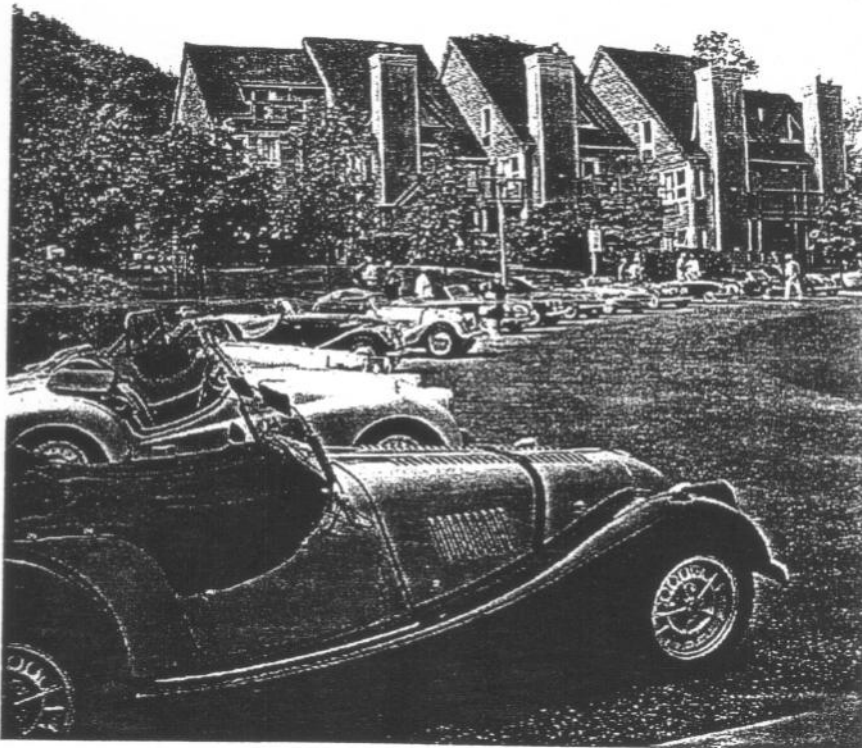




1-99

# THE BLURB

NEWSLETTER OF THE MORGAN SPORTS CAR CLUB OF CANADA



**Fall Getaway - Collingwood - 98**

**Hosts: Peter & Heather McCowan**



## Prez Sez:

Vern Dale-Johnson, vern\_dj@msn.com

As I begin my "term" as President of the MSCCC I would first like to thank Fred and Lynn Kuzyk for their tremendous enthusiasm and dedication to the tasks of Co-Prez, Event Organizers, and Regalia officers. Fred & Lynn joined the MSCCC about the same time Amanda and I did, back in 89-90, and participated in the 'Morgans over America' Niagara gathering. They jumped in with both feet, working regalia, organizing events, and then when we needed a "Prez" coming forward to respond to the challenge. Quite fittingly they were honored with a "Doug Price Award" in 1995. As they "step down" to enjoy Lynn's Morgan and Fred's Mustang more from the participant's perspective we wish them sunny days and glorious roads, not to mention the odd fine cigar. Here's hoping we will see many submissions of Fred's very direct prose in Blurbs yet to come...

A short time after 'Morgans Over America' I informed Audrey Beer that I would stand for an executive position -- but not President as although I had the enthusiasm, I didn't have the time to devote to organizing events or people. She promptly nominated me for Vice Pres a position I've held through 98. I'm still not sure I'm up to the task of President as the time thing hasn't gotten any better however, I'll give it a go and trust many members will continue to volunteer to lead events, open their premises to entertaining, and generally continue to offer what makes Morganeers a rather rare breed -- not only do we enjoy "numb bums" but we actually allow non-Morgan owners to enjoy along with us. Oliver Dawson (a non-Morgan member) stated it well in his letter published in the last Blurb -- *"I would be interested to know what percentage of MSCCC members actually own at least one (or more) Morgan. My suspicion is that the percentage is relatively low. Assuming I am correct, let me speak for a moment on behalf of those that "have-not". It would be of considerable interest to us to hear from owners why they love their Morgans, what it is like to drive one, how do they experience the "magic", what is it like to race down a country road at seventy mph with the wind in your hair...I could go on. While it is always fun to read about events and the various characters that make their mark (as it were), the more personal reflections and anecdotes is what brings the special experience of driving a Morgan to life."* Thank you for the challenge, Oliver. Before I lapse into my prose on the issue of "why a Morgan" perhaps we can get some response from other members. I'm sure we will have many who will take up the challenge of a reply -- one comment, to start the correspondence, is we love to have that love-every-minute-of-this grin on our faces, and love to see the same on the faces of those we meet. Morgans have to be the best conversation between strangers ice-breaker ever created!

Our condolences to Glen Nigh and his family for the loss of Evelyn after a difficult battle with cancer. We missed you at the Christmas party, Glen, but hope to see you early in 99. What's it like to own a Morgan? Well, Oliver, you should have seen the grin on Evelyn's face during the Toy Run -- Glen worked his buns off to get the car ready for some 98 events and succeeded in adding that 'Morgan joy' to Evelyn's life.

Thanks to hosts Sylvia & Russ Balfour and the singing Christmas tree for hosting the Toronto area MSCCC annual Christmas party. Attended by about 30 trusty Morganeers (this year without any Morgans despite the balmy weather -- Alan and Marlies did bring the classic Mercedes 190 sports but then, it does have a heater!). Fred Kuzyk, in his last official duty as President presented the 'Doug Price Award' to Peter & Heather McCowan -- Morgan owners since 57, host of many events, and the reason we've been able to organize the Mountain Springs Lodge in Collingwood for our past 2 "Fall Weekends". Accepting for Peter & Heather was Alan Sands who was immediately trying to pry off their "shield" so he could add his name for a second time! Now Alan....

**E-MAIL ADDRESSES -**

-- email addresses are becoming as common as telephones so.... it's time we started communicating with same. Below are some of the addresses collected so far, add yours to the list by sending a message -- perhaps a response to Oliver -- to [vern\\_dj@msn.com](mailto:vern_dj@msn.com) (or, as MSN is pulling out of Canada, if you can't find me there try my work number [vern.dale-johnson@medtronic.com](mailto:vern.dale-johnson@medtronic.com)).

Beer	Jenny & Steve	<a href="mailto:sj.beer@sympatico.ca">sj.beer@sympatico.ca</a>
Blair	Richard	<a href="mailto:frblair@netshop.net">frblair@netshop.net</a>
Burman	Ed & Margaret	<a href="mailto:elburman@cyberus.ca">elburman@cyberus.ca</a>
Cavers	Glen & Julie	<a href="mailto:g.cavers@globalserve.net">g.cavers@globalserve.net</a>
Dale-Johnson	Vern & Amanda	<a href="mailto:vern_dj@msn.com">vern_dj@msn.com</a> , <a href="mailto:vern.dale-johnson@medtronic.com">vern.dale-johnson@medtronic.com</a>
Dawson	Oliver & Lisa	<a href="mailto:lisajohn@interlog.com">lisajohn@interlog.com</a>
Desjardins	Serge	<a href="mailto:multimages@videotron.ca">multimages@videotron.ca</a>
Dwyer	Andrew	<a href="mailto:a68morgan@sympatico.ca">a68morgan@sympatico.ca</a>
Goldman	Lorne	<a href="mailto:snotrek@cil.qc.ca">snotrek@cil.qc.ca</a>
Holtz	Mike & Marion	<a href="mailto:jakeresources@hotmail.com">jakeresources@hotmail.com</a>
Jolin	Norm & Sue	<a href="mailto:sjolin@sprint.ca">sjolin@sprint.ca</a>
Kaufman	Greg & Cathy	<a href="mailto:toad@storm.ca">toad@storm.ca</a>
Kuzyk	Fred & Lynn	<a href="mailto:fkuzyk@cgocable.net">fkuzyk@cgocable.net</a>
Lyman	Barry & Terry	<a href="mailto:bhl@tonar.com">bhl@tonar.com</a>
Macfarlane	Gary & Sherry	<a href="mailto:garymac@istar.ca">garymac@istar.ca</a>
Melvyn Rutter Ltd	Melvyn & Cindy	<a href="mailto:melvyn@rutter.clara.net">melvyn@rutter.clara.net</a>
Miles	Ken & Pat	<a href="mailto:pmiles@cln.etc.bc.ca">pmiles@cln.etc.bc.ca</a> , <a href="mailto:pentco@pentco.com">pentco@pentco.com</a>
Morgan Spares	Linda Ekler	<a href="mailto:morganspares@taconic.net">morganspares@taconic.net</a>
Moon	Tony	<a href="mailto:mechanics@netsurf.net">mechanics@netsurf.net</a>
Nigh	Glen	<a href="mailto:wms@vaxxine.com">wms@vaxxine.com</a>
Pfahl	Peter & Dorothy	<a href="mailto:do.p.pf.@sympatico.ca">do.p.pf.@sympatico.ca</a>
Poloz	Bob & Gloria	<a href="mailto:globob@mediaone.com">globob@mediaone.com</a>
Powley	Mike & RoseMarie	<a href="mailto:mpowley@bcit.bc.ca">mpowley@bcit.bc.ca</a>
Rees-Potter	David & Carolyn	<a href="mailto:phanfarm@aol.com">phanfarm@aol.com</a>
Rens	Hendrick & Shelly	<a href="mailto:hrens@herzig.com">hrens@herzig.com</a>
Russell	Jonathan & Dale	<a href="mailto:jonathan_russell@placerdome.com">jonathan_russell@placerdome.com</a>
Cantab Motors	Win & Ruth Sharples	<a href="mailto:morgans@cantab-motors.com">morgans@cantab-motors.com</a>
Theroux	Ron & Evonne	<a href="mailto:ronsmog@home.com">ronsmog@home.com</a>
Willburn	Gerry & Barbara	<a href="mailto:gerry.willburn@trw.com">gerry.willburn@trw.com</a>
Yep	Carlos & Sylvia	<a href="mailto:cyep@ctfinance.com">cyep@ctfinance.com</a>
Young	Neil & Ruth	<a href="mailto:nyoung@aztec-net.com">nyoung@aztec-net.com</a>



**OUR WEBSITE ADDRESS HAS CHANGED:**

**It is:** <http://members.xoom.com/msccc/> Check it out regularly as updated info on events can be found there between issues of The Blurb.

First event of 99 will be a lunch hosted by Nyal Wilson and Lois, driving tour organized by Nyal and Glenn Cavers, BYO BBQ will be hosted at the end of the run by Glen & Julie Cavers -- mark June 13 (Sunday). Event will start with a gathering a Nyal Wilson's in Ancaster at 11 am for lunch, will finish at Glenn & Julie Cavers in Campbellville. Call Nyal at 905-648-0888 or Glen at 905-854-3853 ([g.cavers@globalserve.net](mailto:g.cavers@globalserve.net)) to confirm.

For earlier events try Moggie Miglia! Morgans of Philadelphia has picked the weekend for Moggie Miglia IV. May 15th is the day. Destination location same as last year, The Stroudsmoor Inn near Stoudsburg, PA. Those who have participated in this all day driving event know how great an experience it can be. Please reserve the date on your calendar. Contact Tony Souza [tjsouz@epix.net](mailto:tjsouz@epix.net) or try Craig Seibert at 610-253-5327 (phone/fax).

Care for another tour to Montreal? The Jaguar Club of Montreal is hosting as part of British Car Week Celebrations May 24-30th, a gathering in Centennial Park, Beaconsfield on May 30th. GoMoG of Ottawa are one of the clubs participating. Email [dthompsonggbc.ca](mailto:dthompsonggbc.ca) or [dthompsongototal.net](mailto:dthompsongototal.net) or call Daniel Thompson at 450-441-6522 for details.

