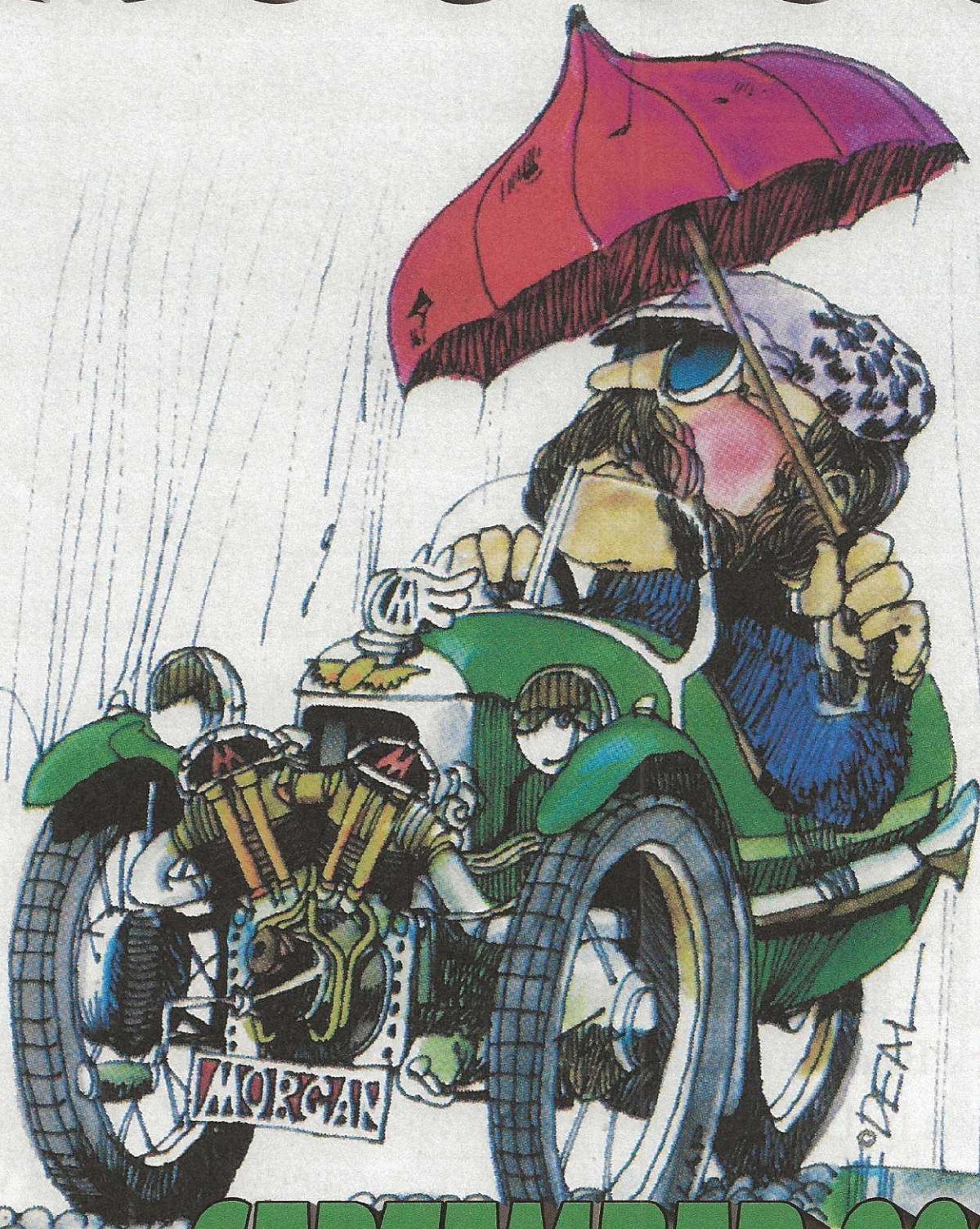


# MOG LOG



SEPTEMBER 2023



The only car club in the area devoted to a car currently built by Britons, for a manufacturer owned and managed partially by Britons.....THE British car club!

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**TREASURER**  
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To steal ideas from  
one person is  
plagiarism, to steal  
from many is  
research.

During these serious times people of  
all faiths should remember these four  
religious truths:

Muslims do not recognize Jews  
as God's chosen people.

Jews do not recognize Jesus as  
the Messiah.

Protestants do not recognize the  
Pope as the leader of the Christian  
world.

Baptists do not recognize each  
other at Hooters.

## RUNNING ON .....

### NO, BUT RNNING OUT OF THINGS TO SAY ...

Except I am waiting for someone to remind whoever is in charge of the weather that meterological FALL was Sept. 1<sup>st</sup> and I don't want to wair for September 21 for the Autumnal Equinox for the temps to drop. Record setting high in temnps is not impressive. We mustered thru 980, 2000, and 2011 and they were hot enough for me and the Morgans.

Morgan news, our intrepid 3 wheeler owner, Craig, has driven his car to Colorado to climb Pokes Peak wiath some other demented 3 wheeler owners. We will hear more about that next month with photos I hope.

We also have a new member from Austin named Heather with a 1963 green 4/4. Welcome Heather. Check out the British Car Show in Round Rock.

September is rushing along and we do have an event on the calendar for September 24<sup>th</sup>. The flyer is very clear about the details thanks to Jeff Smith. So read it and make plans.

