

From Maggie to a Moggie!

page 5

Welcome to your April Newsletter. In this issue: Steve Grunner reports on the Noggin at The Leigh Arms - Noggin Nostalgia - Members Mog Birthdays - There's More to Members Members Morgans - Restorations & Mods - Club Classified - MOGrod . . . enjoy!



I was an April fool - in March!

April fools day came early for me, as I foolishly tripped and cut open my chin, needing it to be bandaged and leaving me looking a joke! But it didn't injure my creativity, so I'm fit to receive contributions, as I discussed with a number of members at the Leigh Arms.

I would like to thank them all, and those who have emailed me, for the compliments about my Newsletter articles, but as I joked at the Noggin "get your fingers out" and send me something, or you might get bored to death reading about Greek Islands.

With more years than I'd care to admit to, of creative experience, I'm sure I can produce whatever you send me, into an article that's well worth publishing.

No joke - something to promote a good chinwag!

Les Burgess: les@lbacreative.co.uk

Noggin at The Leigh Arms, Little Leigh

Sunday 13th March 2022



The members Sunday get-together was a Big success at Little Leigh



It was a great turnout for our March Noggin at The Leigh Arms in Little Leigh, with 15 Morgans (37 members) including one intrepid member driving up from North Wales. Most arrived with their hoods down, which then made an impressive and colourful line up in the car park, and a great attraction for all the pub visitors, with one lady asking if she could sit in the Morgans and have her photograph taken, our members obliged of course.

There were also 4 tin tops, with their owners giving various reasons !!! for not coming in the Morgan, but they added to the great turnout, despite 2 other couples, sadly, having to call it off due to illness (1 covid). And unfortunately the Morgan that finished up on a breakdown wagon this time was Vince and Gina Athertons' 4/4 4 seater. A loose bottom hose on the radiator meant it had to be collected from Junction 26 on the M6, so they didn't make it to The Leigh Arms.



The big gathering that did arrive, after lining up their Morgan and providing the attraction for inquisitive visitors, made their way into the pub to enjoy a delicious Sunday lunch and share in updating recent experiences.

The intentions of a walk along the river to walk off the calories from the lunch didn't materialise, mainly due to the offer from the club secretary for tea, coffee and biscuits at his home, which was only a very short drive from the pub, over the Acton swing bridge.

Our thanks to Andrew and Joan for their hospitality and post lunch refreshments, enabling us to continue catching up with new and old members.

Steve Grunner



Members enjoying a get-together for lunch at The Leigh Arms ... and a visit afterwards to Andrew's house.



A section of the big line-up of Morgans that provided a big attraction for visitors on arrival at The Leigh Arms.

Noggin Nostalgia

As we look forward to our Noggin get-togethers, a look back at the drinking vessel that gave birth to the name.

The noggin, a small drinking vessel, was referred to in the mid 17th century, initially as a cup or mug, and later to be called noggin, holding a quarter of a pint (a gill). The origin of the name noggin is not certain, but thought to have derived from a brew called nog, a strong ale that was brewed in Norfolk.

Here are examples from three centuries of the drinking vessel. Let's raise our glass to them - Cheers!



The original 17th century Noggin, also called Noigin (Irish) or Noigean (Gaelic) was a common drinking vessel in farmhouse kitchens and also workhouses where each person was allocated their own noggin.



Early 18th Century Noggin, also known as a Pitcher was traditionally carved in wood from the burr of the tree and was the main drinking vessel in ale houses for the consumption of Whisky, Ale and Apple Cider.



The 1900's Whisky Noggin, or individual whisky server, usually in glass crystal with silver flip lid and thumbpiece, which was often referred to as a 'Go to bed' Noggin and considered to be of Scottish origin.

I'm waiting to say Cheers for your Newsletter contributions - les@lbacreative.co.uk

More to Members than a Mog

Lately I'm motoring in a Moggie - In the late 70's I was marketing Maggie



**The things Maggie goes through
to keep the competition on the road**

Left:

One of our campaign
Press ad headers
re: construction of the
Hilchester By-Pass.

