

*The*

# Dipstick



“The Newsletter of the Tidewater MG Classics Car Club”

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

Volume XXXIX, Issue 7

Dedicated To Preserving The Marque Since 1973

July 2011

## MARQUE TIME

Greetings to my fellow MG enthusiasts.

Thank you Issie and Bill Yoshida for hosting the June meeting. I once again was able to feel the power of being seated on a presidential throne while facilitating the meeting. I am told that the throne doubles as a pool slide when not being used for its intended purpose. The pre-meeting tire kicking and conversation was so much fun that I lost track of time and the meeting got off to a late start. Once underway, the officers and committee members did an outstanding job, as usual, with the various reports. In addition to outstanding taste treats and an impressive selection of liquid refreshments we were able to enjoy the guitar playing of Mike and Mark. Thank you to all.

The Ascension Car Cruz-in proved to be a fun time for participants and spectators. Next year we are planning for a larger event involving multiple car clubs. The food, drink, camaraderie, and cars made for a fun afternoon.

Enjoy this great MG weather. I look forward to seeing many of you at the July meeting.

*Safety first!*  
*BJP*



## UPCOMING ACTIVITIES

Check [www.mg.org](http://www.mg.org) for the latest info!

- Apr. - Oct. Saturday Night Classic Car Cruise-In  
Virginia Beach Farmer's Market  
5:00pm to 9:00pm
- July 6 Wednesday – Club Meeting – Norfolk**  
**Hosted by Cynthia Faschini & Andy Wallach**
- July 19 Tides Baseball – Norfolk vs. Toledo Mud Hens**  
**First Pitch – 7:15**
- Aug. Summer Tech Session – Chesapeake**  
**Date – TBD**  
**Hosted by Jim & Linda Freeh**
- Aug. 2 Tuesday – 6:30PM Club Meeting / Picnic Dinner**  
**Great Neck Park, Virginia Beach**
- Aug. 6 Classics at Lee Hall, Newport News, VA  
[www.leehall.org](http://www.leehall.org)
- Aug. 27 Wings & Wheels – Pungo, VA  
Hosted by Tidewater AACA  
Check out *Wildflower*, the show cover-girl.  
[local.aaca.org/tidewater](http://local.aaca.org/tidewater)
- Sep. 7 Wednesday – Club Meeting – TBD**  
**Host site needed**
- Sep. 17 Backroads Tour – VB? NC? Stay tuned...**  
**Hosted by Richard Hall**
- Sep. 18 Classics on the Green – New Kent, VA  
Hosted by CVBCC  
[www.cvbcc.com](http://www.cvbcc.com)
- Sept 25 Barksdale Theatre Drive-out – Hanover, VA**  
**Becky's New Car – a comedy by Steven Dietz**

## Upcoming Activities (continued)

**Only 7 seats left!!!!**

- Sep. 30 – Oct. 2 British Car Festival – Waynesboro, VA  
This is the 30<sup>th</sup> Anniversary Show, with proceeds benefiting the Blue Ridge Area Food Bank.  
[www.svbcc.net](http://www.svbcc.net)
- Oct. 4 Tuesday – Club Meeting – Virginia Beach**  
**Hosted by Bill & Renee Olcheski**
- Oct. 29 – Nov. 6 – Motoring Festival Week – Hilton Head Island, SC [www.HHICconcours.com](http://www.HHICconcours.com)
- Nov. Fall Tech Session**  
**Date – TBD**  
**Hosted by Terry & Susan Bond**
- Nov. 2 Wednesday – Club Meeting – Newport News**  
**Chili Cook-off**  
**Hosted by Steve & Mitzi LaPaugh**
- Dec. Holiday Party – Date TBD**  
***Host site needed***



## JUNE MINUTES

Michele Peters

We began our June 7th meeting poolside at 8:19 on a hot summer night at Bill's and Izzie's beautiful wooded property. Our late start was due to the failure of our VP to inform the Prez that time was a-wasting and 8:00 had come, and then gone already. Of course, the VP demurred that there was no job description for his position and he didn't KNOW he was supposed to keep the Prez in line. Hmmm...