October is jampacked with events, and the miracle is no dates overlap. TheFOUR STATES MUSEUM event ls interesting as thee is now a FOUR STATES BRITISH CAR CLUB. Bill Beecher of Texarana, our [www.texmog.com](http://www.texmog.com) webmaster has brought together several folks who are British car owners from the 4 adjoining states. BRAVO Bill and the members for carrying on the British car spirit.

WOOHOO, I didn't need any random photo to fill space>

Check the website, [www.texmog.com](http://www.texmog.com)

**Remember our next NOGGIN' and NATTER is SATURDAY, SEPTEMBER 9th at THE RED TRUCK CAFÉ in PLANO.**



*the Prez*



**MORGANS...ROAD CANDY!**



# **MMCC CALENDAR OF EVENTS**

NOTE: New entries and revisions are in italic type  
Entries in bold type are official MMCC events

**Check the Calendar entries often for changes of dates, events  
and other alterations or updates**

2023- Have an idea for an event you would like to put on for MMCC, pick a date, a time, a place and send me an email at: [secretarytexmog@att.net](mailto:secretarytexmog@att.net).

## **MEETINGS**

*Sept. 9<sup>th</sup> Red Truck Café  
Sat. 10am monthly meeting*

*Oct. 14<sup>th</sup> Red Truck Café  
Sat. 10am monthly meeting*

*Nov. 11<sup>th</sup> Red Truck Café  
Sat. 10am monthly meeting*

## **EVENTS**

*Sept. 24<sup>th</sup> SPECIAL EVENT  
Brunch See information in September MOG LOG , or attend the September 9<sup>rh</sup>  
meeting at The Red Truck to hear about it.*

Oct.5-7 BRITS IN THE OZARKS  
Th – Sat. See information in newsletter

Oct. 13 – 15 TEXAS ALL BRITISH CAR DAYS  
Fri. – Sun. See information in newsletter

Oct. 22<sup>nd</sup> British Emporium Car Show  
Sun. noon-3 140 N, Nain Street, Grapevine, TX  
Call 817-421-2311 to register your car, places fill fast.  
Flyer to follow in October

Oct. 28<sup>th</sup> FOUR STATES AUTO MUSEUM ANNUAL FALL FUN CAR SHOW  
& SHINE  
Sat. 8 – 4 See flyer for information.

Further events will be welcome.

# Give a Friend a Ride in Your Morgan

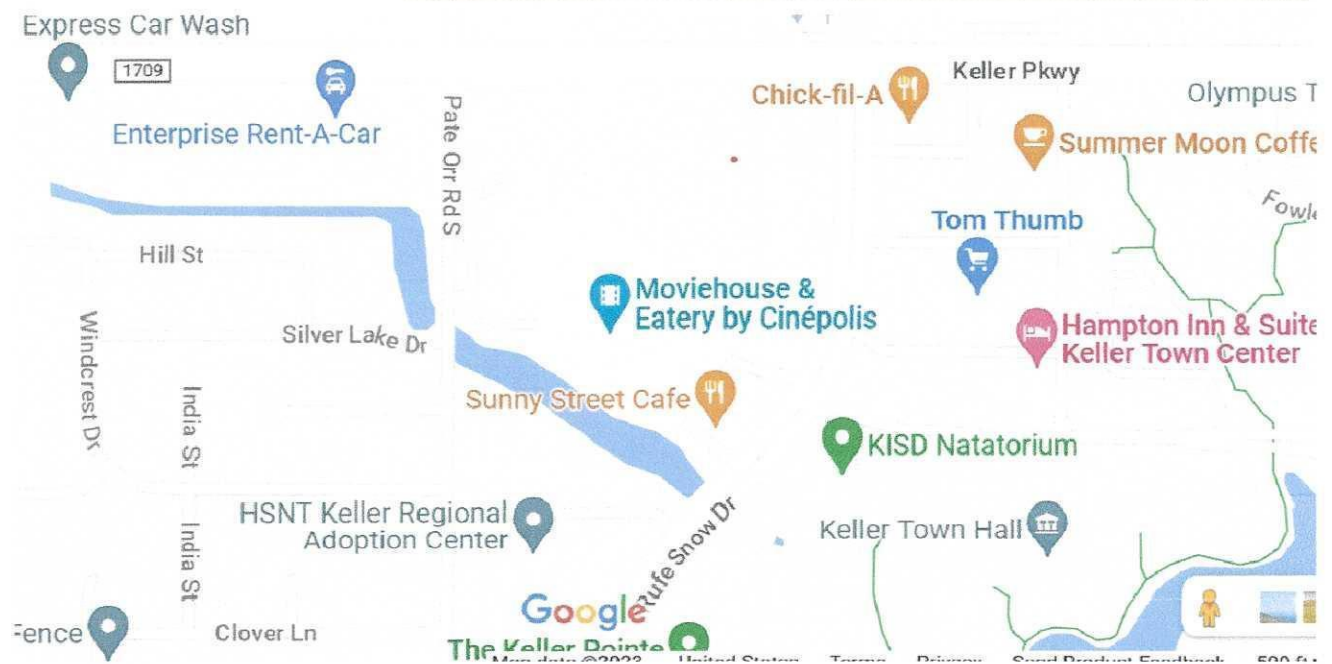
We received word back in July from a nice lady named Julia Buckelew who indicated her Dad's birthday wish would be to get a ride in a Morgan. This seemed like a Noble Goal to me, so I've put together the following plan with his daughter's assistance, so Jim Nugent can get that Morgan ride-or rides with our help:

Let's meet up at the Sunny Street Cafe (242 Rufe Snow Drive, Keller TX) for brunch at 11 am on Sunday Sept. 24. They have plenty of seating indoors and out, and LOTS of parking behind the restaurant. After a leisurely bite to eat, we'll proceed over to Jim Nugent's home at 531 Ivy Court, Keller, TX, 76248 for a few demonstration rides and general showing off, opening of bonnets, applying sunscreen, etc.