Operator copy includes:

"With the Maggies
air cooled engines I've
got no trouble starting
on cold mornings or
overheating when we
really get going, so
the more time I have
Maggie on the road, the
less time it'll take to
finish it, which should
make all the haulage
competitors very happy"

Below:

The off-road dump
trucks - and the launch
livery on tractor units
and rigid road trucks.



Maggie was part of my life before my Moggie. By the late 70's Magirus Deutz, a manufacturer of air cooled Diesel engines, based in Ulm, Germany, had established a major foothold in Great Britain with 6x6 off-road dump trucks.

Their objective at that time, was to build on this track record and make inroads into the road truck market in Great Britain with models that consisted of max-capacity 6 wheel tractor units and 30 ton 8 wheel rigids. Our ad agency was shortlisted to pitch for the business and appointed for the launch.

Headquarters for Magirus Deutz GB was on the Winsford Industrial Estate, and working closely with the Magirus team, including a former Volvo truck engineer and German representatives, we set the wheels in motion to market the trucks. Following fact finding visits to the factory in Ulm, direct marketing, literature, exhibitions and displays were scheduled to establish a dealer network, then advertising campaigns in the commercial vehicle press to promote the trucks to the market. After the launch, I was invited back to Ulm with Hilary to enjoy a stay with Magirus during the Bavarian Oktoberfest.

In promoting the trucks, added to the plus points of air cooling, our marketing campaigns included three creative elements:

Maggie An endearing and memorable nickname which then became a catchword in the trucking industry

Logo Radiating from the Ulm Minster logo, to distinguish the trucks in the launch campaign, eye-catching livery of stylised stripes to represent air waves

Slogan: **'We've earned our stripes
on Britains toughest testing grounds'**

Featured with a visual link to the dump trucks



As part of the launch, we arranged a video-shoot of the trucks being driven on an unopened section of the M62 for a direct marketing pack to potential dealers and truck operators. The video clip above shows, it was an overcast, drizzly day, but that didn't dampen enthusiasm for Maggie, as Magirus Deutz went on to map out a dealer network all over Britain.

Magirus Deutz was merged into Iveco, incorporating different brands

Les Burgess

We'd like to hear more about our Members - aside from your love of the Mog - les@lbacreative.co.uk

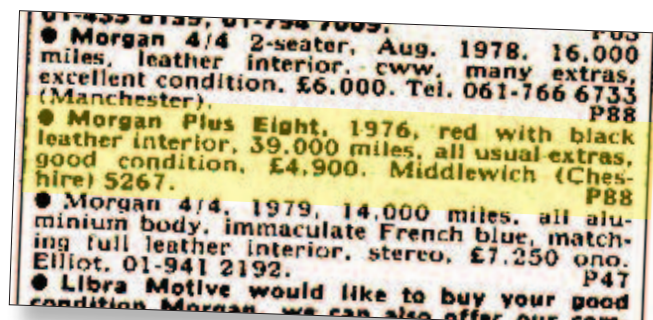
Members Morgans

How us NorceMog members came to choose and cherish our classic sports car.

David Roberts. 1976 Plus 8

For me, Morgan ownership started in 1978 with a 4/4 4 seater; Morgans get under your skin as well as finger nails and in 1981 led to my introduction to Plus 8's via Colin Musgrove who ran a Morgan restoration business from his Balsall Common cottage not far from Knowle where I lodged whilst freelancing at Halfords in Redditch. The blast around Warwickshire's lanes sitting in the passenger seat of his early 1970's Plus 8 was exhilarating to say the least. I was, in the immortal words of Corporal Frazer, "Doomed!"

A few months later in 1981, a 1976 Plus 8 for the keen price of £4,900 was advertised in Exchange & Mart. Little would I know that I would own this very same car over forty one years later. This Morgan has been a canvas for many, adventures including trips to France, both independent as well as the Morgan Club de France rallies, competing in hillclimbs and sprints, nine years competing in the Morgan Motor Company Challenge Race Series as well as attending numerous NorceMog scenic runs. However, we are getting ahead of ourselves.



