



THE PRICE LESS BLURB



MORGAN OWNERS GROUP



ONTARIO



HOGMOG

YOURS TO DISCOVER

THE PREZ SEZ!

Never have we seen such a fantastic turn-out for Niagara. Over 80 Morgan's on the field. A weekend we shall never forget.

I expected a great weekend after receiving calls from California & Texas asking for rooms from Morganeers who attended the West Coast Meet, found a wonderful group of people, had so much fun, so decided they just had to be at the finish so would fly in for the final weekend with us.

There is no doubt the tour group had a fantastic trip, with thanks to the organizing abilities of Keith Cox & Steve Roake who set out the route & guided the members across the U.S. to Chicago where they met with the Eastern clubs. From then on the G.Lakes, MCC/DC, MOPS, OHIO, & 2 N.Y. Clubs became involved to Niagara.

We have since seen the full original video taken by the Channel 9 News reporter in Niagara, plus a copy done of the 2 minutes on the 11 pm news which Martin hopes to incorporate into a full video with his own footage, lets hope we can all see it at a later event.

My heartfelt THANKS to my crew who worked the whole weekend, I know from experience what it involves & how they all miss out on any form of social fun with the visitors at the event. Each & everyone of them made sure I didn't over extend myself, made me sit back & rest while they did all the work for the whole weekend.

So to Linda, Pauline, Jenny, Steve, Martin, Donna, Nick, Alan, Marlies, Brian Morgan, Brian Rumohr, John Collins John Roden. Bless you all & thank you. It was your dedication & long hours on the job which made the weekend flow smoothly & be the success it was. My Thanks also to all the Judges, & last but not least, Chris Charles & Helen Saunders who's help was invaluable.

I hope all of you will give some serious thought to the future of this your club. You are faced with the fact that the present Executive has all decided enough is enough. Several after many many years of work, its time for others to step up & take the helm.

It will have to be Volunteers. for no longer will I plead, beg, or put a friend or family member in the embarrassing position of not being able to say no.

The last couple of times we published nomination/volunteer forms in the Blurb, 3 were returned, these were from Audrey Beer, John Collins & Marlies Sands. Nuff said.

Positions open are; Prez. Vice prez. Treasurer, Editor, & Regalia Sales. Are you ready to help your club survive ?.

I am pleased to announce we already have a Volunteer to take over the Regalia Sales, Lynn Kuzyk has made the offer & been accepted.

Our Editor Jenny Beer is not committing herself at this date.

I readily admit any volunteer work is just that "WORK". giving up your free time for the benefit of the group, the pay is non existent. (in fact none of us ever bothered to add up minor costs like phone bills, paper, stamps, gasoline costs, etc. to be re-imbursed). & yes we do pay everything in full.

The hours cut into ones leisure time, more often than not taking precedence over other things one would prefer to do.

But when getting involved one finds oneself part of the true spirit of Morganeering that exists between the really active members of the different clubs everywhere, for each & everyone of these people are like the Volunteers who worked Niagara, the best friends anyone could wish to have.

Audrey Beer

EDITORIAL

It's hard to believe that a month has gone by since MOA gathered in Niagara. In fact, this summer has as usual gone by in what seems a flash. The turnout at Niagara was fantastic - not just of people, but of cars too. It's been a long time since Canada has seen anywhere near as many Morgans as appeared that weekend. Of course as usual some of our own members showed up without cars and with excuses. "Oh, it looked like rain; Oh, it was a bit of a drive for just the day," etc. etc. What about the people who had driven nearly every day for the past fortnight to get from California? Many commenting they'd never seen rain so hard or heard storms so loud as we have here. Did they seem concerned when the sky clouded over? No sir!

It brings to mind my kinesiology course, we had to take a three day winter survival course at Cold Creek Conservation Area (an inviting name in January!). We dug out 3 feet of snow, assembled our tent and each morning we woke up with frost inside it. We had to melt ice & snow to drink, and sat around the fire cooking and eating meals just to keep comfortable. After that, no matter how chilly it got in the winter, it never seemed to get that cold.

I'm sure that's how a lot of the MOA participants felt arriving home. They now saw things in a different perspective. (Although it may be a while before they take their cars for a Sunday drive.) Come to think of it, not many looked excited leaving in the rain on Monday, nor did I hear anyone say they'd do the trip again.

cont'd p. 17

Road Scholars

**Pass the tinsnips,
boys: Charles Morgan
and his band of
craftsmen build cars
by hand, not for
comfort but for joy.**

By Bill Bryson

**Stop scion:
Charles Morgan,
grandson of
the motor-mad
English inventor
who founded
the firm, gives
his Plus 8 a
deserved rest.**

THE MORGAN PLUS 8 ROADSTER generates 200 brake horsepower at 4,750 rpm and 270 pound-feet of torque at 4,000 rpm. I confess I have no idea what that means, but I can tell you that to ride in a Morgan at speed on narrow country lanes is an experience that mingles exhilaration and terror in roughly equal measure. The sensation is of being shot from a cannon. If you can imagine having a heart attack and enjoying it, you have some idea of what the experience is like.

Charles Morgan, the dashing young heir apparent to the company, took me for a spin through the English countryside in his old Plus 8. On roads that dipped and darted like a heat-seeking missile over the Worcestershire landscape, we barreled along at speeds that seldom sank below seventy-five and seemed generally content at ninety. Other vehicles on our side of the road loomed up, were passed, and were half a mile behind us, all in the same instant. I was constantly put in mind of the sort of cars they used to draw in Looney Tunes cartoons—the kind that bend when they go around curves, stretch on takeoff, snap back to normal upon stopping, and generally defy the known laws of physics, gravity excepted. The holding was sensational.

Mr. Morgan, who used to race Morgans with considerable flair and distinction, seemed unacquainted with the brakes. Whenever we crested a hill to find ourselves about to smack into the back of a truck or some similar impediment, he would swing into the other lane with a fractional adjustment of the steering wheel, evidently unfamiliar with the American expression

“head-on collision,” and continue talking in his dulcet, phlegmatic way about the virtues and deficiencies of his beloved automobile. Or, to be more precise, he would continue shouting—interior noisiness being one of the car’s aforesaid deficiencies.

“Some people complain about the suspension,” he yelled at me over the racket. “They say the ride is too bumpy. But that’s the whole point. You’ll *feel* the road in a Morgan. I have driven in other cars where you actually do not know that you are about to lose control. You don’t sense the road is slipping away from you—which in a powerful car is really quite a dangerous thing.”

