurricane Harvey, \$500 for the Mexican earthquakes, all victims of Mother Nature. Then as if that wasn't enough, they gave \$1,000 charities working in all affected areas, & \$1,000 to Second Harvest Food Bank.

GOT MOSQUITOES?
Blue Beetle
Pest Control
(816) 333-PEST

A cartoon illustration of a young boy with blonde hair, wearing a green t-shirt and blue jeans, running away from several mosquitoes. One mosquito is prominently shown in the foreground, with its wings and legs clearly visible as it flies towards the boy.

Congratulations to the Golden Gate Chapter, thank you very much!

I also want to mention that if you've sent in a submission within the last 4-6 months, we haven't forgotten about you, we, for the first time in a long time, have plenty of material and so we're using the material on a first come basis or importance and of course our advertisers have to be in each issue, so bear with us, you'll see your story soon and thank you so much for sending them in and please don't stop now just because I told we had enough for the moment, LOL! Thanks and talk to you later. ■

Vintage Munk's

Taking the bugs
out of your Beetle
since 1969

vintage munk's

3088 Huron St. (M-59)
Waterford, Michigan
service@munks.com
248-335-5424
www.munks.com

CLASSIC VOLKSWAGENS

BEETLES, MICROBUSES, THINGS, KARMANN GHIAS, AND MORE

By John Gunnell

Volkswagen Beetles and their variants are some of the most iconic and easily recognizable cars on the road!

The classic air-cooled Volkswagen Beetle, officially the Volkswagen Type 1, is regarded as one of the most important and well-engineered vehicles of the twentieth century. It was the most popular imported car in America in the 1960s, and before that it enjoyed a humble beginning as “the people’s car” in its native Germany. The Complete Book of Classic Volkswagens encompasses the evolution of the popular Beetle as well as other variations of Volkswagen’s air-cooled cars, vans, and trucks. Thoroughly illustrated, this is an invaluable reference to Volkswagen’s collectible and iconic cars.

The history of VW automobiles is just as colorful as the hues they were manufactured in, and this book illustrates the full story. German automakers originally sought to supply their countrymen with an automobile that was easy to mass produce. By 1938, they finalized the design for the VW “Bug”—the first rear-engined, rear-wheel-drive configured car. In its heyday, the little rounded Beetle was produced at a rate of more than one million per year. Today, with more than 23 million cars built, the Beetle holds the record as the most-produced passenger car of all time. But the Beetle is only one part of the air-cooled Volkswagen story. The rest—from Type 2 vans, pick-ups, and campers to the Type 113 “Super Beetle”—is included here. If you’re the owner of a Volkswagen or if you just love their iconic look and you’re interested in their evolution, this book deserves a place on your bookshelf.

Large format hard back with dust jacket. 10" x 12" with 271 pages in full color and black and white, photos and illustrations. Retails for \$50.00, VVWCA price, \$36.95 plus a 10% discount for members with shipping to the U.S. and postage included. Please contact me for Foreign delivery prices. ■

VOLKSWAGEN: THE AIR-COOLED ERA IN COLOR

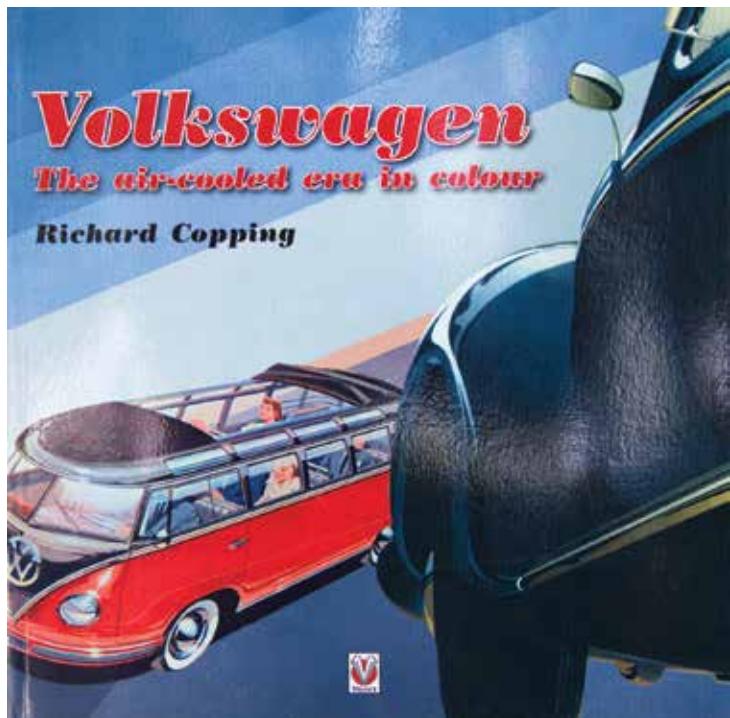
By Richard Copping

Reproducing the spectacular, eminently collectable artwork of VW’s Bernd Reuters and classic photography from the 1960s, the book weaves the story of every Volkswagen model of the period into the contemporary design style. A unique, comprehensive collection, this includes Volkswagen’s sought-after Transporter, the elegant Karmann Ghia, and the often-overlooked VW 1500. Coverage includes all of Volkswagen’s air-cooled models.

Softbound book with beautiful renderings of that period of the beautiful VW artwork from the 50s and 60s. 10" x 10", 175 pages, by Veloce Printing. Selling for \$24.95, members receive a 10% discount, includes shipping to the U.S. Please contact me for Foreign delivery prices. ■

THE COMPLETE BOOK OF
CLASSIC VOLKSWAGENS
BEETLES, MICROBUSES, THINGS, KARMANN GHIAS, AND MORE

JOHN GUNNELL



Letters

Each summer, the Experimental Aircraft Association (EAA) holds its annual fly-in and convention known as EAA AirVenture Oshkosh in northeast Wisconsin. And for decades now, one fascinating culture aspect of this week-long event—which attracts more than 500,000 people and over 10,000 airplanes—is the EAA's army of vintage Beetles. EAA has managed this iconic fleet of primarily chopped-top VWs (and a couple of Things) for select staff and volunteers, as welcome wagons, and VIP transportation. This year, EAA gathered them all for this rare photo opportunity. Enjoy! And please share with your members.



Thank you!
Mike

Michael DiFrisco, CAE, EAA #336855
Sr. Director, Marketing
EAA—The Spirit of Aviation
www.eaa.org

Bitten by The Bug in 1968

My father purchased a brand new red VW AutoStick Beetle for my mother. Although I'm sure it wasn't intended for me, it just so happened that was the year I turned sixteen and got my drivers license. I put that Beetle through all the paces a young, new driver (foolishly) could. Like, seeing how fast I could make it go, cutting donuts in the snow, even taking a curve too fast and clipping a signpost. Ah, the follies of youth!

It wasn't long and I wore it out, and the old man traded in for some American-made steel. But the die was cast and the Volkswagen brand had captured me.

About 1983, I bought a '73 Bus, orange and white (sadly, I have no pictures of it). I was still pretty young, foolish and without the knowledge and tools necessary to properly maintaining a beast of its nature. A high-speed (as fast as it would go) trip out to the Grand Canyon and back pretty much cooked the engine, and I let it go on the cheap to a fellow who probably scrapped it.

Time marched on, yet the desire for VWs continued to grow, if only subliminally.



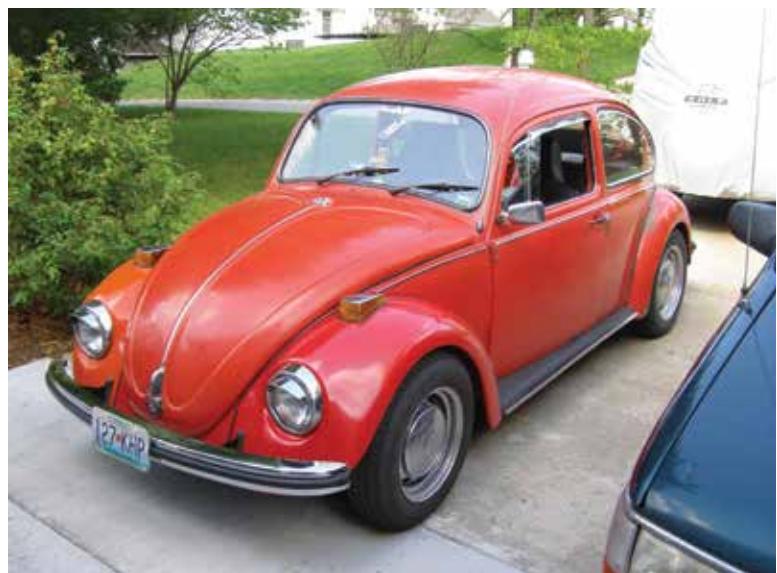
Then, in 1998, I was casting about for a cool car to buy and happened upon a red 1970 standard Beetle that was being sold by a college girl, whose parents mandated the sale, feeling the car was too “unsafe” for her 250 mile commute between Kansas City and Wichita. It had recently had the Earl Scheib cheapo paint job, but it looked great when wax was applied. I used that car as my “daily driver” for twelve years before I sold it to a fellow VW enthusiast, who promised he would keep it alive. During the years I owned Sport (as I named the car) I gathered tools and manuals and taught myself the fine art of VW maintenance. I even rebuilt the engine!

Still, it was the Ancient One I lusted after. One day, in 2003, I happened upon a gentleman who wanted to sell his aborted resto project, a 1956 ragtop Beetle. I went out to have a look. The body was off the pan. The motor sat in a corner. Boxes filled with interior parts (like seats, trim, etc.) were stacked around the pan. I bought the basket case. Thinking initially I could “do it myself”, I quickly realized I couldn’t weld, couldn’t massage metal and had no ability to paint. So I farmed it out and, after three long years, it came home with me. I put the windows back in, wired up all the electrics and even upholstered the seats. It is beautiful. Turns out it was a European model. It had semaphores and a kilo speedo. I finished the project in 2007, named him Ebon and I still own him today.

In 2005, I purchased a 1974 Westfalia “hardtop” camper bus that was in pristine condition. It had been garaged for most of its life and only had 40k miles on it. I named it “Tullio”, in honor of T. Campagnolo, famous for bicycle parts. He has served my wanderlust well, taking annual trips out west to the Grand Canyon, Zion, Bryce and many other great places where I hike and camp. And I learned (from my previous Bus experience) that “the slow lane is your friend”. In 2013 I pulled the motor and shipped it off to Jake Raby in Georgia. He redid the motor as a “camper special”. After re-installing it, it was amazing how much more power I had. I could actually cruise at 70 (if I wanted to) and it barely got hot. Suddenly, I wasn’t getting passed by everybody!

After I sold Sport, there was a brief interlude when I owned a PT Loser, er, I mean Cruiser. While it served me well hauling my drums around (I’m a percussionist), it lacked power. I think it did 0-60 in, like, 3 minutes.

