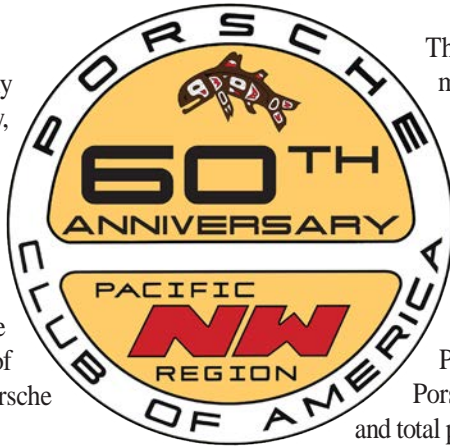


# PNWR Newsletter History

Article and newsletter scans by Jay Gillotti

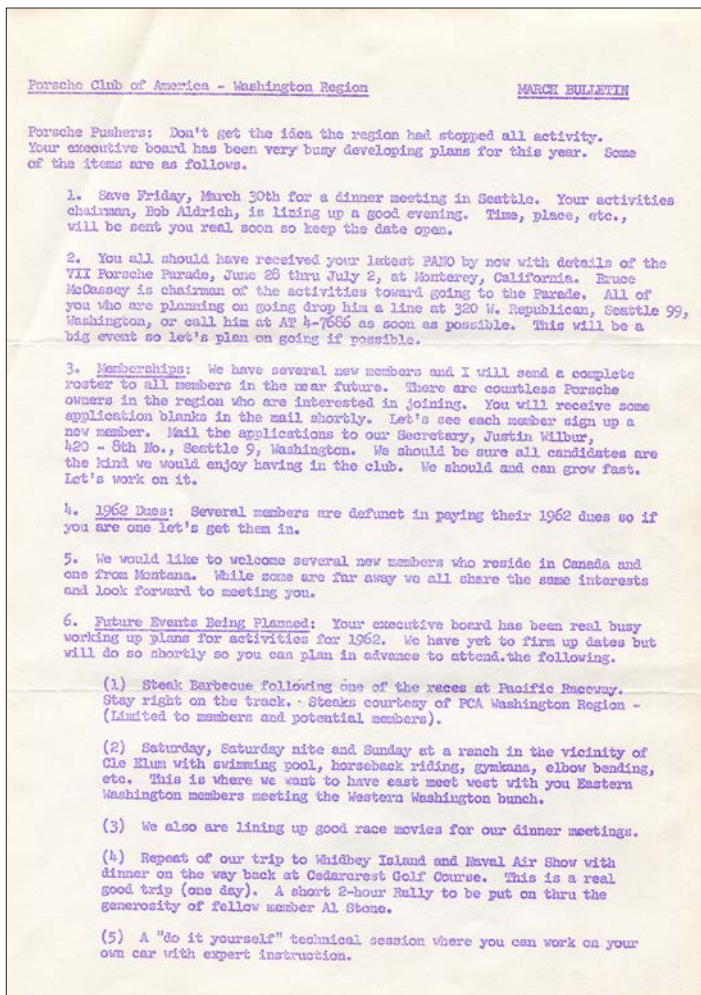
## Part 1

As we start a new year that will include many events celebrating our Region's 60th Anniversary, we thought it would be fun to take a look at an important aspect of PNWR history. The newsletter has been around almost as long as the Region itself. Thanks to Allan Caldwell, we have copies of all the newsletters back to 1962 when Allan joined the Porsche Club. These newsletters preserve a very significant amount of our history as a club and give a window into Porsche culture across the decades.

