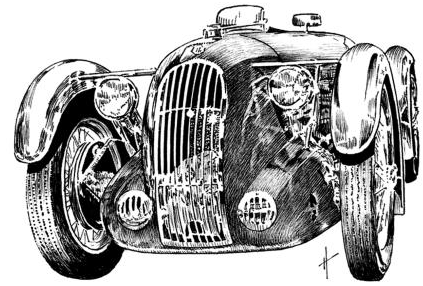


The
SPOKES

Founded 1958



Volume 47 Number 5

May 2005

Official Publication of the MG Car Club Western New York



"The Robert R. Philip Memorial Scholarship"
Recipients: Joyce Roman and Robert Newell
with the MCC rep. Tom Fitch



Next meeting - May 19, 2005
At the Burgundy Basin Inn 7:30 pm
1361 Marsh Road, Pittsford, NY

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The SPOKES is the official publication of the MG Car Club-Western New York Centre, a not for profit New York Corporation. It is distributed monthly to MGCC members, other clubs, and club event participants.

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Articles, anecdotes, stories, photographs, illustrations, jokes, suggestions, and other submissions are welcome from all readers. If you have questions, please contact the editor for additional information. The **DEADLINE** for submitting materials to the upcoming issue of **SPOKES** is one week after a general meeting. Please **SEND** your information by Email to Spokes@mgcarclub.com. Alternatively, send it by mail to The SPOKES, PO Box 831, Webster, NY 14580.

EXECUTIVE OFFICERS AND APPOINTEES

Chairman

Doug Scribner
PO Box 20883
Rochester, NY 14602
585-872-5133
doug@mgcarclub.com

Vice Chairman

Beverly Mack
305 Rausler Road
Farmington, NY 14425
315-986-4241
mackb@usa.redcross.org

Secretary

Pat Sangster
2 Meadow View Lane
Bloomfield, NY 14469
585-657-6032
sangster@frontiernet.net

Treasurer

Chris Baum
1212 Stockbridge Road
Webster, NY 14580
585-872-3697
cbaum77577@aol.com

Activities Directors

Gil & Betty Langswager
46 Stonington Dr.
Pittsford, NY 14534
585-385-9956
mrgil@mgcarclub.com

Trustee

Steve Sangster
2 Meadow View Lane
Bloomfield, NY 14469
585-657-6032
sangster@frontiernet.net

Trustee

Richard Powers
89 Durand Drive
Rochester, NY 14622
585-323-2687
mgahmogca@rpa.net

Membership

Jim Priestley
251 Bronx Drive
Rochester, NY 14623
585-235-2440
jim@mgcarclub.com

Scholarship/Endowment

Elaine O'Neil-Hess
17 Sandpiper Lane
Pittsford, NY 14534
585-381-9796
eeopph@rit.edu

Historian

Dave Wild
166 Loud Road
Fairport, NY 14450
585-223-1065

Hospitality

Betty Langswager
& Barb Wild
46 Stonington Drive
Pittsford, NY 14534
585-385-9956

Cards & Letters

Nancy Chase
689 Erie Station Road
W. Henrietta, NY 14586
585-334-6826

U K Liaison

George Herschell
1268 Mill Creek Run
Webster, NY 14580
585-872-1194

Club Regalia

Laurie Scribner
C/o Mini City
799 Holt Road
Webster, NY 14580

Car Show Chairman

Richard Powers
89 Durand Drive
Rochester, NY 14622
585-323-2687

Web Master

Leon Zak
2467 Westside Drive
North Chili, NY 14514
585-594-9150

SPOKES STAFF

Co-Editor: Joeanna DeBlaere 229-2230
Co-Editor: Eileen McMahon 315-926-5079
Mailing: Doug & Laurie Scribner 872-5133
Address Changes Jim Priestley 235-2440
Advertising: George Herschell 872-1194

ADVERTISING RATES

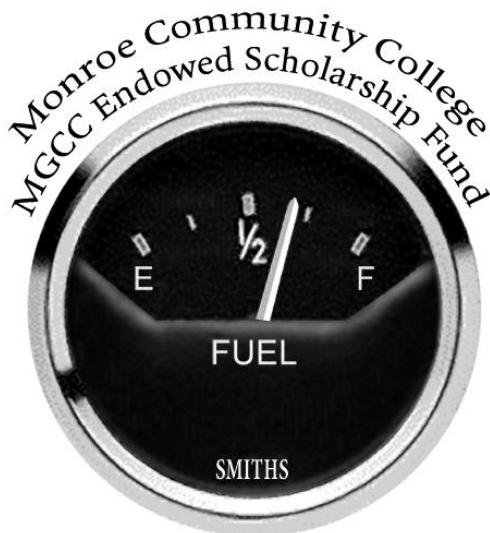
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Quarter Page \$16.00 \$ 65.00 3.6" x 4.8"
Eighth Page \$11.00 \$ 44.00 3.6" x 2.3"

Copies of "The SPOKES" are sometimes available, please write the editor with your request. The SPOKES is included with membership in the MG Car Club-Western New York Centre. An application is included inside back cover. The SPOKES is also available electronically to non members for \$10 per year. Contact spokes@mgcarclub.com for more information.

Cover Photo by Bruce Krobusek

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Add your name to the MGCC Endowed Scholarship Plaque.

An engraved nameplate is added to the plaque in recognition of donations of \$30.00 or more (engraving fee \$5.00). This plaque, created by Paul Heaney, is installed in the MCC Automotive Technology Department. Nameplates can be purchased in the name of the donor, for a friend, or as a tribute to someone who has passed on. There is no requirement that donors or those honored through donations be members of the club. If you wish to purchase a nameplate for yourself or someone else, make checks payable to MGCC and send your donation to:

Elaine O'Neil-Hess
17 Sandpiper Lane
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Please indicate exactly how the name should appear on your plaque.

