

Hare & Hounds

Classic Vehicle Club



AUGUST 2022 | EDITION 367

LOCAL, TRUSTED & RELIABLE

FOR OVER 94 YEARS!



HLG

“Excellent service from start to finish.” *Ms. P.G.*

“Patient, honest, professional personal service.” *Mr. W.I.*

“Highly respected,
local dealership;
very trustworthy.”

Mrs. S.P.



www.hlgcars.co.uk OPPOSITE THE RED LION

HLG High Lane, 111-113 Buxton Road, High Lane Village, Stockport SK6 8DX

Tel: 01663 763355/764566

Open Monday to Saturday (Sunday is our day of rest)

BUYING? SELLING? YOU'LL LIKE THE WAY WE DO THINGS!

H&H CVC Ltd

 hhcvc.com

 hhcvc1991@gmail.com

The Club meets at the Conservative Club, High Lane
on the **THIRD** Wednesday of each month @ **8.15pm**

Annual Club Subscription - £20

Subscription Payments by Bank Transfer

National Westminster Bank Ltd

Account Number - 40512746 Sort Code - 01-05-51

Or Contact Graham/Jean Knowles 0161 439 2106

Cheques Should be Made Payable to

H&HCVC Ltd.

Chairman & Director

Steve Divall

stephen_divall@hotmail.co.uk

0161 483 4475

Vice Chairman & Director

Mike Coffey

mick.coffey1@talktalk.net

01298 27424

Director & Committee Member

Richard Burnham

ric.burnham@sky.com

(Inc. photography and runs)

07770 533677

Treasurer & Director

Graham Knowles

graham.knowles@btinternet.com

19 Bath Crescent

Cheadle Hulme

Cheadle

Cheshire

SK8 7QU

0161 439 2106

Company Secretary & Director

Chris Parr

chris.parr67@ntlworld.com

4 Bramham Road

Marple

Stockport

SK6 7LJ

0161 427 1363

07512 783818

©H&H CVC Ltd. 2022

Reg. Office - 2, Kings Drive, Marple, Stockport SK6 6NQ

Reg. N° 4999097

hhcvc1991@gmail.com

Printer: Frank Aspinall & Co. Ltd., Building 4, Unit 5,

Tameside Business Park, Denton, Manchester

M34 3QS Tel: 0161 480 2707; Mob: 07977 211213



Upcoming Events...

AUGUST

Sat/Sun 13th & 14th August - Woodford Avro Heritage Museum (SK7 1AG) - 'Wings & Wheels Air Fair' - Car/Driver & museum pass £2.

Weds 17th August - Club Night – Concorde Barbers Shop Singers.

Weds 24th August - Evening Run – 20miles starting and ending at the Unicorn pub, Woodford (SK9 2LN). Start time 18:45. Last food orders 20:30.

Sat 27th August - Poynton Show (Club stand, contact Steve Divall to attend).

SEPTEMBER

Sun 4th September - Club Show – Brookside Garden Centre. Pre-booking not required, turn up on the day. Start time 10:00am.

Weds 21st September - Club Night – Treasure Hunt.

Wed 28th September - Evening Run.

Last Weekend Sept/First Weekend Oct – Bugsworth Steam Rally, Bugsworth Canal Basin. Date to be confirmed.

OCTOBER

Wed 19th October - Club Night – A talk by Mike Kelly about electric cars and conversions.

NOVEMBER

Weds 16th November - Club Night – Noggin and Natter.

DECEMBER

No confirmed activities/dates at this time.

JANUARY 2023

Weds 18th January - Club Night – Chairman's Quiz Night.

OUR SERVICES

- ✓ Tyre **Fitting**.
- ✓ Wheel **Balancing**.
- ✓ Locking **Wheel Nut Removal**.
- ✓ Front Wheel **Alignment**.
- ✓ **Mobile Tyre Service**.

www.ashtontyrespecialists.com

Adlington Industrial Estate,
Adlington, Macclesfield, SK10 4NL

ASHTON TYRE
SPECIALISTS



FALKEN
TYRES

📞 Call us for a quote on: **01625 859123**

WE WILL FIT CAR CLUB MEMBERS OWN SPECIALIST TYRES FOR A MODEST CHARGE ON SIGHT OF THEIR VALID MEMBERSHIP.

EDITORIAL

Keith Yates

So, here we are in August; the Summer of 2022 seems to be just flying by. I hope that you've all been able to get out and about in your classics. It is very pleasing to report that, following the June and July editions, David and I are getting some positive feedback about the magazine that we can take forward. I'm particularly pleased that the Bullitt Ford Mustang piece (last month's edition) prompted some interesting recollections, one of which, on a slightly different theme, we'll feature in September's edition. A second is featured in this edition and is from Tom Wardle. It is known for sure that there were two identical Mustangs used in the production of Bullitt and that one of these was written off. Perhaps Tom's 'puff of smoke' was the result of one of those San Francisco street leaps and the sump pan hitting the big ends and crank-shaft at high revs. A ruined engine would no doubt be reason enough for Ford to simply write the car off. Anyway, please keep your thoughts and feedback coming as it will influence the future content and direction of the magazine. Our email/phone details are towards the back of the magazine so if you'd like to put forward a 'Dream Car', a 'Cool Classic' or

thoughts around a past/future article then please get in touch.