**Other Events:**

- May 7 - 9 Carlisle Import - Kit/Replicar National, Carlisle, Pa.  
(info - 717-243-7855)
- June 6 Vintage Car Show, Victor, New York
- June 18-19 Alberta All British Motoring Society Field Day, Edmonton  
(Frank French, [allbritmotor@yahoo.com](mailto:allbritmotor@yahoo.com))

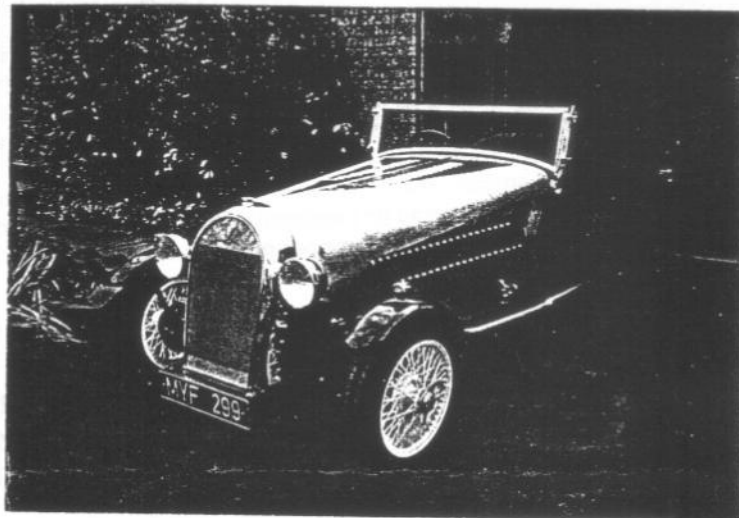
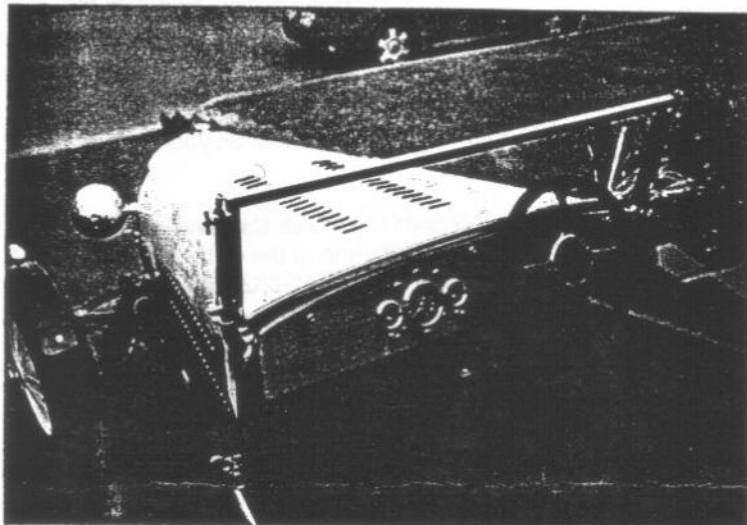


MOG 99 is July 16-18 in Scotland, at 'Bridge of Allan' near Sterling, just NE of Glasgow. Details are starting to come through -- July 15: site opens for camping; July 16 1000-1600: Fun day at Forrestburn Hill Climb track and grass trial course; July 17: Off site scenic & historic runs with distillery visits -- chance to drive up the old 'Rest & be thankful' hill climb road. Evening at the MOG site: Grand buffet in the Marquee followed by a traditional Scottish Ceilidh to the music of one of Scotland's leading Ceilidh Bands, 90 years of Morgans celebrations; July 18: MOG site day -- gymkhana, concours, trade stands, inter-team Highland Games. Off site evening at Stirling Castle with dinner in the Chapel royal as a finale to MOG 99. Sounds like a superb event. Get your accommodation set up quickly as it is limited. Check out <http://freespace.virgin.net/k.mclay/mog99/htm> or call MOG 99 co-ordinator Rodger McAslan at 0141 634 6825.

A second cross-the-USA (and Canada) Morgan event is taking shape for the year 2000. We've already heard Jeremy Harrison is organizing his third "Morgan's Over America" tour with a run from New Orleans through to Halifax in 2000 and now we hear the 4S Italian Morgan Club is hosting on the occasion of their 10th anniversary a bi-directional run from New York to Los Angeles with a return through New Orleans and Miami. The notice, in Italian, is located elsewhere in this issue (with appropriate English translation to follow.....) Aldo Agati of the 4S club visited Toronto for Christmas. He called to wish

us the best of the holidays, to offer one of their "4S Morgan Drivers" flags and their latest newsletter, and to swap regalia. This connection will lead to future stories.....

Serge Desjardins, MSCCC member now living in Hudson Quebec has sent through a photographic progress report on the F-Type replica he is making (see BLURB 2-98). Engine and drive train is from an 85 Suzuki Madura V4 1200 cc shaft drive with front suspension from a 73 Triumph Spitfire. From these pics it seems Serge will be at many of the events in the Ottawa - Montreal - Kingston area during 99, perhaps even at the British Invasion in Stowe.



More on rebuilds. I'd contracted Norm Mort (automotive historian, writer and appraiser) to do an updated appraisal on our +4, OLBDII. This turned into an entire evening of discussion -- history of OLBDII, history of MSCCC, Norm's writing, and a discussion of MSCCC member Bob Wright's Allard M for sale last year. Norm bought the car and had it transported to Michael Pistol's place to finish the woodwork and the rebuild. (see *Old Autos* issue of Dec 21, photos elsewhere in this BLURB). We expect Norm will be parading the Allard around the Toronto - Kingston events come summer. By the way, Norm's appraisal work was first class -- fully documented, photos, and research of comparable cars at a very fair price (613-399-3608).

Ed Burman, Interclub Co-ordinator has sent through a note regarding technical articles from other Morgan publications. That reminded me that last year, Greg Kaufman had offered a note that Richard Copple of Long Run Imports in Picton Ontario was tooling up to rebuild the bell housing - torque tube assembly on the Plus 4. As +4 owners are aware, the mechanical clutch linkage wears an enlargement to the slot in the cast torque tube. The fix is to cut out and resleeve this area with steel. Richard has a modification to the cylinder pin section of the housing as well. Richard can be reached at 613-476-8074, info@longrun.com

And this leads to recent discussion with new MSCCC member Lorne Goldman regarding the inclusion of technical articles in the BLURB. After discussion it was agreed Lorne would work with established tech sites on the net (such as John T. Blair's), to develop an index of tech issues and links. Lorne has tech manuals on the Rover V8 and the workshop manual for the 4/4 and Plus 4 up to 1982 which he will draw on as well to build sections into the site on common issues and model issues or general classifications such as Engine, Suspension, steering etc... with sub-categories on each model. Should be very helpful. A sampling of Lorne's work "*The Power of the Morgan Plus 8, Facts and Fiction*" can be found later in this Blurb.

Other discussion with Lorne was the idea of a Classic Car show at Mt Tremblant, Quebec. "*The idea of the Tremblant people is to have the show centered at the VIP parking lot next to the mountain and rent the Circuit for classic car races..etc. Like everything they do...they want to have the biggest and best show on the continent.... Curiously, they have often succeeded in other areas with that attitude...and they certainly have the money and the venue..*" Looks like a winner - let's hope they pull it together as we can use another major gathering for classics.

**From the chat-line:** *"Lance, that +8 is probably going to be too pretty to drive. You should just consider the show-car route.*

*ScotchGuard might be a good choice for the wiring loom. While it won't help fix the leak, I think that ScotchGuard resists smoke stains- so clean-up would be easier. Some serious garage/show queen owners have been known to use Wright's Liquid Smoke (available at A&P) in lieu of genuine Lucas smoke stains. Most judges don't know the difference.. McGuires yellow wax works well on brake disks for show cars. Also prevents wear on the pads.*

*Application altitude for bird droppings is exactly 21 feet 9 inches. This will produce a spatter pattern identical to the factory application. Best to feed the bird nothing but British Berries for 24 hours prior to application as consistency is important. A good judge knows the difference. ArmorAll works inside the distributor -- it keeps that pesky spark from arcing and pitting the points". Fred Sisson*

### **A final note on Christmas:**

Not long ago at the North Pole, Santa was getting ready for his annual trip. But there were problems everywhere. Four of his elves had gotten sick, and the trainee elves were just not producing the toys as fast as the regular ones. Santa was beginning to feel the pressure of being behind schedule. Then, Mrs. Claus told Santa that her mother was coming to visit. This stressed Santa out even more. When he went to harness the reindeer, he found that three of them were about to give birth, and two had jumped the fence and were out who-knows-where. More Stress. Then, when he began to load the sleigh one of the boards cracked and a toy bag fell to the ground, scattering toys everywhere. Santa was so frustrated that he went into the house for a cup of coffee and a shot of whiskey. When he got to the cupboard, he found that the elves had hidden the liquor, and there was nothing to drink. In his frustration, he accidentally dropped the coffee pot and it broke into hundreds of little pieces all over the kitchen floor. He went to get the broom but found that mice had eaten the straw it was made from. Just then the doorbell rang and Santa cursed his way to the door. He opened the door, and there was a little angel with a great big Christmas tree.

The angel said: *"Where do you want me to stick this tree, Santa?"* And that, friends, is how the little angel came to be on top of the Christmas tree.

### **Subject: A misunderstanding**

The Smiths had no children and decided to use a proxy father to start their family. On the day the proxy father was to arrive, Mr. Smith kissed his wife and said, *"I'm off. The man should be here soon".*

Half an hour later, just by chance, a door-to-door baby photographer rang the doorbell, hoping to make a sale. *"Good morning madam. You don't know me but I've come to..."* "Oh, no need to explain. I've been expecting you," Mrs. Smith cut in. *"Really?"* the photographer asked. *"Well, good! I've made a specialty of babies."* *"That's what my husband and I had hoped. Please come in and have a seat. Just where do we start?"* asked Mrs. Smith, blushing.

*"Leave everything to me. I usually try two in the bathtub, one on the couch and perhaps a couple on the bed. Sometimes the living room floor is fun too; you can really spread out."* *"Bathtub, living room floor? No wonder it didn't work for Harry and me."* *"Well, madam, none of us can guarantee a good one every time. But if we try several different positions and I shoot from six or seven angles, I'm sure you'll be pleased with the results."*

*"I hope we can get this over with quickly,"* gasped Mrs. Smith. *"Madam, in my line of work, a man must take his time. I'd love to be in and out in five minutes, but you'd be disappointed with that, I'm sure."* *"Don't I know!!",* Mrs. Smith exclaimed.

The photographer opened his briefcase and pulled out a portfolio of his baby pictures. *"This was done on the top of a bus in downtown London."* *"Oh my god!!",* Mrs. Smith exclaimed, tugging at her handkerchief. *"And these twins turned out exceptionally well when you consider their mother was so difficult to work with."* The photographer handed Mrs. Smith the picture. *"She was difficult?"* asked Mrs. Smith. *"Yes, I'm afraid so. I finally had to take her to Hyde Park to get the job done right. People were crowding around four and five deep, pushing to get a good look."* *"Four and five deep?"* asked Mrs. Smith, eyes widened in amazement. *"Yes",* the photographer said. *"And for more than three hours too. The mother was constantly squealing and yelling. I could hardly concentrate. Then darkness approached and I began to rush my shots. Finally, when the squirrels began nibbling on my equipment, I just packed it all in."*

Mrs. Smith leaned forward. *"You mean they actually chewed on your, eh.....equipment?"* *"That's right. Well madam, if you're ready, I'll set up my tripod so that we can get to work."* *"Tripod??",* Mrs. Smith looked extremely worried now.

