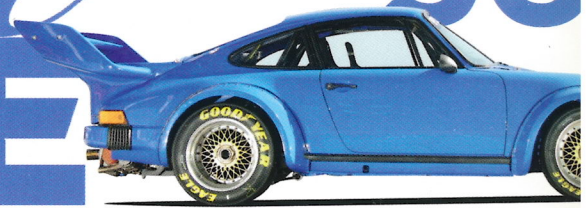


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No.11 May/June 2012

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# GUEST WORDS

It's all about originality, says Milou – and he should know, for he has amassed an incredible collection of Porsche memorabilia (and cars...)

A few weeks ago, a friend and I found ourselves walking down, yet again, the aisles of the Techno Classica in Essen. As devoted Porsche enthusiasts, we were both spending the greater part of our afternoon in Hall 3 where most of the early 911 and 356 cars are presented.

My own tradition (ongoing for the last 10 years) requires a very specific (I admit rather nerdy) behaviour shared, I believe, by many passionate visitors: first you must identify, from far away, the year, the colour code and the model of the car through body shape and specific details.

Second, you must read the label and gasp at the huge asking price, and finally you must proceed to list all the anachronisms from a recent restoration that attempted, but failed, to maintain the car's originality.

Of course it's good fun, if a bit childish, but you would be amazed to discover how very few cars are actually restored properly. It is a well-known fact that even the factory's own restoration department has shown cars at the Fair with some fairly obvious errors (!).

Probably the most frequent mistake is the 'modern' quality of the leather used when restoring interiors. In the sixties, Porsche – or more precisely Recaro – seats had a beautiful thick shiny black leather that most modern leathers cannot properly replicate.

In the quest for absolute originality, my friend introduced me this year to an additional

process: the smell test. For every car that claims to be an unrestored one-owner/original paint car, you must open the door, stick your head inside and inhale deeply.

The verdict is bullet-proof: if the car is as original as claimed you will automatically recognize the familiar smell of burned oil and old leather mixed with rubber mats and fuel. If the car is 'new' it will smell of nothing – or even worse, of glue. An interesting experience, rather like a wine tasting test, but far from useless as very little comes close to the pleasure of driving a truly original Porsche.

At Essen, we found an amazing unrestored, one-owner 1966 Bahia Red 911. I have to say, the asking price was certainly high, the paint nicely patinated and all the details were right. The black leather seats were well used but untorn and still bright – no anachronisms could be found and, last but not least, its smell was amazing. There is no doubt that car was very original and worth pursuing.

The same also applies to Porsche automobilia. I remember a few years ago being offered a series of Porsche posters preserved in a cardboard tube since new. The 'Strenger' designs were beautiful and the colours strong and fresh, but the white paper was too new – it just didn't look right, so I passed. A few years later, while visiting a well-known Porsche automobilia collection in Bologna, Italy, I saw a Porsche 1000 *chilometri di Monza* poster still in its original frame. After decades of exposure to sunlight, the paper had

faded to a wonderful ivory colour and the paint on the wooden frame had peeled off in places, it just looked and felt perfect.

Smell is also no stranger to original memorabilia: open a vintage Porsche binder or manual and you will also instantly recognize the smell of aging paper and vinyl, sure evidence of decades spent on the dusty shelves of an old and humid garage.

There is no doubt that gentle aging, often described as patina, contributes greatly to our appreciation of a particular object or car, whether through the touch, smell, or simply visually.

That particular experience is really what I am striving for when collecting Porsche automobilia, or restoring a vintage 911.

When we restored the 1970 André Wicky racing 911, I spent months searching for original parts to make the car as period-authentic as possible. I managed to locate a pair of Recaro bucket seats still covered in their original vinyl, but the New

York vendor wouldn't ship them overseas. I recall showing up at the JFK Swissair counter, asking if I could purchase extra luggage space with Air Miles...