The mention of a 'Cool Classic' brings me to this month's or, rather, what will now be next months offering. It had been planned to bring you 'a cool, rare and quick Vauxhall' but unfortunately, we ran out of room in this month's edition. If there's anyone out there who's speculating about what this car actually is well, you'll now have to wait until September's edition. In the meantime, I can disclose three things about the car, it's a Vauxhall, it was really quick in its day and it's definitely really cool. Keep a note on your calendars that the 17th August Club Night will be a visit from the Concords Barber's Shop Singers. The 24th August will be an evening run out that has been put together by Jane Harrop and finally, Poynton Show will be on the 27th August so if you'd like to attend and put your classic on display then please contact Steve Divall. Sunday 4th September is the big one – the annual Club Show. The 2021 show was our first for two years (thanks to the intervention of Covid) and also our first at Brookside Garden Centre. Lots of cars, bikes and commercials were on display and the good assortment of vehicles cre-

This month's front cover picture was taken at the start of this year's Peaks & Dales run. It features Albert Smith's superbly presented 1971 Austin Healey Sprite (the wheels really set the car off well – Ed). As an aside, if you have a Spridget with dodgy wind-screen wipers then Albert is the H&HCVC expert.

ated a great deal of interest amongst the visiting public. Let's hope that we can do just as well this year and that the weather is kind to us. Please note, as was the case last year, there is no need to pre-book your classic to display at the show; just turn up on the day (by 10:00am please) and enjoy yourselves – Tom-bola items would be well received by Margaret.

Talk about the sublime to the ridiculous. If you enjoyed Peter Walvin's article about his Jaguar E Type Series 3 Coupe (June edition) then I'd recommend this month's contribution from him; it's about his mighty, some may say magnificent, VeloSolex 3800S. After reading about the antics that Peter's got up to on this ma-

chine, then there's no wonder that the Hell's Angels (Mellor Chapter) refused his membership application! As another Bullitt type link, Peter has made reference to Steve McQueen owning a VeloSolex – this is actually true too. There are photographs out there of McQueen riding his VeloSolex, with his son Chad, whilst filming the 1971 classic motor racing film, Le Mans. So, if you're round-and-about the Mellor area, watch out for Peter and his VeloSolex – probably accompanied with a cloud of smoke and the clink of beer bottles!

As ever and following the brief July 'sizzle', fingers crossed for some fine August weather and lots of enjoyable, trouble free 'classic' motoring.

Here's a few P&D 2022 stats for you:

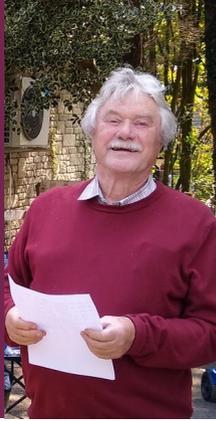
The money raised to date, net of expenses, is just short of £1480. This will be finding its way to the Club's chosen Mountain Rescue charity.

There were 79 vehicles that took part and only one breakdown.

Perhaps surprisingly, some 38 vehicles and crews travelled to the event from what might be deemed a distance from H&HCVC's normal sphere of activity. We had partici-

pants from Congleton, Crewe, Stoke-on-Trent, Liverpool, Sheffield, Leicester, Mold, Newark, Winchcombe (130mls), Norwich (180mls) and Pembroke (200mls). The 'prize' for the longest distance travelled must however, go to Malcolm and Caroline Dewhurst who came all the way from Kilmarnock (220mls) in their very tidy and nicely presented 1968 MGB roadster. A picture is included (*next page*).

CHAIRMAN'S CHAT



HALL OF FAME AWARD RECIPIENTS

2012 - Chris Parr
2014 - Bob Plant
2015 - Ray Etchells
2016 - Fred Dean
2020 - David Bowden
2022 - Jane Harrop

And so, the year is passing by at a phenomenal speed with July gone and now into August. An interesting year with the resumption of many shows and with a greater lack of co-ordination than before regarding the dates upon which they should be held. Unfortunately, many shows are not well supported because they all fall on the same date. Organisers seem to pick a date out of a hat before looking at what other shows occur at that time. We at H&H always keep our shows and events to the same date each year but the same can't be said of many other organisations.

The front cover picture for this month shows the delightful 1971 Austin Healey Sprite owned by member Albert Smith. I understand he bought this car unseen from the South of UK and apart from fettling it up in various areas, it remains as bought. I also understand that it may have been resprayed at some time. Something paramount in my mind is the fact that we are a dedicated motoring club and that any mention of

religion, sex or politics is not part of our mandate. The latter is very difficult at the present time but in the interest of our club is best left alone. A friend of mine is an avid fuel consumption monitor and records with each tank filling exercise the amount of fuel he puts in his car, the odometer reading and gauge reading. His 07 plate Ford C Max runs perfectly well on the present E10 grade fuel but he has noticed a rise in fuel consumption. This relates to about 4 miles per gallon which when you consider the present cost of fuel is a major consideration. There are several ways you can help reduce fuel consumption but to my mind there are only three worthwhile things to do, keep your tyre pressures correct, drive with feather like feet on the accelerator and brake and keep your speed down – not easy in a sports car. And of course, if you have AC fitted, try not to use it excessively. I feel that with all the current changes to rules and regulations affecting the motorist, including what clothes and sunglasses etc to wear, we

should be in receipt of regular updates in a written form and by post telling us what is changing. On the topic of clothing, I currently understand that if it is sunny, you must wear sunglasses and you must not drive wearing inappropriate footwear (ie flip flops). A friend of mine got a notice of intended prosecution because during the night he became aware of an attempted vehicle theft. Rushing outside to prevent the theft of his car, wearing only his pyjamas, he was spotted by a neighbour who contacted the police. No action was taken. And of course, we must be made aware of the rights of cyclists who can use our roads without paying tax and insurance and taking up loads of space. I have seen recently two issues of cyclists ignoring the expensive cycle tracks and riding on the road. On passing one such individual I blasted my horn and was told to go forth and multiply.

It is my sad duty to report the passing of former Club Chairman Barrie Griffin who passed away the day before our BBQ evening on July 19th. Barrie had a great variety of classic cars in the time I knew him including a Morris Minor traveller, a Morris eight saloon, one of those big Wolseley saloons that the Police used to use, a very pretty Sunbeam Talbot convertible, a mark one VW Golf drop head and a 1100 or 1300 saloon to name but a few. He never seemed to keep a car for very long. A character indeed and one who gave great service to our club and

will be sadly missed. Our thoughts are with his wife, Peggy at this time. Our club evening on July 20th saw our annual BBQ and classic car show at the High Lane Club. Thank you to all of you who attended but alas the turn-out was not as great as it has been in previous years which is a great shame. Members should please note that a lot of organisation goes into arranging these events and members support is appreciated. Fortunately, the excess burgers were sold off to members so on that front we were not embarrassed. The weather stayed dry for us but was a little on the cool side particularly after the hot weather we have been having.