Morgans are famously uncomfortable for long journeys. There is not a lot of legroom or hiproom (you don’t so much climb into your seat as mail yourself) and even less headroom. The heater is relatively primitive, the side windows leak air, and the buffeting noise at cruising speeds when the top is up is reminiscent of being in a tent on a cliff in a hurricane. But driving Morgans is not about comfort. It is about joy.





MORGAN IS *the* **I watched with a kind of awe**
 classic British
 roadster, rejoicing in features that
 have not been seen on most other
 makes of car for fifty years—a wooden
 frame, running boards, bug-eyed head-
 lights, leather hood straps, louvered
 vents, and above all that rakish,
 sweeping, heartbreakingly elegant
 profile. It looks precisely like one of
 the great 1930s sports cars. In fact, it is
 one of the great 1930s sports cars.

While the rest of the world has been
 hastening in a hell-for-leather fashion
 toward the end of the twentieth centu-
 ry, the workers at Morgan have been
 quietly, patiently, and sometimes
 thanklessly building the same wonder-
 ful car. Apart from some technological
 improvements like rack-and-pinion
 steering, the car they produce today is
 basically indistinguishable from the first Morgan 4/4 of 1936. As Charles Mor-
 gan, grandson of the founder and now production manager, puts it: "This car
 flies in the face of every technological advance in the last thirty years."

That isn't altogether true, but it is a fact that each Morgan is still hand-built
 at the company's factory in Great Malvern, about a hundred miles northwest
 of London. You cannot take the door off one Morgan and put it on another.

**as two men in white
 aprons took a flat
 sheet of metal, bent
 it into the rounded
 shape of a hood panel,
 and, by hand, cut
 thirty-three identical
 louvered vents.**

Most first-time visitors to the factory expect it to be a kind of glorified assembly operation, bolting together components supplied by outsiders. But Morgan makes almost the entire car on site, including such mundane items as brake cylinders and brake drums, fuel tanks, radiators, front grilles, and pedal assemblies. These are produced by craftsmen using skills and tools of a sometimes staggering venerability. The hand rollers used to shape the metal skin of the car, for instance, were installed at the factory in 1927.

The people at Morgan like to tell you that the factory hasn't really been standing still for the last half century. The Morgan of 1936 and the Morgan of today may look almost identical to the untutored eye, but a great deal of change has taken place inside the car. Morgans are stronger, zippier, more reliable than they were even a few years ago. Hundreds of small improvements have been quietly incorporated, from zinc plating on the chassis to a more chip-resistant paint. "In the whole car there is only one thing, the inner wheel arch, that hasn't been changed or modified in some way since the original," says Charles Morgan.

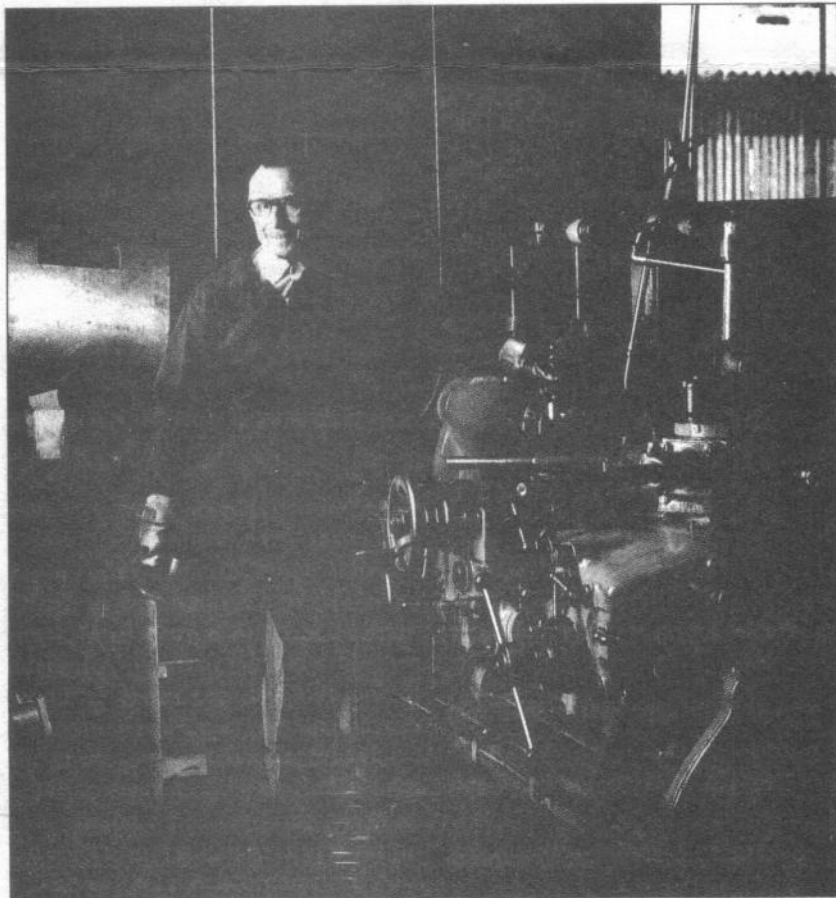
It takes the company's hundred or so production workers about three months to build one Morgan, though upwards of a hundred cars are on the go at any one time in the factory's eight workshops. Only about 430 are made each year. Three types of car, all using the same basic body but different-size engines, are built: the venerable 4/4, so called because it has four cylinders and four wheels (four wheels may seem something of a given on an automobile, but, in fact, before 1936 all Morgans were three-wheelers), the more powerful Plus 4, and the top-of-the-range Plus 8.