It would be great if you can RSVP to me ([jsmith6844@gmail.com](mailto:jsmith6844@gmail.com)) by Sept. 20 so I can get an expectation of how much seating we'll need at the restaurant. I look forward to seeing a lot of participants from the western parts of the DFW metroplex!

Best Regards,

Jeff Smith

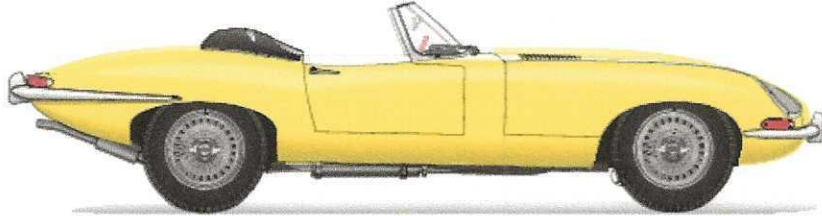






# 21st BRITISH in the OZARKS

ALL BRITISH CAR & CYCLE SHOW  
*Benefiting the ALS ASSOCIATION*



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NORTHWEST ARKANSAS**

PRESENTED BY  
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Kellogg**

University of Arkansas Agripark  
Fayetteville, Arkansas

**October 5-7, 2023**

Thursday, Oct 5  
Driving Tour

Friday, Oct 6  
Driving Tour  
Parking Lot Party

Saturday, Oct 7  
Car Show  
Banquet

SPECIAL GUEST

**Kent Prather**

*SCCA Champion and Storyteller*

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**Host Hotel**

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I-49 and Highway 412, Springdale, AR**

FOR REGISTRATION INFORMATION CONTACT

**BILL WATKINS**

479-636-2168

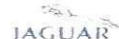
[www.Britishironnwa.org](http://www.Britishironnwa.org)

OR

**DOUG SCHRANTZ**

479-531-2783

[dougschrantz@gmail.com](mailto:dougschrantz@gmail.com)





## **BRITISH CAR WEEKEND**

- All Marque British Car Show
- **October 13, 14 & 15, 2023**
- Meet & Greet Friday Evening at the Brass Tap
- Rally on Saturday Afternoon
- All British Car Show on Sunday at Live Oak Brewery, Del Valle

Registration is not open yet, but for information contact **Texas All British Car Days** web site.  
[www.txabcd.org](http://www.txabcd.org).

## **HOST HOTEL**

This year's host hotel is the Homewood Suites in Round Rock.

This is a new and very nice hotel.

It's located at

2201 S Mays St  
Round Rock, TX 78664  
(512) 271-2750

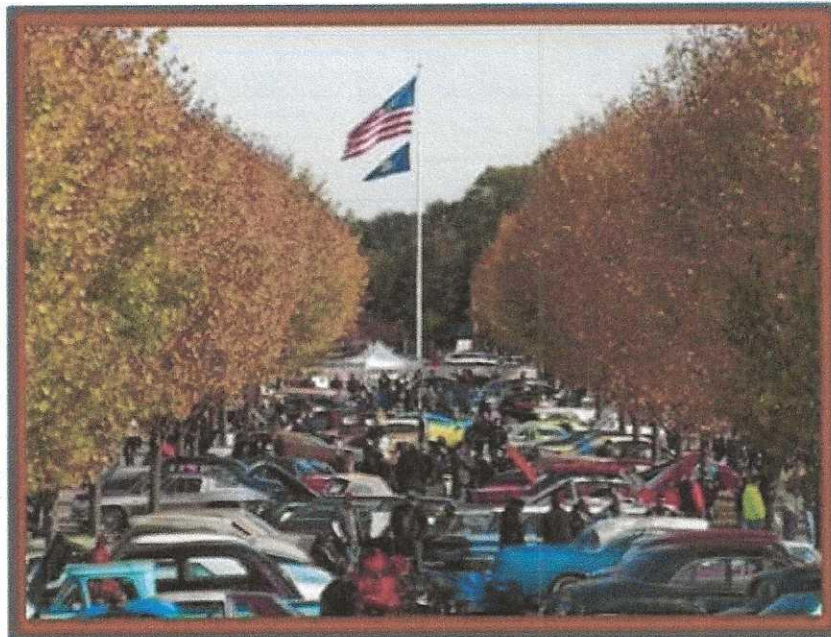
They are offering a discounted rate for our show but the number of rooms is limited. Click [TXABCD 2023](#)  
[\(Hilton.com\)](#) to reserve a room from our block of rooms.

# Four States Auto Museum Annual Fall Fun Car Show & Shine

Live Music

Trunk or Treat

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50/50 Pot

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**Saturday, 28 October 2023**  
**217 Laurel Street in Downtown Texarkana**  
**20 Classes**

**All cars and trucks welcome, Shiny New or whether aged to perfection!**

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**Entry Fee: \$30 Non Museum Members**  
**\$25 For Museum Member**

Find us on Facebook for  
more information.