Morgan's build ledger states that the Plus 8 R8085 was despatched on 26th April 1976. It was registered on 17th June 1976 with a personal registration plate and was subsequently re-registered with its present 'P' suffix Glasgow number. Confusingly, DVLA records my ownership of the Plus 8 on the 21st of October 1981 two weeks after the publication of the Exchange & Mart advertisement on the 12th of November!



For a few fun filled months, my brother-in-law and I chased the 4/4 and Plus 8 around Warwickshire lanes. Then the Plus 8 became my daily runner commuting weekly between Middlewich and Feltham and later Warrington whereon, the vagaries of Morgan's build construction (unprotected body and chassis seams) and atrocious 1970s build quality meant that a partial rebuild and bare-metal respray became necessary. Colin Musgrove was commissioned for the task. Corroded mild steel panels were replaced with aluminium and the colour was changed from Triumph Pimento Red to Jaguar Connaught Green which was a rare colour on a Morgan at the time. Colin's team included Freddy Frot and Bob Hancocks both who I keep in touch and an ex-Morgan metal shop employee Jack Barnard (a likeable rogue!).

The following year, I undertook my first competitive event, a sprint at Oulton Park - where else! I can recall leaving the start-line - my eyes on stalks and knees atremble. By the season's end, with events at Snetterton, Curborough, Baitings and Scammonden Dams undertaken and my confidence grown, I remember driving flat out over Oulton's Hilltop straight and having time to recognise the parked spectator cars. I remember thinking "Now I feel ready and safe to go racing!"

Gradually, the Plus 8 received upgrades to the SU carburettors, a Janspeed manifold, adjustable telescopic dampers and Panhard rod at the rear. Aluminium rear wings were fitted and the patch-repaired wing valances replaced with stainless items bespoke fabricated by Jack Barnard (a decade before Morgan started using stainless steel). Around the same time, I met and became firm friends with David Rutherford and his wife Janet and this friendship, with probably the most informed and experienced engineer involved with Morgans, aided me greatly over the coming years.

By 1988, I had replaced the Plus 8's Rover four speed gearbox with a Rover LT77 five speed type as well as buying, at a discount from Peter Morgan (I still retain the correspondence), a set of 6.5" J 15" wheels fitted to the new Plus 8s. David Rutherford fitted a set of wider glass-fibre front wings as the new wheels and tyres stood proud of the old front wings.

Over a period of two years, I saved for and assembled a semi-race 3.9 litre engine, the heart of which was built by Rover V8 supremo John Eales and fed by four twin-choke downdraft Dellorto carburettors. This elevated me up the ranks considerably although the performance of the car now far exceeded its braking capability. The final laps of a race at Oulton were completed with no effective braking; such was the excessive heat that grease from the axles was to be seen bubbling and dripping on to the ground and smoke rising out of the axles! Redditch based BG Developments provided me with a pair of AP Formula 3000 race car brake calipers and vented discs and this solved the over-heating and loss of brakes as well reducing my lap times by a couple of seconds. Then disaster or, in reality, good fortune struck.

In 1990, whilst staying near Abersoch at a wonderful cottage with a group of fellow NorceMog members, the Plus 8 engaged with a too-close-an-encounter dry-stone wall smashing wings, breaking steering box and bending chassis and front cross-frame. The insurers agreed to pay for the repairs and David Rutherford undertook the rebuild; this included new chassis, crosshead and wings and, David upgraded the steering to include a high ratio rack and pinion steering, new stub axles, extra chassis stiffening, dual master cylinders and adjustable brake pedal to alter the front/rear braking balance (for wet races) as well as numerous other modifications such as the race exhaust system handmade by David Kerby (supplier to Rover of exhaust systems for the works Triumph TR8 and MG Metro 6R4 FIA Group B rally cars).