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Wally Roworth
* Members Emeritus

MEETINGS

Membership meetings are held the third Thursday of each month, except December, at the Burgundy Basin Inn, 1361 Marsh Rd., Pittsford, NY 14534. Board meetings are held the first Thursday on every odd numbered month. Please contact the chairman for the location for the next board meeting and to arrange to get your item on the agenda.

ON THE ROAD

Doug Scribner, Chairman

I came across some interesting statistics the other day, having to do with imported car registrations in 1949, the first year they were counted. In 1948, Americans were flush with money and short of wheels following the product vacuum of the 1942-1945 wartime years. At the same time, Europe was struggling with war debts, high taxes and low personal incomes, and plans to export cars to America were hatched. In 1949 the flood began, with 30 import brands finding our shores. Of the 12,169 total import registrations that year, 18 British brands accounted for 10,664 cars, while there were 1440 French cars, 63 Italian cars and two Volkswagens. The British cars included 5,087 Fords (ever wonder where all those Anglia street rods came from?), 3,642 Austins, 823 MGs, 297 Morris', 157 Jaguars, 26 Rileys, 5 Morgans and 3 Rolls Royces. Of the 54 brands imported into the United States from 1949-1954, only VW, Mercedes, Porsche, Rolls/Bentley, Ferrari, Aston Martin, Jaguar and Volvo remain (and those last three are owned by Ford). Japanese cars first arrived here in 1958, and today Honda probably sells more cars in a week than those total 1949 registrations, but who cares? I mean, the cars most of us grew up with—are still playing with—had character, they weren't just appliances. And this month MG/Rover shut down, apparently bankrupt, but that's another column.



ACTIVITIES

by Betty Langswager

Our April Basket Auction at the meeting was another huge success. Ten fantastic baskets were on the front table for all to view. Baskets were filled with crackers, cheese & wines, the makings of a spaghetti dinner, a bird house with a big bag of bird seed, a straw hat, a chocolate cake, & roadkill snacks, a big box of pansies, a basket of flowers & garden tools, a basket to take to the beach with suntan lotion, sun glasses, a beach towel, a bottle of wine, two glasses & pretzels & cheese to snack on, a basket of English cookies, English crackers, English tea, & English candy, & a big basket of bath products. They were all great! Also at the meeting the Robert R. Philip scholarships were awarded to two students of the MCC Auto Tech program.

Our trip to Saratoga was great fun. The day on Friday was dry & sunny. The Chases, John Thompson & Mabel, & the Langswagers drove together, taking some great back roads. The Baldwins came later that afternoon. Spring has sprung. Lots of spring flowers & daffodils everywhere. All the trees in Saratoga were leafed out. Dave Chase, our gourmet dinner specialist, lead us to a great restaurant about 20 miles away in Greenwich called "Wallies". Friends of the Chases met us there. True to Dave's prediction the food was excellent and we all enjoyed it and the company.

Saturday brought a rainy day and it rained the rest of the weekend. Gil & I & John & Mabel shopped downtown all morning. We went into a store that had hats, all kinds of hats for men & women. I never saw so many hats in one store. Red hats for the Red Hat Society took my breath away. The prices really took my breath away. Most were \$149.00 to \$200.00 and more. They were the most beautiful hats I've ever seen. There were even hats for the brides, hats to wear to the horse track, and there were all kinds of hats for men. – No, I didn't buy a hat! Saturday afternoon brought the rest of the club members, the Sangsters, Baums & Wilds.

The Gideon Putnam is a beautiful hotel built back in the '30s, very elegant in a beautiful setting of pine trees in a state park. Also in the park, near the hotel is the auto museum. It's in what used to be a bottling plant. Cheryl had set up a tour of the museum at 1:30.

Activities cont'd

It is quite a collection. Three of the cars we had seen at the Research Center in Watkins Glen, "Butterball", "Poison Lil" & Irwin Goldsmith's winning Cad-Allard. There is also an SS Jaguar belonging to the Keno brothers of Antiques Road Show fame.

Saturday night we gathered at Lillian's downtown for a very delicious dinner. Cheryl made the arrangements for us. We had an upstairs room all to ourselves. Upon leaving we discovered we had the best room, downstairs was very noisy & hot & humid from so many bodies jammed all together. After dinner some went over to the race track & racino. Some played the machines. Seems Dave Chase won \$15.00. Some bet on the horses. Seems Cheryl lost.

Sunday morning we slept in & then had a late brunch in the garden room at the Gideon Putnam. The brunch had more food than we could ever sample. It was a brunch & a lunch all rolled into one. Our dining room was all windows from floor to ceiling that looked like they weren't even there. We felt like we were eating out under the trees.

Soon after lunch we packed our cars & headed for home. Thank you, Cheryl for setting up this whole wonderful weekend for us. After the cold winter it was great to be on the road again for more adventures with our MG friends.

Import Weekend at Carlisle, PA

May 20—22 2005

Several MGCC members will again travel there on Thursday the 19th to set up our flea market spaces. We always solicit members who have something to sell (and who cannot attend in person). We will transport your parts and try to sell them for you. A portion of the flea market site fee is allocated to each sale-seller. Similarly, if there is something you need, let us know and we will be on the lookout for it, for you.

If you plan to attend part or all of the weekend at Carlisle, please call Dave Chase for rooms at 585-334-6826. Camping at the show fairgrounds is available, too.

For more information, or to contact us about selling your parts, call George at 585-872-6536 or Alan at 585-482-2695

Editor's Notes

by Joanna DeBlaere and Eileen McMahon

It seems that Spring is here, finally. Or so the calendar says, I am still waiting for the warmer weather so that we can get the TD out. We had the GT out to the Club meeting in April and lots of members drove their cars too.