**New Members and Guests:** We were delighted to welcome a former member, sans MG, back to our meetings; Mike & Deborah Stone-Richard. A second guest, Ted Hughes, owns a TD formerly belonging to Roy Wiley, an MGA and a Midget. Wow...one of each! Welcome, guys!

**Vice-President:** Even though he failed to inform the Prez of the time, as we slid by 8:00 and there was no gavel to start the meeting, the VP had nothing to say...not even an apology. I think this is becoming a habit! But think about it; perhaps it is a GOOD thing.....

**Treasurer:** Jim reported on our money situation and

we are in the black.

**Activities:** Tad was doing his excellent Activities-Director-best, as usual. The ice cream runs were fabulous and tasty; the cars and people intending to drive in the Ralley to Reno were many, the promise of more wine at the Locust Grove Wine & Arts Festival was alluring and the rest of the upcoming events were exciting. See Tad's full report elsewhere in this issue.

**Clubs:** Mike had no report but he and Jennifer did grace us with their presence (and I really DO mean grace...always wonderful to see them).

**History:** Sue reports that there was no history here to-night.

**Membership:** Bill reminds us that June is RENEWAL MONTH for our memberships. There have been 24 renewals as of this meeting, and there were three notices that some members will not be renewing for 2012 due to moving away or selling their MGs. OK - where is that Wall of Shame? (Of course, yours truly would be listed on it...maybe enough said!) Bill will be sending out reminder emails to those who have not yet renewed their memberships for 2012.

**Newsletter:** Ron wants everything in by the 12th of the month, as usual. Of course, that makes writing for this month a bit stressful, since we only have a few days to do it...you know your secretary will find any excuse there can possibly be to drag her feet...and then use it!

**Technical:** Mark was here (yeah!) and reminded us to check our valve stems. The stems that were made in China about three years ago are beginning to fail prematurely. Be careful out there.

**Old Business:** None this month

**New Business:** None this month

**Marque Time:** Steve LaPaugh reports that after 15 years of laying dormant, his B is now running and should be road-worthy shortly. Whooppee! Mike Ash reports that in changing out a windshield, he broke a perfectly fine, new one. Donald noted that he bought a Raceland Windblocker for about \$65, which is almost the same as the \$265 Moss Windscreens. That sounds like a deal...check with Donald if you are interested.

**Raffle:** Mitzi raffled off a cap, a license plate frame, a Haggarty's shopping bag, anniversary edition of the Dipstick, and first-in-line for treats, which was completed so quickly that we adjourned at 8:40.

# TIDES BASEBALL

Tuesday, July 19th

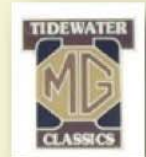
7:00PM

The  are IN!

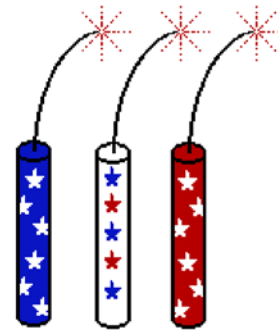
Join us for an evening of baseball as the Tides take on Max Klinger's favorites, the Toledo Mud Hens. Cheer on your Tides as you enjoy a frosty beverage and other ballpark delicacies. We have reserved 30 box seats behind home plate at a special rate of \$10 per person.



RSVP by 7/1/11: [TMGC\\_Activities@me.com](mailto:TMGC_Activities@me.com)



Now this 21 minutes comes close to beating the record for the shortest meeting. I guess we were all just TOO ready to go chow down on the excellent culinary delights that Izzie had prepared for us to spend much time shooting off our mouths. That means, of course, that these Minutes were shorter than ever, and that means, of course, that you have less of my incredible wit and amazing insight to consume and delight you; a great loss to be sure. But never fear...now that the VP knows about his ONE responsibility - maybe his ONLY responsibility - perhaps, just perhaps, we can expect to start on time next month and get in a sufficiently lengthy meeting for all the many and sundry notices and information that our officers are eager to share with the membership. On the other hand, if the ol' VP continues to goof off....well.....it's not libel if it's TRUE!! No lawsuit there...



