



THE PRICE LESS BLURB



JULY/AUGUST 1992

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C. MACKINNON, PHOTO, PAUL & BARBARA, VIRGINIA
C. DAVIS, AUTOMOTIVE INDUSTRIES ARTICLE, FROZEN IN TIME

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NOTES: MORGANS HAVE TRIUMPHED OVER THE SCCA! STOP SENDING IN THOSE CARDS & LETTERS! THANKS FROM ALL THE RACERS!

THE NEXT BLURB WILL BE PUBLISHED IN TIME FOR NIAGARA, AND WILL BE HANDED OUT DURING THE WEEKEND. ANYONE WISHING TO CONTRIBUTE ANYTHING, PLEASE SEND IT TO ME BY THE 11TH OF SEPTEMBER. THANKS.

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THE PREZ SEZ!

The one good thing that can be said about Niagara'92, from my perspective at least, is that I don't have to spend time thinking about what to write for this illustrious column. It has become a regular fixture that I write about our regular fixture. As usual, the volume of feedback has not been onerous, so the course is "steady as she goes" from that described in the last issue.

One suggestion made by Jenny Beer during one of our telephone conversations regarding Blurb deadlines makes a lot of sense, I believe. The British Sportscar day is on September 20th, which is the day we normally have a run through the back roads of the Niagara Peninsula, tour a winery, and wind up at the Murphy's for a barbecue, always a very pleasant experience. This year, however, there is the above noted conflict. Couple this consideration with the fact that no banquet is planned for Saturday night, as explored in an earlier column, and the "kill two birds with one stone" syndrome suddenly appears on the horizon. Why not bring forward the barbecue at the Murphy's to Saturday evening, thereby supplying a venue for food and a natter, and allowing those hell bent on the Sportscar day to get away early on Sunday? Those wishing to stay can still go for a leisurely drive, take in the odd winery or two, and head home later. This does truncate Niagara a little, but that, given the state of event attendance this year, is probably not a bad thing.

Consequently, we will revert to our standard operating procedure. Unless there is overwhelming feed back to the contrary, there will be no organized activities for Niagara '92 after Saturday

Night at Nick & Linda's.

Now you understand why the flier in front of the cover is as it is. Given that little will be organized, no registration fee is proposed. Hopefully, in future years, a return to the normal format will be justified. In conversation with the Healey Club I learned their attendances are down too, so it's not just HogMog. Our lower starting level, however, makes the drop much more dramatic.

Please, even though less is planned, send your flier to Brian Morgan so we have a sense of the numbers to expect. If lots express an interest, we may still yet revert to Niagara's of old, but I'm not holding my breath. Also, remember to book your hotel room as soon as possible. It's on an individual basis, since the Club has put none of its precious funds on the line to hold rooms that may not be needed.

Once again, if anyone out there has suggestions for a format different to that proposed, please let me know. The plan is for a bare bones event because that is what I sense is needed. It would not be wise, in my judgement, to plan a more elaborate Niagara for 1992, only to have a low turnout leading to losses of Club funds, and disappointment and disillusionment. If I am wrong, and members really do want the traditional format, please say so. Otherwise, when you turn to the section outlining this year's event a little more specifically, remember, what you see is what you get.

John Collins.

Classics Against Cancer:

The Thursday before the "Classics" I was in Georgetown at a preparatory meeting for the judges. Just prior to the meeting I stopped by my daughter Kim's where she reminded me she had some X-country skis to return. As the racks were in the car, on they went and then off to Neil Young's for the meeting. You may be asking what the relevance of this is well... try this on.

As the meeting was drawing to a close the sky was obliterated with this huge (and I do mean big) storm front. A few minutes later, in the car and driving down Maple Avenue, it started to snow! No kidding! I had to be the only driver in (southern) Ontario prepared in mid June for snow!

Unfortunately the cold front put a blanket of freezing air over Georgetown for the "Classics" on June 21st. The run up from Toronto in the Morgan was cold enough. Working all day in the cold was yeoman's duty. Fortunately almost 200 cars (including all of the feature cars -- the Duesenberg's, Cadillac, Lincoln, Alfa Zagato, etc) still made it out for the meet. My task, again as photographer, provided some warmth (we did elevated shots so I was up-and-down the stepladder about 100 times during the morning).

We had three Morgan's out -- ours, Ray & Mary Shier, and George & Marylou Lafford. Together with a Healey 3000, TR6, Maserati, Datsun 240Z, Lotus Elan, Triumph Herald, E-Type, Daimler, and an MGA we represented the "imports". The Jag took top honours, Ray & Mary's Morgan 2nd, and the Healey 3rd.

Visitors to the "Classics" were not down too much however, they did not stick around. Most were doing a quick tour of the park and then heading for the home fires. The event was still able to net over \$15,000 for Cancer Research.

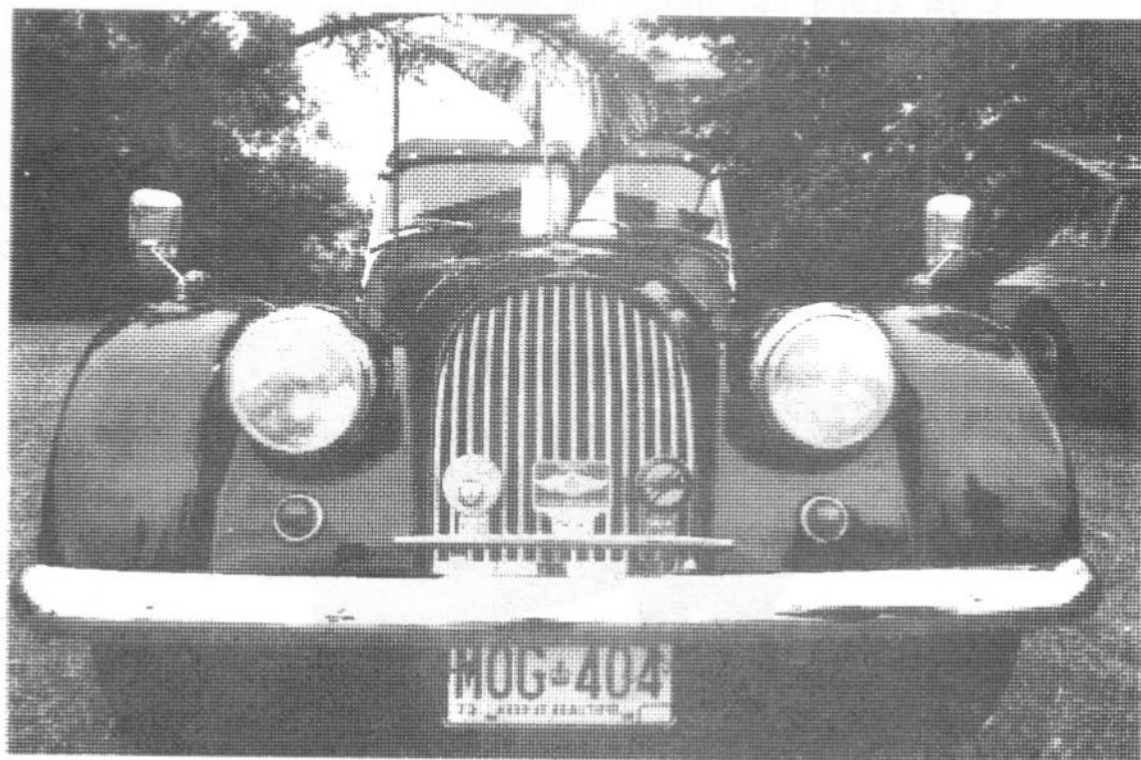
GEORGETOWN, JUNE/92, CLASSICS AGAINST CANCER.