The representative from MCC that came for the Scholarship presentation said that it looked like a mini Car Show in parking lot. Hope to see more cars at the meetings.

Gil reminded us at the meeting that Genesee Valley Antique Car Society has added three new classes this year to their Car Show for Foreign Sports Cars. It would be nice if our Club could have a good showing of cars, I know I plan on attending.

A reminder that all articles and photos need to be sent to me one week after the regular meeting.

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MGCC MEETING MINUTES

Pat Sangster

April 21, 2005 General Meeting

Meeting called to order at 7:45 pm. Last month's minutes were accepted. Presentation made to Robert Phillips Scholarship winners – Joyce Roman & Robert Newell. Tom Fitch of MCC thanked the club for sponsoring award. Both recipients expressed their thanks and appreciation.

Treasurer reports we are in good shape, a few people still owe dues. No regalia tonight. Spokes articles are due one week from meeting. Webmaster suggests visiting our website as there is a lot to see. Club librarian reports a selection of car related VCR tapes and back issues of Safety Fast available. Contact Al Costich to make arrangements for borrowing items. Al is interested to hear suggestions for additions to the library. Suggestion was made to post list of available titles on website.

Activities report was given by Gil Langswager. Thanks to Laurie Scribner for arranging Spring into Spring event at Old Toad. [See Activities report in Spokes for list of future events.] Car show reports this year's show is postponed. 5800 post-cards will be sent to anyone associated with the show over the past two to three years to inform them of cancellation.

New members and guests introduced. The lottery for rooms at Seneca Lodge for Watkins Glen Weekend was held. Everyone requesting a room has one, no rooms available at this time. See Joanna DeBlaere to get on waiting list. Dave Wild reported on IRL Race Weekend at Watkins Glen. Thursday of that weekend will have festival in town. New Stone Bridge Driver event added June 10-12, a low-key rallye. June 10th is car show in Canandaigua on village streets. Watkins Glen weekend still has openings for events.

Door prizes were awarded, club shared progress on current projects, and the basket auction was held. Informal results of auction reported over \$200.00 raised for endowment fund. Meeting adjourned at 8:45 pm.

APRIL 21, 2005 ATTENDANCE

Gil Langswager	Mike Harrison
Betty Langswager	Sue Harrison
Carl Prouty	Dave Asmuth
George Herschell	Joe Fazio
Barb Wild	Linda Fazio
Dave Wild	Al Fink
Gene Faust	Barb Fink
Anne Faust	Ken Heusler
Ted Hershey	Elton Schulz
Kathy Hershey	Steven Hess
Doug Jack	Mike Goodwin
Roger Gunther	Beverly Mack
Lyn Smith	Michael Mack
Jim Davis	George Haynes
Joanna DeBlaere	Beverly Haynes
Joe DeBlaere	Marlene Rzepkowski
Charles Elaus	Don Riling
Cheryl Baldwin	Dick Rzepkowski
Bill Baldwin	Leon Zak
Bruce Krobusek	Wally Roworth
Susan Krobusek	Laurie Scribner
Matt Callahan	Doug Scribner
Steven Philip	Dave Chase
Paul Wheeler	Chris Baum
Alan Costich	John Baum
Brian Fallon	Pat Sangster
Dick Giambra	Steve Sangster
John Thompson	Gracie Ott
Jim Padula	Dave Ott
Nona Krause	Joe Tierno
Rich Shine	Mark Gibson
Cheryl Zonneville	Dick Powers
David Leete	John MacDonald
Don McConnell	Don Sweeney
Dan Suter	Bill Bethune
Jeff Miller	
Dawn Grant	GUESTS:
Jim Priestley	Tom Fitch
Jeff Kath	Joyce Roman
George Tennant	Jasmin Jackson
W. Broein	Robert Newell
Allen Hess	Kristy Graves
Tom LeStrange	George Greuc
Mary LeStrange	

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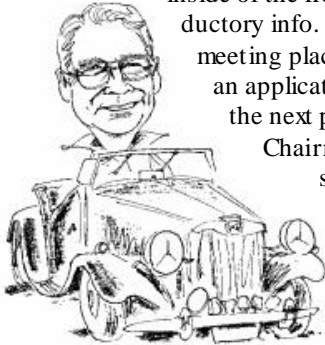
THE CLASSIFIEDS

For Sale: TR4A Parts--Wood Dash with all gages, switches, controls. Headlights with buckets, trim rings, gaskets. Taillight assemblies. Grille, wipers, used radiator. Gary 585-464-9482, GNewm@mccarclub

Forty Years Ago

by Mr. Gil

I've told you before that there isn't a lot of stuff in the old "SPOKES". The May 1965 issue really takes the cake! On the inside of the front cover is the usual introductory info. listing the officers and the meeting place, date & time. There's also an application blank to join the club. On the next page where I expected the



Chairman's column there was a schedule of events for June, a reminder to pay your dues or you would be dropped from the club May 31st, and the schedule for our Invitational Rallye, May 22 & 23rd. The next 3 1/2 pages

was an article about racing. The author was not listed. It was general in content, covering various events around the country. There was nothing about our club or our members or about anything local. The next half page was about the International 1000 Rallye, author unknown. The next page was an article on the African Rallye. OK, now we're getting to club news. Next was a full page ad for our MG Invitational Rallye, in color with lilacs in bloom and the theme "It's Lilac Time in Rochester". Next came five full pages, "Notes From the Allegheny Southern Tier Tour". Now some of our members were on that tour so it was news.

That was it! No chairman's report or pep talk for the upcoming rallye which was to us then as big as our car show is now. No minutes of the last meeting. No editors report. No activities report. No cars & parts for sale. The only things pertaining to our club directly were the inside front cover, the dues reminder, the schedule for the Invitational, and the color ad for the Invitational. I guess we were all so busy, including our editor, that we all knew what was going on and didn't need "SPOKES" to tell us.