The modified car was a revelation with circuit handling, steering and ride improved significantly but without making the car impractical when driven on the Queen's Highway. However, and as ever with racing, another upgrade was needed - the rear brakes. I was wearing out a set of race spec. brake shoes in race practice, and again for each race. At a meeting such as the Bentley Drivers Club meeting at Silverstone, three or four sets of brake shoes would be consumed necessitating repeated handling of extremely hot brake components during the day. BG Developments supplied a pair of Ford Cosworth Sierra calipers, bespoke solid discs and mounting brackets and this cured the wear problem and improved the braking. The Rutherford hardtop was fitted around this time.



David Rutherford offered me a front air dam and a body-hugging bucket seat based on a narrowed Porsche 911 Carrera seat. My first run with the air dam was at Silverstone's Club circuit and the effect was amazing with the grip through high-speed corners improved considerably. I was however, almost tripped up because, unrecognised by me, the corner entry from Maggotts into Becketts corner had been altered subtly from the previous year and my lines were not right. I attempted a new and, what I believed to be a faster line, through this sequence of corners; unfortunately, my experiment failed; I ran out of road and ended up on the run-off that was essentially the old and crumbling main runway of the former RAF bomber base. I had visions of the air dam being reduced to flapping pieces of glass-fibre with David Rutherford hopping with annoyance as he observed the wreckage from the pitlane; however, I wasn't black-flagged and the damage was confined to a few scrapes on the air dam's bottom edge. The bucket seat was a revelation – one sat much lower and, combined with the race full harness, gave significantly greater car control through corners.

Another of David Rutherford's developments solved the serious rear axle tramp experienced at a race start. I had developed a technique to minimise this terrible trait by minimising the time spent in first gear – this involved no more than 2,000 rpm at the start to get the car moving without too much wheelspin then quickly changing into second gear. However, the sticky road-legal race-spec tyres (BF Goodrich Comp/TA R1 tyres) meant that the axle tramp returned with a vengeance. David's solution involved a pair of leading-link tramp bars that were attached to the axle by a pair of Triumph TR engine conrods; the diameter of the TR conrod's big-end being identical to the Salisbury 7HA axle tubes. Although experimental in appearance, this set-up eradicated the axle tramp and, a production version became another of the Morgan modifications listed in David's catalogue. Then children, a new business and family skiing got in the way.

In 1994, the Plus 8's competition days ended, since then it is used for Sunday outings, noggins, trundling around on scenic runs with the occasional outing around Curborough's tight and challenging curves. A worn-out camshaft needed replacing and, having purchased a wrecked Rover 3.9 litre engine, a fully rebuilt engine was built in 2018 around this improved and extra-strong cross-bolted block combined with new large-valved gas-flowed cylinder heads. Power output has risen from circa 285bhp in 1990 to a dyno-tested 320bhp; an uprated Mulfab aluminium radiator and larger oil cooler radiator are fitted to cope with the increased heat.

As a footnote, the car's performance, including lap times and 3rd in a Morgan Challenge race on Oulton Park's long circuit three decades ago would now be enough for a 3rd place in a race against the current competitors. Dare I say that is some achievement for a car that was developed as a road-legal, 'clubmans' car rather than as a pure race car.

