MG Classics of Jacksonville

Jax Classics

We're on the Web!
www.mgclassics.org

Participating Member
British Marque
CAR CLUB NEWS

The purpose of MG Classics of Jacksonville is the enjoyment, preservation and maintenance of MG sports cars. Club membership is open to all MG owners. Associate membership is available to all MG Enthusiasts.

Volume 40, Issue 7 **JULY 2011**

Prez Sez **Stan Kinmonth**

Thanks to all who attended the June meeting at Whiskey River. The meeting was well attended with every seat occupied. I was impressed with the service; when asked, the volume was turned down and the room was isolated. The only business discussed was in regard to the October show. Karen Sager has volunteers for trophies, parking, and registration, but still has more volunteer positions available. Jim Hall reminded us that Moss is having a sale through the middle of July, and that his discount applies to sale prices. Two soon-to-be new members attended, and two prior members returned.

The July meeting, on July 25th, will be at Ronnie's in Green Cove Springs.
Directions to Ronnie's: Take US-17 to the heart of Green Cove Springs, turn east on Walnut Street 1 block Address is 232 Walnut Street. Telephone number is 282-4728

We continue to sell off the existing inventory of MG Classic Polo shirts, although none were sold at the meeting.

Richard Gross described a potential GOF venue he scoped out. We now have three potential venues identified – please let us know if you have a venue to suggest.

Pat Shotwell distributed registration forms for the GOF in Athens, GA

Linda Dillard's birthday was recognized, as was Kathy Gross' upcoming birthday.

Karen Altomare reminded everyone of her July 2nd Garage Sale.

Upcoming Events:

September 17th – 25th First Coast Car Council show at the Jacksonville Landing. Always a well attended show, will receive extra coverage this year as it is the 25th anniversary.

Saturday, October 1 - BRITISH CAR CLASSIC – our show, at Buffalo's Southwest Cafe, on Youngerman Circle just off I-295

If anyone knows of other events that may be of interest to our members, please forward that information to me and I'll include it in the next Prez Sez.

Membership Name Tags

Membership in MG Classics includes name tags. Wearing your tag to the meeting gets you a free (with purchase of a ticket) 50/50 ticket.

The following ID Tags are awaiting pick-up:

Larry & Nellie Dudley
Tony & Tina Langley
Les Biglands
Margo Richards
Mike Losey
Tom & Becky White
Bruce Bernstein
Tom Brackett
Bob Jones

Please contact us, or better yet attend the next meeting and arrange to retrieve your tag.



MG Classics of Jacksonville
Invites you to the
British Car Classic, Mk XXIII

October 1st, 2011, 9:00am to 3:00pm

***

Buffalo's Southwest Café

Located at 6055 Youngerman Circle, Just off Blanding Blvd, 1 block south of I-295
Their number is 904-778-1101

***

Open to **all** British cars

$25.00 entry fee for first car, $15.00 each additional car

***

People's Choice Trophies Awarded for Classes Based On Model Year
Show starts at 9:00am, voting ends at 1:00pm

***

Registrations Paid Before September 15 Receive One Free Day-of-Show Lunch from Buffalo's

(Additional lunches for that day available at the show for $5.00 each)

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Club Affiliation: _____

Car 1 ($25): Year: _____ Make: _____ Model: _____

Car 2 ($15): Year: _____ Make: _____ Model: _____

Write any additional cars ($15.00 each) on back of form

Make checks out to **MG Classics of Jacksonville**

Mail to: MG Classics of Jacksonville, 2031 Theta Court, Orange Park, FL, 32073

For more info, call Karen at 904-635-6344 or visit www.mgclassics.org

Contact Information

Beth Ehrie Chairman SE Fall GOF MK XVI 202 Hiawassee Drive Woodstock, GA 30188 404-966-4604 Semgtr.gof@gmail.com	The Foundry Park Inn & Spa Official Host Hotel 295 E. Dougherty Street Athens, GA 30601 866-928-4367 www.foundryparkinn.com	Caroline Carlton Registrar SE Fall GOF MK XVI 2009 Afond Court Chamblee, GA 30341 770-457-4561

Dear Fellow MG Enthusiast,

The Southeastern MG T Register is hosting the sixteenth biannual Southeastern Fall Gathering of the Faithful on October 14, 15, and 16, 2011. The theme "Classic Cars, Classic City" will be a 1950's blast from the past and center around the fun of owning and driving our vintage cars.