Best Wishes,



Vern Dale-Johnson

1532 King St West
Toronto, Ontario
M6K 1J6



X-Mas In July Blizzard Bash Report

There were five (5) Morgans in attendance belonging to Vern, Amanda & Marissa Dale-Johnson, Ray & Mary Shier, Gary & Sherry MacFarlane and George and Mary Lou Lafford, along with a smattering of MGA's, MGB's and Spitfires along with the North American tin lizzy's.

There were approximately 40 odd people(not that the people were odd) in attendance. No carolling took place however Kazoos were displayed as well as a bass drum and trumpet which the children adored and certain neighbours despised. Vern brought a very appropriate little wine for a Morganeer called "Morgan". We'd love to know where he found that wine.

The tree was lavishly decorated. Vern also had the most fitting decoration for a Morgan owners Christmas Tree a paper model Drophead coupe, not to be out done by his daughter Marissa's lovely decorations.

Only a brave few tried the water despite the pool temperature of 82. Maybe it had something to do with the alliagator!

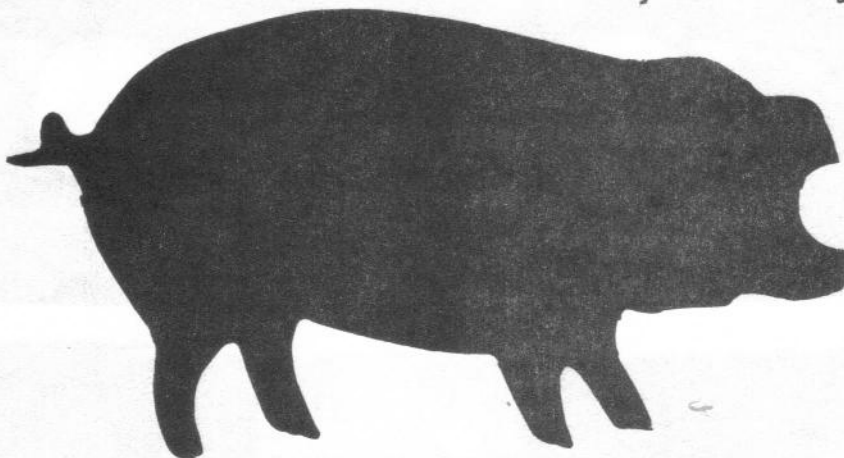
The hostess enjoyed the day despite her handicap, "Fred, another drink."

The food was consumed quickly which was great no leftovers for a week.

Now what is christmas without gifts. Santa's elves left a few little trinkets for us. These appear to be leftover garage sale items. We are still trying to figure out what one of the items is, possibly a bun warmer? Next year we will have a game of name this artifact?? The weather cooperated and rain was absent until dusk. Ray & Mary Shier and George & Mary Lou Lafford stayed to the end and helped with the clean-up which was greatly appreciated.

Now I have to rewrap thers gifts and see who we can pass them along to. Until December HO HO HO!!!

Fred & Lynn



NIAGARA '92

SCHEDULE OF EVENTS

**FRI, 18TH 8PM NOGGIN & NATTER CHEZ LES
RODENS (SEE COLLECTOR
QUALITY MAP ELSEWHERE IN
THIS BLURB) B.Y.O.B.**

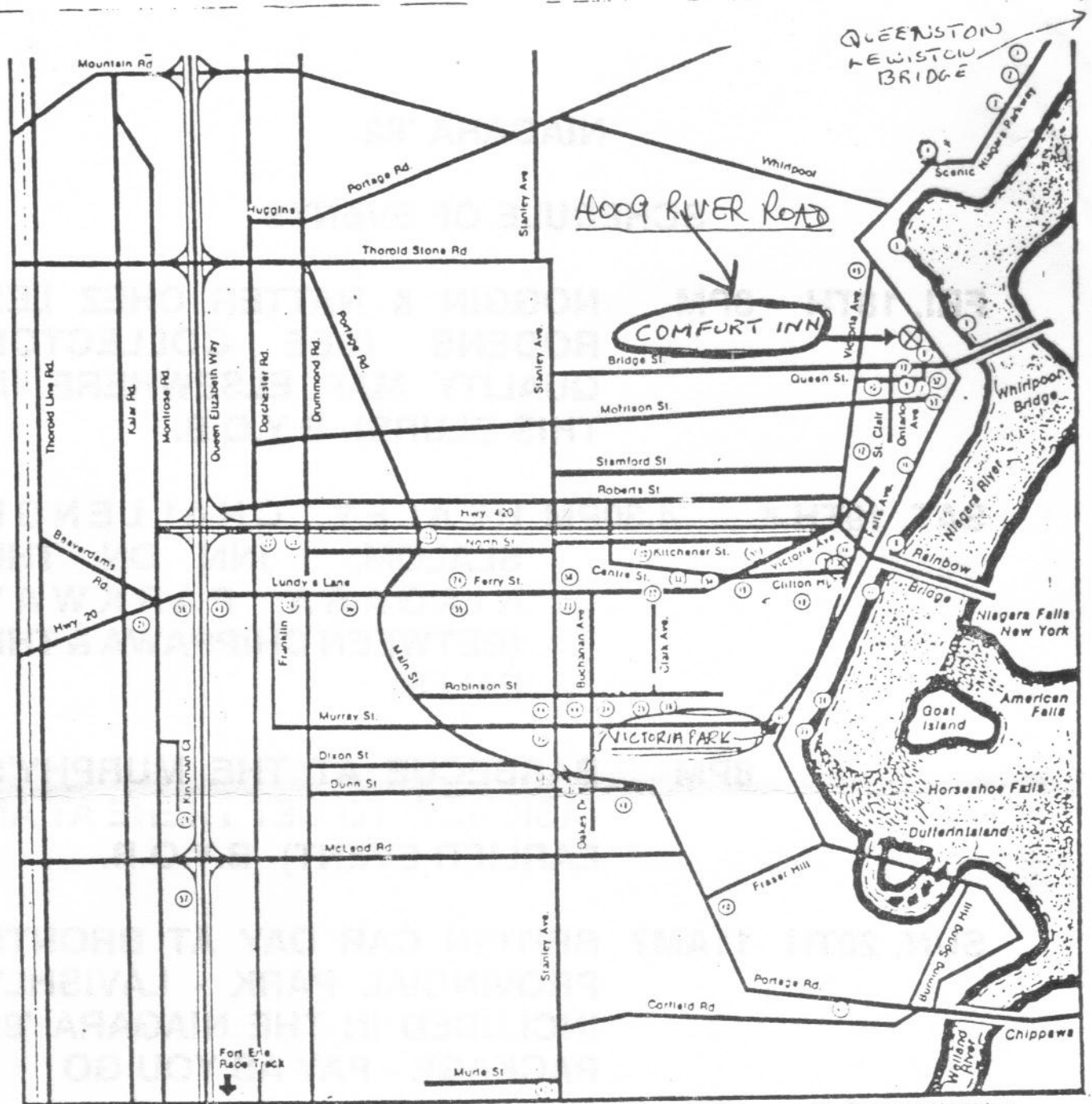
**SAT, 19TH * 4.30PM HEALEY CHALLENGE
SLALOM. INN ON THE
NIAGARA PARKWAY
(BETWEEN CHIPPAWA & THE
FALLS)**

**8PM BARBECUE AT THE MURPHY'S
(ASK HOW TO GET THERE AT AN
EARLIER EVENT) B.Y.O.B.**

**SUN, 20TH 11AM? BRITISH CAR DAY AT BRONTE
PROVINCIAL PARK - LAVISHLY
INCLUDED IN THE NIAGARA '92
PACKAGE - PAY AS YOU GO**