**1976 Morgan Plus 8: Rover 3.9: 8 Cylinder: 5 Speed.
Connaught Green: Black Leather.**

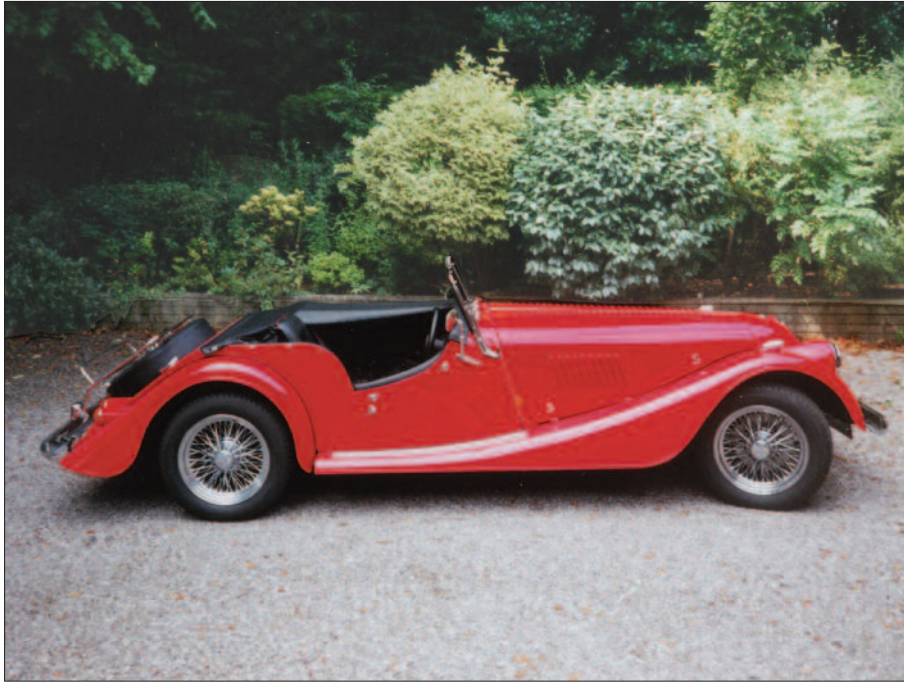


**Tell us about your Morgan, how you came to choose
and cherish it. Send to: les@lbacreative.co.uk**

Members Mog Birthdays

From Les and Hilary Burgess

Wishing our Morgan Plus 4 a Happy Birthday
as we celebrate twenty eight years since its first registration
then later giving us twenty years of driving pleasure.



Happy 28th to our 1994 Plus 4
Thank you for the past 20 years
giving us great Morganeering moments



Les & Hilary

Morgan Plus 4 - Rover T16 - Rosso Corsa - Black Leather - First Registered 24th April 1994
Registered to Les and Hilary Burgess 3rd May 2002

Wish your Morgan a Happy Birthday - Send details a month before its 1st registration date

Send a photograph with: Your name/s - The model - Engine - Body and Interior Colour
First Registration Date - Purchase Registration Date. les@lbacreative.co.uk



Mog Restorations and Mods

Members work on Morgans



Restoration projects and Modifications inc: Maintenance

Restorations

David Roberts

1960 4/4 Series II Rebuild

I have to admit that since February, the 4/4's rebuild has slowed down somewhat. Obtaining a suitable exhaust manifold has proved a major challenge and although I have found one at last, unfortunately the specialist, of Ford Anglias and Cortina Mk 1 cars, has not been able to deliver due to supplier difficulties

In addition, the delay gave me an opportunity to have an alternative distraction and spend a week skiing in the Italian Dolomites supplemented with a few days spent in Rome and Pisa that was too good to miss.

Regardless, one of my main holiday activities was to purchase a difficult to find car badge to grace the 4/4's badge bar. The badge has a strong connection with Cyprus and was produced by the Dhekelia Motor Club. Dhekelia is the area of Cyprus retained by the UK as a Sovereign Base where RAF Akrotiri and the British Army bases are located.



The badge, for which I have been searching for a suitable example for almost three years, was not in the best of condition but was reasonably priced, so for a few minutes spent late on a Sunday afternoon in the Dolomites on eBay, I was using all my guile and technique, in placing what turned out to be the winning bid.

The badge was even being sold from Cyprus! Once home, I spent a few hours straightening an unfortunate bend that fractured the enamel glaze and touching up the missing glaze with modelling paint, the badge was now in a passable condition to be mounted on the car.

The badge, which has the words Dhekelia Motor Club around its outer rim has the island of Cyprus in red superimposed over a three bladed aircraft propeller in chrome, set against a blue background representing the Mediterranean Sea. A chrome rectangular panel has the word CYPRUS etched into the panel.

The colour, added to the badge's design will complement the 4/4's Iris Blue bodywork and, in my opinion, will be a graceful asset to the 4/4's visual appearance.



It's also an interesting reference to the cars' Cyprus origins. The badge now sits centre on the badge bar and is flanked by a chrome Royal Air Force Saint Christopher badge and a Morgan 4/4 Club badge, the previous name of the MSCC prior to its membership agreeing to the name-change in 1970.