MGCC Spring Tune-up Clinic

Saturday May 14, 2005 10 AM to 4 PM

*MCC Technology Center (at the rear) on West Henrietta Rd
near Friendly's Restaurant*

Coffee and donuts provided

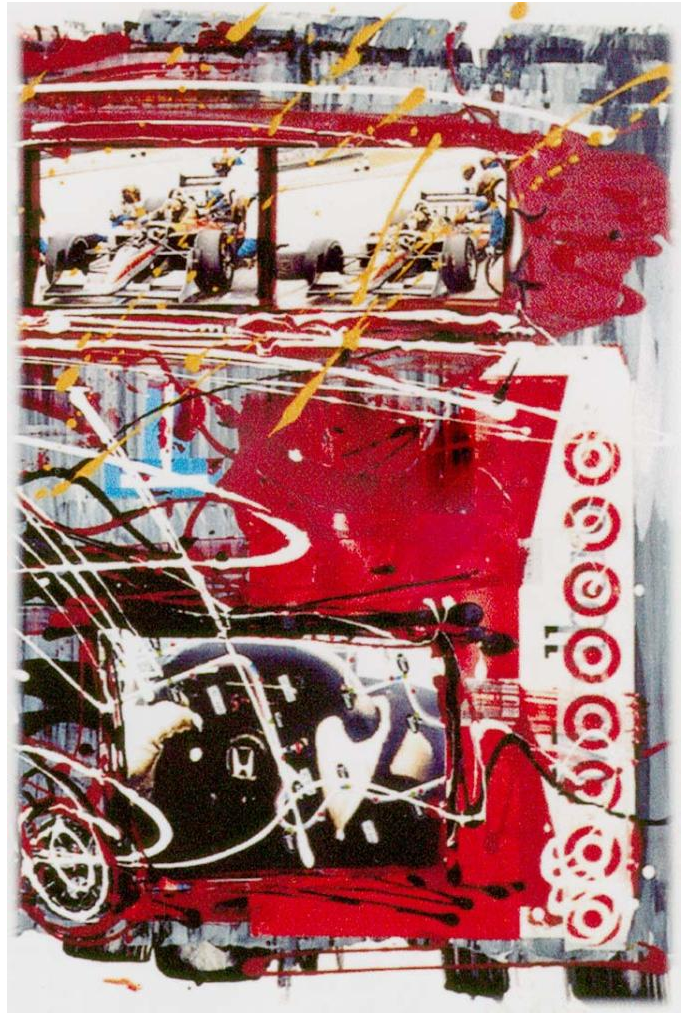
Bring your parts to install (plugs, muffler, brakes, etc) the shop manual and some hand tools. Experienced "Advisors" will be available to assist/show you how to do the tasks you have planned. Several lifts are available but must be shared during the day.

Contact George Haynes at 585-872-6536 for more information or to sign up.

Sign up sheets also at the March and April meetings.

Chasing the Track

by Elaine Hess



Tony Nicholas, a student of mine in the Master of Fine Arts at RIT has arranged to present his thesis exhibition at the International Motor Racing Research Center in Watkins Glen..

When I asked Tony where he got the inspiration for using multiple photographs of race cars as the basis of this work, he smiled and told me it was his bedroom wall. At the age of seven he began to pin every picture of every car he loved up next to his bed. The work has expanded from that giant collage of cars into paintings which capture the emotion of racing in addition to a description of the cars and event.

Join us at his opening reception on Thursday, June 9, 2005 from 6:30 - 9:00 PM, or add a stop at the Research Center, 610 South Decatur Street, Watkins Glen to your early summer drives.

MAY 15, 2005
BRUNCH RUN – 11:30 A.M.
AT
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menu for buffet

Zitis in sauce
½ BBQ Chicken
2 Soups – Chicken noodle & Chef's choice
8 Salads
7 Fruits
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We will have separate checks
Contact Betty Langswager @ (585) 385 9956

If you want to caravan to Naples, meet at Eastview Mall at the south end of
Kaufmann's at 10:00 A.M.

If you want to go directly, be at Bob & Ruth's at 11:30 A.M. promptly.

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Sticker, silver	1.50	Sign, magnetic (10")	15.00
Blanket	18.00	Tote Bag, embroidered	15.00
Bumper Sticker	1.00	Name Badges w/MG	10.00
"Safety Fast" Wine Glass	6.50	MGCC Cookbook	5.00

Also available is a wide selection of clothing items (shirts, jackets, etc.) embroidered with the club logo. Prices shown are for members only.

All items are available for purchase at our monthly meetings, or delivery can be arranged. **Contact: Laurie Scribner 585-872-5133** (weekdays).

by George Herschell

Once again I’m using a song title for the lead in to my article for this month. The Four Freshmen use a beautiful ballad to close every one of their shows and have been doing so for years. The song, “And So It’s Over”, tells the audience that this is the last song of the concert and it’s time to say goodnight no matter how much we would like the show to go on.

This past week (Friday April 22nd 2005) Reuters News Agency reported that talks between MG Rover and the China based company had been halted and SAIC (Shanghai Automotive Industry Corp.) had backed out of the deal. MG Rover was to be no more.

