

Palmetto Pipes



PCA Palmetto Region
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July 2010

PORSCHE AGAIN TAKES FIRST PLACE IN THE J.D POWER STUDY ON NEW CAR QUALITY

Stuttgart – June 17, 2010; In the renowned “Initial Quality Study” conducted by the US Market research institute J.D Power on the quality of new cars, Dr. Ing. H.c.F. Porsche AG, Stuttgart, once again reached the winner’s circle. By ranking first place in the over-all ratings, the manufacturer of premium sports cars met the highest quality demands again this year in its most important export market, the USA. After ranking first place three times from 2006 to 2008 and second place in 2009, Porsche has now reached a leading position in the J.D Power study for the fifth consecutive time. The 911 sports car was ranked first in the “Premium Sporty Car” segment and was rated the second-best car in the entire study. Its new fourth Panamera model line came in third place in the “Large Premium Car” segment against established competitors.



“The high level of customer satisfaction at Porsche is the result of our consistent quality strategy, from development to production and sales, which we are continually improving,” said Michael Macht, President and Chief Executive Officer of Porsche AG. “Current proof that we focus strictly on customer requirements is also our Gran Turismo Panamera. Its excellent rating performance in the J.D Power study highlights its top class.”



In March of this year, Porsche already achieved impressive ratings in the J.D Power Study on used car quality, ranking number one in the overall ratings. The Initial Quality Study surveys the satisfaction of more than 82,000 US customers in the first three months of purchasing their new cars. A total of 236 car models are rated according to 228 criteria that are arranged in categories like driving experience and engine performance.



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Scott Hornsby
843-276-2367

scott.hornsby@comcast.net



Vice President

Ken Dasen
843-908-9839

redpors928@gmail.com



Secretary/Treasurer

Tuggy Mathisen
843-571-7174

bbtchas@bellsouth.net



Membership Chair

Al Trego

843-270-6222

ojuice45@aol.com



Newsletter

Jackie Dasen

843-200-5125

pors928v8@yahoo.com



Webmaster

Josh Stolarz

843-571-3965

webmaster@pcapalmetto.org



Palmetto Pipes

The Prez's Message,



June brought us an early taste of heat well before the official date of summer began. It also brought Ame and I our 25th anniversary, my 48th birthday and the Club's 41st. I really need to thank Ame for putting up with me all these years and especially the last four. Car madness is indeed a tough disease to deal with! As for the Club's birthday the party was fantastic. Herman and Michelle were very gracious to host it and their home was a wonderful place to have it at. Thanks to Southern Occasions for catering it and a special thanks to all who came out for the afternoon to join in. Those of you who signed up and didn't make it, you really missed out on a good time. With 23 days in a row of temps above 90 the first days of July have been like Spring all over again. Let's get set for September's Tail of the Dragon run and hope it feels as nice up in N.C. as it was these last few days in Charleston. Also please plan on making it to Kaye and Mike Duck's house for the next meeting on July 16th. Le Mans was another June event and we will get to see some footage and I'm sure photos from Mike's visit to that historic place last month.

Porsche placed first in GT there for the first time in at least several years so come and celebrate at The Duck's and join us for some Brats and beer that Friday evening. Ken has a rally planned for July down some country roads past quite a few plantations so watch the website for the announcement and come along with your Porsche's as it's sure to be a lot of fun!

Drive them hard every now and then,

Scott Hornsby





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PORSCHE

TAIL OF THE DRAGON

Those planning to attend with FL Crown I do believe they changed their date from the last weekend of August to the weekend of the 14th. They are not staying at Fontana. Therefore we've planned a trip for September.

We have cabin's on hold at Fontana at discounted rates till August 24, 2010. Make your RSVP for Fontana at 800-849-2258. After that date rooms/cabins (if available) will be at regular resort prices. It may be necessary to share cabins since a majority of them are two room units. Most have full kitchens.

