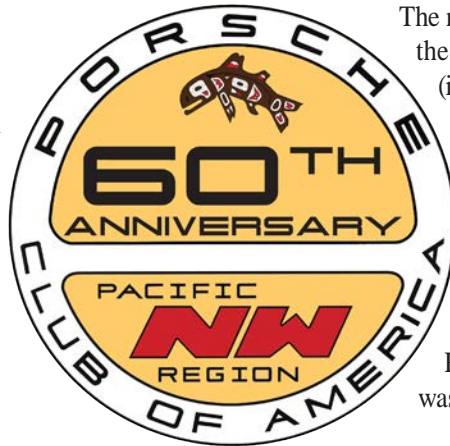


# PNWR Newsletter History

Article and newsletter scans by Jay Gillotti

## Part II

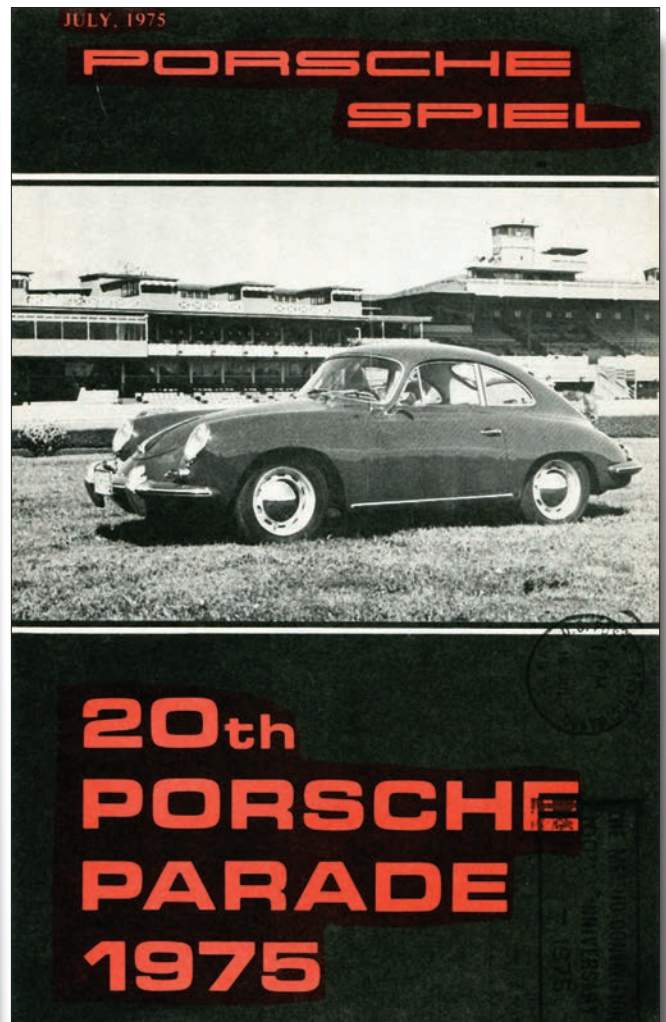
In the previous article, we showed the cover of the very first *Spiel* from 1971. In consultation with past President, Roy Hayashi, I found that our native American-style logo was designed by Jerry Frey and the Porsche *Spiel* name was suggested by then-President Fred Meyer. It can be said that good design stands the test of time. It's pretty amazing that the logo and the newsletter name are still with us and still going strong after 48 years!



The next big evolution came in January of 1972 when the *Spiel* got a semi-glossy, photographic cover (in black and white). The size remained at 6.5 x 8.5 inches with 12 pages and 3rd Class postage at 8 cents. Advertising was quite prominent and the main departments were the President's note, Board meeting recap, Allan's technical tips column, the New Members listing and some small event reports or other features. In July of 1972, Roy Hayashi announced the Region's intent to seek the 1975 Parade which was ultimately awarded.



Porsche *Spiel* Cover January 1972.



Porsche *Spiel* Cover July 1975.