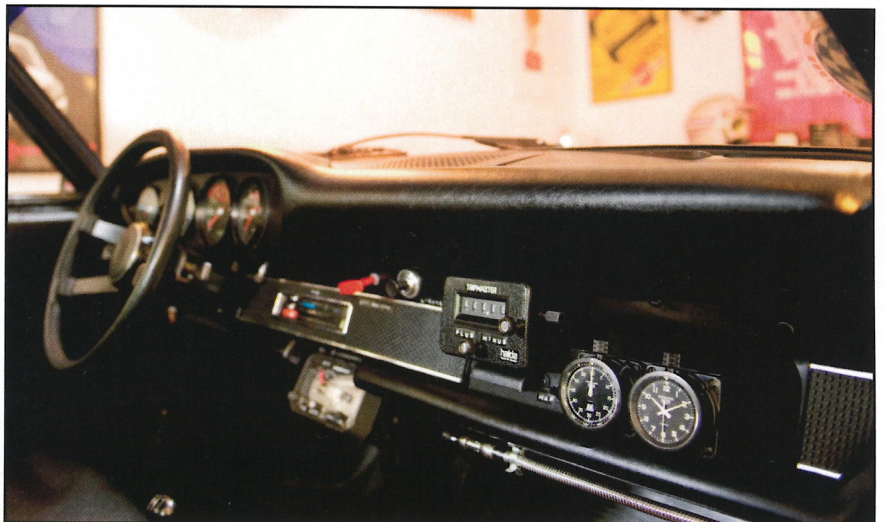
I later found an original Porsche factory rally plate (thank you Edmond Harris) to mount, in place of the glove box, a Halda Tripmaster and a pair of Heuer stopwatches.

I eventually found a Halda Speedmaster, which we positioned in place of the ashtray, and a Hella map light. I love the overall result, and the fact that no modern part is polluting the interior.

This obsessive attention to detail, making sure everything inside and outside the car dates precisely from 1970 and is factory correct, contributes to making the car homogenous, allowing a driving experience as close as possible to the period.

After a dozen or so historic rallies throughout Europe, the Wicky S/T is beginning to look and feel just right, and when I open the door, I can begin to detect ever so faintly that special smell...CP

*It's all about the smell – and the correct use of period-perfect parts. Nothing compares to the aura surrounding original components, says Milou...*





# TREASURE CHEST

One of the largest private collections of Porsche memorabilia in the world is about to come up for auction in Germany in May. *Classic Porsche* meets the owner to find the story behind this incredible sale

Words: Keith Seume Photos: Automobilia Auktion



The star lot, at least as far as the cars are concerned, is this ex André Wicky 1970 911S (above), converted in period to S/T specification. The auction catalogue (below) is destined to become a collector's item

The talk of the Porsche memorabilia scene right now is the forthcoming auction of the collection amassed by a gentleman who prefers to go by the title 'Milou'. In our *Guest Words* column on page 13, you can read his views on what drives collectors to become so obsessed in their search for the rare and desirable, but we thought we'd delve a little deeper and take a closer look at the collection itself – and what Milou regards as the most desirable auction lots of all.

But before we go any further, we should make it clear that this is quite like any other auction we've ever come across. Held by the renowned Automobilia Auktion Ladenburg, run by partners Marcel Seidel and Tobias Friedrich, this collection of lots includes everything from cars to rare factory documentation, including such things as trophies, operating instructions for the 911R,

handbooks, dealer displays, posters and far, far mo

The cars on offer are not your everyday Porsche either. Top of the list is a 2.2-litre 1970 911S, which converted in period by then owner André Wicky to 1 litre 911S/T spec, and more recently used for many histories rallies, including the Tour Auto and Coupe Alpes. It is a stunning car and a passport into many historic events.

Then there's the Slate Grey 2.2S that was originally given by the factory to the late, great Jo 'Seppi' Sif himself the owner of a Porsche dealership. The fac installed a prototype 2.4 'S' engine and Sportomatic transmission (the choice of several factory drivers, seems), but both the original engine and transmiss being sold with the car.

There's also a 1972 2.4-litre 911S with just over 80,000km on the clock, and a lovely 1971 2.2-litre 1 Aubergine with an incredible 12,000km (yes, 12,000 120,000...) registered on the odometer.

Altogether, including the cars, there are 469 lots total – that's quite a collection. So, we had to ask, long did it take Milou to amass this amount of memorabilia, and what started it all?

'A little over 10 years ago, I remember watching Redford driving a vintage 911 in the movie *Spyglass* (apparently it was a 912) and thought it was the car I would love to own someday. Painted in Irish the car looked small, pure and so purposeful. Add





There's something for everyone in the auction, from original operating instructions for the g11R, to remote-controlled models (with 'realistic engine sound') to Heuer timing equipment...