Date: Friday, September 24 – Sunday, September 26, 2010
Place: Fontana Village Resort
Cabin Hold Date: August 24, 2010
Registration Fee: \$20 per person
Includes: Saturday night dinner of: steak or chicken w/parmesan/oregano potatoes wedges, green beans, macaroni/shrimp salad, tossed salad and dessert.
Bring your own drinks. Hosted at our cabin.
Friday's Social: 6pm at our cabin, bring your own drinks.

Once you've booked with Fontana please email me (pors928v8@yahoo.com) so I can add you to our attendee list. I will also need to know if you want steak or chicken.

A SCHEDULE OF EVENTS AND OUR CABIN LOCATION WILL BE POSTED AT THE FRONT DESK AFTER KEN AND I'VE CHECKED IN.



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July Meeting on the 16th

This month's meeting will be hosted by the Ducks on Friday the 16th at 7pm. It sounds like it's going to be a fun event with plenty of food and fun on tap. Check out the details online at:

www.pcapalmetto.org

2011 PORSCHE PARADE

The 2011 Parade is going to be practically in our backyard. Savannah, GA has been chosen as next years Parade site. This is a great opportunity to go see some great cars, participate in great events, spend time with great people and meet even more great people. As with most Parade's volunteers are going to be needed I'd really like to see our region offer it's help. As more information is available we'll provide it to you.



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The Mini vs. Porsche Challenge

From a Porsche owners eye view

Scott Hornsby

Towards the early part of June Mini USA launched an internet only campaign to market its Mini S product. The concept was to utilize internet avenues of marketing only and they did this through Face book and You Tube primarily. Twitter and various other sites were used as well. A lot of car magazine blogs lit up about the story. Porsche and to be exact the venerable 911 were chosen as the adversary for a competition. The idea seems to have come from the head of Mini USA [Jim McDowell]. He at one time worked for Porsche of North America. With great wit and flair he had a commercial made up where he publicly challenged the head of Porsche to a duel so to speak of Mini against Porsche. This was aired on Face book and You Tube. Of course Porsche did not respond. He then did a second one in addition to a full page ad in the New York Times. They also rented an aircraft to fly over the Porsche headquarters in Atlanta with a banner summoning them to accept the challenge. Porsche politely sent him a letter declining along with a great video of Porsche's racing history and basically telling Jim, they don't pose they race for real!



By now they had tons of Mini and Porsche owners enticed as to what was really up. Before anyone really knew something was going to happen they already had over 184,000 people on Face book liking the idea. With all the time spent Mini had to make something happen so they went to Brad Davis [our local Mini and BMW sales head at Rick Hendricks] to put the race so to speak together. As they had already said they wanted it to happen at Road Atlanta Brad chose the infield performance/ go cart track and skid pad there. Everyone knows a 2010 911S will outdo a Mini S any day on the full course at Road Atlanta so this was a perfect venue to give the Mini even odds or a slight advantage. Of course Mini would have to also supply the Porsche for the event since Porsche NA declined. Next up came finding drivers for both cars. Brad is a very accomplished SCCA Mini racer and a very good auto crosser so Mini was taken care of. They put out an APB on Face book for a Porsche driver. As luck had it Cory Friedman of our local Autometrics had heard about the challenge and put his name in the bag. Brad knowing Cory's abilities as a professional driver and a great auto crosser, and knowing he would be driving very closely to the 911 on course, chose him to be the 911 driver.

So off we set on Sunday June 20th to Road Atlanta prior to the event day of the 21st. Mini promised to show the race one hour after it actually would occur. The time for the internet broadcast was to be 8:00 P.M. so the actual race was to be at 7 P.M. .Gordon Friedman [owner of Autometric's], Cory and I arrived at the track at 8:00 A.M. Monday morning to a buzz of activity. Mini had indeed rented the whole track for the deal and had invited up to 400 fans for free starting at 4 in the afternoon. They had a big crew of production folks from San Francisco as well as all of Mini's corporate folks. Brad, Stu and other help from Rick Hendrick where there also. A catering company was there to feed dinner to the 400 guests. Media where there in the afternoon to report.