Located in the heart of Athens, our host hotel, The Foundry Park Inn, is a beautiful historic hotel with on site restaurants and spa. Situated on an ideal location in Athens just blocks from downtown, guests can venture easily to shops and restaurants or take advantage of the stellar food and beverage options on site in the historic Hoyt House. **Please call the hotel directly toll free at (866) 928-4367 to reserve your room at the discounted GOF rate of $112 per night. This discounted price is only valid until Sept. 14, 2011. You may also make reservations on their website at www.foundryparkinn.com. Select the dates on the calendar, click on the group tab, and enter the group code SO1014 into the box.**

Register for Event before 9/14/2011 to be entered in a drawing for one free hotel night!

Classic Cars... *Let's dust off those MGs and get them out in public! Join us for an impromptu car show at the drive in, or a more formal showing Saturday morning. Whatever your pleasure, we've got it covered.*

Classic events... *Remember the days of picnics, group drives, and the crazy fun of the "Funkana"? We're bringing back these events, along with the popular Valve Cover Races. If you've never driven the obstacles of a funkana or watched someone else drive them, you're missing out! And for those who miss their "pine wood derby" days, the Valve Cover Races are like derby cars on steroids! We also haven't forgotten to include a lazy drive to a beautiful park and picnic site for those who like the open road and a relaxing lunch.*

Classic Fun... *Whether your idea of fun is relaxing in the open air hospitality room, joining a spur of the moment hula hoop contest, or listening to live music at the Melting Point, you won't be disappointed. The 2011 GOF will be a blast from the past*

Tentative Schedule of Events

Friday, Oct. 14th
- Registration 1:00-6:30
- Hospitality 1:00-6:30
- Drive In Car Show 7:00-dark
- 1st Timers Show 7:00-8:00

Saturday, Oct. 15th
- Registration 8:00-12:00
- Hospitality 8:00-12:00, 3:00-5:00
- Car show 9:00-12:00
- Micro Tech Sessions
- Group drive & picnic 12:15-2:00
- Scenic Tour of Athens 2:00-3:30
- Funkana 3:00-5:00
- Valve Cover Races 4:00-4:30
- Awards Banquet & Auction 6:00-9:00

Sunday, Oct. 16th
- Hospitality Breakfast 8:00-10:00

Sorry, no refunds after September 14th, 2011



Southeastern Fall Gathering of the Faithful

Foundry Park Inn, Athens, Georgia
October 14-16, 2011
Please see page 2 for hotel reservation information

OFFICE USE ONLY

Date rec'd:

Check #:

Name:	Spouse/guest:
Address:	Additional Guest:
City, State, Zip	Club Affiliation:
Phone	Email:

1st MG: Model_____ Year _____ Color _____

2nd MG: Model _____ Year _____ Color _____

Registrations received prior to 9/14/2011 will be entered in a drawing for one free hotel night!

Registration and Hospitality Pass:	$35 for 1 person, $40 for 2.....		$_____
Registration and Pass w/o car	$10 for 1 person, $15 for 2.....	X_____	$_____
Additional Hospitality Pass:	$5 per person.....	X_____	$_____
Saturday Lunch at Watson Mill:	$14 per person, offsite.....	X_____	$_____
Saturday Banquet:	$35 per person.....	X_____	$_____
	$10 per child 12 and under.....	X_____	$_____

Guaranteed banquet and box lunch tickets must be reserved by October 5th, 2011

Men's Crew neck T-Shirt	$15 per..... S___ M___ L___ XL___ 2X___	X_____	$_____
Ladies V neck T-Shirt	$15 per..... S___ M___ L___ XL___	X_____	$_____
		Total Due	$_____

Please make checks payable to SEMGTR
Mail to Caroline Carlton, 2009 Afond Court, Chamblee, GA 30341-1803

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 semiautomatic 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 complied 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 Edinbrough 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 fasci- nated 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 nor-mal 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 in- cluded 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.

