

moSS

Motoring



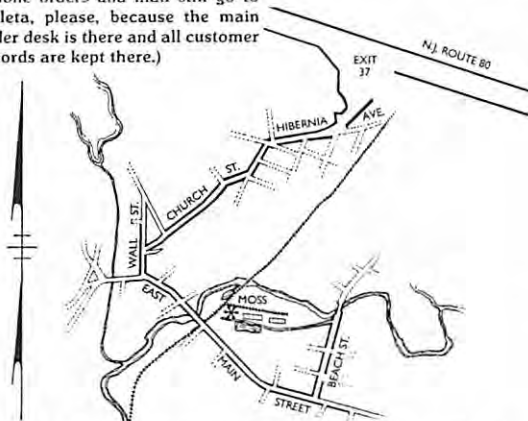
We're On The Move Again!

Doesn't that sound intriguing? Yeah, it did to us, too! The end result was that, in mid-September, we adopted this 'old' solution to a new problem, by moving our East Coast Distribution Center from Montville, New Jersey to Rockaway, New Jersey.

This move, less than a year after our setting up shop in Montville, was a direct result of our continuing rapid growth. Not only have our sales in general been on the upswing in the Eastern half of the U.S., but our addition of late-model MGB and Triumph parts necessitated a bigger warehouse sooner than expected. (Since the addition of Start Your Engines, Ltd., we have been striving towards having parts for all models available from all branches.)

The new Rockaway location offers the space we need in a building with character (suits us old car-types!), with better facilities for hosting Marque Days than we had in Montville. We are also still very conveniently sited to serve the whole Northeast, with great freeway access, so we hope lots of you will come and visit Bob Goldman and his crew very soon. Our new address is 114 Beach Street, Rockaway, N.J.

(Phone orders and mail still go to Goleta, please, because the main order desk is there and all customer records are kept there.)



Here's how to get to our East Coast Distribution Center; the directions are the same whether you are coming from the east or west. Take New Jersey Route 80 to Exit 37 Hibernia-Rockaway. Turn right and follow the blue & yellow Route 513 signs to Main Street. Turn left on Main and go approximately four blocks, crossing over the railroad tracks, and turn left on Beach. Take the last driveway before the bridge and follow it all the way, passing the pond, and you are there.

ANNOUNCING... CRANKSHAFTS!

With great pleasure, we can finally announce that our new supply of MG TC/TD/TF crankshafts will be available in early December.

For a couple of years now, new cranks were not to be found anywhere. Reconditioned and used ones were scarce and expensive. We spent many months negotiating to have a run of forgings made for us at a reasonable price and were finally able to clinch the deal. They arrived in late September and machining commenced immediately.

Forged from 4340 Chrome Moly

CONTINUED ON PAGE 8

See you soon!

Moss Marque Days A Big Success

July 23rd, 1983, will go down in Moss Motors' history books as the date another great new venture began. Some one hundred sixty Austin Healey enthusiasts came to our Goleta office, many of them driving their Healeys, for our first-ever "Moss Marque Day".

Arriving at 7:45 a.m., we found several 'early birds' pacing the forecourt, anxiously awaiting first crack at the "Swap Meet" stuff we had for sale. Between 8:00 and 5:00, we gave some great bargains on discontinued items, shop-soiled parts and other miscellaneous bits and pieces. How nice to be able to clear off some shelves and gain happy customers at the same time!

During the day, we were treated to an ever-changing display of Austin Healeys, as several clubs and many individuals pulled up to visit us. We got to see some neat cars, while their owners enjoyed tours of our facility, free coffee and donuts, a preview of our new Austin Healey upholstery, a chance to examine Al Moss's immaculately restored 100-4 Le Mans and the rolling chassis of a 100-6 which is undergoing restoration at Classic Car Company. Oh yes, the special 10% discount on orders placed that day was also welcomed!

It was interesting to see how many Healey owners were not aware of the clubs. Hopefully, a number of new recruits were signed up; at any rate, we saw several people exchanging names and addresses. One woman, with great initiative, was browsing our Guest Book, looking for names of other Healey owners in her part of the country!

We at Moss enjoyed the day so much we have decided to organize many more Marque Days in 1984. (September 10th, 1983 is scheduled for a Triumph Day, but that story will not make this newsletter.) We believe these gatherings can be beneficial in many ways to many people, as well as being a lot of fun. Hopefully, they can grow into real "events", with marque owners and clubs mak-

ing the trip to Santa Barbara (of which Goleta is a suburb) for a weekend which includes a day of motoring activities at Moss Motors. Maybe we can do the same for our East Coast customers at our New Jersey facility, too.

Why not a Concours d'Elegance or Funkhiana as part of the day? If enough interest is shown, we would certainly be willing to put up Trophies. All we need is a club to organize the event and handle the parking, etc. If anyone is interested, drop Lawrie Alexander a line at Moss and let's see what we can put together. Then, in the first 1984 issue of Moss Motoring we can publish a schedule of dates for the marque weekends and everyone (especially the clubs) can schedule them into their year's activities.

WE'D LIKE YOUR INPUT!

Contributors whose material is selected for publication in this newsletter will receive Moss Motors Gift Certificates in amounts as follows:

\$50 Gift Certificates

Technical Articles, Marque reviews, Histories (cars, race teams, etc.), Personality Profiles (500-700 words)

\$25 Gift Certificates

Book Reviews, Club Article Reprints (humorous or general interest) (250-350 words)

\$10 Gift Certificates

Technical Hints, Tips, Cartoons, Humorous Anecdotes, Photos.

