



## La Conner Banquet A Success!

Win Muehling, President (photos by Lee Harman)

The last couple of months haven't been great months for West Coast Morgan owners, with the weather being somewhat unseasonable - not just wet, but both wet and cold. Unlike other years, I have been out for only a few brief jaunts in the Mog, with the exception of the LaConnor Banquet week-end. On the other



hand, the lousy weather has given us all plenty of time to work on our cars and get them into perfect shape. I am sure everyone is now well prepared for the driving season having done basic tune-ups, oil and grease, a bit of oil on the rear springs, new gear oil in the differential, a good cleaning and waxing, coolant and brake fluid checked, etc. Those more ambitious would also have taken the time to do a bit of detailing in the engine bay as well as touching up some of the paint work. A few hours spent in prepping our Mogs during the off-season will guarantee a



La Conner Banquet Report Continued on page 3

## Devil's Punch Bowl XII Update *It's NOT Too Late To Join Us!*

Heniz Stromquist

We now have 56 people in 29 cars, two of which are not Morgans. Rooms are available for 6/21 at the Red Lion in Kelso (360-636-4400), and, if reservations are made soon, at the Driftwood ([www.driftwoodvillagemotel.com](http://www.driftwoodvillagemotel.com) - 541-265-5738), or Moolack Shores ([www.moolackshores.com](http://www.moolackshores.com) - 541-265-2326) for 6/22 & 6/23. If still more people would like to join us, we recommend the Inn at Otter Crest ([www.innatottercrest.com](http://www.innatottercrest.com) - 866-869-4291), very close to the Chalets.

This is going to be one great event! You're sure to regret it if you don't come and join the fun. Make your reservations now and contact me at [heinza@pacifier.com](mailto:heinza@pacifier.com) or 503-224-9576.

## LaConner Banquet Snippets

Craig Runions, Outgoing Prez

Let's start with the rain! Why not? Many Morgans persevered the drive to LaConner. An Aero 8 and a Plus 8 from Oregon. Wow. V6 Roadsters from Seattle and Kingston. Plus 8s from Burnaby and Bainbridge Island. And Plus 4s, all with owner's last names beginning with the letter 'H.' Think Camano Island, Bellingham and Sammamish.

As regards the banquet event? Big job. Lots of planning. Months in advance. Mike Powley and Bert McCabe (co-chairpersons on behalf of Craig and Win) were invaluable. Thank you! Thank you! Win and I worked out an agenda. Just one of oh so many, many pieces to a big event.

Perpetual trophies and special awards! What? Do I have all the trophies and awards? (Turns out I don't.) Inscribe. Engrave. Now I'm on a first-name basis with the trophy guy. Re-do one of them. Forgot one. Do it later. Well, you only get one chance at this, Craig!

I tried to track the US banquet reservations and payments, along with Pat Miles who was doing the same in Canada, to keep Mike and Bert up-to-date on the MONEY! Whoa!! SOLD OUT!! Somebody else wants in. Can we do it? Somebody cancels. Whew!

The stuff Mike and Bert went through. Mike and Sarah (LaConner Inn hostess) are now on a first name basis. How Bert's

working with the caterer? I can only imagine. The picture changes by the hour. Hell, we're in flex mode making changes Saturday afternoon at 5pm!

Assigned table and seats? 70 people!! Oh my gosh. In the

end, I appreciate the efforts to seat interesting and different Morgan couples with one another. Michael and Sandie Amos lurk in the background attending to all the decorations, the privately



labeled wine, table settings, drawings and prizes, and whatever else. Wow! Major, major undertaking. Thank you. Thank you.

I write my bullet point notes for my speech and presentations. I agonize over it again and again. Truth be told, it's maybe only

Continued on page 19

## 2007 MOGNW Officers and Board

President	Win Muehling	341 N Ranelagh, Burnaby, BC V5B 1H9	604-299-2425	wmuehling@telus.net
Secretary	Pat Miles	15410 Kildare Dr, Surrey, BC V3S 6B9	604-576-8036	pat_miles@hotmail.com
Treasurer	Craig Runions	17759 13th Ave NW, Shoreline, WA 98177	206-542-7137	mognw@verizon.net
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Historian	Mike Powley	12972 16th Ave, Surrey, BC V4A 1N7	604-542-0921	mpowley@telus.net
Island Rep	Kit Raetsen	7852 W Saanich Rd, Saanichton, BC V8M 1S4	250-544-2026	kitjo@shaw.ca
Midlands Rep	Mike Amos	8056 161st Ave NE, Redmond, WA 98052	425-881-2054	meamos@gte.net
Northern Rep	Heidi Marshall	936 Maywood Ave, Port Coquitlam, BC V3B 5M5	604-945-7978	hhmarshall@telus.net
Southern Rep	Wayne Harris	825 NW Yamhill St, McMinnville, OR 97128	503-472-1911	harriswl@verizon.net

## TREASURER'S REPORT - APRIL 30, 2007 CRAIG RUNIONS

CATEGORY DESCRIPTION	ACTUAL	BUDGET	DIFFERENCE
<b>BANK BALANCE 01/01/07</b>	<b>\$5,597</b>		
<b>INCOME</b>			
Advertising	\$26	\$250	-\$224
Dues	\$3,676	\$3,840	-\$164
Regalia Sales	\$1,033	\$2,000	-\$967
Foreign Exchange Factor	\$93	\$0	\$93
<b>TOTAL INCOME</b>	<b>\$4,738</b>	<b>\$6,090</b>	<b>-\$1,352</b>
<b>EXPENSE</b>			
Island Pod		\$506	\$506
Northern Pod		\$715	\$715
Midlands Pod		\$760	\$760
Southern Pod		\$619	\$619
subtotal	\$0	\$2,600	\$2,600
Awards	\$186	\$400	\$214
Banquet	\$115	\$0	-\$115
Island Pod Rep Ferry	\$42	\$200	\$158
<i>NW Mogazine</i> Newsletter	\$230	\$800	\$570
Oregon License		\$50	\$50
President's Discretionary		\$500	\$500
Regalia Purchases	\$1,052	\$1,500	\$448
Website	\$0	\$300	\$300
Foreign Exchange Factor	\$0	\$0	\$0
<b>TOTAL EXPENSE</b>	<b>\$1,625</b>	<b>\$6,350</b>	<b>\$4,725</b>
<b>YEAR-TO-DATE (NET)</b>	<b>\$3,203</b>	<b>-\$260</b>	<b>\$3,463</b>
<b>BANK BALANCE 4/30/07</b>	<b>\$8,800</b>		

## MEETINGS &amp; EVENTS

Driving events and social meetings are held in each of our four Pods: Island Pod (Victoria), Midlands Pod (Seattle), Northern Pod (Vancouver), and Southern Pod (Portland). Times and locations are listed on the MOGNW calendar. Please contact your closest Regional Rep for more information on activities in your area.

## ADVERTISING

Limited non-commercial advertising is free to MOGNW members. Commercial advertising, priced below, is available. Please pay MOGNW in advance in US\$ and provide suitable digital or scanner-compatible copy. We publish six issues per year.

Size of Ad	1 Insertion	3 Insertions	6 Insertions
Business card	\$5	\$12.50	\$25
Quarter page	\$10	\$25	\$50
Half page	\$20	\$50	\$100
Full page	\$40	\$100	\$200

## THE PUBLICATION: NWMOGAZINE

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## DUES

Full year: US\$24/CAN\$27 per calendar year if paid by 12/31 (US\$30/CAN\$36 after 12/31). Partial year for new members: US\$2/CAN\$2.25 per month for each month remaining in the calendar year, including the current month.

## SUBMITTING MATERIAL FOR PUBLICATION

**Address:** Please send all content to the Editor at either the email or postal address above.

**Deadlines:** The 15th of Feb., Apr., Jun., Aug., Oct., and Dec.

**Digital Submissions:** Content can be sent in an email, as an attachment to an email, or it can be mailed on CD or 3.5" disk. Text files should be in .doc, .txt, or .rtf formats. Photo and illustration files should be in .tif, .jpg, .gif, or .bmp formats.

**Please Note:** Try to avoid .doc files that include photos and all .pdf files. These formats require additional steps for insertion in the *NW Mogazine* and may result in lower quality photos. Send them only as a last resort.

**Paper Submissions:** Photos, typed or hand-written text, and illustrations can be mailed to the Editor.

**Reservations:** The Editor reserves the right to edit material for style, content, relevance, collegiality, spelling, grammar, length, and appropriateness for the *NW Mogazine*. Material that is not time sensitive may be saved for publication at a later date.

**Spelling:** Please use Canadian, U.S., or U.K. spelling consistently and as appropriate. A reference for all three can be found at <[www.luther.ca/~dave7cnv/cdnspelling/cdnspelling.html](http://www.luther.ca/~dave7cnv/cdnspelling/cdnspelling.html)>.

## REGALIA

Club merchandise can be purchased using the Regalia Order Form published periodically in this newsletter or by contacting Dick Dice.

# THE OTHER SEAT

Win Muehling, President

wmuehling@telus.net

Just a reminder to all of our members that organising our monthly runs take considerable effort by your Pod rep or run leader. Weather is always a bit of a gamble, but don't be put off by a poor forecast or a bit of rain on the morning of the event. So you don't want to get your car wet or don't have a top - bring your daily driver. The events are still fun, regardless of your car, and quite often, Mother Nature does surprise us with a burst of sunshine.

See my report on the La Conner Banquet on Page 1.



## La Conner Banquet Report Continued from page 1

trouble free driving season. An excellent guide to general



maintenance is found on the "GOMOG" website under "Workshop Manual" and sub-heading "Maintenance".

Our trip to LaConnor in the Plus 8 was rather wet, with the

mohair hood being no match for the heavy rain at freeway speeds. Christine was kept busy mopping up with the towels. Who needs a radio to pass the time? The drive, however, was well worth it since March 24 was a week-end to remember.

The biennial MOGNW Banquet held this year in the historic town of LaConnor, WA, was arranged by Mike Powley with the assistance of Mike Amos and Bert McCabe. The whole event had an Irish theme, given that it was so close to St. Patrick's day. Success was assured with a rock-bottom price for the meal and beverages, and a great deal for accommodation, a bargain - even for us Canadians paying in 86 cent dollars! Leave it to a Scotsman to come up with a deal like that. Consequently, the old LaConnor Country Inn was bulging at the seams trying to



accommodate our club, with the overflow staying at the Channel Lodge. Response was so great that we could just barely squeeze into the banquet room - all 70 of us.



When we arrived early afternoon, the first thing we saw was the Hunters' immaculate '55 tan & brown Plus 4 parked very prominently in the hotel driveway. There was no question that we had arrived at the right hotel! In the hotel courtyard, we then also discovered the Stinson's '05 Roadster, Dick Dice's '85 Plus 8, and the Hutchens' '62 Plus 4. These cars were later joined by the Seligman's new '05 Roadster, plus Mike Myers' '05 Aero 8 and Roscoe Nelson's '89 Plus 8. A good representation of the

marque, and not a bad turnout given the unseasonable weather, not to mention a good turnout from all of our Pods.

At check-in we were presented with an invitation by Bert McCabe to visit the River Gallery. This is a small art gallery out amongst the farms, where Bert and some other local artists were exhibiting.

The place (a converted chicken coop) took a while to find, but the trouble was well worth it. Since it was the opening reception, there was wine and food for everyone. Some of our members were observed making purchases, and Bert McCabe's work appeared to be very popular. It was almost worth the trip on it's own.



Thanks to a great deal of work by Mike Powley, ably assisted by Mike Amos and Bert McCabe, everyone had a great evening. Dinner appropriately was corned beef and cabbage, preceded and accompanied by plenty of Guinness. The food was excellent and accompanied by wine with a label designed specifically for the occasion by Mike Amos' son. Being the last table to be served is no longer a bad thing at MOG

functions since the Northern Pod introduced the Al Allison Last Supper Award - everyone puts a buck into the hat and the last table served shares the pot!

Our MC Mike Powley soon handed the meeting over to Craig

## Welcome Our New Members!

Fred and Cynthia Henschell  
950 High Prairie Rd.  
Lyle, WA 98635  
509-365-5283  
henschell@highprairie.us  
'65 +4 4-seater #5838  
Black, RHD

2-Seater (competition model), Blue; Chassis #B1800 (previously was in New Westminster)

Bert Levesque  
P.O. Box 143  
Haywood, Manitoba  
R0G 0W0  
204-379-2212  
aaleves@mts.net  
1969 4/4 1600

Peter & Marlene Maclaren  
4B-1533 Estevan Road  
(Box 50092)  
Nanaimo, V9S 5X1  
250-709-8705  
svkasala@cs.com  
1969 Plus 8, Red; Engine: 3500; Chassis: #R7114

Runions, who summed up his presidency in a short speech and turned the mike over to your new President, complete with gavel and President's shield. Before proceeding with presidential business, I took a few minutes to take care of a Northern Pod tradition, the



initiation of the new Northern Pod Rep by presenting the Northern Pod Mace and regal headgear to Heidi Marshall, who graciously knelt as she accepted her tools of office. Mike Powley also was presented with a special gift from the incoming President - a nice woolly Pendelton Hat with earflaps. This was no ordinary hat since it had built in self-cancelling turn signals, a radio, third rear tail light, a bottle opener and a compass, to name a few.