Proceeds Support the Museum



*Four States Auto Museum is funded in part by:  
The City of Texarkana, Arkansas  
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[www.FourStatesAutoMuseum.org](http://www.FourStatesAutoMuseum.org)

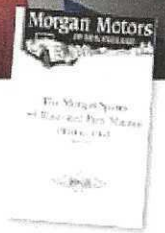




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Can this  
wreck be  
resurrected,  
restored,  
returned to  
the road ?  
Time, talent  
and \$ will tell.



# Bulldozers demolish former home of Morgan

by Richard Vernall Worcester News

**BULLDOZERS** have demolished the former home of the father of Malvern's sports-car heritage as work on the town's new hospital continues.

The house of Henry Morgan, "H.F.S." off Worcester Road, has been pulled down to make way for the town's new £19 million hospital.

Planners gave the thumbs up to the 24-bed Malvern Community Hospital earlier this year after almost 30 years of campaigning.

Mr Morgan, the son of a Herefordshire vicar, launched the company in 1910 after building the forerunner of the motoring icon – a three-wheel open seater car and testing it out in the town.

The four-wheel car, which has since become a motoring icon, was developed in the 1930s and under Mr Morgan's leadership the company went from strength to strength and is still the world's oldest independently owned car company.

Born in 1881 at Stoke Lacy Rectory he worked as a draughtsman in Swindon for Great Western Railway, leaving in 1906 to open his own garage in Malvern Link, aged 25.

Developing prototype cars he also ran a bus service which took passengers between the Link and Malvern Wells and later from Malvern to Gloucester.

His cars won races at Le Mans and Brooklands and have gone on to take the chequered flag in countless rallies, hill climbs and grand prix.

The company celebrates its centenary next year and a town statue is still planned to commemorate Mr Morgan.

The new hospital in Seaford Court will provide a minor injuries unit as well as out-patient facilities, diagnostic services, day treatments and procedures, out-of-hours GP services and a range of health improvement initiatives and complementary services.

Following demolition work on the 3.4 acre site, it is hoped construction can begin in February 2009 with the first patients admitted in autumn 2001.



## Why Morgans are Green

Paul Nieuwenhuis & Peter Wells

It may come as a surprise to many environmentalists, but sports cars have the potential to be among the greenest of cars. One reason is that in order to optimize their performance, many sports cars are designed and built on the principle of weight reduction. This is not normally the case for saloons, however sporting they may be. Indeed, sports cars in general are far more built to purpose than typical hatchbacks or saloons that, as a result, are generalist vehicles that are competent in many areas but excel in none. It is even possible nowadays to engineer a large 4x4 car that performs like a sporty car, at least in some respects, but such performance comes with excessive environmental cost. One of the best

companies in terms of designing and building fit for purpose sports cars is the Morgan Motor Company, which despite the traditional styling of its products, nevertheless can out-compete most of its apparently more modern competitors in terms of environmental performance.

This is highlighted by the scores Morgan cars achieve in the Clifford-Thames/Cardiff University Environmental Rating for Vehicles (ERV). This system uses publicly available data to arrive at a single number that attempts to incorporate a vehicle's total environmental impact including toxic emissions, CO2 emissions and use of raw materials and energy in production. The ratings currently range from 2 for the worst to 60 for the best, with the average at around 15 or 16. It may surprise many

environmentalists and industry observers that the Morgan 4/4 Sport 1600 achieves a better ERV score than Toyota's much lauded Prius hybrid-electric car. However, although the Prius scores well in terms of CO2 emissions, and scores well overall, it does have a weight disadvantage compared with the Morgan, as well as questions over its battery's recyclability and durability.

So, how do Morgans achieve this good ERV rating, and more broadly, why should Morgans be regarded as relatively 'green' cars? The answer covers a range of different parameters all of which contribute:

### Low Weight

Low vehicle weight is inherent in the Morgan design philosophy and is



aimed at achieving maximum performance. The means by which this is achieved include a simple chassis, minimal bodywork and the use of lightweight materials, notably wood and aluminum. In addition, the number of features and components not contributing to the primary function of the cars is very limited.

### Materials use

The materials used in a Morgan include renewables, notably wood and leather. It also includes steel, which is easily recyclable and derived from relatively plentiful iron ore. Aluminum is used for the bodywork and for the structure of the Aero 8. Aluminum saves weight compared with more conventional steel, although it is highly energy-intensive to produce. However, it does offer the ability of easy recyclability at an energy input of around 15% compared with virgin aluminum. The use of finite fossil hydrocarbon-derived materials – such as plastics – is relatively low at Morgan.

### Low Emissions

The low weight helps Morgan cars achieve relatively low fuel consumption and as a result relatively low levels of toxic emissions (carbon monoxide, hydrocarbons, NOx and particulates) and CO2 emissions (135g/km for the 4/4 Sport 1600 – which is less than the EU average for all cars). This is further helped by Morgan's use of state-of-the-art engines from more mainstream manufacturers such as BMW with the resources to make engines to the latest designs. This is then combined with the latest engine management software to optimize the power train for the Morgan application. Morgan now also design their cars for the emissions standards of California, the world's strictest. The use of BMW power train components would also allow Morgan, for example, to adopt BMW's new Efficient Dynamics technology designed to minimize CO2 emissions.