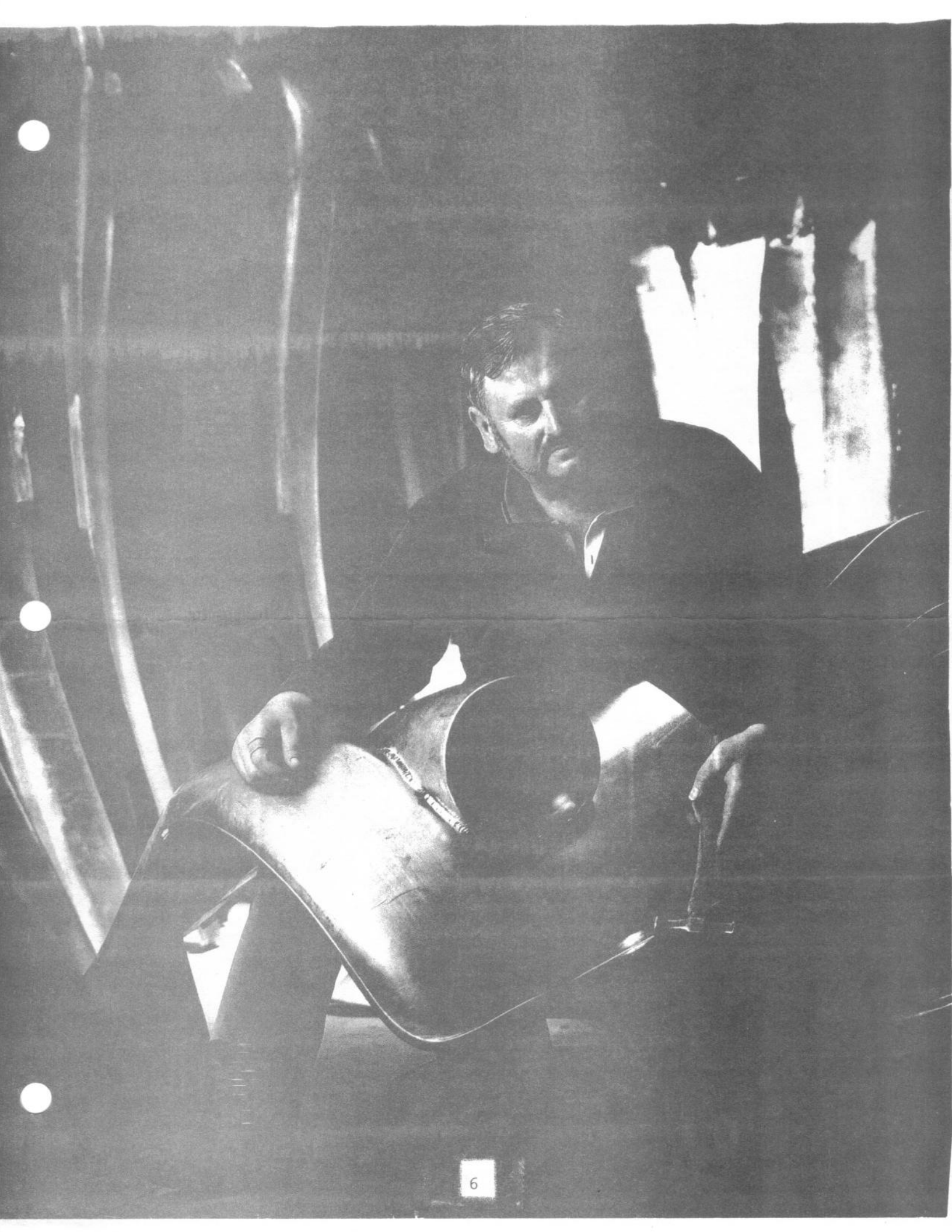
Every Morgan starts life as a simple steel chassis onto which is built a surprisingly sturdy wooden frame using 76 pieces of smooth, hand-shaped ash

Bill Bryson is the author of *The Lost Continent*, and *Mother Tongue: English and How It Got That Way*, to be published in July by William Morrow and Co. This is his first article for *Esquire*.

**Foreman
 Geoffrey Brewer, with
 Morgan for
 thirty-five years, over-
 sees the men
 who hammer the car's
 skin into shape.**

◀ **William Richardson,
 a ten-year veteran of
 the firm, and
 the lathe on which
 he machines
 Plus 8 wheel hubs.**





165 10/14/88
FIRST SNOW
24/1/88

150 8/12/1981
FIRST SNOW
14 JAN 1980

FIRST SNOW
SNOW DEC
11/11

150
1980
11 23/01/1980

M
T
W
T
F

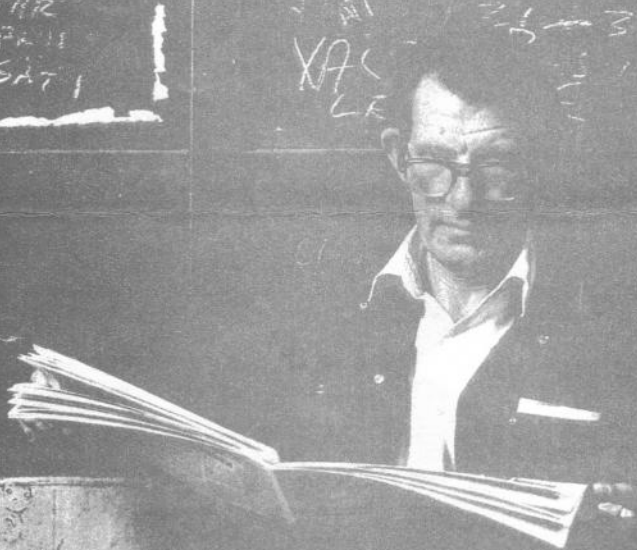
3336

MAR 1980
12

7/3/87
SNOW 5"

THE STAR HOTEL
Try our 3 course £4.50
MEAT & POTATO CARVEY
TUESDAY to SATURDAY
from 7.00pm
SUNDAY LUNCH
Monday to 1.30pm
3 courses £4.50
CHILDREN WELCOME
Minimum of a reasonable price

TOP
CLAD
99
Keep
Tisti
6466
WED
THUR
FRI
SAT



(120 pieces for four-seaters). Almost every piece is curved; there is scarcely a straight line anywhere in the car. The wooden frame is then covered with a thin skin of handworked aluminum sheet. And that's about it—though to put it so bluntly does a crass injustice to the craftsmanship involved.

I watched with a kind of immobilized awe as two men in white aprons took a flat sheet of aluminum, deftly bent it into the rounded shape of one of the two hood panels, manually pressed out thirty-three identical louvered vents, and then turned it over to another worker who fussed for thirty minutes with tinsnips—tinsnips!—getting the hood to fit the car to his exact satisfaction.

With its wood shavings, tap-tapping hammers, and whistling workers, the Morgan factory has more an air of Santa's workshop than of an industrial workplace. And, indeed, for a long part of the production process the developing Morgan does look disarmingly like a child's toy, albeit a large and expensive one, the sort of thing you would expect a Saudi prince to buy his son for his tenth birthday. In fact, Morgans are anything but toylike. They may look acutely anachronistic and tinny, but they go like a rocket. As *The Wall Street Journal* noted: "In a race, Morgans can leave Camaros, Firebirds, and turbocharged Datsun 280-Zs in the dust. They have beaten souped-up Porsches off the starting line." Actually, they can do rather better than that. The Morgan Plus 8, with its fuel-injected Rover V-eight engine, has a top speed of 122 miles an hour (140 if you take the front windshield off and don goggles, as they like to do in Germany). It goes from zero to 60 in 5.6 seconds, and from zero to 100 in 16.4 seconds, which makes it sprintier than either a BMW M3 or a Porsche 911 Targa. It will even go nose to nose with a Ferrari Testarossa from zero to 80 miles an hour, before the latter's immensely greater power lets it pull away.