Past and present executives were recognised as were as our long distance attendees,



Bob Adair and Lea, all the way from Idaho. The other contenders for the longest distance, Graham & Valerie Bailey, unfortunately had to cancel out at the last minute. Sorry to have you miss out on all the fun.



Past President Craig Runions did a superlative job in organising the various awards, as



well as looking after the presentations. There was a long list of awards and presentations made, some in fun, but most in appreciation of all the people who had contributed so much to the club over the last couple of years. Much applause and some laughter. A job well done, Craig.! (A complete list follows)

The evening concluded with a draw organised and conducted by Mike Amos. There



were some great prizes, including some postage stamps depicting Morgans. I doubt it if anyone walked away empty handed. A great evening came to conclusion as everyone left with a smile on their face. Good show, Mike, Mike and Bert!

Sunday morning brought us all together once again enjoying a continental breakfast provided by the hotel and after a couple of more hours of socialising, and many cups of coffee everyone started to pack up and depart. The weather looked promising, but we weren't quite ready to chance it yet with the top down. Along with the Powley's, we took the scenic route to Bellingham via beautiful Chukanut Drive. By the time we reached Bellingham, the clouds had all but disappeared and we carried on topless via backroads to the Canadian boarder, with brilliant sunshine. What a great drive back and were we ever glad that we decided to take the Plus 8.



# MOGNW Business Meeting Minutes

## Pat Miles, Secretary

The meeting was held at LaConner, WA. on March 24th 2007. Present: Mike Amos, Dick Dice, Wayne Harris, Steve Hutchens, Heidi Marshall, Pat Miles, Win Muehling, Mike Powley, Kit Raetsen, and Craig Runions. Regrets - none. The meeting called to order at 3.40 p.m. The agenda was adopted as revised.

Minutes: The minutes of the November 11, 2006 meeting were approved with the following addition at the end of the first paragraph about amendments to the By-laws: *The changes to the bylaws are effective March 21st 2006.* Proposed, Craig Runions; seconded, Wayne Harris; passed. Addition to the February 11th 2006 minutes: In the section *Amendments to the By-laws* it should include the Island Pod. This to include the following: *These changes to take effect November 20th 2005.* Proposed, Craig Runions; seconded, Kit Raetsen; passed.

Motion: that we pass the minutes as amended. Proposed, Heidi Marshall; seconded Kit Raetsen; passed.

### Financial Report for 2006: Craig Runions, Treasurer

- Craig stated that the 2006 year-end financials as published in the January 2007 NWMogazine have been reconciled and are correct and final.
- Briefly, he stated that we ended up \$1,500 over budget on revenue from dues and regalia sales.
- We were \$2,200 over budget on expense because of \$3,200 in regalia (new badges) purchases.
- We were about \$650 under budget between the Midlands Pod and the newsletter and other under budget expenses approximated \$350.
- We finished the year about \$700 in the hole, not the \$1,000 we had budgeted.

### Financial Report for the year to date: Craig Runions, Treasurer

- The February 28th, 2007 Treasurer's Report has been published in the March 2007 newsletter.
- The Canadian bank balance is converted to US\$ at the exchange rate current at the end of each reporting period. Thus a foreign exchange expense item is necessary to offset the .89 (dues) , .86 (expenses) and .85 (2/28 rate) to yield the current US\$ equivalent ending bank balance in the report.
- There are 2 other items of significance. We have collected \$875 in banquet deposits to be offset by banquet expenses not yet paid.

• Our membership is currently 153 or 95% of our budgeted 2007 membership of 160. This is a great starting point for the year in his opinion. We stand at 89% of the 2006 roster of 171 members. There were 6 to 8 deaths, cars sold and "no thanks". Another 6 to 8 will likely renew during the year. The remaining 6 to 8 Craig has no idea what they are doing.

Moved to accept financial report, Wayne Harris; seconded, Mike Powley; passed.

Craig informed the meeting that the signing authorities for the MOGNW account are Win Muehling, Craig Runions and Pat Miles. These signing authorities have been changed because the signing authorities are tied to the positions held by the board members and he was able to change them on production of the report of the nominating committee that showed the changes in positions.

The account has been moved to a bank branch near to Craig Runions to facilitate the access of the new treasurer.

## OLD BUSINESS

### Banquet Report: Mike Powley

- Mike noted that the banquet is going well. He showed the agenda that he had proposed and the people that are going to speak.
- The President's reception will be held 6.30-7.30 followed by dinner.
- He explained the Al Allinson cup by telling us that participants are asked to put a quarter into the cup and the last table that gets served gets the cash in the cup. This means that the last table is no longer upset but rejoices at winning the cup contents.
- A reasonable quantity of liquor will be provided and those requiring more should bring their own. There is to be Guinness and also other Irish beers.

Win thanked Mike and Bert for their efforts in arranging this dinner and commented that he was pleased with the attendance.

### Nominating Committee Report: Craig Runions

- The nominating Committee submitted Heidi Marshall to the Board by email on 12/16/2006 as the new Northern Pod Rep.
- Wayne Harris was submitted to President Muehling on 2/23/07 as the new Southern Rep. By reference, he is hereby submitted to the whole Board.
- This concludes the business of the 2007 Nominating Committee. Ron Theroux and Wayne Harris are to be thanked for their contributions over the past 6 months.

Club By-Laws: Added so that they are noted in the minutes and the changes are noted in the minutes. Add the name "Island Rep" to Article 5, Section 1, Enumeration.

### Northern Report: Heidi Marshall

- Since the last MOGNW Executive meeting the Northern Pod has been active. The 2006 Christmas party was hosted by Judy & Bob McDiarmid on December 9th and the year's events ended with Mike Powley's annual Boxing Day Run.
- January 28th marked the beginning of the Northern Pod's 2007 schedule of events with Mike Powley's annual Robbie Burns run. Even though the day was cold 9 Morgans attended, plus a few daily drivers.
- February saw the return of another Northern Pod's annual event - the "Hearts and Tarts" run, organised by Liz and Steve Blake, held Feb. 18th. As always, this event was a success with approx. 11 Morgans and a few daily drivers.
- As for upcoming events Laurie and Verna Fraser have offered to host a "Wine Tasting" April 22nd. This is the first year such an event will be held - it will be fun to try something new.
- May sees the return of the Van Dusen Gardens ABFM in Vancouver on Sat. the 19th. Volunteers to host the annual post-Van Dusen BBQ are needed (*Ed: they have since been found!*) as Heidi will be out of town for this event.
- As for the summer months I am looking for volunteers to organise a few runs. Whether it be half day or full day runs it would be nice to enjoy the cars in the good summer weather.
- The Vintage car races have moved and will now be held the first weekend of August (August 4th and 5th).
- Sat. Sept 22 is the Vancouver to Whistler run which is always fun.
- The Ladner to Bellingham run, organised by the OECC, is planned for Sun Nov. 4th.

### Midland Report: Mike Amos

- Since the last board meeting, the Midlander's have had a Holiday Party hosted by the Runions.
- Monthly meetings have been held at the Claim Jumper in Redmond on the 3rd Saturday of the month at 11.30.
- They had a visit to Suite 100 thanks to Tim Johnson and saw 30 or so very nice, very expensive vintage cars in a wonderful huge garage setting in Kirkland, Wa.
- Planning for the Bellevue All British is underway and will be held July 28th at Bellevue Community College, this is the 19th anniversary of this event. Hopefully we can plan a few driving events along with our monthly meetings.

### Southern Report : Wayne Harris

- Wayne reported that since the last board meeting, the southern pod has held its annual Christmas party at Pasta Bella restaurant in early December. It was well attended by Southern Pod members.

- The January dinner meeting was cancelled because of inclement weather (snow and ice) but the regular February was held at Pyramid Brewing with 13 members and 2 guests attending.

- A report of the March meeting will be given orally since it will occur 4 days prior to the board meeting.

• Shortly after taking on the responsibility as Southern Pod Rep, Wayne sent a questionnaire to the members for input about events and activities. Several of the responses asked for more short local driving events and so this will be a goal for the coming driving season.

- Planning for the major Southern Pod events are well under way. Heinz' Devil's Punch Bowl run in June is booked with more attendees than ever. The Wine Tour is scheduled for August 18, 19, 2007. The Portland ABFM will be on September 1, 2007.

### Island Report: Kit Raetsen

- Since the last board meeting, the Island Pod report that it has held its annual Christmas party and two N&N's: one in mid February, and one on March 4. We've been moving the location of our N&N's around so that no one member is consistently driving the longest distance each time and we have found that this works quite well. It also introduces us all to a variety of great pubs in the Victoria area.

- Plans for Father's Day are coming along nicely and Treacy Reddington has forwarded an agenda to be posted in the next Mogazine. As usual, there will be a Saturday run and dinner followed by the picnic at Beacon Hill Park on Sunday June 17th.

- Other activities for the year are still in the planning stages. Several short 1/2 day runs have been proposed and firm plans should be in place by our next N&N in mid April.

- Some of their members are interested in attending O.E.C.C. events and have raised the idea of combining our monthly runs with a fixed event such as Brits on the Beach (Ladysmith, July 22, 2007) . • They are also looking into a late-summer three day run to the Campbell River and Gold River area to involve our members in that area a little more. An autumn trip to the Osoyoos area has also been proposed and Charlie Baker is gathering information, along with possible routes etc. for that.

### Regalia Report: Dick Dice

- Inventory is more of less as it was at the last meeting. The popular items are the fleece and the denim shirts.

- There are 66 of the new badges left and he hopes to sell some more this week.

- There are no new regalia items are planned for 2007 just to replenish.

Dick will arrange for someone to bring the regalia to the Father's day picnic. Prices will be arranged in Canadian Dollars.

### NWMogazine & mognw.com Reports: Steve Hutchens

- The *NWMogazine* has continued with 16-pages per issue thanks to content contributed by members. Sometimes content from outside the club is used as filler because it deals with topics of interest to members. It is, after all, the club's newsletter and members make it what it is. We have had enthusiastic readership of the articles on the reformulation of motor oils and there are perhaps two more articles on the topic for the May/June issue. Steve welcomes feedback from members.

- MOGNW.com/mogazine, the *NWMogazine* online, has archives of *NWMogazines* back to 1998 and a constantly expanding Tech Articles page where tech articles from both the *NWMogazine* and other sources are linked. These are organized alphabetically by topic. Doubtless there are other tech resources on the Internet we could link on this page, so anyone who finds a good resource should submit it. There may not be any other resource quite like this on the Internet. Given the magnitude of online resources, however, there may be something far better available and if there is we should link to it. The Parts Interchange page has stalled out, but still has some value.

- MOGNW.com continues under the leadership of Webmaster Marv Coulthard with updates as necessary.

- Both Marv and Steve appreciate comments, especially comments that point in the direction of how we can make both the newsletter and the website of more benefit to MOGNW members.

### Historian Report: Mike Powley

Mike is going to try to get a complete list of the trophies that are awarded by the club and who received them so that we can retrieve them at a later date. This will enable future Presidents to find the trophies easily.

## NEW BUSINESS

### MOGNW Budget

The only change the Treasurer made from the budget submitted and approved by email vote was to change the conversion rate for Canadian funds to 1.165.

There was a question about the use of the President's discretionary fund and it was explained that the fund is used for various items including memorials. There are no restrictions as to how much is spent on any particular item but it cannot be spent on alcoholic beverages.

Heidi Marshall asked that the budget be approved at the end of the fiscal year so that it is approved before the end of the fiscal year. Heidi suggested that the budget be approved at the final meeting of the year usually held in November.

### MOGNW Calendar: Win Muehling

See the back of the NWMogazine and let Steve Hutchens know of contact people. If you have anything to send out please let Win know and he can send it out to everyone or send it to the local pod reps for them to send it out.

### Location and frequency of executive meetings: Win Muehling

Steve Hutchens presented a study of the cost of the travel from each of the pods to a meeting in Seattle. The cost of travelling from the Southern and Island Pods to a meeting in Seattle is about the same. Both are substantially higher than the Northern and Midlands pods.

Win stated that some meetings can be held quite easily by email and others can be held in tandem with another MOGNW events. He feels that we only need two meetings a year, one of which should be the November meeting which should include the budget and the calendar. Everyone was in agreement that only two meetings were really required these days with the ease of keeping in touch by email. There was discussion about where these meeting should be held and it was proposed that the midlands was the location that produced the least problems for most of the pods. It was suggested that the November meeting be held in Seattle. Suggested date was November 3rd.