For the next club evening on August 17th, we have a visit from a Barber shop singers' group who have never cut a hair between them but they sang for us a few years ago. I feel sure we look forward to a very entertaining evening. In the pipeline for September before the dark evenings close in, Mike Coffey is arranging a Treasure hunt which will promptly start at 7.45 so please be there in good time.

Again, I mention the show at Poynton and if you want to show your vehicle, please let me have your name by e-mail, phone or mention it at a club night. Further details of arrival times will be made available later.

And so, as I frequently say, that is my ramblings for the present time.

Steve Diwall.

BULLITT MUSTANG & AC CARS

Tom Wardle

A few years after Bullitt was released, I read somewhere that Steve McQueen used TWO cars in the chase sequence. Whilst chasing the bad guys he, apparently landed heavily and a puff of smoke could be seen under the car. On close inspection the engine was damaged and the second car was brought into action. I have seen the film several times but haven't managed to spot the smoke. Whether

it is true or not, I don't know!

An A C dealer in America, when demonstrating the 7 litre Cobra had a little party trick he used on potential buyers. He would place a one hundred dollar note inside the windscreen and challenge the passenger / customer to remove the note under full acceleration. He, apparently, still has the note.

Dep. Ed.—The car below is Ford's modern take on the BULLITT Mustang. Handsome!



A1 AUTO PASS

Unit 2 Auburn Avenue, Bredbury, Stockport
SK6-2AL



0161-406-7402

07487678130



MOT'S FOR CLASS 3,4 AND 7 VEHICLES

a1autopass@gmail.com

Open 6 days a week



MG CATCH UP

Graham Scattergood

Hi Gang,

Well, this month a break from the norm. After seeing a topic about forthcoming new vehicles, if ever the shortage of chips is resolved, mention was made of a new electric MG3 hatchback to be launched and sold alongside its conventionally powered siblings (a name has not been announced yet). With a proposed range of 150 mls between charges it is obviously aimed at urban drivers but will have a target price of sub £20,000.

This got me looking into the advancement of the modern MG3 brand in particular. This year it was voted 10th in the Best Car to Own survey in Auto Express with many customers giving it a 5 star rating for reliability.

SAIC now produces over 750,000 MG badged cars per year since appointing a new head of sales and marketing in 2018 and who had previously held high powered positions at Peugeot, Kia, Chevrolet and Renault. Things seem to have progressed rapidly since with over 120 dealers and, although cars are pro-

duced in China, many designs did originate from a studio in London and, from 120mls North West at Longbridge, in the very building where Sir Alec Issigonis once resided and where several hundred engineers shaped the inner workings of MG's up until 2019. Now R&D is undertaken at the Longbridge Facility with Longbridge being the home of SMTC which has significant design and engineering input into SAIC future products. MG may not be true British anymore but local influence's remain key to its designs.

In the UK alone annual MG sales trebled in three years to over 13,000 units and were on target for more than 20,000 by the end of 2020. MG, in spite of the pandemic, had suddenly become one of, if not the, fastest growing car brand in the UK and the management realistically view Hyundai and Kia as role models. The MG brand still performs best in China but is also expanding rapidly in Australia, New Zealand, India, the Netherlands, South America and the Middle East.

Of course the current MG is drastically different from the original Morris Garages offerings but at least the Octagon badge is still going strong today and long may it continue.

Club Barbeque



Jane Harrop

After the two day heatwave, it was lovely to spend the club meeting outside and acclimatise ourselves back to our 'usual' northern weather. In previous year's members have mingled in the car park and enjoyed looking at the classics on display (15 this time) but this year, the pull of the barbeque was obviously too strong, and everyone mostly spent the evening down by the bowling green, enjoying the burgers and socialising. A big thank you to the catering team – Margaret Kenworthy, Steve Bagnall & Dave Rawson for a great evening.





George Bute

Plumbing • Bathrooms • Heating



Mobile: 07961 972044; Tel: 0161 427 2802





VELOSOXOS

Peter Walvin

Way back in the summer of 2016 I called in on my friend Pete's unit; he had been directed by his "management" to sell some of his cars and bikes.

A few years earlier a white van, selling wine, had returned from a trip to France with not only wine but also a VeloSolex 3800 S in the back; it still had the French mud on the frame. Basically, and in English speak, as well as a load of wine the white-van-man had also acquired the vineyard's general run around moped. Pete had duly bought some wine and the bike!

When I first saw the Solex I decided that something this quirky had to head home with me; but why? I'm not a biker and never have been....

Must have been the association of the vineyard then. Anyway, when the time finally came, I was to be given first refusal. Money was eventually exchanged and I then found out why it wouldn't start.... It needed fuel!

Some 2-stroke oil from my lawnmower would do the job.

So, engine lowered, decompression lever engaged and the mighty 1 horsepower engine just kind of burst into life. Now this impressive 2-stroke motor was working it was propelling me along at a max of 18mph.... more going downhill! I was loving it; even the smoke [over did it on the fuel oil mix] and the noise

[rattles & loud]. Up the hills I had to pedal and I also soon discovered that when I wanted to stop the normal cycle brake blocks were worn out; those could be soon replaced and the use of shoe leather on tarmac also helped to slow down. As I had zero experience of powered/motor assisted bikes and after a few trips to New Mills to fill the basket with beer, I soon reasoned I needed guidance to avoid crashing so I enrolled on the Compulsory Bike Test to get an understanding for this new mode of transport. On a trip to Whaley Bridge, via the A6, I also found out how long an articulated lorry is. Very; seemed like an age to clear me. I've broken down a couple of times. Even at 200mpg I have managed to run out of fuel! On another occasion the fuel filter was blocked so £6.99 was spent on a replacement.... did the trick. A full fuel tank will give approx. 45 miles I am duly advised but I now have a small spare fuel container for the long runs. Sadly, the longest journey I have done has been 18 miles and I usually end up knackered when I get home. must be all these hills around here. The engine lowers onto the front wheel and the rotator drags the wheel along.... no pedalling on the flat required. Even with the correct oil fuel mix it still kicks out a lot of smoke but pleased to say it is fun to

ride.