Items for consideration should be mailed to Moss Motors, Editorial Department, P.O. Box MG, Goleta, CA 93116. Contributions, whether selected or not, will be returned only if accompanied by a stamped, addressed envelope. Contributors whose material is selected for use will be notified within four weeks of the date of mailing to us. We reserve the right to accept or reject any material on whatever grounds we decide; we further reserve the right to edit or change any material to suit the need of our publication, without prior notification to the contributor. "Letters to the Editor" will be accepted for publication, provided they are accompanied by a name, address, and phone number.

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Austin Healey-An American View

By Dave Ramstad

Just three dozen short of 72,000 Big Healeys rolled out of the BMC works at Longbridge, and later Abingdon, between 1952 and 1968. Donald Healey's "Hundred" hit the United States like a bombshell. Its fresh, sensational lines, ample power, and very attractive price created overnight queues of eager buyers everywhere. Thanks to the postwar automotive revolution begun in The Colonies by MG's TC and Jaguar's XK-120, Americans by 1954 were buying British sports cars as if there was no tomorrow. Merchant Marine convoys which a decade earlier crossed the Atlantic eastbound laden with war materiel, now sailed the opposite direction to disgorge thousands upon thousands of Jaguar, MG, Triumph and Austin-Healey sports cars (The Big Four, although there were others) on U.S. piers.

According to modern British Leyland sources, 80% of Big Healey production was destined for the unprecedentedly voracious North American market. In round terms, this translates to nearly 12,000 Hundreds, another 12,000 100-Six types, and a further 34,000 3-liter cars which found ready and willing purchasers in the States. Almost 58,000 Big Healeys were distributed throughout this continent before production ceased in December 1967.

Enthusiasts of the marque Austin-Healey visiting the U.S. from other lands make many observations, chief among them being these two questions: Where are all the clubs? and, Where are all those Healeys? It is apparently assumed that the influx of nearly 60,000 Big Healeys during the two decades previous created an extensive, highly organized national network of owners' clubs throughout the land, and supplied sufficient cars for Big Healeys to be seen on American streets and highways for all time.

In actuality, the great horde of Healeys sold in the United States worked in some ways to effectively defuse any great national movement. And the marque Austin-Healey was not the sole victim of this irony-the British Sport Car Boom of

the 1950's and 1960's poured so many cute and sexy two-seaters into the affluent American scene that any vestige of uniqueness or exclusivity was quickly lost. Well-to-do high school and college students drove them to classes, upper-middle-class housewives drove them to the supermarket, and hedonistic, upwardly-mobile young singles and couples drove them everywhere. E-types, TR3's and 4's, MGA's and B's and Healey 100's and 3000's were seen on American streets, highways, and parking lots to such an extent that they simply melted into the panorama of the times. A great many British sports car owners were merely interested in the way the car made them feel, or the image it helped them to project. The truth is,

commonplace, and each and every one was special from the beginning. This is an exaggeration to be sure, but few will doubt that Big Healeys which found themselves in Spain, New Zealand, Germany, Sweden, South Africa, or Australia received a radically different reception and life than those coming to California or New York.

Now, there have always been bands of serious American enthusiasts gathering to enjoy their chosen marque, but their numbers, at least in the case of the Big Healey, continue modest even into these 1980's. It is estimated that the total combined membership of all Big Healey owners' clubs on the North American continent does not today exceed 2,500 souls - a respectable figure,

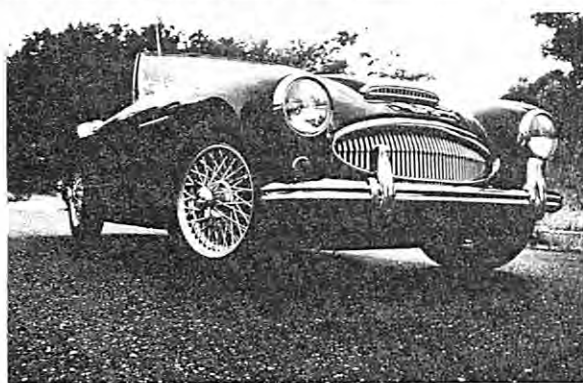


the British sports car became a uniquely American phenomenon, much as the infamous (my adjective) Volkswagen Beetle reigned supreme in the U.S. econo-car field.

The opposite side of the coin, of course, is that while four-fifths of Big Healey production was shipped to the States, the balance - something over 14,000 cars - had to somehow satisfy the sports car hunger of the entire rest of the world. The numbers tell the story: A mere three thousand '100's the same number of 100-6, and only eighty-six hundred 3-liters were spread mighty thin out there. These Healeys led charmed lives, they never had a chance given their relative scarcity to become

but certainly a far cry from those 58,000 lusty machines which crossed the Atlantic not so long ago. America's exploding old car hobby, ever-dwindling numbers of Big Healeys, and the steady passage of time automatically guarantee the upward climb of enthusiasm for this marque. The Austin Healey Club's thirteen year old, San Francisco-based Pacific Centre is currently experiencing rapid growth in regional group activities, while the more senior Austin Healey Club of America, headquartered in Chicago, offers Midwestern owners all the benefits of affiliation. These two major bodies are nicely complemented by a number of highly organized local clubs in various metropolitan areas.