### Pod Rep Responsibilities: Win Muehling

Win stated that the Pod Reps duties evolve around putting on the events and keeping track of the events. Win explained that the Northern Pod did for Monthly events with a run and lunch. In the South they like the evening socials and they are trying to get drives as well or maybe a Saturday meeting with a drive. Win suggested that maybe we should look at what we do and get what is best for each pod. Heidi suggested that it depends on what we are able to offer and should ensure that everyone is welcome even if they don't bring their Morgan. Mike suggested that it is not always the pod reps responsibility to arrange the meetings and encouraging others to take responsibility as this makes others more willing to participate. Some members like the concept of getting together with no real agenda and this is fulfilled by the monthly meetings held by the Southern and Midland pods. Win suggested, lets not stick to the old routine and lets try something different to encourage both new and old members. Write ups for the magazine may also be done by one of the participants so that more are included. Pod reps are responsible for the money assigned to that pod and the money can be used for whatever the pod reps decide. Just submit your expenses to Craig along with receipts. Try to make sure that the money is used to benefit the most members.

### Meeting adjourned: 5.55 p.m.

### Next Meeting

The next meeting of the executive will be November 3 in Seattle.

**MORGAN EVENTS**

**World, March 31, 2007**

The 2007 Morgan event calendar is filling rapidly. The Morgan world is offering a wide gambit of Mog fun this year with a brilliant Mog 2007, open to all and planned for Goodwood in August, a Pub Crawl in the US and Canada in July, Mog 37 in West Virginia along with West Coast meet at in Mid July amongst many others around the globe. Plan now!

**THE LAST PLUS 8**

**Malvern, March 15, 2007**

In a series of discussions since the Geneva Auto show, Mr. Charles Morgan has indicated that an 8 cylinder engines will no longer be considered for a Trad ("Classic" ) Morgan. The presently used BMW V8 in the Aero 8 cannot be properly married to a trad configuration because of its width and the MMC has written that it has decided to commit itself solely these V8s. He also noted that Company may attempt to body the wide Aero frame with trad wings and shaping in 2009 or 2010. There has been no further attempts to make the trad body shape compliant with existing and future structural legislation since the recent cancellation of the LS2 project begun by the previous Management. The Plus 8, the legendary creation of the late Peter Morgan, was the most successful model in MMC. The last one of the Plus 8 line, R12233, is owned by Mr. Keith Ahlers.

**AERO AMERICA**

**Malvern, February 15, 2007**

The MMC today announced a new Aero model targeted for the USA market. A new 2500 lbs package delivering 322 bhp which will feature a choice of 9 metallic "American" themed colors with new full bonnet Louvres. Graphite side scoops behind the front wheels, New Graphite painted 6 spoke alloy wheels, a Rear Diffuser, Graphite painted door mirrors, Side exit exhausts. Exclusive Aero America badging With a full quilted leather interior, dark tint engine turned aluminum dash, a leather covered steering wheel and cowl and an aluminum gear knob.

**AEROMAX LIMIT REACHED!**

**Geneva, March 28, 2007**

The Factory reports that its limit of 100 Aeromaxes has been sold. The car, inspired by a special Aero coupe created two years ago for Prince Eric Sturdza, will be produced during 2008 and 2009 and was named for Charles Morgan's youngest son. It was the MMC focus of the 2006 and 2007 Geneva automobile shows.

**CAPITOL MOTORS (followup)**

**Atlanta, January, 2007**

As recently reported, Capitol Motors is selling its Purcellville branch and will not open a Texas facility. They will remain in Atlanta with a smaller staff. Without an importable traditional model, Morgan sales in the US, Canada, Australia, New Zealand and South Africa have been severely curtailed.

**MICHAEL SCHUMAKER BUYS A ROADSTER**

**Germany, April, 2007**

Michael Schumaker, statistically the greatest Formula One driver in history, has recently purchased a traditional Morgan Roadster for his personal use, joining the wave of European trad buyers. He is another welcome addition to the Morgan community.

**EUROPEAN TRAD SALES CONTINUE TO SURGE!**

**Malvern, February 15, 2007**

Sources at the Factory report that traditional model Morgan sales are continuing their robust climb this year. It is expected that 2006 will prove to be a record for trads both in production and orders. This sales surge is the more remarkable as it occurs despite the company's forced withdrawal from the lucrative trad NA market. The Works states it is turning out 11 traditional Morgans each working week along with 7 Aeos per month. This welcome interest has created a waiting list for the traditional models into summer 2007. All trad prices will be increased 2% in April 2007. (Aero prices will be kept at their present levels.)

**USA TRADS NO MORE**

**United States, April 5, 2007**

The Company's request to the US (NHTSA) for an exemption to allow the importation of Morgan traditional models has been refused. Sales of traditional Morgans to the US (100 Roadsters in 2005) ceased when the supplies of the MMC 1998 airbag system were exhausted. Rather than develop a new system, the MMC requested an exemption early last year. The traditional chassis and its ladder frame used since 1936, cannot pass the compliancy tests being adopted in the USD and elsewhere. A permanent return of the trad Morgans to the US is unlikely in the foreseeable future. You may review the Federal decision online by clicking NHTSA As US standards are used a benchmark in other countries, markets in Australia, Canada, New Zealand and South Africa are now closed as well. It is rumored that the MMC will try to fashion a trad on the pre-2004 Series I Aero frame. This will require front end modifications to maintain the trad styling.

**NEW PRODUCT CORNER**

**MORGAN R&P STEERING**

The MMC has switched to R&P racks now made by Quaife Engineering to replace the previous Jack Knight units. The racks seem a retro-fit but are presently available only one option of turns lock to lock.

Jack Knight, designers of the Morgan rack & pinion stock steering systems used from 1983 to 2006, now offers Morgan racks with 2.3, 2.7, 3.0 and 3.5 turns to lock as well as a new adjustable electronic power steering system. Additional services including "quick" rack conversions and refurbishing. Contact Kevin Dempsey.

**MORGAN JEWELRY**

The MMC has will be offering a range of Morgan jewelry for 2007. The exclusive items, priced from around £15-£100, feature a variety of chains, tie pins and cuff-links. The Company stated that it wishes to bring the brand to a wider retail audience than just Morgan owners. Contact MMC for more details.

**LIBRANDS DOOR CHECK**

Librands has developed a door check to replace the leather strap found on classic model Morgan cars. This device, made in polished metal, holds the door when opened fully, stopping it from closing when you want it open. Available from Brands Hatch Morgan.



**FOR THE VERY LATEST, VISIT**

**[www.mogwire.com/](http://www.mogwire.com/) and/or [www.morgan-motor.co.uk](http://www.morgan-motor.co.uk)**

# England's Glory

Telegraph.co.uk

*Soichiro Honda once said that in the future there would be just half a dozen car companies - and Morgan. So what makes this conservative marque so successful? Andrew English visited the factory and drove two of the company's latest cars.*

## First drive of the Morgan Roadster

Shapes are important at the Morgan factory. Maybe its situation, nestled in the voluptuous bosom of the Malvern Hills, gives its workers a keen appreciation of curves, or maybe it's the sinuous influence of the River Severn that snakes close by.

Perhaps it's the meticulous shaping of the distinctive Morgan radiator cowl that resembles nothing so much as the top of a young labrador's head.

Safe hands: Charles Morgan is only the third member of his family to run the firm.

"Shapes!" exclaims Charles Morgan, corporate strategy director of the family firm and grandson of its founder.

"As far as I'm aware, we're the only car company in the world to have registered a car's shape as a trademark. I mean look at it..." He

pats the cowl like, er, a young labrador. "There's nothing like it." Indeed, there's nothing like a Morgan - not any more, at least. Long, louvred bonnets with piano hinges down the centre, leaf-sprung, solid rear axles and fingernail-ripping hood frames that fold up like deckchairs have not been strongly represented in the motor industry these past 50 years. Nor have rivals beaten a path to the firm's door to licence production of the famous independent sliding-pillar suspension that is still used on the front of every classic Morgan.

Yet this rolling anachronism has proved to have startling staying power. Founded in 1909, Morgan is fast closing on its centenary and its popularity shows no sign of waning. "I've added up all the British car makers there were after the war," says Charles. "There were about 60 and we are one of the tiny few left." It was Soichiro Honda who suggested that in future there would be just half a dozen car companies - "and Morgan". Perhaps he was right, although you might have wondered after the 1990 BBC TV show *Troubleshooter*, when Sir John Harvey-Jones did a fair hatchet job on the old firm, complaining about its then five-year waiting list, the laborious handcraft that went into its cars and its reluctance to cash in on a temporary boom in classic-car prices. Nowadays candidates from *The Apprentice* would sell Morgans off barrows down the Old Kent Road, or snarky entrepreneurs would chase poor Charles off *Dragons' Den*.

Back then, everyone was suddenly an expert and I was summoned to a BBC Breakfast programme on which I defended Morgan by explaining that the old red-brick factory was surpris-

ingly efficient because it was on a slope, providing a clever way of getting the cars to the next workstation - namely gravity. The BBC presenters stroked their beards and expostulated that gravity-fed car making was, indeed, very clever. Years later Charles Morgan congratulated me. "That was very good," he winked, "but you know the cars start at the bottom of the hill." Nowadays Morgan production is gravity fed, power tools are used, some aluminium-alloy panels are formed semi-molten in super-form presses and there's even metal-to-metal gluing, begad! Yet the company's 156 staff have become accustomed to endless trains of gaping visitors asking whether they shouldn't be wearing befeater uniforms. And to be fair, while it is far from being a medieval theme park, parts of the factory are imbued with the distinctive aroma of heavily worked ash. "We



are very lucky to be producing a car with real wood in it," says Charles, referring to the aluminium-backed photographs of wood that paper the cabins of modern luxury cars.

Production is up to 13 cars a week - a couple of Aeos and four or five Roadsters, with the rump being the four-cylinder two- and four-seaters. The waiting list for a classic Morgan is about a year, three months for an Aero 8. "We'd really like that to be a bit longer," says sales and marketing manager Matthew Parkin.

I wasn't too kind to the Aero 8 when it first appeared at the Geneva motor show in 2000, dubbing it "the first strabismic sports car". The cross-eyed headlamps, and much else, have since been changed and, as regular readers will know, there's even a limited 100-off run of a coupé version, the Aero-Max, next year (*Motoring*, January 6 2007). "We've sold every one," says Charles, who clearly can't quite believe how simple it has been to sell this £95,000 car to well-heeled folk. "We take them to the pub and halfway through the meal they say, 'Charles, the steak [chomp], it ees fantastique. The wine [slurp] it ees fantastique. The car, it ees fantastique. Shall I buy one? Oui? Good, so I shall buy one.' And it's as easy as that," says Charles hilariously.

However, there are rumours that Charles is more interested in his new exclusive toys and customers than in maintaining (and almost curating) the classic Morgan range, which occupies the lion's share of sales. Our favourite butcher in Cornwall drives an old Morgan, but wonders whether today's company is recognisably that from which he bought his car so many years ago.

A keen racer and ripping personality, Charles once bemoaned the fact that he was thwarted by owners' clubs and inhibited by history in his attempts to improve the roadholding of the Plus 8 by upgrading the archaic suspension. Even today there is a lively and occasionally trenchant debate between Morgan modernists and traditionalists. There's even a group that wants the Aero 8 to return to its cross-eyed headlamps, and very possibly a Morgan flat-earth society.

Yet Charles is vehement that Morgan is as committed to its

**Source:** [www.telegraph.co.uk/motoring/main.jhtml?xml=/motoring/2007/04/07/nosplit/mfmorgfeat07.xml](http://www.telegraph.co.uk/motoring/main.jhtml?xml=/motoring/2007/04/07/nosplit/mfmorgfeat07.xml) (Last Updated: 12:01am BST 07/04/2007) Thanks to *The Rough Rider* for calling this to our attention.

classic range as it is to the future: "Why would we be trying to get our 4/4 to produce less than 120g of CO2 per kilometre? Why would we have just developed our new four-seater? Why would we be producing the Anniversary 4/4, or the Le Mans replica, and why would we be continually researching and updating the range to keep it legal and modern? Please reassure those wedded to the traditional Morgan shape that we will go on making it for ever..." If Charles's office, with its narrow, cobwebbed aspect and towers of papers, is one of the more Dickensian areas of the factory, there is a more modern side. Across the road a new development department contains Coventry design graduate Matthew Humphries, engineer Mark Reeves and designer Graham Chapman: "The CATIA jockeys," jokes Charles, referring to the Dassault design software employed across the motor industry and which Morgan uses to talk to one of its engine suppliers, BMW.

"They help prevent that thing we used to do, when Matthew [Parkin] and I would see a new car for the first time and say, 'Oh shit!'" Charles grins, but as well as heading off mistakes, the design office is also continually producing parts, redesigns and legislative upgrades.

And what of the next 100 years? Only three people have ever been in charge of the Morgan Motor Company: Henry Morgan, his son Peter and his grandson Charles, neatly dividing the firm's history into three 30-year periods: the pre-war three-wheeler era, the 1960s rollercoaster that culminated in the amazing Plus 8 model and the humdrum times meeting increasingly tortuous crash safety and emissions legislation, through which Charles has helped to pilot the company. For the future, he is passionate about both the old and the new, including AeroMax production, which will demand close attention to detail.

Also new next year will be the Lifecar, a £1.9 million fuel-cell project based on a Morgan chassis, financed by the industry and the DTI, with development partners QinetiQ, Cranfield and Oxford universities, BOC and OSCar. A weight-saving sports car is Charles's particular enthusiasm and the use of expensive ultra-capacitors as electrical buffers will help conserve space, but it's still going to be a challenge to unveil a running prototype at the 2008 Geneva show.

