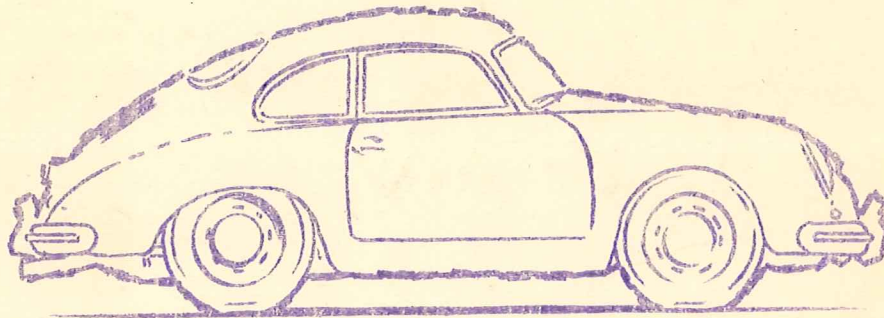




WESTERN MICHIGAN



NEWSLETTER

Vol. 1, No. 4

N. A. Dunn, Editor

22 May 1961

APRIL MEETING

The April meeting was held at the Pick Motel in Lansing on the 22nd. 32 souls put in an appearance, including our good friend, June Syze, from the Southeast Michigan Region, and two non-PCAers. Preliminary chit chat and cocktails were followed by a delicious smorgasbord put on by the motel at the reasonable price of three bucks per. Even the dieters went overboard.

After the smorgasbord, the group convened to a pleasant Old English tavern-type meeting room on the premises for a short business meeting and program.

Earl Kirschbaum described the plans for the Porsche treffen to Mexico. Arrangements in considerable detail have been made. The trip should be an enormous pack of fun and enjoyment. From Earl's description, everything will be done to make the trip a smooth one and foreseeable difficulties which might arise will be provided for. The gathering point is Monclova, Mexico, October 17th and dispersal point is Guadalajara October 30th. This promises to be a fascinating adventure. Full details will be forthcoming in the June issue of Pano.

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Next on the program was a 35-minute factory film showing how der Porsche is constructed. Most interesting informative film document--that left you wondering how the price of the machine could be as low as it is considering all the tender, loving care it receives in the gestative stages. All stages of manufacture were covered through both the Reutter and Porsche factories.

After the film, copies of "Uptixin" der Porsche" were distributed, as were assorted goodies like lapel pins, cuff links, car badges, etc. etc. Incidentally, the Region now has a good supply of these goodies and trinkets so don't hesitate to ask or write for them.

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MISS MICHIGAN PAGEANT

Bill Schwalm reports that the Muskegon Sports Car Club has something cooking relative to the Miss Michigan Pageant which is held in Muskegon each year. Since Nancy is Miss America, Muskegon feels it has a million dollars worth of free publicity and so is planning a 4-day Seaway Festival in conjunction with the Pageant over July 4th. They are really going all out with parades, name bands, outboard boat racing, and they asked the Sports Car Club to put on a gymkhana on Sunday, probably a concours also. This will be held in the downtown area so lots of spectators are anticipated. The plans call for tech inspection, a good gymkhana, snow fences for crowd control, and invitations to sports car owners in the whole Tri-State area as well as Antique and Classic owners. A rather ambitious program but there are a couple of real pushers in the club and with all the free brochures they can use, they are going to cover the area.

Bill further reports that since Nancy was a classmate and good friend of his daughter, he thought of asking her to ride on the back of a nice, shiny, red Porsche in the parade. This would be a feather in the cap of PCAers (like an ostrich plume) but he has fears that the idea won't work because Buick has the Pageant all sewed up. It would be great if Bill could work such a deal--ah, yes.

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HANDY HINTS - No. 7, 365, 432, 651

Should your upholstered door panels show telltale signs of dampness after a rain or washing, it is time to take off the panels and repair the situation. In addition to re-sealing the access holes in the inside sheet metal door panel, it is a good idea to recover the back side of the upholstery panel with a water-proof membrane. Most hardware stores carry a clear, tough, flexible plastic used for do-it-yourself, jerry-rigged type storm windows. This plastic sheet is tough and inexpensive. It should be cut to fit the shape of the upholstery panel back side less 1/2 inch border. The top edge and

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sides should then be taped to the panel with black plastic electrical scotch tape. Leave the bottom unsealed. This water-proof membrane will prevent the upholstery panel from becoming soggy even though some water might leak through the access, door, and window handle holes.