So, while those original 58,000 imports do not today guarantee a Healey on every street corner or an owners' club in every hamlet across the country, an individual can with just a little effort discover American Big Healey enthusiasts to rival any in the world. Oh, and where are all those thousands of 100's, 100-6's, and 3000's? Well, a relatively small number of them are seen in ordinary daily service. Just as anywhere else, as they become older, fewer in number, and higher in monetary worth, they are obviously more highly cherished and preserved. Sixteen years after the demise of production, one finds these American Big Healeys more and more typically reserved for club activities, vintage racing, and other pleasurable pursuits. Is not that as it should be?



Our thanks to Dave for his interesting and informative article. A \$50.00 Gift Certificate from Moss is on the way to him for his contribution to our Newsletter.

LETTERS TO THE EDITOR

Dear Sirs,

The newsletter I just received was very interesting and amusing particularly the piece by Steve Hensley. I've been there before and I'll be back again. I hope you will be continuing this newsletter

Thanks,
Keith A Lindstrom
St Paul, Minn.

Hi,

Here's a suggestion from an Austin Healey fan. How about a pin, to wear on lapels. Maybe in the shape of the car. If you ever do this please let us know.

We took advantage of your many products when we restored our Healey 3000-3½ years ago. Many Thanks!

Mrs. Gilbert Boyko
Sherwood Park, Canada

Ed Note: We appreciate new product suggestions like this Mrs. Boyko, and will look into making lapel pins part of our accessory line. Other readers with product ideas may write to our Product Development Manager, Chris Nowlan, at P.O. Box MG, Goleta Ca 93116.

Gentlemen:

Time is money, therefore please do NOT take time to respond to this letter. I sincerely think you have more important things to do!

I do not know how you acquired my address, but THANK YOU for sending Vol. 1, No. 2 Summer 1983 issue of "Moss Motoring."

I am the original (and only) owner of a 1963 TR-4 (which came from the factory with TR-4A front suspension) which has over 330,000 miles on the clock to date. I have personally rebuilt the engine several times and it is my "work car" in that it is the only car I have ever owned and I drive it over 60 miles round trip to and from work each day. It has been a very reliable vehicle. Naturally, I am interested in parts suppliers, therefore I sincerely appreciate your publication. The "Tech Article" is great. Those S.U.'s leaked from the factory!

Once again, THANK YOU for sending the publication. The writing is well done. The reading is most interesting.

Keep up the good work!

Robert Koval
Westmont N.J.

HANDY HINT

IT'S WHAT YOU DON'T SEE THAT CAN HURT YOU!

Have you ever noticed while driving, that the car in front of you has a wobbly wheel? Or that its front and rear wheels track out of line, indicating that a past accident has left the chassis out of alignment? Remember this next time you buy a car! Don't just listen to it, look at it and drive it; have the would-be-seller drive it while you follow in your car and look for those problems that can only be seen from behind!

Customer Profiles REX URBAN

The Austin Healey has been popular since its debut thirty years ago. People take pride in their Healeys, many paying more attention to their car than their spouse. Clubs have been formed to help preserve the marque all around the world. In these clubs are some of the most devoted Healey enthusiasts in the world. Our customer profile this month is on just such a person.

Rex Urban was born and raised in Salem, Oregon. At an early age he removed the motor from his parents' lawn mower and installed it on a tricycle frame. As he grew he changed from lawn mowers to putting a Porsche motor in his VW Beetle. It was at this point his parents knew that their son was heading not towards a musical career, but a mechanical and racing one! (Nothing musical about Porsche motors! Ed.)

For graduation from high school, Mom and Dad gave Rex his first English car, a Bug-Eye Sprite! It was this car that opened his eyes to the world of driving.

From owning, driving and working on this Sprite, Rex gradually developed an interest in the 'Big Healeys'. As his knowledge of the Healeys grew, so did his enthusiasm for them and he developed the reputation of being a 'Healey expert'.

During this time, Rex was em-

ployed at various shops, improving his automotive skills. Finally, in 1978, he realised he was tired of working for other people on 'transportation cars' and decided to open his own business. Now he is able to specialize in the cars he enjoys so much, and to further his involvement with the marque and the enthusiasts who share his enjoyment of it.



Rex, Teri (Miss Austin Healey), and their nicely restored Mini relax a few moments before a race.

played at various shops, improving his automotive skills. Finally, in 1978, he realised he was tired of working for other people on 'transportation cars' and decided to open his own business. Now he is able to specialize in the cars he enjoys so much, and to further his involvement with the marque and the enthusiasts who share his enjoyment of it.

Rex has been successful in his business and is recognized for the quality of his work. His own cars and cars prepared for customers have been award winners in many West Coast shows, including the Austin Healey International Meet at Aspen.

Rex wasn't the only one in the family to place at Aspen; his wife, Teri, was voted Miss Austin Healey by the Healey family. Meeting Donald Healey and his family and the "Healey Team" has made Rex's admiration

for the Healey cars even greater and more personal. This past year, Rex decided to go racing in the Bug-Eye his parents gave him for graduation. In previous years he had worked on pit crews for various Northwest teams and also sponsored them. Now it was time for him to go out and apply all the years of experience he had. At first Rex thought it was risky taking a car so



Rex setting up for a turn at Portland International.

dear to him and putting it out on the track but, after a while, he realized it was safer on the track than on the street.

