

What's so
INESTIMABLE
about the 'Blurb'?

3 - 84

AUG 1984



Dates of publication!

Morgan Owners Group

The
Inestimable
Blurb

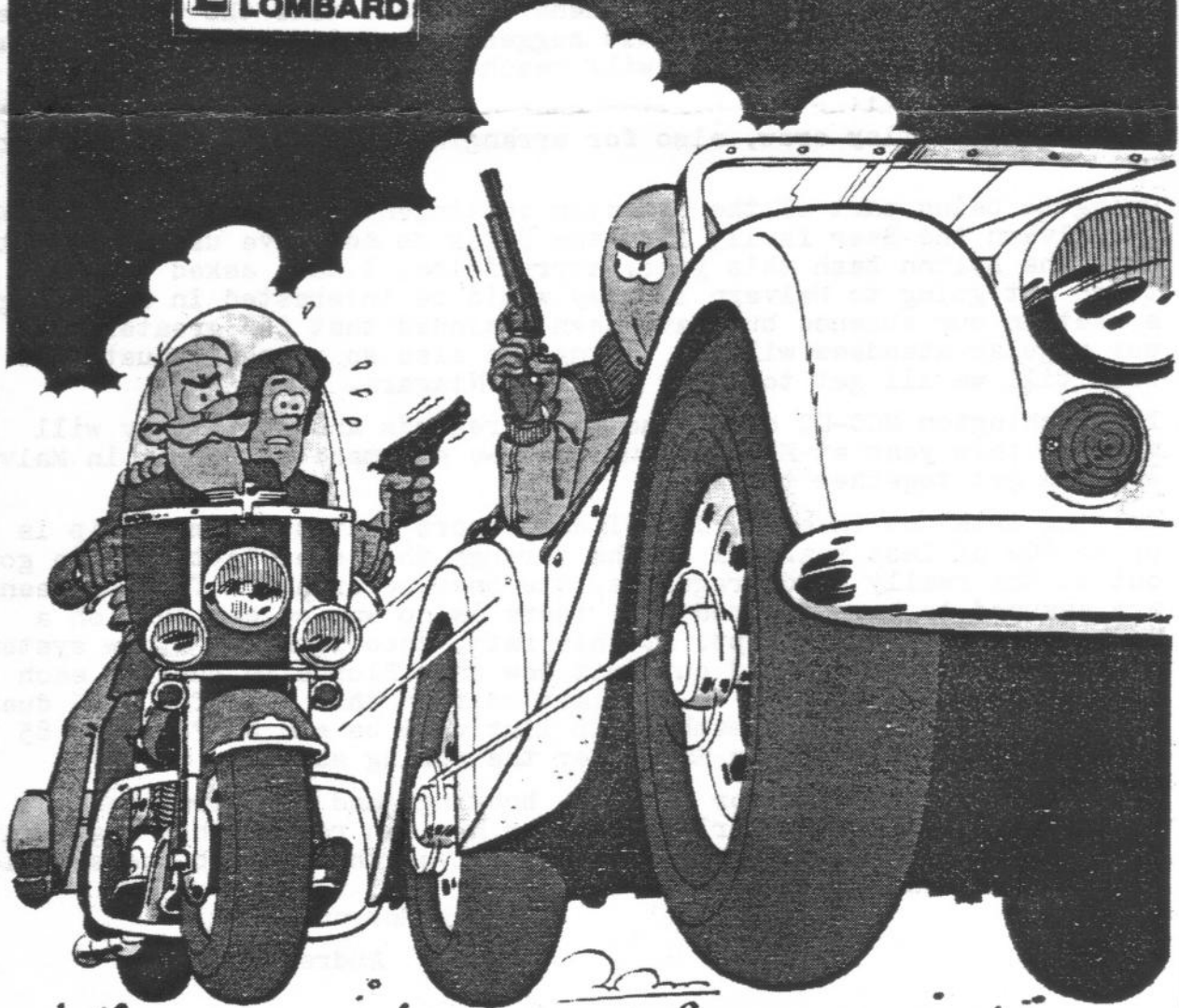
turk & de groot

CLIFFON

SIR JASON

EDITIONS DU
LOMBARD

7





Having been asked to review and write up my thoughts on the latest book by Ken Hill I began to think that the book was becoming as elusive as the Blurb, 5 weeks and still no book; finally it arrived but too late for our last edition, better late than never, also well worth the wait and my review is in this issue. We hope to have copies of "THE MORGAN 75 YEARS ON THE ROAD" for sale at Niagara and arrangements have been made for orders to be taken and shipped direct to our members, cost is listed at \$22.95 CDN. but we will have a discount arrangement with the Publishers so will be available at \$18.50 plus P.&P. I will accept any orders.

A great turnout was evident at the Nottawasaga Run as was the same for the Pub Lunch held in April, seems those phone calls do get our members activated, though it does run up the long distance calls as we are spread about in different areas, it has been suggested we keep up the idea and share the calls from each area within local no charge boundaries, Pauline has offered to take the Mississauga area, John Roden has the St Caths, Chris the Kitchener, while I take the Toronto ones, we would like some input on this suggestion at Pipers Hill and by mail for I have no idea when this will reach you.

Thanks John Collins for picking such a lovely scenic tour for us & leading the motley crew, also for arranging such lovely weather for us.

Owing to being part of the Canadian contingent to the 75th Morgan Meet at Malvern the Beer family find the dates do not give us any time to host the Bolton Bash this year, sorry folks, I have asked some of those not going to Malvern if they would be interested in arranging a meet in our absence but have been reminded that the greater part of our regular attendees will be in England also so we shall just have to wait till we all get together again in Niagara.

The Washington MCC-DC club send their regards and state they will miss us this year at MOG 14, but that we can make up for it in Malvern when we get together there.

Writing this now in early June, I can report that our membership is up to 80% of last year (six months through this one,) letters have gone out to the really tardy regulars, the ones never heard from or seen are assumed to have dropped out, there is no way we can publish a membership list before Sept. at this rate, sooo lets try a new system so at least we might find out just how many Blurbs to publish each edition, renewal will be in the last edition this year for 1985 dues and deadline date for a membership list will be end of February 85 and ready for printing in March for the spring edition.

Plans are well in hand for Niagara, bookings and registrations are coming in, with Gary MacFarlane beating his own record, his registration arrived the day after our Treasurer received their Blurb and she didnt even know it was in print.

Happy Morganeering,
Audrey Beer.

OKTOBERFEST

ELMBROOK FARM SUNDAY OCT. 21ST.

at 2PM.

HOSTED BY PETER & DORATHY PFAHL
LOCATION The Historic "WHITE HOUSE"

BYOB MIX & POTLUCK DISH:



This home, part of Elmbrooke Farms, was built in 1850s in Etobicoke

on the East Mall Etobicoke between Rathburn and Eglinton.
consider the East Mall as the east service road of HWY 427.
for details contact Audrey Beer at 857-3210

CHRISTMAS PARTY in SOHO

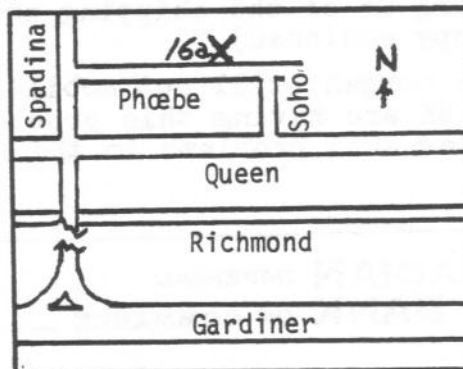
Saturday December 1st at 8pm. The Rumohr's

home has been offered again at 16A Phoebe St Toronto just off Spadina & Queen St W. As with all our meets its Potluck BYOB & mix. best parking is the commercial lot at the corner of Queen & Soho St, then a short walk north to Phoebe St. RSVP to Linda or Brian at 593-6687.



CHRISTMAS IN SOHO

Get off the Gardiner Expressway at Spadina and park at the commercial lot at Queen & Soho (avoid the maze of one-ways)



ANNUAL WINTER BASH

THE SMITHS ANNUAL BEAT THE BLAHS

ON MARCH 2ND '85 at 7.30PM

Bring BYOB, MIX & POTLUCK DISH FOR THE BUFFET: LOCATION: Andrew St in Snelgrove just east of HWY 10 on 17 Side Rd. in Snelgrove, for details call Pauline Smith at 846-1521.