The Morgan Motor Company has been a family firm since it was set up in 1912 by one H.F.S. Morgan, the brilliant, inventive, motor-mad son of a well-to-do Anglican clergyman. Young Morgan originally had no in-

tention of becoming a manufac-

turer. He simply built a three-wheeled runabout, which eventually became known (not altogether surprisingly) as the Morgan Runabout. People admired it, asked him to build them one, and before long he was manufacturing them in considerable numbers. By the early 1920s Morgan was one of the biggest car companies in Britain, producing fifty cars a week, far more than are produced now. From the beginning, Morgans were known for their lightness and zip, and the company began to claim all kinds of speed records—including forty separate ones during one memorable five-month period in 1930. The three-wheeler (it had two in front, one in back, and by all accounts was a sensational little car) continued in production until 1950, but it was in 1936, with the introduction of the celebrated 4/4 roadster—also designed by the endlessly innovative H.F.S.—that our story really begins.

Today the company is run by Peter Morgan, son of H.F.S., who took over upon his father's death in 1959, and by his son, Charles. Both Morgans are relaxed and friendly and have the contented air of people who have found an

Morgans look anachronistic

and tinny, but they go

like a rocket. The

Plus 8 has a top speed

of 122 miles an hour,

140 if you take off the

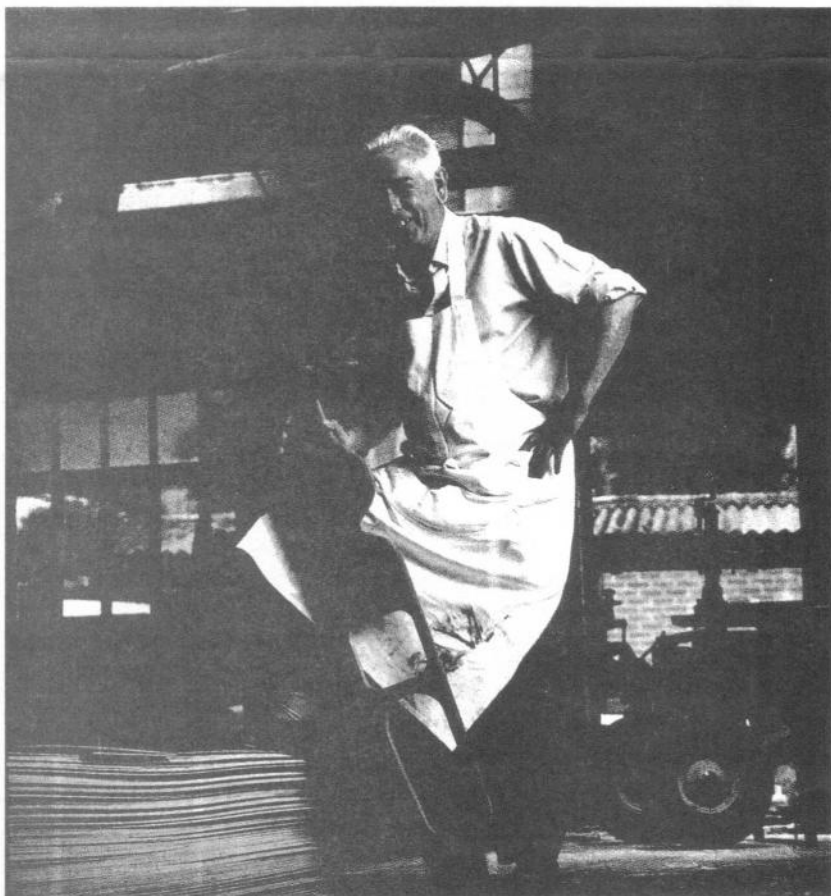
windshield and don

goggles, as they like

to do in Germany.

◀ **Brian Cole**
(forty years), who
assembles
exhaust systems and
fits them to the
cars, stops for tea.

Graham Hall
(thirty-eight years),
the woodshop
foreman, holding one
of the scores of
parts of the Morgan's
all-wooden frame.



extremely agree-
able way of mak-
ing a living. They run their factory
with an engaging lack of formality. Ev-
eryone knows everyone else by first
name. You can call up on the phone
and talk to Mr. Morgan himself. Try
doing that with the chairman of Gen-
eral Motors.

Charles Morgan, who is thirty-
eight, looks as if he shouldn't be stuck
behind a desk. In point of fact, for
most of his working life he hasn't been.
Before joining the family firm in 1985,
he was a cameraman for the British
news service ITN, dashing off to trou-
ble spots all over the world. He spent
three months behind the lines with
mujahideen rebels in Afghanistan and
was a member of the first film crew to
reach the crash site after the abortive
1980 rescue attempt of American hostages in Iran.

Today he works from an unprepossessing office with plasterboard walls,
two battered filing cabinets, and a desk of uncertain steadiness topped with
veneered chipboard. Overspill from a cardboard box litters one corner. The
view through the door is of the parts department. Aside from a few trophies
and assorted photographs and posters commemorating past Morgan glories,

**From a business-school point
of view, the firm does
practically nothing
right. It has failed to
diversify, expand,
automate, maximize its
profits, indeed, has
failed to do everything
except succeed.**

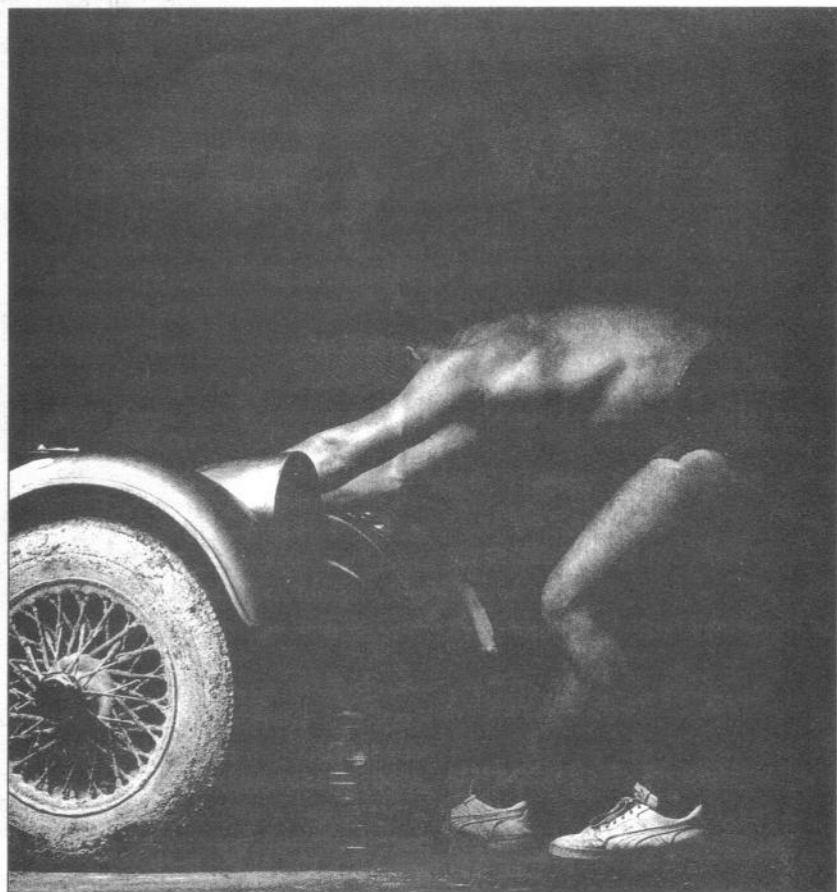
there is nothing to indicate that the oc-
cupant of this office possesses one of
the great names in motoring.