"Oh yes, I have to use a tripod to rest my Canon on. It's much too big for me to hold while I'm getting ready for action. Madam ? Madam?..... Good Lord, she's fainted !!"

Enough for today. I look forward to the return of Hairy Hogmog to take the pressure off the need for levity in this tome.... Don't forget to rotate your wheels to prevent flat-spots on the tyres during this long cold winter. Closing thought -- does Morgan hold the record for number of press mentions vs numbers of cars produced? Bet they do!

Vern

### TECHNICAL ARTICLES FROM OTHER CLUB SOURCES:

One of the perks of being Inter-Club co-ordinator is that I receive lots of jolly newsletters and other material from various clubs or groups. While a lot of the stuff is pretty boring (unless you are a member of that group), there are often some rather interesting technical articles, which I really enjoy. I am providing a list, culled from more recent issues, and if anybody really wants one, I will try to send you a copy. The ideal way is by FAX, but I can scan into e-mail - the problem is for you to retrieve it!

NAME	GROUP/CLUB	ISSUE	SUBJECT
Format	Morgan +4 Club - "Nuts & Bolts"	Oct. '98	Chassis strengthening
Oily Rag	British Saloon Car Club	Nov. '98	Camshafts
NW Magazine	NW Mog Owners The Oasis Garage	Sept./Nov. '98	Brake lines/Cylinders Cooling Fan Installation
Rough Rider	Washington DC Mog Owners	June '98	Chassis sealing
Format	Morgan +4 Club "Nuts & Bolts"	Nov. '98	Cooling systems/Brake Maint.
MOPS	Mog owners of Philadelphia	?	Net Surfing material
Format	Morgan +4 Club	Aug. '98	Tire pressures
Rough Rider	Morgan owners Washington DC	Sept. '98 May '98	General Tuneup Morgan Bulkheads
Oh Maggie	Ohio Mog Owners Group	Fall '98	Air Cleaners
Format	Morgan +4 Club "Nuts & Bolts"	?	TR Engine Leaks (they do?)

I also have a superbly lucid article written by an Ottawa owner on replacing king pins, who knows how to make it sound easy (which it really is compared to engine removal - which I did last October! I am sure they built the car around the engine!) It was published in the GOMog newsletter (the Morganizer) in October '98.

Edward Burman  
Interclub co-ordinator

## THE POWER OF A MORGAN PLUS 8 FACTS AND FICTION

by Lorne Goldman

By 1965, The Morgan Company was aware that the power output of the four cylinder engine was too small for the demands of many customers. The Company's waiting list had shrunk to two years. The problem was to find just the right power plant. Triumph's solution had been to fit a great straight-six into the TR-5 but this engine was too high to fit into a Morgan. Lotus's twin-cam was too fragile and the Ford V-6 was too heavy. In 1966, as a byproduct of an unsuccessful takeover feeler from Rover, Peter Morgan was offered a crack at a new Rover purchase from Buick, a lightweight aluminum V8 called the Jetfire or 215 engine which had been standard in the Buick Skylark, Oldsmobile Cutlass and an option in the Pontiac TransAm.

Maurice Owen, a race engineer, was engaged to experiment with the engine's possibilities for Morgan and worked with drawings until he found an old Buick engine to fiddle with. The engine was literally jammed into a Plus 4 and was rolling in early 1967. After some Leyland/Rover problems, the Plus 8 went into production in 1968 with 20 cars delivered.

As a reference point for power, a 4/4 creates about 100 hp, a Plus 4 offers about 122hp. The first Plus 8's (1968 to 1972) put out an unmodified 160.5hp (or 151bhp on the European DIN standard), a significant boost of power. (I use "hp" for North American standard horsepower calculation and "bhp" for European standard.)

In 1973, the compression was reduced to meet the first early emissions requirements and the power dropped 10 horsepower. In 1976, the successor engine to first V8 was introduced called the SD1 and power increased slightly (5hp) and reliability increased mightily. In 1983, with Rover, Morgan moved to a fuel-injected version of the SD1 Vitesse engine and power jumped dramatically on the first delivered model in 1984. The injected engine produced 190.4 bhp without any compromise to the car saving a cut away of the bonnet hinge to accommodate the plenum chamber of the engine. Most Plus 8's were fuel-injected by 1986 and all were from 1987. Curiously, the power of all the Plus 8's began to drop again in early 1985 with the introduction of more emission safeguards embodied in the addition of catalytic converters and the return to a single from dual exhaust. Power was reduced to 162bhp until the production in June of 1990 of a re-bored version of the V8 increasing capacity from 3538cc to 3946cc. The horsepower climbed back up to 1984 standards and the torque was even better at lower revolutions. Presently, Morgan lists its 3.9 litre engine as producing 185bhp. It has a 5 litre "version 1" in its G2 racer but does not indicate performance specifications or details. J.E. Engineering, an advance British group specializing in the Rover V8 performance engine has recently produced a 4.5 litre based on the same engine block that reputedly produces the better part of 300 horsepower.

N.B. As a side note here, there has been much said about the frightening mysteries of fuel-injection. It is bunk. Fuel injection systems were clouded with rumours by the manufacturers wishing you to service at their dealers. The Plus 8 standard ECU (Electronic Control Unit) has an inbuilt adjustment factor of 25%.

The Rover Vitesse / Buick Jetfire are amazing lumps. With mild attention, they easily produce the magic one-for-one solution or one horsepower per pound weight. For this reason, they are a popular engine swap choice among hot rodders and kitcar builders. They collect myths and fancy like few others. I will try to distinguish some from fact from fiction.

### INSTALLING A FABULOUS VERY EXPENSIVE EXHAUST SYSTEM

There is no argument that an improved (preferably dual) exhaust system is good for the car. The engine will presumably breath better and engine temperatures will drop. It is a fine adjunct to other major alterations to the engine. A stainless or treated system is also prettier and maintenance free. However, exhaust is exhaust. It is not a prime ingredient to combustion and happens after rather than before that fact. Aside from mild adjustments to back-pressure, the horsepower claims of exhaust system sellers are simply ridiculous. You will be lucky to obtain an extra 2-3% power from any exhaust system only. By the way, remove your resonators. They are too far away from the heat to properly clean themselves so they rust quickly, block the airflow, reduce power and sound lousy. Considering the price of a good full exhaust system from manifolds to tailpipe, assume you will pay about \$800.00 per horsepower with the esthetics unconsidered.

### IMPROVING THE AIR FILTER

This is the best bargain for your horsepower dollar. The standard paper filters or worse foam filters restrict airflow and thusly the engine. They dirty up over time causing further prejudice to your power. K&N produce a high-capacity, low restriction filter that fits without any modification and has the advantage of being washable. (Buy the full kit with cleaner and oil spray) The cost is about C\$65.00 and they can be ordered through Canadian Tire. Here, you can assume a 4-6% power increase for three minutes of work. That works out to approximately \$6.00 a horsepower.

### ADVANCING THE IGNITION TIMING



Another goodie but you have to be careful. Dyno tests have shown a 7-11bhp boost is possible by advancing the engine timing from 8° BTDC to 12° BTDC. The care comes in for three reasons:

- A) You might have trouble with this timing with consistently hot weather ie. 95F+;
- B) You have to use premium gas;
- C) You emissions will increase which may cause a problem in annual testing jurisdictions.

Best way to try this trick is to increase the timing one point at a time and test drive the machine up a hill after each adjustment. When the car starts to "ping" reduce one point and there you are. Costs per horsepower are 0...only time.

#### PERFORMANCE CHIP

Your ECU can be reprogrammed with a performance chip or, supposedly better still, replaced with a reprogrammable chip that can be adjusted specifically to your engine with the proper program, fuel system mapping and a laptop. Good luck. A specialist chip can, however, eliminate the restrictions caused by the airflow metre which is at its worse in its Bosch flap-type rather than the newer hot-wire type. Power gains here are from 8 -12 horsepower and costs of the performance chip are approximately \$1000.00 or \$100 per horsepower.

#### OTHER POSSIBILITIES

There are a dozens of other improvements to performance that are possible with this marvellous engine. At some point, however, one starts getting a little too far from the original to honestly call the car a Morgan. Each of us must make a choice of how far we wish to go and why. One can assume the maximum hp one can coax from injected 3528cc or a 3946 cc while still being able to smoothly drive it to the drug store is in the neighbourhood of 265hp. A carburetted version can go as high 300hp without sacrifice of a smooth idle.

There are three facts to consider. Firstly, full performance engines run well at mid and high revolutions and poorly at low. That type of power will not help you unless you are a racer only. Secondly, most power adjustments are concurrent applications not cumulative. In other words, many adjustments presume others will also be done so that you can assume a power gain from each but only in concert. Lastly, each improvement puts a strain on the whole system and a previously unnoticed weak area can "pop" up to give you headaches.

A quick overview of other changes;

1. Change the distributor, coil, resistor and add a noise filter for Mallory Dual Point with Vacuum Advance or for a Mallory Unilite;
2. Add a fuel pressure gauge.
3. Add Holly carburetors - Holley 390 CFM
4. Install performance inlet manifolds
5. Install performance cam shafts - Piper 270/2 or Kent H180, H200, H214 or H224
6. Change timing chain set to Cloyes or Edelbrock. (This might be a must anyway as the Rover chain stretches badly over time.)
7. Rebore the engine... this can be done with seasoned 3.5 or the 3.9 all the way up 4.6 litres. However, if you're going this far.. why not a new engine block at close to the same price? Though the basic dimensions of all noted engines have remained the same and all can fit into your Plus 8, the inherent structure of the block has been improved on the larger bore versions with increased mass and cross-bolting for greater strength. Though I have not found any mention of a rebore problem from 3.5 to 3.9 or 3.9 to 4.2 etc..it is perhaps with an extreme reboring...from 3.5 to 4.2 to be safer than sorry.

There are other possibilities but we are now closer to NASA than Malvern Link. For those of you with a fascination for power or a yen for the "fastest" Morgan, I strongly suggest that you adopt a "buyer beware" attitude. A good automobile is a well harmonized compromise of many parts. Also, never believe the claims of your expert. No one knows the true performance of an engine without a proper dyno testing. If you have not done this, your claims to horsepower are most likely wishful thinking. Come to think of it though, there is nothing wrong with wishful thinking. Costs are nothing, installation time is negligible and horsepower gains are unlimited.

Should you wish further details, please email me at [SnoTrek@cil.qc.ca](mailto:SnoTrek@cil.qc.ca)

<sup>1</sup>. Those who "know" indicate this racing Morgan is powered by a significantly modified GM 350 ci lump.