Morgan folk must get fed up with having Sir John Harvey-Jones quoted back at them, but if the burly ex-ICI boss failed to understand anything about Morgan, it was that Morgan's innate conservatism has helped it avoid chasing the market, which in turn has ensured its enduring appeal. Charles uses the newly independent Aston Martin to illustrate his point: "David [Richards] has got himself on a treadmill; his backers are going to expect a new model every five years. At Morgan we don't have to produce a new model every decade, in fact we'd much prefer it if we didn't have to do it more than once every 20 years. We just make the ones we have better. We are a very conservative firm at heart." I interviewed his father, Peter, many years ago and asked him about his biggest triumphs. Among others, he boasted: "I didn't have to make anyone redundant." Now let's not kid ourselves that Morgan is some car-building idyll. However skilled, it's still tough manual work and as Charles once said: "There have been some awful working practices here and little kingdoms built up; they all had to go." All the same, how often do you hear today's captains of industry say their workers are their most important asset before crying crocodile tears over mass redundancies? Shareholder value and profit maximisation might please modern financiers, but try justifying their consequences to an Enron worker, a Marconi investor or an Equitable Life pensioner. Morgan's values encompass decency, craft, longevity, conservatism and, above all, shapes. You don't have to own one of the cars to love this little firm, but those who run it would prefer it if you did.

## Island Pod Report

### Kit Raetsen

Since we're experiencing a rather dreary, damp and cool spring, the Island activities have been restricted to N&Ns so far.

Our N&N in early March at Smuggler's Cove Pub provided good food and great conversation. We also had a record turn out of 17 with members joining us from as far away as Qualicum Beach and Langley.

The next N&N was held April 20 at Ma Miller's Pub and was attended by Hal and Garnet Irwin, Leo and Trisha Lee, Roland and Pat Gilbert, Ken and Lesley Douch and Joanne and myself.

At the meeting it was decided that we will fix the date for our N&Ns to every third Friday of the month, with the exception of June, July and August when we intend to be on the road instead. The location will change with each month as it is our goal to try out each and every pub in the Victoria area (and points beyond). Our next N&N will be held on May 18 at 7:00 p.m. at the Malahat Mountain Inn.

We also came up with a list of events for the upcoming season as follows:

On June 2 Leo and Trisha Lee will lead us on a tour along Dallas Road followed by lunch at, you guessed it, a pub yet to be named.

June 16 and 17 will be our big summer event, the Father's Day Weekend. Ken and Lesley Douch have a great run planned for Saturday afternoon and the Reddingtons are hosting the BBQ on Saturday evening. R.S.V.P.s are requested for this event by May 20 please.

On July 22, the Douches will lead us to Ladysmith, where we will join the O.E.C.C. at Brits on the Beach.

On August 17 we will tour to one of the Gulf Islands/ Hal and Garnet Irwin will host this event.

On September 8 we will enjoy Roland and Pat Gilbert's Annual Cowichan Lake Picnic.

Those of us that attended the winter banquet in LaConnor would like to give a huge thank you to Mike Powley, Mike Amos and Bert McCabe and their families for making this a fabulous event. We had a great time and all your hard work and efforts are much appreciated.

We would like to extend a warm welcome to Peter and Marlene Maclaren of Nanaimo, our newest Island Pod members.

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## A Bit of Humour from Calgary

### Don MacKay

Travel Advisory: Due to the recent Pine Beetle outbreak in British Columbia, it's advised that if you are traveling to B.C. to partake in their wonderful vintage car shows, that you Morgan owners leave your vehicle at home. Rust is far easier to repair than wood rot.

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## 25th MogWest: Morro Bay, CA

### Gordon Craig

The 25th Annual MogWest will be July 13-15, 2007, in Morro Bay at the Inn at Morro Bay, where it all started 25 years ago.

I believe the Inn itself is all booked. You can get a list of AAA-approved hotels/motels from the California State Automobile Association's website ([www.aaa-calif.com](http://www.aaa-calif.com)). Use 93442 as your zip. Search for Morro Bay. Most motels are on Main Street and within 2-3 miles of the Inn. Maggi and I are booked at the EconoLodge, 805-772-5609, about 1/4 mile from the Inn. You might try there. As of 3/24, they had rooms at about \$90/night. MogWest registration is at [morgancars.us/msccnc.html](http://morgancars.us/msccnc.html).



# MMC's NHTSA Saga

## Thanks to the Rough Rider for making the Editor aware of this

[Federal Register: February 2, 2007  
(Volume 72, Number 22)]

[Notices] [Page 5099-5103]

From the Federal Register Online via  
GPO Access [wais.access.gpo.gov]  
[DOCID:fr02fe07-104]

[[Page 5099]]

DEPARTMENT OF TRANSPORTATION  
National Highway Traffic  
Safety Administration (NHTSA)  
[Docket No. NHTSA-2006-25592]

### **Morgan Motor Company Limited; Denial of Application for a Temporary Exemption From Air Bag Provisions of Federal Motor Vehicle Safety Standard No. 208**

AGENCY: National Highway Traffic Safety  
Administration (NHTSA), Department of  
Transportation (DOT).

ACTION: Denial of application for a tem-  
porary exemption from air bag provisions of  
Federal Motor Vehicle Safety Standard No.  
208, Occupant Crash Protection.

SUMMARY: This notice denies the petition of  
Morgan Motor Company, Limited (Morgan) for  
a temporary exemption from the air bag  
requirements of Federal Motor Vehicle Safety  
Standard (FMVSS) No. 208,

[[Page 5100]]

Occupant Crash Protection, for the Morgan  
"traditional roadster" from September 2006  
through September 2009. The basis of the  
application is that compliance would cause  
substantial economic hardship to a manufac-  
turer that states it has tried in good faith to  
comply with the standard. NHTSA notes that  
Morgan has known since 1997 that it could  
not procure more air bags, but provided no  
evidence of attempts to secure an alternate  
source of air bags.

In accordance with the requirements of 49  
U.S.C. 30113(b)(2), we published a Federal  
Register document on August 15, 2006  
announcing receipt of Morgan's application.

FOR FURTHER INFORMATION CONTACT:  
Ms. Dorothy Nakama in the Office of Chief  
Counsel, NCC-112, (Phone: 202-366-2992;  
Fax 202-366-3820).

#### SUPPLEMENTARY INFORMATION:

##### I. Background

Founded in 1909, Morgan is a small,  
privately-owned vehicle manufacturer  
producing approximately 600 specialty sports  
cars per year.<sup>1\</sup> Morgan manufactures  
several models, but at present, only sells the  
Aero 8 in the U.S. Morgan intended to  
produce a vehicle line specific to the U.S.

market, with Ford supplying the engine and  
transmission. However, for technical reasons,  
the project did not come to fruition, and  
Morgan temporarily stopped selling vehicles  
in the U.S. in 2004. In May 2005, Morgan  
obtained a temporary exemption from this  
agency's bumper standard and began selling  
the Aero 8 in the U.S.

\1\ A manufacturer is eligible to apply for a  
hardship exemption if its total motor vehicle  
production in its most recent year of produc-  
tion does not exceed 10,000, as determined  
by the NHTSA Administrator (15 U.S.C.  
1410(d)(1)).

On July 12, 2006 (71 FR 39386), NHTSA  
published a notice of receipt of five applica-  
tions for temporary exemptions from the  
advanced air bag requirements \2\ of Federal  
Motor Vehicle Safety Standard (FMVSS) No.  
208, Occupant Crash Protection. Among  
these petitions was an October 4, 2005 one  
from Morgan, for the Aero 8, which is dis-  
cussed at pages 39390-39391. Morgan's  
petition is included in the docket for that  
notice, i.e., Docket NHTSA-2006-25324.

\2\ In 2000, NHTSA upgraded the require-  
ments for air bags in passenger cars and light  
trucks, requiring what are commonly known  
as "advanced air bags." The upgrade was  
designed to meet the goals of improving  
protection for occupants of all sizes, belted  
and unbelted, in moderate to high speed  
crashes, and of minimizing the risks posed by  
air bags to infants, children, and other  
occupants, especially in low speed crashes.  
See 65 FR 30680 (May 12, 2000) (Docket  
No. NHTSA-2000-7013).

That notice of receipt did not address a  
second request by Morgan. In correspond-  
ence dated February 6, 2006, Morgan  
petitioned for an exemption for a different  
vehicle, its "traditional roadster," from all air  
bag requirements in FMVSS No. 208 (i.e., the  
standard's requirement that vehicles be  
equipped with air bags as well as the ad-  
vanced air bag requirements) from Septem-  
ber 2006 through September 2009. That  
company titled this correspondence "Supple-  
ment to Pending Morgan Part 555 Temporary  
Exemption." Morgan explained that it did not  
file a petition for the traditional roadster at  
the same time as it petitioned for the Aero 8  
because in October 2005 (when the Aero 8  
petition was filed), Morgan planned to sell  
only the Aero 8 in the U.S. from September  
2006-September 2009. The company did not  
plan to sell the traditional roadster during that  
period because the Rover engine used in the  
U.S. version of the traditional roadster for 35  
years was no longer able to meet more  
stringent U.S. emissions standards.

In late 2005, Morgan found a U.S.-certified  
Ford V6 engine for the U.S. traditional  
roadster and built a limited production run of  
80 vehicles. The traditional roadster "immedi-  
ately sold out." In order to maintain U.S.

sales and to produce revenue, Morgan then  
decided to continue to sell the U.S. traditional  
roadster. However, while the traditional  
roadster had had a mechanical Breed  
standard air bag system (i.e., non-advanced  
air bag system) since 1996, those air bags  
are now out of production and are no longer  
available. Morgan indicated that the final  
limited production run of 80 vehicles using  
the Ford V6 engine used the last of these air  
bag systems. In addition, Morgan stated that  
the Aero 8 standard air bag system cannot be  
fitted to the traditional roadster because the  
interiors and chassis are completely different.

We note that in its February 2006 corre-  
spondence, Morgan asked that its exemption  
requests for the traditional roadster and Aero  
8 be considered independently. On Septem-  
ber 7, 2006 (71 FR 52851), NHTSA issued its  
determinations of five manufacturers petition-  
ing for temporary exemptions from the  
advanced air bag requirements of Standard  
No. 208. Morgan's Aero 8 petition was  
addressed at pages 52862-52865.

As noted above, NHTSA upgraded the  
requirements for air bags in 2000 to require  
advanced air bags in passenger cars and  
light trucks. The advanced air bag require-  
ments were a culmination of a comprehen-  
sive plan that the agency announced in 1996  
to address the adverse effects of air bags.  
This plan also included an extensive con-  
sumer education program to encourage the  
placement of children in rear seats. The new  
requirements were phased in beginning with  
the 2004 model year.

Small volume manufacturers (i.e., original  
vehicle manufacturers producing or assem-  
bling fewer than 5,000 vehicles annually for  
sale in the United States) were not subject to  
the advanced air bag requirements until  
September 1, 2006, but their efforts to bring  
their respective vehicles into compliance with  
these requirements began several years ago.  
However, because the new requirements  
were challenging, major air bag suppliers  
concentrated their efforts on working with  
large volume manufacturers and thus, until  
recently, small volume manufacturers had  
limited access to advanced air bag technol-  
ogy. Because of the complex nature of the  
requirements for protecting out-of-position  
occupants, "off-the-shelf" systems could not  
be readily adopted. Further complicating  
matters, because small volume manufac-  
turers build so few vehicles, the costs of  
developing custom advanced air bag  
systems, compared to potential profits,  
discouraged some air bag suppliers from  
working with small volume manufacturers.

The agency has carefully tracked occupant  
fatalities resulting from air bag deployment.  
Our data indicate that the agency's efforts in  
the area of consumer education and manu-  
facturers' providing depowered air bags were  
successful in reducing air bag fatalities even  
before advanced air bag requirements were  
implemented.

As indicated above, for its traditional  
roadster, Morgan is requesting an exemption

not only from the advanced air bag requirements, but also from the standard's requirements for air bags altogether. As always, we are concerned about the potential safety implications of any temporary exemptions granted by this agency.

## II. Morgan's Statement of Economic Hardship

In accordance with 49 U.S.C. 30113 and the procedures in 49 CFR Part 555, Morgan petitioned NHTSA for a temporary exemption from standard and advanced air bag requirements of FMVSS No. 208. The basis for its application is that compliance would cause substantial economic hardship to a manufacturer that has tried in good faith to comply with the standard. The agency closely examines and considers the information provided by

[[Page 5101]]

manufacturers in support of these factors and in addition, pursuant to 49 U.S.C. 30113(b)(3)(A), determines whether an exemption is in the public interest and consistent with 49 U.S.C. Chapter 301.

Morgan stated that without the sales of the U.S. traditional roadster from September 2006-September 2009, it would lose an additional \$315,000 on top of the losses estimated in the October 2005 petition for the Aero. It further stated that if it were able to sell the traditional roadster in the U.S. during that period, "the resulting revenues would also be critical to funding the development of the new advanced air bag for use in all Morgan vehicles destined for the U.S. after September 2009." Morgan's previous financial submission indicates that the company's losses over the last 5 years have totaled more than \$3,600,000. In 2004, Morgan made a small profit for the first time in three years. Morgan predicted a net loss for fiscal year 2005.