So once again “And So It’s Over” for MG and the Marque is left with nothing but the memories. The government had already loaned MG Rover 6.5 million pounds (\$12.2 million) to keep the company “ticking” for the past week. But SAIC said there was “no hope of saving the firm and that its 6,000 workers faced redundancy”. Oh how I hate that word, but then again it’s only a matter of semantics when they’re all out of their jobs and with a very meager severance package to boot. (no pun intended) But rest assured the Phoenix Four (as they have been called) managed to feather their own nests through some rather questionable dealings and sale of property surrounding the Longbridge plant. Much of that profit (it’s been reported) found its way into their retirement accounts, with the workers left out completely. The workers, I heard, were going to receive a severance package of no more than about 7,000 pounds each. (\$13,000) That’s not very much for workers who had been loyal and tried to do the best they could for the rather shady management at the top. Bear in mind when the Phoenix Four received the business from BMW in May of 2000 for the sum of approximately 10 pounds. (or less than 20 bucks.) I would have taken it for that much myself. But I’m sure Nancy would never have left me bring it home and put it in our garage.

After this “gift” by BMW, Phoenix Venture Holdings said this would save thousands of jobs. November of 2001, Rover says it will spend 300 million pounds building a new medium sized car. November of 2003, Rover stops production for three days to sell a backlog of stock.

October of 2004, Rover reports a loss of 77 million pounds which was down from the loss of 95 million in 2002.

November 2004, Rover is in talks with China about a one billion pound joint venture.

February 2005, Rover is concerned that the deal with China is at risk.

April 2005 The British Government offers a 100 million pound bridging loan to Rover fearing that the Chinese deal may collapse.

This latest news about the deal falling through last Friday also carried an article reporting that a group in Iran is interested in buying MG Rover. There are also talks that the Iranian company could possibly team with a company in China and build some Rover parts in their countries. But the British government said they would be looking for someone to step in who can re-launch Rover there in the UK.

Once again no more MG’s are to be made, and if they are to be made, and in another country, China, Iran, India, or all three, would they really be an MG or some amalgamation of parts put together by workers other than those in the country where MG was born and flourished for so many years.

Ironically this all happens exactly 24 years and 6 months to the day that the factory closed in 1980 when British Leyland pulled the plug on the MG. October 22, 1980 was the last day an MG rolled off the line while still under the banner of British Leyland.

There have been all kinds of excuses as to why MG (the “new” Rover brand) never came to the US (one of MG’s best markets). Dealer network lacking, too stringent emission controls, too expensive to do proper crash testing, all these are alibis not reasons. It didn’t take Mazda long to find out how popular a sports car of the Miata type was in this country and as a result look at how successful that car has been.

This all harkens back to the closing in 1980 when Triumph was deemed the car to carry the British Leyland banner in the US not MG. It only took another year or so to realize that Triumph was not going to carry that banner and as a result both cars went down the drain. Yes MG did build some cars after that but none of these ever saw the light of day here

in the colonies. MG truly died that day in 1980 as far as we are concerned.

Where do WE go from here. Each one of us with an MG has an obligation to use, enjoy, treasure, and care for our MG's. We must keep the history alive and well. There never will be another sports car to match the quality appeal and sheer charm of our beloved MG's. So weather it's a Vintage, T Series, MGA, MGB, MGC, Midget, or Magnette, we must keep this page of automotive history open. Open for all those that never had the chance to own or drive one of these wonderful toys to realize that this was the car that completely changed the US auto market after World War II. Without the MG T series, there probably would never have been a Corvette, Thunderbird, or Mustang. MG opened many eyes to the fact that driving could be fun not a chore. They have also brought much happiness (and a few tears and frustrations) to those of us that have owned these cars for a long time. In all my years of owning and driving MG's I have never once heard a person say they were happy that they sold their particular MG. More so the conversation goes like this:" I had one of those once and sold it. It was the sorriest day of my life", or" I wish I still had mine, I loved that little car".

We are also very fortunate in having suppliers that are still furnishing us with the parts necessary to keep our cars running and roadworthy. In my conversations on the MG B Experience Phorum , I am amazed at the way people are restoring these cars to a better condition than they were when they were new. With loyalty and devotion like this I'm sure the Marque will survive, although not with a new car, but because of us, as caretakers of this important piece of automotive history.

There will never be another MG to match the ones we have come to know and cherish. So I urge all to get out and drive, enjoy, restore, race, and take care of your toys. We will never see their likes again.

But most of all we should extend our thanks to all the wonderful folks through years at Abingdon who had the vision to design and build this wonderful little car that has worked its way into our hearts and lives.

As my friend, the late Ian Lloyd once said, "did that man (Cecil) Kimber realize what he was really up to? I mean should a mans work effect so many peoples lives.? Thank goodness he did and get on and enjoy."

I couldn't agree more.

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MG EVENT AT SARATOGA SPRINGS

by Cheryl Baldwin

It was not difficult to leave reality behind, as fourteen MG Club of Western New York Members, entered the 2,300 acre Saratoga Spa State Park and approached The Gideon Putnam Resort and Spa. Four couples: Gil and Betty Langswager, John and Mabel Thompson, Dave and Nancy Chase and Bill and Cheryl Baldwin arrived on Friday afternoon and were invited to the Chase's Suite for their "Hospitality Hour" before dining in Greenwich, New York at Wallie's. Dave Chase lived up to his reputation of selecting a "Choice Restaurant" for our dining pleasure. The drive out of Greenwich was only slightly interrupted, when we were stopped by "Officers Friendly," for a seat-belt/registration check. We all made it through their check okay and were happy to arrive back at the Gideon, just as the rain began to fall. The rain, that had been forecast before we left Rochester, was the reason our sports cars were not racing over winding, hills and valley roads and through seat-belt/registration checks.