## Officers and Committees

President	Bill Olcheski	467-4046
Vice President	Russ Ripp	393-9908
Secretary	Michele Peters	439-8050
Treasurer	Jim Villers	481-6398
Editors	Ron Struewing	479-0084
	Anita Edwards-Struewing	479-0084
Membership	Bill Yoshida	554-0402
Activities	Tad Carter	496-9847
Historian	Susan Bond	482-5222
Technical	Mark Childers	432-9155
Regalia	Mitzi LaPaugh	344-7887
Clubs	Mike Ash	495-0307
Webmaster	Mike Haag	<a href="mailto:mikehmg@cox.net">mikehmg@cox.net</a>



# Membership and New Members

by Bill Yoshida

**2011 Memberships:** We gained 3 new memberships in late May and early June that brought the total for the 2011 year to 129 memberships with 234 members.

## **New Memberships:**

Tony & Linda Rufi  
Poquoson, VA 23662  
1977 MGB

Ted & Louann Hughes  
Norfolk, VA 23505  
1952 TD, 1961 MGA 1600, 1966 Midget – Renewing a prior “T” Membership.

Mike & Deborah Stone-Richard  
Virginia Beach, VA 23462  
-Currently looking for an MG - Deb was in the club in the past.

**2012 Membership Renewal:** June was annual renewal month. Membership dues are still \$20 for the year. Renewal forms are found on line at [www.mg.org](http://www.mg.org) under the “Club Info/Becoming a Member” section. Please take the time to fill out a form and submit it along with your dues. Highlight any changes from last year’s information. The Dipstick Editor has included a copy of the form in the newsletters for your convenience. Three members have indicated their intent to not renew their 2012 TMGC Memberships due to moving out of area or no longer owning an MG. In June I sent out reminder e-mails to the members that had not yet submitted their dues. As of 10 June (when I sent this article to the Editor) we stood at 44 memberships that were currently paid up for 2012. As in past years, I will send e-mail during July, August and September to members that are delinquent in their dues. If you feel you receive one of these e-mails in error, please let me know so I can check my records and remove your name from the “Delinquent” list for subsequent e-mails. Also, if anyone has decided to not renew your membership, please let me know by phone or e-mail and I will remove your name from the list.

**Dues:** I turned over \$280 in checks and \$40 in cash to Jim Villers at the June 7<sup>th</sup> meeting. I currently hold an additional \$300 in checks and \$120 in cash for turn over to Jim.

**Cars:** Total cars - 191 MGs. (If the remaining 2011 members renew for 2012)

**Cars & Types:** Total cars - 185 MGs of the following

types.

MGA	A- Coupe	B	B-GT	C	C-GT
20	2	89	19	2	2

TC	TD	TF	Midget
7	24	5	15

Other/Various MGs – 6 (1-Cooper MG/ 1-MGNA/ 2-VA/ 1-YB/ 1-ZB)



## Activities

by Tad Carter

Well, we’re half way through the year, just getting into prime driving and show season, and we’ve already had 10 different events and logged close to 17,000 miles as a club. There are several shows coming up over the next 90 days. Classics at Lee Hall and Wings & Wheels will bookend the month of August, followed by Classics on the Green and the SVBCC British Car Festival in September and October, respectively. Links to each of these events are in the calendar of The Dipstick. I suspect you’ll see several TMGC vehicles heading out to enjoy these shows. Hit the roads in a convoy and travel safely.

In club events, Tuesday, July 19<sup>th</sup>, is our night with the Tides at Harbor Park. If you are reading this prior to our July meeting, you still have time to get in on the \$10 tickets but please RSVP quickly. We have to release any unused tickets back to the Tides so they can make them available to other fans.

As this is being written, the date for the Summer and Fall Tech Sessions have not been finalized. Check elsewhere in this edition, on the club website, or in the August Dipstick. We’ll hide the details somewhere. With 17,000 miles on the clock, there is bound to be a project or two to get you through the rest of the year.