I happened upon a 2009 VW Tiguan for sale by owner locally. I bought the car and named him Dubster. This car has zip, fitted with a 2.0 litre turbocharged motor. I like it a lot, even if it is an SUV! My stable of steeds is now 100% Volkswagen!



Timothy Earl Osburn,
Head Mechanic, Ralph Spoilsport Motors
Home of Fine, Old Volkswagens, Rockets, Music and....
Grand Canyon Nut
Mo-Kan VW Club member ■

Ten Questions with John S. Harder

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@vvwca.com.

1. What got you started in the VW hobby?

I started in the VW hobby/lifestyle out of guilt. My original 68 bug sat for 15 years to rust outside. Guilt on letting it get in this condition motivated me.

2. What was your first VW? A 1956 from 1965 to 67 when I blew the engine. Being a well paid Teacher Corps Intern I bought my dream car the aforementioned 68 bug.

3. What VW(s) do you currently own? A 1970 914 Volkswagen.

4. What are your favorite VW years/models? Except for my own 1968 th earlier the better.

5. What VW would you like to own if you could have any VW ever built? An SR II, Puma or Karman from Brazil.

6. What other hobbies do you enjoy besides VWs? Reading, travel (Wolfsburg museum was of course a highlight).

7. What would be your best VW day ever? A.

Taking delivery of the car Dec.27, 1967. B. 1st drive after restoration, C. Winning a trophy at the Coronado Speedfest Races Car Show and getting to take a victory lap on the race track (runway).

8. Do you know or have you ever owned a copy of John Muir's idiot book? I have two copies, One for show in joke tool box (antifreeze, old oil cans, etc.). The other I use with real manuals because it has good info just not enough. The father of one of the women in our club worked with Muir at General Dynamics when Muir was a rocket scientist.

9. What is your pet peeve that people do to their cars? Modifying them to the point they cannot be readily restored.

10. What is the most treasured VW part, book, magazine or toy? License plate frame from the dealer I bought my car from to surround original California black plate. ■

WOLFGANG INTERNATIONAL

For over 20 years, Wolfgang International has been manufacturing quality VW custom parts at our 15,000sf facility in Redding, California. Along with producing high quality parts, we have been offering the best, no BS, technical advice free of charge.

FIND US ON THE WEB!
See our online catalog & more
at www.WolfgangInt.com



Feel the breeze! SAFARI WINDOWS

Reproduction safari window kits come complete with glass, seals & mounting hardware. Also available in polished stainless steel.

Powder Coated (Off-White)	Polished Stainless Steel
T-2 Front (55-67)	\$549.95
T-2 Rear (50-54)	\$329.95
T-2 Rear (55-63) Std	\$319.95
T-2 Rear (55-63) Deluxe	\$329.95
T-2 Rear (64-79)	\$375.95
T-2 Rear, Truck (55-66)	\$329.95
T-2 Front (55-67)	\$659.95
T-2 Rear (50-54)	\$439.95
T-2 Rear (55-63) Std	\$429.95
T-2 Rear (55-63) Deluxe	\$439.95
T-2 Rear (64-79)	\$485.95
T-2 Rear, Truck (55-66)	\$439.95

From
\$549.95
WHITE POWDERCOAT
WITH SUPER LATCHES

GIVE US A CALL TO TALK ABOUT
CUSTOM OPTIONS! (530) 246-4264

NEW PRODUCTS

T2 Mid-Mount:

1956-1967 Type 2 Transaxle Stabilizer (Mid Mount). This is a bolt on kit that reduces torsional stress felt at the front of the nose cone mount and rotational stress on the bell housing mounts. Made using 1/4" thick steel plate and specially injected fall safe rubber mounts. It installs in one hour or less. NO CUTTING, DRILLING, OR WELDING REQUIRED! And no need to remove the transaxle for installation.



Safari Antenna:

Make life easy and get this curved antenna along with your Safari Windows. This way, you won't be frustrated when you can't get your groove on while your safari windows are open! We've put just enough of a curve in our new antennas to clear your Safari's completely.



Late Drop Spindles:

These drop spindles are designed for late buses (68-79). These spindles will effectively lower your bus by 2 inches.

1st Annual Air Raid at Island Dragway 2017

By David M. Cheek
Photos by Kenneth Reed

Sunday April 9, 2017 marked the inaugural Air Raid at Island Dragway in Great Meadows New Jersey. This is the first time that the Central Jersey Volkswagen Club did not host the Air Cooled portion of the Englishtown Raceway Park Spring VW Show & Go. After 25 plus years we were more or less “pushed aside” by the water cooled crowd. As a result, the club decided to come up with its own venue to show, swap and race vintage air cooled Volkswagens, along with Porsches and Corvairs. Don’t get me wrong I’m a fan of water cooled VW’s too (I own a new Jetta, Golf, Rabbit pickup, and Vanagon diesel) however, the mission of The Central Jersey Volkswagen Society is to promote and preserve vintage air cooled cars.

Starting a new show in an already overcrowded show season is a daunting task. Just take a look at the calendar and you see something happening every single weekend in the VW hobby, let alone other car specific events. Finding a venue, securing a date, promotion, getting volunteers and coming up with awards are just a few of the tasks necessary for success.

Those that have had experience in running a show know how much work goes into an event. Getting the word out used to be the major problem to get attendance up to, at the very least break even status. Thanks to social media, namely Facebook, we were pleasantly surprised by the turnout of 105 show cars, a swap area that was pretty much filled to capacity, and a full complement of racers, many of which were first timers. Other than an uncharacteristic late start (11:00 AM), and a long line to enter, everything went pretty smoothly. There was a food truck providing hamburgers, hot dogs, sausage, chicken sandwiches, along with soft drinks, all reasonably priced and good quality. Of course you couldn’t have asked for more perfect weather; crystal clear skies with a slight breeze and temps in the mid 60’s. I guess the local pilots wanted to take advantage of the weather too, since upon arrival, we were buzzed by a crop duster doing practice runs, along with a biplane doing loops all day long.

Rather than class the show cars, we decided to have just 10 awards to minimize the judging. This left time for everyone to



Show field filled quickly with 105 registered cars.



CJVWS members left to right standing
John Flynn, Marty Konrad, Jack Valet, Casey Masterson (President), Denise D'Alberti, David Cheek, Carl "Popeye" Reitzel, Mike "Bucky" Buckholz (VP), Denise Masterson (First Lady). Kneeling: Pete Werfel and Maggie the dog.

have a good time pouring over the goodies for sale, talk to their fellow vintage VW enthusiasts and grab a bite to eat.

Several CJVWS members along with several members of the Filthy Buggers club set out mid day to select the Best of Show, Filthy Buggers Club Choice, Central Jersey Volkswagen Society's Club Choice, Best Corvair, Best Porsche, Best Racer, Best Custom, Best Stock, Furthest Distance Traveled, and Best Daily Driver. While the show had a laid back atmosphere, there was fierce competition on the drag strip. Our own CJVWS member Art Neary won first place with his race prepared Beetle. Way to go Art! CJVWS president Casey Masterson handed out the awards at 2:00 to give long distance attendees plenty of time to make the trip back home. On all accounts the racers show participants had a great time and look forward to next years event.



Vendor parking expert Michael Kimm ready to partake in the great food that was available.



Awards presented by Casey Masterson president of the CJVWS.

We received nothing but kudos for the show both in person and on social media, leading me to believe that the Air Raid next year will be bigger and better.

As with any show, especially the first one at a new venue, there is always room for improvement. We are in talks with the track owner to open earlier to let both show cars and vendors in earlier thereby reducing the long line to enter. I don't think the track owners expected such a big turnout first time around! You can imagine the look on their face when they pulled up to the entrance to find a 1/4 mile line to get in!

The Central Jersey Volkswagen Society was happy to host a new event at a new venue (for us) and support one of the few remaining drag race facilities in New Jersey. Island Dragway is

privately owned, run on a modest budget and needs all the support it can get to survive. We hope to grow this show to help in this endeavor.

Come out next spring and join us for show cars, swap meet and drag racing at Air Raid 2018! Support your local race track and most important, support your local air cooled Volkswagen club. ■

Type 4 Conversion. Reliable big bore power.



No one knows
Type 4 conversion
parts better than us.



ENGINE KITS:

Camper Special,
2056cc, 2270cc, 2563cc



type4store.com | (815)-472-2939
info@type4store.com

facebook.com/type4store

Vol 42 No 5
Sept/Oct 2017
Copyright 2017
VVWCA Inc.
website: www.vvwca.com

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

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

President: Michael Epstein
president@vvwca.com
PO Box 8559
Prairie Village KS 66208-8559
913-831-6225

Vice President: Mike Klem
vp@vvwca.com

Newsletter & Website:
Kimberly van Mourik,
editor@vvwca.com

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

Renewal and Memberships:
Memberships and renewals should be received by the 15th of the proceeding month. Please send to Jim Howland below.

Membership Coordinator:
Jim Howland, PMB 244,
McLean, Virginia, 22101
membership@vvwca.com

Display and classified ads: For display advertising rates, placement information, and for classified ads submission contact: Michael Epstein
president@vvwca.com
PO Box 8559
Prairie Village KS 66208-8559
913-831-6225

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

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

Important! Articles and advertisements do not necessarily reflect the views of The Vintage Volkswagen Club of America. All material in the Vintage Voice is the property of the VVWCA. Unauthorized use of said content may

not be reproduced in any form without written consent. The Vintage Volkswagen Club of America does not assume responsibility for statements or claims made by advertisers, editors or community contributions. Information gathered by The Vintage Volkswagen Club of America and its resources are considered reliable but accuracy of information cannot be guaranteed. If you wish to reprint the material, please contact the editor at editor@vvwca.com. It is assumed that all content submitted for printing is the original work of the author who shall bear all responsibility for copyright violations.

Member's Only Area E-Edition
The electronic version can be found at www.vvwca.com in the Members Only section.

Password: TopSecret99

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*.

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. VVWCA accepts no liability relating to the purchase of an item.

ADVERTISING DEADLINE: All advertisements must be received prior to the 15th of the Jan, Mar, May, Jul, Sep, Nov for the following newsletter.
SUBMIT YOUR AD TO: editor@vvwca.com

WANTED

Porsche 911, 912, 914-6, or 356-any model. Serious buyer. Rusty or no title or parts cars ok. Also interested in misc wheels, engines, & trans. Tony, 540-358-0330

New member looking to buy a 1979 or earlier bus. I'm interested in a Type 1 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 jalouzie 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.