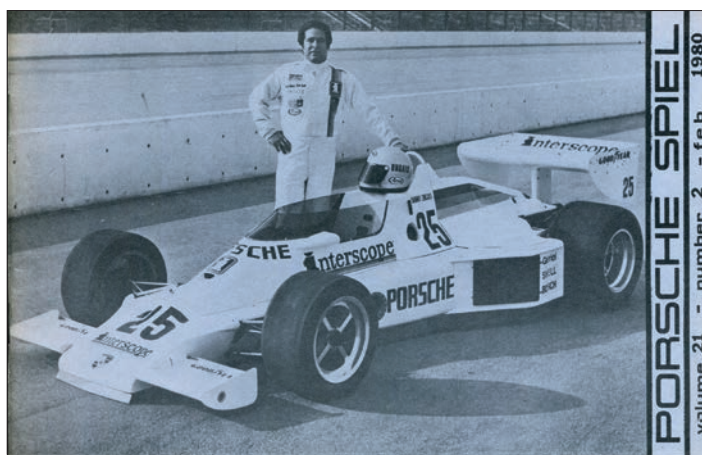


**Porsche Spiel Cover January 1973.**

The next big change for the *Spiel* took place in January 1973 as it was downsized to 8.5 x 5.5 inches with a matte-style cover. Use of color shading, fonts and borders became common for the cover and this format lasted through the rest of Seventies until January 1981. At this point, the month/year appears on the cover (so Allan no longer had to write it by hand on his copy!). By 1980, under Editor Nancy McCarthy and President Theresa Sullivan, the newsletter was up to 32 pages and the content overall would be quite familiar to today's *Spiel* reader. In the last 'small' size issue, our own Ted Anthony explained how and why he flipped his '75 911 during the Parade Autocross in Portland (tripped up by the timing wire!). A significant controversy under discussion at this time was whether air bags should be government-mandated or a safety decision left up to the manufacturers.

In January of 1981, the *Spiel* finally grew to its current 8.5 x 11 size. The cover was still soft, non-glossy paper and color was absent for a time. The new format was 16 pages and a feature article appeared on the Family of the Year award winners, the extended Downing clan which included nine members and five Porsches at the time.

Glorious and glossy color arrived in December of 1984 for the Region's 25th Anniversary. The logo was featured in full color on the cover, although there are no color pages inside. Editor Susan Hagaman's last *Spiel* was 22 pages packed with information and most of the familiar departments and a centerfold montage of



**Porsche Spiel Cover February 1980.**

pictures looking back at 1984. Over the next 10 years, the format remained quite similar with glossy covers but all black and white pages inside. The layout and overall design became more professional looking, cleaner, crisper, and with more photographs. From 1988 through 1990, Wendy and Leeds Gulick had a turn at editing the *Spiel*.

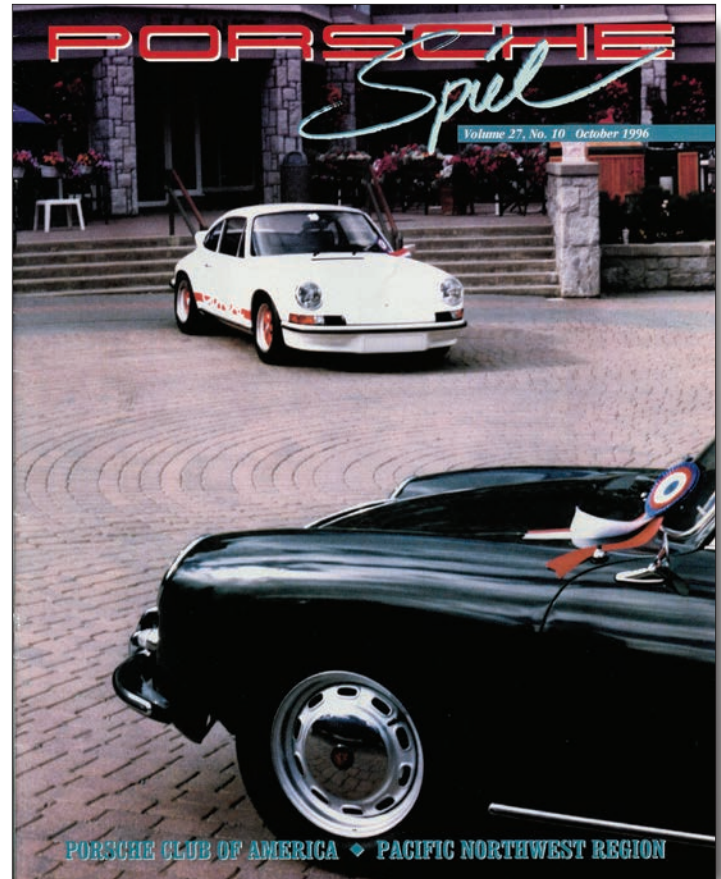
By the time we reach the 35th Anniversary issue, editor Glenda Seles has a regular column taking up a full page. The format is even more similar to today's *Spiel* and a significant topic was preparation for the 1995 Parade in Portland. The current '*Spiel*' script is in place at this point on the cover. In the mid-1990s, the full color