There is a new date on the calendar. Richard Hall is putting together another driving tour for Saturday, September 17<sup>th</sup>. After the Two-Light Tour and the Two-State Tour in the heat of the past summers, we’ve moved this a little later in the year to take advantage of (perhaps) cooler weather. Richard has mapped out an interesting drive, and I’m certain we’ll find another restaurant at the finish line. Be on the lookout for details in the near future.

Since it is way too early to discuss the Holiday Lights drive, the last planned event currently on the calendar is our 3<sup>rd</sup> annual trek to Hanover and an afternoon at the Barksdale Theatre. At the moment, we have a few seats remaining for the comedy, *Becky's New Car*, so there is still time to join in. This is an all-day event, with lunch along the road to Hanover, an afternoon performance, and a return trip to Tidewater in the evening. Cut-off date for tickets is 8/15 or when the last seat is gone. Call or e-mail with your request. Tickets are \$32 per person.

And now, on to the monthly meetings - We'll be back with Andy and Cynthia in Norfolk on Wednesday, July 6<sup>th</sup>. Arrive at 7:30 for the popular Kick Tyres session. The meeting will start at 8:00, or whenever Russ can get Bill's attention.

On Tuesday, August 2<sup>nd</sup>, our meeting will include a picnic dinner at Great Neck Park. I'll have fires ready by 6:15 for those interested in cooking on site. We'll combine food and Kick Tyres, and then start the general meeting by 7:30. Park officials will want us working our way toward the exits by 8:00 or 8:30. Beverages and desserts will be provided. BYO picnic dinner.

We are looking for sites for two meetings:

Wednesday, September 7<sup>th</sup> - Our regular monthly meeting, running from about 7:30 to 9:30.

Holiday Party - The date is up to our host, although this is typically a Friday or Saturday night between Thanksgiving and Christmas.

If you are able to help us out with either of these meetings, please let me know.

TTFN



## **GOOD NEWS!**

by Jody R Dudley

Hey MGers,

I have some good news. I can fill my '70 Midget up for under \$20.00 and I get 30 TO 35 MPG!!! Not bad for the emission-starved years!!! Have fun Folks.

Don't point or laugh at the broken down cars on the side of the road. It could be you soon.

## **British Car Week Tweets**

by Tad Carter

### June 1<sup>st</sup> Yorktown to Williamsburg and Sno-to-Go

@LastMG - 6/1/11 17:35 - Making great time. Tunnel looks clear. No problem getting to Yorktown for the drive.

@LastMG - 6/1/11 17:36 - Rats!

@LastMG - 6/1/11 17:40 - May as well shut this thing down like everyone else.

@LastMG - 6/1/11 17:58 - If I push it, I should get there by 18:30

@LastMG - 6/1/11 18:28 - No worries. Meeting the Peninsula crew for the drive to Sno-to-Go

@LastMG - 6/1/11 19:20 - Hot fudge sundae is a great idea. Thanks, Chuck.

@LastMG - 6/1/11 20:55 - Headed for the Beach. More ice cream tomorrow.

### June 2<sup>nd</sup> Virginia Beach to Handel's

@LastMG - 6/2/11 17:45 - Allowed plenty of time for traffic - none to be found. Really early tonight.

@LastMG - 6/2/11 18:35 - Ready to roll. Rerouting to avoid some flooded roads.

@LastMG - 6/2/11 19:36 - Wow - that's as far as you can go in VB without hitting a single stoplight!

@LastMG - 6/2/11 19:40 - Good to see a former club member come out to greet us - hope to have Deborah & Michael in a Midget and back in the club soon.

@LastMG - 6/2/11 21:20 - Ice cream makes a great dinner, although it is probably not recommended based on the new "food plate" scale.



# **Deborah and Michael Stone- Richard's 1978 Midget**

by Michael Stone Richard

June 23, 2011

It didn't take long after joining the Club at the meeting on June 2nd to find the MG Midget we were hoping for. In the following days we received a number of tips from a few members about Midget's for sale in the area. However, we didn't even get a chance to look at those Midgets....