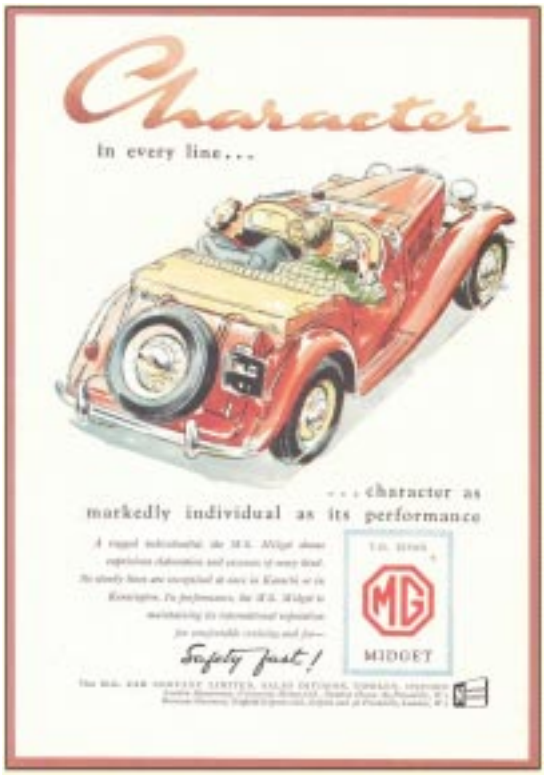
There is a whole page devoted to the subject of performance. Quote; "As a matter of policy we do not quote any specific performance figures. We have also decided not to submit our cars to any road tests carried out by various motoring journalists, not only are some of these open to considerable criticism, 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 compitions 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 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 pur-chaser.)

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.





Please email updates to: newsletter_editor@mgclassics.org Provide your email address with your ad or contact Editor Monthly. Your ad will run as long as you respond to the editor's emails or contact them.

Automobiles:

1960 MGA
43,000 original miles. Father-in-law purchased this car new. Always garaged. No rust at all. Wire spoke wheels, white with red leather interior, all accessories work, horn, wipers, blinker… Has been painted once & new leather about 20 years ago. Have the original owner's manual, jack, engine hand crank, spare spoke wheel. John McNeil 904 234 6032

1974 MGB
Chrome bumper, complete restoration body taken to bare metal-repaired & painted (base clear) BRG, all new chrome& rubber, Minilite wheels, engine rebuilt by Jim Hall (less than 2,000 miles) Moss supercharger, street cam, MG 5 speed, 16 row oil cooler, Petronix, performance headers, stainless exhaust, Spax adjustable shocks rear, 3/4" sway bar front, new master cylinder brakes & rotor, new gas tank, new black leather interior, Moto Lita steering wheel, roll bar, trunk carpet kit, & lots more, one of the nicest MGB's you'll ever see 1st place at the 2010 Ormond Beach Festival of Speed Show. Over $28,000 spent on restoration (have all receipts) $15,000. contact John Clifton 904-540-5588 or email for pictures. johnscsa@juno.com.

76 MGB
Great shape. Dark red with 124,000 miles & runs great. Top & tonneau cover like new. Pictures available. Asking $4500, negotiable. Tony Parton at: alparton@yahoo.com

77 MGB
$4,500. Tom Brackett (904) 651-7687

Parts:

MG Five Speed Conversion Kits
New lower prices on all MG Five Speed Conversion kits. Check them out at my website mgfivespeed.com Jim Hall 904-282-1658 or 613-9591

MG-TD & TF Luggage racks
"AMCO" style made of S/S and far stronger than original. Bob Wrenn mgowner@bellsouth.net