Estimated to be between \$3,196,179 and \$5,066,938. When costs for interior redesign, crash cars, and tooling are included, the estimate rises to between \$5,648,679 and \$7,519,438. (See 71 FR at 39391.)

Morgan stated that even adding the projected sales of the traditional roadster, the total U.S. "exempted-car sales" forecast for September 2006-September 2009 remain about the same: for 2006, 50 vehicles; for 2007, 250 vehicles; for 2008, 250 vehicles; and for 2009, 250 vehicles. Morgan also provided information on the sales of the 80 model year 2005 traditional roadsters (with the Ford V6 engine).

We note that in commenting on the agency's July 2006 notice concerning its request for a temporary exemption for the Aero 8, Morgan indicated that the temporary exemptions it was seeking would involve

400 Aero 8s over three years, and 400 traditional roadsters over three years.

## III. Morgan's Statement of Good Faith Efforts to Comply

In its October 2005 submission, Morgan stated that it has been working with the air bag supplier Siemens to develop an advanced air bag system for the Aero 8. However, a lack of funds and technical problems precluded the implementation of an advanced air bag system for the Aero 8. It said that the minimum time needed to develop an advanced air bag system (provided that there is a source of revenue) is 2 years. Specific technical challenges include the following matters. Morgan does not have access to the necessary sensor technology to pursue the "full suppression" passenger air bag option. Due to the design of the Aero 8 platform dashboard, an entirely new interior solution and design must be developed. Chassis modifications are anticipated due to the originally stiff chassis design.

In its February 2006 petition, Morgan stated that it cannot install air bags in the U.S. traditional roadsters expected to be built between September 2006 and September 2009, even though the Aero 8 vehicles built during that period will have standard air bags. Morgan provided two reasons why the traditional roadster "cannot have air bags" even though the Aero 8 can. First, since 1996, the traditional roadsters have had a mechanical Breed standard air bag system. In 1997, Breed stopped production of the air bags fitted to the traditional roadsters. Thus, these bags are no longer available. Morgan states that it cannot obtain any more components. The final run of the 80 traditional roadsters with the Ford V6 engine used the last of the air bag systems.

Second, the Aero 8 standard air bag system cannot be fitted into the traditional roadster because the interiors and chassis are completely different. Morgan asserts that it would not be possible to integrate the Aero 8 air bag components into the traditional roadster's design because of both physical and operational differences. The Aero 8 air bag steering wheel will not fit in the traditional roadster's design, and the Aero 8 passenger air bag will not fit into the traditional roadster's instrument panel. In terms of air bag operation, to use the Aero 8 system in the traditional roadster, there would have to be a new deployment control/trigger system developed due to the significantly different crash pulses between the Aero 8 aluminum tub and the traditional roadster steel chassis.

Morgan stated that the traditional roadster will have an advanced air bag system at the same time that the Aero 8 will. At present, the traditional roadster uses the same design as it has had since 1936, a steel chassis with a wooden frame for the body panels. As part of the development of the advanced air bag system, Morgan plans to switch the traditional roadster onto the aluminum tub chassis used by the Aero 8. In this way, the advanced air bag program (through Siemens) that Morgan outlined in its Part 555 exemption petition for the Aero 8 will also be applicable to the

traditional roadster. Morgan believes that when its advanced air bag system is ready in 2009, the air bag system will simultaneously be installed in both the Aero and traditional roadster models. Morgan asserts that it "obviously cannot expend the resources to develop an air bag system--advanced or standard" for the traditional roadster that is separate from the air bag system being developed for the Aero 8. Morgan cites this inability as the reason why there cannot be an interim standard air bag system for the traditional roadster during the period September 2006-September 2009.

## IV. Morgan's Statement of Public Interest

In its original petition, which concerned the Aero 8, Morgan made several arguments supporting its view that the requested exemption is consistent with the public interest. According to Morgan, if the exemption were denied and Morgan stopped U.S. sales, Morgan's U.S. dealers would unavoidably have numerous lay-offs, resulting in some loss of jobs in the U.S. Denial of an exemption would reduce consumer choice in the specialty sports car market sector in which Morgan cars compete. That company argued further that the Morgan vehicles would not be used extensively by owners, and would be unlikely to carry small children. Finally, according to Morgan, granting an exemption would assure the continued availability of proper parts and service support for existing Morgan owners. Without an exemption, Morgan would be forced out of the U.S. market, making it difficult for Morgan dealers to support existing customers. We note that in its February 2006 correspondence requesting an exemption for the traditional roadster, Morgan generally did not discuss whether or how these arguments would apply to its request concerning the traditional roadster. We invited Morgan to address this issue. As indicated above, Morgan did argue that revenues from selling the traditional roadster would be critical to funding the development of the new advanced air bag for use in all Morgan vehicles destined for the U.S. after September 2009.

## V. Notice of Receipt of Petition and Public Comments

On August 15, 2006 (71 FR 46974) (Docket No. NHTSA-2006-25592), NHTSA published a Notice of Receipt of Application for a Temporary Exemption from Air Bag Provisions of Federal Motor Vehicle Safety Standard No. 208, and asked for public comment. In response, NHTSA received two sets of comments, both from Morgan and both undated.

In the first set of comments, Morgan compared its petition with the grant of a Part 555 advanced air bag exemption to Ferrari (see 71 FR 29389, May 22,

[[Page 5102]]

2006). Morgan stated that, like Ferrari, its product cycles must last longer than those typical in the industry. Morgan also stated

that, as did Ferrari, it made a good faith effort, but could not find a practicable way to meet the air bag requirements. Morgan stated that its air bag supplier went out of business, which resulted in a lack of components. Morgan concluded that it needed the exemption in order to implement a new advanced air bag system on a new chassis. Morgan also commented on the safety implications of granting the petition and provided additional points on why granting Morgan's petitions would be "in the public interest."

Finally, Morgan updated its 2004 and 2005 financial statements as follows. Morgan's original submission indicated that in 2004, Morgan made a "profit of 372,504 pounds." It was subsequently determined that Morgan showed a loss of 11,207 pounds (approximately \$21,000). Morgan explained that the difference resulted from "certain vehicle sales that in fact did not materialize." Morgan further stated that although it earlier stated that "the results predicted \* \* \* for 2005 were a small loss of [pound] 3,248" (approximately \$6,000), the final accounts showed a larger loss of [pound]386,140 (approximately \$723,000). Morgan explained that the difference arises out of the amortization of additional R & D costs.

In the second set of comments, Morgan compared its petition to that of Saleen, which recently received a one-year extension of a complete air bag exemption, which was a partial grant of Saleen's petition for extension for three more years. Morgan stated that its petition differed from that of Saleen, which already had five years under a complete air bag exemption when it asked for an initial exemption. Morgan stressed that it was petitioning for an initial exemption, not an extension, and for a period of time that is "half the total number of exemption years that Saleen has now received." Morgan also once again emphasized that it made good faith efforts to meet the air bag requirements, citing again that it used an air bag system that was in production for eight years, which can no longer be used because the supplier went out of business. Morgan also stated that the fact that it can no longer source components for its already existing air bag system further distinguishes Morgan from Saleen.

#### VI. Agency Decision

NHTSA denies Morgan's petition for the "traditional roadster." Morgan has informed NHTSA that the traditional roadster will have the same advanced air bag system as the Aero 8 in 2009, when the traditional roadster's chassis will be modified to accommodate the advanced air bag system. In the following discussion, NHTSA focuses on Morgan's attempts to secure a standard air bag for its traditional roadsters for September 2006-September 2009. In the background information regarding Morgan's attempts to secure both the standard and advanced air bags, Morgan states that its last source of

standard air bags was in 1997 from Breed. Since Breed no longer manufactures the standard air bags, they are no longer available. In late 2005, after it found a U.S.-certified Ford V6 engine for the U.S. traditional roadster, Morgan built a limited production run of 80 traditional roadsters, installing in them the last of the Breed standard air bags. Morgan informs us that the standard air bag system on its Aero 8 cannot be fitted to the traditional roadster because the interiors and chassis are completely different.

In its petition, Morgan simply states that it "obviously cannot expend the resources to develop an air bag system--advanced or standard" for the traditional roadster that is separate from the air bag system being developed for the Aero 8. It appears that Morgan had no plans to sell the traditional roadster in the U.S. after 1997. It appears that it was only in late 2005, when Morgan equipped U.S.-certified engine vehicles with the last of the standard air bags and had better than expected sales that it decided to attempt to reintroduce the traditional roadster into the U.S. market. However, the agency has no information indicating that Morgan attempted to find a new source for the standard air bag. Although Morgan may not have been able to develop its own standard air bag system for the traditional roadster, it did not describe any contacts it made with potential suppliers of standard air bags, or provide quotations (even on a confidential basis) from possible sources that would be qualified to develop standard air bags for the traditional roadster. Without this information, NHTSA is unable to determine the extent of the economic hardship it would cause Morgan to procure standard air bags in the Aero 8.

In its comments, Morgan compared its petition with those of Ferrari and Saleen (which received a one year temporary exemption out of the three years for which it petitioned). The major difference between Morgan's petition and those of Ferrari and Saleen is that Morgan's petition lacks the detail provided by Ferrari and Saleen describing how each company attempted to secure alternate sources of air bags, and how much it would cost each company, if a source were available.

In its petition, Ferrari provided the following:

1. Chronological analysis of Ferrari's efforts to comply, showing the relationship to the rulemaking history of the advanced air bag requirements.
2. Itemized costs of each component that would have to be modified in order to achieve compliance.
3. Discussion of alternative means of compliance and reasons for rejecting these alternatives.
4. List of air bag suppliers that were approached in hopes of procuring necessary components.

\* \* \*

6. Corporate balance sheets for the past 3 years, and projected balance sheets if the petition is denied.\4\

\4\ See Ferrari S.p.A. and Ferrari North America, Inc. Grant of Application for a Temporary Exemption from S14.2. of Federal Motor Vehicle Safety Standard No. 208 (71 FR 29389, May 22, 2006) (Docket No. NHTSA-2005-23093), at page 29390.

In its petition dated January 24, 2006, Saleen cited by name the air bag developers and suppliers it approached about assisting Saleen in developing an advanced air bag system (see page 3 of the petition). Saleen also provided pursuant to 49 CFR Part 555.6(a)(1), "Engineering and financial information demonstrating in detail how compliance or failure to obtain an exemption would cause substantial economic hardship," and included information such as the vehicle components that would have to be modified to accommodate an air bag system (pages 3-4), and the itemized costs to modify each component (page 4).

Because Morgan did not provide a similar level of detail about the efforts it undertook to find alternative sources of a standard air bag and costs that would be entailed in modifying the traditional roadster to accommodate a standard air bag, NHTSA was unable to conclude that meeting the air bag requirements for Morgan would "cause substantial economic hardship to a manufacturer that has tried to comply with the standard in good faith."

Finally, NHTSA notes that in the August 15, 2006 notice of receipt of Morgan's application for a temporary exemption for the traditional roadster, we invited Morgan to address the issue of how granting Morgan's petition for exemption for the traditional roadster would be in the public interest. We noted that all the public interest arguments raised in the August 2006 notice were taken from Morgan's petition for the Aero 8. Morgan did not respond to NHTSA's request on this

[[Page 5103]]

issue, and did not provide an independent basis for the agency's determining how granting Morgan's petition for the traditional roadster would be in the public interest.

Authority: 49 U.S.C. 30113; delegations of authority at 49 CFR 1.50. and 501.8.

Issued on: January 30, 2007.

Nicole R. Nason,

Administrator.

[FR Doc. E7-1735 Filed 2-1-07; 8:45 am]  
BILLING CODE 4910-59-P

*[EDITOR'S NOTE: The Editor invites editorial review and comment from MOGNW members who might have interest and/or additional insight into this situation.]*

# Portland to Astoria Spring Loop

Eric Glover

Sandy and I arrived early at Portland Brewing in our 1956 Plus 4. Our early arrival gave us a few moments to discuss the weather. I noted that the sky was lowering. We debated the usage of that word until Bob and Clare Hauge arrived in their 1961 4/4.

Bob and I talked Morgan cars for a bit while Sandy and Clare visited about almost anything else. The arrival of Mike Myers with top down in his new Aero 8 stopped our discussions. Mike immediately regaled Bob and me between puffs on his cigar about our cars having the tops up. This good humor continued until Mike and Elizabeth Miles drove into the lot in their tin top.

I think most of us sighed with relief to have a dependable vehicle join us. Mike and Elizabeth would accompany us to Astoria where they would head south to a cottage near Tillamook where they would spend a night enjoying the ocean.

After much toe tapping, we heard two Morgans heading our way. We looked and saw two red cars. Tourmeister and southern centre Pooh-Bah Wayne Harris and his better half Linda were in the lead car, a 1958 Plus 4. The second car, a 1961 Plus 4, was occupied by Roy and Anne Hodges. This was the first opportunity for most of us to see this recent restoration.