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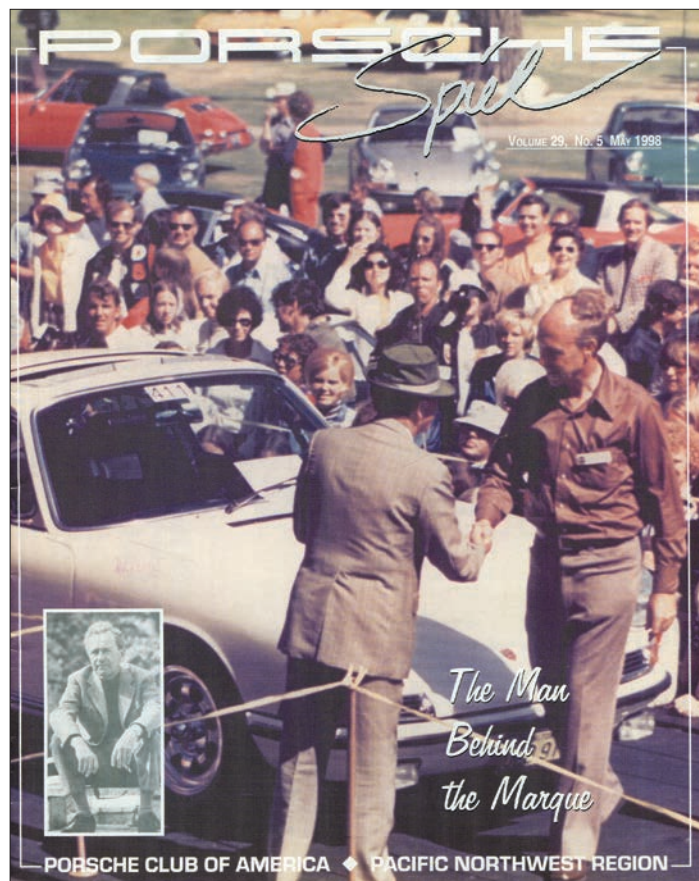




Porsche Spiel Cover December 1984.



Porsche Spiel Cover October 1996.



Porsche Spiel Cover May 1998.

### Remembering Dr. Ferry Porsche, 1909-1998

We were saddened to learn of Dr. Ferry Porsche's death on March 27 at the age of 88. Following World War II, Ferry Porsche was instrumental in reactivating his father's company into a peacetime sports car business. In 1931 his father, Ferdinand Porsche, had started the engineering company which designed many types of motorized vehicles—including tractors, military vehicles, racing cars and the Volkswagen prototypes. In 1948, when Ferry Porsche's first Porsche-badged production cars appeared, committee-designed car projects were the rule. The idea of an individually-conceived personal road car for everyday use that was comfortable, fast and efficient for its power-seemed of little interest to the large producers and perhaps was only possible in a small company such as Porsche.

Porsche's concept had considerable appeal in the U.S., particularly to technology-oriented veterans returning from World War II, and seemed to fill a void left by the increasingly bulky and inefficient cars of the day. The concept proved enduring, and provided a unique relationship between the owner and the producer.