Almost incredibly, the Morgan Mo-
tor Company today is the oldest surviv-
ing independent car-manufacturing
company in the world. As recently as the
early 1950s Britain was still the biggest
car exporter on the planet. One by one
the Morgan family has watched the
great British motor manufacturers be
absorbed into larger companies or just
quietly fade away: Armstrong Siddeley,
Triumph, MG, Bentley, Austin, Daim-
ler, Riley, Sunbeam, Rover, Lotus, As-
ton Martin, and now, Jaguar. Morgan's
quiet survival against such a back-
ground is nothing less than astounding.
From a Harvard Business School point
of view, the company has done almost
nothing right in its seventy-eight years of
existence. It has, for the most part, failed
to automate or expand, failed to diversi-
fy, failed to change its product line,
failed to turn to the stock market for
new capital, failed to maximize its prof-
its by jacking up prices. It has, in short,
failed to do everything except succeed.

"We've always tried to stay small,"
says Peter Morgan. "We've never en-
tertained ideas of precipitate expan-
sion, which I think was the undoing of
a lot of British car companies. And
we've kept our prices reasonable."

Amen to that. The list price for a ba-
sic Morgan 4/4 in Britain is £12,645
(roughly \$20,900), and the top-of-the-
range Plus 8 goes for just £19,528
(about \$32,300). By comparison, a
Porsche 944 Turbo delivering similar
performance costs Britons about twice
as much. People who could only dream
of owning a Porsche, not to mention a
Ferrari or Maserati, can actually buy a
Morgan—or at least they could if
Morgan could produce them fast
enough. The demand for Morgans is
always vastly greater than the supply.
At the moment, thanks to an unchar-
acteristically warm summer in Britain
in 1989, the waiting list there has
stretched to ten years. "People see
somebody in a Morgan drive by with
the top down and think, Ooh, I'd like
one of those, and the waiting list
zooms up," says Charles Morgan. "In
just the space of last summer, it went
from five years to ten years."

**Weider Adrian
Jakeman
(fourteen years),
who joined
the firm fresh
from school.**



**◀ Steve King
(ten years) of the
paint shop
pulls a car to its
next stop.**

NIAGARA WINE & GRAPE FESTIVAL
St. Catharines, Ontario
Sat. Sept. 29, 1990.



Parade begins at 11:00a.m. (cushions or chairs to sit on would be a great idea - also helps to prevent hemorrhoids). We should be in the city by 9:00-9:30am otherwise it is chaos and we won't have a good choice of viewing areas. The wine gardens open immediately following the parade. All Morganeers planning to stay over must arrange their own hotel reservations. The following hotels are the cheapest to be had for the festival:

Journeys Inn. 416-687-8890 1st floor \$56.88

2nd floor \$54.88. Restaurant & pool on property.

The Highwayman 416-688-1646 on Ontario Street.

EVENTS:

SHOWTIME ON THE SHOWMOBILE info; 688-0212. Enjoy a delicious brunch with a selection of Niagara's finest wines while seated along the parade route. Tickets \$25.00 - seating for 35.

FREE PARKING ALL DAY info: 685-8424. Downtown parking garages at Ontario and Carlisle Streets.



TEDDY BEAR PICNIC 10:30am-3:30pm Bear Care Hotline 646-5050, 688-0212
Bring your picnics, blankets, children, grandparents & "Fair" Bear to the 2nd annual Picnic. Free entertainment by the Lincoln Concert Band, Bear Care Clinic provided by the Victorian Order of Nurses. Food vendors, grape juice, petting zoo and free balloons.

FOOD FAIR 11:00am-5:00pm Info: 688-0212 International food festival, local and ethnic foods. West side of Montebello Park.

OUTDOOR CONCERT 1:00pm-2:30pm Info: 688-0212. The Lincoln Concert Band on the main stage at Montebello Park.

SAMPLING OF ONTARIO WINES. noon-5:00pm Liquor stores throughout the Niagara region will be offering samples of Ontario's fine wines as well as a chance to speak with winery personnel about their products.

OREGANO'S WINE BAR noon. Holiday Inn St. Catharines features a wide variety of Niagara wines by the taster or bottle throughout the festival. QEW at Lake Street. Info: 934-2561

MONTE CARLO CASINO 1:00pm-1:00am. Optimist Club. 8 Napier Street. Info: 682-5697. Black jack tables & tournament, piano bar, wine & cheese bar.

WINEGARDEN 6:00pm-midnight. info: 687-6532. At St. Catharines Paving, 4th Ave - next to Kala's Hardware. Dance to the music of "Chaser".

WINE & CHEESE FESTIVAL DINNER DANCE 6:30pm-1:00am Club Lasalle, 111 Arthur Street. Grape stomping contest and live band. Info 646-5285(days)935-9711e

DANCE 7:00pm-1:00am Royal Canadian Legion, 111 Church St. Info:685-8461 Music by Fred Northcotte and "The Bad Boys" - Down East (Irish) music. \$8.00 per person including a complimentary glass of wine. Tickets available at the Legion office.

JUMP UP DANCE. 8:00pm-1:00am. Merritton Community Centre, 7 Park Ave. Info 688-3797. 682-0479. The St. Catharines Twinning Assn's. annual wine & cheese dance featuring the "T & Tec Power Stars" from Trinidad & Tobago.

CALYPSO SHOW & DANCE 8:00pm-2:00am. CAW Hall, 125 Bunting Rd. Info 646-2484 684-3860, 685-3919, 680-2331. Trinidad & Tobago Cultural Assn. presents from Trinidad Top Calypsonian "Baron", The Sunshine Rhythm Band from NY & TO DJ Dynamic Sound.