Diary of NorceMog Events

Enjoy meeting up with your fellow members

Please note: Events are subject to Corona Virus restrictions

2022

Highlighted events organised by NorceMog. **Items in Red** to be confirmed/finalised. Check Website for Updates.

Jan 16

The Inn at Whitewell

Contact Andy Bleasdale Tel 07973 315676

[Full Details](#) 40 MEMBERS MAX



Feb 13

The Clink Restaurant, Styal, Wilmslow

Contact John Stephens Tel 07845 938493

jrstephens@talktalk.net

[Full Details](#) 20 MEMBERS MAX BOOKING ESSENTIAL



Mar 13

The Leigh Arms, Little Leigh, Northwich

Contact Andrew Threlkeld Tel 07912 494768

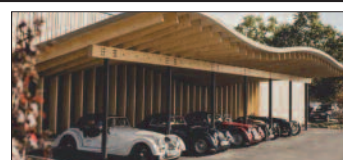
norcemog.sec@morgansportscarclub.com

[Full Details](#) 40 MEMBERS MAX BOOKING ESSENTIAL



April 9

MSCC AGM - MMC, Visitor Centre, Malvern



April 10

Lunch & AGM, Vale Royal Abbey, Whitegate

Contact Andrew Threlkeld Tel 07912 494768

norcemog.sec@morgansportscarclub.com

[Full Details](#)

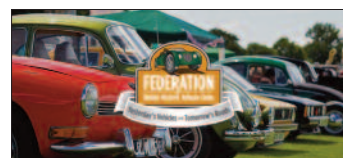


April 24

FBHV Drive it Day

The Federation of British Historic Vehicle Clubs, with events to uphold the freedom to use historic vehicles on the road.

secretary@fbhvc.co.uk



May 2

Gawsworth Hall Car Show, Macclesfield

Contact Martin Cocks Tel 07973 488504,

martincocks@btinternet.com

[Full Details](#) [Download Entry Form](#)



May 8

Autotest & Concours, British Commercial Museum, Leyland

Contact Brian Rawlinson Tel 01995 604716

[Full Details](#)



June 12

Lytham Hall, Private Dining, Lytham

Contact Isobel Moore Tel 01253 738201

isobelpeter@gmail.com

[Full Details](#)

Please Note:
BOOKING
AND PRE-PAYMENT
ESSENTIAL



June 19

Arley Hall Garden Festival

Contact Andrew Threlkeld Tel 07912 494768

norcemog.sec@morgansportscarclub.com

[Full Details](#) 10 CARS MAXIMUM



June 24-26	MOGFEST 22 and Annual Dinner, Beamish Museum, Durham. https://www.morgansportscarclub.com/news/article/mogfest22bookingsopen Bookings can only be made through MSCC Travel Club	
July 10	RHS Bridgewater Gardens, Worsley, Salford Contact Steve & Viv Grunner steve.grunner@hotmail.co.uk Full Details BOOKING ESSENTIAL	
July 29-31	Oulton Park Gold Cup 3-day race weekend Contact Andrew Threlkeld Tel 07912 494768 norcemog.sec@morgansportscarclub.com Full Details	
Aug 14	Speedboats at Windermere To be Confirmed	
Sept 2-4	Morgans at Windermere Contact Les Ellis Tel 07900 962348 les2mog@gmail.com Full Details	
Sept 11	Gymkhana – Farmer Parr’s Animal World Fleetwood	
Sept 16-18	Isle of Man Festival of Motoring Contact www.mscctravelclub.com	
Oct 9	To be Confirmed	
Nov 6	To be Confirmed	
Dec 11	 Christmas Party & Annual Awards Presentation Barton Manor Hotel, Barton, Preston Contact Bryan & Linda Fearn Tel 01253 891539 bryanfearn@hotmail.co.uk	

For updates on any of these Events, please Check the Website
www.norcemog.com

If any member has an idea for a future event, we welcome proposals
Contact Andrew Threlkeld, Club Centre Secretary
norcemog.sec@morgansportscarclub.com



NorceMog Club Classified

Morgan and Misc Items Wanted and For Sale



For Sale



Leather/Sheepskin Flying Jackets

£100.00 each ono plus p&p.