Wayne handed out maps and tour directions. After a short discussion, we headed to a nearby Starbucks to download and upload liquids. It was then onto Astoria. The first forced stoppage occurred before we arrived at Scappoose. A failed wire connector on Hodges' Plus 4 brought the car to a halt. A field diagnosis located the problem, and an emergency fix was made.

Our first scheduled break was at the Big Eddy Park where liquids were again down loaded and up loaded. Our arrival piqued the interest of weekend campers who were holed up in tents and trailers. We provided a welcome break. Unfortunately, Big Eddy was not in camp to greet us.

We waved good-bye through the side curtains and moseyed down the road. We were treated to a wonderful road filled with lots of twisty bits. The weather also cooperated with just varying degrees of mist. The Morgans must have thought that they were back in the old country as they purred along drinking in the thick air.

We were heading down the backside of a pass when the second forced stop happened. My engine started to race as if the throttle was stuck. This was not good on a twisty downhill grade. I shut off the engine, and stopped on the shoulder. After raising the bonnet, checking various mechanical components of the linkage by myself and others who have actual knowledge, no problem was found. The engine was restarted, and it worked fine the rest of the trip.

Our next rest stop was at Jewell Wildlife Refuge and elk viewing area run by the State of Oregon. Of course, no elk were visible. The failure of the elk to cooperate only allowed the guys to display and point out the finer points of Morgans to the ranger who was renewing the bird feeders. After downloading and uploading, we were off again.

We started on another bit of twisty road, but we had our third



and final forced halt. This one was not really car related. Upon reaching out to adjust his side mirror, a pin on Roy's watch broke,

and the watch fell to the pavement. Neither of the trailing cars managed to hit the watch, and Roy retrieved it. Sandy got a photograph of elk at this stop. The elk had evidently fled to this location when they learned that we were coming to the Jewell Refuge.

The rest of the trip into Astoria was uneventful. The mist turned to rain, however which forced me to use the wipers in



town. We stopped for lunch and bundled the cars up. I put my side curtain up, and Mike even put up the top on the Aero 8.

We next did what Morgan owners really do best; eat (though I have heard some opine that they may actually do drinking better). We had a private room overlooking the mighty Columbia River, and I am sure that the view and good friendship made the lunch taste that much better. Despite our hesitancy to leave, we decide that it was not going to stop raining. We got up, said good-bye to Mike and Elizabeth, and trundled off to the cars.

We headed across the Columbia River after fueling our mounts. Despite the rain, my Plus 4 ran north with new vigor as if it was glad to leave the Beaver State with its ash intact. The run along the north side of the Columbia River was scenic though the scenery was always viewed through a mist of rain and road spray. (continued at the top of the next page)

We made a last down-load and up-load stop in Cathlamet. We gave parting wishes to each other here even though we had another 25 miles or so to go. The actual separation occurred in Longview where Bob and Clare turned to find home. Sandy and I headed to I-5 to make our way south to the original Vancouver. Wayne and Linda led Mike and Roy and Anne south across the Columbia River on the Rainier Bridge and back to Portland.

The tour was good despite the weather. We all look forward to driving with the tops down, but it is good to know that a little rain need not stop the enjoyment of our mechanical steeds. After all, the cars were born in a damp clime, so a little rain should not be a hindrance to enjoying them in their natural environment.

## Southern Pod Report

### Wayne Harris

The Southern Pod met Tuesday evening, March 20, 2007 at the Tap Room of Pyramid Brewing in Portland. There were 10 members attending: Fred Bowman, Wayne and Linda Harris, Mike and Elizabeth Miles, Mike and Sherry Myers, Roscoe and Debra Nelson and Dick Tilden. Much of the conversation centered around the trip to La Conner by the Myers, Nelsons and Harris'. The Myers and Nelsons are planning a day long drive around the Olympic Peninsula, starting in Astoria and staying at Port Townsend on Friday. The Harris's are doing the I-5 route on Friday and will meet up with others in La Conner.

Plans are underway to schedule local driving events throughout the driving season.

As reported, the three couples found their way to La Conner for the banquet. Unfortunately, the Nelson's and Myer's found that the west side of the Olympic Peninsula is the wet side. The three couples arrived on Friday and had dinner with three other early arrivers, the Couch's, Lee's and the Hunter's. The banquet was all that could be expected when McCabe and Powley get together.

The April social meeting was held at the Pyramid Tap Room on April 17. Twelves southerners were present. Awards were presented to Heinz Stromquist, from the banquet, for his efforts in organizing and sponsoring the Devil's Punchbowl Run in 2006. That was the tenth running of the event and this year, the eleventh, will be the biggest ever. The next award to Heinz, was a plaque to commemorate his years of service to MOGNW as the Southern Region Representative from 1989 to 2006. His years of service in this region have not been equaled here and I suspect not in all of MOGNW. Bravo, Heinz, Bravo!

A driving tour, sponsored by Wayne and Linda Harris, was held on Saturday, April 21. The drive commenced in Portland at the Brewery, wound through the roads and mountains of Northwest Oregon and arrived at Astoria for lunch. The return trip crossed the Columbia River and traversed back to Portland. Needless to say, this was a wet and wild ride.

## Mechanical Flasher Unit

Submitted by Bill Button



This might render the "Eternal Signal Flasher Award" extinct. Others are apparently available, but they are even more pricey.

"Clockwork panel mounted indicator switch (suitable for 6, 12 or 24 volt systems), make and break contacts for approximately 20-25 seconds, then self-cancels. Approximately 45mm x 55mm x 25mm. Easy to connect input (fused) and exit terminals. #414, mechanical

## New Cam and Lifters: Did Oil Killed My Cam?

### Craig Runions

With the priceless help of Robert Couch, I replaced the cam and lifters in my +4 last month. After 4 years and only 17,000 miles, it was pretty obvious what the tic-tic-tic-tic sound was. Could not eliminate it with continual valve adjustments. Annoying more than anything else, but not right. No oil consumption, no over heating, no loss of power. No change at all, except that bothersome sound. Damn.

Of course, much had to be removed, all the way down to and including the head. Well, yes, the lifters/tappets and the cam, too. Water, oil, filter, bonnets, grill, cowl, radiator, intake manifold with carbs, exhaust manifold, thermostat housing, fuel pump, distributor and gear case, distributor/oil pump drive shaft, valve cover, rocker arm assembly, push rods, fan belt, fan, crank pulley, front cover, timing chain and timing gear.

The work was performed with the engine in the car. With just a little lift on the oil pan with a floor jack, the engine raised up enough for the cam to be pulled out though the crosshead. Didn't even have to loosen the engine mounts.

What we found was truly disheartening: excessive and severe pitting/wear on the tappets/lifters plus worn and rounded cam lobes. Yikes! Causes could be bad cam (unlikely), soft lifters (quite likely), or lubrication (very likely). This appears to be a fine example of today's reformulated and dreaded no-zinc-in-the-oil syndrome, aka ZDDP. ZDDP in engine oil damages catalytic converters. So it's being removed. This is not good for the engine, particularly flat-tappet TRs. It's especially bad during break-in. Google "ZDDP" and what you read will shock you. Whatever you do, if you have a +4, get an additive in your oil if it lacks the zinc content, and it probably does.

So, in went a new pre-lubed 295 cam, new pre-lubed lifters, pre-lubed push rods and pre-lubed rocker arm assembly. New filter and new oil were pre-mixed with a break-in additive. Everything was put back together and we fired it up at 2,000 rpm for 20 minutes. Then we re-torque the head, re-adjust the valves, and replace the oil filter. We're good to go. What a sweet sound. New oil, break-in additive again and another new filter will come at 1,000 miles. After that, it's regular 2,500-3,000 mile oil and filter changes, with a maintenance additive.

By the way, Robert Couch is doing quite well after his surgery last summer. He stayed at our home for 3 days and we had a good time. He loved getting his hands dirty and grease under his fingernails again. That man still knows Morgans. No doubt about it.

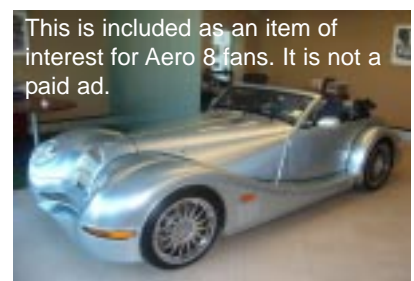
What is really amazing is how fast the job goes when you have the right tool and you reach for the right sized wrench every time! And now I know a little bit more, too. Thanks, Robert.

flasher unit, £32 each.

Mr. Button promises a full report on this devise at some point in the future.

## 2005 Aero 8 From Autoweek

Silver/blue leather interior, blue mohair top, CD/navigation, side pipes. Beautiful condition. Only 550 miles. \$89.9K. 201-568-4050 (NJ)



This is included as an item of interest for Aero 8 fans. It is not a paid ad.

# Morgan Lifestyle Program

Steve Hutchens, MOGNW Editor

While some Mog fans are aware of Morgan Motor Company's brand licensing activities known as the Morgan Lifestyle Program, only part of the story has seen print in club newsletters as far as I can determine. As a retired marketing professor, I've found this program particularly interesting. It is widely known that Harley Davidson has an exceptionally profitable brand licensing program and I am sure that MMC would like to follow in HD's footsteps.

The leading trade publication in the brand licensing industry is License Magazine, online at [licensomag.com](http://licensomag.com). Their January 2007 article, *Best New Licensor*, has appeared in several Morgan club newsletters. Some of the story behind this article, however, hasn't been seen by the Morgan community to the best of my knowledge.

The first article I found in my research was *Me and Morgan* in which Joyceann Cooney tells about her role in MMC licensing. Our readers may find this interesting, especially her description of the players in the photo shoot.

The most glamorous part of the whole saga is *One With the Road*, a ten-page brochure with beautiful photography that

## Me and Morgan

Joyceann Cooney in *Global License*, 9/1/2006

One phone call. A catalog as follow-up. And we clinched the deal (and met in person) at Licensing International Show this year.

That's the story of me and Morgan Motor Company Limited Consumer Products USA, Inc.

It wasn't only the fact the story was exclusive to LICENSE ... during that one phone conversation and within that catalog existed possibilities. Isn't that what entrepreneurial stints are made of? Isn't that at the heart and soul of every company (less the P&L statement)? And isn't it the job of our industry (and this magazine) to spark endless possibilities for licensors, licensees, retailers, licensing agents, international counterparts, and other licensing services?

So, you're wondering, what is it that Morgan Motor Company has to offer that induced me to write a 10-page story, bring my team to California for a photo shoot, and feature a Morgan Aero 8 on the cover? For one, history ... 97 years' worth. Second, avid fans and aspirational consumers. Third, a library of retro advertising campaigns I believe should grace a home décor program.

## One With the Road

[www.licensomag.com/licensomag/data/articlestandard/licensomag/362006/370510/article.pdf](http://www.licensomag.com/licensomag/data/articlestandard/licensomag/362006/370510/article.pdf)

*One With the Road* is a beautiful ten page, full colour brochure developed for Morgan Motor Company by Joyceann Cooney. You'll enjoy taking a look at it.

## "Best New Licensor" Category

[www.licensomag.com](http://www.licensomag.com), 1/2007, p. 43

Creating an authentic brand is always a challenge. Savvy consumers know—and crave—authenticity. But, in the case of Morgan Motor Company, deep-rooted tradition, dedication to craftsmanship, and state-of-the-art technology have made the Morgan brand authentic since 1909. Over the years, the company has upheld high quality standards while maintaining its handmade, artisanal heritage of unique design and attention to detail.

After spending the last year ramping up its licensing program, Morgan now is set to jump start the "authentic luxury" category, dubbed as such by Morgan Consumer Products President Joel Gayner, who adds that the Morgan licensing program will stay true

readers may enjoy looking at. It is practically a piece of art.

As for the licensing process itself, it may have some potential for MMC to develop a revenue stream if they can transfer some of the HD mystique to their position in the sports car world. HD is often viewed as the "bad boy" or renegade in the motorcycle world; Morgan is sometimes viewed similarly among sports cars.

Some of what I see, however, is a bit of a stretch for me, particularly the fragrances category I see mentioned. I have trouble imagining any fragrance even remotely associated with a Morgan that I'd find attractive. Hot coolant, hot oil, and old leather come to mind.

With regard to the description of MMC in *Best New Licensor*, I find the "deep-rooted tradition," "unique design" and "handmade, artisanal heritage" dead on (though "artisanal" is a new word to me). Yet when I read "dedication to craftsmanship," "state-of-the-art technology," "upheld high quality standards," and "attention to detail" in the description I wonder if the copy writer has any knowledge of Morgans other than the romance.

I wish MMC well with their licensing effort. Licensed fragrances, however, aren't on my list. I only have to go to my garage to experience them.

Fourth, everywhere to go. As you'll learn in the story on "One With the Road," this issue. Morgan Motor Company Limited Consumer Products USA, Inc., does not have one licensee signed to date. It is in the process of strategizing core consumer targets, retail distribution channel targets, and first out-of-the-gate product categories. If you see the same opportunity I do, then simply make that one phone call.