For Sale – Barn Find: 1973 VW Type II three-speed automatic, white over red, 60,870 miles. Interior and body in excellent condition; no rust, never driven in the salt. Used for pleasure trips and had tender loving care. Was driven in the barn and stored away 19 years ago. Seriously interested buyers only, please. (Montgomery County, NY) betsy43@frontiernet.net

My Beautiful 1962 VW Type I Restored in & out, \$15,000, roof rack, pop-outs & amp powered radio, also other accessories. Serious inquiries only please. Phil Weiner, 9625 SW 15th St., Miami, FL 33174, 305-552-0982

1950 "Hoffman" split Beetle. Pearl Gray. standard. older restoration. head turner. rebuilt 36hp, \$45,000 obo Tony, 540-358-0330

PARTS, ETC. FOR SALE

Excellent Karmann Ghia Owners Instruction Manual dated August 1959 \$38.00 postage paid. Please contact Michael Reece II, P.O. Box 5704, So. San Francisco, CA. 94083, 415-334-1343. Thank you.



For Sale: German Metal HARDTOP for 1964 and earlier VW Bug Convertible. One-of-a-Kind item utilizes front portion of convertible top frame with original front wooden bow and chrome VW latches on actual VW Bug Roof- including grille. Contour of quarter windows may not fit some 50s model VW convertibles. Has salt-and-pepper carpet headliner with finished interior sides. Currently painted 1973 KG/Bug Convertible OLYMPIC BLUE. No dents. Rear glass with new rubber. Also has fiberglass early style sun visor installed. Price is \$700 Cash for VVWCA members. No Shipping – will fit in a pick-up truck bed. Come to New Orleans and take this top home for your Bug Convertible! Call Barry at 504-733-8633 for more information. Leave message with your member id # and I will get back to you asap.

Early Ghia conv top frame with two header bow, Insert locking mechanisms all in good condition \$200. "Blue cover" Vintage Voice copies from 70s & 80s, Complete free, but you pay freight. Same deal for, Hot VWs., Late 70s -90s., Round tool box, alloy roof rack, speedometers from 50s & early 60s. 36 hp engine with matching split case transmission with only 17 km , 1954 engine cover and 1967 convertible engine, Cover, also '68-70 engine cover, Ghia bus and conv trim rings, All OEM, Take lot for 1K, Please contact, Elton McCausland, 978-356-5925

The Weiner Foundation is having a summer sale, we have no choice, our fifty year collection continues to grow. You guys know you can have a beautiful car, but the accessories truly make the car. Our famous ID Stamp, 1949 to 1975 for club members is \$10.00 normally \$15. Our Beer Pull for your glove box door with "VW" normally \$120, club members \$95. License Plate frames \$120, now \$80. These are just a few items at the The Foundation AKA The VW Guys. You can e-mail my son in Arizona at (mkweiner60@yahoo.com) or my son in California (tinyred@verizon.net) or call Papa at 305-552-0982. Don't forget to mention you're a VVWCA club member for your 10% discount. Thanking you in advance, Phill (Hotdog) Weiner, 9625 SW 15th St., Miami, FL 33174, 305,552,0982

Fishheadlouie's Funnies “Once Upon a VW”

Once upon a VW, I had a 21 window bus. I had seen split buses before at a campout around 1999, but hadn't given them much attention. In 2003, I happened to get off the highway at a random exit in Waynesboro, Va. to get some gasoline in my orange 1971 beetle convertible. On the left, up a hill, and in someone's front yard was a blue 1952 split beetle with 1971-2 taillights on it! This beetle had an interesting dash because it looked like an oval car. The owner referred to it as a 1952 1/2 beetle. I came to find out it was a Zwitter. When asked about the larger/later taillights, he said someone has stolen the original ones. “I also have this,” said the owner, pointing to the top of the driveway. It was a snow-covered, deluxe micro bus. When the owner pushed the snow off, I saw the sunroof and skylight windows. I asked how much he would sell each vehicle for. He, Terry, said, \$10-14,000 for the split bug and \$6-10,000 for the bus.

I thanked him for his time and got his telephone number. A number of months went by and I had sold my all original gray '62 ragtop sunroof bug to a guy who saw it in a goodwill parking lot and my 1971 convertible to a lady from Sandbridge. I called and asked Terry how much the bus was and he said, “Ten thousand.” I scheduled a time and said I would take it and have the money with me. That August day came and I met my step dad, and best friend from JMU, there. The bus was at the street with a tow strap attached. Someone had seen the bus that morning and tried to buy it, but the family said it was sold already [to me]. Terry pulled the bus behind his truck with me driving the samba and it fired up! Terry gave me a break on the price because it needed tires and a tune up...so \$9500 and the title was exchanged. My stepfather got the bus to my house with only losing one repro hubcap. My girlfriend at the time was not happy because I had spent so much money on a Volkswagen and not on her. I could see that was going to be the end of her and my relationship, but the beginning of the relationship between me and my samba.

I had many great adventures with that 21 window in Virginia Beach and in NJ, including



Love at first sight!



21 Window adorned with stickers at Air-Cooled gathering in Flanders, NJ, Sept. 2007



Dealer import plate given to me by Terry after I sold my 21 window bus.



Zwitter I noticed in the yard in 2003



Pretending to run for Mayor at Dumer's, Norfolk, VA, April 2005



Closing the deal with Terry in August 2004



James Cobert and Tony Madsen at Sandbridge, VA, May 2005



Our late Samba dog, Bruno at Budd Lake, NJ, May 2005



Waverly Martin, James Coburn and I



Asian Pacific Islanders Cultural Society at Virginia Bch, VA, June 2005

weekend surf trips, memorial day parades with my late dog/brother, Bruno, not to mention a late night rendezvous with a Testarossa named, Tiffany. I even drove around with an extra engine in case mine went kaput!

Out of the blue in 2008, a guy from TN contacted me about my bus and asked to buy it. He had seen it on a radio station website where people just show off their cool rides. I said that it wasn't for sale. He made an offer, then increased it by \$5,000. I was casually dating someone else at the time and she suggested increasing the price another \$5,000 and maybe he'll go away. I was surprised that he agreed to pay the final figure if I would sell it that month. I asked all my VW people like Anthony G., Humberto L. and the former owner, Terry if they thought I should sell it. All agreed I should. "That bus won't be worth that ten years from now," said Anthony. I agreed to sell it to the man with the idea that he would resell to me for the agreed purchase price if he ever sold it.

Two months later, I got an e-mail from him saying he had problems with his house foundation and needed to sell the bus. He increased the price that I had sold to him and so I did not buy it back. I lost track of my former bus after that. Perhaps someone has it or knows its whereabouts? It's an



Tony & Tom Madsen, Jon Estridge at Sandbridge, VA, August 2005

early 1964 European model with light gray interior and ice pick door handles. It was delivered new in Belgium in 1964 and its VIN number is: 1154772

Moral of the story: don't sell the VW you love for any price because you will regret it one day, both sentimentally and financially! ■

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

THE Weedub¹⁶⁰⁰®

Dual Port Beetle Engine 1/4 Scale Model Kit



Presentation stand incl.

Cutaway transmission case & starter motor

Real Vee belt Separate push-rod tubes

Authentic vacuum distributor & Bosch style ignition coil

Authentic valve cover bales Ignition lead boots

The Weedub 1600 is a magnificent 1/4 scale model based on the iconic flat-4 engine that has powered millions of Volkswagen Beetles around the world to this day.

Looks great • Truly unique • Highly detailed

Collectors piece • Extremely accurate

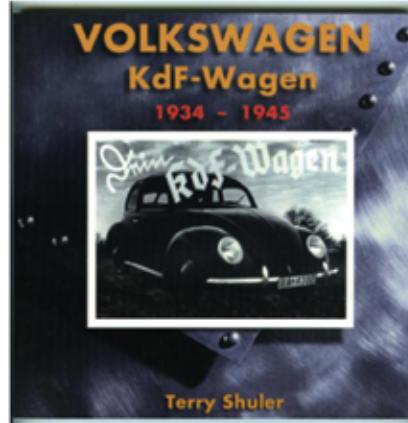
Finished size: 9" x 8.25" x 6.75"

\$145 plus shipping

Only available from: www.theweekdub.com

©ParryArt 2017

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

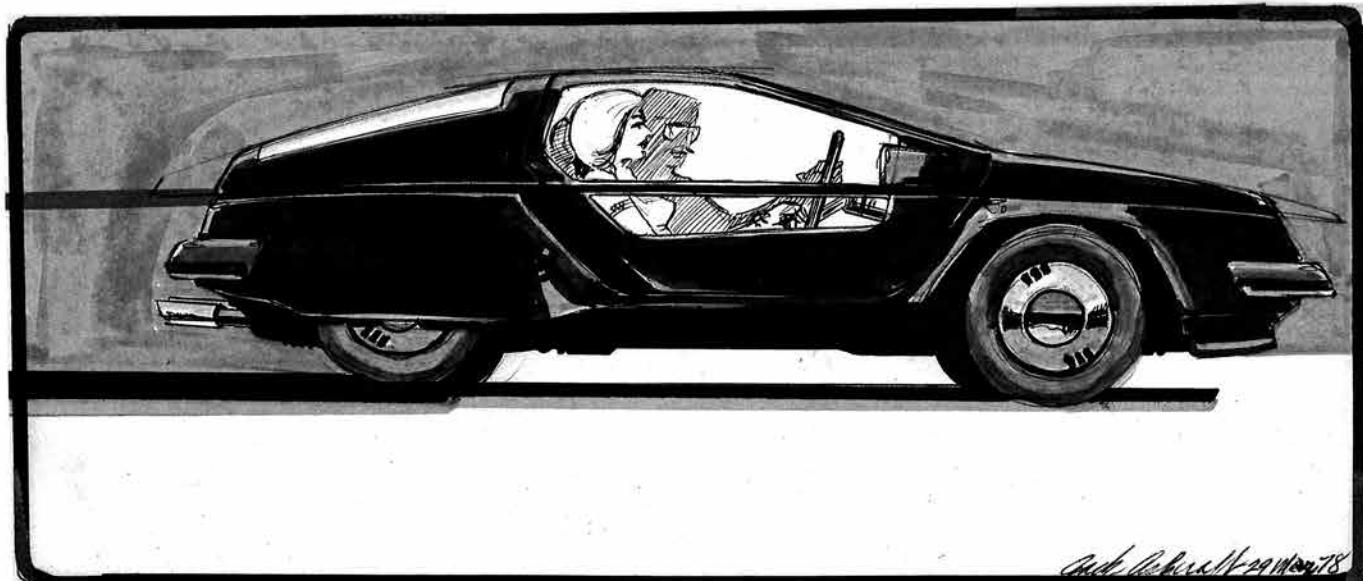
ONCE UPON A GHIA....