*** OTHER HEALEY EVENTS INCLUDE A FUN
CONCOURS AND A RALLY - DETAILS NOT
AVAILABLE AT PRESS TIME.**

**N.B. BOOK YOUR OWN HOTEL. ROOMS HELD
UNTIL AUGUST 18TH. CALL LYNN THIEL AT
1-800-263-7073 & MENTION MORGANS! NOW!**

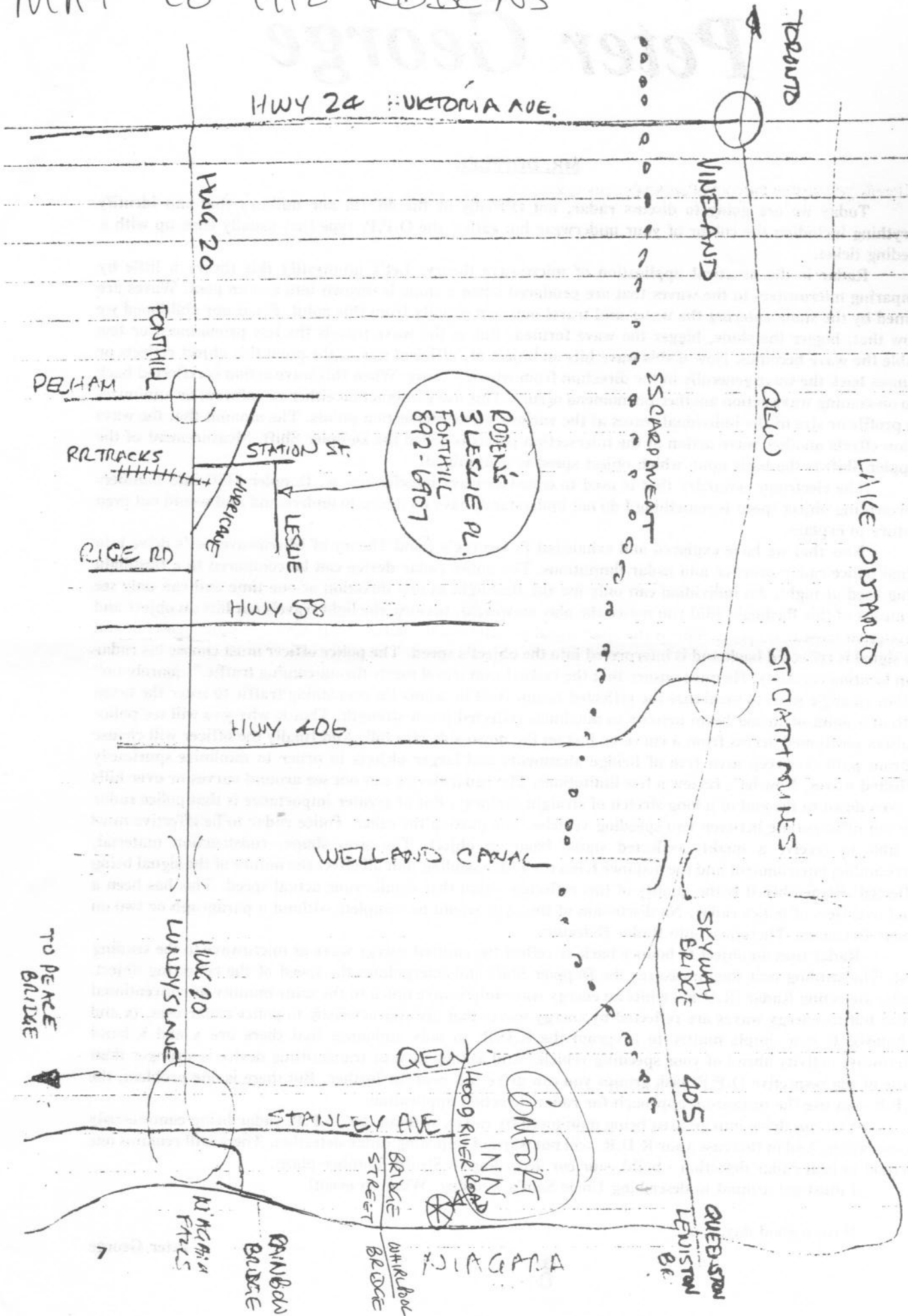


Niagara Falls Canada Map

- | | | |
|---------------------------------------|---|------------------------------------|
| 31 Bus Terminal | 34 Holiday Inn by the Falls | 32 President Motor Inn |
| 8 CNR Station | 22 Hungarian Tavern Restaurant | 35 Pyramid Place |
| 33 Casa D'oro | 24 Inn on the Hill | 1 Queenston Heights Restaurant |
| 23 Capri Restaurant | 27 Jack Bell Arena A | 19 Ripley's Believe It Or Not |
| 28 Cairn Croft Motor Hotel | 12 Jade Garden Restaurant | 3 School of Horticulture |
| 9 City Hall & Provincial Court House | 17 Maid of the Mist | 14 Sheraton Hotels |
| 55 Continental Inn | 14 Maple Leaf Village | 14 Shirt Shop |
| 58 Dansk Factory Outlet | 41 Marineland | 36 Skylon |
| 38 Double Deck Tours | 11 Michael's Inn | 5 Spanish Aero Car |
| 52 Downtown Shopping | 20 Niagara Falls Arena A | 26 Stamford Arena A |
| 21 El Rancho | 18 Niagara Falls Museum | 14-36-49 Souvenir Photos |
| 2 Floral Clock | 29 Niagara Go-Karts | 14 Suisha Gardens |
| 6 Great Gorge Trip | 13 Niagara Falls Canada Visitor & Convention Bureau | 14 Swiss Fudge |
| 50 Lundy's Lane | 57 Niagara Square | 39 Table Rock Restaurant |
| 25 Greater Niagara General Hospital H | 53 Niagara Transit | 39 Table Rock Scenic Tunnels |
| 30 Happy Wanderer Restaurant | 40 Oak Hall Par 3 Golf Course | 54 Turf 'n Surf |
| | 42 Onelda Silversmiths Factory Outlet | 15 Tussaud's Wax Museum |
| | 45 Pan Air Helicopters | <u>37 Victoria Park Restaurant</u> |
| | 48 Panasonic Centre | <u>4 Whirlpool Golf Course</u> |
| | 51 Mama Mia's | 56 White Water Slide |
| | 7 Police Station | 43 Ye Olde Barn Restaurant |
| | | 44 Your Host |

MAP TO THE RODEN'S

MAP TO THE RODEN'S



Peter George

MR. DOPPLER

Today we are going to discuss radar, not O'Reilly of the 4077th nor military that can identify everything including the colour of your underwear but rather the O.P.P. type that usually ends up with a speeding ticket.

Radar is the practical application of microwave theory. Let's un-mystify this theory a little by comparing microwaves to the waves that are produced when a stone is thrown into a calm pool. Waves are formed by the stone entering the water and travel outward equally from this point. From our childhood we know that, bigger the stone, bigger the wave formed. But as the wave travels the less pronounced or less visible the wave becomes. Now if this wave hits an object of sufficient size in the pond this object reflects or bounces back the wave generally in the direction from where it came. When this wave action is reflected back into on-coming wave action another phenomena occurs. This wave interaction either re-enforces or minimizes the profile or size of the individual waves at the various wave intersection points. The amount that the wave action effects another wave action at the intersection points is called the Doppler Shift. Measurement of the Doppler Shift is the basis upon which object speed is determined.

The electronic wizardry that is used to translate wave interference ie. Doppler Shift into numbers representing object speed is something I do not understand, have no desire to understand and would not even venture to explain.