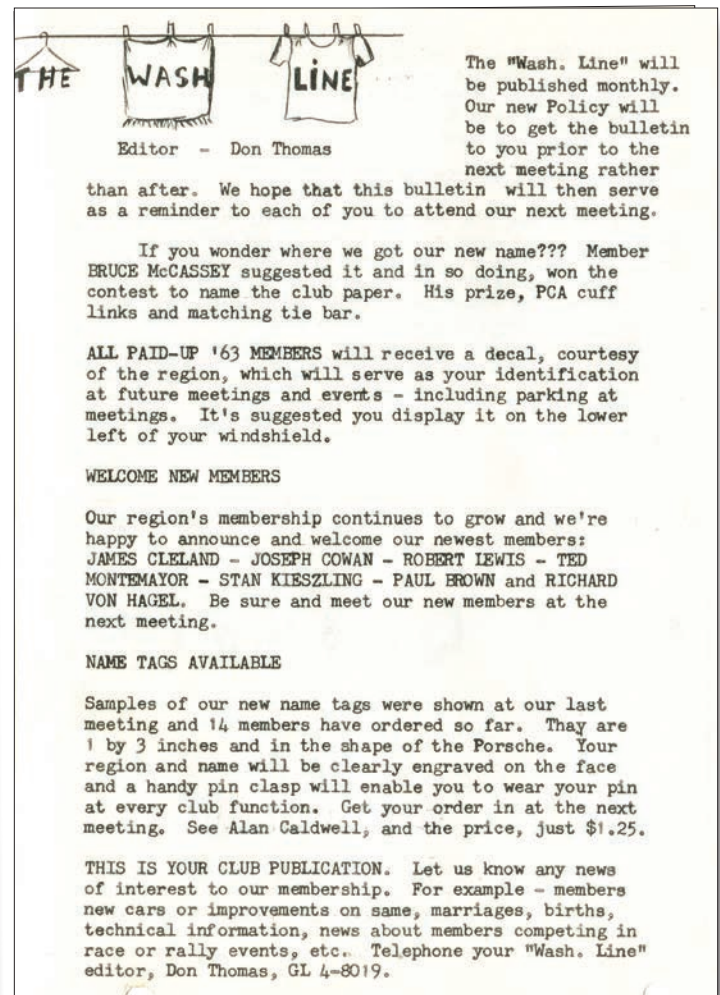


The earliest newsletters in Allan's collection pretty much look like an actual letter. They are usually about three pages of typed, mimeographed sent out by Washington Region president, Dave Nurse. Mr. Nurse was a very senior executive at Boeing, but he obviously found the time to produce good, basic information for the members. There is local news and future event information, notes on membership and general Porsche news. The March 1962 issue notes that Porsche was producing 34.5 cars per day at the time and total production had reached 47,501 cars since 1950.

continued on next page




PNWR 1962 March Bulletin page 1.



PNWR 1963 March Washline.




Porsche's racing success in 1961 is covered including Dan Gurney finishing third in the (F1) World Championship. It also notes SCCA National championships for Bob Holbert and Bob Bucher in the Sports cars up to 2000cc and 1500cc categories respectively.



# THE WASH LINE

PACIFIC NORTHWEST REGION  
PORSCHE CLUB OF AMERICA

OCTOBER 1963



FALL IS HERE AND WE WILL RESUME OUR DINNER MEETINGS WITH A REAL, ROUSING

## Oktoberfest

BAVARIAN HAUS (Heart of Seattle Hotel)  
4th and Seneca, Seattle  
SATURDAY, OCTOBER 19 ----- 7:00 PM

Be sure to arrive in time to help tap our own keg of special dark German beer. After a round or so, we will have dinner in the Bavarian Haus dining room from their complete menu. After dinner, as we finish the keg, our friends from Lufthansa have promised to provide an entertaining German travelog, "Both Sides of the Autobahn," and a door prize. If you have a favorite beer mug, bring it along. \$1.50 per person will be charged to cover the cost of the special beer.

INTERNATIONAL CAR SHOW---OCTOBER 30 THRU NOVEMBER 3

Seattle's first imported car show will be a big event with over 100 cars, continuous showing of movies covering road racing and automotive history, as well as car accessories and fashions. PCA Pacific Northwest will sponsor a booth to acquaint present and prospective Porsche owners with the club and its activities. Don't miss this show, as it will benefit a good cause, the Children's Orthopedic Hospital, and you may win one of 30 door prizes.


CIDER STOMPING---SUNDAY, NOVEMBER 10---BAKER'S RANCH, NACHES, WASHINGTON

The Bakers are still game after the barbecue last August (see following report). They have invited the club over to their ranch at Naches for their yearly, local, mystic rites of cider pressing. Tut says it will be cool, as dress warmly. Bring a gallon jug with a screw top--maybe the stuff explodes. You might also bring a bite to eat. If anything like the last mob shows up, we would eat them out of house and home. You should plan to arrive at Tut's between 11:00 am and 1:00 pm--don't be late as it will get dark fairly early. If the weather is good, Chinook or White pass is worth the trip one way. If not, Snoqualmie is always open. A map will be available about a week before the trip.

IMPORTANT NOTICE-----

Club elections are coming soon. Contact Ken Olson to register your selections for club officers. Our next WASH LINE will publish the nominating committee's selections.

PNWR 1963 October Washline.