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Quoted from Sydney J. Harris, the Syndicated Columnist:

"Strictly Personal"

I was pleased to see that a national award has been given for the Volkswagen advertising campaign. It is time we had less criticism of poor advertising and more recognition of good advertising.

Volkswagen ads are a delight to read and look at. They are clean, honest, modest factual and yet imaginative. They make most other auto advertising look cheap and blatant.

Written person-to-person with a quiet tone, they don't shout, strut, or strike their breast with dramatic grandiloquence. Nor do they pretend that a car is the be-all and end-all of life. It is just a good car, sturdily made, economical and sensible.

I don't own a Volkswagen because it doesn't happen to fit my needs. But the ad campaign has been enormously successful. With most foreign auto sales falling fast in the U. S., VW has steadily increased its sales.

OF COURSE, the product is a good one. The ads have something real to talk about, some competitive advantages. This is always a help in advertising.

Cigarette ads tend to be meaningless because cigarette brands are all pretty much alike. The difference is in the mind, not in the product.

Advertising has taken a terrible beating from social critics in the last few years. It has also been subjected to a great deal of criticism from within its own ranks. The advertising profession is much more self-scrutinizing and self-lacerating than the medical or legal professions.

Yet, as I have remarked before, most of the faults in the advertising come from the sponsors rather than the agencies.

Flaws in advertising are the flaws in business, magnified and brought into public view. And the reputation of advertising has suffered unjustly because it is blamed for sins that are not its own.

IN THEORY an ad agency should have the courage to stand up to a client and talk back. But in practice few of them do--the business is too precarious, and too much is riding on a big account. We cannot ask men to be heroes; to be men is hard enough.

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At any rate, when an ad campaign like the one for Volkswagen comes along, we should give it all the support and credit possible. It has shown that tasteful, honest, unassuming adds can sell the product.

More than that, it has restored some dignity and authority to the advertising field. Before the public can respect the ads, the clients must respect the advertising medium and the public's intelligence."

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PORSCHE PARADE - JUNE 26TH THRU 30TH

If you haven't signed up for the Porsche Parade to be held June 26th thru June 30th at the Jug End Barn, South Egremont, Massachusetts--better do so. The main accommodations have been filled up for sometime but late comers are being located in nearby cottages and other accommodations. It looks like this will be the greatest parade ever, both in attendance and things to do. Detailed investigation into the matter by your Secretary shows that facilities are ideal for accommodating all temperaments. If you have acute Porscheitis, you can be kept busy the full five days on interesting and satisfying events and features. If you are at the other extreme and are a born loafer, who incidentally owns a Porsche, the spot is perfect for concentrated loafing. Of course, any number of middle courses can be followed to suit individual preferences. Note to nature lovers--the scenery is magnificent throughout the whole area. Bring your butterfly nets.

So far, we know of four couples from our Region going: the Alexander's, Kirschbaum's, Owen's and VanderHeide's. ANYONE ELSE FOR PARADING???

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PORSCHE OWNER'S HANDBOOK

PCA National has a new stock of the Floyd Clymer Classic, Porsche Owner's Handbook by O. Cee Ritch. Special price to you is \$3.50 postpaid--regular retail is \$4.00. Fill out the blank below to order yours now.

PORSCHE OWNER'S HANDBOOK	
Enclosed find \$ _____ for _____ copies of Porsche Owner's Handbook.	
Mail to: PCA Western Michigan 2425 Breton Road, S. E. Grand Rapids 6, Michigan	_____ Name _____ Address _____

On Sunday, May 21st, the W. M. S. C. S. Go-Khana held a dandy and novel event--a gymkhana laid out on a go-kart track. In addition to the sharp turns, there was a garage spotting feature and a 300 foot straight-away (somewhat bent). The course was about 1/4 mile long, 20 feet wide and completely hard surfaced. Standings were computed to the best out of two electrically-timed runs. Four classes were run which didn't mean a thing. The event was a riot. A top speed of about 35 mph was the best anybody could do. The most frustrated car on the track was a Corvette. The Sprites did pretty well. Those without Michelin X's (or equivalent) were dead before they started. Art Jones was the only PCA Western Michigan competitor with his "normalized" Carrera. The event was good, harmless fun and previously developed skills had little to do with winning. Maybe our Region should try this sometime. It is bewildering.