Now that we have explored and exhausted P. George's Pond Theory of Microwave, let's delve into actual police radar practice and radar limitations. The police radar device can be compared to a flashlight being used at night. An individual can only use the flashlight in one direction at one time and can only see by means of this flashlight (did you notice the play on words), because the light travels out hits an object and is reflected back to our eyes. This is the operational principle of the police radar device; a signal goes out and the signal is reflected back and is interpreted into the object's speed. The police officer must choose his radar trap location carefully. He must ensure that the radar beam travel meets the on-coming traffic "squarely-on" not on an angle so as to maximize the reflected beam. Next he wants the on-coming traffic to enter the beam path at a point of strong beam activity to maximize reflected beam strength. That is why you will see police cruisers positioned across from a curve or just on the down-side of a hill. And finally the officer will choose a beam path or sweep area free of bridge abutments and larger objects in order to minimize spuriously reflected waves. Now let's review a few limitations. The radar device can not see around curves or over hills or even down to the end of a long stretch of straight highway. But of greater importance is that police radar can not differentiate between two speeding vehicles, one passing the other. Police radar to be effective must be able to receive a quality reflected signal from an object. The size, shape, construction material, surrounding environment and the distance from the radar sending unit all effect the nature of the signal being reflected. Remember it is the quality of this reflected signal that details your actual speed. This has been a brief overview of police radar. No discussion of this type would be complete without a paragraph or two on Radar Detectors. Therefore onto Radar Detectors.

Radar uses an object to bounce back or reflect the emitted energy wave or microwave to the sending unit. The sending unit then measures the Doppler Shift and interpolates the speed of the reflecting object. Radar Detecting Radar (R.D.R.) emits an energy wave/microwave much in the same manner as conventional radar but its energy waves are reflected by energy waves that are characteristic to police radar uses, (x and k bands). It is a simple matter to program the R.D.R. to only announce that there are x and k band microwave activity ahead of your speeding vehicle. And as long as your transmitting device is stronger than those of the respective O.P.P. task groups you can drive hell bent for leather. But there is one problem, the O.P.P. can use the instant-on approach for radar detection application.

You can drive into an area being monitored by radar, without the O.P.P. radar being continuously in operation. And in this case your R.D.R. will not warn of impending radar detection. There still remains one method to beat radar detection - build your car according to Stealth Bomber plans.

I must get around to describing Uncle Sam's wedding. What an event!

Have a good day.

Peter George

Morgan Plus 8

Supercars apart, it's probably the only car worth more secondhand than new. The Plus 8 is unbeatable, reports *Tim Cochrane*



If I told you that you can buy a hand-built car capable of out-accelerating a Porsche 911 Turbo, and which is put together at the rate of 10 per week with such meticulous attention to detail that every single screw is painstakingly set with the groove pointing vertically to prevent rainwater from collecting in it, you'd probably expect it to cost at least twice as much as the £24,822 Morgan asks for the evergreen Plus 8.

Perhaps this is why, recession or no recession, Charles Morgan reports that there's an eight-year waiting-list for the timeless British sports car. It also explains why cads and bounders are tempted to sell their places on the Morgan waiting list, six months before delivery, for as much as £6,000.

This spectacular mismatch between supply and demand means you'll be lucky to find a Morgan under three years old for less than the cost of a new one.

If you're shopping secondhand to save money, rather than jump the queue, reckon on paying £18,000 for a good mid-1980s Plus 8, while the cheapest Morgans not requiring costly restoration still weigh in at around the £14,000 mark.

Although the Plus 8 has evolved only gradually since its October 1968 launch, there's a definite hierarchy of models.

Purists prefer the pre-1972 cars with a four-speed racing-style Moss gearbox, similar to that used on the first E-Type Jaguars.

A four-speed Rover unit replaced it, and was succeeded in 1977 by its five-ratio cousin. Expect to pay £14,000 for the five-speed, and £1,000 to £1,500 more for the rarer four-cog.

Engine choice spiralled in the 1980s, with fuel injection becoming an option (later standard) in 1984, followed by the phasing-in of the more

powerful 3.9-litre unit and latterly a catalytic converter option.

From July 1986, the car's main weak spot – its ash frame chassis – became more durable when the factory started treating its timber with Cuprisol. With aluminium body panels on the options list since 1909 – which makes a mockery of Audi's claims to be pioneering the use of that metal – many enthusiasts rate the 3.9-litre fuel-injected non-catalysed post-July 1986 aluminium-bodied Plus 8 the most desirable Morgan yet made.

But beware: two areas – the windscreen scuttle and front cowling – are still steel-made for strength, and corrosion still occurs there. Prod areas of accessible wood with a screwdriver to test for rot, but bear in mind that a corner-cutting restorer may have replaced a panel without repairing the rotten woodwork underneath.

Because Morgans are hand-

For and Against

- +** Buy wisely and you won't lose money
Torquey, long-lived V8
A uniquely British experience
- Ash-frame chassis prone to rot (pre-July 1986)
Repairs can be costly
Outdated suspension, ergonomics

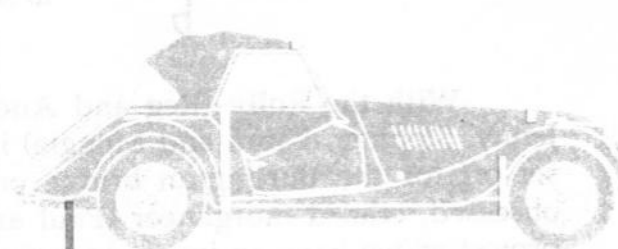
Spare Parts

	inc. VAT/fitting time (hrs)	£	hrs
Windscreen		111.63	0.25
Clutch (complete)		235.0	15.0
Wiper blades		4.40	0.08
Brake pads/shoes (4)		49.35	2.0
Headlamp unit		88.13	0.25
Front wing		440.63	20.0
Insurance group	7		
Government composite fuel economy (mpg)	varies		
Fuel Type	unleaded or leaded		

WHAT TO LOOK OUT FOR

WINDSCREEN SCUTTLE AND FRONT COWLING:
check for corrosion: steel used here, even on aluminium-panelled examples

BULKHEAD:
costly corrosion here



CHASSIS:
ash frame prone to rot on pre-July 1986 cars

INTERIOR:
wears well but leather can be costly to replace if torn or cracked

WINGS:
rust weak-spot on steel-panelled Morgans

made, often using pre-war tooling, dimensions vary from chassis to chassis. It can take a full 20 hours to replace a wing.

With a routine rebuild costing £3,000 plus and an extensive ground-up restoration weighing in at roughly £9,000, it rarely pays to buy a restoration project.

The V8 engine is bullet-proof, and original examples known to have covered over 150,000 miles

are not particularly uncommon.

Morgans, old or new, are rare, and finding a good car at the right price could take months. Joining the owners club (address below) is a good place to start.

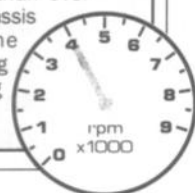
Buy a good Morgan and, not only will you never lose money on it, but you'll be driving one of the quickest, rawest, most quintessentially British cars ever made. Start searching!

The Morgan Sports Car Club deals with all four-wheeled Morgans in the UK. Contact the Registrar, Mrs C. Healey, at 41 Cordwell Close, Castle Donington, Derby DE7 2JL (0332) 811644.