Ferry Porsche and his family took an active interest in their customers and attended many PCA Parades. At the Parades, the Porsche family took in the events and banquets and were always available to the members for greetings and autographs, as well as awarding event trophies. It was a unique experience: a Porsche owner and enthusiast could meet the original inventor and developer of his car which carried the Porsche name. In later years, the Porsche sons have continued the tradition.

Many early owners developed a rapport with the factory during factory delivery or from positive responses to requests for information and manuals. One of our members, an engineer who was restoring the rear window frame in the top of his original 1952 Cabriolet in 1973 sent the factory a drawing for confirmation of what he had remembered on the frame shape when the car was new. In response, the factory found two workers from the early time period who were still there and they corrected the drawing for him.

A number of Porsche race cars have appeared in museums, but few production models ever have. When asked why there were no Porsches at Harrah's Museum in Reno, Ferry Porsche replied, "I think that it means that this car is too young and we drive it, not keep it in a museum." Current estimates are that 80% of all the 911s made are still being driven.

Although Dr. Porsche had not recently been active in Porsche management, many of his early ideas and philosophies have endured in spite of the major governmental requirements imposed on car design. These philosophies have given

Ferry Porsche, trackside at The Corkscrew at Laguna Seca, enjoying the autocross competition during the '73 Parade.

Porsche cars their special appeal future, and it is hoped they will live on in the future. —Alan Caldwell

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1998 Ferry Porsche Obituary.



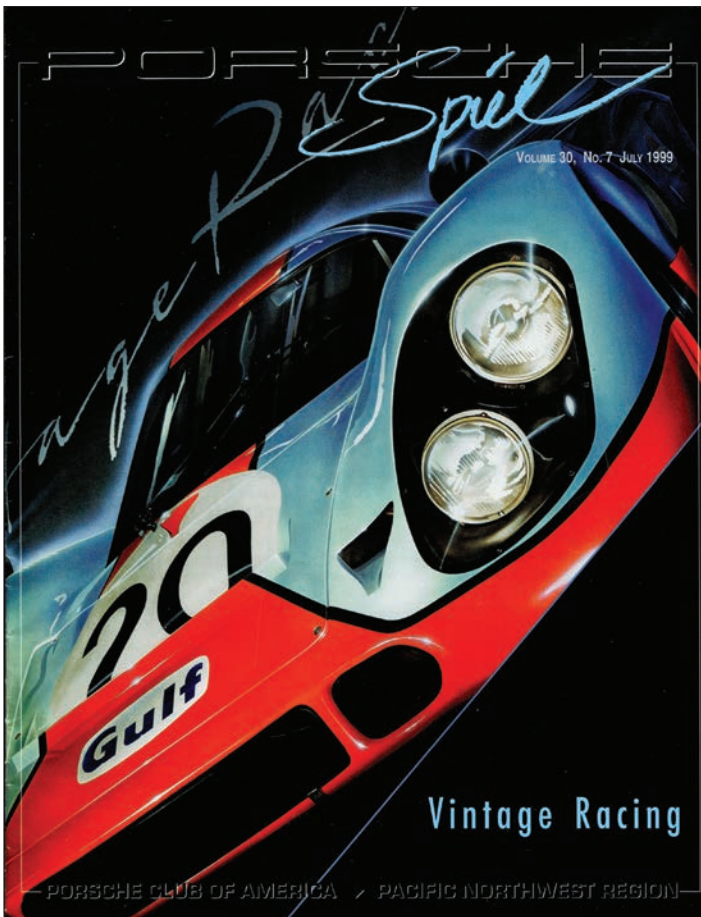
cover with Porsche beauty shots became a fixture of the *Spiel*. The October 1996 issue is one of the first of our now-familiar covers. That issue also included Allan Caldwell's obituary for founding member, Bruce McCassey. Toward the end of the 1990s, inside color pages start to appear (mainly for color advertising at first). Mid and late-1990s editors, Rick Lambert and Tess McMillan kept the format consistent and quite similar to our current version of the *Spiel*.