In his spare time Rex is very active in the Austin Healey Club of Oregon. For the past four years he has been the editor of their newsletter, the "Healey Northwest". Last year he tied for the most active member in the Oregon club.

To sum things up, the Austin Healey has become a very important

part in Rex's life. "There is nothing like driving a Healey," said Rex. "It is the strongest sports car ever built. In addition to the great pleasure I have in driving them, I have also made friends around the world through the Healey Clubs. The clubs form a very strong network and no matter where you are in the world there is always a Healey buff to share good times with you. This alone is the best incentive I have to keep these beautiful cars on the road."

Rex will receive a \$50.00 gift Certificate from Moss Motors for his contribution to our Newsletter. Are you also interested in and involved with British sports cars? If so, we encourage any and all who might have a similar article to send it in. See the front page for details.

MOSS JAGUAR PURRING NICELY

Moss Jaguar, Ltd., the car sales and service division of the Moss family, has just completed a most satisfactory second year of operation! Since becoming the local Jaguar dealer, their staff has grown to fourteen and they hope to add two more people within the next year.

The Service Department, ably led by Neil Trent, reports that virtually 100% of the new car buyers are now regular service customers. In addition, owners from as far afield as Los Angeles and Monterey bring their Jaguars to Moss for service and repairs, a real tribute to the caliber of their personnel! Especially interesting, Neil notes, is the fact that the new Jaguars are living up to their claim of being the best cars ever produced by the factory. Moss Jaguar's service customers are mostly just that: Service Customers. The only time they bring their cars in is at the prescribed service intervals for routine, scheduled maintenance. The reliability of the latest Jaguars is a match for any other luxury car on the market today.

Harry Haigh, General Manager of Moss Jaguar, reports that new car sales confirm the acceptance of the new Jaguar as the best luxury sports sedan available today. For the 34th month in succession, August sales set a new record! Total units sold in the U.S. through August 31st were just a few cars under 10,000, a 64% increase over the same period last year! Jaguar dealers across the country are seeing the results of the factory's emphasis on quality and reliability, as new Jaguar owners spread the word about how thrilled they are with their cars.

The models currently being sold are the XJ6 Sedan, Series III; the Vanden Plas version of the same car,

a real favorite with the buyer looking for the ultimate in traditionally British luxury trim; and the XJS HE Coupe with the amazingly smooth, powerful, and economical alloy V-12 engine. So popular are all three models that delivery is sometimes a problem. Allocations to dealers do not match the demand and Mr. Haigh tells us that most of his cars are sold before they actually arrive! The factory is working hard to increase production, and the sales staff at Moss Jaguar are becoming adept at locating cars from other dealers to meet the demand.

Why has Moss Jaguar been so successful during a time when literally hundreds of dealerships have closed down? Apart from the obvious reason that the Jaguar car offers better value for the money in an elegant yet fun-to-drive sedan than its competitors, Harry Haigh cites the attitude of his staff. The salesmen are knowledgeable Jaguar enthusiasts. Rather than hustling the customer into a closing room, they spend time sharing their intimate knowledge of the cars. The Service Department lists as top priority doing the job right the first time, rather than getting as many cars in and out as fast as possible. The Parts Department (see separate article) is staffed by individuals that care, led by a manager (David Green) who won't tolerate less than 100% effort on the customer's behalf.

All these factors add up to a dealership that operates efficiently, enthusiastically, and on the maxim that 'the customer's satisfaction is our number one priority.' If you are planning to buy a new or pre-owned Jaguar, maybe a trip to Santa Barbara would be a worthwhile extra investment!

**CLASSIC
BEAUTY.
ENDURING
CRAFTSMANSHIP.
JAGUAR
XJ6:
IT'S BETTER
THAN EVER.**

Here is a living classic, a car that has been ranked by experts as one of the most beautiful sedans of all time. But the XJ6 is most beautiful in motion. Quick and responsive, it is also notably quiet and luxurious. Powered by Jaguar's famous electronically fuel injected double overhead cam six, the Series III offers you many electronic conveniences: a new trip computer, cruise control, power sunroof, stereo AM/FM radio with cassette player and a self regulating heating and air conditioning system are all standard. Come in today and drive this best of all Jaguars.



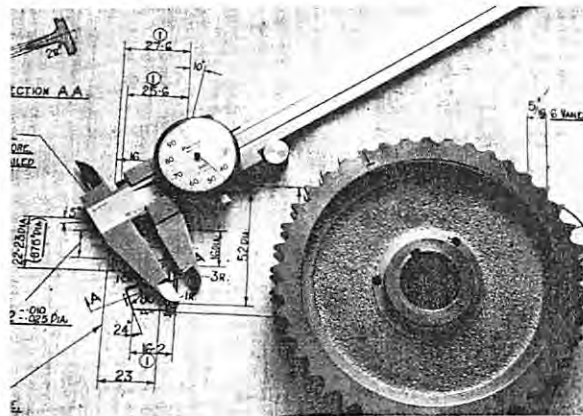
MOSS JAGUAR LTD.