Saturday morning found us with no serious schedule but most of us ventured downtown to shop and walk around Saratoga. The other MG Club Members: John and Christine Baum, Steve and Pat Sangster and Dave and Barb Wild, who had driven up on Saturday, met us at the Saratoga Automobile Museum. The Museum is located in the recently renovated Bottling Plant, walking distance from the Gideon Putnam. We enjoyed the Museum that included classic cars, race cars, etc.. Our favorites were: 1936 Grand Prix Maserati

which George Weaver used to win many races, in the early days, at Watkins Glen; an Allard J-2 Roadster; a 1938 Jaguar SS 100 and a VERY LONG 1959 Cadillac Convertible. We did receive information from the Museum Director, that there is going to be a Bugatti Event in early June. You can watch their web site for details. www.SaratogaAutoMuseum.com

Most of the group walked around the Auto Museum and over to the Roosevelt Baths & Spa. John and Christine Baum made reservations to have a Mineral Bath on Sunday morning. In days gone by, people came to the baths, convinced that each spring had unique, curative properties. It appeared as if John and Christine were joining the ranks of the "rich and famous." I couldn't help but think of the bath that I'd ordered my dog, staying at the Kennel, and costing more than the Baum's baths. Is life fair? We were invited back to the Chase's Parlor Suite, for much needed libation and snacks, before dinner. Once again, Dave and Nancy's generous hospitality was greatly appreciated. We had dinner in downtown Saratoga at a restaurant called Lillian's. We ate our dinners while we watched the pouring rain from our window overlooking the main street. We still had a little energy left, so we went to the Gaming and Raceway before calling it a day/night.

Sunday morning brought most of us another weekend highlight, Sunday Brunch at the Gideon Putnam Hotel. The delightful entrees, fruits, pastries, omelettes and more, and more, gave us the strength to drive back to Rochester. We have smiling faces when we think of our adventure to Saratoga Springs.





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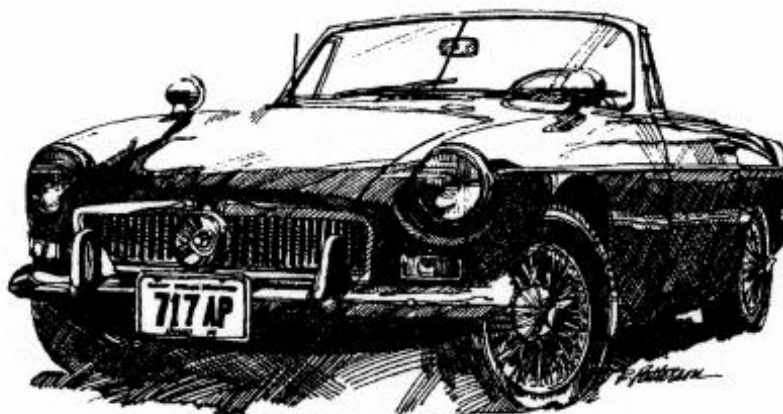
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Cover is of New MGCC meeting place-The Elks Lodge.

List of all officers and phone numbers.

The Spokes table of Contents

Editor's Note: Cindy Cappaccio commented on the new meeting place. Then she talked about Victor Car Show and all of the help that would be needed.. She talked about spring and all of the activities around our area.. Enjoy them- they're fun.

Jeff Moulton wrote to the editor about the MGF article, and the possibly unintended slam against the production of TR-7's and 8's. I believe the fall Of British Leyland was due to poor management at the time. The TR-7 could have very easily become the MGC. The wedge, TR-7, was produced from the drawing without removing the bugs. But the car was the shape of things to come. It was promoted as a year around car. The SPYDER was built for NE US and Canada. Many models had air conditioning and electric windows and also the evil Lord Lucas electrical system. It didn't work well in TR-3's or MGA's Lucas electrical was changed over to Allison or even GM. The convertible finally hit the market. I was told that thousands of TR-7 engines (Saab) rusted away on the factory grounds in their crates. No more 7s, 8s, BS, or future Cs.. The TR-7 led the pack with the cab-forward design (1976). Jeff wanted the 7s to be rescued..

Phil Parisi, vice-chair rambled on about the benefits of the new meeting place. At the board meeting where all of the places visited were discussed the Elks was far ahead. There was an excellent. Map of the new location and also one for the Tune-up at 480 Broadway.

Chairman Ted Hershey opened meeting at 8:10 pm. Sign in procedure was mentioned and future potentials were explained, as well.

Chairs Reports: CPA recommended a Reserve Fund. Done in Chase Bank. Linda Kennedy and Jeff Moulton getting married in Braddocks Bay Park with 6pm reception. A reception to end them all..

Treasurer's Report. Wendy Priestley reported 19 new members 184 memberships with 320 members.

Activities: George Haynes-Spring Tune-up, Steve Fitch- Two autocrosses this summer, Tom Sergeant passed out staff tickets- sports shirt, attendance & lunch. .Facilities were described. Desi Benet reported

Oban Brunch was great as usual. Phil Parisi explained "Call the question" and its procedure..

George Haynes reported a tremendous 3 days and all the material that swapped hands. Mark Kaplan bought a TD fender and not a car this year. Future events noted. This was the year that the 7:30pm starting of the meetings happened.. Meeting closed at 9:30pm after an enjoyable introduction to the Elks Lodge, Wally Roworth

Ten Years Ago- Sue Keppeler reported a few articles, announcements and advertisements. The May meeting minutes said it all.. 22 members 2 guests- no wonder we had no meeting location problems. Car show preparations were main issue. Phil Culbertson presented an interesting slide show. Hamilton, Ont. Weekend cancelled for lack of response. Next thing is trip to Genesee County Museum May 19. Lilac parade is looking for convertibles. Toronto MG Car Club's 30th Anniversary - Collingwood, Ont., June 21, 22 and 23. George Heisenberger "Mg's that might have been-The Italian Connection" Another article on cars that might have been and a road test and technical description of the MG TF 1500 and lastly a bit on getting her MGA in town without a good muffler. Then she has an MGC engine to figure out.