# THE WASH LINE

PORSCHE CLUB OF AMERICA  
PACIFIC NORTHWEST REGION

MARCH 1964

MARCH DINNER MEETING---SATURDAY, MARCH 28---SOCIAL HOUR 7 PM---DINNER 8 PM

## MAISON BLANC

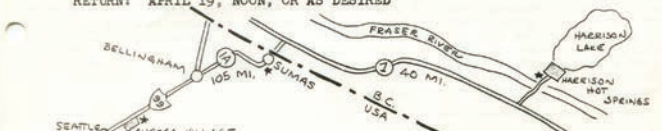
308 Marion

Our March dinner meeting will be a return to the Maison Blanc to enjoy their quick-service Smorgasbord style dinner at \$2 per person which we all liked so much last November. We will meet in the lounge at 7 pm for cocktails and their new piano entertainment. After dinner plans will be discussed for the trip to Harrison Hot Springs and possibly a movie of interest will be shown. Good parking is available nearby at the Pacific Bank between Marion and Madison on 3rd.

HARRISON HOT SPRINGS TOUR---SATURDAY AND SUNDAY, APRIL 18 & 19---

LEAVE: APRIL 18, 9:00 AM, FROM AURORA VILLAGE PARKING LOT

RETURN: APRIL 19, NOON, OR AS DESIRED



A spring tour will be held on the weekend of April 18 to Harrison Hot Springs, the famous British Columbia resort. Situated near lake and mountains, it has marvelous facilities for recreation: golf, swimming, horseback riding, and fishing. The hotel is well known for fine food and elegant accommodations, in addition to its year-round activities. We plan to leave Saturday morning from the Aurora Village parking lot at 9 am for a relaxing 145 mile drive north through Bellingham (possibly along Chuckanut Drive), Sumas, and the Trans-Canada highway to Harrison Lake. We will have Saturday afternoon for activities, a dinner party Saturday night, and the drive back on Sunday. This will be a chance to air out the winter cobwebs from the Porsche engine compartment, get away from your weekly routine, and enjoy a pleasant trip.


Special winter rates will be in effect for the trip. Each member should make his own reservations using the form included with this WASHLINE or through the Seattle agent at MU 2-1981. Get your reservations in early as Harrison is very busy. Also don't forget to pick up your pink luggage certificate for travel in Bri!

PNWR 1964 March Washline.

We may cover this topic in greater detail in the future, but it is important to note that our Region covered a gigantic territory at the time. Much of what we think of as Zone 6 in the northwest US and Western Canada was part of our Region. Also, the newsletter was not called the *Spiel*. It was simply called 'Porsche News' or 'Bulletin', but even that was a little inconsistent. Thanks to Allan's archives, we see that 1963 dues were \$11.25. That's about \$93 in today's money, so our current total of National and Region dues, at \$66, compares rather well (especially when you consider the depth of content in the *Spiel* and the *Panorama* and the breadth of events we put on).

In the later part of 1962 and early 1963, the Region started to get smaller in geography. Areas of the northwest started to form their own Regions and the 'Washington' Region was renamed 'Pacific NW Region' in time for a change to the newsletter. The Oregon Region had split off in the later part of 1960.

In March of 1963, the newsletter was renamed 'The Wash Line' and had an editor, Dan Thomas, who is not the Region president. Founding President Bruce McCassey won a naming contest for the newsletter. The format changed to single sheet of paper that folds once into a four page booklet for mailing. The paper size was slightly odd at 8.5 x 12.5 inches with First Class postage at four cents. Content was very focused on upcoming events (no website or email blasts in those days). Name tags were being pushed, at a price of \$1.25. Car decals were considered proof of membership (!) and



# THE WASH LINE

PACIFIC NW REGION  
PORSCHE CLUB OF AMERICA

JANUARY-FEBRUARY 1965

GREETINGS TO ALL PORSCHE PUSHERS FOR 1965.....

We trust you have all negotiated the trials and tribulations of the holiday season without missing a shift or dropping a resolution and are looking forward to a great year of Porsche motoring. Let's all add one more group of resolutions to make the coming year the best our region has had:

1. Be sure to pay your 1965 dues to the national as soon as possible so the region will be credited with your continued membership.
2. Take advantage of as many of the activities as possible--you may be surprised at some of the fun you have been missing.
3. Support the club officers as much as possible in planning future events.