Sales/Service: 963-3608
132 East Montecito Street,
Santa Barbara 93101

MAKING OBSOLETE PARTS AVAILABLE AGAIN PRODUCT DEVELOPMENT

Product Development is one of the most important areas of any growing business. It is particularly important in the British sports car field, since these cars are now out of production and parts are becoming obsolete at an alarming rate. Parts used exclusively for pre-1970 cars are now almost totally unavailable through BL channels. Only where parts inter-

change with models produced during the seventies is 'availability' significantly better, but even some parts for the 1980 MGB's are starting to become scarce.



Moss Motors has, for many years, made a major commitment to offer the widest possible range of factory original and quality reproduction components. We currently inventory over 12,000 different items, of which more than 4,000 are reproduction items. We also believe in reproducing low-demand and obscure items that may simply be lost in the course of a restoration, as well as reproducing the faster-moving items. Accordingly, Research and Development is one of our most important departments, encompassing not only new product development, but also quality control, catalog development, and providing technical direction for our in-house upholstery manufacturing division, machine shop, and chrome plating facilities.

New product decision making is the ultimate responsibility of Christopher Nowlan, our R & D Department Manager. Chris keeps a "wish box" which includes 'new' products as well as 'existing' product ideas. These cards contain historical product availability and sales information. The cards themselves are created based on input from other Moss departments, customer suggestions, observations made at club meetings, and through R & D's combined vast knowledge of British sports cars.

As manufacturers under license from British Leyland and BL Heritage Ltd., Moss Motors makes every effort to keep the lines of communication open and, at the same time, obtain copies of original factory engineering drawings and technical input. Priorities for actual product development depend on a variety of factors including the availability

of good, original samples and engineering drawings. Where factory drawings are no longer obtainable, new drawings are created by our own in-house staff. All dimensions are carefully checked against multiple original samples. Dimensions of mating components are checked at the same time to insure that the final product will fit and function as it was

originally intended. Actual product development is a function handled by Chris Nowlan and Wally Harraman. At any one time, Chris and Wally will be actively working on 200-300 different new products. This would include virtually any type of manufactured product from a small, stamped steel upholstery clip up to and including new forged steel MG-T Series crankshafts. (Incidentally, these new crankshafts will be available soon and are forged from the very best and most costly 4340 chrome-moly steel. These crankshafts are virtually unbreakable and will provide far greater journal life.)

Moss Motors utilizes the manufacturing services of over 250 independent companies located throughout the world, in addition to our own in-house facilities. All new product candidates are first sent out for bid (even our own machine shop must provide a competitive bid to get a "new product order").

Complex components require extra special attention. As an example, Product Development has recently completed the reproduction of the complete MG-T Series front parking lamp assembly. This involved negotiating with a variety of independent manufacturers to produce chrome rimmed glass lenses; injection molded "King of the Road" medallions; deep drawn, stamped brass bodies as original, (the primary stamping alone required eleven progressive sets of dies); bakelite and steel electrical socket assemblies; screw machined lens attaching screws, etc. Late model Lucas replacements, now obsolete, were made as a die casting, didn't include "King of the Road" medallions and incorporated a non-original plastic lens. The actual chrome plating and polishing of our reproduction units, like so many of

our best chrome plated items, was completed in our own automated chrome plating facility. Chris and Wally worked on the development of this project for nearly two years, making countless phone calls, letters, and trips to sort out developmental snags. "Moss Made" parking lamp assemblies are now being distributed worldwide. Like many of our quality reproduction products, we are able to offer real value for the money. Our "original" parking lamp assemblies now retail for \$44.75, whereas Lucas' own "replacement" lamp had a last suggested retail price of \$77.42!

Once all bids for a potential new product are received, they are analyzed, approved, and finally a purchase order is created. Chris, Wally, and the Purchasing Department then monitor progress to insure that previously set delivery schedules are met. All new products at Moss Motors require preproduction samples to be made from finished production tooling. All preproduction samples are installed on cars and tested and evaluated, to insure originality, serviceability, and overall quality. Where necessary, samples are sent out to independent testing laboratories, or to our own Classic Car Company for installation and testing. Metallurgical or chemical testing are both an integral part of our R & D program. Moss Motors is perhaps the only firm in our field that makes regular use of independent testing laboratories to determine chemical analysis of steels, irons, and rubber. Both original and reproduction parts are tested for hardness, corrosion resistance, etc., and

we regularly check the tensile strength of all safety/critical and internal engine nuts and bolts. Once parts are approved for production and have been produced and received here at Moss Motors, they still require Chris' and Wally's final seal of approval before they are released for sale.

Quality control of our on-hand inventory is another full-time, ongoing program at Moss Motors. Craig Cody, of our R & D staff, takes special interest in these areas. His close work with Customer Service and Returns insures his ability to respond to quality problems quickly and efficiently. We keep carefully documented production control records for all reproduction items. If and when problems are found, this documentation insures that even minor problems are eliminated from future production runs.



Our computerized drill-press in operation; quality.

Craig also works with our suppliers to help them sort out problems relating to products we purchase outright.

Catalog Development at Moss Motors is an integral part of our Research and Development Department. Our philosophy regarding catalogs is to develop as complete and comprehensive a catalog as

MOSS MANAGERS

In our continuing efforts to spotlight the key people who help to make it all happen here at Moss Motors, we would like to introduce our Product Development Manager, Christopher Nowlan. Chris' involvement with British sports cars began at the tender age of 17, with the acquisition of a '53 TD in 1968. As a native of Needham, MA, he soon met a neighbor whose budding MG-T Series parts business gave Chris an

opportunity to learn the British auto parts business from the ground floor.