It has been known for cyclists to overtake me, but I console myself with the fact that they are on a carbon fibre frame and I am on best quality French steel weighing far more.

The lights also work, with the front light in the continental yellow, however, I must admit I have never been out in the dark; due to the basket carrying the beer of course.

I have registered this with the DVLA and people who know about these machines reckon it was made some time between 1971 -1974. The manufacturer didn't always put a serial number on the frame for the home market, so I had to stamp one on the frame for registration/identity, which I made up.

One notable owner of one of these machines was a certain Mr Steve McQueen. He could be seen at Le Mans riding around and his machine went back to the USA with him. S0, on the logic that it's good enough for him then it's good enough for me too.

Are these a good investment to make money on? NO! Even though I've fitted new tyres, inner tubes, and a spark plug, what I paid for it is probably the value now. The biggest cost is the annual insurance. On the plus side I don't need a MoT due to its status as a classic vehicle.... Result!

Dream Car of the Month

Escort

TWIN CAM



It's OK in the High Street too

Keith Yates

If you've ever owned, driven or just dreamed of getting your hands on one of the many 'Fast Fords' that have been produced since the early 1970's then this is the car that started it all – the Ford Escort Mk1 Twin Cam. Yes, I know, there had been previous Ford cars with sporting pretensions but, whilst quite desirable in their day, these had basically been slightly uprated models with GT badges on the rear wings. No, if you wanted a fast Ford prior to 1968 then you needed to get your hands on a Cortina Lotus Mk1 or Mk2. The problem was that the Lotus Cortina (as it universally became known to

the public) was and always has been a specialist car. The not too subtle green side and rear panel stripes and those three Lotus badges just screamed the "high speed performer from Ford" as it was so advertised in 1964. Underpinning this was a Lotus designed twin cam engine, Lotus specified lowered suspension, lighter aluminium skinned doors, boot-lid and bonnet and a collection of special/sporty interior features. In the hands of the great Jim Clark (usually cornering on three wheels!) the car was virtually unbeatable on the track and he won the 1964 British Touring Car Championship in it. In that same year, a Lotus Cortina would cost you

at least £1100 and that was a lot of money at that time. Not a 'Fast Ford' for the people then.

The Ford Escort was released during 1968 to replace the ageing Ford Anglia. It was an instant and huge success (over 2million sales by mid 1974) but, just as importantly for Ford, it was also a rally world game changer and not too shabby on the track either. Hot on the heels of the more subdued cars was the 110bhp, Lotus powered Escort Twin Cam.

The car had been totally conceived and developed by Ford's Competition Department at Boreham Wood. It featured a 1558cc, 4-cylinder Ford block with a DOHC Lotus cylinder head and twin dual choke Weber DCOE carbs. Mated to a 2000E gearbox, the car produced 107lb ft of torque, had a 0-60mph time of 9.9secs and a top speed of 113mph. A lowered 'sports' suspension and 5.5"x13" Lotus Cortina wheels with 165x13 tyres completed the package. In its first competition entry, a new type of motorsport called 'Rallycross', the Twin Cam won four races outright. Its first international rally win also came in 1968 when Roger Clark took 1st place in the Cir-

cuit of Ireland Rally.

The Escort Twin Cam was clearly intended with motorsport success very much at the forefront of Ford's mind – the win on Sunday and sell on Monday philosophy. That said, it was a car that was within the reach of the man-in-the-street that wanted a different kind of sports car.

Production ceased in June 1970 after just over 880 cars had been made. It made way for the 16-valve, Cosworth BDA powered Escort RS 1600. However, whilst no Escort Twin Cam was ever built at Ford's Advanced Vehicle Operations (AVO) plant, all subsequent performance 'RS' Escorts used it as the benchmark and basis to build on. With its built-in performance package, clean, uncluttered and understated lines, the Ford Escort Mk1 Twin Cam is clearly the 'Daddy' and has its DNA imprinted within all subsequent "Rallye Sport" (RS) models.

So, for the Fast Ford Guys out there this machine has to be right up there on their bucket list of 'Dream Cars'. Also, and just to put it out there, I'm going to say that this car is so subtle and understated that it's uber cool too.