The headliner to MC the event was Joe Rogan of [Fear Factor] fame. While he was clueless about racing he did a fine job of fitting in and making the event memorable. Mini went to great expense setting up a large autocross track and making it look like a race circuit with a heavily bannered start finish. Once the Porsche had been brought in and the Mini S as well all sorts of cameras were placed on the cars and we noted 20 miles on the 911 S's odometer. We also noticed Toyo Proxies 4 tires had been put on the car. These are cheap all season mud and snow rated tires not ever put on a Porsche for sale from a dealer. There was also a spare set by the trailer. Cory and Brad began working the cars out and checking the tight course design. The track was definitely in the Mini's favor. Cory asked for one small adjustment and as they did runs for the camera he worked miracles driving the 911 generally a second or better than the little Mini S on its stock run flats. Mini sort of rented this 911 so we were not able to take it on the big course and actually the Toyo's were getting worse as the day heated the track up. Cory looked online to find

...continued next page...

the tires were reviewed as being horrible for track use since they lost all grip when really heated up. As Cory went about getting interviewed numerous times I hopped a ride in Brad's race Mini on the big course. I've done many DE's in many cars in the last four years and have done several at VIR which has quite a lot of elevation changes and speed. I had no idea of the real effect of Road Atlanta from just seeing it on TV. As Brad worked us up and around we crested a hill at 120 or so and I thought back to my days of whitewater kayaking on The Gauley River. All of a sudden over the crest we descended and down quickly to a left right serious drop. Next he's on the throttle again and another huge blind crest to have the bottom drop out even more as we head to the hard right onto the front straight at full throttle. Another hard right at speed and we



are rising again to yet another blind crest. Now it's down to the left in a big drop and esses are coming up quick with huge gators strips at the apexes. Uphill again to another high speed left and we are on the back straight towards turns 6 and 7 where the event area is. This is the ultimate track in elevation change and at speed. I exited the car after a few laps breathless and glad to have experienced it.

By the afternoon a helicopter arrived for more footage and as the fans arrived and Skip Barber began to let visitors do parade laps the event was really beginning. Cory was worried about the

lack of grip from the tires and the extra fuel the Mini crew added to the Porsche at lunch. He still felt at crunch time he could pull it off though. The timers were all set for accurate scoring and as the scorcher temps that day started to drop slightly it was getting close to that crunch time. At pretty much 7 sharp Joe called the racers to their cars and they set up on opposing sides. The premise was for each car to start in opposite directions. Each would run the course in one direction and then the other passing back through the start stop line twice and then time was taken. They then would switch sides and do this again two more times for a best of three. The fastest getting lane choice for the final [for all the marbles run! As Joe said]. The winner would be determined by that run. Cory smoked Brad on the first run, but had a cone penalty which put Brad as the winner. Cory then smoked Brad on the next two runs and took lane choice for the final run. He ran a flawless run on the spent Toyo's finishing at 2.2 seconds over Brad on the final for all the marbles run. They had a winner circle stage set with champagne to spray and a WWF style belt for the winner. Cory took it in style and sprayed Brad and some other folks on the stage pretty good. He was then asked if he'd like to drive a John Cooper Works S on the track [the real track]. I got to hop in on that one and off we went out the gate from turn 7 as Cory quickly got it up to the same speed Brad had run the race Mini earlier. Over the crest we went and having never been in the car Cory tested the brakes a little earlier and found them to be better than expected so down we dove and up and over again and around. We lapped Brad driving Joe Rogan around and passed the track managers vehicle just past turn 7. He apparently noticed I had no helmet and we were traveling fast so he [as we found after another lap] had started to chase us. We made another lap finally seeing he was a ways behind and we quickly brought the car back into the fence line and returned it to the Mini folks. We began our return to Charleston shortly thereafter.