### Durability

Durability is one area that is often overlooked by the mainstream car industry which is focussed on selling as many new cars as possible. However, the best way to preserve scarce resources is to use the ones we have already processed for as long as possible. In this respect a long-lived car is therefore better than a more disposable one. Not only do individual Morgan cars survive for a long time, many are rebuilt for a new lease of life. The company is also able to supply parts up to 50 years after a car has been produced thus ensuring it can be kept on the road with relatively little effort and at reasonable cost. The very long product cycles of 20-35 years used by Morgan ensure that models rarely become dated or obsolete. In fact, the 1930s styling has itself become a feature of Morgan cars and departing from this is risky. This ensures a continuity of design that makes a modern Morgan look as fresh – or old-fashioned – as an example from the 1960s or 1970s. This also ensures high residual values thus further prompting owners not to dispose of them prematurely, as well as making any investment in further preservation cost-effective even on older cars. The emotional attachment many owners have with the cars also helps durability.

The Morgan business model relies on making low volumes of durable cars. In a world increasingly concerned with sustainable consumption and production this is a very appropriate approach despite the fact Morgan's business model dates back a hundred years. Around 60-70 million cars are produced worldwide each year, a practice that is clearly unsustainable. In the longer term, if car making is to survive at all, then all car manufacturers will have to move towards a business model closer to that of Morgan and other low volume manufacturers.

Lower volumes would be produced, but the business would survive on helping keep the cars on the road after the initial sale.

### Manufacturing System

The sustainability of the Morgan approach to manufacturing derives from the detail of the processes used themselves, along with the materials selected and the design philosophy. However, just as durability in the product is an under emphasized but important feature of sustainability, so is the value of small-scale manufacturing not fully appreciated. In brief, typical modern mass production of cars requires very large capital investments in the three major activities of pressing, welding and painting (to create the car body), along with a fourth area of investment in terms of the actual assembly tracks. Collectively these constitute the major fixed costs for mass production of cars, costs that can only be amortized when output is very high. Hence, in a competitive market, there is an in-built tendency for each company to seek to expand market share and achieve minimum economic scale by installing greater levels of fixed capacity. The result is that the biggest single contribution to unsustainability made by contemporary mass production systems is probably over-production. Over-production results in cars being forced into the market via discounts and other incentive schemes, the effects of which are most obvious in terms of the rapid depreciation of new cars over the first three to five years of their useful lives. This rapid destruction of economic value is a key factor in older cars becoming obsolete: they are literally no longer worth repairing – in stark contrast with the situation outlined for Morgan cars described above.

In fact, Morgan can be regarded as using a version of what is termed Micro Factory Retailing (MFR). In general, MFR offers a range of strategic advantages compared with mainstream mass production: advantages that translate to genuine sustainable business: that is a business that is economically, socially and environmentally sustainable. These advantages include:



• Investments in productive capacity can be incremental, and thereby expand in line with the market. It is easier to ensure that capacity does not exceed demand: hence surplus demand is essentially managed through more or less long waiting times. This ensures continuity of production and employment. Moreover, new technologies in manufacturing are often easier to integrate. •The incremental expansion of capacity can also have a geographic component in that new plants can be added to develop new markets. Thus far, Morgan has not exploited this opportunity (and it might be argued that a Morgan has to be built in Britain), but as a role model for other manufacturers it is an intriguing prospect.

• New products or variants can also be introduced incrementally, generally resulting in lower risk.

• Customers can be taken around the plant, can meet the people who will make their car, and can thereby feel 'closer' to the product. This has long been a feature of the Morgan approach, and interestingly enough it has been copied by many other companies trying to get stronger brand loyalty: including Mercedes-Benz, Rolls Royce, VW, Porsche, and BMW.

• The factory also becomes the location for repair, spare parts, in-use modification (e.g. external panel refresh) which allows the manufacturer to benefit directly from profitable aftermarket activities.

• The factory can undergo a transition over time from an essentially new car production focus, to one more involved in service and repair. That is, the factory does not depend absolutely on the continued sale of new cars. Bristol Cars has exploited this model well.

• The inherent flexibility of small-scale manufacturing is the practical basis upon which new levels of customer care can be built. The Morgan approach makes possible flexible response, shorter lead times, and late configuration. This again builds customer loyalty and enhances the value of the product while minimizing

waste, also contributing to brand reputation and product longevity.

• Stronger worker commitment to the product and to customers. These small factories escape from the 'mass' culture of traditional high volume manufacturing. Intriguingly, other vehicle manufacturers have sought solutions to worker boredom via such concepts as 'job enrichment', but in the case of Morgan such enrichment is built into the manufacturing philosophy. This results in more satisfying work for staff, and better quality levels with all that this entails.

• This type of factory and manufacturing approach is the best means to take advantage of modular supply strategies combined with commodity or off-the-shelf purchasing. It also means that product up-grades via for example new engines can be integrated quickly and relatively easily, ensuring product performance stays at the forefront of the market.

• Manufacturing processes have a lower environmental impact compared with traditional high-volume manufacturing.