On Saturday, June 11, I checked Craigslist and found a new listing, posted the day before: *MG Midget Restored 1978 - \$5500 (Chesapeake)*. I clicked on it. When I read the description and saw the photos my heart raced like I had a four barrel pacemaker. The full description: *1978 MG Midget, rolling chassis restore, BRG Biscuit Int., over 10K in just new parts. Garage kept, runs great and gets 30 MPG, seven gallon tank, 2 bbl Weber carb, 5,500.00 NADA 14,500. Call Gordon.*



Only a couple of weeks before, when I mentioned to Deborah that I'd always wanted a Midget, and that my favorite color for said dream car was British Racing Green, with an off-white or beige interior, I was prepared to settle for less than what I wanted. After all, if I found a car in good condition, but not the color scheme I preferred, I would still be a very, very happy camper.

I called Gordon. "Hi, Gordon?" "Yep, this is Gordon." "Cool. I just saw your Craigslist ad for the Midget, would it be OK to come over and take a look right now?" "C'mon over, I'll be home all evening." "Cool Gordon, see you soon. Bye." "OK, see you..." *Click*. I hung up. Deborah and I hopped in the Malibu, I floored it (that car flat out moves) and headed to where he lived in Chesapeake, normally about a half hour's drive from our house.



When we arrived, there were no Midgets in sight, not even a garage; I thought maybe I'd gotten the address wrong, or that the Garmin was playing a cosmic joke on us. We walked up to the front door and rang the bell. Gordon was just finishing up our phone call when he opened the door. "...soon...?" "Hi, Gordon? I just called about the Midget."

Gordon rubbed his eyes and shook his head in disbelief for a few seconds, then welcoming us in, he lead us through the house to the back yard where we finally saw the garage – a space dedicated exclusively for the restoration of classic cars. We walked in and saw a beautiful '67 Corvette; next to that was my holy grail; in the form of a vaguely Midget-shaped knoll of Tyvek rising tantalizingly from the floor. As Deborah and I watched, holding our breath, Gordon slowly peeled the Tyvek cover away.



We were speechless.

I swear, the Midget was so drop-dead gorgeous that it knocked my socks off, washed and dried them and put them back on my feet before my jaw hit the floor running. After drooling for a while, I don't know how long – time seemed suspended – we came to our senses, or rather, Deborah came to her senses, and offered Gordon

a check – earnest money – to let him know we were serious about buying the Midget.

Previously, Frank Linse had generously offered his services to check out any MG we were seriously considering buying. After several phone calls, between Frank and I, and Gordon and I, and then Frank and I again, we agreed on a time to travel to Chesapeake. The next afternoon I picked up Frank and we headed to Gordon's.

We got there and walked around back. The Midget was parked in front of the garage, ready for examination. Gordon and his wife were in the veranda, adjacent to the garage, enjoying a beer. Introductions were made and then, standing around the Midget, we got down to business. Frank, puffing calmly on his pipe, coolly said, "Not bad. It's in good shape. A Weber carb, eh?" as he raised an eyebrow.



After a while it was suggested that we take a test drive, so we climbed in and headed off down the road. I took the first turn while Frank listened for any issues. Then we pulled over so Frank could get behind the wheel and put the Midget through its paces. As we drove we talked Frank-ly about any drawbacks or issues. The brakes were a bit non-brake-like, but other than that, all was about as peachy as a British Racing Green MG Midget can be.

I agreed to pay the full price that Gordon was asking – he damn sure wasn't going to take any less and I didn't want to insult him by offering any less. I said "Deborah's applying for an auto loan online as we speak. I'll give you a call as soon as we have the check."

The very next day, Monday, we pulled up to Gordon's with the check in hand. We are now the proud owners, along with Navy Federal Credit Union, of a beautiful

1978 British Racing Green MG Midget. As soon as we sell off two day-to-day vehicles we've decided to let go of, the Midget will be all ours.



## 1938 MG Sales Manual

by Geoff Wheatley

2011

I recently was shown a copy of The MG Salesman's Manual dated December 1938.