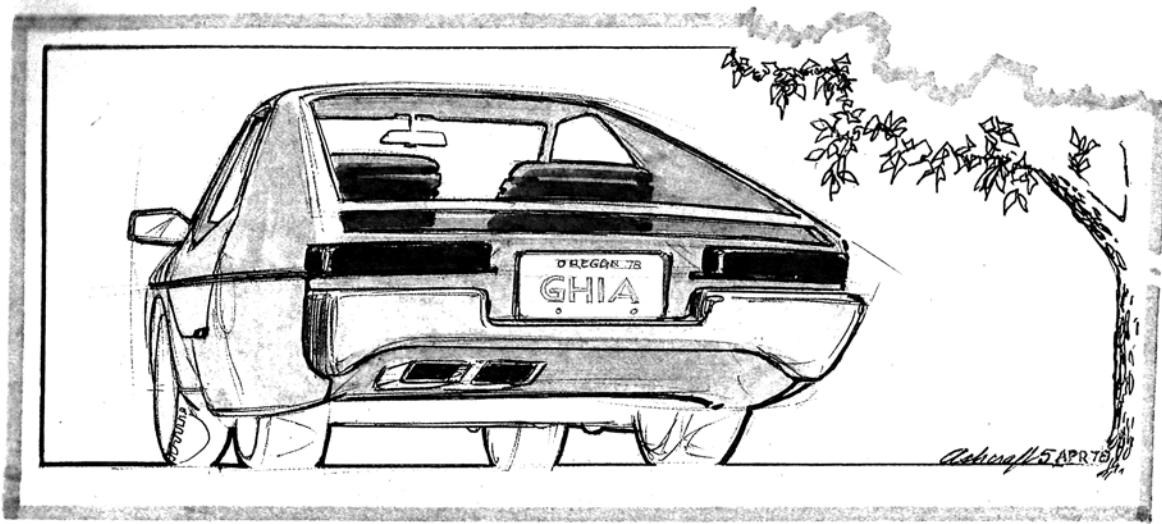
By Jack Ashcraft



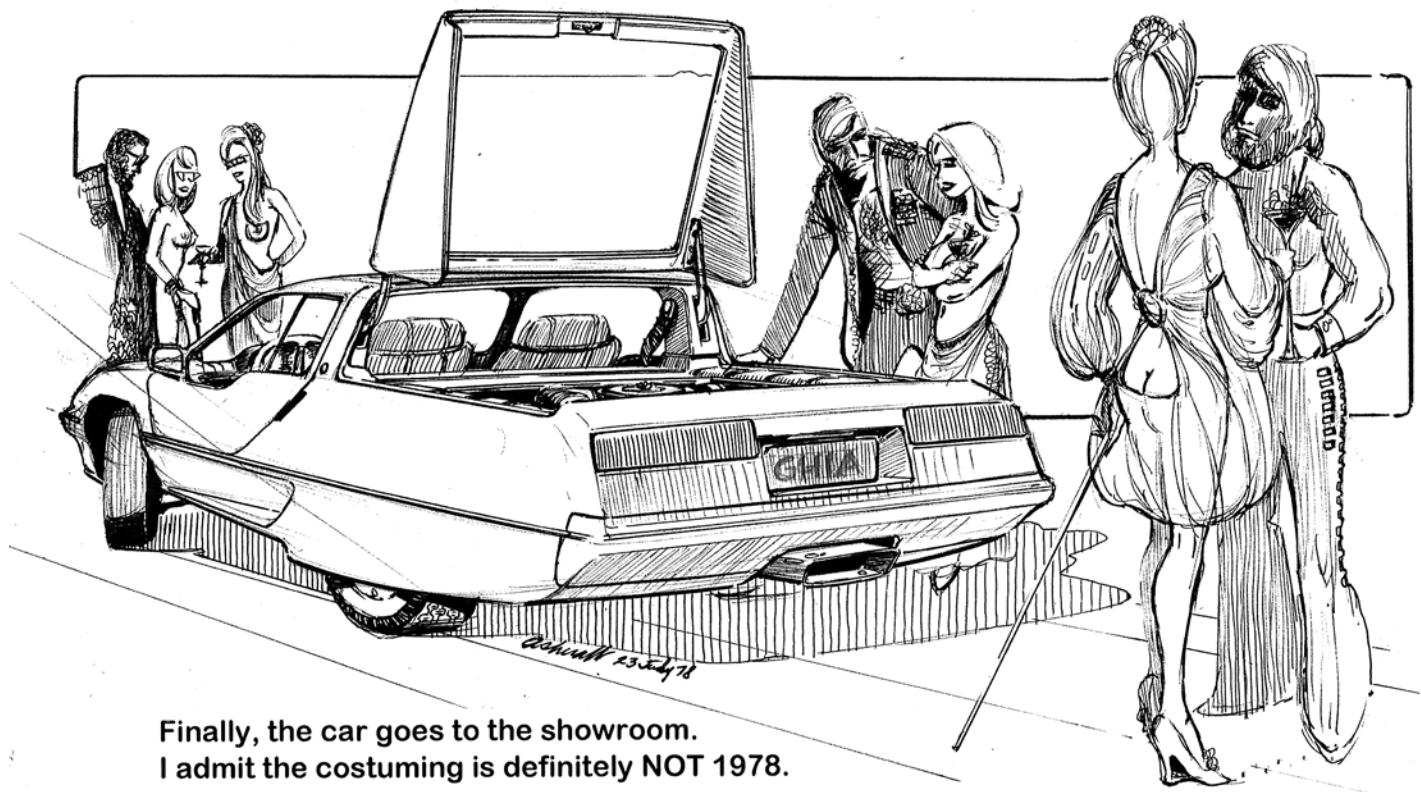
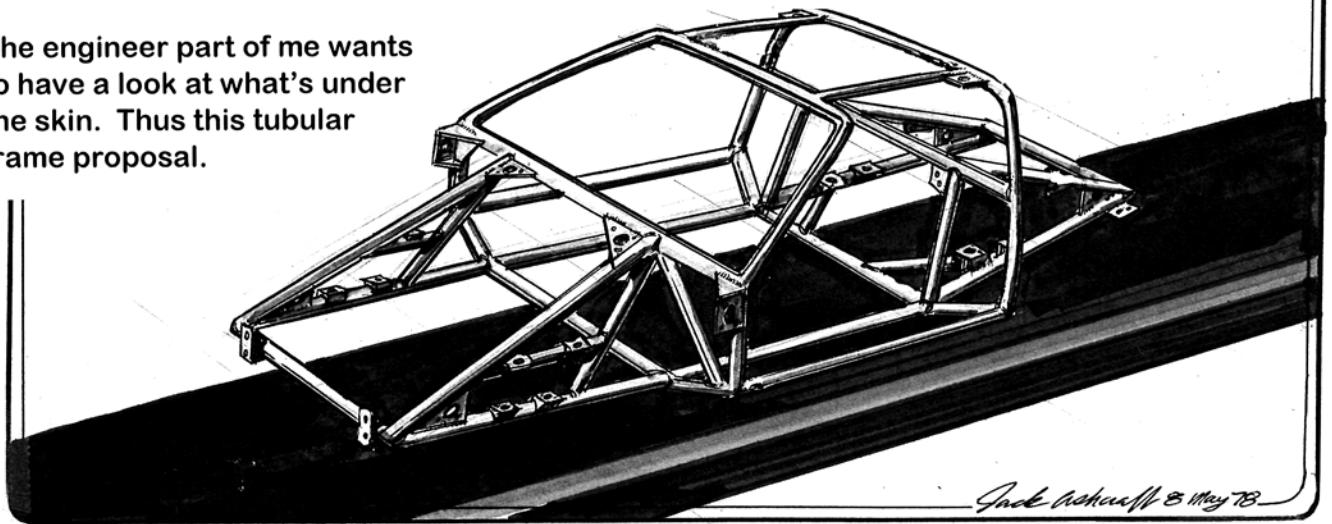
Automobile designers must DESIGN...and what better challenge than to have a go at an already quite good, though then (1978) dated, design, like the V W Karman-Ghia... In any design process, MANY drawings are made before a selected design is committed to a clay model. At least that is how it was done in 1978...

If a designer has done his/her job, their design will still look good many years later. This is 40 years later....what do you think?





The engineer part of me wants to have a look at what's under the skin. Thus this tubular frame proposal.



Finally, the car goes to the showroom.
I admit the costuming is definitely NOT 1978.

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 1933 THE BIRTH OF THE BEETLE

1932 had ended under very dreary conditions for the Porsche office and for the German nation. 1933 however would bring many changes and it would be the year when the thought of building an affordable national car was considered for the first time.

The year started with Hitler being appointed chancellor of Germany on January 29. Only a few days later, on February 10, he gave his first public speech on the occasion of the opening of the German National Auto-Show in Berlin. Obviously, there was great interest in what he had to say and anyone who had a radio listened to his first speech as chancellor. That is how it also was in Porsche's office in Stuttgart.

Hitler was very much aware and like most politicians had a keen understanding of what people wanted to hear. Obviously the subject of cars was foremost for this speech given at an auto show. Here are some examples of what he said: "In the olden days a country was judged by how many miles of railroad tracks it had, today it would be the length of a nation's roads and how many cars it has which is the measure of a country's image". He promised to start a road-building program. This program would later lead to the construction of the now well-known Autobahn, which not known to many, had actually been started before Hitler. As far as cars were concerned, he lamented the fact that Germany had fewer cars per capita than its European neighbors. To help remedy the situation, he announced the elimination of most taxes on cars. This measure had an almost immediate effect. The year before, in 1932, only 43,448 cars were sold in Germany during the first year after the tax cuts they went up to 92,226 in 1933, more than double. So it went for the next few years, every year the number of cars purchased was doubled. He also urged German car manufacturers to start building affordable

cars but did not mention a Volkswagen specifically.

At the time car racing was very popular, especially Formula-One, which drew many spectators and all European nations competed in it. Hitler pledged the government's financial support to the builders of Formula One race cars. "Success in Formula-One would be a great advertisement for Germany". As it was, Germany had only one company competing in Formula-One races. That was Daimler-Benz. It was obvious to everyone to where that promised money would go, to Hitler's buddies at D-B.

After Hitler's announcements to which Porsche and his team had listened on the radio, Porsche sent a lengthy telegram congratulating Hitler on his fine speech. The idea, Hitler subsidizing race-car efforts, did not fall on deaf ears and before even one week had gone by, Porsche and the head of the Auto-Union Company were standing in front of Hitler, explaining his Formula-One car he had developed under Project 22 for Auto Union but had to be shelved because of lack of finances. Hitler was fascinated by the technical details of the Auto-Union car the details of which Porsche explained to him convincingly. It had a 16 cylinder mid-engine and a torsion bar suspension, a first for race cars. Because of this meeting subsidies for race cars would now not only go to Daimler-Benz but also to Porsche and to the Auto Union Company. As Porsche's son Ferry put it in one of autobiographies, from that day on, money problems at Porsche ceased to exist. Indeed, the subsidy was 300,000 Marks in 1933 which increased to 400,000 in 1935, besides, bonus money was paid to the winner's these were enormous sums for its days. Indeed it would be the rise of the Porsche fortune, ending up in 2017 with all of his 14 grandchildren being billionaires. It is ironic that the Auto union Race car was original financed by the Jewish race car fanatic and previous partner of Porsche, Adolf Rosenberger. There were some grumblings by the Auto-union engineers for not getting any credit for making Porsche's ideas to actually work.