Colin Musgrove & Associates

SPECIALISTS IN  MORGAN CARS

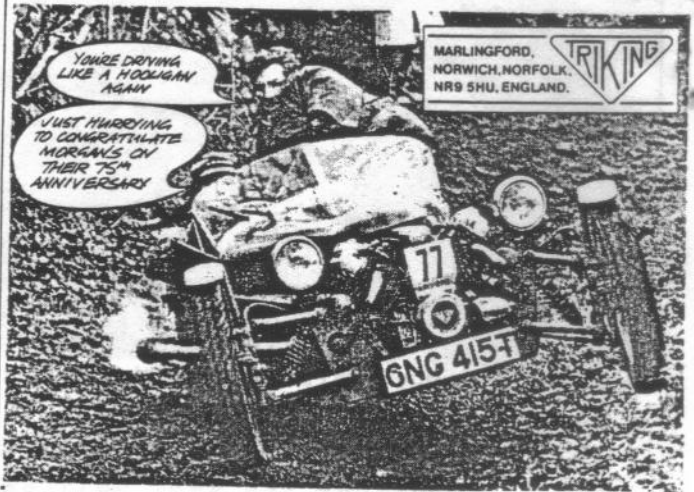
COLIN MUSGROVE AND HIS STAFF CONGRATULATE THE MORGAN MOTOR CO. LTD. ON 75 YEARS OF INDEPENDENT MOTOR CAR PRODUCTION. A MAGNIFICENT AND UNIQUE ACHIEVEMENT.

We cannot lay claim to such an illustrious background but in our company's relatively short history we have established ourselves as standard setters in Morgan restoration. In 5 years we have carried out 27 major restorations including 14 total ground up exercises. The results of these efforts have consistently won concours prizes in closed and open competition since 1981. Other customers, who have no interest in concours, can drive their cars daily, confident that no major coachwork attention will be required for many years. It is sound economics to have your Morgan thoroughly refurbished rather than keep trading in for a later and apparently better model. You should, however, choose your restorer with care. We think our record is self evident and pre-eminent. If you are considering a restoration, write or call to discuss your requirements and find out at first hand why the "Musgrove Method" is so successful. While we are, perhaps, best known for our restorations this represents only about a third of our Morgan activities. Much of our day to day work involves routine servicing, accident repairs, parts supply and manufacture, MoT testing, performance tuning and competition preparation, the latter particularly with Plus 8s. We also have a complete range of stainless steel exhausts for any post 1950 model manufactured to original patterns and very competitively priced.

If you are a confirmed DIY Morgan enthusiast we can still help you by selling you a copy of "Moggie", the accepted tome on Morgan maintenance and restoration, by Colin Musgrove. Recently reprinted, this book is essential reading for all owners and enthusiasts. All copies purchased from us are, of course, signed by the author and carry an oily thumb print of authenticity!

We look forward to meeting all friends, old and new, at Malvern in July. Do come and see us and examine the various results of our labours.

← T'bred & Classic July '84



Advertisement in 'Thoroughbred & Classic', from Triking the prominent British 3 wheeler manufacturer.

TO NORTH AMERICAN MORGANEERS

I feel as a Morgan Owner and enthusiast people should be made aware when dealing with certain companies outside of North America that they can run into problems they didnt know existed.

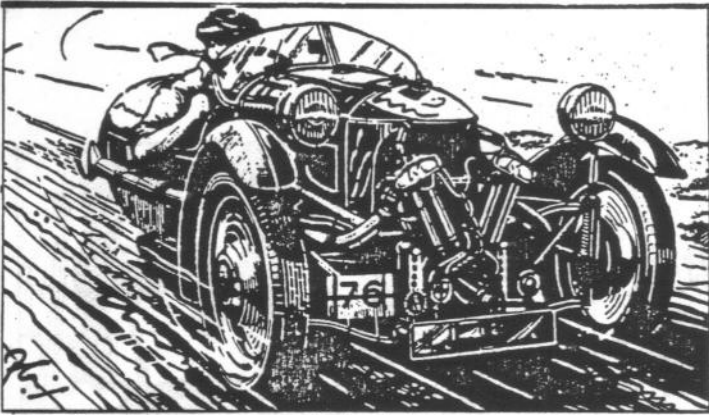
My dealings with Colin Musgrove and Associates which to date has cost in excess of \$100 in phone and telegraph correspondence over the last seven months has turned out as being both futile and exasperating with false promises regarding parts having been purchased on my behalf.

The advance of £100. still lies within Mr Musgroves hands which was sent on the 15th of February 84. After a demand from myself for proof of shipping which had no reply, a letter finally arrives informing me of the shipping problems from the UK to Canada and the US. (copy enclosed)

With a Morgan still not mobile I can only hope that not all companies in the UK are having this problem and hope that other members do not encounter such problems in the future.

Walter P. Dur.

CANADIAN IMPERIAL BANK OF COMMERCE		8052 BOLTON, ONT.	577974
IN FAVOUR OF <u>Colin Musgrove</u>		TRANSIT NO.	DATE Feb 15, 1984
FOR <u>one hundred</u>		£ 100.00	
WE HAVE TODAY DRAWN THE ABOVE MENTIONED DRAFT ON YOURSELVES		CHARGE TO CUSTOMER	
CANADIAN IMPERIAL BANK OF COMMERCE		INTEREST RATE	
55 BISHOPSGATE		1.725	
LONDON ENGLAND		EQUIV. CAN \$ 179.25	
AUTHORIZED FOR DEBIT TO _____ A/C No. _____		HANDLING CHARGES 2.50	
IN THE NAME OF _____ SIGNATURE _____		TOTAL COST 181.75	
		CUSTOMER'S COPY	



Matchless MX4-engined Super Sports as portrayed by the author in a drawing that originally appeared in Motor Cycle magazine

"THE DAMN FOOL MORGAN GAME"

A new idea for all who love to work out puzzles here is one for the Morgan oriented collector, a set of cards in a nice little box, very well made. The Beer family have enjoyed it and are now ordering a few more. I hope to have some for sale at Niagara but you may order direct.

Send DM 13.- (approx \$6.50 CDN) plus P&P \$1.50 to Klaus Spangenberg, Bahnhofstra 11, 3550 Marburg 1. West Germany. No you dont have to read German to play it either.

COLIN MUSGROVE & ASSOCIATES

Mr M. Beer,
R.R.3,
Belton,
Ontario,
Canada

Newburn,
Holt Lane,
Balsall Common,
Nr. Coventry
CV7 7GX

21.5.1984

Dear Martin,
in response to your telegram, a small parcel of urgent parts has been despatched by air. Invoice enclosed.

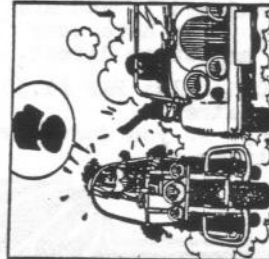
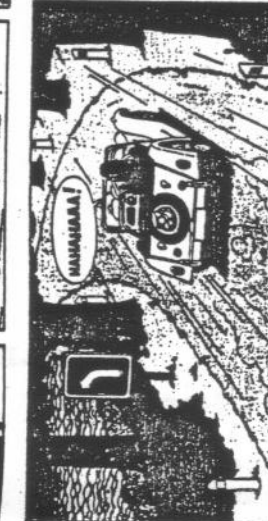
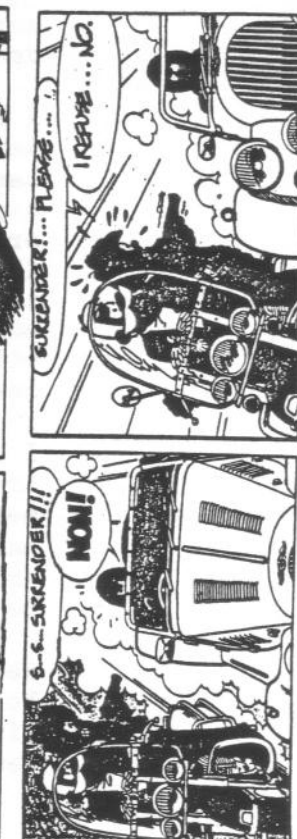
I still have a large list of parts required which was dictated by telephone to my associate. Unfortunately, trading with North America has now become extremely difficult due to my Insurance company. We are expressly forbidden by our company to trade commercially with the U.S. or Canada. We can pay an extra premium of £600 to deal with Canada or £1400 to deal with the U.S. for a single business transaction but this is far larger than the profit on the sale of a single item. Since, unlike most Morgan specialists, we are running a large organisation with world wide trade, we cannot jeopardise our business with the U.K. and the rest of the world for a few items of business with the U.S. and Canada.