1965 should be an interesting Porsche year with the introduction of the Type 911, the 10th Parade being held at Santa Barbara, and many interesting local events to take part in. If you have any questions, ideas for events, or candidates for membership, contact one of our new officers:

President: Dave Nurse, 33 Clyde Lane, Bellevue, GL 4-7771

Vice Pres: Bill Furlong, Route 1, Box 732, Vashon, 463-2124  
(Membership applications)

Secretary: Allan Caldwell, 5338 SW Manning, Seattle 98116, WE 7-0850  
(Washline editor, send your news and want ads)

Treasurer: Gerd Foerster, 615 N. L St. Apt. 14, Tacoma, BR 2-0235  
(Club badges, Panorama binders, etc.)

Activities: Roger Ellingson, 10358 44th NE, Seattle 98155, LA 3-3204

DON'T MISS OUR FIRST DINNER MEETING OF THE YEAR.....

SATURDAY, FEBRUARY 6, 1965.....SOCIAL HOUR 6:30 PM.....DINNER 8:00 PM.....

## HILTON INN + 911

(Opposite Sea-Tac Airport)

We have reserved the Hilton Inn banquet room for one of their excellent meals and will have the first Northwest showing of the Porsche 911. Gunther Knapp of Porsche Car Northwest has promised to have the car there (assuming the dock workers don't drop it during delivery).

PNWR 1965 January-February The Washline.



the suggested display spot was lower left of the windshield. There is little coverage of recent events although there is mention of a Tech Session on the advantages of transistorized ignition.

At the end of 1963, Allan Caldwell had taken over as Wash Line editor. As a result we can see in the archives that monthly total cost for postage and paper averaged about \$3.50! It's another example of how the size and scale of the PNWR as an enterprise has changed. The 'wash line' was originally depicted as a clothes line but Allan depicts it as a kite string, a flag holder between two Porsche antennas or most often as the wispy exhaust of a Porsche.

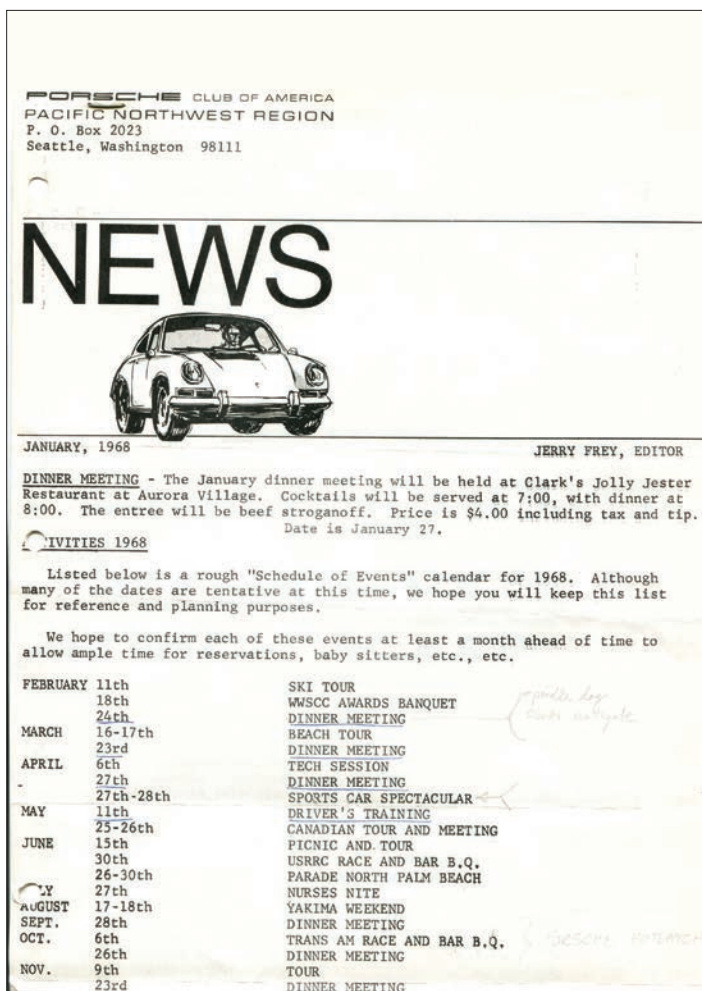
Around the end of 1966, Allan passed the newsletter to our first female editor, Karen Humphrey, and by October of 1967, the Wash Line name was dropped. From this point until February of 1970, the newsletter was called, simply, 'News' with a sketch of a 911 as the logo. By this time also, the newsletter had expanded in some cases to two stapled pieces of paper, but still was not published every month. Some months were combined and occasionally a month skipped. In April of 1968, a milestone was reached with the first very primitive attempt to show photos in the newsletter. The faint black and white photos show scenes from a tour to Grayland Beach, near Ocean Shores. The next photo isn't until May of 1969 and shows a vehicle reported to be called the '916'. As we now know,

it is actually a 914-6. The photo comments by long-time member, Roger Ellingson, mention the new car being offered with the 4-cylinder VW 411 engine (and Roger's preference for a 912 unit instead).