Yes, even then the publicity department at either Cowley or Abingdon was on the ball providing excellent sales material to their dealers. The book was intended for the exclusive use of the salesman was never intended to be seen by the general public. It contains a host of interesting information on the options available for all the current MG vehicles, which were: MG 1.5 Liter Open Four Seater..MG 1.5 Liter Four Door Saloon...MG 1.5 Liter Folding Head Foursome. (Looks like a Tickford). Then a repeat of these vehicles in a Two Liter, (Six Cylinder), Version. There is also a 2.6 Liter mentioned but no information on body style etc. All the MG Two Liter cars feature the unique "Jackall" control. This is a built in device that operates a semi-automatic jacking system for use when the car has a flat tire.

There is also a lot of technical data on each car that I suspect was required reading but not very useful when it came to clinching a sale . What is certainly interesting is that the salesman had a total of forty items that could be purchased from MG all fitted at the factory of course for a modest fee. This is a substantial list but I will mention a few extras that certainly caught my eye and indicated that what some people call after market are in fact direct MG equipment.

Bonnet Straps..Dipping Headlights..Fog Lamps..Hood Cover..Inspection Lamp..Reversing Lamp..Second Spare Wheel..Traficators..Radiator Shield..Philco Radio..Wood Fascia Dash..Brooklands Steering Wheel.. Racing Wind Shield for the would be sports enthused also the useless Brooklands version which we often see fitted today on various T Type vehicles.

Now for the most interesting feature of the factory options: Color, you could have your car in what ever color you wanted for a few bucks more. On top of that metallic finish was also available but this was expensive compared with the normal finish. A metallic finish would cost around \$36.00 based on the 1939 exchange rate of four US dollars to the British pound. Also the new owner could have a two tone finish but not in me-

tallic, not quite sure why but a professional painter told me that it may have been because the cellulose paints of the day took a long time to dry which would make a two tone finish difficult. The term "Chosen by the Owner", was featured with all the color options so much for all this talk about original factory colors from the arm chair experts who have read two books on the MG and know everything! You could also have your own choice of upholstery finish in leather or what ever. The famous Connolly Rage was available but this was expensive and took several weeks to complete on your new car.

Five colors were offered for the wheels of the vehicle but there was no information on what they might be except to say that the normal choice of black could be changed for one of the five available. As to be expected a charge of \$10 would be made for this feature. A footnote stated that the new owner should be informed that a delay in the delivery of the vehicle could result when these factory options were purchased.

The options list was compiled and registered as active from the end of 1938 and would apply for all the 1939 range of cars. It was obvious from the wording of the sales instruction material that these options had been around for a number of years especially with the larger and of course expensive Saloon cars like the S.A and the W.A.

It should also be remembered that the annual Olympic Car Show took place each October so this Sales Brief would be useful when prospective buyers after visiting the show would descend on their local MG / Morris garage to talk with the sales people.

The quoted price for the 1939 MG series, again based on the 1939 rate of exchange at four US Dollars to the pound was: Midget Two Seater \$880.00 Four Seater \$1120.00 Four Door Saloon \$1320.00 1.5 Liter \$1556.00. No price quoted for the 2.0 Liter but the Folding Head Foursome was the most expensive at a cool \$1876.00. All factory options were not subject to any local sales tax but the basic vehicle was. This tax charge was not universal; it only applied to certain metropolitan areas where heavy traffic was considered to be a drain on the local revenue. Example: In Edinburgh Scotland a vehicle tax was applied to residents of the city this was about \$1.25 a year equal to the cost of a dog license at seven and six pence. Commercial vehicles paid about twice that amount.

This led to the majority of commercial vehicles be registered outside of the city limits, as always there is a loop hole in any regulations! The fair city of Oxford just a few miles from Abingdon has a tax levy based on the damage that motor vehicles inflicted on the ancient buildings of the city. In the late 1930s the city attempted to reduce this damage by taking up the main downtown road system and fitting rubber blocks to reduce the vibration. This was not a great success as the

ability to stop when it was raining caused the insurance rates to soar through the roof! I recall the period when these blocks were being laid I was a small boy of around seven at the time and remember being fascinated by the whole procedure. You could smell the hot rubber blocks a mile away from the city center and of course this modification caused major traffic congestion. Central London did not have a local tax on vehicles despite the fact that the whole road system was never designed for motor vehicles as is the case today. Manchester in the north attempted to raise extra money this way but the local business interests soon stopped this proposal on the grounds that it would hinder normal commercial activity. The annual road tax imposed on all vehicle owners was created to develop a new road system for the British Isles and Northern Ireland. In reality it was simply another means of collecting money.