Twenty Five Years Ago- Old Mr. Gil reported on the Invitational Rally. It was one of the Grand Prix Series of 8 local clubs. Rallying back then- precision, time, speed, distance driving events. Scoring timed to the second with one point added for each second early or late at each check-point. Miles to Hundredths. And all the time pieces and calculators required. Most clubs had a class for the seat-of- the-pants operator. Most important was the clue finder, indispensable even with the most complex equipment. Layout of the rally was explained. Meetings were held at the Colonial Hotel on Empire Blvd and the Bay.. Car movies followed the meetings. May Spokes contained the first installment of an article, "The "T" Series MG Sports Car" by Gil Langswager. He had forgotten about that. Weekly Radio Program "Motor Sports Review" produced and narrated by member Bill Bell. Sale Items 1935MG PB and 1964 MG 1100. Treas. report was \$88.10. But that was May, 1970.

TEN YEARS AGO cont'd

Lastly a nice picture of Gil's TD.

Jim Dix wrote about the Heritage Motor Centre in England. In Gaydon, near Warwick, South of Birmingham and adjacent to the Rover "Proving Grounds". Many acres and open 363 days a year. Main entry has the sectioned MGB (Car show circuit of 60.'s) Well preserved not restored. Gift shop, cafeteria and some rooms off main Lobby. Couple of rooms with cut away car show displays from 30's to 80's. Engines and chassis in another room.. The lower level (2 football fields in size) is full of displays. Majority of the ancestors of Jag's and Rolls Royce but most of all -Austin, Austin-Healey, MG, Triumph, etc. And it goes on and on. It's a good days tour.

Five Pictures were taken of the Steak and Auction presented as a Photo Essay by George Herschell and Vince Cappaccio..

May Birthdays and Anniversaries. (Thirty of each)

Classifieds For Sale: 1933 MG J2,TD Parts, 1959 Morgan + 4, 1971 MGB Roadster, 1958 MGA 1500 Roadster, a Modified MG differential, MG Heater blower motor, 1979 MG Midget 1500,1959 Austin-Healey Bugeye Sprite-modified, 1952 MGTD, '55 Chevy Pickup truck, MG TD,1952 and Morgan +4, 1957.



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Jay Lockrow

"Come ride with me Lucille in my merry Oldsmobile, you may ride as far as you want Lucille in my merry Oldsmobile" Remember that jingle? Oldsmobile used it for years for advertising these very cars. Years on you didn't hear the words for the jingle but it was used as background music. I don't recall exactly when they stopped using it but both the jingle and the car are now history. I thought it a shame that one of the oldest names in the business was removed. I Remember when Oldsmobile was the car to have and people looked down at other products of the same manufacture? That's my opinion and GM sure knows more about it than I do.

This is not a column about Oldsmobile but about automobile advertising, slogans and jingles. It used to be that a company used a slogan or jingle for a good number of years but now they change them like you change your socks. (I hope you do anyway) How many years did Dina Shore sing "See the USA in your Chevrolet?" Haven't heard this one in years, its about time for them to bring it back.

Of course the most famous slogan of all time is "Safety Fast." If you don't know what car manufacture used this you better resign from the car club you receive this newsletter from. I mean there are enough people that still ask what MOWOG stands for lets not get ridiculous.

There are dozens of slogans or jingles that stand out but one that always comes to mind is "Ask the man who owns one" This manufacturer is also long gone but their cars were of superior quality and build. If you are at a loss it was Packard and they used the slogan for years at least until the early 50s and possibly later.

How about this one "The eight with eighty less parts." Got you stumped with that one I bet. Try the Apperson Jack Rabbit also long gone from the survivor list.

One of the first known automobile advertisements was for the Winton in 1898. It looked a good deal like a regular story in the paper and the headline read, "Dispense With A Horse." It went on to tell the features of the car. It is not known if it sold any cars but it certainly started a billion-dollar industry.

Of all the automotive ads I have ever viewed the one I remember first when this subject comes up is one that plays on emotion instead of the car. It reads "Somewhere West of Laramie" with a black and white illustration of a girl driving an open Jordan Playboy while passing a cowboy on a bronco. (Not a Ford a horse) The ad proclaims something to the effect that she knows of bronco busting ponies and so forth but the copy winds up selling the Jordan Playboy. A early (1923) and very clever use of copy to sell cars much in the way they do today by appealing to your manhood or womanhood instead of talking about engineering.

Chrysler in the late 50s used a campaign "Suddenly it's

1960!" Everyone wondered what Chrysler would do when 1960 did come along. If I recall it was "Look Forward to the Forward Look!" with the cars with the big fins like the DeSoto and Chrysler. At the time I thought these cars were quite good looking and for the period I still do.

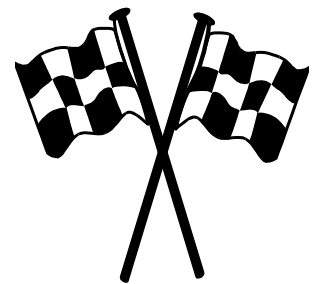
Then of course there is what is called negative advertising. Remember the full page ads with a new Volkswagen pictured and a subtitle "Lemon" It goes on to tell that this particular car was a reject because it had a scratch on the glove box door or had a defective light bulb or some small defect of some sort. This series came from, I believe, J. Walter Thompson and were quite successful.

As far as print ads go one of the most intriguing print ads were a series of Pontiac ads with illustrations by two men named Van Kaufman and Art Fitzpatrick. One did the background illustrations and one did the rendering of the cars. They usually used backgrounds of something exciting like sports car racing, horse racing, yacht racing and then put the car in the foreground. These were most beautifully illustrated but if you took a picture of the car illustrated and dropped it on the car it would never fit. These were so cleverly executed and exaggerated you would never notice. In reality you could have landed an airplane on the hood of the car it was so big but looked totally normal. Today computer does all this sort of thing.