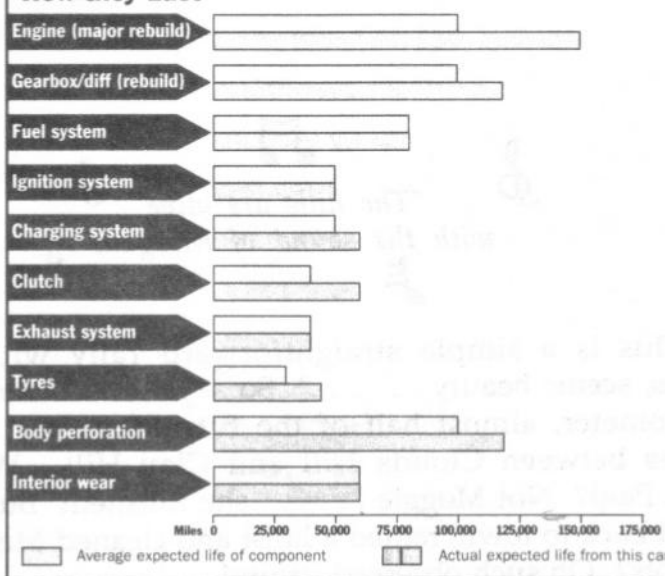


VERDICT

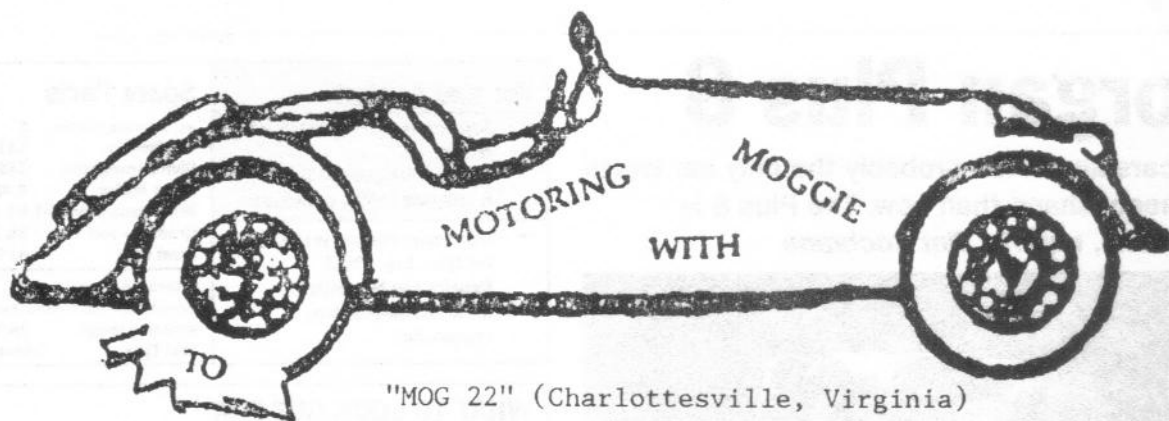
It is too easy to criticise the Morgan for being old fashioned and bumpy. If it wasn't, it wouldn't be a Morgan. The car has a life and spirit that evades most mass produced cars, but the progression of the Rover V8 engine to 3.9-litres illustrates more than ever that the ancient chassis is not up to the job of containing it. Exhilarating straight-line fun.



How they Last

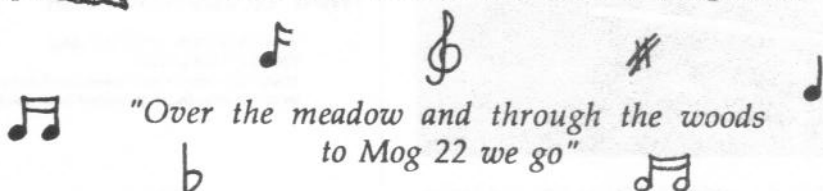


USED CAR OF THE MONTH



"MOG 22" (Charlottesville, Virginia)

Chapter One



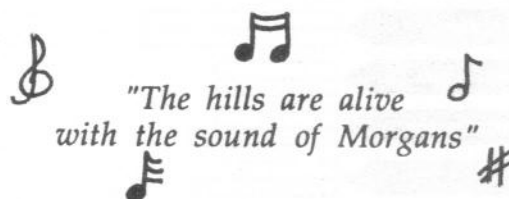
With the Rolly (Reg and Audrey) in the lead and Morgans (Brian, Linda, Jenny, Stephen, Laura and Moggie) in fast (for a Rolly) pursuit, the crazy Canucks set off for the Burlington bridge only to be "flashed" as we passed by another obsessed, crazed morganeer (Paul and Barbara). We let them join the convoy in protest as we have an image to maintain! After 39 stops (or is it steps?) we finally reached our destination Buffalo! Bloody hell, only 650 more miles to Virginia!

A fine Altoona morning found two more Morgans joining the convoy (Dorothy, Peter, Donna, Martin) as we raced through Pennsylvania. Seems Mugsy's license isn't worth the paper it's written on in that state should have paid that speeding ticket fifteen years ago!

Mission accomplished Peter's pistons push and pump (I think it was valves Moggie!) thanks to those best mechanics this side of Malvern.

At long last, the Boar's Head Inn in Charlottesville, Virginia and the gang's all here including more Canucks (Brian, Brenda). B-B-Q and Keg nights kick off Mog 22.

Chapter Two



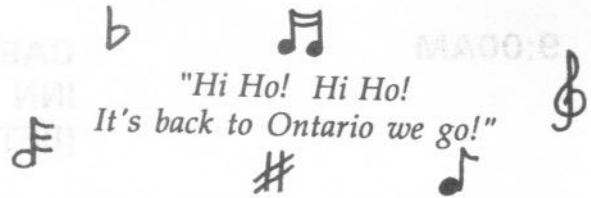
Sure! "This is a simple straightforward rally with major emphasis on interesting routes, scenic beauty" So says the instructions! Bloody hell, by 05.71 on the odometer, almost half of the fifty Mogs that started were running around in circles between Clouds Hill and Clay Hill. What the hill? Which Canucks got lost Paul? Not Moggie she finished! But Paul and Barbara got smart. Paul went back to town, rented a hoist and cleaned Mugsy of her tar spots. Is that like liver spots? Oh such obsessed vanity!

Autocross saw the Beer boys (sorry, not you Reg) in a tug of war around the pylons. But Martin the younger pulled out all the stops and finished ahead of big brother Steve by milli-seconds. It's about time says "M.B." **LARDY DARDY DAR!**

Concours was a real splash but the rain didn't dampen the spirits everyone was drinking! The Toronto Morgan Owners Group walked off with almost a placesetting for sex (no Moggie, that's six), and Peter taking the cake!

Audrey's Morgan won judge's choice in the Early +4 class; Peter's Morgan won Best in Class, Early +4 (even with a 1988 license sticker); and, the BEST IN SHOW was none other than our own Paul (who hasn't paid his dues yet) with his 4/4 Mugsy. Well done! No wonder they dread the crazy Canucks! Not only do we party but we win!

Chapter Three



Mog 22 was a resounding success and special thanks goes to all the Organizers especially Scott Willowby.

Upon several hours, actually days of meditation and contemplation, Moggie thinks there are just "too numerous to pen" episodes, but a few excerpts are worthy of a minor mention:

- Peter still sleeps with his steering wheel.
- Brian has a terrific set of wire cutters.
- Donna still seeks washrooms even after ultra sound.
- There should be a concours for manicures and pedicures.
Linda would win 'hands down'.
- Reg can sure pack away the food for a little guy.
- Laura says nail polish fades in the sun.
- Jenny and Steve bought enough shoes at the outlet to outfit a centipede.
- Barbara is into massages.
- Martin likes fine liquor.
- Laura wants to know what happens in a Morgan when it rains.
- Paul faxed his way to sleep.
- Audrey's tonsils can do the backstroke.
- Dorothy threw out the cake!
- Where did Brian and Brenda go?

Finally, Laura is convinced (this being her first Morgan experience), that Morganeers eat, drink, drive and gossip. We are all obsessed and crazed when it comes to our Mogs! Imagine grown people dressed like that!! Yeah! Tell us something we don't already know!

Moggie is beginning to wonder why you blokes are beginning your conversations with "now this is off the record". Beats me!

Happy Morganeering,

Moggie
Moggie.

STOP PRESS! STOP PRESS! STOP PRESS! STOP PRESS!

DETAILS JUST IN!