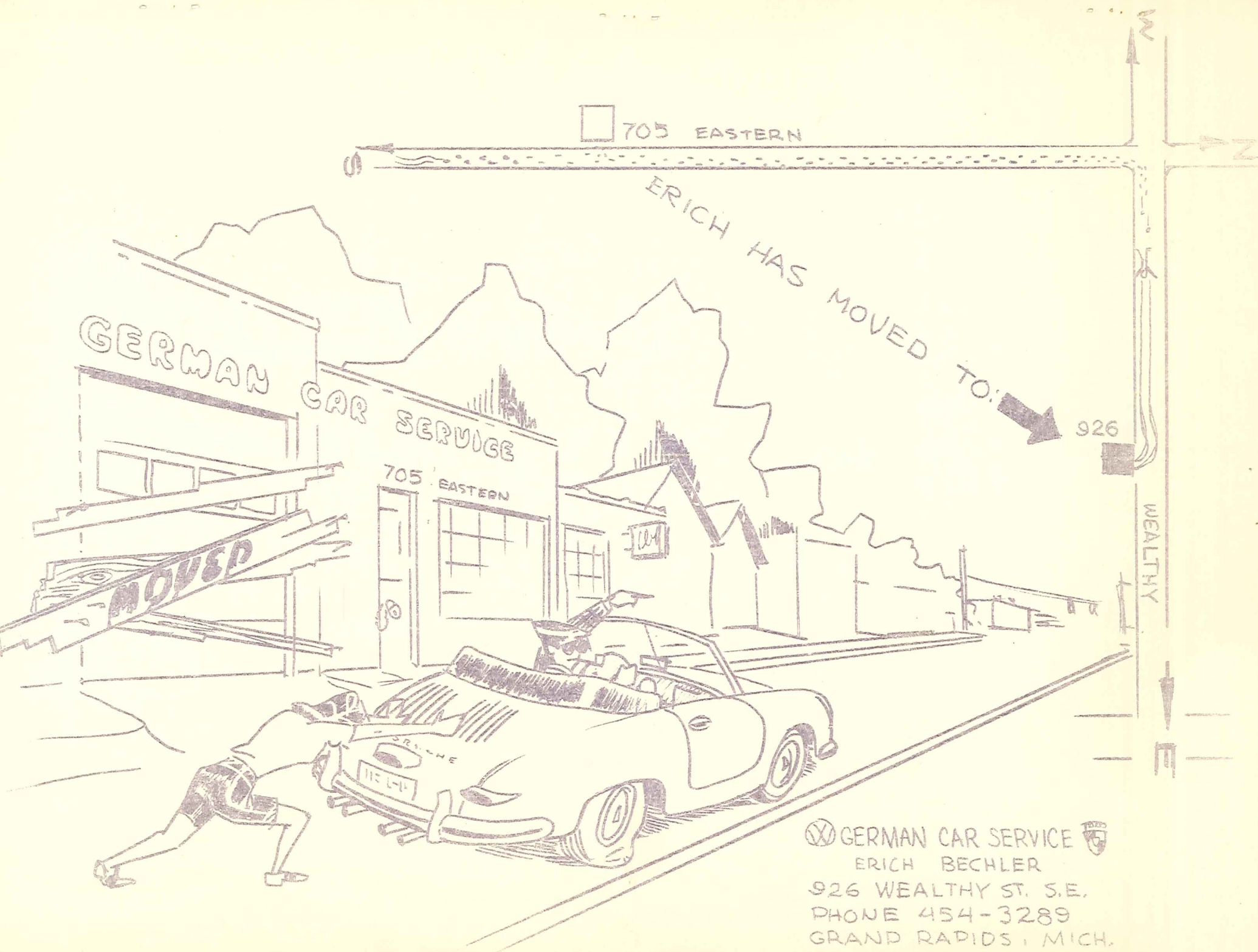
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EDITORIAL (Norman A. Dunn)