**Auto File** By Robert English

THE FINANCIAL POST MAGAZINE JANUARY 1999

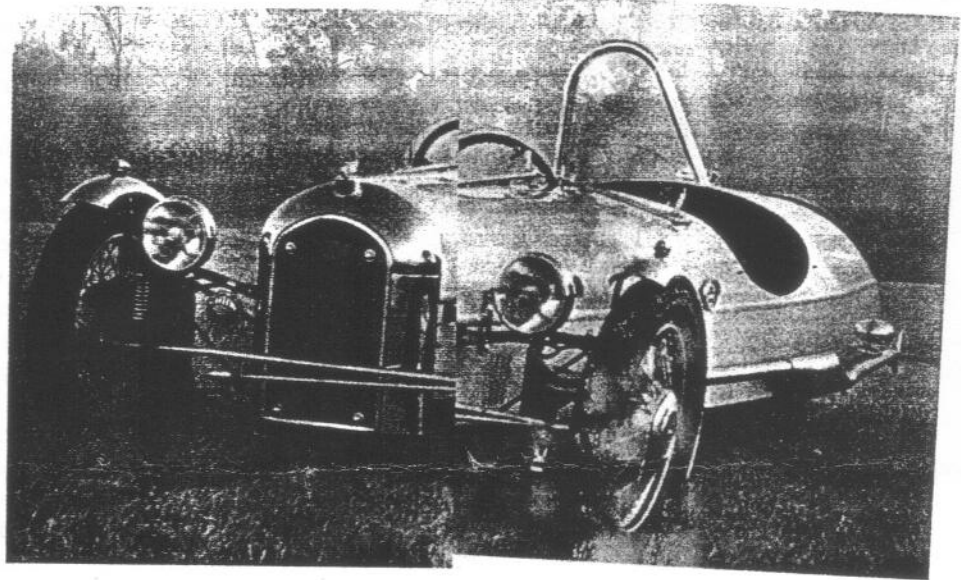
# THE MORGAN MYSTIQUE

**Morgan cars have been on the road almost from the beginning of Britain's auto industry. Impractical or not, they're prized for their feisty simplicity by daredevil connoisseurs**

**A**nti-lock brakes, automatic transmissions, air conditioning, stereos—Henry Frederick Stanley Morgan would have considered the increasingly complex appurtenances of the modern automobile mere fripperies. Brakes on the cars that carried his name were operated by hand levers and cables; the transmission had two, sometimes three speeds; and final drive was by chain. Air arrived right in your face in the same condition it passed over the bonnet, perhaps with the addition of some oil fumes. If there had been a stereo system, you wouldn't have been able to hear it anyway over the cacophony produced by the engine, the buzzing bodywork panels and the rush of the wind. Morgan didn't even see the need to equip his cars with more than three wheels for the first couple of decades or so.

H.F.S. Morgan, or HFS, as he became universally known, was born in England at just the right time—1881. He thus arrived at his age of majority and the peak of his creativity and energy in the opening years of the century of the automobile. He soon tin-snipped and hammered out a place for himself in the nascent industry. The unique three-wheeled cycle-cars he designed and built are today much sought after by enthusiasts, and the four-wheelers that followed (from 1936) are still built today—at a rate of about 500 a year—in a small brick factory at Malvern Links, about 25 kilometres southwest of Birmingham near the Welsh border. It's currently operated by his son Peter, and soon to be in sole charge of his grandson Charles.

Despite an upbringing as the son of the respectable Rector of Stoke Lacey,



**The reincarnation of a 1935 F-type Morgan, built from an engine found in Detroit and what amounted to little more than a wheelbarrow-load of bits**

HFS was also an early speeder and a pioneer in the abuse of rental cars. His first driving experience was at the wheel of a rented 1899 Mercedes, which he crashed. Dad coughed up the not-insubstantial £28 to cover the damage. Later, while an apprentice in the Great Western Railway's engineering shops and at the wheel of his first car, a three-wheeled Eagle, he was nabbed by the local constabulary for exceeding the 12 mph speed limit.

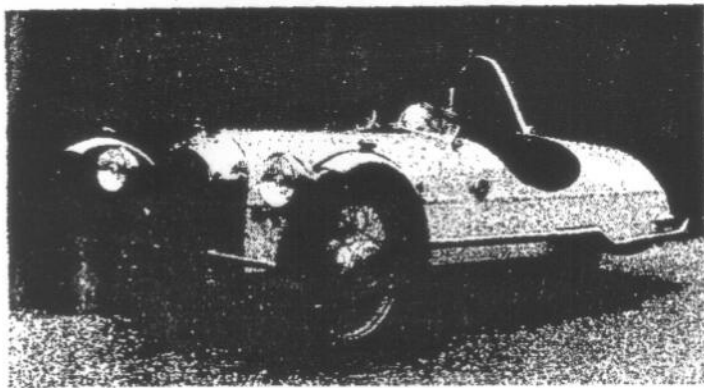
In 1909, HFS built his first prototype three-wheeler, powered by a Peugeot twin-cylinder engine mounted ahead of the front axle. By 1911, he had developed a two-seater version that was displayed at the Olympia Motor Show, priced at £96. Light, but strong and powerful, Morgan's three-wheelers became increasingly popular with those looking for cheap motorized transportation, as well as, of course, with the sporting set. Until 1933, Morgans were all powered by large, V-twin motorcycle engines, but in

that year, a somewhat more civilized version, powered by a Ford flathead car engine, appeared.

Two years later, a four-cm bronze disc was stamped with the Morgan name and the serial number of a 1935 F-type. Today, that rather battered and corroded medallion is attached to the varnished dash of that car's reincarnation, built from little more than a wheelbarrow-load of bits by Canada's leading family of Morgan aficionados. Martin Beer, who, along with his brother Stephen, operates C.M.C. Enterprises, the official Canadian Morgan distributorship and auto restoration business in Bolton, Ont., acquired the remains of the F-type. It had arrived in Canada with a friend, who had used it while attending university in Britain in the early 1980s. After a number of moves, much of the by-now-dismantled car had disappeared. What was left was given to Martin, on the understanding that he would create a car around it once again.

"It feels like we're flying, maybe in a Sopwith Camel, really low to the ground"

He began collecting the pieces needed essentially to remanufacture the car, finding an engine in Detroit and other parts through fans in North America and Britain. A British enthusiast manufactured a replacement chassis and sent it over in kit form. Martin's father Reg Beer recreated the bodywork. Reg, who founded the family business and who prefers his early '60s Rolls-Royce, is a renowned body expert, now retired. An ex-pat Brit, he is currently creating a new body for



son Stephen's long-term project, a 1933 Morgan Supersport three-wheeler powered by a JAP motorcycle engine.

Martin's F-type Morgan trike is built on a Z-section metal chassis to which a wooden framework is attached and the hand-formed body panels are tacked. The car's F-Super bodywork would have appeared a few model years after its own actual build date, but Martin chose it because the barrel-back rear portion, which incorporates a spare wheel and tire, looks sportier. Prudently, since he races the Morgan as well as uses it on the road, the car sports a roll-over hoop behind the right-side driver's seat. The car's independent front suspension is a sliding pillar design created by Morgan for his first cycle-car. Twin parallel tubes run across the front of the car, and the wheel hubs, suspended by coil springs, slide up and down on long vertical connecting pieces. Front brakes are 215-mm drums, which would originally have been cable-operated but are now hydraulic and operated by a conventional foot pedal. The rear drum brake is operated via cable by yanking on a centrally mounted lever to the left of the driver.

The original engine would have been a primitive 933-cc four-cylinder Ford flat-

head unit that produced about 25 hp. In the interests of driveability and to go faster, Martin chose to install an 1172-cc Ford flathead of 1937 vintage. The engine is virtually identical to the original in design, but incorporates some modern features such as adjustable valves. To make it a little livelier, Aquaplane speed equipment from the 1930s, an aluminum cylinder head, intake manifold for twin SU-carburetors (with intake trumpets that poke out the side of the bonnet) and a sports camshaft were installed. This humble little family sedan engine now produces about 50 hp and a crackle from the exhaust that sounds positively ferocious.

Power finds its way from the clutch at the rear of the engine via a tube that runs through the passenger compartment to a three-speed, worm-drive gearbox that nestles behind and between the seats. Its aluminum end cover, which gets very hot indeed, is left exposed between the individual seat cushions for cooling purposes. Drive to the rear wheel is by a hefty chain. The swing-arm rear suspension for the single rear wheel, with leaf springs, is mounted to the gearbox.

In 1995, after two years of effort, the reborn Morgan was rolled out of the Beers' shop looking drop-dead dazzling in yellow paint work set off by chrome grille, alloy cycle fenders, large head lamps and a long, sweeping, chromed exhaust pipe on the left side ending in a fish-tail muffler. Martin figures the car is now worth perhaps \$25,000 to \$30,000, but it's a keeper that maybe his young son Jeremy will get to drive one day.

You get into the little-more-than-knee-high Morgan by climbing into the cockpit—no doors—and wriggling your legs down past the large, four-spoke steering wheel. To start the car, you must first reach over to the left-hand side just above floor level, turn on the brass fuel petcock and then pull out the choke. A tug on the starter knob and a harsh mechanical churning soon turns into that distinctive exhaust crackle and about a thousand

rattles, buzzes and assorted vibrations.

Unlike earlier models, which had steering-wheel-mounted levers for the throttle and to adjust spark advance and retard, the F-Type has conventional foot throttle, brake pedal and clutch. It lunges forward vigorously, but the ride gets more interesting when it comes time to shift. The gears are straight-cut and have no synchronizers: the classic—and appropriately named—crash-box. The first to second shift is accomplished with a loud graunch that has Martin, crowded into the left-side passenger seat, cringing.

The wind is now rushing over the twin aero-screens and the elegantly thin needle on the chronometric speedometer is flickering at around 100 km/h. It feels like we're flying, maybe in a Sopwith Camel, really low to the ground. The front wheels, shod with 18-inch motorcycle-sidecar tires, are certainly trying to take off, literally dancing up and down and side to side. Martin confides that he's seen five inches of air under one or the other of the front wheels at times.

Keeping the car straight is another challenge. The steering wheel has a millimetre or two of in-and-out play and about three centimetres of play on centre. It also, rather unnervingly, bends dramatically on its thin, spring-steel spokes. Every time you take up the slack in the steering, it wants to dart in that direction; every time it does so, the single-rear-wheel's camber changes, causing the car to wag its tail like an exuberant puppy. Once you get used to its requirements, though, it actually corners with a degree of stability. The rear wheel takes a set and the car then seems quite happy to stay on line.

However, it's hard to imagine pushing it hard, as Martin does at vintage-racing meets a couple of times a year. And it must be positively frightening at its top speed of more than 130 km/h. The little yellow trike is comfortable at 80 km/h to 90 km/h, but you still have to be fully involved in its navigation every second—even during a glance at your passenger, it will make a suicidal dart for the shoulder. But slow down even further and you've got time to enjoy the scenery, while the buzzing body panels quiet down enough for you to hear one of the Morgan's many unique sounds—the shush, shush, shush of the chain drive. ■

## Sports and their sports cars . . .

Now that winter is upon us, sportscar enthusiasts should be sure to take a few pre-cautions before erecting the convertible top and sealing the garage door until the sun shines again. First, be sure to change the oil and inflate the tires to the maximum recommended pressures. If parked for the season the car should be moved at least once a month so that the tires don't develop a flat spot either by starting or by pushing.

A gas stabilizer should be added to the fuel in the gas tank to combat breakdown. The battery should be disconnected or removed and put on trickle charge every four to six weeks to avoid any sulfate problems. By doing this your battery's life should be six or seven years long rather than requiring frequent replacement. (This is particularly true with six volt batteries that are very expensive to replace and will last only a season if ignored.) If removed and stored in the basement (to avoid freezing), the old school swears your battery will be dead if placed on a cement floor. Batteries should be placed on a block of wood, or on a bench.

If mice are likely to co-inhabit then mothballs will stop them from nesting in upholstery or eating wiring. True, the smell of mothballs isn't the easiest to get rid of although the alternative is worse, particularly if the little fellows use your carpeting as an absorbent material.

I have been told owners have had problems when their cat(s) and car have been allowed to be together. One owner was left with an impossible to remove stain and odour on his brand new mohair convertible top. Cats have also been the source of numerous paint scratches caused by leaping to and from sports cars in a single bound.