I am informed by my associate that the various gauges and T.R. parts are for collection in July by yourselves. In order to get your 4/4 mobile the Ford components have been sent under separate cover. These have been treated by us as comprising a gift. Our only course of action is for you to collect the remainder of the items in July when they will be treated as an-over-the-counter sale.

We deeply regret any inconvenience caused but we cannot obtain blanket North American cover from any major U.K. insurance company and the situation with my present company was only clarified within the last few weeks.

I look forward to meeting you in July when I will endeavour to have all parts available. I would point out that some TR parts are getting hard to find. Yours sincerely,

Colin Musgrove





This cartoon was taken from a French "comic book", provided by Claire Heskestad, which was gloriously filled with drawings of MG's, Jags, Lotus, and other great automotive art.

LINES WRITTEN IN MEMORY OF LURAY

John Collins

Lonely as a Silver Cloud
 I wandered south through morning fogs,
 But by the e'en I saw a crowd,
 A host of multicoloured Mogs:
 Parked outside hotels, motels, bars,
 Congregated 'neath the stars.

The next few days were filled with fun
 As cars were polished, on display;
 Some the autocross did run,
 Others rallied half the day:
 The grand finale, a banquet fine,
 Good fellowship, and meat, and wine.

Though only once this trip was made
 Fond memories of carefree rides,
 Which gradually, with time, will fade
 Are oft rekindled, using slides:
 The cars, the places they have been,
 Reincarnate on the screen.

But Wordsworth is, I hear you cry,
 Made mute by death's confining mist:
 You're right, these lines were written by
 Another bloody plagiarist.
 But one who'd rather drive for hours
 Than sit and look at yellow flowers.

BOOKS

8

THE MORGAN 75 YEARS ON THE ROAD

By Ken Hill

reviewed by Audrey Beer

This book is a pictorial collection of the Morgan Motor Co. advertisements through the years to commemorate this 75th Anniversary year, with the foreward by Mr Peter Morgan.

You can cry over the prices listed in the advertisements, rejoice with all the trophy wins through the years, feast your eyes on the varied Morgan models available through the 75 years of production, with a running commentary by Ken Hill linking up all the changes to bring into clear focus all the differences for those who do not like to wade through chapter after chapter for different model details. I consider this book compulsory reading for every Morgan owner/admirer who tells me they have/know a Four Plus Four, (best yet was last week, that was a 2+2)

Some of the advertisements do have the year on them, most do not, this is overcome by the titbits of news inserted by Ken, for instance "By the end of 1934 the Beetleback disappeared from production and the Super Sports became available only in Barrelback form" I can just see the trivia buffs reaching for the book for a quick reference to confirm their statement or refute anothers, though it does not go into any details such as how many models were made or serial numbers etc it presents a perfect picture format as to the changes and styles over the years.

A greater part of the book is devoted to the Three Wheelers and I never realised just how many models were available through the years or that the term "Runabout" was used by the Factory for so long; sure I could have read about it in the past but this book provides me with the lazy way, pictures can speak louder than words.

The big surprise on first looking through is-no colour, every advertisement is in black and white. Next thought is lack of text to accompany the ads, wrong; the text is placed between in completely different format instead of captions and comes across as listening to someone talking and explaining while we browse together through an album.

Personal aside, I just loved the copy re the winter protection of the Family Three Wheel Morgan, strange, nothing like I remember my Mother saying in my childhood, though experience has taught me it is not the car at fault but the confidence of the driver who insists it's only a shower or there is a bridge just ahead to stop under to put the top up, Oh how memories can return.

Upon leaving the Three Wheel era I became a little dissappointed in that each ad seemed to jump from one Earls Court Show to the next year same show, until I realised that in the post war 2 years and for the next decade new cars were like hens teeth in England, here we find some advertisements from the US to boost the export sales, less mention of racing results, less pricing, more photography instead of sketches used, and a more sedate form of advertising.

The 60's bring a change again, guess that was the era of adding the pretty young things into the act and less of the performance as per engine etc. Bill Ellman will approve of this change I am sure, but sorry Bill that didnt last very long and its back to the engineering aspects again. Could that have been when our clubs top enthusiast got hooked on Morgans?

The Morgan 75 YEARS on the ROAD

KENHILL



THE Morgan

75 YEARS on the ROAD KENHILL

SMALL CAR BIG performance

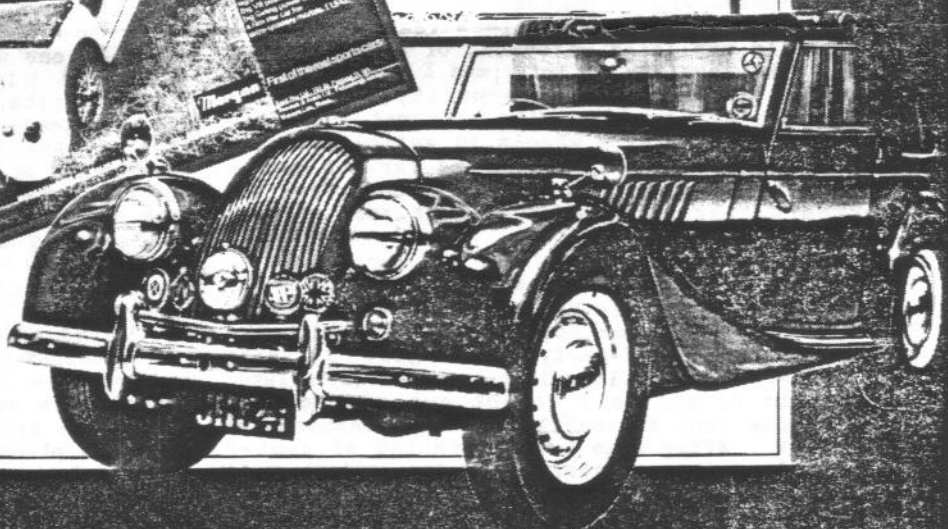
MOTOR CYCLE

The Film Star Car

Morgan Runabout

Morgan The Morgan 44 Series V

Tax only £4



Rough Rider

Once the first reaction of "Oh its all advertising copy" is passed and the reader gets involved into reading the book I know they will get lots of enjoyment and knowledge from it. I know this will be the book I recommend when the next person arrives to say I am interested in obtaining a Morgan but dont know very much about them, I didnt even know there were so many different models, what are they? With so many clubs coming out with different commemorative 75th badges etc I know this is one 75th Anniversary project I will be more than pleased to add to my Morgan collection in the sure knowledge it will be well thumbed through.

Audrey Beer.



Al Marsh,
from Rough Rider

NIAGARA ON THE LAKE '83

Having yearned without success to attend a NOL in past years, my attendance this year produced a personally amplified enjoyment of a truly fine Meet. The keystone of this, and I am told of all previous NOL Meets, is informality, universal enjoyment and good spirits. Forget the Q-tip cleansing of your wire wheels in anticipation of the Concours -- you'll be having far too good a time socializing with your Morgan friends from the northern tier to even care about such trivial things as trophies!

The enjoyable tone for the weekend was set for the entire weekend by a Friday night scavenger hunt, to wit: finding the Rodens' home at which the "Welcome to NOL'83" party was staged. Arriving after dark and settling into my motel quite late, as a true Morganiac I sought out map-reading assistance from the nubile duo in attendance at the desk. After some twenty minutes of somber reflection, they suggested that the easiest route was by way of downtown Cleveland. As their tiresome duties precluded their attending the Party of the Year, I set off, alas alone, in the general direction of St. Catherines, to locate the Roden residence.

After a number of stops for assistance -- I recall a freight company, the local bus garage, a hamburger joint and the Venus-On-The-Half-Shell Massage Parlor, among a number of notable establishments -- I arrived at the NOL'83 kickoff a bit arrears timewise. I was quickly made to feel welcome, and I must say the Rodens -- who also hosted the Sunday barbecue -- are over-qualified as Meet party hosts. After the party, I followed the tail-lights of Steve Beer's Supersport back to my motel and an interesting late-night observation of the imaginative and maniacal world of Canadian football.