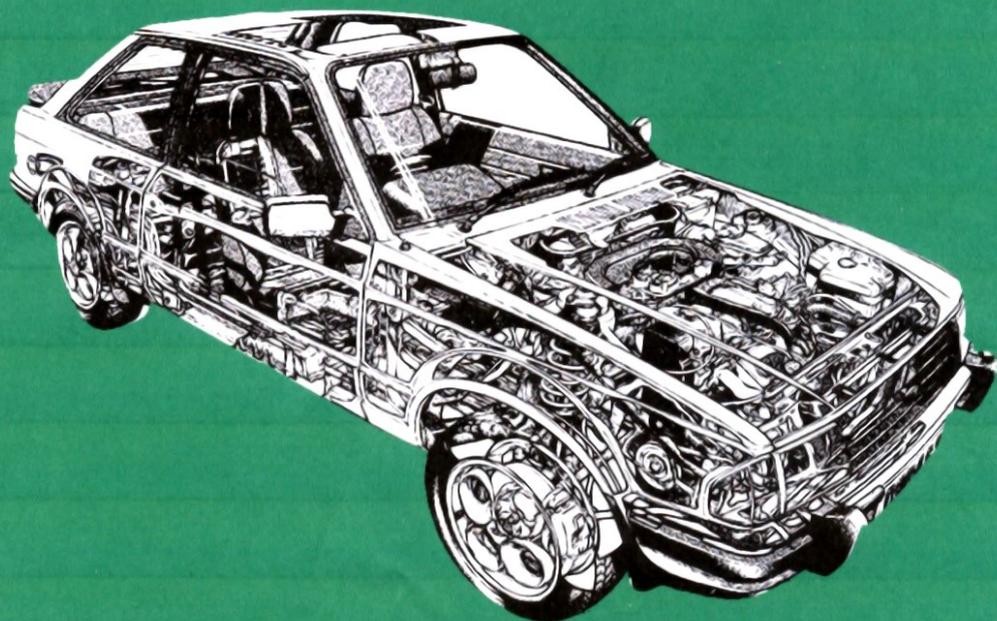


HARRODS

MOTOR COMPONENTS

Units 7&8 □ Pennine View □ Shepley Lane
Marple □ SK6 7JW

0161 427 8330



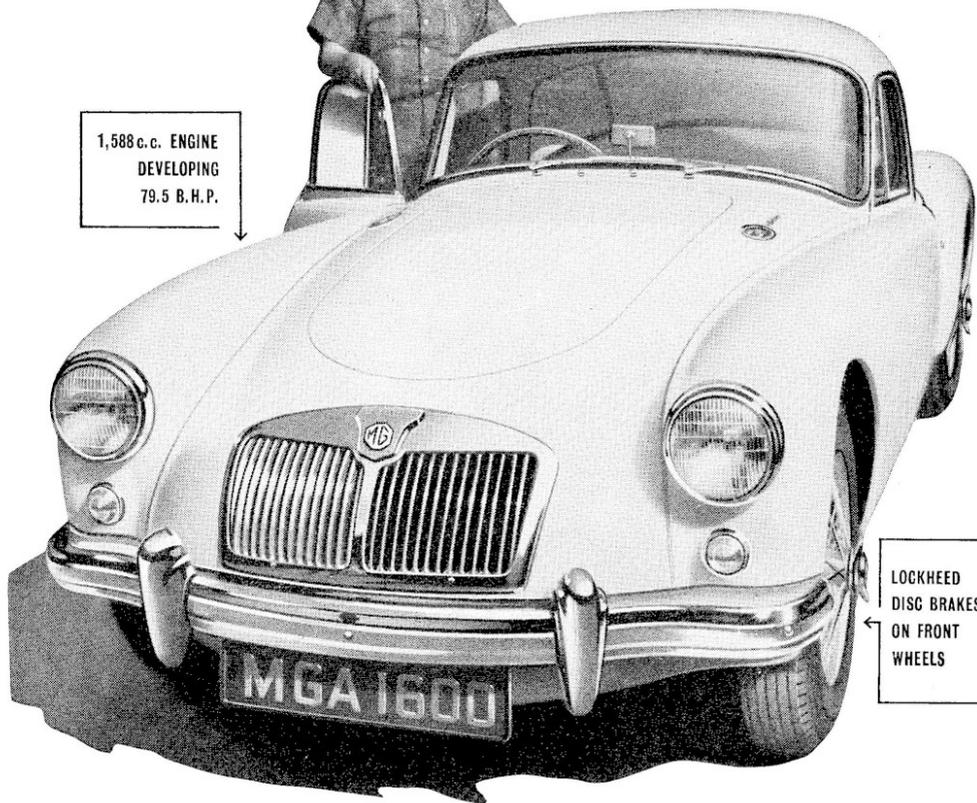
MGA 1600

even safer! **even faster!**



1,588 c.c. ENGINE
DEVELOPING
79.5 B.H.P.

LOCKHEED
DISC BRAKES
ON FRONT
WHEELS



The same aerodynamically perfect lines, but now with extra power for a faster get-away, extra power for brisker acceleration and effortless eighty-mile-an-hour cruising, extra power to send you surging past the hundred mark. And more power to bring you smoothly and swiftly to a halt — the instant unflinching power of Lockheed front disc brakes.



MGA 1600 Coupé. Real leather upholstery. Safety glass throughout. Price £724 plus £302.15.10 P.T. (Wire wheels are an optional extra) Also M.G. Magnette Mk. III Saloon. Price from £714 plus £296.12.6 P.T. Twelve Months' Warranty and backed by B.M.C. Service.

Safety fast!



THE M.G. CAR COMPANY LIMITED, SALES DIVISION, COWLEY, OXFORD
London Showrooms: Stratton House, 80 Piccadilly, London, W.1
Overseas Business: Nuffield Exports Limited, Cowley, Oxford, and at 41 Piccadilly, London, W.1

20 YEARS OF MG ADVERTISING

Keith Yates

I was recently looking for something or other and, in the process, came across the following three MG car adverts that I think, when put together as a set, not only say a great deal about the state of the British 1960's and 70's car industry but, more to the point, how car advertising, across two tumultuous decades, reflected immense social changes and greater liberal attitudes. The first advert is clearly for an MGA 1600 Coupe and is from 1960, the second, for the "wild Bronze Yellow" MGB, is from 1970 and the third is for a 'rubber bumper' MGB from 1980. The more that you study these three the more you can tune into the tactics used by advertising agencies, on behalf of their client(s), to make a particular car attractive to prospective owners and to get a real slice of the targeted market segment. One thing for sure is that all three of these adverts were aimed squarely at men whereas women, certainly in the latter two, were merely an implied 'fringe benefit' of owning an MG.