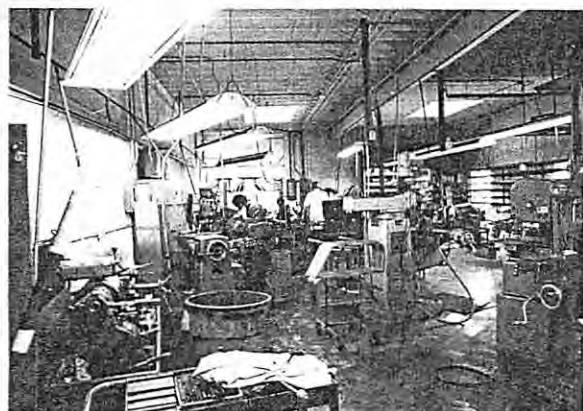
Within weeks of his high school graduation, Chris made his first buying trip to England where he contracted to have a variety of reproduction MG parts manufactured. He also gained invaluable experience in purchasing obsolete stock inventories and negotiating with the original component manufacturers in England for the continuance of com-



possible. When we develop a new catalog, such as our fully comprehensive 1963-1980 MGB catalog, which is now under development, we include all items for which there is even a limited demand, even if the product is currently obsolete. In this manner we can add new products later without having to issue new catalogs at frequent intervals. Customers are always encouraged to check current availability by referring to our current price list or, if in doubt, give us a call.

Catalog development is under the direction of Chris Nowlan, but is largely carried out by our enthusias-

tic and hard working cataloging staff. Through a carefully developed program we are able to produce what we feel are the best and easiest to use catalogs available today.



Some of the equipment at our own in-house manufacturing facility.

Eric Bishop is our ace primary researcher. Eric's steadfast determination is invaluable for sorting out years of not-necessarily well documented production changes, factory supersessions, and getting all pertinent information plugged into our

strations never existed. Tom is currently being assisted by Hal Arneson, on temporary loan from our Art & Advertising Department. Hal is a veteran of our earlier catalog efforts and, like Tom, Eric and Eric, is totally devoted to doing the job right. Our new MGB catalog will incorporate many new concepts to keep Moss Motors at the forefront of the MGB marketplace for many years to come.

ponents otherwise obsolete through normal factory channels.

Chris' personal interests paralleled his professional activities. His first TD was replaced by a \$350.00 'rolling chassis' TC that Chris spent three years restoring. Through perseverance, he constructed virtually a complete new wood-framed body shell and learned the rudiments necessary to do all his own paint and body work.

Chris won a first place award at a national New England MG-T Register meet with his beautiful, supercharged, cream and green TC, and then went on to win the coveted Premier Award at his very next national meet. This was (and still is) a considerable achievement for a 21 year old part-time college student!

A TF 1500 was acquired in the early seventies and served Chris well for a number of years, as year-round, daily transportation.

Chris still enjoys reminiscing about racing that trusty green TF at Limerock, CT; long distance trips in driving New England blizzards; hand-crank starting the car on every cold morning; the trip back from Cape Cod in a legitimate hurricane when the top blew off and he continued undaunted in the driving rain back to Boston.

Other cars came and went, some of them more memorable than others, but most all were British sports cars. Although a dyed-in-the-wool MG enthusiast for over fifteen years, Chris has owned a '58 D.H.C. Morgan, three Triumph TR3's, and currently owns a '64 Jaguar XKE as well as a '48 MG-TC, '58 MGA and a '67 MGB-GT. Chris hopes to complete a Concours frame-up restoration of the TC this winter, and promises to drive it on a regular basis after making the Concours circuit for a year or so.

Chris' career with Moss Motors began in 1975 with an offer from Al Moss that he "couldn't refuse". His early responsibilities were varied and at one time included Product Development, Art & Advertising, Catalog Development and Quality Control. Due to rapid growth of the Moss organization, some of these challenging responsibilities have been delegated to other departments. The accompanying article covers Chris' current areas of responsibility. Chris' leisure time, (when he is not working on his own cars), is largely split between cycling and redecorating his recently acquired Santa Barbara hill top home.

Moss Departments

Meet the Moss Crew

We would like to take this opportunity to say a few words about the people who work so enthusiastically in our various Research and Development departments.

Eric Bishop received his education in Journalism at San Jose University. Being a member of a long-time racing family gives Eric, the proud owner of a 1966 MGB roadster, his interest and experience with mechanics and sports cars. Fusing his interests, Eric started at Moss in 1981 in Sales and moved into catalog development thereafter. A native Californian, Eric enjoys spending his time off backpacking, sky diving and lying very still on the beach.

Craig Cody has owned a variety of British sports cars that include a number of Jaguars, TR's and an MGA. Craig's current mount is a beautiful red MG-TD which he commissioned Classic Car Company to restore in 1980. Craig drives the car nearly everyday (who wouldn't, his other car is a Porsche 914!). Last year he racked up over 15,000 miles on the TD and still wins awards at local car shows. Before joining Moss Motors, Craig spent twelve years in the hotel and restaurant management field which enabled him to be transferred around to such places as Alaska, Hawaii, and Texas. Craig's interests, besides vintage sports cars, are gourmet cooking, collecting clocks and Chinese export porcelain. His current goals are to acquire and restore an XKE, and race his TD in vintage competition.