Before parking your sports car treat it to a good wash and wax - chrome included. A breathable car cover, with water resistant material on the out-

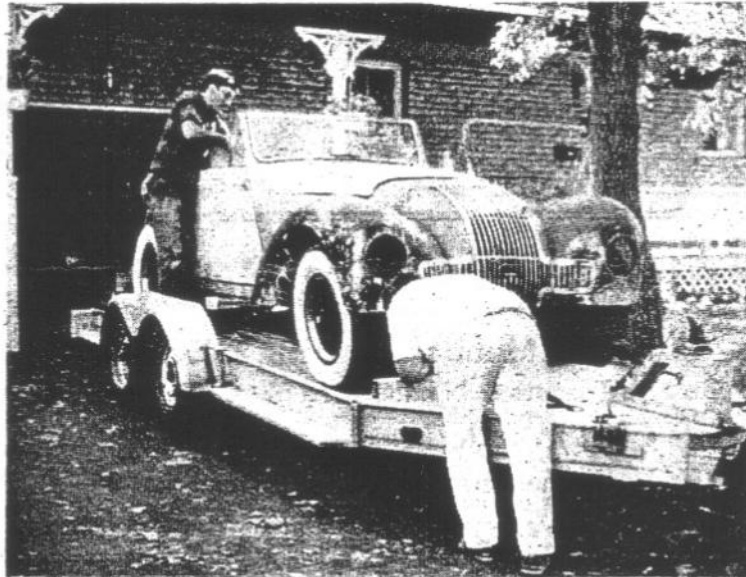
side and soft cotton finish inside next to the paint, is a must and widely available. This gives your sports car's paintwork and chrome extra protection through storage.

### Allard On The Road - Sort of!

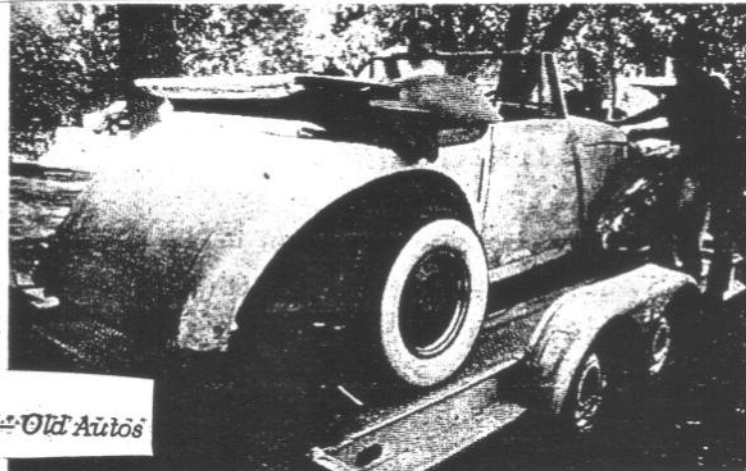
Michael Pistol - who has become well-known for his artistic rolling sculptures kindly offered

a hand at trying to put my "Humpty-Dumpty" Allard back together again. In order to start this jigsaw puzzle, the M-Type had to be transported to Michael's Willow Beach shop, but the Allard was too big to squeeze in amongst the other projects. Instead, it was

transported to Keswick to be worked on in a friend's garage. To transport the Allard, Michael enlisted the help (and trailer) of long-time restorer and vintage racer Bill McFarlan. Bill has worked on everything from Bugattis to Mercedes to Arnolt Bristols and Aston Martins. The Allard was quickly loaded onto his trailer at the former owner's garage. The rear fenders were only held on by a few screws, the headlights and grille just hung in place. Some parts were safely removed while others were screwed-down tightly. The trip from Richmond Hill to Keswick was thankfully uneventful and the Allard was unloaded to await a going-over.



Bill McFarlan (not his best side) and Michael Pistol batten down the Allard for transport.



The rear fenders were basically just tacked-on and were removed for transporting.

## FOREIGN AFFAIRS

DEPARTMENT  
by NORM MORT



Photo by Image Bank



**CIGARS WEREN'T ALWAYS** stored in beautiful, airtight wooden boxes. In fact, the predecessor to the modern humidor was a much cruder device. Hundreds of years ago, bundles of cigars were stored inside pig's bladders — an effective, albeit smelly, moisture-producing enclosure. To combat the repulsive pork aroma, vanilla bean pods were placed inside the bladder along with the cigars.

# CARTOON CORNER

YOU'LL NEED TO WRAP UP WARM OLD THING,  
WE'RE GOING TO A VERY DRAUGHTY PUB



*Blading*

*Miscellany*



# MORGAN SPORTS CAR CLUB

PRESIDENT — P. H. G. MORGAN, ESQ.



Dear *Audrey*

Please note and pass on to your members, there is a change of contact number for membership changes or queries of the M.S.C.C.

The new contact is :-

Carol Kennett  
Tel. no. +44 (0)1773 830281  
Fax. no. +44(0)1773 521816

Old Ford Lodge  
Ogston  
Higham  
Derbyshire  
DE55 6EL

All other details remain the same but if there are any queries please do not hesitate to get in touch.

*Cliff Baker*

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John Sheally with Maurice Owen



# Getting it Right

Photographs by John Sheally II

being the longest engine run of all Morgan model types, the Rover V8 proved the most difficult engine to procure. Although this has been written about previously it may not be realised how many well known people in the motor industry became involved.

Prior to the time when Peter Wilkes of Rover came to see me in 1965, he enquired whether Morgans would like to join Rovers, and if we would like the ex-Buick V8 engine.

A Mr. Bruce MacWilliams had discussed such a project with Rover's Managing Director - Mr Martin Hurst. They were close friends, and Bruce had helped Martin Hurst to obtain the engine from G.M., and was also interested in the supply of British cars to the U.S. market. He saw the potential of a Morgan 8 in view of the previous success of the Plus 4 with TR engine.

I turned down the offer to join up with Rover, but Peter Wilkes agreed that we could have the engine. This led to meeting up with assistant, Mr. Vic Rogers, who was most helpful throughout the project.

Right from the outset, I knew it would be difficult to develop the car, although I did have time to do a number of drawings. We needed a development engineer, which is where Maurice Owen comes in and has remained "in the picture" ever since. The first difficulty he was confronted with was obtaining an engine, but this was overcome by contacting a friend of his, Allan Mackeknee, who had worked on the Buick V8 with his race cars. He happened to have a spare one, which Maurice Owen obtained. It duly went to Rovers who carried out some minor modifications to bring it in line with the Rover specification. It was not long before a prototype was built and running; however difficulties continued about the supply of production engines. Although unknown to me at the time, I am almost

## Foreword by John Sheally II

I have always enjoyed the history of any subject and feel that history should always be accurate. This is especially true in the nineties when a lot of history is being changed to be "politically correct". This to me is ridiculous, as history is what we learn from and pass on to future generations to do likewise.

In the 98.6 issue of "The Roughrider", there were some inaccurate statements in the story regarding Maurice Owen.

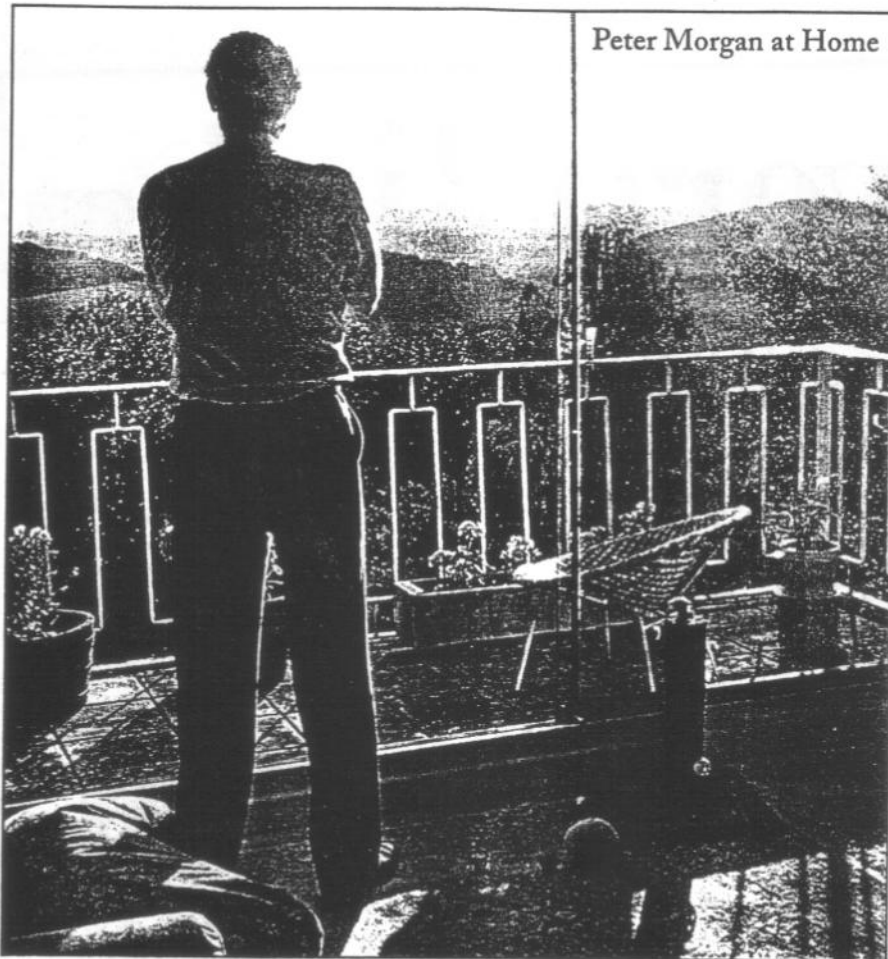
Peter mentioned that there were inaccurate statements about the Plus 8 evolution in the Sharples story, "Roughrider 98.6". I invited him to set the record straight. The Morgan Plus 8 model celebrated its 25th Anniversary at Mog '93 and, we are now seeing its 30th year. Following this foreword, Peter Morgan set the record straight in his own words.

When talking to Peter Morgan this month, he noted that he had had the privilege of giving the address at Maurice Owen's funeral at Upton Church and reflected on the many things Maurice had done and contributed to the Morgan Motor Company Ltd. He had met

Maurice in 1963 and hired him in 1966. His words are as follows: Peter said his first meeting with Maurice Owen happened when:

He came to my office around 1963, asking if I wanted any engine installations carried out (his words, any shoe horn jobs). He did not ask for a chassis. I had nothing for him at that time, but I remembered his visit and asked him to join me in 1966, when he did so. In those days, we made things first. Then I did the drawings accepting the bell housing, which I had a draw before production. The conversion of Plus 4 chassis to Plus 8 was not too radical, as you know. However, Maurice did useful work through the development but like all designers wanted to go on changing things until I said, "We will make it like this 1967". But not to include the two bumps in the bonnet (see B.Fink's prototype), two production cars (the First) were made for road testing in August - September 68, prior to the Motor Show that year.

Mog 93 at Weston Park also marked the 25th Anniversary for the introduction of the Morgan Plus 8, and along with it



Peter Morgan at Home

sure, now, that the reason was since Triumph had taken over Rover, they did not want Morgan to introduce an eight when Triumphs were using a six. This point is virtually established as Harvey Webster, a friend of mine since the days with Standard Triumph, asked me to meet up with him. He tried to interest me in their forthcoming engines; the Slant 4 for Saab and the V8 for the Stag. I told him that the prototype was almost completed, and we would not want to change in view of the amount of development that had been undertaken.

I still was unable to get a firm answer and was informed that I should contact

George Farmer, later Sir George. The meeting with him came as a complete bombshell. He announced, "You cannot have the engine until we obtain permission from General Motors". I enquired, "Who applies for this, you or I?". He said, "They would", and subsequently I learned they had applied for permission to use the engine in the Triumph and Morgan. I immediately contacted a Morgan owner who worked for G.M. and raced a Plus 4 in Canada, Dave Elcomb. Rovers received an early reply saying they had no objection to Morgans using the engine, but no mention was made about Triumph. The

legal embargo on the V8 engine was for five years before it could be sold elsewhere. However, more time went by with no word about the engine. The prototype was running during the summer of 1967.