It needs to be noted here, that the idea of a Volkswagen did not come up during these first discussions with Hitler. If Hitler and Porsche were as fanatically about a Volkswagen, a car for the people, as many historian claim, this first meeting between Porsche and Hitler, surely would have been an excellent opportunity to discuss the subject. His son actually admitted, that Porsche was really more interested in high-performance cars. However for Porsche and Hitler this was the beginning of a close and friendly relationship. Not only because of their interest in cars but both of them grew up in the same geographical area, the eastern part of the Austro-Hungarian Empire and spoke in the same guttural dialect.



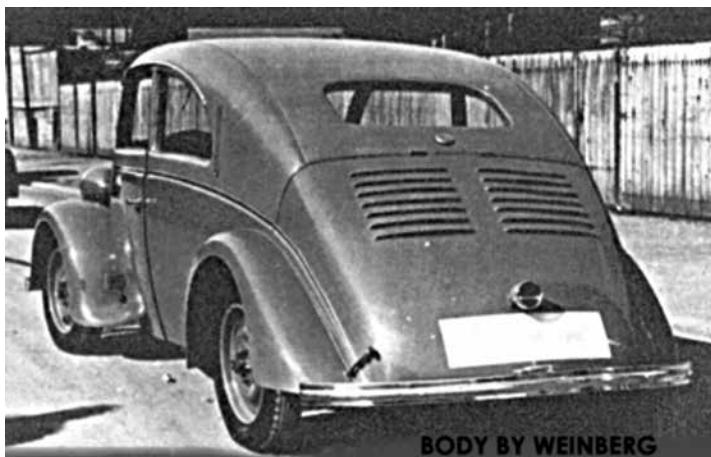
AUTO-UNION RACE CAR



BODY BY REUTTER



BODY BY DRAUZ



BODY BY WEINBERG

Before 1933 ended Porsche was in Hitler's Berlin office again. This came about because a friend of Hitler, Herr Jakob Werlin, who also was on the board of directors at Daimler Benz and advisor to Hitler on matters dealing with automotive transportation. He visited Porsche in his office one afternoon in the fall of 1933. During their discussions Porsche brought up the idea of designing an affordable car. He suggested that, just like the Government paid for the race car he had designed for the Auto Union, which turned out to be real lucrative for him, he could also design an affordable car like the one Hitler was calling for. In case of the acceptance of his design the German car manufacturers could build it and pay him royalties.

On his return to Berlin, Werlin immediately informed Hitler about Porsche's ideas and before a week went by Porsche was in Hitler's office again, this time explaining to Hitler what he had told Werlin. Hitler was intrigued by what Porsche had to say. He had already earlier talked to the Czech car designer Ledwinka who had designed a small car built by Tatra. Hitler thought that from Ledwinka's car the German car manufacturers could learn a lot.

At the same time another man, who was a great critic of the German auto industry, Josef Ganz, as a publisher of the car magazine "Auto-Kritik", had repeatedly called for affordable cars and actually had one built by the Standard Company to his design called the Standard Superior. His design was pushed by the head of Hitler's motorized body guard and was for a while considered for support by the government until it was realized Ganz was Jewish.

As it turned out it was Porsche who was invited after the recommendation by Werlin, to discuss the affordable car with Hitler. During the meeting both discussed some of the features they would like to see in an affordable car. Its general looks and the location of the engine/transaxle was decided on. Hitler made some notes and drawings, which were saved by Werlin and survived. The last time I heard about them they were in the possession of the publisher of Road & Track. At the end of these discussions Hitler asked Porsche to put down his ideas in writing and send copies to the department of transportation and to him. It can be said, at least I say it, these discussions Porsche had with Werlin were the first steps leading to the birth of the Beetle as we know it.

In a book by VW historians financed by VW some surprising details are mentioned about which many had speculated on but were not officially known. It was that Hitler insisted that a Volkswagen should also be able to be used

by the military. For that he recommended a four-wheel drive system and an air-cooled, three cylinder diesel engine for easy maintenance. This perhaps explains why on a surviving document about the Volkswagen discussions there is a hand written note that the Volkswagen should be able to carry 3 soldiers and a machine gun. Since this is surprising new info I will go into more detail after some more research on this subject. I too had not believed it because work on a military Volkswagen did not actually start until the war had already begun. Besides Ferry Porsche in one of his autobiographies mentioned that his father asked Hitler whether the Volkswagen was to be for the people or for the military, to which Hitler supposedly answered “just concern yourself with a car for the people”

While in 1933 Porsche was busy talking to Hitler and others about race cars and brought up the Volkswagen idea to a confidant of Hitler’s another Porsche project, the 32, had been discussed with the head of NSU, Fritz von Falkenhayn and his chief engineer, the Englishman Charles Moore. The NSU Company had been a very successful enterprise as the first mass producer of motorcycles. Because of the depression of the late twenties, sales were down and only 10% of the NSU factory’s capacity was utilized, the reason they contemplated building a mid-size car.

This Porsche project 32 would use some features which we would later see again in the Porsche project 60, the actual Volkswagen:

1. The torsion bar suspension was connected to the wheel assemblies by trailing arms. However, the rear torsion bars were attached at an angle to the center tunnel and not crosswise as they would be attached on the Volkswagen.
2. The chassis had a center tunnel or also called a backbone layout. This layout was not new and had been used before on project 12. In both cases, the tunnel ran under the flat floor and not on top of the floor as it would be in the Volkswagen.
3. The project 32 had a flat four opposed cylinder air-cooled engine, in German commonly called a boxer layout. It was based roughly on a design used earlier by Porsche for an airplane engine. It appears that this engine underwent a major redesign at NSU, which actually made it a very reliable and a functional unit. It would later be used with some modifications by Xavier Reimspiess as the engine for the Volkswagen.
4. The engine, transmission and the differential were mounted and bolted together as one unit, at the rear just as it was in the later designed Volkswagen.

All the mechanical work for the project 32 was done at NSU. Three different bodies used, built by Reutter, Drauz and Weinberg. Each of the three bodies looked completely different from each other. It is not clear who designed them.

The four cylinder 1500 cc flat four engine proved to be very reliable. It was only the rear torsion bars which would snap occasionally. Besides the poor quality of the bars, it was later determined that some of the problems with the torsion bars were caused by the way they were mounted at an angle to the center tunnel of the chassis, creating too much stress. This problem was resolved by mounting the torsion lengthways parallel to the center frame/tunnel and later in the actual Volkswagen where they were mounted crosswise in a tube. Nobody knows what happened to two of the project 32 NSU prototype cars. Only the one with the Drauz body, survived the war and other hazards and is displayed today at the Volkswagen Museum in Wolfsburg. When it was recovered after the war it had over 200 000 miles on it. An indication of the reliability of the NSU engineered engine. As 1933 ended, Porsche and Hitler knew pretty much what they wanted in an affordable car and Porsche had his team start to put some details on paper. These ideas would be the basis for the proposal to design a German people’s car submitted to the German government and Hitler in January of 1934.

1933 DATES

Jan. 30: Hitler as the leader of the largest political party is appointed Chancellor of Germany.

February 10: Hitler gives first speech as chancellor at the opening of the national car show.

August, exact date unknown: A friend of Hitler, Werlin, visits Porsche and next day relays Porsche’s suggestion of designing an affordable car to Hitler. Porsche was asked to explain his idea to Hitler a week later.

August 11: The head of NSU, Fritz von Falkenhayn, visits the Porsche office discussing ideas about a design for a car for his motorcycle company later known as the Porsche project 32. A friend of Hitler, Werlin, visits Porsche and next day relays Porsche’s suggestion of an affordable car to Hitler

November 30: First plans for project 32 handed to NSU
December 14. Rest of project 32 plans handed over to NSU.
Also in 1933. Adolf Rosenberger, Porsche’s original Jewish business partner and financier, left Germany. ■



Volksworld meets the man who masterminded Volkswagen's advertising during the early 1970s and, inspired by his experiences there, went on to produce one of the best VW books ever.

Words: Richard Gunn Photos Courtesy of Alfredo Marcantonio and Richard Gunn. Article Courtesy of Alfredo Marcantonio, Richard Gunn and Volksworld Editor Ian Cushway.

Alfredo Marcantonio

“To me, it was magical. Those ads cast a spell on me.” Like so many people, Alfredo Marcantonio found himself captivated and inspired by Volkswagen’s advertising during its golden air-cooled era. However, unlike most people, he was lucky enough to find himself right in the centre of the action, as Volkswagen UK’s advertising manager during the first half of the 1970s. His role was planning, organising and running VW’s campaigns, at a time when the marque was becoming firmly established in Britain and shortly after Doyle Dane Bernbach (DDB), the agency responsible for so much brilliant VW advertising in America, had taken over the British side of things too. What a time to be working for the company. And in such a position too. It gave him a passion for VW and its products that persists to this day, and also led to him co-authoring the definitive book on how the company promoted itself.

Born in 1947 into an Italian family who owned an ice cream factory and café in Lambeth, Alfredo’s initial enthusiasm was for rear-engined cars of a different breed. “Like any young man, I got into cars; I used to go with a couple of pals club racing at Brands Hatch during the mid-1960s. I had a Fiat Abarth 850. All my pals had Mini Coopers, so I thought I’d do the Italian equivalent instead. Very famously, they used to overheat, so I used to prop the rear engine lid open. So many people used to flash and hoot that I ended up having a rear window sticker made saying, ‘Yes, I know my bootlid is open!’”

As “a young mod” working for Colt Heating and Ventilation, the 22-year old Alfredo was tempted to apply for a job at Volkswagen by a friend who already worked there. “He loved it and found it so exciting because things were being done in an interesting way. I arrived in the autumn of 1969, at Volkswagen’s newly-built, state-of-the-art headquarters in the middle of a roundabout in Purley. I started working in parts marketing, on promotions, and came to the notice of a man called Alan Priest, the advertising boss. Impressed by some of the things I’d done, he asked me to join the main advertising department.”

Alfredo with his company car during his time with Volkswagen.

Alfredo found himself working directly with DDB, so enormously successful in the USA from the 1950s onwards and now working similar wonders over here. Its creative director was David Abbott, who would later co-author Remember Those Great Volkswagen Ads? with Alfredo. “David would come down from the Baker Street offices with his ads to see Alan and then, after they’d left, I’d rush in to see what magical ad layouts he’d brought in. There were so many outstanding concepts, just as good in their way as the American work.”

In 1973, he got the top job as VW’s advertising manager himself, after Alan Priest plus other prominent members of management left to start Mazda in Britain. It was a fairly meteoric rise, after only four years with the company. But his tenure was quite short-lived; he stayed for around two years, until Volkswagen and Audi merged their operations in the UK and Audi’s advertising manager was given overall responsibility. “It’s not that I was miffed – he was older and more experienced than I was,” explains Alfredo. “But I’d fallen in love with advertising so much that I wanted to go off and become a copywriter myself. I felt this was the green light to go and do that.”