NIAGARA '92, SATURDAY SEPTEMBER 19TH

OTHER HEALEY CLUB EVENTS WE CAN GET INTO IF INTERESTED:

9:00AM

**CAR SHOW/FUN CONCOURS
INN ON THE NIAGARA PARKWAY
(BETWEEN CHIPPAWA & THE FALLS)**

12:00-1:00PM

**LUNCH. IF NOT BRINGING YOUR OWN, IT
WILL BE SERVED FOR A NOMINAL FEE OF
\$5.00/HEAD. THEY WILL NEED TO KNOW IN
ADVANCE, SO CALL OR WRITE YOUR
PRESIDENT NOW.**

1:00PM

**CAR RALLY. PROOF OF INSURANCE WILL BE
REQUIRED TO PARTAKE IN THIS EVENT, AS
WE DO NOT HAVE CLUB INSURANCE.**

4:00-4:30PM

HEALEY CHALLENGE SLALOM COMMENCES

**PAUL & BARBARA &
THE AWARD WINNING 4/4,
JULY/92, MOG 22, VIRGINIA**





AN ODE TO PAUL (and Barbara)

There once was a boy from McMaster,
Whose Morgan couldn't go faster,
He won first prize in front of admiring eyes,
But for him the rallyee twas disaster.

From MOG22 there's a winner,
Paul parked his car by his dinner,
After cleaning the tar from under his car,
His rubber gloves and Q-tips are now thinner.

Now Barbara deserves recognition,
As she bends and twists her position,
Her nails are just fine,
Cleaning wire wheels all the time,
And massage has relaxed dispositions.

With his plate Paul goes home,
"He's a winner!"
Oh so proud he's a star at the dinner,
Fancy socks on his feet
A success at the meet,
Though in Pennsylvania, that boy is a
sinner.

The female rallyee finishers

P.S. Are you impressed?
P.P.S. We are! Congratulations Paul and Barbara.



AUTUMN MOG XIV September 11-13th 1992

It is time to book your rooms at the Shawnee Inn, Shawnee-on-Delaware, PA. Forty rooms are being held for us, but only until the 13th of August, so to be sure of your accommodation, please call now. Tel # 1-800-SHAWNEE. The price of \$235 includes accommodation for two people, Saturday and Sunday breakfast, use of resort facilities, taxes, and gratuities. Single occupancy is \$140.

As in past years there will be a welcoming party on the Friday evening, followed by dinner on your own. The Concours will be on Saturday, followed by a Scott Willoughby rally through the National Parklands. The area is truly beautiful. Saturday evening there will be a cocktail party on the porch followed by a banquet buffet, with Michael Mulroney as our guest dinner speaker, award ceremonies and the Presidents's Auction, (with a firm time limit!). After this, if you wish, friends can continue to party at the bar.

Sunday, the cars will drive 2 miles to the Shawnee Ski Area, where, in a huge parking lot, British style driving tests will be held. Lunch on both days is easily available at a variety of places, indoors and out. The Shawnee resort complex offers many diversions, such as canoeing, swimming, tennis, golf, and down the road a mile or two, a huge flea market.

Another significant reason for choosing this location, is that it is easily accessible from all directions on major highways. Before you say, "Oh! it's too far" here are a few distances:

- Philadelphia 100 miles
- Binghamton NY 100 miles
- Washington D.C 200 miles
- Hartford CT 200 miles
- Baltimore MD 150 miles
- Syracuse NY 175 miles
- Albany NY 150 miles
- Boston MA 300 miles
- New York City 90 Miles

Please plan to attend: a registration form is enclosed.



SHAWNEE INN

AUTUMN MOG XIV * SEPTEMBER 11-13, 1992 * SHAWNEE-ON-DELAWARE

AUTUMN MOG XIV IN THE POCONOS

Autumn Mog XIV will be held at the beautiful Shawnee Inn, Shawnee-on-Delaware, PA. Prices listed below include accommodations, Saturday & Sunday breakfast, use of resort facilities, taxes, and gratuities.

Double occupancy (including children UNDER 16).....\$235.00

Single occupancy\$140.00

Saturday evening Banquet tickets (\$25.00 each) must be ordered through the MORGAN 3/4 GROUP as indicated on the Registration form.

*****REGISTRATION*****

AUTUMN MOG IN THE POCONOS

PARTICIPATION IN ANY EVENT REQUIRES REGISTRATION

NAMES _____

ADDRESS _____

PHONE (____) _____ SHAWNEE INN _____ OTHER HOTEL _____ OTHER _____ ?

NUMBER IN PARTY: ADULTS _____ CHILDREN (UNDER sixteen) _____

PLEASE CIRCLE FOR EACH CAR:

Trike 4/4 Plus 4 Plus 8 Comp

Roadster Drophead 4-place Other _____

Year _____ Serial Number _____

Color: Body _____ Wings _____ Interior _____

Year _____ Serial Number _____

Color: Body _____ Wings _____ Interior _____

REGISTRATION:

Two people, one car.....\$30.00 \$ _____

One person, one car.....\$25.00 \$ _____

Additional person over 15 years old....\$15.00 \$ _____

Late registration (after Sept. 4th).....\$ 5.00 \$ _____

Banquet tickets at \$25.00 each...Number _____ \$ _____

GRAND TOTAL \$ _____

MAKE CHECKS PAYABLE TO: Morgan 3/4 Group Ltd.

Mail to: Marian Thompson

Autumn Mog XIV Registration

18 Johnson Street

Scotch Plains, N.J. 07076

(908)654-4516



May we suggest that when you examine competitive packages that you compare them **Value for Value** not **Dollar for Dollar**.

If you do, we are confident Shawnee will come out on top!

PLEASE contact Shawnee

Inn as soon as possible since we have been able to block reserve only
forty rooms.

Shawnee-on-Delaware, PA 18354 1-800-SHAWNEE or (717) 421-1500, Ext. 1405

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WHEN: Sunday, September 20, 1992

WHERE: BRONTE CREEK PROVINCIAL PARK, Oakville, ONTARIO
EXIT THE QEW AT BURLOAK DRIVE AND FOLLOW THE SIGNS NORTH.

TIMES: GATES OPEN AT 10:00 AM. VOTING ENDS AT 2:00 PM. AWARDS AT 3:30 PM.

WEATHER: RAIN OR SHINE ~~~ THESE ARE ENGLISH CARS! RAIN HAS NEVER SPOILED A BRITISH CAR DAY.

FOOD: BRING A PICNIC LUNCH. TABLES AVAILABLE. PARK SNACK STAND AN ALTERNATIVE.

FLEA MARKET: BIGGER AND BETTER. LOTS OF PARTS. MANY BRITISH CAR SUPPLIERS.

AWARDS: PARTICIPANTS' CHOICE VOTING. DOOR PRIZES. PRIZE FOR BEST CAR CLUB DISPLAY.