Generally speaking and by implication, the 1960 advert seems to be saying here's an MGA, here's a couple of features you may be interested in, if you're not a late 30s/early

40s man then you probably can't afford one and, by the way, we don't really have to try too hard to sell it. Bearing in mind that the MGA would cease production in 1962 (to be replaced by the MGB) and that sales figures were still quite strong anyway, then this lackadaisical attitude is almost understandable. What I do find really interesting here though is the choice of male used to help sell this "aerodynamically perfect" machine. This guy looks as though he might have been BMC 'middle management' who'd been asked by his boss (probably over a G&T at the Golf Club) to help out with a low budget advertising campaign. His presence in the picture is obviously very contrived and he looks very ill at ease and out of place. You can almost imagine the conversation – 'I say Carruthers old chap, you'll be game to help out with another sales drive for the bally old MGA. We've got to shift a few before the new 'B' comes out you know. Anyway, we've got one of those advertising chappies coming in tomorrow so don't bother with the old three-piece, there's a good chap, just come in with some sports-wear on, kind of thing we'd wear on the promenade at Nice, and have your photograph



The sports car for the enthusiast.

The MGB is the car for the man who's been around. Tried them all. But won't take less anymore. He knows what he's after. And knows he can get it in an MGB.

He's after performance. Like 0-50 m.p.h. in a cool 9 seconds*. The kind of performance you get from the famous 'B' series engine.

And now we've given him looks to match. The new MGB has a matt black recessed grille with chrome

*Motor.

surround. Black and silver Rostyle rally wheels. And redesigned light clusters.

Inside you will find new rake adjusting seats, covered in black knit-backed expanded vinyl. A feature we're sure will appeal to our enthusiasts.

The MGB comes in four wild new colours. Bronze Yellow, Glacier White, Blue Royale, Flame Red. And of course, you can still get the famous British Racing Green

and Pale Primrose.

Take one out on a Test Drive. Bring a passenger. But be warned - you'll never take less again.

Recommended price £1125 including P.T. Extra is charged for delivery, seat belts, number plates, radio and aerial.



Sport the real thing. MGB.



taken. It'll be good experience for you and won't do you any harm in the old promotion stakes if you get my drift'. Poor old Carruthers just doesn't look suited to the MGA (or any other sports car for that matter) and so different to the 'typical' MG male audience driver and prospective purchaser that had gone before him. Up until Carruthers, the majority of post-war British car advertising had shown men driving featured cars whilst wearing a suit, a tie, a trilby hat and smoking a pipe. His passenger would inevitably be his ever smiling 'wife' with happy smiling kids in the back. If you wanted to sell a British sports car then the male driver would have been vaguely caddish looking wearing a hacking jacket, tartan cravat, a flat cheese-cutter cap and, again, smoking a pipe – a bit like Terry Thomas or Lesley Phillips. His female passenger (by implication his girlfriend) would have been a 'carefree' young woman with a toothy smile, hair flowing in the wind and an adoring look. Carruthers, by contrast, has an unfashionable hair cut, a rather iffy looking shirt that's tucked into his trousers, a waistband north of his navel and a hint of a pot-belly and moobs. Altogether, Carruthers is suggestive of a man who's probably a bachelor, spends his spare time making steamroller models out of spent matches and who drives his mum to

Brighton of a weekend in his sensible Morris Oxford – not really the kind of man, even in 1960, that a prospective MGA buyer would really aspire to be.

The MGB had come onto the sports car scene in 1962 having been developed from as early as 1958 and with a B-series 1800cc engine dating back to circa 1947. So, by 1970 it was starting to get more than a little bit dated – as early as 1968, the influential Road & Track magazine had written about the B's 'vintage character'. British Leyland were, as ever, skint so the advertising men (they would've all been men in 1970) had to come up with a cunning plan to breath new life into this ageing model. It has to be said that they tried their best but there's also a hint of desperation here too. For example, the six 'wild' colours being heralded here were never that wild as they could mostly be ordered across British Leyland's not very 'wild' model range. That leaves us with a 'matt black recessed grille', new light clusters, new seats and Rostyle wheels that could also be had on any number of other cars of that period. Strangely, the performance figures are quoted as being 9 seconds from 0–50mph. The usual benchmark for any car, particularly a sports car, is the 0–60mph time so one could perhaps speculate at a 'smoke and mirrors' cover-up here. My 1970 edition

**Some day, you'll settle down with
a nice, sensible girl,
a nice, sensible house and
a nice, sensible family saloon.**



Some day.

Some day you'll be far too sensible to go breezing around in an open-top MG.

Some day your family will be too big for a sporty 2-seater. And as for the wind whistling through your hair, there's no guarantee you'll have much hair left for it to

whistle through. So, if you've always told yourself you're going to have an MG some day, make sure you don't leave it too long. Sports cars aren't the only things that overtake you.

MG B SPORTS
© Jaguar Rover Triumph Ltd

Observer's Book of Automobiles quotes an MGB 0–60mph time of 13 seconds. If we generously knock this down to 12 seconds then it was still nothing to get very excited about even in 1970. The thing about all advertising campaigns however, is that if your product is a bit weak then sell it with sex because sex always sells. The picture and the first paragraph of this advert is just full of sexual innuendo and is undoubtedly aimed at young, hunky, single males (probably wearing a tapered Brutus shirt and tight, flared hipster trousers). For 'the man who's been around' (sewing wild oats then!), who's 'tried them all' (no comment!), 'won't take less anymore' (less than the clearly and extremely amorous young woman who's all over our man like a bad suit perhaps?) and finally 'he knows what he's after – and knows he can get it in an MGB'. Well, MGB aside, I think we all know what our man is after here and if the aforesaid young woman can clamber over the transmission tunnel then there's a good chance he'll get it too; hopefully the rake adjusting, black, knitted vinyl seats will stop him getting a bad back.

Cynicism aside, the ad' campaign does appear to have been successful as 1970 turned out to be a record sales year for the MGB. Whilst British Leyland grandees could temporarily bask in the glowing sales fig-

ures, the writing was really on the wall; other manufacturers were now producing more modern and dynamic sports cars/saloons that the MGB, as a car for the 'enthusiast', was finding increasingly difficult to keep up with – that was the year the Datsun 240Z entered the arena. That said, MG adverting (including for the equally ageing Midget) throughout the early/mid 1970's maintained the 'sex sells' ethos. Many will recall the series of sexually charged MGB adverts that had the strap-line 'Your Mother Wouldn't Like It'. The all-time classic being the one shot in 1973 outside a Soho cinema (featuring "Last Tango In Paris"). It featured, centre stage, an M-reg MGB and a very sultry looking young woman who must have been photographed whilst out on the Town on a cold evening. It makes one wonder if the 'Mother' wouldn't like the MGB or the fact that her daughter wasn't wearing a vest and could easily catch cold on her chest.