The May 1998 *Spiel* featured photos of Ferry Porsche on the cover. The founder and guiding light of the modern Porsche company passed away on March 27th, 1998 at the age of 88. *Spiel* published his life story from Porsche Cars North America, as well as a photo spread that included photos of Ferry at the 1973 PCA Parade. Allan Caldwell weighed in with his personal tribute and a photo of Dr. Porsche observing at the 'Corkscrew' at Laguna Seca during the '73 Parade.

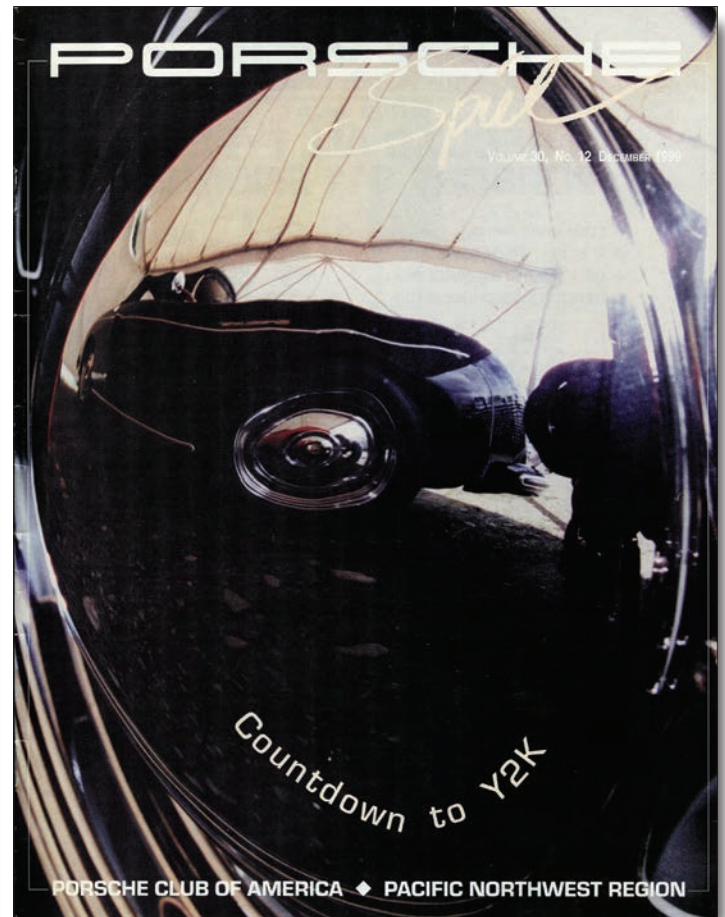
It seems there was a period of time in the later 1990s where 'Caveat Emptor' was renamed 'Swapping Ends' for the classified section. How would you like a 1960 356B Super 90 Roadster, recently restored, for \$26,500 OBO? That's just one classified offering from December, 1999.

The last issue of the 1990s, in December of 1999, references the countdown to 'Y2K' (remember that?). Familiar departments are nearly all there: Editor and President's columns, a look ahead at the calendar of events, a tech feature, tour articles, Allan Caldwell's tech column, extensive classified ads, Board meeting minutes and the Willkommen for new members. President Chris Hamilton also wrote a feature story on meeting Mario Andretti at a charity wine auction where Mario was the celebrity guest and represented Andretti Vineyards. In addition to the cover, there is a color ad for Park Place inside and for Barrier Motors on the back cover. Several other advertisers in the December 1999 issue are still with us (Chris' German, Squires, Magic Customs and Omni). A full page event notice advertises the 40th Anniversary party, to be held at the 'new' W Hotel. PCA President Bob Miller would be the guest and the cost was \$44/person. That's about \$65 in today's money and \$65 just happens to be the cost of our most recent annual banquet.

In the last installment of our newsletter history, we will take a look at the modern *Spiel* in the 21st Century. We hope our current members are enjoying these brief glimpses of the incredibly rich history of the Pacific NW Region.



Porsche *Spiel* Cover July 1999.



Porsche *Spiel* Cover December 1999.