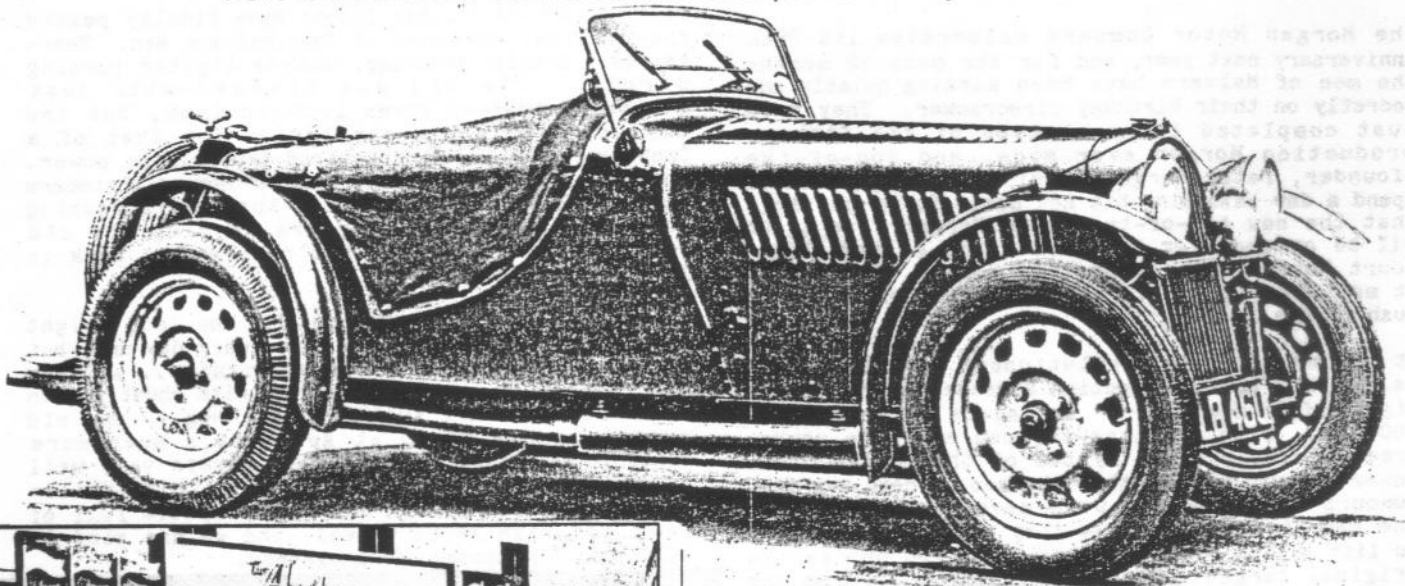
Saturday dawned with promise of an interesting Concours at the Whirlpool Restaurant, along the beautiful Niagara Parkway, near the famous Falls.

Never one to rush things, I ambled over after the stalwarts had already set up the Show and Regalia Booths, pulling smartly in line before the picturesque establishment. Several hours were spent renewing old friendships, drooling over the beautiful bodies on display, and retreating from the stifling heat into the air-conditioned bar overlooking the Concours. Despite the wonderful socializing and magnificent Morgans, the undoubted highlight of the day occurred when, during a demonstration run in a Trike, Martin "Buzz" Beer picked up a diminutive passenger while at cruising speed -- one which, without further ado, proceeded to wound him most grievously in a most inappropriate portion of his nether regions. (So much for teeny tiny shorts, Martin; perhaps that item of athletic gear known in some circles as a "cup" might be considered as appropriate wear for further triking...) The British Ambassador was most intrigued at Martin's somewhat hyperbolic but wonderfully animated description of the event, which Martin was generous enough to describe to the Ambassador and his party while the excitement of the incident was still quite fresh in his... er... mind, most graciously contributing this indispensable portion of the day's entertainment prior even to seeking first aid or other appropriate solace. Bravo, Martin! From such sacrifice are great legends of Mogdom created. Immediate plans were made to schedule this show as an annual event; but Martin, with characteristic generosity, has consented to allow guest hosts for all future re-stagings of the event, for which suitable trophies shall be awarded by a local beekeeper appropriately swathed.

The banquet was a fine example of polished Canadian formality. If memory serves, there were only two serious awards, but good-natured trophies aplenty. Altogether an excellent evening at a beautiful site overlooking the world-famous chasm. Sunday brought the second blowout at the Rodens', preceded by a fine rally/tour along the Welland Canal. The Rodens were superb hosts, having even the foresight to present for us our beloved Reg Beer in his very first on-camera screentest for a new TV commercial for "The Shampoo for Wet Heads".

As the sun began to dip toward the horizon, people began reluctantly to crank up the four cylinders. Many were already pencilling in the NOL'84 dates on their calendars, knowing for sure that nobody can beat the Canadian group at putting on a thoroughly enjoyable weekend.

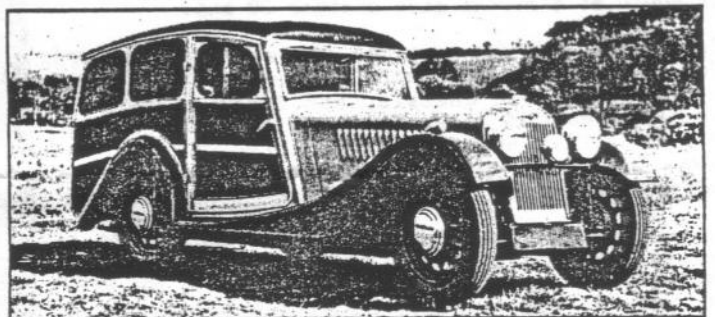
Just in case you think that all Morgans really do look the same, here is a selection from the archives to prove that it just isn't true!



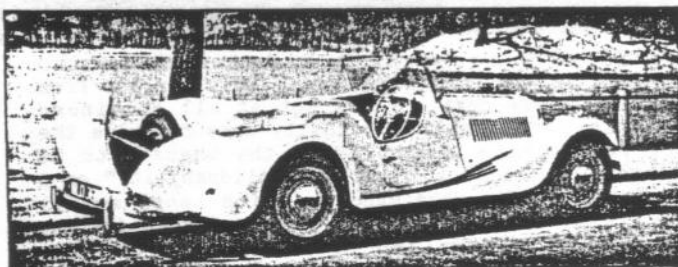
Above, this home-made special-bodied 4-4 was featured in *The Autocar* in 1948. It was constructed by Mr R Yarburgh-Bate who built it himself because he was "tired of waiting for a factory built car"



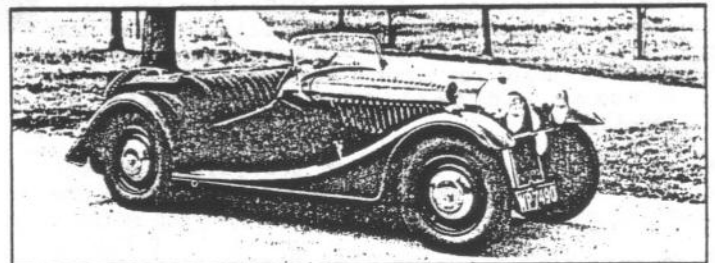
Above, Morgan's stand at the 1948 Motor Show displayed three body styles on the Standard-engined 4-4 chassis



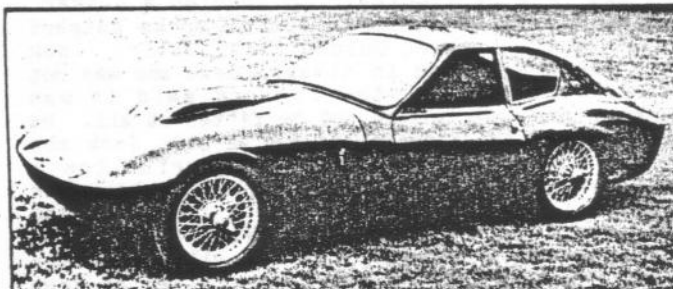
Above, Peamore Garages of Alphington, Exeter, designed this utility body for the 4-4 in 1949 and offered it at £250 in primer paint



Above, another special body on a 4-4 chassis was this one by Coach Bodies Ltd of Nightingale Lane, London SW12. The aluminium-panelled four-seater body had extra luggage space behind the spare wheel



Above, post-war Morgan production resumed in 1946 with the 1267cc Standard-powered 4-4, shown here in two-seater form



Above, the aerodynamic SLR (Sprinzel-Lawrence Racing) Morgan was built in 1964 and saw some success in Group 4 racing. Three of these attractive aluminium-bodied TR4-powered cars were built. Right, Morgan's attempt at modernisation was the Plus-4-Plus of 1963 but the glassfibre-bodied car was not too well received and only 26 were built up to August 1964



Words: Philip Young

Photos: Graham Murrell

via Morganeer

PLUS-EIGHT SUPERSPORTS

The Morgan Motor Company celebrates its 75th anniversary next year, and for the past 12 months the men of Malvern have been working quietly and secretly on their birthday firecracker. They have just completed the prototype of the fastest production Morgan ever made, and son-of-the-founder, Peter Morgan, invited Sporting Cars to spend a day assessing his new car. It is possible that the new top-of-the-range Morgan Plus Eight will be on show for the first time at the Earls Court Motor Fair, later this month. Then again, it may not, for Malvern has never been known to rush things.