In desperation, I telephoned Harry Webster and asked if he could arrange an interview with Donald Stokes, subsequently, Lord Stokes. A few days later he returned my telephone call and said that he and the late George Turnbull, later Knighted, would come and check the car over so as to give us a yes or no. Harry Webster and George Turnbull took the prototype for a run around Malvern. Both came back impressed, and accordingly gave us the final, official "nod" to go ahead.

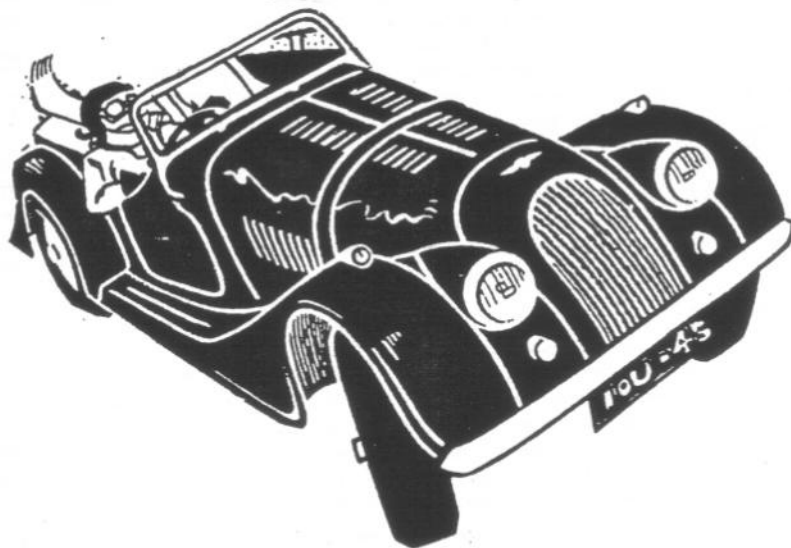
It is amusing that a few years later, Lord Stokes came on our stand at an Earls Court Motor Show and said, "If you have any problems with the engine, don't hesitate to contact me". Long live the Plus 8.

Peter Morgan

\*Peter Morgan was the designing father of the Plus 8, and Maurice Owen built the Plus 8. Peter Morgan was also the designing father of the Plus 4 Plus.

*Whilst we fully understand the need to "Get things Right" one must understand, there was no intention of deception or any disrespect for Peter Morgan who after all, we have the greatest respect for. One must remember though that I expect a Development Engineer would always consider his latest project as his "Baby" and therefore many would consider him to be the Father, this in no way is detrimental to the "Designing Father". The tributes to Maurice were well deserved in all the work and effort that he put in. I unreservedly apologise if this caused any offence, it was certainly not meant to do so. -*

Cliff Baker [The Ed]





# THE Malvern link



## Morgan achieve EUROPEAN Whole Vehicle Type Approval



In July 1998 the Morgan Motor Company achieved European Whole Vehicle Type Approval for all its four cylinder and eight cylinder two-seater models.

Following the changes to type approval legislation effective from January 1998, Morgan's two-seater models are now manufactured to the latest-EWTA standard 98/14, allowing exportation to all EC member states. Traditionally around 50 per cent of Morgan production has been for export, mainly into Europe, the US and Japan. Of its 40 approved dealers, 22 are based overseas.

Commenting on the approval, Charles Morgan said: 'The achievement of European Whole Vehicle Type Approval for all our two-seater models is a testament to the engineering expertise of the Morgan workforce. While retaining our traditional coachbuilding skills and hand-built manufacturing processes, we have been able to surpass the latest legislative requirements. In fact, the four cylinder two-seater Morgan was the first UK manufactured car to achieve the revised 1998 EWTA standard.'

European Whole Vehicle Type Approval for Morgan's four cylinder, four-seater model is expected early in 1999. □

## The drive for production efficiency improvements

Morgan Motor Company has made further changes to its manufacturing procedures at its Malvern factory in order to streamline work flow, increase production and ultimately reduce the waiting list for new cars.



Assembly of the 72-piece ash body frame

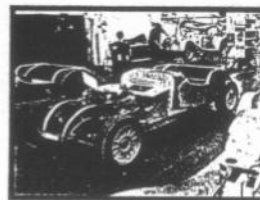
Every part of the factory's process and layout, from laying down the chassis to hand stitching of the trim has been refined. The result has been a more efficient use of facilities, increased throughput and improved product tracking as cars progress through the build, assembly and finishing processes. The time that each car is now in production has been reduced from up to 40 days to a regular and repeatable 24 days.

Central to the changes has been a reduction in work in progress, as manufacture is now regulated into a constant and controlled work flow. Further improvements have been made to the ergonomics of workstations and logistics throughout the factory. The new layout

includes specially designed lineside parts bins and racking systems for fast and easy parts picking during production. In areas such as the body shop, where 72-piece ash body frames for all three models are assembled before being panelled with aluminium, this new system has speeded up parts supply.

Morgan has always combined traditional craftsmanship with high quality engineering and the latest in automotive manufacturing technology. The latest example of this policy is the recent installation of two new CNC machines which are used in the turning and milling of aluminium and drop forged steel components.

Production of Morgan's long sweeping front wings has now moved to aluminium pressings using superplastic forming. Though finishing of areas such as the wings' return edge and the headlamp pod fitting remains the job of skilled craftsmen, the superplastic forming process for the front wings produces accurate parts ready for



Fitting the superform wings

painting. To develop and machine the massive tool to form the wings, the wing shape was digitised using state-of-the-art CATIA design software.

'The reduction in build times achieved by making these changes to our manufacturing process forms part of Morgan's policy of continuous improvement,' says Charles Morgan, Joint Managing Director, 'but we are actually striving for improved quality which is a combination of the traditional coachbuilding skills of the workforce and a better environment in which to carry out those skills. Our ultimate aim is to make a car in limited numbers that lasts the life of its owner. We would also like to reduce the waiting list for new cars to a stable three years all over the globe.' □

## Trans-Atlantic

New car exports to America have been restored after an 18 month gap.

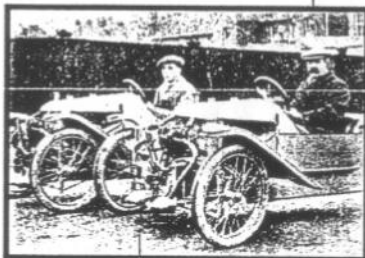
Morgan's commitment to the US market has seen significant investment in developing systems to surpass US safety and emissions regulations. The first new US specification cars went into production in September.

America has always been an important market for Morgan, with 85% of production going to the US in 1960. □

# A HISTORY in motion

In an era of global corporations and mass production, the achievement of the Morgan Motor Company, which has thrived as a family-owned and operated car manufacturer for almost 90 years, should not be underestimated. This success can be attributed to the judgment and foresight shown by the company, from the days of its founder H.F.S. Morgan to the present time, that has enabled Morgan to continue as a manufacturer of quality, hand-built cars through times of both economic boom and crippling depression.

First built in 1909 and launched at the London Motor Show in 1910, the early Morgan was a simple three-wheeled car with a single seat. A year later, the car had been developed into a



Three-wheelers in 1913

two-seater, and had made a gold medal winning appearance in the Motor Cycling Club's London to Exeter trial, the precursor for many competition successes for the three-wheeler. The car, equipped with the Morgan patent front suspension system and various V-twin engines, proved to be both popular and economical, and continued in production until 1952.

During the First World War, production at Morgan switched to munitions. Car manufacture continued on a small scale; Morgan dabbled with a prototype four-wheeler and produced, in small quantities, a prototype Aero model and Family model. Morgan also developed internationally, with exports to far flung places such as Peru, Russia and India.

Following the war, production was quickly back to full force and Morgan benefitted from a nation full of car-starved motorists. However, by 1923, competition was fierce. H.F.S. using his renowned business acumen, decided to lower prices and production, and revamped Morgan's image, choosing a sporty and sophisticated look. Many Morgans were fitted with state-of-the-art self starters and electric lights, with front wheel brakes available as an optional extra. With the revamp complete, Morgan rode out the depression of the 1920s.

1933 saw the development of the F-Type, a three-wheeler model using a Ford four-cylinder water-cooled engine of between 8 and 10 horsepower. By

1936 the F-Type had become the basis of the first commercial four-wheeler from Morgan, the 4/4, which was ultimately available as a two- or four-seater and as a drophead coupé. Exports of the four-wheeler grew, with agencies being established overseas - the first appearing in the US and France in 1948.

Having survived war again, it was not until 1950 that the new Plus 4 was launched at the Earls Court Motor Show. Equipped with a two-litre Vanguard engine, the Morgan Plus 4 was an acclaimed success, based on the original 4/4 with a lengthened and widened chassis.

Despite the early popularity and financial accessibility of the 4/4 and the Plus 4, the British and European markets became precarious. By 1960, 85 per cent of Morgan's production was exported to America, but the crash of the US market in 1961 brought further difficulties to Morgan. However, in typical Morgan style, this threatening situation was used to strengthen the

The prototype Plus 8 outside the Morgan factory



company. Acknowledging that reliance on one country was treacherous, Peter Morgan modified the business between 1961 and 1963, cutting production and establishing agencies in Europe, Canada and Australia.

In the early sixties, the British regained their interest in Morgan, one of the few cars then available with distinctive styling and character. A significant stimulant was the launch of the Plus 4 Plus at the 1963 Motor Show.

The Plus 4 Plus was based on the Plus 4 model, but the streamlined, aerodynamic shaping of the car meant



The Plus 4 Plus

improved speed and acceleration. However, the Plus 4 Plus was not a commercial success. Available for three years, Morgan only produced 26 cars - but it was not a wasted exercise. Displayed alongside the more traditional Morgan, it reinforced the message to the consumer that the original Morgan design was a car of timeless quality, totally independent of the moving fashions of the automotive industry. Morgan was back in business.

Using the new V8 engine from Rover, 1969 heralded the launch of the Plus 8, which is still the company's flagship model today. The Plus 8 boasted a 3.5-litre engine and a totally new wheel construction, which had to be designed to withstand the torque generated by the V8 engine. The car gained widespread popularity, and later developments saw the introduction of a five-speed box and in 1990 a 3.9-litre V8. In 1997, the Plus 8 acquired an impressive 4.6-litre V8 engine, providing massive power and torque, and faster than ever acceleration.

Recent improvements to the Morgan specification throughout the entire range include optional driver and passenger airbags, heated windscreens, longer doors and cockpits for easier access and a rake-adjustable steering column. Morgan has been constantly enhancing its range to surpass all existing environmental and safety legislation worldwide, and the new 4/4, Plus 4 and Plus 8 models are a unique blend of traditional craftsmanship, high quality engineering and the latest in automotive technology.

Even up to the current day, the long waiting list for these cars is proof of the style and quality of this sought after marque. The same timeless grace and elegance, combined with a pure driving experience that has attracted people for most of this century, is undeniably set to continue well into the next millennium. □

# Racing Ahead

Serena Aston, Morgan race series co-ordinator

The Morgan Motor Company Challenge is a motor racing series for road-going, four-wheeled Morgans with current tax and MOT and conforming to UK Construction and Use Regulations.

Started some 12 years ago to provide a means for members of the Morgan Sports Car Club to race their cars, it has been sponsored for the last seven years by the Morgan Motor Company Limited.