Wally Harraman, the "Old Man" of the R & D department, started out his British auto parts career in 1960 with a five year stint at Flint British Motors in Phoenix, AZ. Wally quickly mastered the intricacies of the BMC parts business, and still remembers superceded part numbers that haven't been used for twenty years! Wally moved to Santa Barbara in 1965 specifically to join Moss Motors. During the next eleven years he handled a number of positions, including Division Manager of the Moss Motors' chain of general for-

1982 and hope to have him with us for many years to come. Wally can always be counted on to get the job done, and has been responsible for developing many exciting projects since his return to Moss Motors. Wally's outside interests include golf, sports, gardening and paying off his brand new 280ZX and slightly used Cadillac Coupe deVille! Maybe some day he will find that low mileage Austin Healey he keeps talking about!

Eric Wilhelm is a recent transfer from our Start Your Engines subsidiary in Beltsville, MD, where he



Eric and Craig trying to sort out some of the complexities of the late MGB roadster.

was employed since 1977. Eric held a number of positions at SYE, including body shop welder, Service Department Manager, buyer, etc. His years of hands-on experience, particularly in the Triumph field, makes him a real asset to our R & D effort. Eric has a degree in anthropology from the University of Maryland, which perhaps explains his interest in decaying sports cars. His east coast collection (now scattered around the Washington, D.C. area), includes a Triumph Mayflower, XK-150 d.h.c., Jaguar Mark X, two MG ZA Magnettes, one MG ZB magnetite, and a VW camper. Now that he is getting settled in California we are sure it won't be long before he starts a collection of rust-free sports cars! Eric's other interests are restoring antique guns, hunting and photography.



Wally and Chris making sure our T-series crankshafts are just right.

eign auto parts stores. Regrettably, we lost Wally in 1975 when we discontinued our retail stores to enable Moss Motors to concentrate on building our 'vintage' mail order business. During the next few years Wally gained further experience as R & D buyer for Clenet Coachworks (the now-defunct exotic car manufacturer). Most fortunately for Moss, we were able to rehire Wally in early



Tom whistling a tune while waiting for the typewriter to finish a page of the new complete MGB catalog.

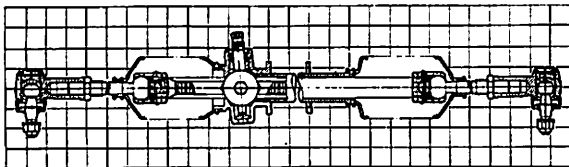
Tom Digenova is a recent transfer from Art & Advertising and has adapted well to the more technically oriented requirements of catalog development. His new responsibilities at the same time provide the opportunity to express artistic

CONTINUED ON PAGE 8

DOES BABY NEED A NEW PAIR OF BOOTS?

Like so many mechanical parts, rack-and-pinion steering requires two things to work efficiently: The presence of oil and the absence of water and dirt. Given these two conditions, a steering assembly should last hundreds of thousands of miles. However, periodic attention is necessary to a very vital part of the steering: The rack boots (or seals, or bellows, or gaiters, or whatever you call those collapsible rubber things on each end of the rack). If these are split and leaking oil, the life of the rack-and-pinion is diminished every time you drive the car, especially if you drive on wet or dusty roads.

While the boots themselves are relatively inexpensive, many owners put off replacing the bad ones because a) it is a dirty job, and b) they know it will upset their steering alignment. The simple answers to these objections are a) but someone has to do it, and b) not necessarily. If your alignment is correct and your steering wheel is centered (see accompanying article), following the procedure outlined below will get you your new boots fitted without the need for realignment.



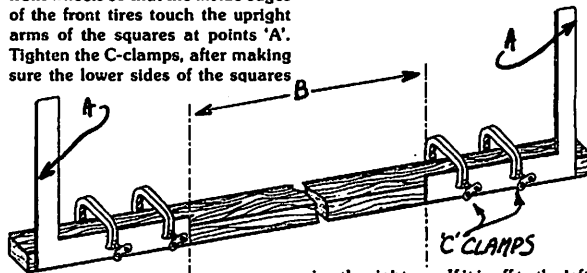
1. Jack up the front of the car and position two jackstands under the chassis.
2. Center the steering wheel in the dead ahead position.
3. Place two strips of masking tape on the front tire treads, measure between them and mark them with two lines an exact distance apart.
4. Remove one wheel.
5. Loosen the tie rod adjuster lock nut.
6. Loosen the tie rod end securing nut several turns.
7. Place a hydraulic jack under the tie rod end nut and raise it about one-half inch.
8. With a brass drift and a big hammer, beat down on the steering arm to separate the tie rod end from the steering arm.
(NOTE: Steps 7 & 8 not necessary if you have an air-hammer to vibrate the tie rod end loose.)
9. Unscrew the tie rod end, noting how many turns it takes to get it off, then unscrew the lock nut.
10. Undo the clamps on the old boot, remove the boot.
11. Clean off all the dirt and old oil or grease.
12. Install the new boot; don't tighten the small clamp yet.
13. Replace the lock nut on the tie rod, then screw the tie rod end back the number of turns it took to get it off.
14. Reassemble the tie rod end to the steering arm.
15. Replace the wheel.
16. Check that the steering wheel is still centered exactly as it was when you started.
17. Measure between the tape marks. Adjust the tie rod in or out of the end until the measurement is exactly what you started with.
18. Tighten the tie rod lock nut, then the small boot clamp.
19. Repeat for the other side.
20. Fill the steering rack with the correct lubricant, per your shop manual. Note that if 90wt oil is called for, using grease will not do! The rack boots are supposed to pump the oil from side to side and they cannot move grease around.