Redford at the wheel, and the early Porsche suddenly became, in my mind, an icon of everything that was cool in the 1960s and early '70s.

A few months later, I quit smoking and my then wife encouraged me to indulge in something to compensate for the loss I was feeling (and my persistent bad mood). Within two weeks, I did what a novice to the classic car world should probably never ever do: I went out and bought the very first car I saw, which happened to be a Light Ivory g11L from 1968.

'I will always remember my visit to Lutziger Classic Cars in Zurich and having to choose between the ivory g11 and a very nice electric blue g12. I was so excited I purchased the car without even a test drive and simply drove it back to Geneva, breaking down on the highway, barely a few hours into ownership!

'No matter, it was love at first sight. Soon after, I began to purchase the brochures and manuals that were missing from the car, as well as a period *Ski Treffen* badge. Little did I know, I had just entered a very, very, deep rabbit hole... It wasn't all that long ago but fortunately the prices were still somewhat reasonable. The passion grew from there and progressively turned, over the years, into a fairly intense hobby.'

We think we can say that the words 'intense hobby' are something of an understatement! But every collector has his favourite pieces, so our next question was just that: Do you have a favourite item among those being auctioned?

'At the risk of sounding a little crazy,' says Milou, 'I would say the two Porsche Junior sleds and the related brochure (lots 3068, 3328 and 3329). They were conceived by Butzi Porsche himself while he was designing the g11 in the early 1960s. He created the sled for his kids so they wouldn't tip over and (of course) so they could still be fitted into a Porsche.'

'I became aware of these sleds through several articles, and adverts, in *Christophorus* magazines of that period. Soon after, I came across a very rare brochure promoting their practicality on the snow, but also their possible use on water during the summer months! For several years, I searched for the actual sled in vain, until I got stuck overnight in Zurich airport because of a snowstorm.'

'I jumped into a cab and seized the opportunity to visit Marco Marinello's office, and there it was – a pristine tangerine sled with its original cushion. Although it wasn't

Lot 3351 is this extremely rare set of leather suitcases designed to be used in an early 356. They date back to 1961 and come complete with the original matching key – they were designed to stack on the folded rear seat, and held in place by a pair of straps



for sale, belonging to Marco's personal collection, I was hooked. For months after that, I regularly typed 'Porsche Schlitten' on eBay Germany and eventually, I found one for sale. I love the minimalist yet elegant design, and the fact it is the very first Porsche sled of a long lineage. Today, you can still purchase one at your Porsche dealership.

Milou has a favourite expression which goes something like 'There are things money can buy, others only patience and passion can find', and it sums up his attitude to the subject. Occasionally, you just have to be patient, as some parts are, of course, rarer than others and don't come up for sale every day.

'The Porsche memorabilia I collected is to me just as rewarding as the cars themselves,' he explains. 'Both share the same vintage feel, combining patina and a typical Porsche period design.'

'I love such things as colour and fabric samples in a dealer folder, an enamel or illuminated period sign, or flag, typically displayed on a showroom wall, an umbrella, a Swiss army knife, an old ceramic lighter, a *Treffen* club badge or even a touch-up paint stick – also known as *lackstift*. How about a miniature g11 Targa in the correct Porsche colour featuring a short wave radio? They're all period factory gifts or accessories that symbolise the brand's evolution through the sixties.'

But there have to be some real rarities in the collection, surely? 'It's hard to choose a particular item without thinking of all the other great ones missed out, but,' says Milou, 'I believe four items in the collection are very rare and special:

The first is a large illuminated sign (lot 3377), which dates from the 1960s when it hung above the Wester Porsche dealership in Monterey, California. I love the design of the early Porsche crest, and the fact the g12 I still own was sold new at that very same dealership. Most of these signs were destroyed when replaced in the mid-seventies by the new crest, or simply damaged from years under the sun. I also managed to find two European versions (lots 3058 and 3125) which are perhaps even rarer as the plastic used was even more fragile.

'Then there's the set of Porsche leather suitcases (lot 3351), a rare accessory available in the early 1960s for the 356. Most sets have since been split, lost or damaged. In a decade of collecting, I've only seen another set for sale in similar condition.'

