



FERRY PORSCHE, designer's son, eyes an egg, parent of Volkswagen and Porsche 356.



THE PORSCHE 356, Germany's newest sports



ONE MAN assembles each motor, initials it.

The Egg That Hatched a Sports Car

British, Italian, and French sports cars have recently made a big hit with U.S. motorists who hanker after the unusual. Now the Germans have come up with their entry—the Porsche 356.

This new car looks a lot like a pushed-up version of the German Volkswagen. The similarity is no coincidence. The Porsche, like the Volkswagen, is the brainchild of an outstanding father and son engineering team—the late Dr. Ferdinand Porsche and his 42-year-old son, Ferdinand, Jr., known as Ferry (picture, above). An egg,

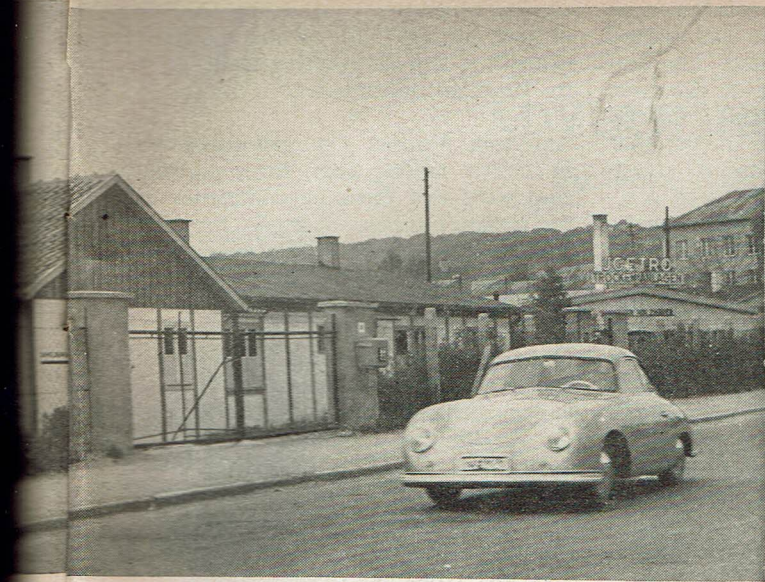
incidentally, provided the starting point for the Volkswagen's design.

• **Handmade**—The Porsche, strictly a handmade custom job, is produced in a factory no larger than the average Ford dealer's showroom in Iowa. The plant consists of 500 sq. meters of the Reuter bodyworks at Stuttgart-Zuffenhausen. Designers, executives, and office help are housed in a one-story barracks of the types used for veterans' housing on many a U.S. campus after the war. The firm has 150 workers.

About 30 yards down the road from

this makeshift plant is the former Porsche works—15,000 sq. meters of factory and office space. This plant is still requisitioned by the U.S. Army. It stands as mute evidence of former Porsche successes.

These successes had their beginning when Dr. Porsche joined the Viennese firm Lohner & Co. and invented the gear-hub motor in 1899. By 1906 Dr. Porsche was technical director of Daimler Vienna-Neustadt, by 1916 executive director of Astro-Daimler, and between 1923 and 1928 technical di-



car, is being built in this tiny factory at Stuttgart-Zuffenhausen.



FLOORSPACE is at a premium in the makeshift Porsche quarters.



SWIFT AND SHINY is the Porsche. Its design still shows the line of descent from an egg, to Volkswagen, to sports car.

rector of Daimler-Benz in Stuttgart. In this last job, he made numerous improvements on car compressors.

• **Fashionable**—In 1930 the Porsche firm itself was founded in Stuttgart. From then until 1939, Dr. Porsche and his son Ferry hit their stride as car designers and builders. Before long they made the name Porsche fashionable in European sports car circles. In this period, too, they designed the Volkswagen, the “peoples car” of the Hitler era.

World War II found Porsche hastily switching to military work. The firm designed and built the German version of the U.S. jeep. Dr. Porsche also designed the German Tiger tank. Only

the end of the war put a timely stop to his most massive creation: a 180-ton monster tank, named the Mouse. Before that time, though, Allied bombing had made Stuttgart a pretty “hot” town. In 1944 the German government had ordered Porsche to move to the small Austrian town of Gmünd.

• **Aftermath**—The end of the war left Porsche and his staff facing the usual problems found in a defeated nation. The company improvised to stay in business. It produced a handy little pushcart for the Austrians and repaired farm implements. Volkswagen spare parts were made and sold for flour, canned milk, candy, cigarettes.

At this time, too, Dr. Porsche was

jailed as a war criminal by the French occupation authorities. In 1947 a French court found him innocent.

Once free, Dr. Porsche got his team together again and started work on a design for a small, two-seater sports car that would appeal to racing enthusiasts as well as to families who could afford a second car.

The result was the Porsche 356, an 85-mile-an-hour job powered by a four-cylinder, air-cooled engine in the rear. The first limited edition of 50 cars was built in Austria late in 1948. The next year Dr. Porsche and Ferry returned to Stuttgart. Here they rented their present makeshift factory, made arrangements with contractors for parts,