A proud moment...His role at Volkswagen had been overseeing whole campaigns rather than creating them, although he’d practised by writing brochures, “mimicking the DDB style. The agency even nicked one of my headlines, for the 1303 Super Beetle, which was ‘We’ve made so many improvements, they’re beginning to show.’ It was an incredibly proud moment for me, and gave me all the encouragement I needed to go off and write, the final nail on my ad manager’s coffin.”

Thanks to TV shows like Mad Men, a rather glamorous and tempestuous picture has perhaps been painted of the world of advertising. But it wasn’t like that at Volkswagen UK, under the watchful eye of its innovative but somewhat regimented managing director Alan Dix. Alfredo remembers it being demanded that desks were clear at night, so they could be properly cleaned. “He had an idea that, if you clear your desk at night, you look at everything and if there’s something urgent that needs doing, then you did it. He was a real dictator in that way but a very benign one. If he caught you working late...I still remember his booming Danish voice: “Marcantonio, you know it’s nearly 7.30pm. Why are you still here? Either you haven’t correctly judged your staff needs or you’re a very bad delegator.” He’d frighten you into not working late. He was a remarkable man.”

Idiosyncrasies...There were other Volkswagen UK idiosyncrasies, remembers Alfredo. “They’d sold the Karmann Ghia very successfully in America, but it hadn’t been so great in the UK. It was quite an unusual market here – it looked like a sports car but didn’t have the performance of a sports car. Tom Buchanan, the marketing boss, suggested bringing in a couple of thousand cars. But I think he had the hots for two-tone cars, so all the cars that came in were two-tone. I’ve had people come up to me at various points since to ask why nearly all the 1971/72 Karmann Ghias in Britain were duo-tone with leatherette upholstery. Because he didn’t like cloth seats either. We did a mailer for the Karmann Ghia aimed at people like architects, designers and hairdressers who we thought would most like it, because of its looks.”

Under Alfredo, some superb adverts appeared in this country – one of his favourites being one that showed a picture of the, um, rather distinctive-looking comic actor Marty Feldman, with the caption ‘If he can make it, so can Volkswagen’. The politically correct brigade would probably set Twitter and Facebook alight if such an ad was to appear today. Another is the one showing a damaged driving instruc-





◀ We assume Mr. Feldman approved this UK market advert. When you read the words, though, it's more complimentary than it first appears

tion school Beetle, inspired by a Bob Newhart track from a comedy album. One that accidentally caused great problems for the Volkswagen importer, which also distributed British Leyland cars was 'All for the price of an Austin 1100' - a witty but direct attack on a UK competitor. "When Lord Stokes, the boss of BL saw it, he went apoplectic. He threatened to withdraw the distributor's franchise if it ran again." Trouble was, the ad had already gone to print for The Mirror magazine. The suggestion – perhaps not entirely seriously – was that all the copies of the magazine could be bought up before the infamously crusty Lord Stokes got to see it.

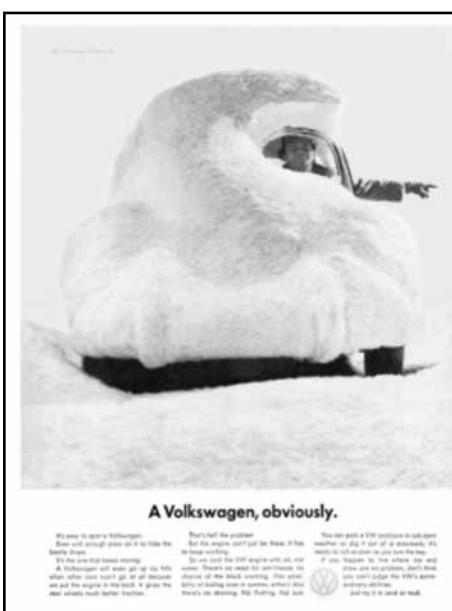
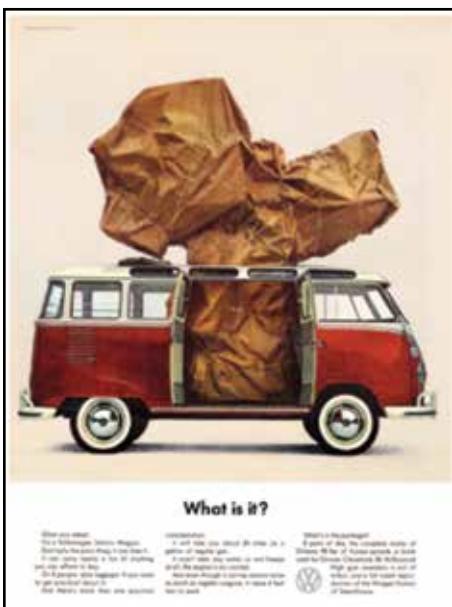
DDB's adverts were legendary for their cleverness and subtlety – so much so that they were sometimes a little too ingenious for some members of the public. "There's one which we basically aped from America, showing a graph line that mimicked the car's shape, under the caption 'Is the economy trying to tell you something?' I came into work to find a letter with the ad folded up inside. Somebody had drawn in a Beetle under the curve on the graph. The letter said 'Dear Sir. I don't know if you've noticed, but the line on the ad looks remarkably like the shape of your car. I've drawn it in to show you what I mean.' Isn't that classic?"

Not every letter was quite so innocent though – unbelievably, even 30 years after the end of the war, the advertising department at Purley would still receive anti-German letters. Much less amusing to open in the post.

The Mad Men Era... "The British advertising was very much a child of the American campaign," believes Alfredo. "When that came along in the US, it was like nothing that had ever happened before. Advertising back in the 1950s just utterly praised the products, and ones for cars were the worst offenders you used to have all these beautiful girls just draped on the cars, or spotlights to give the impression it was a movie set, or outside a vast mansion – it was the Mad Men era. The agency in that, Stirling Cooper, was very much the non-DDB style of organisation. It was DDB that pioneered the idea of telling it like it was, very much swimming against the tide. Their whole approach was to do something dramatic, different and very honest."

It's occasionally been said that Volkswagen's early advertising was so stark and minimal because it didn't have the big budgets of its rivals in the USA. Alfredo disagrees. "I'd hammer that one securely on the head. If Volkswagen had wanted to do something exotic, big shoots and in colour, they would have done it. They did what they did because it was an embodiment of the product itself. The car was simple, uncluttered, well-engineered and no-nonsense. That was the nature of the Beetle, and so was the advertising. It was very much responsible for Volkswagen's growth. People would walk into dealerships, trading headlines from the ads, and they'd also discuss them by water coolers in offices. It seemed to catch the zeitgeist of the time."

He regards perhaps the two most famous DDB Volkswagen ads – 'Think Small' and 'Lemon' – as pretty remarkable. "They're so un-American. In Europe, we always think of America as big, brash, shiny. 'Lemon' is a really denigrative word, so to put that under what is not an attractive-looking car was really brave. The other ad, 'Think Small'...well, in the USA, everybody thought big. So that too had a major impact. It probably wouldn't have worked in Britain because our cars were about that size anyway. Another one I especially like is the Wilt Chamberlain ad-





vert, showing a 7ft 1in American basketball player trying to squeeze into a Beetle with the text 'They said it couldn't be done. It couldn't'. But the ad pointed out that somebody of 6ft 7in could manage it with ease. There's a bus one too, headlined 'Somebody actually stole one' – which, of course, now, with split-screen buses selling for £70,000 or so, has an unintended irony."

The style of the VW campaigns in America eventually became so well-known and recognisable that there was no need to even show the cars – such as the one just featuring an Apollo moon capsule with the caption 'It's ugly, but it gets you there.' "That started a trend of tactical advertising – where you know something is about to happen, or has happened, and you quickly run an advert piggy-backing off it, and get more kudos."

Following his stint at Volkswagen and heavily influenced by the magnificent work he'd overseen from DDB, Alfredo went off to be a copywriter himself, joining a small agency that looked after the Mercedes-Benz trucks. He gradually moved up through bigger organisations including French Gold Abbott, started by David Abbott, previously of DDB. Later on, more recently he founded his own agency. It's still going strong today.

During his career, Alfredo has worked on advertising for Fiat, Lancia, Mercedes, BMW and Ford. But the affection for VWs has remained throughout and ultimately led to him compiling his book collecting the marque's classic ads, along with David Abbott. "One day, after the Beetle had stopped being sold in Europe (1978), I was having lunch with David and I commented that somebody should do a book with all the ads in, as it was such a famous campaign." David's connections with DDB proved invaluable in getting the first edition out. In those pre-internet days, it was incredibly difficult trying to find all the ads, especially as DDB had lost almost everything in a fire. "But I knew a lot of people had collected them. I eventually came across a book in Scandinavia that had hundreds of ads in, the author of which also had lots of friends who had collections, which I also borrowed. That's how the first book came together, in 1982." The latest edition has been completely redone and, for the first time, now uses high quality digital reproduction. "That meant all the ads had to be found again, a process which took 18 months. We also found about a hundred new ads too."

While out in Los Angeles, USA, he also tracked down Perrin Lam, the son of the now deceased designer of the billboard poster campaigns. 'His father had taken 35mm snapshots of all the billboards when they were up – we were able to use those. So this is the first time, ever, that there is a record of the billboard campaign.'

Are there any more adverts to find? "There are probably some, but very, very few," says Alfredo. Still, if they're out there, we have no doubt that Alfredo Marcantonio will track them down.

Once again I want to thank Alfred Marcantonio, for getting in touch with me in the first place and sending us bookplates to go in the special 100 copies ordered of this fine book, you're really passing it up if you don't get one especially at our price. Thank you to Richard Gunn for the article and photos too, and also Ian Cushway of Volksworld Magazine for allowing up to use the article. You can reach Volksworld Magazine at: www.volksworld.com or call for USA subscription to 1-888-777-0275. ■



Deano's Trim Rings for Late Model Air Cooled VWs

While I was truckin' through the swap area of our show in Weston, Missouri I came across this young man and his wife with a two tire display and it made me curious and what I found was that this young man had used spun metal to create smoothie rings for late model VWs . Right now he has them made to fit 4 lug Type 1 & 3 VWs, they have a scotch brite finish and can be left bare, polished or painted, made of high quality H14 Aluminum made in the U.S.A. baby!!! (The Type III smoothie rings are still under construction so to speak, they work but will be improving with time).