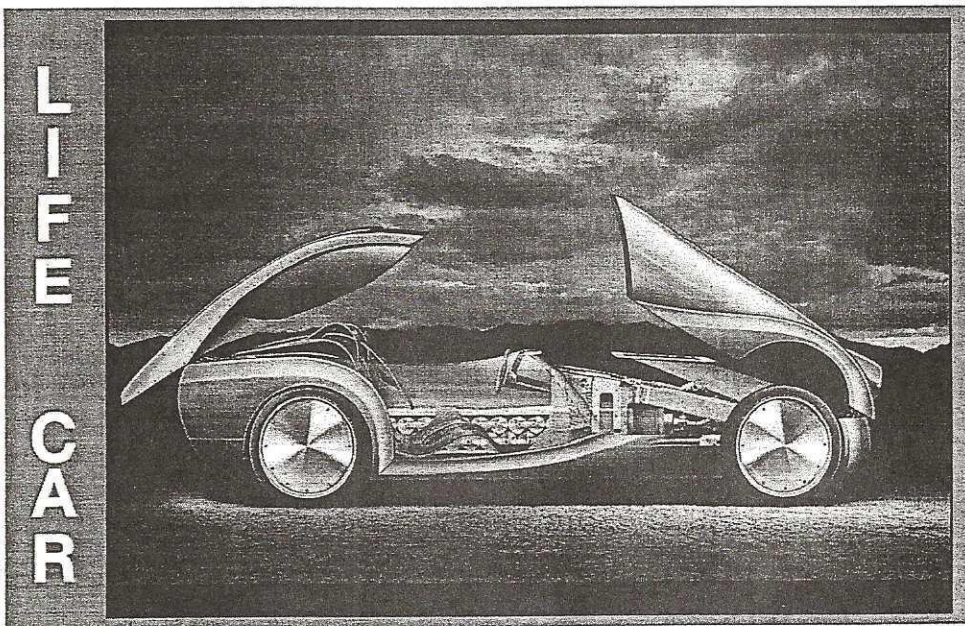
• Morgan manufacturing does not require a large, flat dedicated site with extensive support services. A modern car plant occupies several square kilometres of land. Compared with this, Morgan requires a classic 'light industrial' facility. Again, as a role model this is valuable.

•The Morgan approach clearly resonates with social and political objectives in Europe by creating local employment in high-value manufacturing activities. At a time when mass production jobs appear in danger of being removed to locations in Eastern Europe, India, China or elsewhere the Morgan approach makes a key contribution in retaining those skills and added value.

### Forward Thinking

The experimental **LIFECar** project illustrates that Morgan is keen to develop a future direction in terms of models and technologies that offers enhanced sustainability. It might be thought that carbon fiber bodies and fuel cell power trains are the preserve of the very few vehicle manufacturers with sufficiently large R&D budgets to support such exotic activities. However, along with the new technologies Morgan has sought to pioneer innovative approaches to product design and, for example, supplier relationships that have enabled the **LIFECar** project to come into being.

Indeed, the **LIFECar** demonstrates already that the most environmentally benign technologies currently available for cars is entirely compatible with sports car applications: even in fact that such applications are ideal for these technologies. In short, Morgan overall demonstrates quite clearly it is possible to be lean, green and have fun!





# A Visit With Peter Morgan

Alan Beck

Reprinted from *Road & Track*, July 1960

Submitted by Craig Runions

The old, diehard, wind-in-the-face, frozen-eared, rugged motoring individuals used to find solace in the fact that two honest sports cars were still being produced - the HRG and the Morgan. In their book all cars were effeminate hybrids unless they rode like a McCormick Reaper, had outboard fenders, with weather gear limited to vestigial or token tops, carried properly mounted wire-wheel spares, and were both light and tough.



*"My father built a unique sports car in 1910. It is my aim to build the type of car he would be proud to offer for sale today."*

P. Morgan

Now that HRG has been gathered unto its forefathers, the Morgan, they feel, is left to carry on the tradition single-handed. To this breed of sports car purist, the Morgan is the whooping crane of the automotive world. It is a marque whose name is not to be bandied about by Johnny-come-latelys to the sports car fraternity.

The old school sports car drivers, given their way, would make it illegal for Morgans to be owned or driven by teenagers, elderly women, beatniks, or those who get store-bought grease jobs. Given their way, they would breed K-3 Magnettes with Morgans and sell their offspring only to such knowledgeable as owners of topless TC's and graduates of Watkins Glen, classes of '50, '51 and '52.

To these iconoclasts of motordom we would recount our visit to their Mecca, Malvern Link in Worcestershire, England, last fall. The low, red brick factory bore no sign. They might be making doughnuts inside for all the outside world could tell, but the initials "M.M." set in the bricks hinted that it might be Morgan Motor Co., Ltd. It was. The elder Mr. Morgan, who made the first 3-wheeler in 1910, died last summer, and his son, Mr. Peter

Morgan, is carrying on the business and the tradition.

This was the first time we had ever approached the private office of an automotive mogul. In a moist palm we clutched a business card and a letter of introduction. A vintage lady bore them into the sanctum sanctorum. What lay within? Wall to wall carpeting? Contemporary furniture? Waste baskets with tassels?

"Come in," said Peter Morgan, a windblown sort of chap wearing a sport coat with leather patches on the elbows. "Won't you sit down?" There wasn't anywhere to sit; the two oak chairs were obviously being used to pinch-hit for tables, both holding papers of one sort or another. Mr. Morgan cleared them out. An old-fashioned desk, planked squarely in the middle of the office, was loaded with paper work and illuminated by a single drop light from the ceiling: On the walls were photographs of earlier Morgans, including the first 3-wheeler built some 50 years ago. On the wall was a plaque listing the many racing triumphs of Morgan down through the years, and it was interesting to me to see that the first record was dated 1912. We told Peter Morgan of several Morgan legends in America:

(1) That Morgan was the world's smallest automotive manufacturer and produced six cars a week. Answer: "No. We're up to nine cars a week now, have a capacity for 12 a week, and would like to triple production." We asked how he allotted his output. "America gets 80% of our cars and we split the shipments 50-50 between the East Coast and the West Coast."