You can't write a good newsletter unless you have the material. We ask you again to submit articles concerning our Porsche's, --maybe it is like pulling teeth--the thought of going to the dentist is worse than the actual visit. So, kind friend, give us something to work with, pictures, articles of interest, experiences, testimonials, technical data or just plain talk. Let's hear from you! Each member will receive full credit for his efforts. Let's all put our shoulder to the wheel.

Each and every member should drop a line letting us know how you happened to be lucky enough to own and operate one of these jewels of the road (Porsche). (John VanderHeide did a fine job a few issues ago). PCA National has asked the officers of each Region to do this, but we should go a step further and find out from each member themselves. It is all the members that make up the club and we feel that each respective viewpoint is important. Therefore, please write us while you have this in mind and know our fellow patriots will enjoy comparing notes.

We want to make this Region a success and much is planned for the future. Rome wasn't built in a day and it took a lot of brains and hard work to produce the Porsche you are driving. In fact, it was only a few years ago that domestic automobile manufacturers were whistling while walking through the graveyard. Today the shoe is on the other foot, and, in some cases, employees of American car manufacturers placed crude signs on Volkswagens, etc., such as, "Volkswagen go home". For this reason we should be proud of the car we drive and operate and take special care on the highway and in town when parking not failing to explain to our fellowmen what would happen should higher embargoes and tariffs be placed on foreign cars. America still produces and ships more exports than imports and if higher tariffs were placed on American manufacturers exporting to foreign countries, more people would be out of work than there are at the present time.



705 EASTERN

ERICH HAS MOVED TO:

926

WEALTHY

GERMAN CAR SERVICE

705 EASTERN

MOVED

BECHLER

⊗ GERMAN CAR SERVICE
ERICH BECHLER
926 WEALTHY ST. S.E.
PHONE 454-3289
GRAND RAPIDS, MICH.

NEXT EVENT

JUNE 10 & 11

TRAVERSE CITY

1. ECONOMY RUN - All cars make check point at Newaygo anytime Saturday prior to 3:00 P. M. for start of economy run. (Details to follow).
2. PARK PLACE HOTEL, TRAVERSE CITY - Finish economy run at Park Place Hotel, Arrive by 6:00 P. M. No advance reservations necessary. (Rates: Single-\$7.50-\$9.00; Double-\$11.50-\$13.50; Twin-\$10.50-\$15.50).
3. RESERVED PARKING - Special area reserved at hotel for Porsches.
4. FISH FRY - Saturday nite, outdoor fish fry (area noted for Whitefish), Chicken also available.
5. ENTERTAINMENT - Saturday nite program for enjoyment. Live dance music at hotel.
6. BABY SITTERS AVAILABLE - Indicate need on registration form below.
7. SUNDAY CHURCH - Schedules will be provided.
8. CONCOURS - Age & mileage allowances. Beautiful Revere bowl trophy.
9. GYMKHANA - For fun and frolic more than speed.
10. LATE LUNCH - and so to home.
11. REGISTRATION FEE - A measly \$2.00 per car. Fill out blank below. We must have it by June 6th to notify hotel.

THIS WILL BE A GOOD EVENT. COME AND ENJOY THE FUN AND FELLOWSHIP. OUR TRAVERSE CITY MEMBERS ARE WORKING HARD TO SMOOTH THE ROAD.

JUNE EVENT

Enclosed is \$2.00 for the June Event Registration Fee. Indicated below are number attending and food choice/choices:

Fish Chicken We will need a baby sitter

Mail to: P. C. A. Western Michigan
2425 Breton Road, S. E.
Grand Rapids 6, Michigan

Names _____
Address _____

J. C. Owen
2425 Breton Road, S. E.
Grand Rapids 6, Michigan



Dr. & Mrs. Wm. Schwalm
110 Colby Street
Whitehall, Michigan