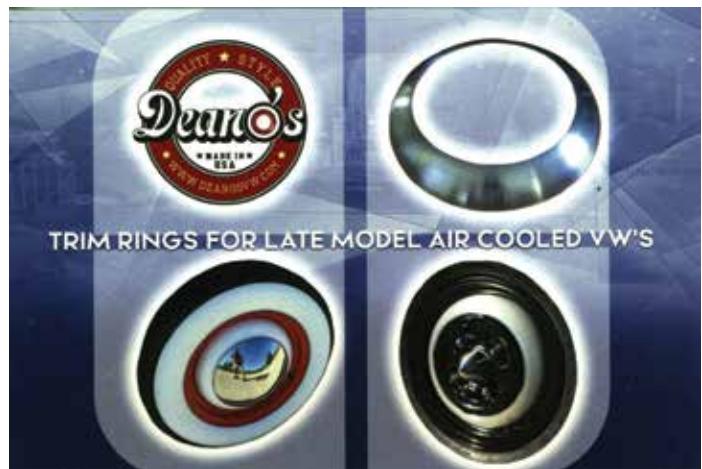
Anyway, after talking to this young man I found that his heart was really in the right place and what he was doing was not just for glory so I thought I would give him a boost. I asked him to write me a little story about his beginnings and where he wants to go and so here it is. Send Deano an e-mail and let him know his product is too cool. www.deanosvww.com. P.S. Deano is also working on the bullet center cap that you see in the bottom right corner of his business postcard.

*Hello Michael,
I have always been fond of air-cooled VWs ever since I can remember. I have always revered the air cooled VW as a work of art and have always been impressed by its simplicity in engineering.*

No other car, in my opinion oozes so much character. They seem to always make people smile. I can't think of any other car that has had a greater impact on our society than the VW.

Before I turned 16, I knew that my first car would be a beetle, which ended up being a 73 Super that I converted in to a baja (Yes, a Super Beetle Baja. I know its unheard of right?) The man I bought my first car from warned me, that these things had a way of getting into ones blood and that I would end up owning many more. He also told me that the cars name was Oscar, and to never forget his name, because he was sensitive. Mysteriously, he was right. I can remember times when Oscar would give me grief, I would call him by name, and he would respond positively.

Fast forward 30 years and 14 VWs later, (it seems that Oscar's original owner was right about getting in to the blood.)



I'm still an avid VW enthusiast. I currently own a 1974 Standard that has been restored mechanically, but still needs a little love in the paint department. I'm not real interested in making it perfect, because for me, all the rust and imperfections tell a 43 year old story. I enjoy driving my beetle on the weekends and talking to people at the store or gas station that are drawn to it.

I have often heard people in the VW community talk about how cool the smoothies look on the earlier cars. I have even seen a few convert their brake drums to the wide five pattern so they could run the smoothies on their cars. It has become so popular, that a number of wheel makers have sprung up and started manufacturing smoothies for the later models (for a hefty price, I might add). I considered the options for my own car and started to do some research. I found that there were people out there that were making smoothie rings out of anything from Frisbees to the lid off vegetable trays from Hy-Vee (my personal favorite). Then I found a gentleman named Huttley, out of New Zealand that was a spinning some over a mandrel on his lathe. I tried contacting him for over a year to get my own, but it seemed that he was no longer making them, so I chalked it up that it was not meant to be.

My interest in metal spinning was sparked and I shifted my research to the lost art. I ended up contacting a metal spinning company here in KC that has been in business since the 1920s. They have done work for WW2 Naval ships as well as the Vatican in Rome and countless other cities around the world. They even did work on the Battle Hall expansion in KC (The huge ugly sculptures on top of the building). They were very receptive to my inquiring mind and gave me all the advise I asked for, to help me get started on my own, I

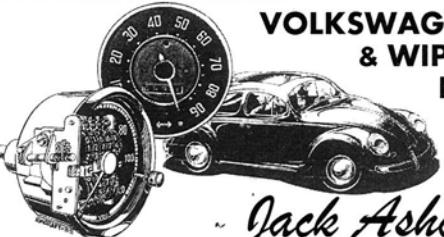
soon started shopping for a wood lathe that I could convert in to a metal spinning lathe and started to collect the tools I would need to start my new hobby. This is something I'm still working on getting off the ground to this day.

In a casual conversation with my friends at the metal spinning shop, I showed them the smoothie rings from New Zealand, They told me that it appeared to be an easy project and wouldn't take much to get started. They also convinced me that, if I decided to make them in mass quantities, that they could make them for less money than it would to make them myself.

We immediately started work on a mandrel for the project and in just few short weeks I had spun out my first rings. I was very impressed with the results, as well as everyone else that saw them. There seemed to be a demand for the things so, I pulled the trigger and gave the job to my friends down at the shop. Two weeks later, I had 160 of them sitting in my garage and Deano's Smoothie Rings was born!

I realize that they are not for everyone, and it is just a niche in our small community, but I felt compelled to have these manufactured, for all who want them. It's not going to make me rich, and I will still have to go to my old job every day, but I wanted to do something for our community and for those who love their VW as much as I love mine.

Thank you, Deano Montaleone ■



VOLKSWAGEN SPEEDO & 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!

541-499-0246
jacksonashcraft@gmail.com

Vintage Munk's Vintage Volkswagen service & restoration since 1969

We have been working on Volkswagens in Oakland County, Michigan since 1969 and our mission remains the same. We treat our clients like friends and family. We show you what we find, encourage you to get involved, and work with you ...both quality and budget wise.

We are now the oldest "strictly vintage" shop in Michigan. We offer a lifetime workmanship warranty, we are proud of our commitment to quality, and we are die-hard Volkswagen lovers.

We take the bugs out of your Beetle.



3088 Huron St. (M-59)
Waterford, Michigan
service@munks.com
248-335-5424
www.munks.com



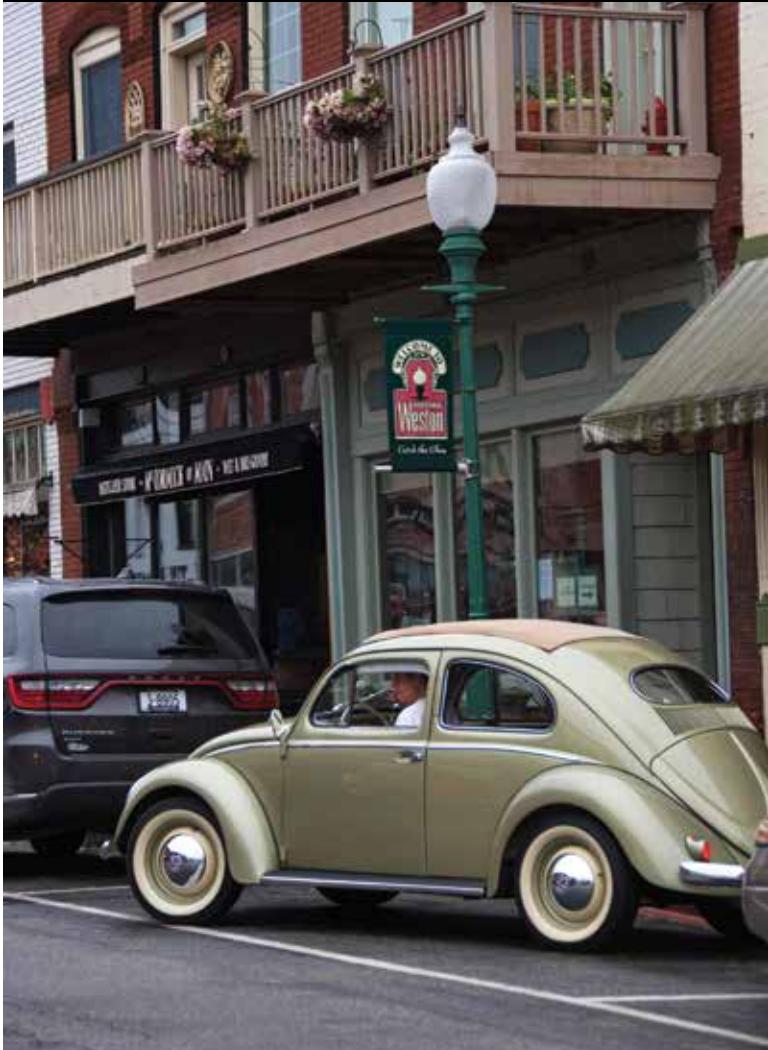
VolksWeston 2017

By Mike Epstein

It's hard to believe another year has gone by, time for our car show again. We sure get excited around here for it too. Like many car clubs, the Mo-Kan VW Club starts planning next years car show the following month after the show. It's amazing how much work goes into putting on a show. The results can be what we have here, a great fun filled family friendly place to gather and share our favorite car, our stories and our love for the Volkswagen.

The VolksWeston Show which started out being the Bug Blast decades ago is now being held in the small antebellum town of Weston, Missouri, home to dozens of pre-Civil War buildings, homes and businesses. Home to McCormick Distilleries and back in the days and even now, a tobacco growing area, Weston is full of quaint specialty shops and restaurants and plenty of things for the whole family to do. You can still see plenty of tobacco drying barns slowing melting back into the earth off in the fields today.

The show has many aspects, the show and shine area, parts swap area, valve cover racing for all ages, antiquing, raffles, fine eating and just visiting with all of our friends. As I've mentioned before, due to my work schedule, this is the only time of year I get to see most of my fellow Mo-Kan members, so this makes this one



EXCLUSIVE WWCA SWEATSHIRT



Available in **large** and **extra-large** only. Color:
Ash Grey

These sweatshirts are now offered on our website, but are available now in time for the holidays for our members only for only **\$26.95**, a savings of **25% OFF** the old prices just in time for winter.

Warm up in our stylin' Jerzees Supersweats
Heavyweight 50/50 cotton/polyester sweatshirt. Thick (but not bulky), for maximum comfort and durability whether you're working out or drivin' your cherished VW.

- Black breast logo, full color back logo
- Standard fit in large or X-Large.
- Spandex trim in cuffs and waistband.

THESE SWEATSHIRTS ARE IN LIMITED QUANTITY

Quantity	Item	Price	Total
	Large Sweat Shirt	\$26.95	
	XL Large Sweat Shirt	\$26.95	
Shipping			Free
Total Enclosed			

Mail your order (check, or money order in USA funds only) to:

**Vintage Volkswagen Club of America
PO Box 8559, Prairie Village, KS 66208**
Please allow 4 weeks for processing.

**This offer is available online
At www.vvwca.com**



of my favorite things to do all year. There's even a cigar smoke shop and store in town in the bottom of the old tobacco auction house.

Overnights had the opportunity to stay in the nearby Weston Bend State Park again this year, very nice I understand and very close.

Kansas City has it's fair share of nice old and rare or unusual Volkswagens to be sure. There's known to be Hebmullers and many WWII models as well, one of them being owned at one time by Hermann Goering himself. Two years ago we had an airplane that was VW powered, last year a snow cat and this year a Porsche Bradley GPX that was really cool, add that to all sorts of kits cars and sand rails and you have a nice diverse selection of cars to enjoy. We don't have sand dunes in the Midwest but we have a lot of hills and lakes and mud, so off-roading is really big in Kansas and Missouri, and this show draws from a 6 state area easily.