COME ONE, COME ALL LETS HAVE A BALL.

HOPE TO SEE YOU THERE.



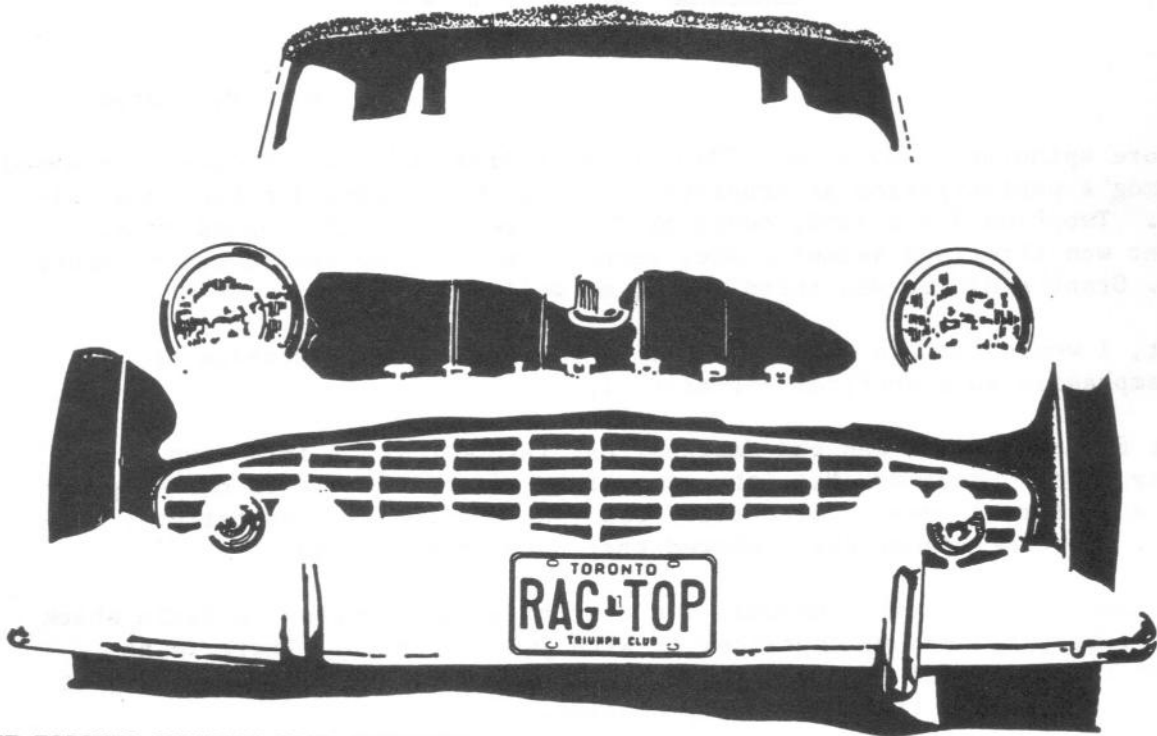
-----SUNDAY SEPTEMBER 30/90-----

ROAD RALLY 9:00am-5:00pm Pre-registration Box 121 St. Catharines, L2R 6R4. Cartier Wines & Beverages marks the start and finish of the rally. Registration at 9:00am (\$15.00/car entry fee). First car will leave at 11:01. Hosted by the St. Catharines Motor Club. Wine tasting & prizes at finish.

CHAMPAGNE BRUNCH CRUISE. 11:00am-12:30pm, 1:00pm-2:30pm. Niagara River Boat Co.'s "The Senator" will cruise the Niagara River while guests enjoy a sumptuous buffet and complimentary glass of champagne or juice. Meet the Festival's Royal Family on the 1:00pm cruise. Info & reservations 468-4291

WINE GARDEN noon-6:00pm. St. Catharines Paving, 4th Ave. Info: 687-6532. Live broadcast by Chow 1470 AM Stereo, and dance to the music of the Sunburst Steel Band.

BRITISH CAR DAY



THE TORONTO TRIUMPH CLUB PRESENTS, OUR 7TH ANNUAL

WHEN:
WHERE:

SUNDAY SEPTEMBER 16, 1990
BRONTE CREEK PROVINCIAL PARK/ OAKVILLE ONTARIO
BURLOAK DRIVE & QEW/ WEST OF OAKVILLE
CALL THE PARK FOR DIRECTIONS: 416 827-6911
GATES OPEN AT 10:00 AM/ AWARDS BEGIN AT 3:30PM
OVER 600 BRITISH CARS LAST YEAR/ RAIN OR SHINE
FLEA MARKET BIGGER AND BETTER/ LOTS OF PARTS
OVER 100 TROPHIES & PLAQUES WILL BE AWARDED
CASH PRIZES/ WE LIKE GIVING AWAY LOTS OF GOODIES
NEW FOOD CONCESSIONS, TRUST US !!!!!!!!!!!!!!!!!!!!!
PARTICIPANTS CHOICE VOTING / DOOR PRIZES
PICNIC FACILITIES/ CHILDREN FARM & PARK AREA
PRIZES FOR THE BEST AND WORST LOOKING CARS
PRIZES FOR THE BEST CAR CLUB DISPLAY
BE PART OF TRIUMPH, MG, AUSTIN HEALEY, AUSTIN,
JAGUAR, MORGAN, LOTUS, SUNBEAM, ASTON MARTIN,
ROLLS ROYCE, BENTLEY, DAIMLER, TVR, AC, JENSEN,
ROVER, LANDROVER, BRISTOL, GINETTA, LANCHESTER,
JOWETT JUPITER PLUS MANY OTHER FINE BRITISH CARS.
REGISTRATION \$15.00 PER CAR / FREE ADMISSION



REGISTRATION:

FLEA MARKET VENDORS WANTED: WE HAVE LOTS OF GOOD SPACE
AVAILABLE. RATES: \$35.00 PER SPACE/ COMMERCIAL SPACE CONTACT
R. COHEN AT 1 416 638-6032/ FAX 1 416 638-6670

NAME: _____
ADDRESS: _____ CITY: _____
PROV: _____ CODE: _____
HOME TEL: () _____ OFFICE: () _____
CLUB AFFILIATION: _____ YR/MAKE OF CAR: _____

PLEASE MAKE ALL CHEQUES PAYABLE TO THE TORONTO TRIUMPH CLUB.

I, the undersign, agree to waive all claims against the TORONTO TRIUMPH CLUB
IT'S OFFICERS AND ORGANIZERS, FOR ANY LOSS OR DAMAGE INCURRED
ON BRITISH CAR DAY ON SEPTEMBER 16, 1990.