The Mini folks were extremely grateful for Cory being willing to participate and they really took the fun factor to a great level all day long. On the web they had some issues trying to edit quickly enough to air and were well behind the stated time. This as well as the autocross course versus real track drew many venomous remarks from some on the Face book Page. Mostly the negative remarks were from non Mini people and others who just didn't get the big picture of what Mini was up to. In the final analysis I would have to say they had a success. They proved a point of Mini being a fun sporty car to own at a relatively low price and they certainly tested the internet waters for a full advertising campaign which succeeded.

My hat is off to Mini USA for this whole deal. Porsche still shined and the Porsche had a mere 50 miles on it at the end of the day. Some lucky buyer will be getting a 911S that is a lot more expensive, but still is the pinnacle of a true Sports Car in the world today!

WELCOME HOME PARTY

Many thanks to Michelle and Herman Porter for opening up their home on Kiawah Island for our Welcome Home Party. For those that weren't able to attend there were some really nice Porsche's to oh and ah over. And of course there were a bunch of great people to mingle and hang out with. The weather was great. There were nice gentle ocean breezes that were enjoyed out on the balcony or back patio. The pool was refreshing and relaxing, and a bunch of fun for not only the kids but the adults as well. The ocean water was warm and the waves were just right. Of course there was great food too. But the best part of the day was spending time with great friends.

2011 CAYENNE LAUNCH

Our sponsor dealership, Porsche of Hilton Head along with Infinity and Jaguar hosted an after hours party to introduce 3 new luxury vehicles on Thursday, July 1st. Porsche introduced the new 2011 Cayenne. If you're in the market for an awesome luxury SUV, with the comforts of home along with the awesome power of driving one of the worlds best sports cars, you need to get the keys to the Cayenne Turbo. You might want to allow yourself a little extra time to learn all the controls. It's a bit overwhelming at first glance.

If you want a really, really fast street legal sports car go check out their GT3RS that's sitting in the showroom. It's white with red accents. All I can really say about that car is, WOW! They've also got a new Boxster Spyder sitting there just patiently waiting for some lucky person to give her a home.

Thank you to Wally and the crew for a great evening. Ken and I couldn't have spent our 10th Wedding Anniversary any better than being surrounded by the best sports cars in the world.

PORSCHE COURTESY CAR

A great big thank you to member Kevin Hedges. Kevin graciously shuttled, in his Carrera, attendees for the Association for the Blind of South Carolina's fund raiser held at the I'On in Mount Pleasant. It's the small things, like what Kevin did that can make such a BIG difference in peoples lives.

Many of us don't realize the affect that a Porsche can have on someone. Enjoy your car. Drive it. Offer to be a courtesy car for an event. You'll be surprised how much joy someone might experience by simply riding a few blocks or a hundred feet in a Porsche. You own a vehicle that many only dream of owning, so make someone's day. Give them a ride.



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Porsche Trivia Fun

June Question:

How many turns are there on the Tail of the Dragon?

June 2010:

Question: What were the production years for the 968?

Answer: 1992-1995



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and photos...

Members Corner

New Member:

Patrick Arrigo	1985 928 S
Edward Goive	2006 Carrera S
John Williams	1975 911s

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Saturday Breakfast

Join the gang for Saturday breakfast -held at the Sunflower Café on Hwy. 61 @ 8:00 (every Saturday). Come and Join us.....

SULLIVAN'S ISLAND

(source: Wikipedia Encyclopedia)

The island was known as O'Sullivan's Island because of Captain Florence O'Sullivan, who was stationed there as a lighthouse keeper in the late seventeenth century. O' Sullivan was Captain of one of the ships in the first fleet to establish English and Irish settlements at Charleston. In 1671 he became Surveyor General. He appears in the earliest record of Irish immigration to the Carolinas, mentioned as being taken on "at Kingsayle (Kinsale) in Ireland."