At the heart of the revolutionary transformation is the new petrol-injection Vitesse version of the high-performance Rover. In saloon form it gives 190 bhp. With the less-subdued and more rowdy, free-flowing exhaust system of the Morgan, this power output is slightly enhanced. There are firm rumours afoot that BL were never satisfied with the cam in the Vitesse -- they wanted a hotter cam to lift engine output further, with 200 bhp as the original target. There are suggestions that the engineering, and what is more, the union problems, have now been overcome, allowing the higher-lift cam to be fitted to the Rover flagship next year. It could at a stroke give another 20 bhp.

For Morgan, the more horses the merrier the car! For it is truly remarkable that a car with Vintage under-slung rear chassis, and front suspension which harks back directly to the Edwardian-Veteran era of sticks and string and three wheels, can cope with such high power outputs and enormous degrees of torque.

The Morgan Plus Eight has never been short of power. Weighing little more than a 1300cc MG Metro hatchback, the 150 bhp Morgan V8 can blast its way across country, showing a clean pair of heels to most. However, its suspension movement has been noted as being actually harder than many cars of the vintage era -- harder than an Aston Martin International of the 1930s, for example. Our correspondent, Philip Llewellyn, coined the phrase now repeated in one Morgan book, that the Mog driver could run over a cigarette-end lying in the road, and tell if it was plain or filter-tipped!

Not any more... even this most traditional aspect of the Morgan has subtly changed. It blends its power to remarkable degrees of traction and grip.

Even more revolutionary, the Morgan steering has been changed. We spent an hour chatting about the new car with Peter Morgan, before slipping into the charcoal-grey prototype and heading for the main gates on the Pickersleigh Road. Just as we were about to turn the wheel for the first time, Peter said, "Oh, I should, I suppose, have mentioned it... the steering is different."

Peter Morgan is never a man to waste words when self-discovery is imminent.

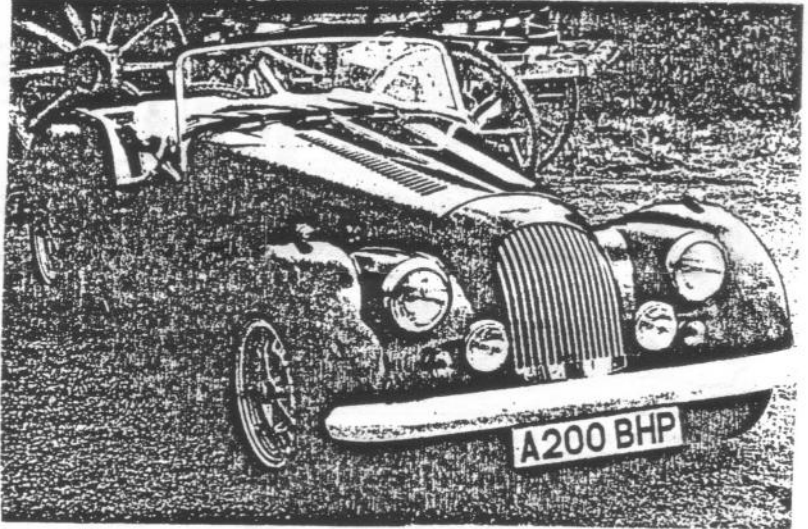
It felt like "power assistance" compared with the Morgan we drove on the 1980 Monte Carlo Rally. (Now the London runabout of Peter's son, Charles.) The steering was light and responsive, and shifted the new 205-section 15-inch Pirelli P6 tyres -- vast degrees of rubber for a car so light -- with the ease of an MGB.

A year ago we dropped in on Jack Knight, the

gearbox and transmission expert in Butts Road, Woking, and saw development work going on, with men working at the front of a Morgan chassis. We were "sworn to secrecy" on the spot, being firmly told that it was a brand-new rack-and-pinion experiment.

Now, the fruits of this labour have finally passed the critical opinions of the Malvern Men. There is now a lighter steering, with a tighter turning circle. The old was blessed with just two-and-a-quarter turns lock to lock, but the turning circle was getting on for that of a Sunbeam-Talbot 90, and required true muscle power. Now that is all changed. But as Morgan customers invariably arrive to collect their cars wearing hairshirts, the factory are keeping the old worm-and-peg system, and the new-fangled rack is just an "optional extra".

Given the choice, we would opt for the Jack Knight conversion if the Mog was for every day use, but the old system did have one advantage... at very high speeds -- and you need your wits about you to rush cross-country fullbore in a Mog -- the old system lightened up at speed to a much more sensible weighting, and you were always very well aware of just how the ancient sliding pillar suspension was coping. It was a system full of feel for high speed travel, and we are glad it will not be disposed of altogether.



The Pirelli tyres have aided the Morgan revolution, for no longer does this car hop from one bump to the next. I was not at all convinced of their worth until I actually came to drive the car, for we have always found the chassis to be blessed with "chuckability and slideability" on a narrow tyre. The wheelbase is quite long, and it has always been our view that such vintage designs can surely be unsuited to modern low-profile tyres. For a start, with such a hard suspension, all a Pirelli is going to do is feed even more harshness up through the floor, as a 60-profile tyre has less depth-of-air to cushion a driver. Then we fitted P6 tyres to the ex-works Unipart Healey for the Lombard Golden Fifty Rally. Jack Sears shook his head in disagreement and was not keen to race them... the factory said it was madness, and they should not be fitted at all. We tried it, and the expense was worth it! Jack set faster times than the more powerful (on a power-to-weight basis) Mini Cooper of Hopkirk, and on a special stage, when Culcheth took over the Mini, I was able to beat the Mini-brick by a margin of three seconds. It was all down to the tyres. The P6 retained feel, but bolted on vast degrees of extra grip. The Morgan is a similar sort of car, and Malvern upped the wheel size from 14-inch to 15-inch (as they were originally) and put on P6 tyres -- and found every customer happy with the way the car handled.

It is under the bonnet that the biggest change has been made. The Vitesse engine is now such a tight fit, the actual hinge, where it runs down the centre of the bonnet, has been cut away with tin snips, just over the top of the engine. The only outward sign of the new powerplant is an air-intake hole on the offside of the bonnet, under the louvres, which mates up to the air-intake trunking. The computer box proved to be a problem: it's almost the size of a large box of chocolates; and it has to be kept both dry and cool. In the prototype it was bolted to the floor at the end of the passenger footwell, clearly in the way. But there is just about nowhere else for it to go. Peter Morgan is not very happy with its placing, but the whole front of the car is now crammed with engine.

The road test figures achieved by our colleagues at Autocar and Motor revealed that the Plus Eight can blast to 60 mph in six seconds dead. We can reveal that this figure was obtained on a redundant axle, as fitted to the earlier Plus Eights, a fabulous but impossible to obtain 3.5 Salisbury limited diff. Recently, Plus Eights have been fitted with a 3.3, which has given a longer-legged gait to its cruising abilities, but the change is just enough to slice off the ultimate for acceleration tests. The factory were correct in our view to have the car tested with the old axle... it will be interesting to see how the weeklies get on at Mira when the car is subjected to tyre smoking, clutch-burning, screaming standing starts, over and over again, for the ultimate 0-60 mph figure. We were unwilling to dish out that kind of punishment on the main road to Hereford. We tried two quick standing starts with a hand-held stopwatch, and say right from the outset that such attempts are ham-fisted compared to the accuracy of electronic beams and other such gadgetry of the Motor Industry research establishment.

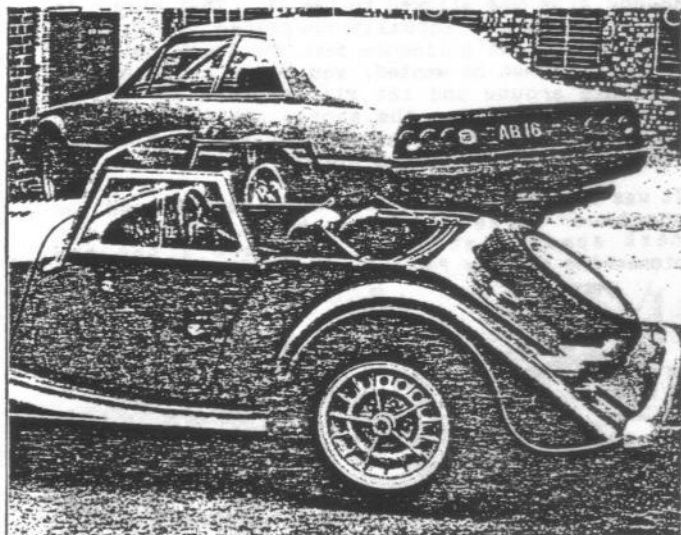
We got a shattering 5.3 seconds to 60 mph, second time around, and returned to Malvern grinning from ear to ear. We might be out by a few tenths, what the hell, this is an amazing, sensational Morgan!