Dark Brown Leather/Genuine Sheepskin
Flying Jackets

1 x Mens: Size: Chest 44"
Length - shoulder to cuff 23"
Length - nape of neck to hem 30"

1 x Ladies: Size: Chest 34"
Length - shoulder to cuff 21"
Length - nape of neck to hem 27"

Both Feature:

Embroidered Morgan Logo/Badge
Brass oval with unique jacket numbers

1288

1289



Mens Racing Green Sweatshirt

£10.00 ono plus p&p.

Size: Large

Features:

Gold embroidered Morgan Logo/Badge



These items are official Morgan garments
preowned, worn and cleaned.

Available either by post, or can be collected from BB4 4EA

Contact: Dawn Haworth 07818 840 841

dawn@lifedesignsandmore.co.uk

Advertise your items Wanted or For Sale - Send Photo/s and Details: les@lbacreative.co.uk

For Sale

Morgan Branded Mugs



MSCC MOG06 Mug

Produced for the MOG06 Morgans at Mallory Park and the 70th anniversary of the four wheeled Morgan.

£5.00

New, unused



Driven at Heart Mug

Produced by the Morgan Motor Co. featuring the new wings logo.

£5.00

New, unused



Rare Morgan Car Badge

A rare and sought-after MOG84 badge celebrating 75 Years of Morgans. Produced for an event by the Morgan Motor Co. around Malvern, Prescott and Eastnor Castle which Mark Aston was appointed to organise by Peter Morgan. Event attended by enthusiasts from the UK, Europe, US and South Africa.

£100.00 Inc: stainless steel badge

Items can be posted or collected from Little Budworth, or I can bring to a Noggin.

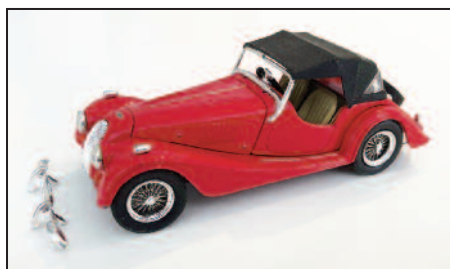
Contact: David Roberts 01829 760 251. Cellphone: 07768 216 305

david.roberts@harcoursa.com

Morgan 4/4 Series II Model

Limited Edition 1961 Morgan 4/4 Series II Vitess 1:43 scale diecast model in Bright Red. 2002 vintage, with clear plastic display box. Front Bumper needs attaching.

£34.00 Collection from my home or Noggin



Vintage Advertising - famous and by-gone brands

From a large collection of framed posters, mirrors, enamel signs, shelf display jars and tins.