I'd be remiss if I didn't call attention to many of the players who facilitated the Morgan photo shoot, car coordination, and location details (and spent countless working hours with the LICENSE team of Art Director Robin Pelkki, photographer Patrice Argant, and me): Dennis Glavis and Joel Gayner, co-founders and owners of Morgan Motor Company Limited Consumer Products USA, Inc.; the entire team at Glavis' dealership, Morgan West (especially Tony); W. Garrett Capune, who drove two hours with his Morgan Runabout three-wheeler in tow to the photo shoot; and Gary and Millie Sartor, who also drove quite a distance for a nighttime shoot of their Morgan Roadster. There are countless others who lent their cars for this feature story; they are individually credited within the story.

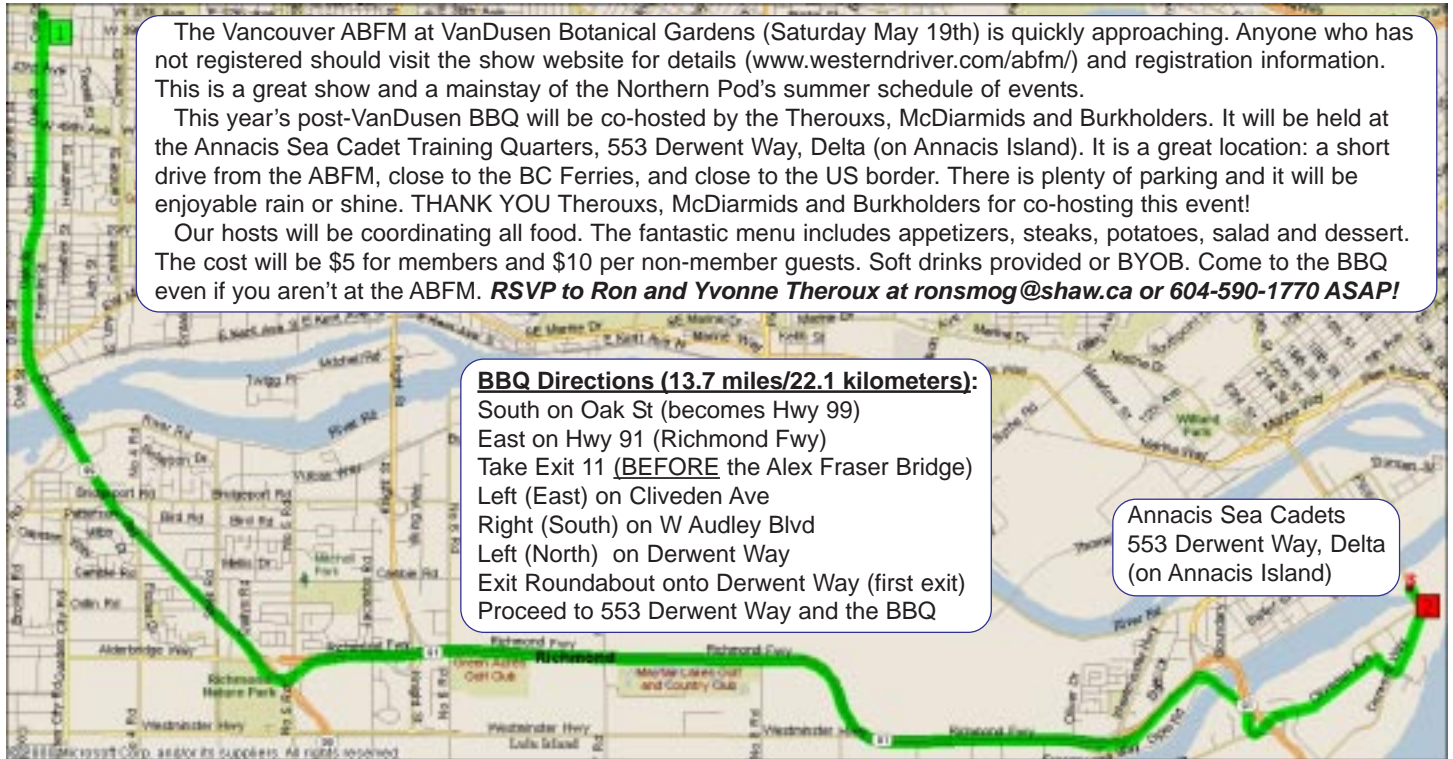
Source: <http://www.licensomag.com/licensomag/article/articleDetail.jsp?id=369234>

to the British heritage of the sporting life. Apparel will run the gamut of tailored sportswear from shearlings and leather outerwear to cashmere and tweed sports jackets, corduroy trousers, and fine flannels. Accessories will include fine leather belts and fine leather goods, and will be a natural fit for timepiece collections for sport or dress. [A similar article included the sentence: "... *Morgan Motor Company is revving up a U.S. licensing program, with apparel, accessories, fragrances, publishing, and home furnishings up first.*"]

The Morgan Lifestyle Program was created by Concrete Brand Imaging Group, a New York-based marketing and creative service agency. According to Gayner, "Morgan has been a way of life for car enthusiasts for nearly 100 years. The retail market place is ready for an authentic luxury brand—after all, it's taken only 98 years to arrive."

# VanDusen ABFM Party - Saturday, May 19!

Heidi Marshall



The Vancouver ABFM at VanDusen Botanical Gardens (Saturday May 19th) is quickly approaching. Anyone who has not registered should visit the show website for details ([www.westerndriver.com/abfm/](http://www.westerndriver.com/abfm/)) and registration information. This is a great show and a mainstay of the Northern Pod's summer schedule of events.

This year's post-VanDusen BBQ will be co-hosted by the Theroux, McDiarmids and Burkholders. It will be held at the Annacis Sea Cadet Training Quarters, 553 Derwent Way, Delta (on Annacis Island). It is a great location: a short drive from the ABFM, close to the BC Ferries, and close to the US border. There is plenty of parking and it will be enjoyable rain or shine. THANK YOU Theroux, McDiarmids and Burkholders for co-hosting this event!

Our hosts will be coordinating all food. The fantastic menu includes appetizers, steaks, potatoes, salad and dessert. The cost will be \$5 for members and \$10 per non-member guests. Soft drinks provided or BYOB. Come to the BBQ even if you aren't at the ABFM. **RSVP to Ron and Yvonne Theroux at [ronsmog@shaw.ca](mailto:ronsmog@shaw.ca) or 604-590-1770 ASAP!**

**BBQ Directions (13.7 miles/22.1 kilometers):**  
South on Oak St (becomes Hwy 99)  
East on Hwy 91 (Richmond Fwy)  
Take Exit 11 (**BEFORE** the Alex Fraser Bridge)  
Left (East) on Cliveden Ave  
Right (South) on W Audley Blvd  
Left (North) on Derwent Way  
Exit Roundabout onto Derwent Way (first exit)  
Proceed to 553 Derwent Way and the BBQ

Annacis Sea Cadets  
553 Derwent Way, Delta  
(on Annacis Island)

## What A Ride!

Chris Allen

What a super time the La Conner weekend was for me. Although the fibertop (T-bird) was called to the fore, 7154, our Plus 8, was out of sorts.

We had great accomodation down the street at the Channel Lodge. Our room had a fireplace and a view of the boats in the channel. The dinner was authentically Irish.

Pam and I were seated at Table 2 across from Michael Myers and his wife Sherry. I, for one, have liked the look of the Aero 8 from way back to Craig Runions' party. In my mind that Aston Martin green Aero 8 that took pride of place on the lawn was spectacular. I kept revisting it throughout the afternoon.

I digress. Michael began to tell me the story of his first Aero 8. I was riveted -- how he flew it out to L.A. because he could not wait for the factory to ship it in a timely manner. It arrived and by all accounts it was not the car that Michael had envisioned. Many things were wrong ,coolant leaks, motor mounts broken, trunk (boot) lid did not fit. He phoned the factory on this and they said thats the way it is. To fix that we would have to make a new mold!!!



As I remember the story I think there were 19 faults. So, a new '05 Aero was dispatched to Michael in Portland. This new Aero 8 will be forever be fixed in my memory because the following morning while Pam was packing I went down to the parking lot to take one more look and to say goodbye to Michael and his car.

Michael did the unexpected and hands me the key. "Take her for a ride on the freeway if you want." I was ensconced in the cockpit in seconds, turned the key, pushed the start button and wham - 4.4 litres of BMW are growling out of the side pipes.

I gingerly backed out of the tight parking lot. Michael by now had gone inside. His \$140,000 rocket was in my charge. Now for a slow meander down the main drag with the window down to cool my flushed cheeks.

I heard a little boy on the sidewalk say "What's that, daddy?" I did a circle tour of the town and on to the two laner and eased my right foot towards the floor and what was felt my little + 8 could

never achieve. Wow!!

On the return to town in front of his hotel I saw Steve and stopped to let him have a gander. He said, "I didn't know you had one of these", and for that split second after he said that it felt like mine. No, I borrowed it, I explained.

I still like our car but the Aero 8 has spoiled it for me a little.

# Master Cylinders and Fluid

Dr. Robert

Do you have the proper master cylinder and fluid in your Morgan? Here's another practical tech article from the office of the Morgan Doctor with 33 years as a Master Morgan Restorer and connoisseur of all things Morgan.

As I have been sitting at my computer lately and redoing the Morgan Spares illustrated parts catalog an important point came to mind as I was making some minor changes to some of the brake system stuff. By the way the new catalog has lots of nice stuff added to it like external chrome, sheet metal and other neat stuff. It may be done on DVD this time instead of paper.

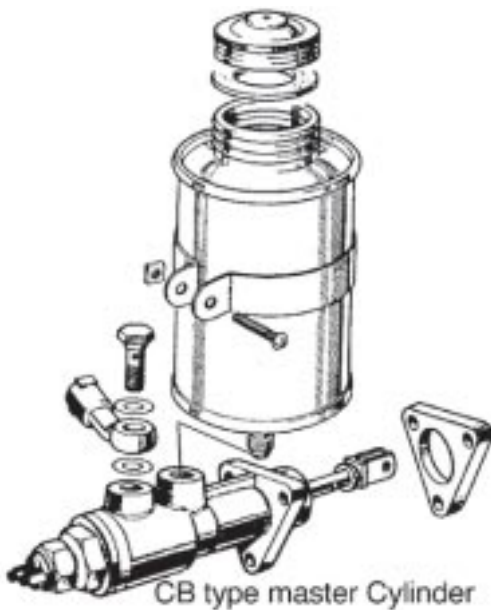
This tech article is meant to draw attention to a brake system situation that I have seen a number of times on cars that have rolled through my shop over the years. This is a *very important word of caution* to all Morgan owners with drum brake cars that may at some future time or may have already been converted to disc brakes.

As the brake shoes wear both in the front and the rear of the car, the pistons in the wheel cylinders move outward a little at a time and in doing so they create a void behind them that must be continually filled with fresh fluid from the master cylinder reservoir.

Morgans from 1950 through 1955 used a cast iron master cylinder with a separate reservoir that was produced by Girling

and know as a "CB" (compression barrel) master cylinder.

Girling choose to produce at this time a cast steel (yes there is a difference between cast iron and cast steel) master cylinder without an integral reservoir. This may have been because it was hard or maybe cost



prohibitive to cast a steel master cylinder with an integral reservoir. We shall never know for sure nor does it really matter.

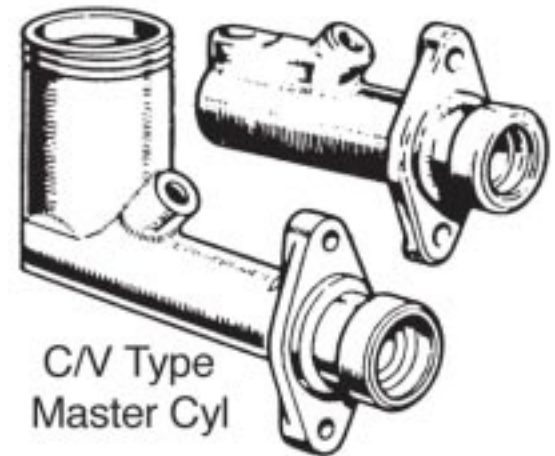
So they supplied a steel cylinder with a separate reservoir to hold the fluid. This type of setup had the reservoir screwed right into the top of the master cylinder. It used no separate feed line like the later aluminum cylinders with a separate reservoir. It also is identified on a Morgan by the mounting of the brake light switch in the very front of it.

Let me wander off my path here for a moment. Morgan cars that were equipped with this type of cylinder also used a 4 way union instead of a 5 way. It's that little brass thing mounted on the chassis just left of the master cylinder that has the master cylinder feed line, front lines, and rear line attached to it. Why you ask a 4 way instead of a 5 way? Because there was no need to mount a brake light switch in this union as long as the switch was mounted on the master cylinder so a 4 way union was all that was needed. But with the introduction of the aluminum master cylinder there was now no place to mount a

brake light switch. So Morgan adapted the 5 way union and the extra port was used to mount the switch in it.