Less than twenty percent of this revenue was ever spent on improving the roads and city centers of the country.

If you wanted to build your own car the chassis was available for all the cars except the Midget. Prices ranged from \$860.00 to \$1200.00 This package included dash, with full equipment. Lamps..Unpainted wings..Spare Wheel..Petrol Tank. and standard bumper equipment what ever that may mean? If you also wanted the exclusive "Jackall" system fitted to your Saloon 1.5 Liter vehicle you paid an extra \$25 to \$40. This seems inexpensive for such a useful system. It was not available for the Midget. It was standard on the 2.00 Liter Saloon and where required on the special larger Saloon.

There is a whole page devoted to the subject of performance. Quote; "As a matter of policy we do not quote any specific performance figures. We have also decided not to submit our cars to any road tests carried out by various motoring journalists, not only are some of these open to considerable criticism, but comparisons are often drawn between different makes of cars that can be totally misleading. These journals only take into consideration what a car will do, not how it does it" End of quote.

Now this is very interesting as up until that date the company had always pushed for good road reports in various motor publications including a favorable report in 1937 on the then almost new MGTA in a premier motor journal. Kimber was always looking for a friendly journalist to take to lunch in order to get free publicity. It would be fair to say that MG was built on this sort of activity and of course its race performance until Cowley decided to disband the Factory Race Crew and withdraw from all competitions after the reorganization of 1936 under new senior management. It is obvious that the utility policy imposed by this new management structure was to be strongly enforced for 1939 and the future. It is open knowledge that the strong re-



relationship between Kimberly and Billy Morris had waned since the reorganization of the Morris Empire took place and Billy stepped down from the Managing Directors slot and simply became Chairman. On top of that MG was now simply part of the Morris Motors operation where as before it was a private company that belonged to Morris who ensured that it survived even when it was in the red as it was from time to time.

The fitted tray for the tools in the saloon gets a special mention as a strong selling point. Also the open front windscreen and adjustable steering wheel. Also worth mention is the fitted tool tray for the Midget under the bonnet; this seems to be a standard feature as it is not mentioned as an option. There are four pages of the correct answers to specific questions, Example: "Do the MG Company alter their range of models every year?" Answer: NO. Question: "What production methods are used at Abingdon?"

Answer: Individual production method! (A touch of the double speak, double talk, there!)

Question: "Is MG going to have an independent race team again? Answer: Extremely doubtful there is no strong motive for such activity. The next one is truly interesting and obviously results from comments in the motor media on the need for better suspension on MG and Morris vehicles. Question: "Why is it that the MG Company does not feature independent suspension systems on their vehicles?" Answer: The Company is of the opinion that development has not yet reached a stage where it is really practical.

(It is interesting to note that at that time the majority of British and American cars featured some form of independent suspension at that time. It should also be noted that Issy Issigonis had already developed a very successful independent system that was eventually used on the TD and the MGY series in the Post war years. The reason why this system was not featured in the 1939 series was the reactionary attitude of Lord Nuffield who was against such new money wasting devices. It is similar to the attitude of Kimber towards hydraulic beaks in the mid thirties although his reluctance resulted from the idea that they could easily fail! When MG eventually came under the direct control of Morris Motors Abingdon was forced to use the standard Morris hydraulic system and of course many standard items from the Morris range of vehicles as a cost cutting procedure.

My last selected question and answer is informative. Question:" Why has the term Sports Car been dropped for the Midget?" (None of the advertising for the Midget featured the term from 1938.) Answer: Because of the attitude of the insurance companies towards this type of car. In reality it is a sports vehicle but, unlike our competitors we no longer use that term in order to save our customers extra insurance payments. (A nice

marketing line that should impress any would be purchaser.)