The take-off is blistering. But only when you let it rev. We had no idea just how much more powerful it is when we trickled down the Pickersleigh Road and through the town centre. The exhaust note is different and louder and harder. Gone is that tick, tick of the standard Plus Eight on idle. The exhaust note hardens up on acceleration; and, on the over-run, the note changes to a most distinctive and delicious, urgent gargle!

Let it rip, and the Morgan truly blows your mind. You can get a pain in the back of the neck from constantly powering away in second gear. It snaps open with so much shove you have to hold on to the steering wheel. The bite in second is terrific.. push it up to 6,000 revs exactly... it's now past its power peak... and you are still in second.. just about to change gear and when you do that for the very first time you're saying to yourself, "bloody hell -- there are still three gears to go!" At 6,000 revs you are at 70 mph, in second!

The blast from 30 mph to 70 mph is nothing short of sensational. It now suits that 3.3 axle beautifully. The latest hotshot Mog may be as old as the Malvern Hills, but it is capable of outgunning an Aston Martin Vantage. This is Britain's fastest accelerating supercar.

The engine is considerably smoother, and free revving, and storms all the way up. Change from second to third at the 70 mph, 6,000 revs point, and third gear just charges you onwards with yet another burst of shattering power. And all the time you can feel exactly how the axle underneath you is fighting to put it down on the road.



The 'Guvnor' also has a Ferrari... now slower than a Morgan

Top whack? We never blasted past 120 mph on that sunny day, for the Worcestershire countryside is full of twists and turns, and there is always the prospect of a tractor around the next corner. But we gave it some stick, and revelled in its new power charge. We would like to see what the top speed would be without the windscreen, given a couple of half-moon Brooklands aero screens. 150 mph? It is clear that this Morgan could far exceed the usual 125 mph top speed.

It is so quick off the mark that Mr. Peter Morgan admits his Ferrari 356 cannot keep its front bumper alongside the Morgan bonnet strap, and that on a typical A to B point and squirt cross-country journey, the Ferrari cannot keep the Morgan in sight. The Ferrari driver may arrive the more unruffled and relaxed; but, despite its Modena V12, the Mog pilot arrives the more intoxicated by brute performance.

Those who have been on the waiting list for a new Morgan, little more than four years in the UK now that speculators have been given the elbow (two-and-a-half years for overseas customers), the latest additions to the Plus Eight are to be offered as an alternative to the standard specification. Not everyone is expected to snap up the prospect. The power costs two grand more at L 12,500. It's still L 2,000 cheaper than a TVR 350, which is not as fast as the new Mog. The new car is to be a "flagship" for the Morgan 1984 anniversary. In the same way that a high-performance TR Lawrencetune engine made a Plus Four the "Supersports" back in the Sixties, doubtless the new Plus Eight will be labelled the "Supersports" because of the past connection, and to make it distinctive from the "cooking", if such a word can be applied, standard car.

There will also be an even hotter 4/4, providing that confidential experiments prove successful...

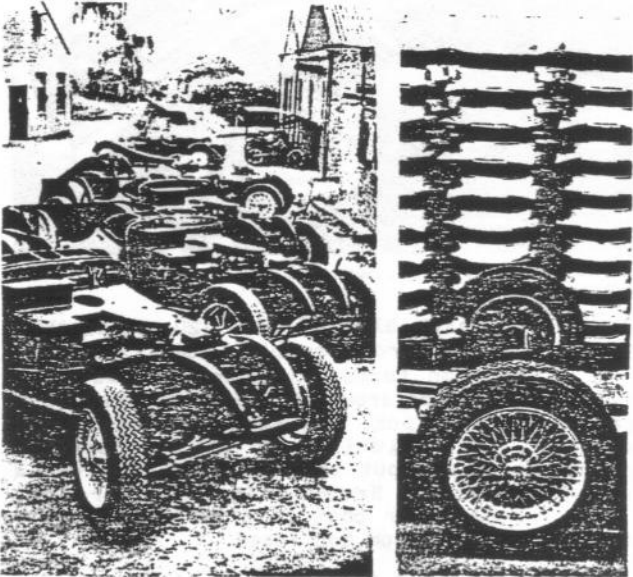
Malvern have not rushed their conversion work. Peter Morgan says, "We are not against change here, and are not against progress. But when we change, we see no reason to rush it."

"I think TVR have done a good job with their V8." A reference to the new Blackpool contender for the Rover engine.

Peter Morgan was unique in snapping up the supply of the Rover mill. He went to Solihull as soon as he heard that the redundant American engine was to be Anglicised. He was wooed hard by his friends at Triumph, who pointed to the Stag V8. But he stuck to his guns, and sewed up a cunning deal that allowed Morgan a supply of V8 engines... but

no-one else was allowed to use it. That clause in the contract was actually requested by GM, when they sorted out a licence deal for Rover, so Peter Morgan got what he wanted, and Rover could hardly push him around and let slip engines for anyone else with GM calling the shots. Abingdon had to wait... the V8 MGB came several years after the launch of the Morgan Plus Eight.

It was in 1968 that the Plus Eight barnstormed the sports car market -- it has taken TVR to be the next specialist user, 15 years after the pioneering move by Peter Morgan.



To survive in the motor industry jungle as a small and traditional manufacturer calls for fast footwork. Peter Morgan is a razor-sharp businessman, and it is largely due to him that the Morgan factory has weathered and flourished in all manner of recessionary storms. The new Ford engine for the smaller 4/4 is typical of his approach. At present, Ford now supply the small-car industry with the XR3 engine, in rear wheel drive form. It goes in the Panther, as well as the Morgan, and Panther are to use the fuel injection XR31 version shortly. It was all pioneered by Peter Morgan, who had the Ford Motor Company truly horrified that the end of the Kent engine would mean a Fiat twin-cam 4/4. A top Ford executive went to the Morgan motor show stand -- he had a Morgan 4/4 to order. "Fiat? Fiat? How on earth can I drive around in a Fiat-powered car!" He thundered away... The Fiat engine deal was struck at a remarkably inexpensive level; Ford had to change all their engineering set-up to make engines in the traditional rear-wheel drive manner, and then sell them at a level that met Morgan's terms, not Fords. And when Ford suggested, soon after, a price increase, Malvern were able to say "change your mind, or stuff your engines... Italian customers love the Fiat engine. It's not our fault we can no longer stay British." Point taken. Ford quietly dropped the price increase.

We publish these "behind-the-scenes revelations" as a tribute to the remarkable man at the helm of Morgan's factory.

There is still no production line, or anything remotely like a computer, not even for the payroll accounts. It's all just a group of matchbox sheds where 115 people make nine cars a week. That level has been maintained, steadfast, while in the past three years of "recession" every other car company in Britain, big and small, has been forced to revise production.

For a Chairman of a tiny car company to call the tune and have the Giants bowing is not something that could be described as "normal". But then

14 neither is it normal for the men who make the cars, probably the friendliest and informal bunch of car workers in the world, to allow so much of their own personalities to come shining through in the products they create. There is a lot about Malvern which is not "normal".

It is steeped in traditions, and changes slowly. But when I stepped down those creaking pine floorboards between shelves stacked with spares, to be greeted first by Peter Morgan's red-setter dog, I knew at once the place was about to witness a "sea-change" with a new model... the clue? There are brand new floorboards outside the Boss's office! And they no longer squeak like they used to, since the days of his father. It's a sign of the times, for producing Britain's fastest sports car has caused numerous changes at Malvern.



MORGAN CLUB DE FRANCE

c/o KACHELMANN

23, avenue Jean-Moulin

75014 PARIS



1984



MOG ILE DE FRANCE

LE VESINET



22. 23 SEPTEMBRE

Saturday 22nd September 1984:

10:00 a.m.: Reception of participants
 12:00 : Official reception and lunch
 by the council of Le Vesinet
 02:30 p.m.: Gymkhana, games etc...
 05:00 p.m.: Parade in Le Vesinet
 07:30 p.m.: Diner and Dance in the Chateau
 de Maisons-Laffitte

Sunday 23rd September 1984

09:30 a.m.: Visit of the gardens of
 Chateau de Versailles
 10:00 a.m.: Touristic rally in Ile de
 France
 01:00 p.m.: Lunch in a typical village
 03:00 p.m.: Price giving

This year's fee, £33- per head, includes Saturday's lunch and dinner, Sunday's lunch and all entries during the week-end event as usual. Children aged 3 - 12 years will be charged £12- .