Girling then began to produce an aluminum master cylinder with and without an integral reservoir. This is know as a "CV" (center valve)

master cylinder. In engineering the master cylinder with the integral reservoir, Girling no doubt took the size of the reservoir into



account so that it would hold enough fresh fluid to fill the void behind even the largest of their wheel cylinders and the cars that were so equipped.

Girling's famous disc brakes were not being produced yet. I have seen this style of master cylinder with two sizes of reservoirs, a small and a large. Girling also produced, if needed, an extension reservoir for this style master cylinder. This integral reservoir master cylinder no doubt saved major car manufactures some money in no longer needing to supply a separate reservoir, bracket, and feed line on each car built.

Then Girling produced their famous disc brakes which Morgan began offering as an option and then installing as standard equipment while still offering drum brakes up front for a short time. At this time Morgan continued using the "CV" type master cylinder but no longer with an integral reservoir. Why you ask? It was because of the added large volume behind the caliper pistons.

And here is the main focus of this tech article. I have seen a number of Morgans converted to disc brakes and some original Morgans with disc brakes fitted with the master cylinder with the integral reservoir. Owners of some original disc brake cars have confessed that their cars were done this way. Why? Because it was cheaper to buy the integral reservoir master cylinder than the one that might also need the supply tank replaced due to rust in it. They do get rusty. Lots of these Morgans were done in this way during their restoration. The master cylinders were either missing or frozen up and the supply tanks were also either missing or full of rust. The others were done during their conversion from drum to disc brakes and some during routine maintenance.

So let me finish my point. The added volume in the brake calipers is large enough to drain out the small integral reservoir found in the master cylinders as the pads wear. I have personally heard of this potential disaster happening at least twice. It's not very nice to suddenly have air instead of fluid in your braking system.

So what is a Morgan owner to do if you have a disc brake car equipped with the master cylinder with the integral reservoir?

The safest bet is to:

1. Change the master cylinder and add the supply tank, bracket, feed line and 5-way union.
2. Add a reservoir extension.
3. Keep a faithful eye on the fluid level as the front pads wear and top up the fluid as needed.

As a professional restorer, number 1 is all I would do, with the



third being the responsibility of the owner to faithfully do often.

Also a word of caution concerning brake fluid. I must have been asked this question hundreds of time over the years.

"What kind of fluid is okay to use in my Morgan?"

1. Girling fluid. With Girling brakes installed on a car, which all Morgan's came equipped with until recently, they must use Girling's own brake fluid. Why? Because Girling brake seals are made out of natural rubber and any other fluid will, over time dissolve the seals and the brakes will fail. Not so with Girling fluid.

2. Silicone fluid, yes it can be used except in one instance (more on that below). A full drainage of the system is recommended. What I do is drain the reservoir and fill it with silicone fluid. I then pump the silicone fluid out each corner of the car until pure silicone fluid comes out. You can tell the difference between the two because they are like trying to mix oil and water. I use the NAPA brand and it is purple in color which is really nice to see when it is coming out. Silicone fluid will not fix worn seals in cylinders, it only will prevent further problems caused by water in the system.

How in the heck did water get in my brakes since I put brake fluid not water in it? Regular brake fluid is a hydropscopic. It sucks up moisture out of the air. Silicone fluid is non-hydropscopic so there is never a moisture problem to worry about.

This is the main reason for brake failure, moisture in the fluid hence the reason lots of classic car owners use silicone fluid. Aluminum (Girling) brake parts take a big hit from the moisture. The cars sit around and some moisture tries to work its way into the brake system. Remember the brake reservoir is open to the atmosphere through the little vent in the cap, that's all it takes!

I talked to a brake fluid technician years ago and he said that if you leave a can of brake fluid open it is useless after 1 hour because of the moisture it sucks out of the air. So the best way to do silicone fluid is to rebuild the brakes as needed and fill

with silicone.

I once saw a car that I restored 18 years after I did it. It was a 1958 4 seater with drum brakes front and rear and filled with silicone fluid. The brake cylinders and master cylinder were like brand new all around.

2A: The one instance that silicone fluid won't work. The "CV" (center valve) master cylinder used on early Morgans make their seal around the center piston as it passes through a stationary rubber seal. I was told by the tech people who produce silicone fluid that it can cause the rubber seals in brakes to expand up to 10%. That's okay for a seal that moves back and forth against a bore but for one that seals on the inner part of itself around a moving piston 10% is bad.

I clearly remember the first "Flat Rad" that I did with silicone fluid and I spent the better part of a day trying to bleed the system out. Man did it drive me nuts. Just remember that when you think you have it all figured out there's always a curve ball on it's way. I just could not get a good head of pressure coming out of the master cylinder. After numerous disassembles of the master cylinder I called the brake fluid manufacturer out of desperation and bingo my problem was solved and I used Girling fluid.

What you can do if you desire to have silicone fluid in this braking system setup is to update the early steel master cylinder with an aluminum one. As stated above, if you have drum brakes use the master cylinder with the integral reservoir. What is needed besides the master cylinder is the proper aluminum spacer that goes between the aluminum master cylinder and the chassis and a five-way union so you have a place to mount the brake light switch.

Call the Morgan Doctor at 360 582-9020 for help.

Happy Morganeering!

Robert Couch Sequim Wa.

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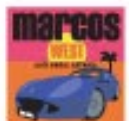
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# THE 2007 MOGNW CALENDAR

Please send updates and corrections to sphutchens@hotmail.com. The March NWMogazine should have a complete 2007 calendar.  
**Colour code (if you get this digitally - otherwise everything is black):** **Island** **Midlands** **Northern** **Southern** **All MOGNW & Other**

May 15	Tue	Southern Pod Social @ Portland Brewing's Tap Room	Wayne Harris	503-472-1911	harriswl@verizon.net
May 18	Fri	Island Pod N&N, 7 pm, Malahat Mountain Inn	Kit Raetsen	250-544-2026	kitjo@shaw.ca
May 18-19	Fri-Sat	Vancouver ABFM, VanDusen Gardens	Win Muehling	604-299-2425	www.westerndriver.com/abfm
May 19	Sat	ABFM Party	Win Muehling	604-299-2425	wmuehling@telus.net
May 19	Sat	Midlands Pod Social @ Claim Jumper, Redmond	Mike Amos	425-881-2054	meamos@gte.net
Jun 2	Sat	Island Pod Dallas Road Tour	Kit Raetsen	250-544-2026	kitjo@shaw.ca
Jun 16	Sat	Midlands Pod Social @ Claim Jumper, Redmond	Mike Amos	425-881-2054	meamos@gte.net
Jun 16-17	Sat-Sun	Island Pod Father's Day Weekend	Kit Raetsen	250-544-2026	kitjo@shaw.ca
Jun 19	Tue	Southern Pod Social @ Portland Brewing's Tap Room	Wayne Harris	503-472-1911	harriswl@verizon.net
Jun 21-24	Thu-Sun	Devil's Punch Bowl XII (the biggest ever!)	Heinz Stromquist	503-224-9576	heinzal@pacifier.com
Jun 29-7/1	Fri-Sun	Pacific Northwest Historics, Kent WA			www.northwesthistorics.com
Jul 6-8	Fri-Sun	Rally in the Valley, Kelowna	Bill Sinclair	250-868-0408	www.okvalleyrally.com
Jul 13-15	Fri-Sun	25th Annual MogWest, Morro Bay, CA	Bill & Teresa Wilson	650-965-7158	wilsonwj3@yahoo.com
Jul 17	Tue	Southern Pod Social @ Portland Brewing's Tap Room	Wayne Harris	503-472-1911	harriswl@verizon.net
Jul 21	Sat	Midlands Pod Social @ Claim Jumper, Redmond	Mike Amos	425-881-2054	meamos@gte.net
Jul 22	Sun	Island Pod Tour to Brits on the Beach	Kit Raetsen	250-544-2026	kitjo@shaw.ca
Jul 22	Sun	Brits on the Beach, Transfer Beach, Ladysmith, BC	Wayne Peddie	peddie@telus.net	members.shaw.ca
Jul 28	Sat	19th Annual Western Washington ABFM, Bellevue	Arnie Taub	www.abfm.com	ataub@worldnet.att.net
Aug 4-5	Sat-Sun	Historic Motor Races, Mission Raceway, Rivers Edge, BC			www.vrcbc.ca
Aug 18	Sat	Midlands Pod Social @ Claim Jumper, Redmond	Mike Amos	425-881-2054	meamos@gte.net
Aug 18-19	Sat-Sun	Wine Tour IX	Wayne Harris	503-472-1911	harriswl@verizon.net
Aug 18-19	Sat-Sun	All British Meet at Filberg Gardens, Comox, BC	Karen Whitworth	250-388-0026	www.oecc-comox.com
Aug 21	Tue	Southern Pod Social @ Portland Brewing's Tap Room	Wayne Harris	503-472-1911	harriswl@verizon.net
Sep 1	Sat	Portland AFBM, Portland International Raceway			www.abfm-pdx.com
Sep 15	Sat	Midlands Pod Social @ Claim Jumper, Redmond	Mike Amos	425-881-2054	meamos@gte.net
Sep 18	Tue	Southern Pod Social @ Portland Brewing's Tap Room	Wayne Harris	503-472-1911	harriswl@verizon.net
Sep 21	Fri	Island Pod N&N, 7 pm (location TBA)	Kit Raetsen	250-544-2026	kitjo@shaw.ca
Sep 22	Sat	Whistler All British Run	Colin Fitzgerald	604- 253-4145	
Oct 16	Tue	Southern Pod Social @ Portland Brewing's Tap Room	Wayne Harris	503-472-1911	harriswl@verizon.net
Oct 19	Fri	Island Pod N&N, 7 pm (location TBA)	Kit Raetsen	250-544-2026	kitjo@shaw.ca
Oct 20	Sat	Midlands Pod Social @ Claim Jumper, Redmond	Mike Amos	425-881-2054	meamos@gte.net
Nov 4	Sun	Ladner-Bellingham All British Run	Ken Miles	604-576-8036	kenmiles@shaw.ca
Nov 16	Fri	Island Pod N&N, 7 pm (location TBA)	Kit Raetsen	250-544-2026	kitjo@shaw.ca
Nov 17	Sat	Midlands Pod Social @ Claim Jumper, Redmond	Mike Amos	425-881-2054	meamos@gte.net
Nov 20	Tue	Southern Pod Social @ Portland Brewing's Tap Room	Wayne Harris	503-472-1911	harriswl@verizon.net
Dec 1 or 8	Sat	Pod Christmas Parties are traditionally one of these dates - contact your Pod Rep!			
Dec 15	Sat	Midlands Pod Social @ Claim Jumper, Redmond	Mike Amos	425-881-2054	meamos@gte.net
Dec 18	Tue	Southern Pod Social @ Portland Brewing's Tap Room	Wayne Harris	503-472-1911	harriswl@verizon.net
Dec 21	Fri	Island Pod N&N, 7 pm (location TBA)	Kit Raetsen	250-544-2026	kitjo@shaw.ca

## LaConner Banquet Snippets, Continued from page 1

30 minutes. I stand before the membership. My big moment. Forget some of my lines. Improv some others. I score myself a 90%.

Great touristy time in LaConner. Fireside lounge at the Inn. President's Reception. Banquet. Lingering conversation that

continued on Sunday morning at the continental breakfast. More touristy time in LaConner. And the rain has stopped!!

In the end, it comes from my heart. So on behalf of all our members, I again say "Thanks" to those who planned, worked on, arranged, spent untold hours (and money), and made this special bi-annual event happen this year in LaConner.

## For Sale: 1964 4/4 2-Seater (Chassis #B884)

Couch-rebuilt 1600 engine with GT specs, stainless factory 1600GT headers, and stainless exhaust. Alternator kit, custom air filter holder for the weber carb. Aluminium valve cover, new radiator. Five-speed transmission and Dana replacement rear end with 4.1 gears by Couch. New chrome 60-spoke wire wheels with new knockoffs. Rebuilt front end and rear suspension. Rebuilt brakes with silicone fluid. New wood dash and center panel (gauges, though not original, are tastefully done and all work). Heater, nice full canvas weather equipment, side curtains, and wind wings. Tri-bar head lamps, stainless badge bar, twin Lucas fog lamps and mirrors. Nice bumpers and bumpers guards. Stainless luggage rack. All wiring repaired. Couch: "I would not hesitate to jump in this car and drive it across the country." Gerry Seligman, 206-325-8721 (home), 206 355 3834 (cell), houseboatseli@comcast.net. \$32,000.



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Raven Badge Polo Shirt: \$25

Morgan Beauty Polo Shirt: \$19

Morgan Beauty "T" Shirt: \$10

MOGNW Cap: \$10

Lid Latch (a cord with two

clips to secure your cap

with the top down): \$2

Ladies V-neck "T" Shirt: \$22

Ladies Tank Top: \$18

Raven Car Badge (new type): \$35

MOGNW Lapel Pin: \$2

**Blue Denim Shirt**

Long sleeves go with spring, and if you've never had one of these perennial favorites now is the time. Embroidered Morgan wings for tasteful identification.

Sizes: S, M, L, XL, XXL

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**Sweatshirt**

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