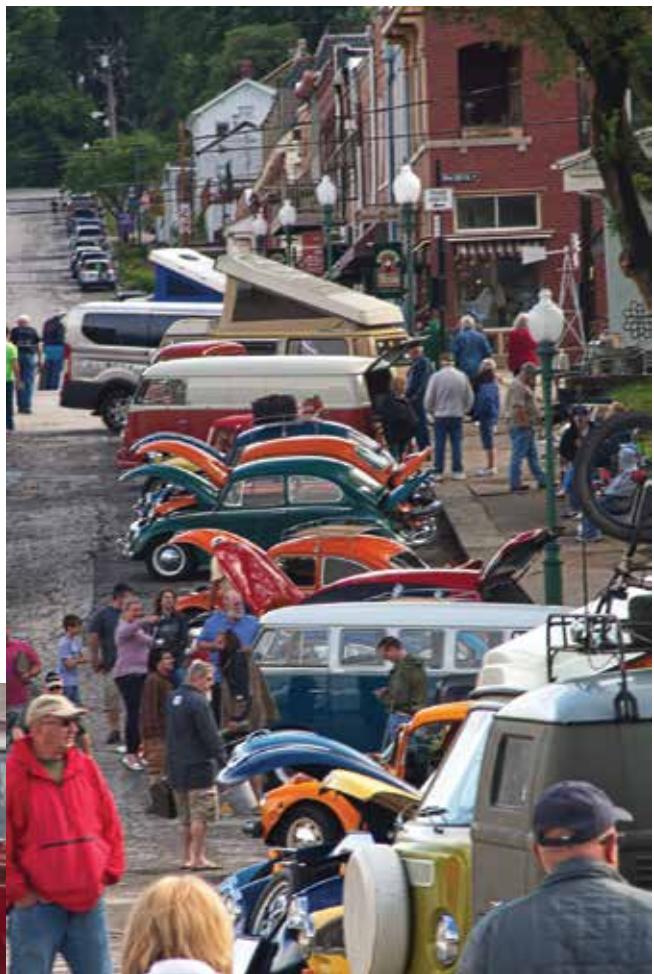
This year started off with a little colder temps than usual for this area and this time of year, we even had a bit of rain early on which kept a few people home until a little later in the morning but all said, we filled all spots and had a great turnout and for those who didn't make it, you missed one of the best shows as far as temps and atmosphere goes, it was beautiful as were all the nice cars, check out the photos. Lots of beautiful cars this year, a couple belong in a magazine, hint, hint!

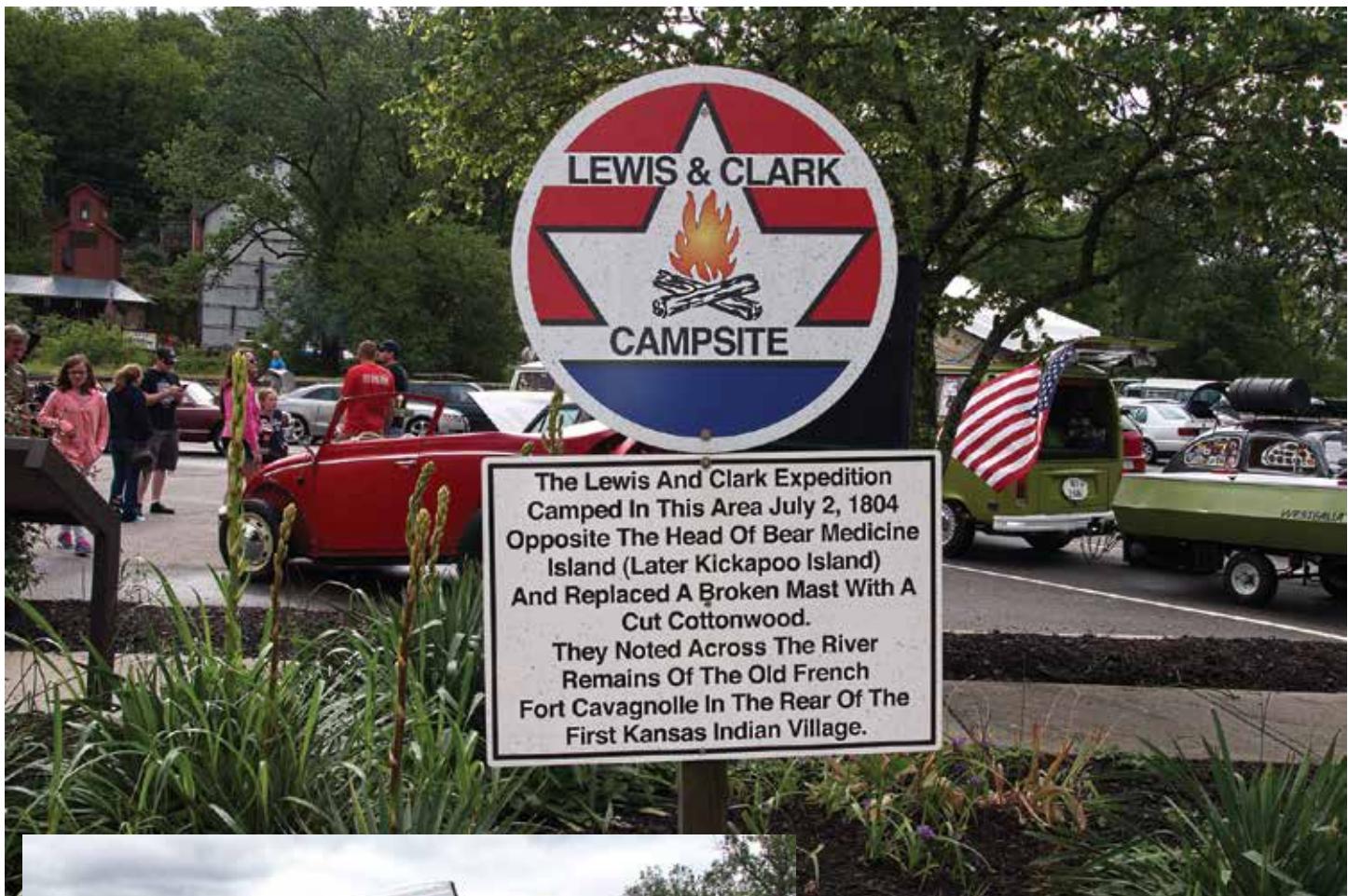
Unfortunately, I missed the valve cover races this year, guess I was busy taking photos elsewhere but I was able to talk to a lot of people and introduce them to the VVWCA and what we do and hopefully we got a few new members out of it. There was also a nice display of VW toys of which there was an award for best toy too.

The raffle area had a lot of really great stuff to check out and the tickets sold briskly, check out the photos and for more photos you can always check out all of the show photos on the Mo-Kan Club Face Book page.

As always we can't forget to thank everyone









involved from the nice folks in the city of Weston, Missouri to all of the volunteers from the club that help get this show going and running, getting everyone parked and situated, getting awards and t-shirts made and designs etc.

This year, as was last year, the raffle benefits the Farmer's House, a non-profit organization based in Weston, MO. The first 50 pre-registered entrants received 2 tickets for a free dinner Friday night on The Farmer's House, talk about a great deal!

The Farmer's House, (<https://thefarmershouse.org>), is a combined dream of two families who met at a preschool for children with developmental disabilities. One of their biggest

concerns was for their future. Every parent hopes that the future includes a safe environment for their child's individual needs and a fulfilling and valued lifestyle. In 2006 out of these hopes and dreams The Farmer's House, Inc., a not for profit 501(c)(3), was born. The idea of a working farm where children, youth and young adults could live, work, play and grow took shape and the process of learning as much as possible about existing farm or ranch communities for individuals with developmental disabilities was undertaken.

The Mo-Kan Club would like to thank our sponsors, the Vintage Volkswagen Club of America, Northtowne Volkswagen, the entire town of Weston, Missouri, The Farmer's House, Bud Brown Volkswagen, KC Dubs Club, House of Lube, Blair Detail Co., Over The Hill Gang VW Club, Sioux City, IA., Paul & Jacks Tavern, Specialty Buggy Supply, Schwa Motorsports.com, Custom European Plates.com, Hainey's Custom Creations, Hunter Automotive, and Volkswagen Lee's Summit.

Please visit our website at mokanvwclub.org for photos from our past show and for club information and how to join. Thanks and see you next year! ■

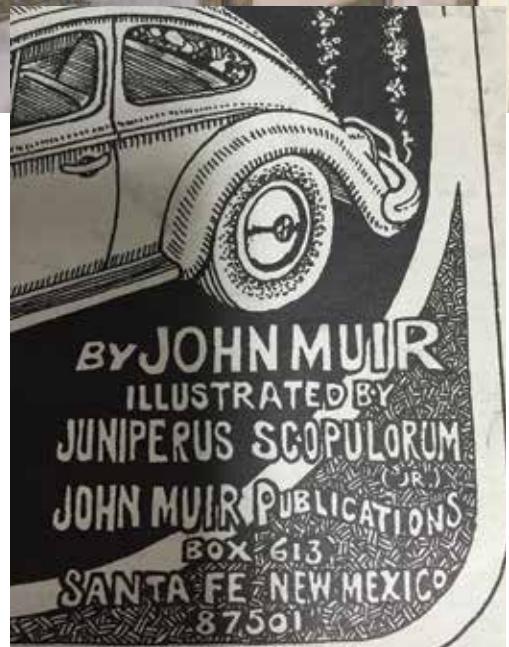
Letters to Heinz

Heinz:

Having received and read the Nov/Dec 2016 newsletter, may I assure you that your role as historian has been phenomenal in providing information that many of the published books (which are difficult to keep up with anyway) do not have. More so, you have helped keep both the newsletter and the club alive now for many years in doing so. For that, I thank you!

And as a club member since 1980, I am reaching my 50th year of ownership of my 55 Deluxe Sedan, a car I restored in high school, and have driven throughout the US, approaching 100,000 miles together this coming year. I am not the most skilled author, but aspire to writing a short story about my experience with this vehicle for the newsletter in the near future, having enjoyed all the stories you and other's have told that make the ownership of this single, but loyal, vehicle so meaningful.

Fred Emmel, Albuquerque, NM, emmel@massmed.org



RURP at the Sante Fe NM Post Office—original site of mailing address PO Box #613 for John Muir's "Idiot" Book. I own an original edition.



Your One Stop Shop For Your Aircooled VW

**Free Shipping
on Orders
Over \$100***



**Save Time &
Money With Our
Everyday Special**



**5% off any order over \$600
10% off any order over \$1,200
15% off any order over \$1,800***

JBugs.com

800.231.1784

*Certain exclusions apply to our shipping policy. Discounts not applicable to certain items.