'I also love articles like the Porsche 1954 dealership binder (lot 3119) – some of the most interesting Porsche



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automobilia consists of the material the factory made specifically for their dealership network. These binders, brochures, and signs were very important as they contributed to the promotion of the brand, translating the outstanding Porsche quality, and yet they were somewhat ephemeral, as they were quickly replaced by the newer publications. My 1954 salesman folder is one of the very first documents available to dealers. They were handmade at the factory and focused on promoting rare models such as the Speedster, the Continental, and the Spyder. Very few were made, and even fewer have survived to this day.

'Very early on,' says Milou, 'the Porsche factory realised the need to recognise and celebrate brand loyalty. Whether a customer, a race driver, or an employee, a whole series of awards were created specifically as recognition of their devotion and contribution to the Porsche brand.'

'If you were a customer, a gold watch was given to you when your Porsche reached the 100,000km mark. Your loyalty as an employee was rewarded with a sterling silver cigarette case (lot 3128, originally gifted to Herbert Linge, employee number 1), but if you were a successful Porsche racing driver you could be eligible for the Holy Grail – a silver-plated 356 model, signed by Ferry Porsche (lot

“The Holy Grail ... even the Porsche Museum, to my knowledge, doesn't have one in its collection...”

3217). It's hard to know how many were made exactly, but it seems about 15, or maybe less. Even the Porsche Museum, to my knowledge, doesn't have one in its collection. I purchased mine from Gerhard Koch's widow a few years ago – it was given to him by Ferry Porsche in 1962 for having won the national championship.'

Of course, there will always be some parts which take longer to track down than others – and such parts are not necessarily what you might imagine them to be! Probably the hardest to track down was the NOS pair of original



Left, from the top: 1972 2.2-litre 911S has only covered a little over 80,000km from new; the Slate Grey 1971 911S was given by the factory to Jo Siffert, equipped with a prototype 2.4 'S' motor and Sportomatic transmission; Targa has just 12,000km on the clock!

Above: Porsche sled is a real rarity and a favourite of Milou



Porsche mud flaps! I purchased them at this year's Techno Classica in Essen, from the UK dealer Edmond Harris. I had seen them illustrated in a *Christophorus* magazine a long time ago and thought they were an interesting period accessory, but I never found a pair until this spring. I will probably mount them on the 1968 911S I still own, for that "Touring" look!

Anyone who gathers a collection such as this will have a tale to tell, and Milou is no exception: 'I remember having purchased on eBay an early brochure for next to nothing. I was lucky to get it so cheap as the owner had misspelled 'Porsche'. I waited several days for the brochure to arrive through the post and when it arrived, it was wrapped in several layers of duct tape for extra protection. It took me at least 10 minutes to pry it open, only to discover that in doing so I had cut off an entire corner of the brochure!

'Then, a few years ago, shortly after arriving at the Los Angeles Hilton Hotel for the famous annual Porsche Toy & Literature show, I received a phone call from a 356 Registry member inviting me up to her room. My eyes popped when I entered the room and saw lying on the bed... a pair of super rare tartan suitcases (lot 3094)! I had only landed in the USA a few hours ago and I was already out of money...'

But the burning question we had to ask was how hard a decision was it to sell the collection at auction? Or did Milou simply regard this as a stepping stone to something bigger and better?

“I really loved the chase but in the last few years it has become harder and harder to find interesting pieces...”

'There's no doubt I'm still very passionate about all the things I've collected. When I look at the auction catalogue, I often think what it would have been like to receive the catalogue during my collecting years: I would have probably tried to purchase everything (well stupid me, of course, actually I did just that). But an auction sale provides a great sense of closure.

'I know these things will be purchased by other passionate collectors and the sales catalogue (thanks to Marcel, Tobias, and the Automobilia Auktion team) will remain in people's libraries as an interesting event and, perhaps to some, as a reference guide.

'I really loved the chase but in the last few years it became harder and harder to find interesting pieces, so eventually I thought I had done enough – it was time to move on. I don't want to rush into another project but I'm looking forward to seeing where my passion for Porsche will take me next!' **CP**

**The Automobilia Auktion Ladenburg takes place on 11/12 May 2012. For more details, log onto [www.autotechnikauktion.de](http://www.autotechnikauktion.de)**

*Right, from the top: Some of the memorabilia, as originally displayed in Milou's garage. Dealer signs are a particular favourite of his; silver-plated 356 trophy was given by the factory to race driver Gerhard Koch by Ferry Porsche; there's a number of tartan suitcases on offer, some for the 911 and others for the 356 – it goes without saying that all are rare...*