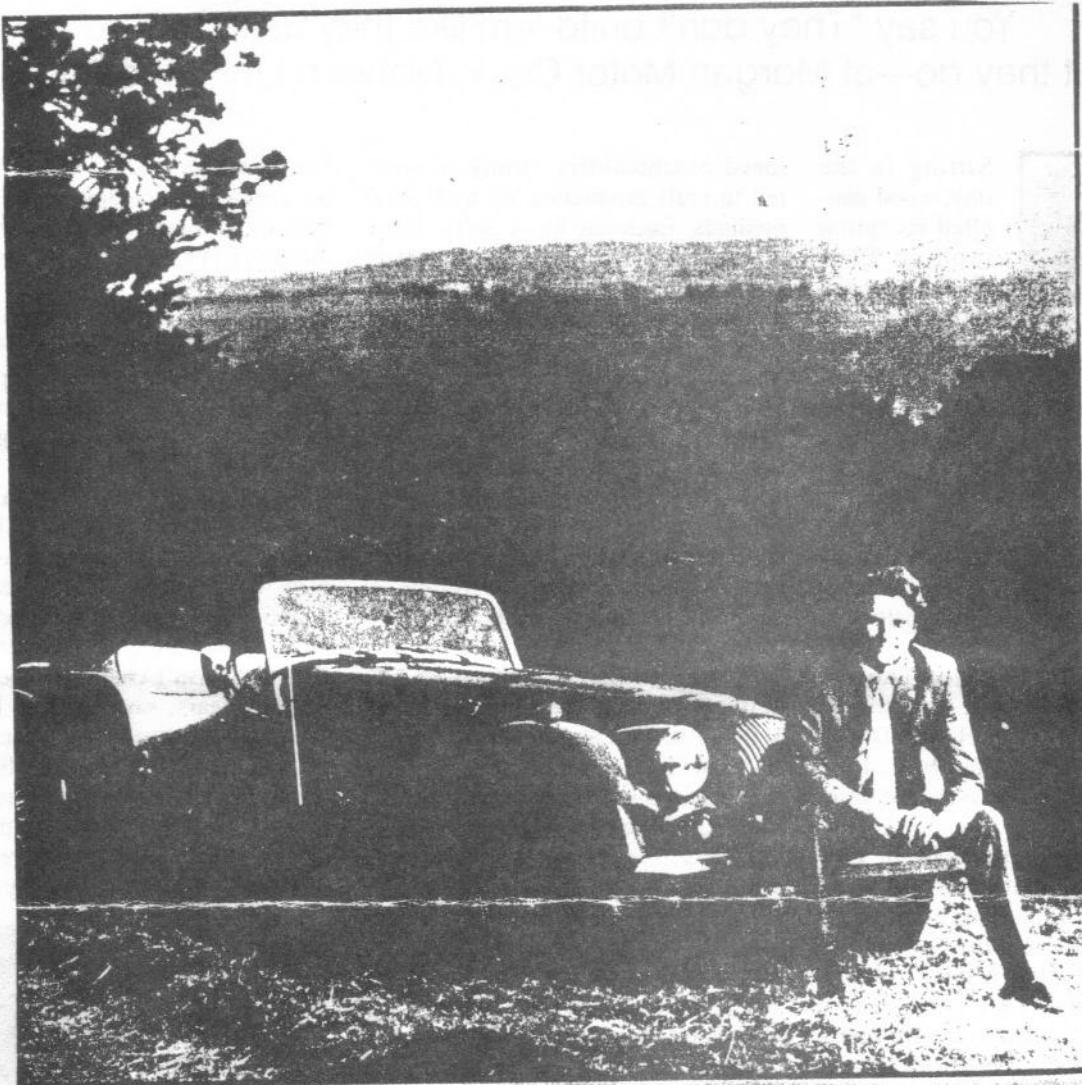
KIDS: CHILDREN'S FARM AND PLAY AREA. CHILDREN'S GAMES AND SCAVENGER HUNT.

NEW FOR '92: BRITISH AIRWAYS DOOR PRIZE ~~~ TRIP FOR TWO TO LONDON, ENGLAND!

PARK ADMISSION: \$6.00 PER CAR (INCLUDES GST).

REGISTRATION: \$7.00 PER BRITISH CAR (INCLUDES DASH PLAQUE AND DOOR PRIZE ENTRY).
ALL REGISTRATION WILL TAKE PLACE AT THE PARK.

INFORMATION: TORONTO TRIUMPH CLUB, P.O. BOX 39, DON MILLS, ONTARIO M3C 2R6
OR CALL THE TTC INFO LINE: (416) 693-1372



Charles Morgan is heir apparent to the Morgan tradition.

by RICHARD FEAST

FROZEN IN *time*

You say "They don't build 'em like they used to?"
But they do—at Morgan Motor Co. in Malvern Link, England.



Sitting in the tiny, wood-panelled reception room at England's Morgan sports car company, the realization dawns that nowhere else in the automotive world is still like this. The calendar has not been turned since the day the premises opened in 1919, and the auto racing honors board reflects it.

Through an open door, a visitor can see the spare parts department. It's reminiscent of a view of Thomas Edison's workshop in Greenfield Village. Henry Ford or Horace Dodge would have felt at home here. Like them, the family name is on the front of the building.

There is a constant stream of visitors, respectful enthusiasts hoping to tour the shrine. Some have turned up on spec. No one is turned away. But there are no guides. Instead, visitors are given a simple copy of the factory floor plan and invited to see for themselves, unescorted. There is no charge.

Welcome to the auto company which has probably weathered the economic recession better than any in the world. Its order book is still measured in years. More than half the output was exported. There is no debt on the books. And there isn't a CAD-CAM computer, robot welder or AGV within miles.

Morgan is still in the hands of the family which founded it in 1909. There aren't many companies like that around these days. It has witnessed hundreds of ambitious competitors, the worthy and the worthless, pass into oblivion since then.

Today, it is the last of the old-fash-

ioned coachbuilders, firmly committed to craft production by traditional methods. Each car has a hefty, fabricated steel chassis. Aluminum or steel body panels—to customer choice—are hand-beaten over a wooden body frame. The body panel edges are neatly wrapped around wire beading. "It gives such a nice finish," says Charles Morgan, a director of the company founded by his grandfather.

The age of mass production passed Morgan by long ago. So did lean production—though there is little leaner than Morgan's distribution system. It has no stocks to finance because every car is sold before it's built. Sixty percent of its British customers even take delivery at the factory, a red brick building nestled at the foot of the soft Malvern Hills.

Morgan must be doing something right. Chairman Peter Morgan quotes his father, the company's founder, to explain the success. "He always maintained you should let demand run just a bit ahead of supply," he says.

The delivery delay is more than "a bit" for Morgan's British customers. Charles Morgan puts it at eight years. But with a touch of realism, he notes, "The waiting list is only a statement of support and enthusiasm for the product. We don't ask for a large deposit which locks you into a definite build until about six months before delivery. A lot of people drop off then."

Even so, business is brisk. Morgan made 464 cars last year, a 12% improvement on the previous year. It is a remarkable achievement for a company which sells just under half its output in Britain, where total car demand is down by a third over

the past two years. 53% of Morgans are exported, including about 60 each year to Germany and between 30 and 40 each to France, Italy, Japan and the US.

America is not as important to Morgan as it was in the late 1950s and early '60s. Then, 70% of output regularly crossed the Atlantic. But successive safety and emissions regulations made continuation of that volume impractical. Today, Morgans meet American safety standards, but they have to be converted to run on propane to meet emissions legislation.

Morgan employs 130 people to build 10 to 12 cars a week. It's a pattern that hasn't changed much in the past 20 years, says Charles Morgan. The cars are built in batches of 10, which take two months of being pushed from building to building to complete their way through the factory. There are efforts to increase production—though to a very modest



Craftsman Graham Hall cuts and finishes wood IP inserts by hand.

FROZEN IN



pace.

Morgan also believes in product development, even if it's hard for an outsider to spot.

For example, it has taken to dipping the wooden body frame—kiln-dried, 100-year-old ash—in preservative. And customers can now specify zinc-plating for the chassis. More often, though, the pace of product development stems from suppliers upgrading their components.

Morgan subcontracts chassis construction to an outside firm. It also buys in drivetrain components, including 3.9 L V8 and 2.0 L 16-valve engines from Rover. The present 1.6 L Ford CVH engines will shortly be



Shop Foreman Geoff Brewer displays hand-hammered fender. Customers can choose aluminum or steel.

replaced by the new multi-valve Zeta.

Many other items, though, are made in-house.

Brake drums and calipers, stub axles and other mechanical components are machined from forgings. Morgan makes its own radiators. And it makes the patented sliding pillar independent front suspension, a design feature which dates from Morgan's founding.