In this same vein there was years ago a series of Model A Ford ads that were so cleverly done and so subtle most people never noticed but they worked. Model A Fords were pictured with ordinary people driving them in very upscale neighborhoods in a art deco style that gave the appearance that even the wealthy drove Model A Fords. This was partially true but what it did was make the everyday Joe feel better about driving a Model A Ford possibly the most car he or she could afford.

Speaking of Ford remember "Ford has a better idea." In particular I liked the commercial showing the new Fords of the day also with a shot of a Ford Tri Motor. (I don't recall the year) But in the commercial there was also a shot of an Edsel with the comment "Some of our ideas weren't so good." This bit of negative advertising at least got a chuckle out of people.

One last comment before we close. I don't mean to belittle any car (I do own a Triumph) of any make but do you remember the Triumph TR7 and the slogan "The shape of things to come?" What happen



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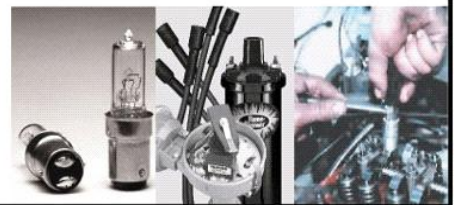
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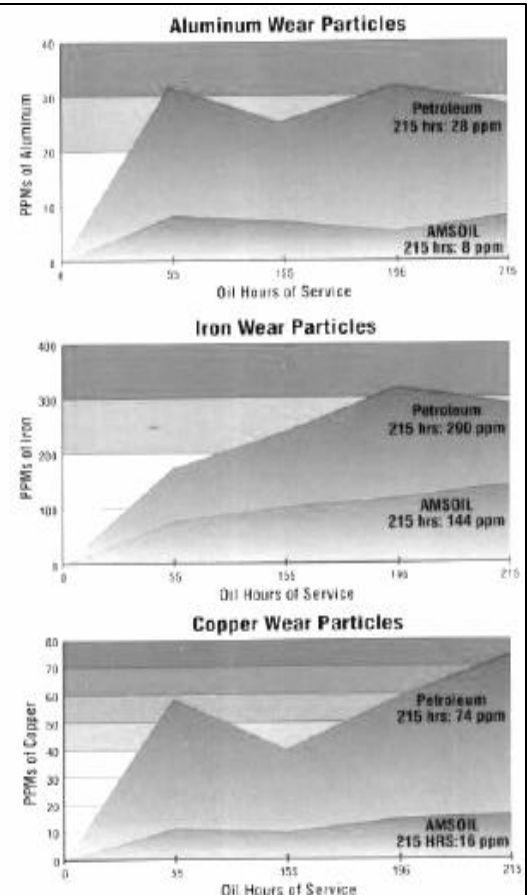


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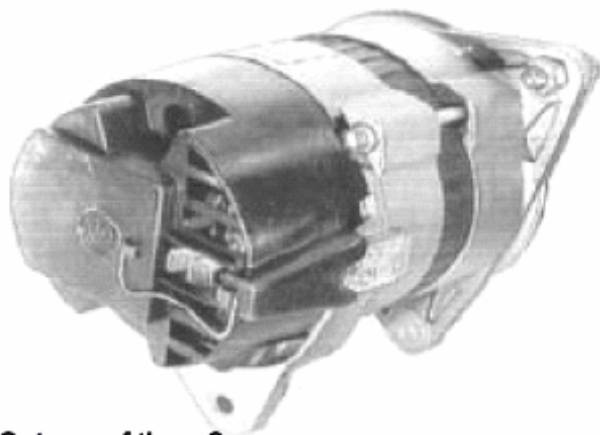
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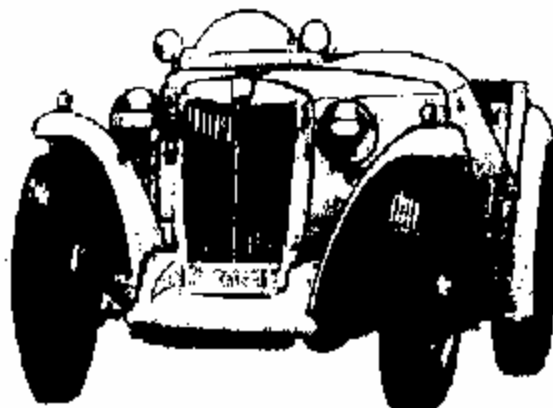
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<u>January</u> 6 Board Meeting 16 Wine & Cheese Party/Valve Cover Races 20 Meeting	<u>February</u> 5 Mardi Gras Party 17 Meeting	<u>March</u> 3 Board Meeting 6 <u>Steak Roast & Auction</u> 17 Meeting 20 English Pub	<u>April</u> 21 Meeting 23—24 Overnite—Saratoga
<u>May</u> 5 Board Meeting 8 Autocross (& Driver School) 14 Tune Up Clinic (10-4) 15 Brunch Run 19 Meeting 19-22 Carlisle	<u>June</u> 10—12 Hildene Car Show 12 Autocross II 16 Meeting	<u>July</u> 8 Board Meeting 21 Meeting 24 RIT Car Show	<u>August</u> 7 Pig Roast/Rallye 14 Autocross III 18 Meeting
<u>September</u> 1 Board Meeting 7 Vintage Weekend @ Glen 13 Meeting (TUESDAY!!) 24 Tune Up Clinic 25 Autocross IV	<u>October</u> 9 Fall Foliage Tour 20 Meeting 22 Halloween Rallye & Party	<u>November</u> 3 Board Meeting 6 Garage Tour 13 Brunch Run 17 Meeting	<u>December</u> 3 Holiday Party No Meeting

These dates may change. Please check meeting minutes or [mgcarclub.com](http://www.mgcarclub.com) for updates!

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