

Years Ago



Jim Perrin
Club Historian



September / October 2006.
Dave Burton at the Road America vintage races

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YEARS AGO

Prescott Kelly wrote about Porsche price lists and price cards, both ones issued by the factory and by others such as importer Max Hoffman. The earliest one shown is an October 1952 8-page list. The cover shows a 356 coupe. This was issued just after the introduction of the 1500 Super engine. It includes prices for the various versions of the coupe and the cabriolet. It also has prices for single engines. Also discussed are the price cards that Max Hoffman, the U.S. distributor, issued from the 1950s and up through 1964.

Denny Aker's 1963 VW beetle is shown in this issue. This is not your standard Beetle; it has a Carrera four-cam engine in it, which Denny installed in 1964. The car also has Porsche 356A brakes and instruments. I imagine he has had a lot of fun with it over the years! I know that I certainly did when I temporarily stuck the 1600 Super engine from my Speedster into my '59 Beetle in about 1963. I had also installed front brakes and a transmission from a wrecked '58 Speedster, so the beetle had no trouble keeping up with traffic!

Jon Bunin wrote about the ubiquitous "schlauchbinder" or buckle strap. It was used on axle boots and heater hoses, among other things. Most have been replaced by hose clamps over the years, but for those serious about originality, Jon presented an excellent primer.

Jim Schragger's "Marketwatch" column was titled "Cabriolets, the Open Car Bargains". Jim points out that if you use an open 356 in any but sunny weather, the cabriolets are definitely the way to go if you want a real top (beautifully made) and to travel in comfort. Even so, he points out that Speedsters, Convertible Ds, and Roadsters typically sell for more than the cabriolets. That certainly has continued to the present time. I can still remember a trip in the early '60s when a friend and I traded cars for part of the distance. His Super cabriolet with the luxurious interior complete with comfortable leather seats was quite a change from my spar-

tan Speedster with its minimal top, side curtains and Speedster seats.

A report on the "Gmünd West" event at George and Sharon Maybee's Colorado ranch featured photos of the "tractorcross" and tractor concours. 750 enthusiasts and 250 Porsches of all kinds showed up to see George's scaled-up recreation of the Gmünd buildings and his collection of early Porsche products including winches and water pumps from that immediate post-war period.

On the eve of publication of a new and expanded 3-volume *Porsche, Excellence was Expected*, this issue had an article about the preeminent historian/author Karl Ludvigsen and the creation of his original landmark book. Issued in 1977, it far surpassed any other Porsche book that had been published up to that time. The book had actually been started by Karl's friend (and former co-worker at General Motors) Warren Fitzgerald. It was an immense undertaking by Karl, was exceptionally well received when introduced, and has stood the test of time. I imagine the book is now a collector's item, especially the leather-covered limited edition version.

In the story, editor Maltby included a vintage 1977 ad offering a "Christmas Special" price of \$45 postpaid. In spite of a caption below the image explaining this was from 29 years earlier, some members called to place their order. 🚗

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No issue of *356 Registry* corresponds to September / October 1991. The next issue was mailed around the end of the year and simply said, "Vol 15, no. 6, '91". Editor Jerry Keyser produced two more issues in the first six months of 1992. Although the club is now 42 years old several issues were missed in the early 1990s. **GM**

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