The Championship is divided into five classes, which range from standard pre-1970 +4s and pre-1973 Moss Box +8s in Class E through to the highly modified 4.6-litre +8s in Class A. Class D consists of standard +8s and classes B and C accommodate modified 3.5-litre +8s and modified +4s and 4/4s respectively. Maximum points are awarded to a driver winning his or her class and therefore the opportunity exists for a competitor from any class to become overall champion.

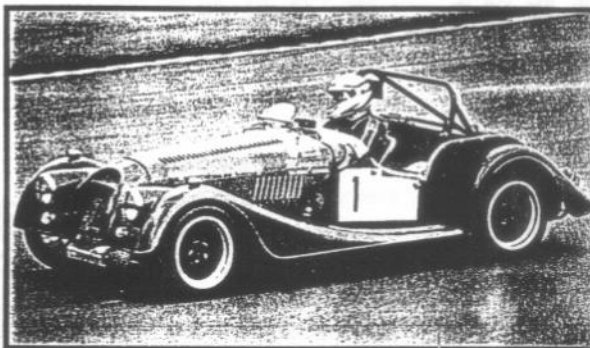
Although in 1997 the championship was won by Class A driver Peter Garland, the 1998 championship was hotly contested by drivers from Classes E and D, with Rick Lloyd in his standard +8 finally taking the prize.

At every round of the championship a trophy is awarded to the race winner and second in the winner's class. All class winners also receive trophies for each race and, at the end of the season, the overall champion is presented with the Peter Collins tray, donated to the series by the family of the late Grand Prix driver.

Approximately 45 drivers are currently registered to compete in the series and grids throughout 1998 averaged 22 starters. During the last season, the eight rounds have included races at Brands Hatch, Donington, Snetterton and Silverstone. One of three Silverstone rounds took place at the annual Bentley Drivers' Club meeting in August, an event that traditionally attracts the largest Morgan grid and in 1998 saw 37 Morgan entries. At this event, in addition to the championship round, competitors have a second all-Morgan race for the Morris Stapleton trophy. Both races were won in 1998 by Class A driver Matthew Wurr, who had returned to Morgan racing after a season in the TVR Tuscan Challenge.

Many of the cars are driven to the circuit, raced and then driven home again. One competitor who does this regularly is the only female driver in the series at present, the experienced and highly competitive Mary Lindsay, who races a Moss Box +8 in Class E.

In many respects the Morgan Motor Company Challenge is unique. A competitor can spend as little as it takes to comply with the basic racing requirements - a roll bar, racing overalls and helmet, etc, or as much as it takes to produce the 400bhp of a top Class A car. Whichever you choose, as a newcomer to



The 1997 championship winner - Peter Garland

the series, you will be made welcome in the paddock, where the atmosphere is of traditional club racing with drivers helping each other wherever possible. Once on

the track, the competitive spirit takes over and the racing can be as close as you will see anywhere!

## The Morgan Sports Car CLUB

The Morgan Sports Car Club or, as it was originally known, the Morgan 4/4 Club, was formed in 1951 by some 20 enthusiasts of the four-wheeled Morgan. The club's membership has since grown to more than 4,000 worldwide, with over 30 UK regional centres, six overseas centres and affiliations to many other Morgan clubs worldwide.

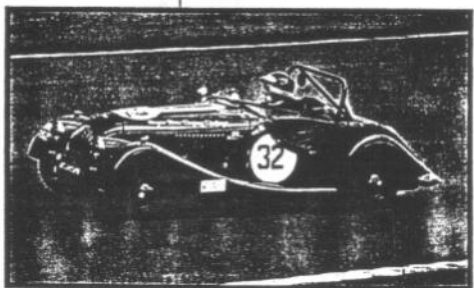
Apart from a large annual gathering which usually attracts around 900 Morgans over the course of a weekend, all the club's local centres plan events which range from gymkhanas and sprints to treasure hunts, scenic runs and barbecues. In 1998 the club held its first meeting away from the UK mainland, on the Isle of Man, where some 250 members and their cars enjoyed a mixture of social and sporting events, including a blast along part of the TT course with the road closed to all other traffic.

The club sells its own regalia and provides technical advice to members, as well as spare parts for older cars. All members receive a monthly magazine

called Miscellany, with many colour pages, details of all the national and centre events, articles, hints and tips as well as factory news. Classified advertisements are included with complete cars wanted and for sale, as well as spare parts and cars for restoration. The club also runs a preferred car insurance scheme.

The club has built up a close link with the Morgan factory and is proud to have Peter Morgan as the club's President. Membership of the Morgan Sports Car Club is open to anyone who either owns, or just appreciates, the four-wheeled Morgan.

Anyone wanting further information about the Morgan Sports Car Club should contact Brian Downing on 0044 (0)1306 880184 or John Lewis on 0044 (0)1869 241387.



Tony Dillon's Plus 4

# Get into GEAR GEAR

The Morgan Motor Company offers a wide selection of accessories, ranging from informative literature and videos that chronicle Morgan's past and present to a collection of stylish clothing.

A selection of attractive posters are available, featuring the +8, +4 and 4/4 models, that will brighten any enthusiast's wall. Other products from

the Morgan accessory range include a fine leather wallet, pewter tankard, sturdy golf umbrella, and various fun keyfobs. Why not treat your Morgan to a stainless steel tax disc holder or a steering wheel badge?

As well as informative and decorative gifts, you can choose from a range of clothing and

accessories. Ties, T-shirts, sweatshirts, caps, casual jackets and even Morgan overalls make the perfect gift for the enthusiast or the aspiring Morgan owner.

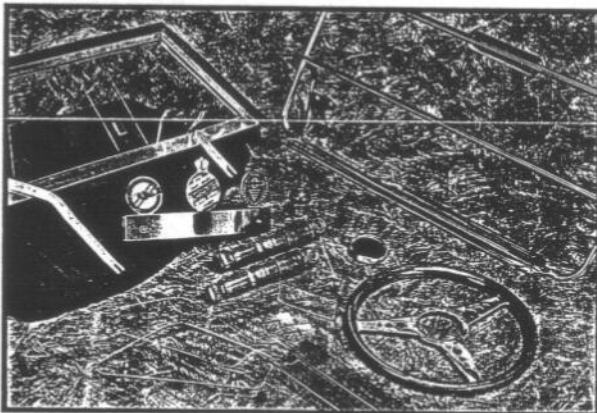
Details of Morgan's range of accessories and ordering information can be found below.



## DEALER-FIT Accessories

Morgan take a pride in building your Morgan to match your personal tastes and

individual requirements. Each new Morgan owner chooses from a myriad of trim and



body colours, options and extras that make each car unique. In order to personalise your Morgan further, a wide range of dealer-fit accessories are also available to add a little extra luxury to your car.

Interior accessories available include walnut door cappings, 14" or 15" walnut steering wheels and chrome rear view mirrors. To enhance the sporty look and feel to your Morgan, you could add colour coded spotlights or choose from a range of stainless steel performance exhaust systems for 4/4, Plus 4 and Plus 8 models.

For stylish practicality, a luggage rack can be fitted by your Morgan dealer, in traditional lowline form, or with sidescreen stowage. Leather luggage rack straps are the elegant answer to securing your suitcase, picnic hamper or golf clubs. Why not simply celebrate Morgan's status as the oldest independent British car manufacturer still in production by embellishing your bonnet with an enamel Union Jack badge.

## ORDER FORM

### BADGES

- Shield Lapel Badge £2.80
- Car Lapel Badge (red/green) £1.40
- Centre Steering Wheel Badge £1.85
- 4-Wheeler Pin (available in 8 colours) £2.75
- Large Wings Badge £3.25
- Car Badge £26.40
- +4 Winged Lapel Badge £3.15
- 4/4 Winged Lapel Badge £3.15
- +8 Winged Lapel Badge £3.15
- Morgan 4/4 Cowf Badge £29.00
- Morgan +4 Cowf Badge £29.00
- Morgan +8 Cowf Badge £29.00
- Morgan Neon Sign (Plus VAT and P&P) £250.00

### CLOTHING

- Morgan Silk Tie (Blue & Yellow) £17.90
- Morgan Cars Tie £10.45
- Morgan Christmas Tie £10.45
- Morgan Baseball Cap (black/sand/black/red, navy/stone, navy/green) £9.35
- Short Sleeved Polo Shirt (red/navy/black/green/white) (CIS C/M C/L C/XL) £14.85
- MMC T-Shirt (red/green/navy) £12.00
- Morgan Script T-Shirt (red/green/navy/black) (CIS C/M C/L C/XL C/XL) £10.45

- Collared Sweatshirt (red/green/navy/black) (C/M C/L C/XL) £21.45
- Roundneck Sweatshirt (red/green/navy/black) (C/M C/L C/XL) £21.45
- Microfibre Jacket (green/navy) (C/M C/L C/XL) £43.95
- Rugby Shirt (green/navy/black/plum/navy/white) (C/M C/L C/XL) £30.25
- Morgan Script Sweatshirt (navy/green) (C/M C/L C/XL) £21.45
- Shorts (black) (CIS C/M C/L C/XL) £16.45
- Morgan Overalls (green/navy or green/red) (C/L C/XL) £47.20

### MODEL CARS

- Morgan Model Classic Pewter £13.75
- Morgan Model Classic Bronzed £13.75
- Vitesse 4/4 Model (red/green/blue/ivory) £19.25
- +8 Tomy Model (red/green) £1.40

### SOUVENIRS

- Morgan Experience Video £16.50
- Handmade Video V.H.S./NTSC £27.50
- New Morgan Video £11.00
- The Cars and The Factory Book £22.00
- Morgans to 1997 £16.45
- Morgan History Booklet £5.50
- Railway Print (Limited Edition) £30.25

- Morgan by K. Hill £11.00
- Official Morgan Poster (Malvern Hills) £2.80
- Morgan Braces £16.50
- Red +8 Poster £2.75
- Green +4 Poster £2.75
- Blue Race Car Poster £2.75
- Ivory +4.4 Seater Poster £2.75

### ACCESSORIES

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- Leather Wallet £25.25

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- Morgan Hip Flask £24.75
- Pewter Tankard £12.10
- Morgan Golf Size Umbrella £20.80
- Morgan Tax Disc Holder (S/Steel) £7.65
- Morgan Transfer £2.00
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- 4/4 Winged Key Fob £4.25

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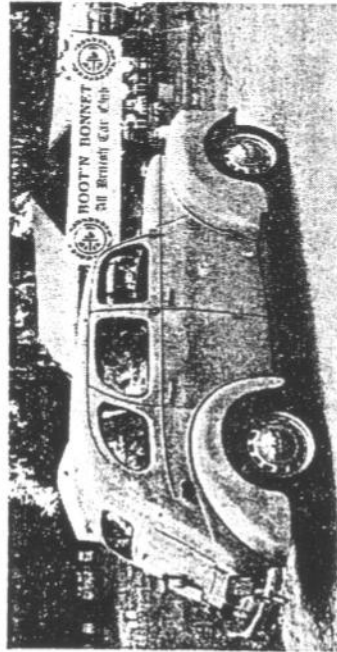
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Send to: Morgan Motor Company Limited, Pickersleigh Road, Malvern Link, Worcestershire WR14 2LL

All prices inclusive of postage and packaging unless otherwise stated



A real jewel was J. Ross Calvert's fully restored beige with red 1950 Ford Prefect down from Kanata.