Cadbury's

Framed size: 57x47cm

£30.00



Hovis

Framed size: 54x44cm

£40.00



Colman's

Enamel size: 58x58cm

£15.00 Reproduction



Coca-Cola

Framed size: 57x47cm

£90.00 Rare US edition advertised in Cents



Ogden's

Framed size: 60x48cm

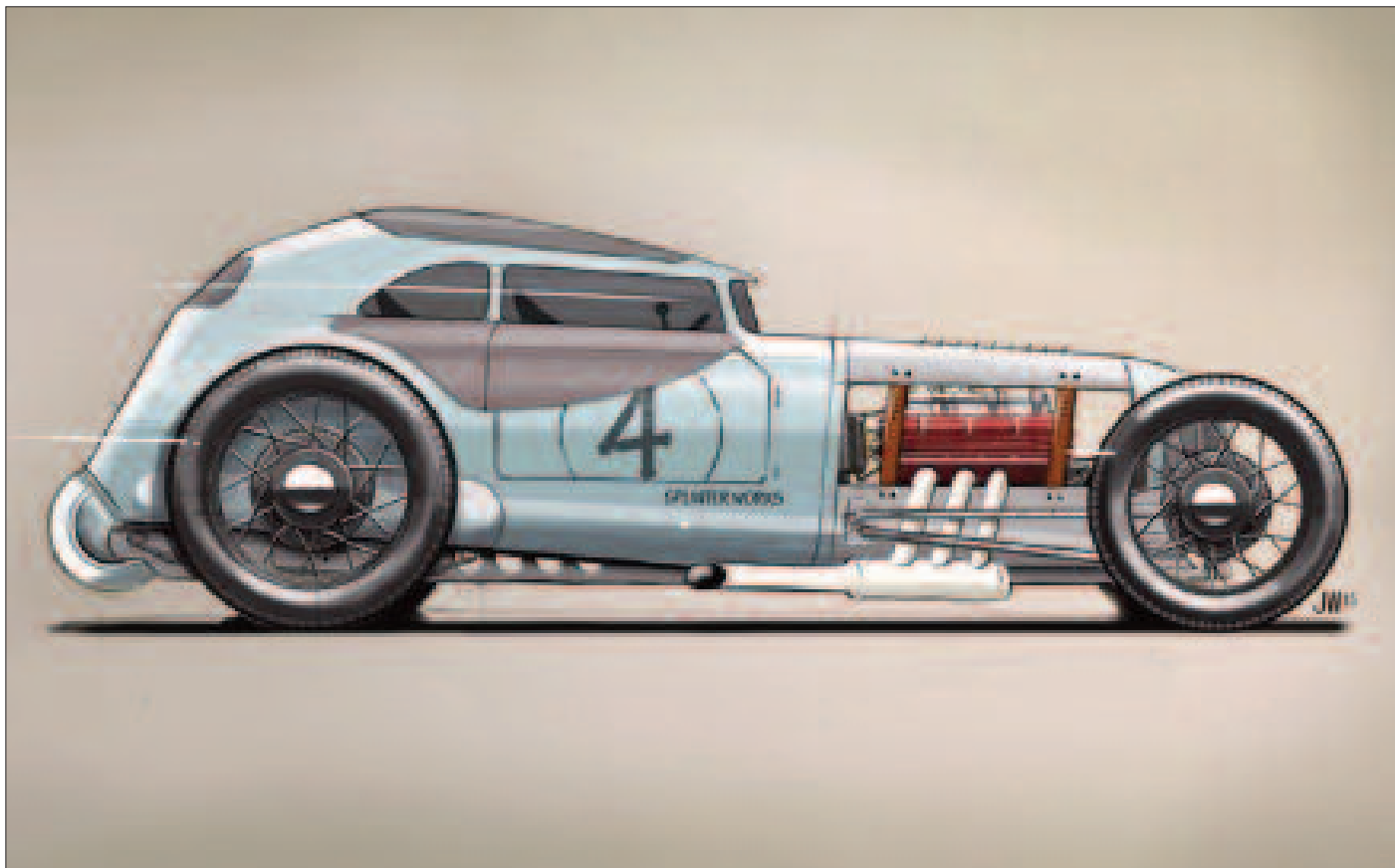
£50.00

Over 30 items with brands inc: McVitie & Price - Huntley & Palmers - Sunlight - Pears - Dewar's - Player's

All items can be viewed at my home in Higher Wincham, near The Smoker Pub off the A556

Contact: Les Burgess 07711 165 775 les@lbacreative.co.uk

Advertise your items Wanted or For Sale - Send Photo/s and Details: les@lbacreative.co.uk



Was this a joke or not? The MOGrod, the first in a line of special project hot rod Morgans. Powered by a 3.7l Ford V6 and unveiled in 2016 as an '**April Fools Day Prank**'

Here's an editorial edit, with acknowledgments to James Allen

The MOGrod!

**Carmakers were out in force
with their April Fools Day Pranks.
They put a smile on our face,
but none made us scream out
"Oh my God! It would be brilliant
if they put that 'April Fools'
into production!"
That is, until Morgan unveiled
the MOGrod, and almost instantly,
gearheads across the world
started pleading with Morgan
to build the thing!**

Who needs a MOGrod - when I've got a MOGred!

Cheers - Les les@lbacreative.co.uk