Obviously this was a useful tool for any salesperson and once again showed that the Morris people were well ahead of the game when it came to promotion. As early as 1931 Morris was utilizing movie promotional films and was, like his idol Henry Ford allocating advertising budgets to premier Advertising Agencies. He also paid his workers above the national wage rate as did Ford, and offered a "Pay as you Drive", system through his Morris Garage outlets. If you were a worker at one of his factories you could easily own a vehicle on attractive payment terms. Why?.. Simple, the more Morris cars that were on the road the better the image of a popular vehicle. As a small boy I did wonder why my father and all of his working friends had a Morris car when the majority of other none Morris employees seemed to ride bikes. He told me years later that the company deducted ten shillings a week, (about two US dollars) to pay for his car which was sold to the employee at the dealer's wholesale price. It was also a good way to keep the employees that you needed.



## **Event photographs by Donald Ladd**

### **Handel's Ice Cream Run (June 2, 2011)**





**Church of the Ascension Classic Car Show**  
**(June 4, 2011)**

As usual, more photographs are on our website:  
[www.mg.org](http://www.mg.org)



**Notes From the Editor**

by Ron Struewing

Thanks to those who came to the rescue at the last minute and submitted some material to fill this issue. As you can see, we have a full issue.

It has been a pleasure to be the editor of this newsletter for almost four years now. However, for personal reasons I will be stepping down after I complete the September 2011 issue. That will make it 48 issues I have completed since I started in OCT 2007. If there is anyone who feels up to the challenge, please let me know and I will speak to you about this position and turn over everything I have. Thanks.



## **TMGC ANNUAL RENEWAL**

-  
Please fill out the form below and return it to Bill Yoshida with a check made out to TMGC for \$20.00 at the next meeting or mail to:

TMGC  
c/o Bill Yoshida  
4732 Little John Road  
Virginia Beach, VA 23455 (757) 554-0402, Cell (757) 633-8303  
[williamryoshida@verizon.net](mailto:williamryoshida@verizon.net)

**Names:** \_\_\_\_\_ & \_\_\_\_\_

**Address:** \_\_\_\_\_

\_\_\_\_\_

**Phone #** \_\_\_\_\_ **Cell #** \_\_\_\_\_ **E-mail:** \_\_\_\_\_

-  
**Do we have your permission to publish your home phone and e-mail address in a member's directory for club use only?** \_\_\_\_\_

**MG's owned?** \_\_\_\_\_

-  
**Are you affiliated with any National Auto Clubs? If yes, please list below:**

\_\_\_\_\_

\_\_\_\_\_

**"Save an Octagon"**

# The Dipstick

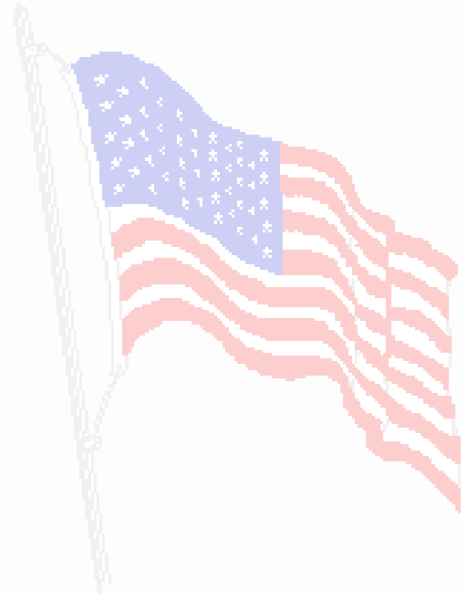


## The Tidewater MG Classics

Ronald Struewing, Editor  
5483 Doon St.  
Virginia Beach, VA 23464-7732

## FIRST CLASS

Affiliated with



### Monthly Meeting

Wednesday, July 6th  
Andy & Cynthia's  
545 Mayflower Rd.  
Norfolk, VA  
622-8315

7:30 - 8:00 pm - Kick Tyres  
8:00 Meeting

Little Creek Rd

Norview Ave

I-64

I-264

Waterside Dr

Tidewater Dr

Granby St

Colonial Ave

38th St

Mayflower Rd

Lafayette River

Willow Wood Dr

Colonial Turns into  
Mayflower at the  
curve.