SIGNATURE: _____

FOR FURTHER INFORMATION, PLEASE CONTACT: ROBERT A COHEN
PRESIDENT/ TORONTO TRIUMPH CLUB
11 OVERBROOK PLACE/ DOWNSVIEW, ONT.
M3H 4P1/ 416. 638-6032/Fax 416 638-6670

GENTLEMAN JIM'S - Breslau

By: P. George

Before spinning today's yarn "Duplicity at Breslau" I would like to commend Hogmog's participation at Arnprior's Canada Day Celebration Car Show July 1st. Two Plus 4's a 1959, owned by G. Kaufman and a 1955 owned by A. Grant won first and second places respectively in the sports car category. (Mr. Grant's Midget won third place, as well.)

Next, I would like to take a moment to recount a recent problem to re-emphasize an electrical car-care tip.

Last Saturday night Dad and daughter had intended to go into town for a Dairy Queen. However, Nat (the name given affectionately to our Morgan) had a different idea. The battery was flat and it is a new battery, at that. A quick visual check showed that nothing was amiss.

Out came the TR service manual, the electrical multi-meter (a Radio Shack \$29.95 special) and my container of wire jumper cables. There is no benefit to list all the electrical checks I went through but rather just simply to mention the cause of my problem.

Corrosion between the battery cable clamp and the battery terminal was the culprit. The connection looked good: the terminal clamp was tight: but there wasn't electrical continuity. The fix was easy: the connection was simply cleaned.

However, once again, this problem illustrates the importance of clean electrical connections.

Now, on to today's tale, "Duplicity at Breslau".

In days gone by the Breslau Hotel was one of my favorite out-of-the-way, off the beaten track, watering holes. Friday and Saturday nights at The Breslau were usually very busy. The joint would be so crowded it would be impossible to find a stool at the bar let alone a table with an empty chair. And because, I don't like wall-to-wall people the Breslau was only my Thursday night hangout.

In retrospect I now know it was the breaking of tradition and going to the Breslau for a Friday night drink that lead up to the events which resulted in this carbuncle.

The noise and the crowd as I remember drove me out just before last call that Friday night. While waiting for supper on Saturday I glanced through the local news section of our daily paper and noted that a car had been stolen the previous evening from the Breslau Hotel parking lot. I stopped and read the article in detail. Something started to bother me. Out to the back garage I went. A quick check of license plate numbers confirmed what I had suspected. I had driven the reported stolen car home the previous night. That car and mine were identical even to the rust, dents and scratches.

My first thought was to phone the police. But then I started to imagine the difficulties that would be encountered trying to explain just what had happened. Then the perfect solution hit me. I called a friend and he drove me to the Breslau. And sure enough there was my car exactly where I had left it. I then drove it home. At home I now had two identical cars with different license plates.

In my perfect plan I would put my plates on the other car, drive to the Breslau after dark and then put the proper plates back onto the car and just walk away from the whole mess.

Unfortunately, I hadn't considered the number of cars entering and leaving the hotel parking lot and, as a result, I couldn't change the license plates. I went inside for a cold one to re-think my plan. With no easy solution in sight I decided to leave and go home, but I couldn't. Someone had taken the other car.

What a mix-up! The other car was now really stolen. I couldn't report the theft to police. And to make matters worse both sets of license plates were with the stolen car.

Getting home that night was a long tedious affair of walking and hitch-hiking. I must admit that during the ordeal of getting home no solution to my problem jumped to mind. And the prospect of not being able to drive my car did not appeal at all.

But, Lady Luck was starting to smile. Sunday morning the O.P.P. were knocking at my door. It seemed that during the night the police had found my car abandoned in a nearby ditch. Out to the back garage we went. My car was there, naturally, but without the plates. "Oh, my gosh, someone stole my plates" was my quick reply. The O.P.P., with minimum additional prompting, assumed that the driver of that car also borrowed my plates.

Luckily, they never found the culprit. There is a morale to this tale. It is: the absurd truth is always better than a plausible lie.

My next tale will be an exposé, also. It is my intention to reveal the identity of The Hamilton Harbour Polluter.



TEX-MOG X REGISTRATION

TEXas Morgan Owner's Gathering, 10th Anniversary
Salado, Texas October 12-14

Name(s) _____

Address _____

If driving a Morgan: Model _____ Seats _____ Year _____ Propane fueled? _____

Registration fee \$17.50 per person (\$7 per child under age 10) \$ _____

TEXMOG Regalia, see accompanying list..... \$ _____

Make checks payable in U.S. funds, to MOGMOG TOTAL ENCLOSED \$ _____

Mail to Bob Chamberlain, MOGMOG Treas. 3304 Sunset Blvd., Houston, TX 77005

Phone inquiries: Kathi Hoffman, MOGMOG President 817-995-9126 home

Make your own lodging reservations. When making reservations, please indicate that you are a TEXMOG participant. Rooms have been blocked for TEXMOG until Sept 1, at:

- 1) Inn on the Creek B&B \$65-\$95 817-947-5554
- 2) Rose Mansion B&B \$65-\$95 817-947-5999
- 3) Inn at Salado B&B \$45-\$80 817-947-8200
- 4) Stagecoach Inn Motel \$39-\$69 817-947-5111

Other motels are available along I-35, ask travel agent, some take pets. Nearest major airports, Austin 52 miles, Dallas 150 miles

TEXMOG TEN activities (subject to change):

Friday: Pick up registration packets at Inn on the Creek

7:00 Noggin & Natter at Inn on the Creek (beverages provided)

Saturday: Breakfast on your own

9:30 Rally/tour departs from Stagecoach Inn, pack your own picnic lunch for stop at Longhorn Caverns State Park

5:15 Happy Hour at Stagecoach Inn (cash bar), special auction

7:45 Dinner at Inn on the Creek (included in registration fee)

Sunday: Breakfast on your own

10:00 Driving competition

12:00 Awards ceremony

"TEXMOG TEN" REGALIA

Sports Cap with TEXMOG emblem, for men & women. These are not baseball caps, but are the flat sports-type hats often worn by golfers and sports car enthusiasts. Suppliers refer to them as "Gatsby" or "Ben Hogan-style." They have a size adjustment in back and the front snaps down to the short bill. This style of hat is less likely to blow off your head in a Morgan. They are white poplin material with the TEXMOG logo screenprinted in color on the front.

Please order before September 15 to insure delivery at TEXMOG. If you are not attending TEXMOG, please include postage.