Sullivan's Island was the disembarkation port for over 40% (ca. 200,000) of the slaves traded to the Britain's North American Colonies, making it the largest slave port in North America. It is estimated that nearly half of all Americans had ancestors that passed through Sullivan's Island. "There is no suitable memorial, or plaque, or wreath or wall, or park or skyscraper lobby," Toni Morrison said in 1989. "There's no 300-foot tower, there's no small bench by the road," On July 26, 2008 the Toni Morrison Society dedicated a small bench on Sullivan's Island to the memory of the slave trade.

On June 28, 1776, a makeshift log fort was held by colonial forces against an onslaught by the British under Cornwallis who attempted to enter Charleston harbor. The palmetto logs used in the construction of the fort proved to be remarkably spongy and deflected the cannon balls. The Battle of Fort Moultrie was commemorated by the addition of a white palmetto tree to the flag of South Carolina. The victory is celebrated and June 28 is known as Carolina Day.

The history of the island has been dominated by Fort Moultrie, which, until its closure in the late 1940's served as the base of command for the defense of the City of Charleston.

Edgar Allen Poe was stationed at Fort Moultrie from November 1827 to December 1828. The island was a setting for much of his short story *The Gold-Bug*. The town library, situated in a refurbished military battery, is named after the poet, and streets such as Raven and Gold Bug Drives commemorate his works. A restaurant on the island, "Poe's" is also named in his honor, offering hamburgers named after Poe short stories.

E. Lee Spence, a pioneer underwater archaeologist, was a long time resident of Sullivan's Island and, in the 1960's and 1970's, discovered many shipwrecks along its shores. Those discoveries included the Civil War blockade runner's *flora*, *Beatrice*, *Stono*, *Flamino*, *Prince Albert*, *Celt* (aka *Colt*) and the *Hunley* which was the first submarine in history to sink an enemy ship. The *Hunley* was over 3.5 miles from shore, while the other wrecks were in shallow waters along the rocks by Fort Moultrie. In 1981 bestselling novelist Clive Cussler and his organization NUMA discovered the wreck of the blockade runner *Raccoon* off Sullivan's Island.

For most of its history, the town, located on the south-west half of the island was known as Moultrieville. Later Atlanticville, a community on the north-east of the islands, merged with Moultrieville and together the two became the Town of Sullivan's Island.

In 1962 the new Charleston Light was built. In May 2006, the Town of Sullivan's Island became the first municipality in South Carolina to ban smoking in all public places.



Does your portfolio perform as well as your Porsche?

If not, you may need a tune-up. When the markets turn as volatile and confusing as they have over the past year, even the most patient investors may come to question the wisdom of the investment plan that they've been following. Please contact us for a second opinion.



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SOMETHING GERMAN

(SOURCE: *Wikipedia Encyclopedia*)

The **Brothers Grimm** (German: *Die Bruder Grimm* or *Die Gebruder Grimm*), **Jacob** (1785-1863) and **Wilhelm Grimm** (1786-1859), were academics best known for publishing collections of folk tales and fairy tales, which became popular. Jacob also did academic work in linguistics, related to how the sounds in words shift over time (Grimm's Law), and together they wrote a German dictionary.

They are among the best-known story tellers of folk tales from Europe, and their work popularized such tales as "Rumpelstiltskin", "Snow White", "Rapunzel", "Cinderella", "Hansel and Gretel", and "The Frog Prince".

Jacob Ludwig Karl Grimm and Wilhelm Karl Grimm were born in the Wolfgang section of Hanau, Germany near Frankfurt in Hessen. They were among a family of nine children, six of whom survived infancy. Their early childhood was spent in the countryside in what has been described as an "idyllic" state. The Grimm family lived near the magistrate's house between 1790 and 1796 while the father was employed by the Prince of Hessen.