MGA Parts
2 - Transmissions; 1 - Oil pan; 2 - Disk wheel axels; 2 - Rear bumper bars; 2 - Combo Oil & Temp gauges; 3 - Front shocks; 2- Calipers. Bob Wrenn 904-230-8396 or mgowner@bellsouth.net

71 MGB parts car
motor runs, body has extensive rust. Make offer Bob Phillips 904 751 6496 Will deliver up to 100mi

MGA 1500 Drive Train
Engine with all accessories, transmission, drive shaft and rear-end for $1K. Jim Hall 904-282-1658 or 904-613-9591

70 MG good complete motor & gearbox & many B parts.
Bob Phillips 904-751-6496 or bphill3001@aol.com

MG A & B Air Conditioning
MG Five Speed company is now offering A/C installed in your MGA or MGB, Supercharged or non-supercharged. We use most of the same components from the same supplier that Moss uses BUT we custom install the unit for you. With the Moss kit, you have to install it or have it installed. Call Jim Hall at 904-282-1658 or 904-613-9591 for price & availability quotes.

Motorcycle / Utility Box Trailer
Custom built all galvanized steel, 9'long-7'wide-6'high, with seperate front storage compartment, holds 3 dirt bikes, ramp rear door, 2 spare tires, 3000lb axle $900 OBO Bob Phillips 9047516496

Services:

Complete classic car restoration & repair service.
Bob Phillips bphill3001@ aol.com or (904)751-6496 (JAX)

"eBay Sales for You"
Let me sell your spares or any other item on eBay. Low fees. Bring me the item, I'll take pictures & list your item on eBay When it sells, you get a check. Bob Wrenn 230-8396

Club Regalia

Club Polo Shirts (Medium or Large) $20 each
Club Car Badges $35 each
MG Baseball Hats (in red, white, or blue) $10 each
Rubber Bumper CB Radio Antenna Mounts $10 ea.
Miscellaneous Car Pins $5 each (several colors also)

To purchase regalia or to ask questions please contact:

Wayne Coker, Regalia Chairman,
904-543-0201 or rwcoker@aol.com.



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EVENTS CALENDAR

JULY 25 - MG Classics Meeting -7:30pm - Ronnie's in Green Cove Springs.
Directions to Ronnie's: Take US-17 to the heart of Green Cove Springs, turn east on Walnut Street 1 block Address is 232 Walnut Street. Telephone number is 282-4728



Jun, 12-18 - MG2011 NA Council of MG Registers, Reno-Tahoe, NV – Info: www.mgcars.org.uk/mgcouncil

July 17 - British Invade Gettysburg, PA. Bob at 717-259-6324, **Info: www.lancomgclub.com.**

Aug. 6 - 34th Annual American MGB Association Meet 2011, Dayton, OH, in conjunction with the MG Car Club's SW Ohio Centre's 27th Annual Exhibition of British Automobiles

Sept. 17-18 - CLASSICS ON THE GREEN, New Kent Winery, New Kent, VA, Info: **www.classicsonthegreen.com/**

Oct. 1 - BRITISH CAR CLASSIC hosted by MG Classics at Buffalo's Southwest Cafe, 6055 Youngerman Cir., Orange Park,FL

Oct. 14-16 - SE Fall GOF, Foundry Park Inn & Spa, Athens, GA

Oct. 22- Legends on the Green Car Show celebrating the E-Type Jaguar 50th Anniversary at World Golf Village around the Lake, St. Augustine, FLA, **All Marques Invited**

Oct. 28-29 - MGCCF Brit Bash – Vero Beach, FL - GREAT BIG SHOW!! Contact Danica Perhacs at britbash@comcast.net or 772-770-0083.

Contributions to YOUR club newsletter are welcome and requested. Submissions requested before the 10th of the month.

Thanks to Stan Kinmonth, Karen Altomare, Pheona Kaiser, Jeff Sager, Geoff Wheatley, *The Dipstick* The Newsletter of the Tidewater MG Classics Car Club

Sure would like to be thanking YOU also!

We're on the Web!
www.mgclassics.org

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