Fees are payable in advance:

to J.C. FROI with a British bank cheque in Sterling Pounds
 to Morgan Club de France with Euro-cheque or International Money Order
 in French Francs (380 FF per head, 150 FF per child)

PLEASE NOTE CAREFULLY:

Last date for entry 31st AUGUST 1984

Maximum number of cars accepted: 120

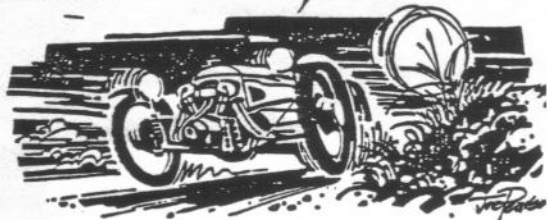


MAISONS-LAFFITTE

RAID

BEETMOG RAID ON MID-WEST MEET! CHATHAM, ONTARIO

Now, was it 'ONE UP BY LAND' OR WAS IT ...??



AMERICANS INVADE SLEEPY ONTARIO TOWN

Those Loyalists who have been deeply offended by the postponement of the Royal Visit (we are not amused - pay your dues, dammit), will be equally shocked to learn that the heart of former beet country, Chatham-on-Thames, was again invaded by Americans (ghosts of 1812?).

Led by some turncoats from Windsor, they snuck up on this placid, unsuspecting town, disguised in the beloved cars of our Motherland (Malvern, not Kakabeka Falls). Some 15 vehicles, give or take a Jag, suddenly appeared at the Holiday Inn to plot a multi-faceted strategy of showing off, terrorizing of natives, and wine tasting. (I wonder what they think of our Miller. Maybe that is what repulsed their attack.) Bolstered by the 30% premium on the dollar, these infidels went on a rampage. The local businesses tried to put up resistance by selling at equally inflated prices, but this was not sufficient. Some of the insurgents were even impressed by the scenery - "Look, dear, isn't that cute; tractors on the main street." or "Look, there's a hill! Oh, it's just a bridge."

Well, we were saving our ultimate weapon for Saturday afternoon.

LAST HILL
FOR
50 MILES

In the meantime, some scurvy ruffians from Simcoe Delhi (and Kakabeka Falls) decided to organize a counter-invasion at 7 AM on Saturday. Lucky the locals had stayed underground for the resistance on Friday, and weren't too hungover. Anyways, while waiting for reinforcements, the local cell brought out its machine from hibernation, pumped some air out of the brakes, and brushed off the dust. Chris Charles flew by to say he would act as scout party. The reinforcements (3 cars) arrived at 11:30 and took off for the attack. Too bad the water balloons were left behind.

Certain shots were heard from the east, where Chief Tecumseh was seen repelling some of the invaders. Ambulances and OPP cars were sent, but did not arrive before the government could set up an historical plaque.

Back to Chatham. The Resistance arrived with great clatter and some chemical warfare. Bateman's 4/4 was firing hot oil out the hood from the engine (he claimed he had purposely detached the sliding pillar lubricating lines). But the real fight was about to begin - a steady stream of local residents to harass the invaders, viciously firing questions, "Is that a kit car?"

So the Americans jumped in their cars, and sped off unsuspecting into a trap. The Resistance played along of course.

The whole group went to tour a Canadian Winery! (Remember. Beetmog took your there first). The thought was that if the standing around in the warehouse didn't bore them to death, the wine tasting would offend their senses. BUT NO! They loved it! They had turned our greatest weapon to their own benefit. Talk about the proverbial Yankee ingenuity!

CANADIAN WINE, EH



WORST POSSIBLE TASTE!!

DRAT!
CANADIAN WINE ALWAYS WORKED BEFORE.



The group trickled back to town with the Resistance splintered*. The invaders were left to a banquet feast to gloat over their spoils. It is rumoured that they slipped back out of town quietly the next morning, perhaps overcome by the cuteness of the place.

Beetmog is going underground for a year, to let the beet wine mature for another year. Maybe we can offer some to the invaders at Beetmog 85. Meanwhile, pass me a Michelob.Brad Patterson.

* Editor Comment; Is that "splintered" or "plastered"? We could not make out your handwriting. Sgt Major Geo. Lafford (Ret'd) formerly of the Stoney Creek Fusiliers has reviewed all aspects of the various reports received on the battle and has declared that the outcome was no surprise. Apparently most of the Resistance was recruited from HogMog's White-water Wimps.

BEETMOG 84 CANCELLED

Please note that the exhausted remnants of the Chatham Resistance corps have decided to pass on Beetmog 84, hoping to recover in time for BEETMOG 85.





HOGMOG SPRING RUN

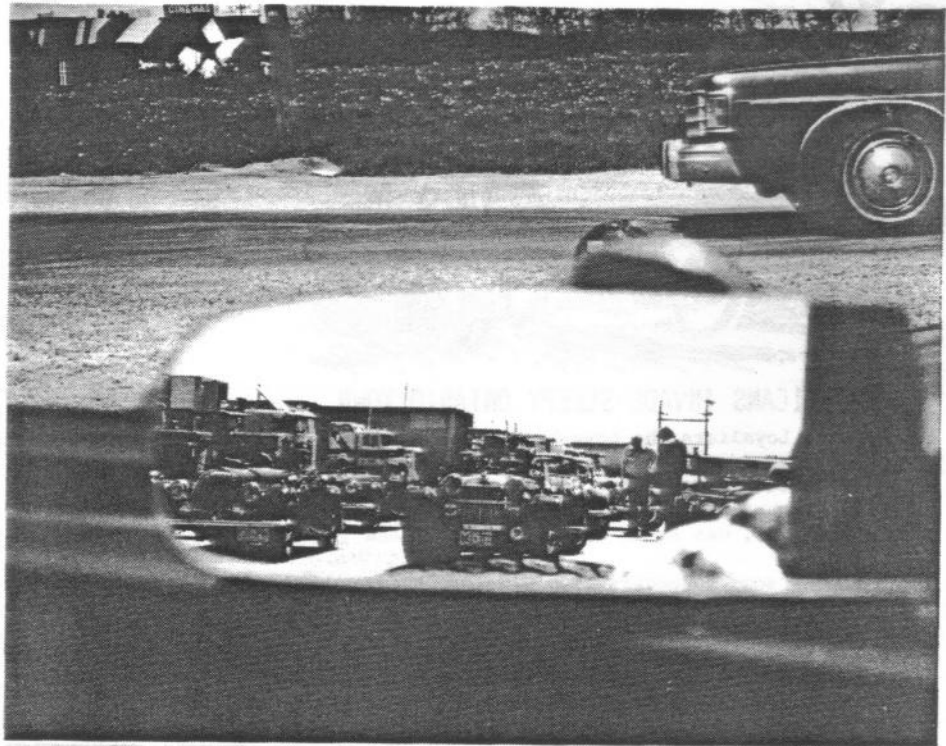
Saturday, May 27 saw Morgans meet in Milton for the HogMog run to the Nottawasaga Inn in Alliston. It was "top down" weather, though the sun was brighter than it was warm, and sweaters proved to be sound investments for the occupants of the eight Morgans which started out.

The route selected was along paved, but not busy, back roads, and included Glen Williams, Terra Cotta, Belfountain and Forks of the Credit. The leaves were not yet fully out, and the new, vibrant greenness they have at that stage was highlighted by the bright sunlight, and contrasted beautifully with the blue of the sky. Morgans were made for such days.

Safely across the dreaded Highway 10 at Caledon, the lead car was informed that we should seek a suitable spot for the ladies to powder their cheeks, so we stopped briefly at Mono Mills. The consensus emerging from the conference convened on the roadside was to speed up a little for the final few furlongs through Loretto, Hockley and thence north to the Nottawasaga. This we did, and, surprisingly, arrived safely.

We found sufficient space to park together in a line and fielded the usual questions from interested on-lookers before retiring inside for brunch, and to decide whether the trip home would include a stop for fresh asparagus at one of the farms passed enroute. Except for Collins, that is. He had bought asparagus the day before when dry running the excursion, but left early to look for the sidescreen bracket which had fallen off during the dry run. He did eventually find it, but don't ask him to tell you the story unless you are suffering from insomnia. **You have been warned!**

John Collins



photos, John Collins



+4+ FOR SALE

For Sale: 1964 Morgan Plus 4 Plus. Total restoration. All work documented with receipts and photos. Left hand drive. Some extra parts just for Plus 4 Plus. Ted Glover (214) 867-1122 after 6:00 Texas time.