Number of caps _____ @ \$10 (U.S. & Canada) = \$ _____

Postage U.S. & Canada \$2.50 1st cap, \$1 others = \$ _____

Overseas postage \$5.50 1st cap, \$2 others = \$ _____

Number of caps _____ @ 6 British Pounds = £ _____

Overseas Postage £ 3, 1st cap, £ 1, others = £ _____

Make your check to MOGMOG in U.S. or Canadian funds or if British Pounds make payable to David Judkins. Mail your check and order to Bob Chamberlain, Treasurer MOGMOG, 3304 Sunset Blvd., Houston, Texas 77005.

MEMBERSHIP RENEWAL



NAME: _____
POUSE: _____
ADRESS: _____

TELEPHONE # HOME _____ BUSINESS: _____

MORGAN OWNED: MODEL: _____ YEAR: _____ SER # _____
MODEL: _____ YEAR: _____ SER # _____
MODEL: _____ YEAR: _____ SER # _____

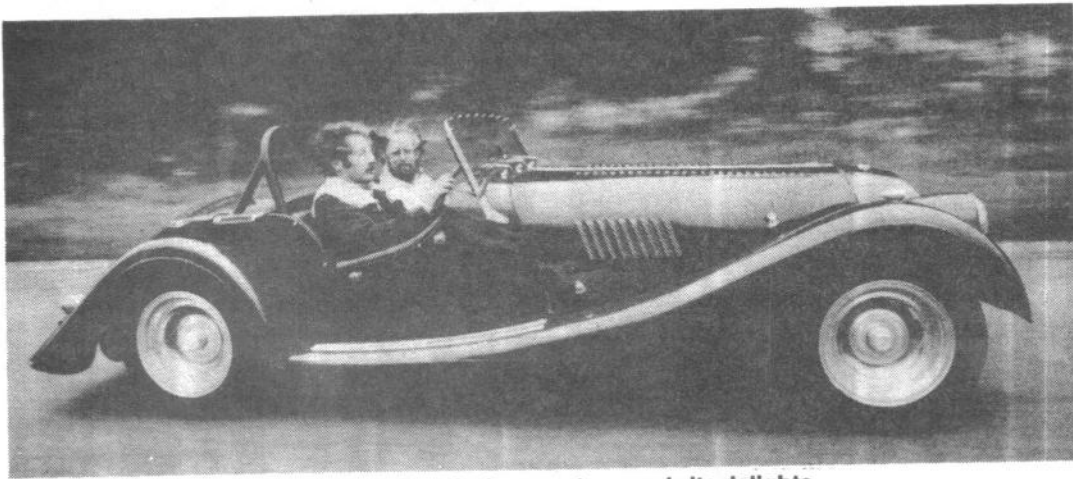
MEMBERSHIP FEE: \$ 15.00 FOR THE YEAR 19 _____
PLEASE MAKE CHEQUE PAYABLE TO: TORONTO MORGAN OWNERS GROUP

MAIL TO: Marlies Sands
Pipers Hill Farm
R.R.1.
Colgan Ont.
LOG 1G0

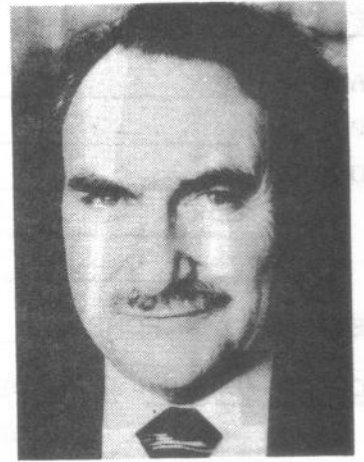
DON'T GET CAUGHT NAPPING!
SEND YOUR RENEWAL TODAY!



"THIS LITTLE CAR MUST BE A JOY
TO DRIVE DOWN A WINDING
ENGLISH COUNTRY LANE!"



Malvern magic: loyal enthusiasts will wait six years to sample its delights



Harvey-Jones: Morgan fears

MORGAN WILL DIE PREDICTS EXPERT

ONE OF Britain's top industrialists predicts that Morgan will go to the wall unless the company steps-up production and cuts its six year waiting list.

Making the prediction on BBC Television's 'Troubleshooters' programme, Sir John Harvey-Jones spelled out his fears for the future of Britain's best-loved car manufacturer.

A long-time fan of the marque, Harvey-Jones analysed the company's production methods in a bid to

shorten the now legendary six-year waiting list for the British sports car.

He levelled his main criticism against Morgan's rigid adherence to traditional working practices. Manufacturing methods at the Malvern factory have changed little since they set up there in 1919. But for enthusiasts of the marque the craftsmanship is all part of the Morgan's special appeal.

The industrialist felt that reluctance to invest in new technology

would eventually prove to be Morgan's undoing.

"They'll go on being happy for a while if nothing changes," he said, "but if they really do nothing, and believe me, I hope they will make some changes, in my view this car will disappear. I don't know how long it will be, but over a period of time this will all disappear."

With predicted pre-tax profits for 1990 of £500,000 and the order books full, Charles Morgan, grandson of the company's founder, re-

mains unimpressed.

Speaking to *AutoClassic* he said: "The programme may have given viewers the impression that the company is in a rut, which is not the case." He emphasised that new technology is on the cards, but only if it can be used to enhance the product.

In the meantime faithful Morgan aficionados are still queueing up to part with up to £21,000 in order to sample a little of that Morgan magic from a bygone era.

I'm sure, however, that the people that attended the Niagara meet were overwhelmed by the joie de vivre displayed by the MOA participants, perhaps this will bring some much needed new life into our club. By the amount of new members signed on at Niagara I'd say it was starting to happen. For ^{those of} you who are already members, yes it's that time again, we have included a membership renewal form.

In the next issue of the Blurb (due out early October) you hopefully can look forward to reading a write up on Niagara and learn how you can participate in the upcoming club elections. Many thanks to those who send in articles, photos, etc. it certainly helps, and thanks to Lynn Kuzyk for sending along the information on the Niagara Wine Festival, our next informal get together.

Until then, take care!

Jenny

Calendar of Events

Sept. 16/90 British Car Day
Sept. 29/90 Niagara Wine Fest
Nov. 18/90 British Car Autojumble

Bronte Creek Provincial Park
St. Catherines, ON
International Centre

see page 12
see page 10-11
see next issue

PRESIDENT: POSITION OPEN

TREASURER: POSITION OPEN

EVENTS: POSITION OPEN

MEMBERSHIP POSITION OPEN
ROSTER:

REGALIA: LYNN KUYK
1305 Ester Dr.
Burlington, ON
L7P 1L2

CANADA'S MORGAN MAGAZINE

THE PRICE LESS **BLURB**

82•50



CODE
TAL



An edition of "The Priceless Blurb" will be distributed during January, March, May, July, September, and November each year.

Material to be considered for publication will have reached the editor by the last day of the month prior to publication.