And so finally we come to the MGB advert from 1980 and, more or less, the end of the MGB story. That was the year that production finally ceased although quite a few cars lingered in dealer compounds/showrooms up to 1982. From its glory days, the B had been allowed to soldier on for far too long. To try and keep the lucrative USA market happy and to comply with American

crash legislation, it had been forced to endure the addition of ugly black rubber bumpers and a 1.5 inch ride height increase. Unfortunately, this did nothing for the handling of the car or its overall safety as a sports car.

So how do you go about blowing advertising oxygen onto the dying embers of a car that was, in 1980, more-or-less clinically dead. Well it would seem that you aim your campaign at the man (it would seem to be inconceivable to advertising men that a woman would ever buy an MGB) who's mother really didn't like it. Presumably the target male had been around, tried them all, knew what he was after and also knew that he could get it in a car that wasn't an open-top MGB – perhaps he'd bought a Datsun 240Z, a Ford Capri 2.0ltr GT or Escort Twin Cam/

Mexico, a Vauxhall Viva GT or a FIAT 124 Sport Coupe etc instead. So our man is now older, wiser, thinner of hair and looking for a 'nice, sensible girl' to settle down with – how very quaint. Surely this ageing male, MGB owner target would never catch on; would it? I do wonder, thinking back to our friend Carruthers and his MGA, if he could have been the kind of male that would have fancied an MGB in 1980. Is that a twinkle in Carruthers eye? Yes, I think it is and I've misjudged him. Perhaps, after all, Carruthers had actually been a rip-roaring 'Jack the lad' in his younger days and, perhaps long after 1980 and the end of MGB production, he's turned out to be the prototype of the 'modern' men still buying and running MGBs today.

H&H CLASSIFIEDS

FREE to club member, for use only, not for re-sale.

T reg Daewoo Matiz vgc, 800cc 4 door manual saloon, well serviced. 21,000 miles.

See in Hazel Grove.

Contact Steve Divall for more information.



MG TD

Full engine rebuild, Ford Type 9 5-speed gearbox, chrome wire wheels with new tyres, 94,841 miles. Original steel wheels also included. New brake shoes and cylinders. Well maintained, and in very good condition.

£22,000

More photos are available —Contact Pete on 07802 494118

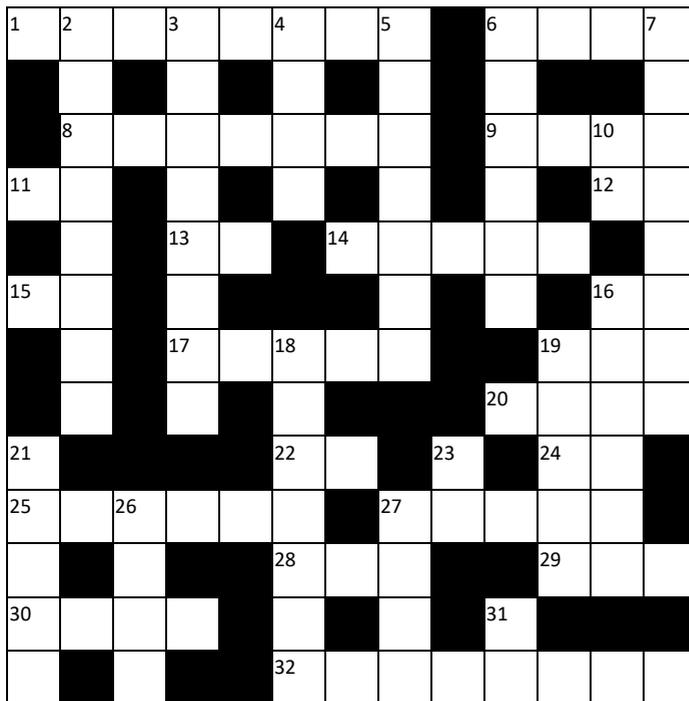
Pretty as a Picture

I have started going to MGs in the Park, which is ran by the Oxfordshire MG Owners club. Among the

MGAs was a roofline styling that I have most certainly never seen. Perhaps a custom coachbuild?
David Bresnahan



THE H&H CROSSWORD



- 22) An elegant Riley car designation (1945 – 55).
 24) Initially a tractor maker, saviour of Aston Martin and now classic GTs.
 25) This American manufacturer gave us the 'Firedome'.
 27) A sporty turbo coupe from Renault's 1980's catalogue.
 28) Check your tyres using this scale.
 29) Your initial guesstimate of journey's end.
 30) A classic Lotus model.
 32) A British make in the vanguard perhaps?

Down

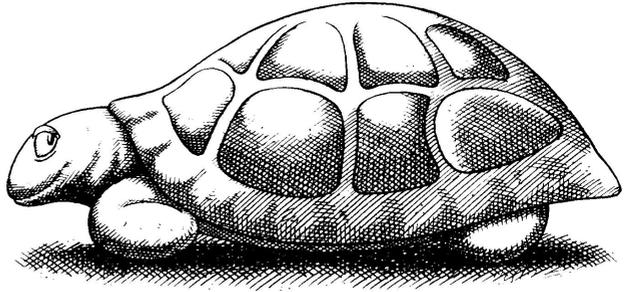
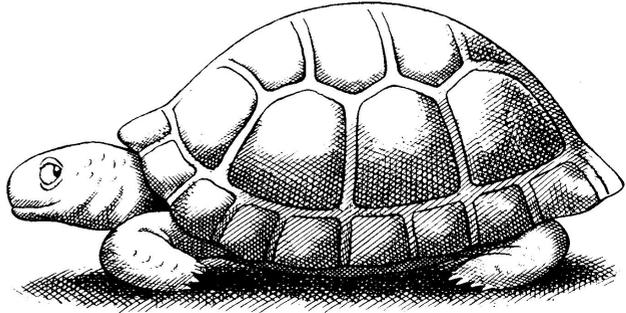
- 2) It's not sure if it's a boat or a car – Orlando had one.
 3) This Chrysler model is a real mint.
 4) A British racing car manufacturer that helped Ford create the mighty GT40.