If Morgan's standing in the automotive world seems trifling to Detroit, it should be remembered that the com-

Morgan V8 Driving Impressions

The A449 road from Morgan's little factory winds over the Malvern Hills to the ancient market town of Ledbury and beyond. The road lurches endlessly left and right as if conceived for maximum enjoyment behind the wheel of a 187 hp-Morgan Plus Eight.

But at approximately 2070 lb, the 3.9 L V8-powered Morgan is not for the faint-hearted. Or the weakling. No power steering or power brakes here. And the stubby, short-throw gearchange has a distinct agricultural heritage.

The driver's view through the narrow windshield is of a long, louvered hood, flanked by headlamp bulges. There are no doors, just canvas and perspex side screens. The three-spoke, leather-rimmed wheel is flanked by flimsy column stalks—items straight from an extinct Austin.

The low-slung driving position, the precision of the steering, and the sheer when the throttle is opened makes the Morgan a legitimate race car for the road. It is strictly a car for the white-knuckled, wind-in-the-hair enthusiast.

In other respects, it's important to suspend normal critical faculties when driving a Morgan. It rattles and

squeaks a lot. The ride is bone-jarring on anything but perfect surfaces. And the heaviness of the controls means it is very hard for the newcomer to drive smoothly and quickly.

The car is unique. Every other automaker in the world has moved on. But Morgan's full order book suggests there are plenty of individualists who hanker after the old ways. It's a glimpse of a world more than half a century ago.

—RF



Morgan Plus Eight

FROZEN IN *Time*



pany has achieved something which has eluded the Big Three and many others: economics of scale.

Pre-tax profit was up 47% last year to the equivalent of \$1.6 million. Turnover rose 24% to \$12.2 million. There is no let-up this year, when sales are expected to be up again. Neither has Morgan achieved these returns by charging stupendous sums for its cars.

In Britain, the various models sell at similar levels to the Mazda Miata and Lotus Elan.

It was this very conservatism which made Morgan something of a *cause celebre* recently.

It was one of the businesses featured in a BBC television series called *Troubleshooter*. The program was presented by a flamboyant former chairman of the ICI chemicals group called

Sir John Harvey-Jones. As a businessman, his fame in Britain is practically on a level with Lee Iacocca's in America.

Sir John basically advised Morgan to charge more for its cars, spend the extra income on increasing output to reduce waiting lists, and reap extra rewards.

"You have got to continuously make things better. There is no excuse for a professional manufacturer to make things badly," Sir John said after the program was transmitted. "They [Morgan] could quite easily double or triple the profitability of that company, invest more into the company, or take it out. They could pay their people better. They would produce a longer future for the marque, and for their workforce. You simply cannot argue that it is acceptable for any

manufacturer to continue to operate with built-in inefficiencies which he knows how to improve."

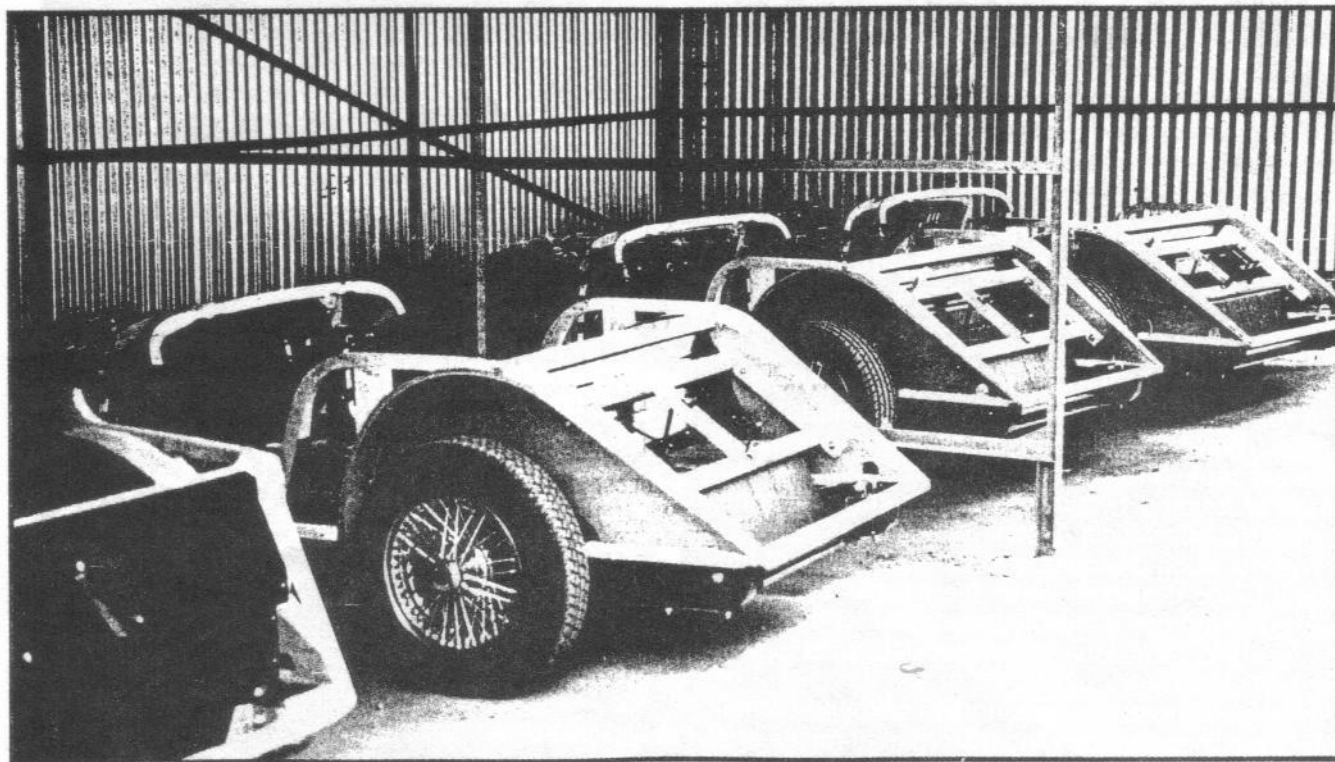
The Morgans have since calmed down after the public lambasting. "I don't think he understood the niche market and its demands, and how it affects a manufacturer," reflects Charles Morgan.

He has a point.

The family's achievements over more than 80 years, including some terrible recessions, is hard to criticize. They have cornered a market which everyone else ignored—the nostalgia niche.

And before anyone asks, no, Morgan Motor Co. is not for sale. **AI**

Wooden body frames are made from 100-year-old, kiln-dried ash. Recent vintage Morgans dip wood in preservative.



CLASSIFIED ADS

HogMog is a non-profit organization. Not only that, it is intended to be a non-profit organization. Accordingly, each paid-up member may advertise in one 2x4x4 space at no charge. Members may also have a "flier" enclosed with a Blurb by paying that issue's postage of

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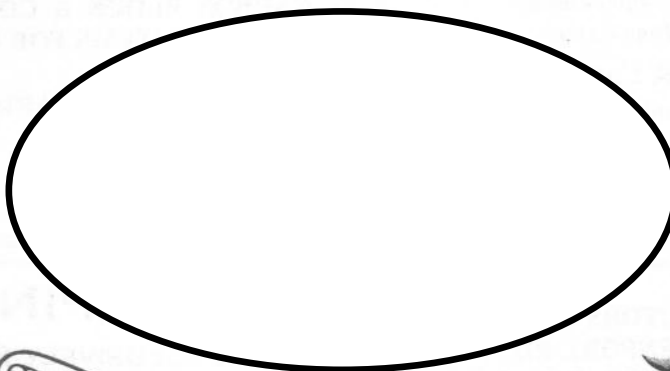
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THE PRICE LESS BLURB

EDITOR:

Jenny Beer
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