## B and B British car day east

by Norm Mort

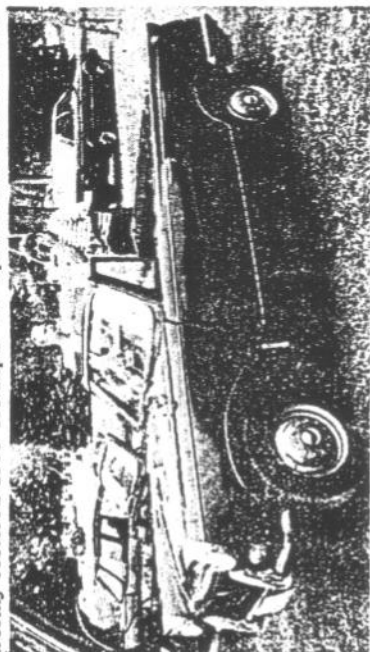
KINGSTON, ON — The All-British Boot 'n' Bonnet Car Club held their 9th annual British Car Day East on Sunday August, 23rd in Kingston City Park, Ontario. Members and non-members Brit car enthusiasts came from as far away as Ottawa, Toronto, and New York State. The day was unfortunately quite wet, yet the continuous mist and drizzle didn't dampen any of the over one hundred participant's spirits.

Triumphs in particular were out in full force including the one-two, father-son punch (Mom - Cheryl, was there too!) of Grant and Kevin Buss. Mom and Dad drove down from Oshawa, in their stylish, fully rebuilt Vermilion red 1978 Triumph Spitfire, while son Kevin's wife Heidi, arrived from Mallory Town, Ontario in their freshly restored 1968 Triumph

Spitfire MK III.

Grant and Cheryl's 1500 cc, four cylinder has just 121,556 original kms on its clock. The Triumph was re-painted in its original Vermilion factory colour back in 1992, after it had been sandblasted back to bare metal. The Buss' enjoy driving their refurbished Spitfire and so Grant fitted updated twin SU carbs, a new older model fan and constructed out of aluminum a custom heat shield fitted for the carbs. Inside an oil pressure gauge was added and a Roadster factory upholstery kit of black vinyl and houndstooth cloth. Grant recovered black vinyl door panels and rear panels himself, along with a new Roadster factory black carpet kit. The senior Buss's tour an average of 3-4,000 kms per year.

Kevin Buss and Grant restored the 4-cylinder 1296 cc, Mk III Spitfire over the last three



Corey McLaren and fellow Triumph owner David Stock discuss the merits of the marque with 1959 Herald in foreground.

years. It was painted in a non-original, but later factory Magenta colour. Before applying the acrylic enamel paint the Triumph was completely stripped down. The rolling body/chassis painted back in 1995, by the same enthusiast who painted Grant's Spitfire. I'll have to get the name of this Hudson collector, part-time painter as he does a great job! (I'd also love to see his Hudsons).

The body had to first be completely rebuilt. That included new three piece rockers, floors, a rear valance, and rear fenders. The chrome bumpers, door handles, bezels, hinges etc. were in good condition and didn't have to be replaced - except for new twin racing mirrors.

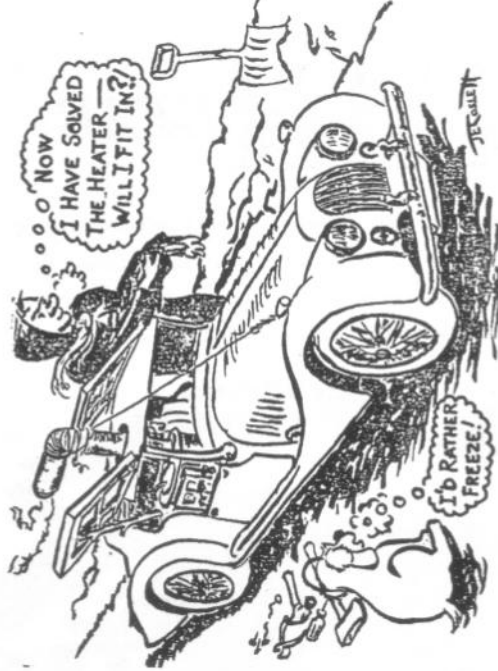
Mechanically the Buss' completely rebuilt the 1296 cc engine. That included new rings, and bearings, and the 1 1/4" SU carbs. The rust-free chassis was in good original condition and required only new bushings, and shocks - original springs. Kevin's Mk. III has the luxury of an overdrive transmission - something Mom and Dad will fit on their '78 this Fall.

Inside, Kevin's Spit was also fitted with an oil pressure gauge, a black vinyl with white piping Roadster factory upholstery kit, and Dad did the new black vinyl door and interior panels. A new English black carpet kit was fitted and Grant noted it wasn't as good a kit as his American one. The older style Mk. I through III Spitfires are less common than the later Kamm-tailed models. Having once owned a Mk II in my youth I prefer the earlier versions - although that didn't stop me from buying a 1975 1500 a few years ago. It should be noted that Kevin won a "People's Choice" award for his Spitfire this year.

Another nice Triumph - this time the popular larger TR6, was the one owned by Stuart and Beth Beatty of Belleville. Stuart purchased his TR back in 1985 and over the past 13 years he has restored/refurbished any areas requiring attention to the point it is one very reliable, eye-catching Triumph. Stuart Beatty was a founding member of the Boot 'n' Bonnet Club and a

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former President of the Toronto Triumph Club who used to help organize the larger, longer running British Car Day in Bronte Park outside Toronto in September.

Representing Triumph in a four-seater mode was the refurbished, maroon Triumph Herald convertible of Corey and Steph McLaren of Kingston.

Other marques well represented included rival MG, and up-market Austin-Healeys and Jaguar.

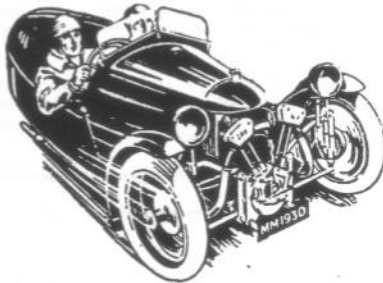
It was a Jaguar that was voted as the "People's Choice" overall "Most Coveted Car". The honours went to Ron and Sally Wanless' pristine 1962 Jaguar XKE. Their British Racing Green 3.8 Coupe was dipped, stripped to bare metal, primed and painted professionally in Toronto back in 1995. It still shines like a new penny - or

would that be a shilling!? It was rechromed, the engine was rebuilt by Jag Tech, Waterloo, and the interior has been completely refurbished. Only 2500 miles were put on the Jaguar from the time it was restored in 1990 through to the mid-nineties. The lucky couple drive their Coupe and enjoy showing it at all the Brit car shows and Jaguar events. In 1997 this early XKE was entered in the Driving Class of the JCNA Ottawa Jaguar Chapter where it was a big winner and went on to win the JCNA Driver's Club Class Concours - 1st overall in 1997.

Another crowd pleaser was the fully restored beige with red interior 1950 Ford Prefect saloon of J. Ross Calvert who had travelled from distant Kanata, Ontario.



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**FROM THE EDITOR:**

If you have information,  
 ideas, cartoons, or your  
 favourite Morgan advent-  
 ure, please e-mail to:

Sylvia Balfour, Editor  
 The Blurb  
 ycw@golden.net or

fax to: 519-623-1966

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We now have exploded parts drawings, photographs, information you didn't think existed, all to keep your favourite car on the road. We are proud to say we have over 6000 different parts, drawn from the largest Morgan parts store outside Malvern. In some cases we have parts which even the Morgan works do not have, particularly for the older 4/4's and the Plus 4's. To obtain a 6th edition catalogue, please send \$8 US notes for a return air mail copy.



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The Managing Director,  
CMC Enterprises (1990) Inc.,  
12944 Albion Vaughan Road,  
RR3 Bolton,  
Ontario L7E 5R9,  
Canada

30 October 1998

Dear Sir,

Re: Millennium edition prints - Morgan

By way of an introduction, I am an English watercolour artist living in and working from Portugal.

In December I shall be starting work on a series of six original paintings depicting the building by hand of a Morgan sports car. The originals will then be used to produce limited editions of signed prints. I envisage that the limited editions - with 2001 prints in each set - will be entitled "Millennium Edition Print".

Morgan Sports Cars Ltd have given me permission to visit their works at Malvern Link in order to gather sufficient background details to enable me to undertake this challenge. My contact with them is through Mr Matthew Parkin (Sales and Marketing Manager). He has provided me with the addresses of Morgan agents throughout the world and of the Morgan Owners Club.

The original watercolour paintings and limited edition prints will be completed in the first half of next year and will be available thereafter for purchase by the general public.

I plan to make the six sets of limited edition prints available through the Morgan agencies worldwide. Each participating agency will be presented with a complete set of a separate "Artist's Proof" series as a gift to keep and to display within their establishment.

Each participating agency will initially be sent twenty prints of each picture (120 prints in total) to sell on a commission basis. Commission will be 20% and the retail selling price will be £125 per limited edition print.

To enable you to judge the standard of my artwork please allow me to detail some of my present and most recent commissions:

1. I have just finished all the paintings for a Millennium calendar for "Algarve Golf" - a calendar based upon paintings of all the golf clubs on the Algarve;
2. Two originals of the Bank of England on Threadneedle Street;
3. A series of paintings plus limited edition prints showing the techniques involved in the construction of the 16 km long Vasco da Gama Bridge spanning the River Tagus at Lisbon - currently the largest construction project in Europe.

If you have any queries as regards my proposal for the Morgan Sports Cars artwork please do not hesitate to contact me on any of the numbers shown above.

I am sure that you and your clients will agree that my proposed project is unique and that the prints will prove to be very collectable indeed.

I should be grateful if you could let me know as soon as possible whether your agency would be interested in participating in this scheme on the basis outlined.

One further point I would make is that early in the New Year an article is due to appear about my project in the Morgan Owners Club Magazine. There will also be a follow-up article as and when the original paintings are completed.

I look forward to hearing from you in the near future.

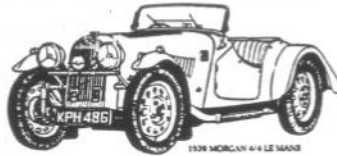
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21st October 1998

Dear Morgan Agents & Traders,

Please find a sample of a Greetings Card which we have specially commissioned and which is only available through us. It is printed on good quality card, and is blank for any message. Each card comes complete as per the sample.

We cordially invite you to consider stocking these cards as an additional line for your customers. The Recommended Retail Price is £1.00 - £1.50.

They are offered to you at the following rates :-

25 cards	=	£0.75p per card	} Plus Postage/Carriage & Packing charged at cost.
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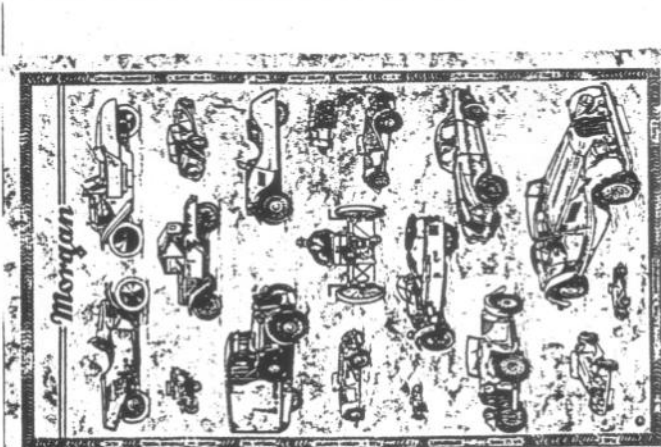
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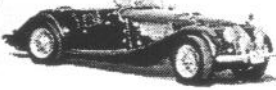
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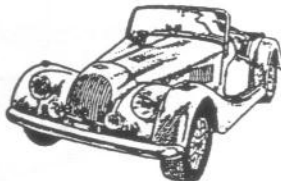
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