(2) All Morgans since the first one have been painted by the same man and he is still using the same paint brush. This obviously distressed Mr. Morgan, but being a true English gentleman, he gave us a straight and courteous answer. "Several years ago one man did paint all the Morgans and he used a paint brush, several paint brushes, in fact. Today, however, TWO men paint the cars. One puts on the two undercoats and the other puts on the two color coats." He added thoughtfully, "They use a spray gun."

(3) The Morgan suspension is so stiff you have to hold a piece of inner tube between your teeth when driving down a cement highway. Peter Morgan's comment: "Father would have liked that."

This characteristic, incidentally, is closer to truth than to humor. Any Morgan owner, in showing off his machine, will suggest that you check the rather stiff front suspension by pushing down on the bumpers. You do so, and nothing gives, not even the split fraction of an inch! Is this good? Well, the Morgan drivers seem to like it. And the passengers can bring along their own pieces of inner tube.

Talk drifted to the Morgan design, and the front end in particular. Like Morgan owners in America, Peter Morgan is not too happy about the present grille and faired headlights, he too preferring the more classic treatment of the flat radiator and separately-mounted lamps typical of the older cars.

"If the general conception of styling in the future is to produce a more individual car with greater character, we hope to revert to something more like the original in future design," he said. "The big problem is the headlamps. Our supplier discontinued making individually mounted lamps, so we were forced to the present design. The old squared-off radiator was the very devil to keep clean, but you can tell American Morgan owners that the old design hasn't been forgotten."

We brought up a sore subject. "The sports car press in America commented unfavorably on your strengthening of the



front section of the frame on your lightweight racing models, but not putting this beefed-up feature on the stock road cars." "It was a misunderstanding," said Peter Morgan. "It was intended solely for trials and rally cars—not cars for racing. English trials and European-type rallies are far rougher on cars than smooth racing surfaces. However, because of the criticism, and not because of necessity, we have been equipping every car with this strengthened frame section for some time now."

We wondered what brought about the end of the famous Morgan 3-wheeler. They are still a familiar sight buzzing about the English hedgerows. "Originally it was a money proposition," said Mr. Morgan. "The purchaser had a tax advantage in buying a vehicle with fewer than 4 wheels and under 1800 pounds weight. That model was discontinued when we started mounting the heavier Vanguard engine in 1950."

Remembering the three months' waiting period for delivery of our roadster, we asked about deliveries of the superb two-passenger convertible, and that answer to a family man's prayer, the Morgan 4-seater. "It takes a bit longer," he conceded. Our own observations in the factory would indicate that only a very patient man should place an order for one of these models. The big push is to try to keep pace with the demand for the popular roadsters.

Mr. Derek Day, shipping manager, graciously showed us every inch of the factory, where hand craftsmen and office workers number about 100. With difficulty we kept our hands in our pockets while walking by the bins of spare parts. Several dozen finished Morgan Plus-Four roadsters (tourers, as they are called in Britain) were lined up awaiting shipment and we asked to see one of the extra-light, aluminum bodied, competition models. "They all look alike," said Derek, as he went about lifting bonnets. "Here's one," he said. "See, the only difference to the eye is in the manifolding." The possibilities of a personally modified competition Morgan are really interesting.

Reducing the weight of this stock vehicle that hits the scales at 18 cwt by adding an aluminum body, PLUS the owner's notions of further heating up a 100-bhp TR-3 engine—well, it's a matter of which comes first, the point of no return or utter collapse of the pocketbook. But when it does occur, you have a rare sight indeed—the sight of a classic-bodied, old-time sports car showing a clean pair of Dunlops to such powerhouses as 300-SLs, Corvettes, and Porsches.

The photos tell their own story—veteran employees working alongside of young apprentices—careful, painstaking hand operations every inch of the way—an atmosphere of loyalty and pride in every department—the smell of ash shavings in the carpentry shop—the nostalgic sight of what has been called a "contemporary classic," taking shape under the hands of men who wouldn't know an assembly line from a tail fin.

We stopped for a moment and talked to some of the men at Morgan. Most of them have worked there all of their business lives. They are proud of their product, and anything less than their best work just isn't good enough. These men obviously are craftsmen first and employees second.

But back to our tour. One back room at the factory contained half-a-dozen dusty, road-begrimed tourers. "Those," said Mr. Day, "belong to Americans who took delivery on their cars here at the factory, and then enjoyed a British vacation. Now we will ship the cars back for them . . . when we get time," he added. We trust this puts an intriguing bee in your bonnet, and we can definitely recommend a two weeks' tour of Cornwall, the north Devon coast, and Wales.

The Morgan has its faults, but so does a pinto pony. Most sports cars leak in a driving rain, but only in the Morgan does a snow storm come right on inside the car. It is one of the few cars in the world which could use windshield wipers on the inside of the windshield. We have never heard of another car on which the frame flexes one jump ahead of the shock dampers. On the other hand, who cares about a top on a Morgan? And the only thing that will go around a corner any faster than a Morgan is a greased monkey with Michelin pads on his rear feet. Of course, a bit of corrugated surface may find you doing a Waltzing Matilda, but after all, it was you who had the temerity to exceed the recommended tire pressures.