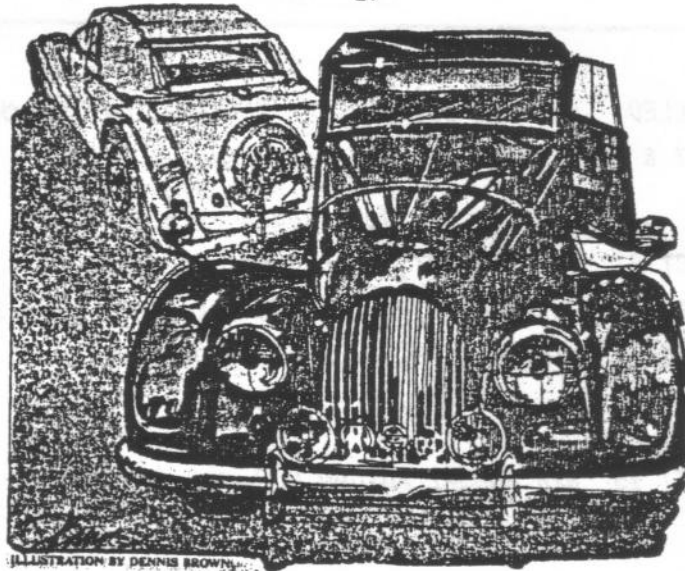
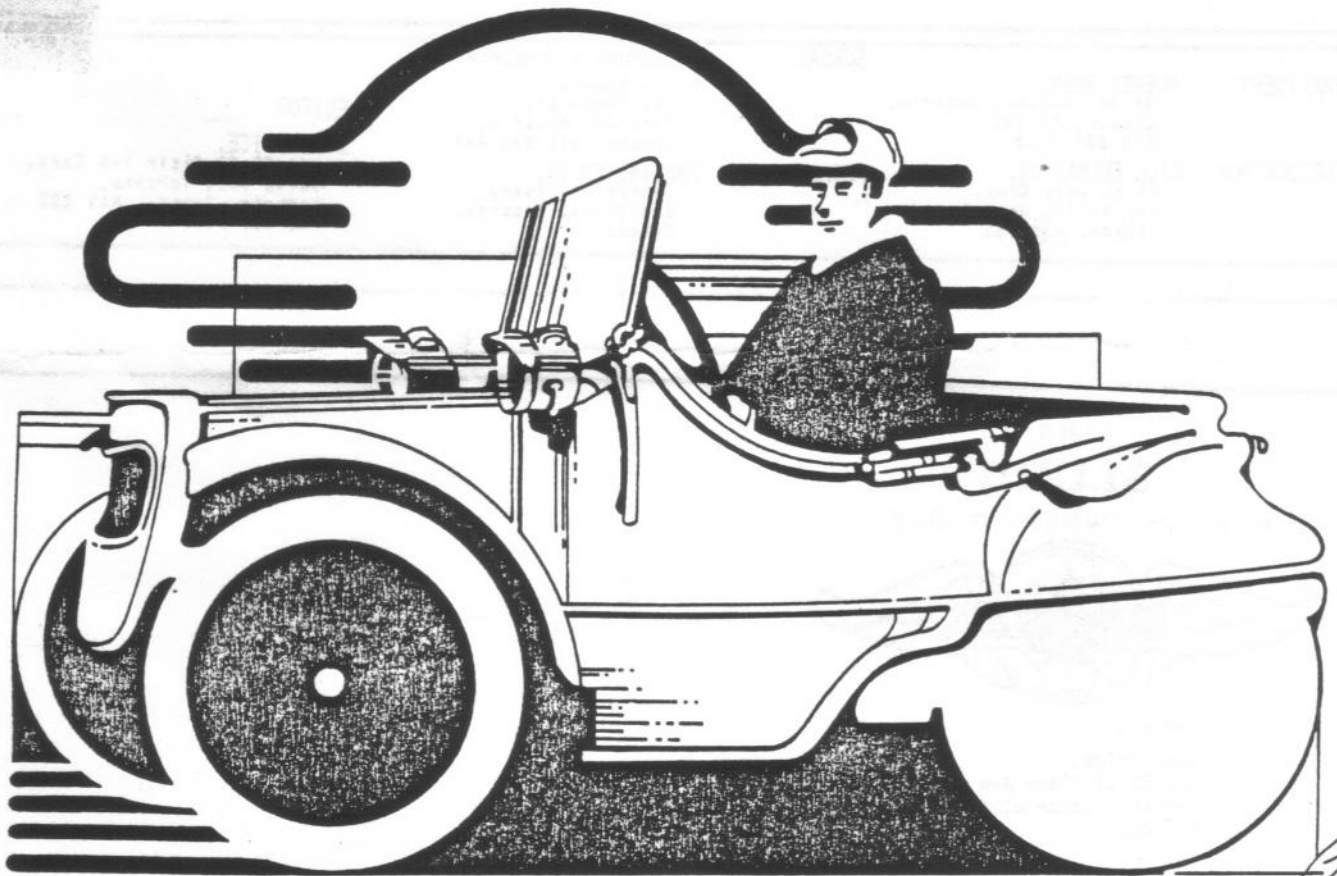



ILLUSTRATION BY DENNIS BROWN



G.F. 1984



1909 - 1984

Best wishes to the Guild of Motor Writers on their 50th Anniversary.

If any members would like to come to our own 75th in Malvern at the end of July, please contact us for Press passes.

75th Anniversary Office:- The Morgan Motor Co. Ltd.
Pickersleigh Road
Malvern Link
Worcs. WR14 2LL
Tel: 068 45 3104.

CALENDAR

CANCELLED BEETMOG III VICTORY CELEBRATION, Chatham

SEPT 7 & 9 NIAGARA 84 see May issue or call
Audrey Beer 416 857 3210
John Roden 416 682 1125

SUN OCT 21 OKTOBERFEST, Etobicoke see page 3

SAT DEC 1 CHRISTMAS IN SOHO, Toronto, see page 3

MARCH 2 WINTER BASH, Snelgrove, Ont, see page 3

SEPT 21 23 6th ANNUAL AUTUMN MOG, Conn, see page 17
of May issue or call Rob't
Mitchel 914 666 3192

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THE BLURB MORGAN OWNERS GROUP



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Toronto, Ontario, Canada,
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to:



Mr & Mrs J Roden
63 Dunvegan Road
ST CATHARINES, Ontario
L2P 1H9

MOG 14 Registration

SAT 30 June: Handshakes and Hugs
 SUN 1 July: Concours
 MON 2 July: Autocross & MiniMog
 TUE 3 July: Rally & Trike Tour, Awards Banquet
 WED 4 July: Gymkhana & Fireworks Tour

Arrival Time: FRI am/pm - SAT am/pm - SUN am/pm - OTHER _____
 Departure Time: TUE pm - WED am/pm - THR am - Other _____
 Staying at: Dulles Marriott (Deposit Sent?) _____ Other _____

NAME _____ Others in Party _____

ADDRESS _____

PHONE _____ ZIP _____

TRIKE	ROADSTER ___	Year _____ Serial Number _____
4/4	DROPHEAD ___	Color Body _____ Wings _____ Interior _____
+4	4 PLACE ___	Features _____
+4+	S' Sport ___	Overall Condition E VG G F P
+8	COMPET'N ___	List additional Morgans brought to meet on back.

Number in party to participate in: Concours _____ Gymkhana (s) _____ Autocross _____

Rally _____ Darts _____ Tennis _____ Model MOG _____ TRIKE TOUR _____

Number in party desiring guided tour of: Fireworks _____ Virginia Hunt Country _____

Preferred Banquet Seating: Mix & Mingle _____ Other _____

Choice of Banquet Entree: London Broil _____ Breast of Chicken _____

PreRegistration postmarked before June 16 - \$35.00
 Registration after June 15 - \$30.00
 Autocross per person (three runs) - \$ 5.00
 Banquet: Adult - \$15.00
 Child (under 12) - \$ 7.50

TOTAL AMOUNT _____

Check payable to "Morgan Car Club of Washington, DC"

MAIL TO: MOG 14 Registration, 616 Gist Avenue, Silver Spring, MD 20910

NOTE: Registration Fee (only) not returned after 30 June 1983.