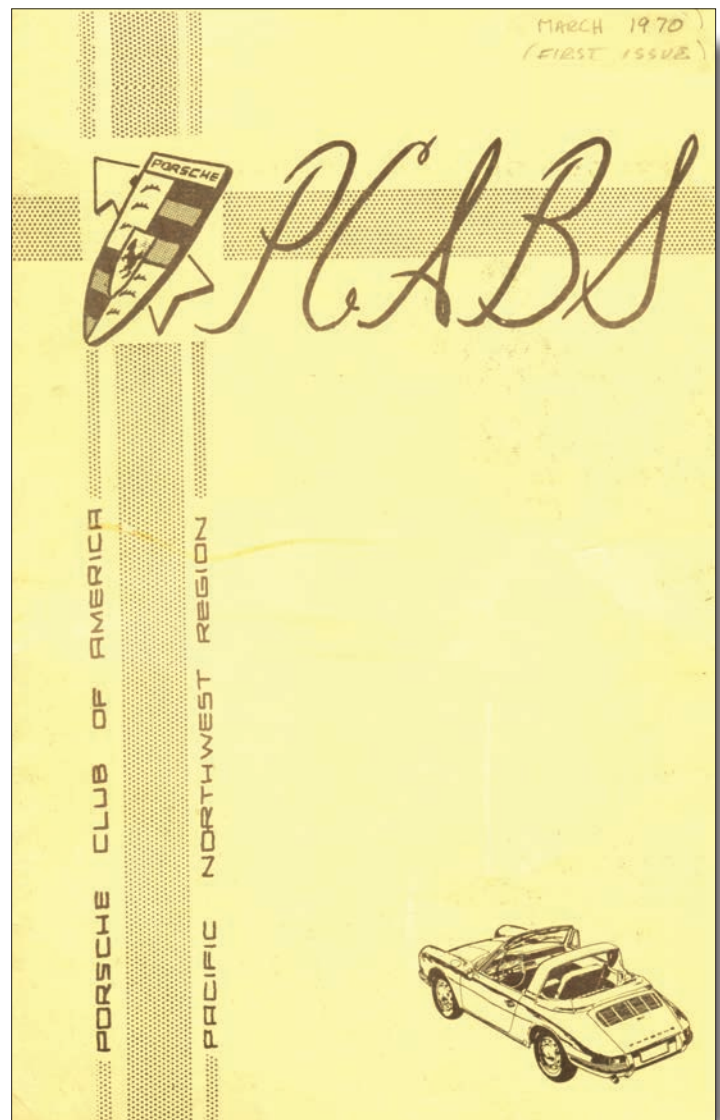
March of 1970 begins a big transition for the newsletter. The new name was 'PCABS' (PCA b-s), but more importantly, the format became a folded and stapled pamphlet-style magazine, 6.5 x 8.5 inches. Still no photos on the cover and inside photos were still rare (except in the advertising). Advertising became much more prominent compared to earlier efforts. The format was 12 pages internally and postage was up to six cents. The 'PCABS' name only lasted until March of 1971 when the newsletter was renamed '*Spiel*' to emphasize discussion of Porsche cars and club activities. The new name certainly seems kinder and gentler than PCA bulls\*\*t.

The *Spiel* format was the same in size as 'PCABS'. Content would be somewhat familiar to today's *Spiel* readers. There is a letter from the President with news and updates, a list of upcoming

continued on next page



PNWR 1968 January NEWS.



PNWR 1970 PCABS July LM Report.

events, minutes of the Board meeting, a tech column by 'Al' Caldwell, a welcome to new members, a sprinkling of ads from the Porsche dealers, an accessory retailer, and a jewelry store for watch sales and repair. This issue also marks the debut of our logo with the native American-style salmon drawing.

In Part 2 of the newsletter history, we will take a look at the evolution of the *Spiel* from 1971 to the present day. By coincidence, this article is approximately the 50th feature by this writer for the *Spiel*.



PNWR 1971 March 1st *Spiel* Cover.