The Morgan is nonadjustable. Either you fit the Morgan or forget the whole deal. The average driver from 5 ft 9 in. to 6 ft 1 in. will have no difficulty. All others are on their own. The top of the seat adjusts back and forth, but the bottom stays put. Personally, we find it the most comfortable seating arrangement of all comparable sports cars.

The individuality of the Morgan extends right down to the very cushions you sit on. Inside the leather is an inner-tube sort of arrangement—you literally sit on air. This rather screwball personal suspension works perfectly. The suspender can adjust his seat to hard, medium or invalid cushion merely by blowing up the rubber innards or letting some air escape. Oddly enough, this air doesn't leak out. This is an unusual arrangement, but as the little Martian said about eating his girl friend's gloves, "Don't knock it till you've tried it."

The Morgan is not for the man who dislikes car-puttering. About one month after purchase it sounds as if every nut and bolt of the old-fashioned construction has started to loosen (a fact about which you were duly warned in the manual). However, one Sunday afternoon of tightening up several thousand nuts seems to do the job permanently. Road grime and Father Time seals them fast.

Then there is that irritating matter of the air cleaners. The trouble is that there aren't any! There are some things that you can't pack under a Morgan hood and one is a TR-3 engine with air cleaners. So the cleaners have to go. But, as Peter Morgan pointed out, "These are the new SU dustproof carburetors, so you really don't need cleaners." We settled for some copper window screening over the intake ports to exclude the larger bugs. Incidentally, this makes for an interesting whistle effect when stepping down on the gas at around 40 mph, a sound rather reminiscent of mother's old tea kettle or a 1925 Buick. (Dustproof SU pots are identifiable by not having any vent holes drilled through the brass caps of the oil reservoirs.)

Name almost any sporting marque you choose and you will find steady "progress" from original hairiness to smooth, svelte comfort. Not so, Morgan. It still goes jolting along like the Allards and the TC's of the past. But at a popular price you can still break 0-to-60 in under 10 sec and, with proper amateur tuning, crack the 100-mile-an-hour mark with ease and as smoothly as with a machine costing twice the price. The gas mileage (though it really doesn't matter) is creditably high. And among the plus factors is one which many rank high on the list in judging a sports car—it is happy and at home at 80 to 90 miles an hour, yet is tractable at 25 and 30. It has that settle-down-and-purr quality when moving along at top road speeds.

All in all, the rough-riding lightweight from Malvem Link holds a unique place in the sports car world today—it is the last of the classics. And it is heartening to know that Peter Morgan has every intention of keeping it exactly that way.



**FOR SALE**

**Contact Bernard Siegal, Dallas, Texas**

**214-827-2678**

**1962  
+4  
DHC  
CREAM**



**1953  
+4  
RDSTR.  
GREEN**



## Membership Application Form



SEND THIS FORM AND DUES, IF PAYABLE TO:

MORGAN MOTOR CAR CLUB  
P.O. BOX 50392  
DALLAS, TX. 75250-0392

NOTE: Changes and additions in bold have been made to this application/registration form. PLEASE complete this additional information.

**ANNUAL DUES \$20.00**

DATE: \_\_\_\_\_

PLEASE COMPLETE ALL THE PERSONAL DATA SECTION AND ANY OTHER PORTIONS, WHICH HAVE NOT PREVIOUSLY BEEN FURNISHED OR WHICH MAY HAVE CHANGED.

### PERSONAL DATA

NAME: \_\_\_\_\_ SPOUSE: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

OCCUPATION: \_\_\_\_\_ PHONE: H \_\_\_\_\_ W \_\_\_\_\_

CELL: \_\_\_\_\_ EMAIL: \_\_\_\_\_

### CAR DATA

MODEL: (+8, +4, 4/4, +4+, 3 wheeler, etc.) \_\_\_\_\_ LHD \_\_\_\_\_

BODY STYLE: (DHC, RDSTR, 4 STR, SS, etc.) \_\_\_\_\_ RHD \_\_\_\_\_

YEAR: \_\_\_\_\_ COLOR: \_\_\_\_\_ CHASSIS NO. \_\_\_\_\_

ENGINE TYPE: (TR4, FORD, FIAT, ROVER, JAP, etc.) \_\_\_\_\_ ENGINE NO. \_\_\_\_\_

### GENERAL DATA

HOW LONG HAVE YOU OWNED YOUR MORGAN? \_\_\_\_\_

OTHER MMCC MEMBERS THAT YOU KNOW, IF ANY? \_\_\_\_\_

HOW DID YOU LEARN OF MMCC? \_\_\_\_\_

LIST ANY OTHER MORGAN CAR CLUB MEMBERSHIPS \_\_\_\_\_

LIST ANY OTHER NON-MORGAN CAR CLUB MEMBERSHIPS \_\_\_\_\_

FROM WHOM DID YOU ACQUIRE YOUR MORGAN? \_\_\_\_\_

(PLEASE ADVISE IF YOU WANT ANY OF THIS INFORMATION DELETED FROM ANY DIRECTORY)

**The present MMCC club newsletter, the MOG LOG, is distributed electronically in color. Printed option in black and white sent by U.S. Mail may become available sometime later.**