Across

- 1) A prestige name as American as apple pie.
 6) Are you listening to this German manufacturer?
 8) A Ford UK model liked by many people perhaps?
 9) The big black cat maker may have put this model together unaccompanied.
 11) The country code for Switzerland.
 12) Is it an A, a B or even a C? Graham will know.
 13) The two letters that mean everything to the Fast Ford guys.
 14) Armoured cars and the Grey Lady were just some of this manufacturer's products.
 15) See (17) Across.
 16) A sporty model designation for an Alfa.
 17) See (15) Across. A pretty coupe (1954 – 63) made by the maker of the Ace. (2 & 5)
 19) The 'Variomatic' transmission featured in any one of these cars.
 20) A German car with a hole through the middle – surely not?

- 5) Toyota have made millions of this model.
 6) This British manufacturer had its home in Longbridge.
 7) An Italian make and GT model from the mid-60's – 70's. (3 & 5).
 10) This classic Ferrari model designation relates to its successes at the famous 24hrs race.
 16) It sounds a bit like a fish but this is actually a famous French car maker.
 18) These Lotus models were never troubled by Brexit.
 19) A famous American make and a charger rooted in Stockport.
 21) A make in its own right but a total 'turkey' for Ford USA.
 23) A British maker of fuel systems.
 26) A Triumph for Bambi to aspire to perhaps
 27) A now defunct fuel brand from Belgium.
 31) One of the registration letter codes for Manchester.

Solutions in next month's magazine



IT TAUGHT US ALL WE KNOW.

It's not all bad being a tortoise.
They do live to a very old age.

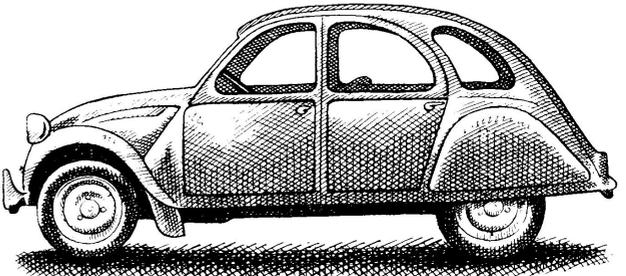
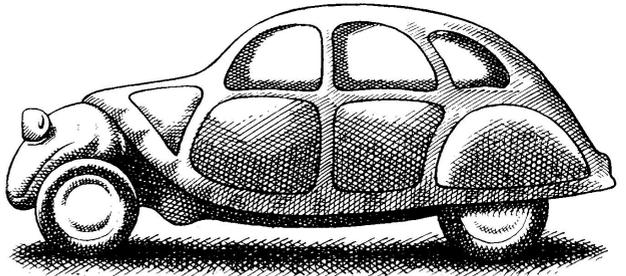
They suffer few mechanical
breakdowns.

They have a very poor appetite
for consuming petrol.

They're not, as we know, the
swiftest of creatures.

But need we remind you of the
story of the tortoise and the hare?

CITROËN 2CV £2674.



Financial Administrator

Jean Knowles

judojean@btinternet.com

Magazine Editor

Keith Yates

keith.yates1957@outlook.com

0161 4498432

Motorcycle Section

Steve Divall

See page 2

Other Committee

Graham Scattergood

scatt911@outlook.com

Publicity

Helen Bowden

01614273584

Vehicle Valuations for Insurance

Club Stands

Mike Coffey

01298 27424

Website Administrator

Jane Harrop

janeharrop148@outlook.com

Deputy Magazine Editor

David Bresnahan

dwbresnahan@outlook.com

Commercials Section

Dave Rawson

davidrawson54@yahoo.co.uk

Minutes

Jill Dewsnap

dewsap35@gmail.com

0161 3382098

Charity Co-ordinator

Eric Dewsnap

dewsap35@gmail.com

Associate member (Auditor)

David Rainsbury

Disclaimer

Please note that the opinions of the Editor and any Contributors are not necessarily those of the Chairman or Directors of the Club.

NEXT MONTH'S ISSUE

That very rare, quick and oh so cool Vauxhall, a 1930's V12 beauty and Derek Bell with some Le Mans memories.

THE BEST VIEW

Our magazine is designed to be viewed using any PDF-compatible reader. However, for the best experience, especially with double-spread pages, ensure you are using Adobe Acrobat Reader DC. In this application, you can select the "View" menu, then "Page Display", and ensure two options are ticked: "Two Page View" and "Show Cover in Two Page View". This will cause the magazine to display as if you were reading a physical copy.



**Branches in Stockport and Manchester,
Southport, Stafford and on the Wirral.**

**Supplying Quality refinishing products to the
Automotive and Industrial Markets since 1982
we can supply paint from a touch up. We also
supply aerosol cans. products supplied by
Lechler Coatings, Pro Spray, Manor coatings,
Farecla, U-pol, Mirka Abrasives, Teng Tools
and much more.**

**All H&HCVC members are welcome to trade price
on production of their membership card.**

**Please note that due to short supply of products, some
items have increased in price by as much as 50%**

**Colourtone House, Horton Street, Higher Hillgate,
Stockport. SK1 3LR**

Stockport (Home) tel: 0161 477 6970

Manchester tel: 0161 448 0273

Southport tel: 01704 539462

Stafford tel: 07736 807504

Wirral tel: 0151 643 1171

email: sales@colourtone.com

Website: www.colourtone.com