When the eldest brother Jacob was fifteen, their father, Phillip Wilhelm, died and the family moved into a cramped urban residence. Two years later, the children's grandfather also died, leaving their mother to struggle to support them in reduced circumstances. It has been argued that this is the reason behind the Brothers' tendency to idealize and excuse fathers, leaving a predominance of female villains in the tales 0 the infamous wicked stepmothers, for example, the evil stepmother and stepsisters in "Cinderella". However this opinion ignores the fact that the brothers were *collectors* of folk tales, not their authors. Another influence is perhaps shown in the brothers' selection of stories such as *The Twelve Brothers*, which show *one* girl and *several* brothers (their own family structure) overcoming opposition.

The two brothers were educated at the Friedrichs-Gymnasium in Kassel and later both studied law at the University of Marburg. There they were inspired by their professor Friedrich von Savigny, who awakened an interest in the past. They were in their early twenties when they began the linguistic and philological studies that would culminate in both Grimm's Law and their collected editions of fairy and folk tales. Though their collections of tales became immensely popular, they were essentially a by-product of the linguistic research, which was the Brother's primary goal.

Continued next page...

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Continued from previous page.....

THE TALES: The Brother’s Grimm began collecting folk tales around 1807, in response to a wave of awakened interest in German folklore that followed the publication of Ludwig Achim von Arnim and Clemens Brentano’s folksong collection *Des Knaben Wunderhorn* (“The Youth’s Magic Horn”), 1805-08. By 1810 the Grimms’ produced a manuscript collection of several dozen tales, which they had recorded by inviting storytellers to their home and transcribing what they heard. Although they were said to have collected the tales from peasants, many of their informants were middle-class or aristocratic, recounting tales they heard from their servants. Several of the informants were of Huguenot ancestry and told tales that were French in origin. Some scholars have theorized that certain elements of the stories were “purified” for the brothers, who were devout Christians.

In 1812, the Brothers published a collection of 86 German fairy tales in a volume titled *Kinder-und Hausmarchen* (Children’s and Household Tales). They published a second volume of 70 fairy tales in 1814 (“1815” on the title page), which together make up the first edition of the collection, containing 156 stories. They wrote a two-volume work titled *Deutsche Sagen*, which included 585 German legends; these were published in 1816 and 1818. The legends were organized in the chronological order of historical events to which they were related. The brothers arranged the regional legends thematically for each folktale creature, such as dwarfs, giants, monsters, etc. not in any historical order. These legends were not as popular as the fairytales.

A second edition of *Kinder- und Hausmarchen* followed in 1819-22, expended to 170 tales. Five more editions were issued during the Grimms’ lifetimes, in which stories were added or subtracted. The seventh edition of 1857 contained 211 tales. Many of the changes were made in light of unfavorable reviews, particularly those that objected that not all the tales were suitable for children, despite the title. The tales were also criticized for being insufficiently *German*: this not only influenced the tales the brothers included, but their language. They changed “fee” (fairy) to an enchantress or wise woman, every prince to a king’s son, every princess to a king’s daughter. The Brothers also published the *Klein Ausgabe* or “small edition” containing a selection of 50 stories expressly designed for children.



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Upcoming Events

July

- 16th Monthly Meeting at Mike Duck's
- 18th Myrtle Beach Drive- Lunch at Longbeard's
- 24th Rally to Yemassee - Rays Rib King for dinner

August

- 7th Porsche Coffee Café' - Old House Coffee, Port Royal
- 13-15th Mountain Tour w/FI Crown Region
- 14-15th DE w/Hurricane Region
- 21st Monthly Meeting at Knobe's
- 22nd Myrtle Beach drive to Wrightsville



Palmetto Pipes

Jackie Dasen, Newsletter Editor
215 Oak Circle
Walterboro, SC 29488

Monthly Meeting

July 16th, 7pm at the Duck's
2 Still Shadow Drive, Charleston