ALIGNMENT MADE EASY

Most British sports cars have no provision in their front suspension for adjustment of caster and camber. Only toe-in can be altered, by adjusting the length of the tie rods. So long as the chassis is straight and undamaged, the lower control arm pivots and shock absorbers securely mounted, and all bushings and wheel bearings in good condition, your alignment will be correct if the toe-in is set properly.

A simple toe-in gauge can be made with a length of 1" x 2" wood, two carpenter's squares, and four C-clamps (see illustration). Since you cannot measure between the rear of the wheels with a tape measure (the engine rather impedes the straight line approach), this gauge enables you to get around the obstructions.

With the car on a smooth, flat surface, place the gauge between the front wheels so that the inside edges of the front tires touch the upright arms of the squares at points 'A'. Tighten the C-clamps, after making sure the lower sides of the squares



are flush with the bottom edge of the wood bar. Measure the distance 'B'.

Now carefully reposition the gauge at the back of the front wheels. Loosen one pair of clamps and slide the square until both points 'A' contact the tires in the same place as they did at the front, again making sure the bottom edge is still flush. Measure the distance 'B'. It should be larger than the front 'B' measurement by the amount of toe-in that is called for in the shop manual. If it is not, adjust the tie rods until the desired toe-in is obtained.

If your steering wheel is not perfectly centered, you can correct it without too much effort. First, you need to make sure all your tire pressures are set correctly, then find a wide, flat, traffic-free area (such as a deserted parking lot). When you drive "hands-off", the front wheels will assume their most centered position because of the caster that is built into

the steering. On a cambered road there will be a slight pull from the road's camber, so you need a flat road for best results.

When you have determined the exact position of the steering wheel with the car going straight ahead, you can begin the centering procedure. If it is more than an inch or so off at the rim, start by checking whether your wheel is mounted on splines or a taper with keyway. If it has splines, try getting it closer to center by moving it on the splines. If it is the keyway type, check whether any of the other connections in the steering column can be repositioned to center the wheel better.

Final centering can now be done by adjusting the lengths of the tie rods. If the wheel is off to the right, you can move it counterclockwise by shortening the left tie rod and lengthen-

ing the right one. If it is off to the left, shorten the right tie rod and lengthen the left one.* Count the number of turns so that you move each tie rod the same amount, to preserve your toe-in setting. Small increments move the steering wheel rim a surprising amount, so make your adjustments little by little. Drive the car after each adjustment to see where the wheel now centers itself. When it is dead-center, make sure you remember to tighten the lock nuts on the tie-rods.

If your toe-in is correct before you start the centering procedure, you can save having to readjust it by placing two pieces of tape on the front tire treads and measuring the distance across them before you start loosening the tie rods. As you do your centering adjustments, make sure the distance between the tapes remains exactly the same.

*NOTE: If your steering rack is mounted behind the front wheels centerline, reverse this step.

PERSISTENCE PAYS



My acquisition of the 1950 MG-TD I now own is interestingly humorous. Since 1969 when the MG was introduced to me (until then I hadn't really noticed how beautiful a car it was) I

had wanted to purchase one. Searching the classifieds in Feb. of 1982 I saw one for sale. Upon calling the Phone number, a young girl relayed the bad news that her father had just sold his car. I displayed disappointment, but threw away the ad. All day I passed the trash can debating whether or not to pursue my dream car. At dinner time, digging through the garbage, I found the ad completely covered with grease and other kitchen rubbish. I spoke again to the girl and pleaded that she have her dad call when he arrived from work. Not an hour later the fellow returned the call only to solidify the fact that the MG was truly sold. I asked that I just stop over to "visit" it and reluctantly he agreed.

The pleading and begging an adult is capable of when a beautiful piece of machinery is at stake, is incredible. The fellow laughed and said he'd never

seen such enthusiasm and that surely I would be more suited to care for his auto. I am now the proud owner!

Jill Weber
Middle Island, N.Y.

Jill will receive a \$25.00 Gift Certificate from Moss for her contribution to this newsletter. We encourage all who might have a similar article to participate as well. Check the front page, column four, for details.

HANDY HINT

If your wire-wheeled car should ever have the misfortune of needing to be towed backwards, you should stop every so often to re-tighten the knock-offs. Prolonged counter-rotation of the wheels will often loosen them.

Daniel Shapiro
Torrence, CA

We hope Dan didn't find out about this potential problem the hard way! He will receive a \$10.00 Gift certificate for his Handy Hint.

TECH TIPS FUEL STARVATION?

Symptom:

Your car exhibits all the symptoms of running too lean under load, yet idles O.K. You have rebuilt your carbs and adjusted them correctly, but the problem persists. Your fuel pump is working O.K.; in fact, it seems to be working hard all of the time. You check for fuel or air leaks in the line and find nothing. What remains to be checked?

Remedy:

Try emptying your gas tank, disconnecting the fuel line from tank to pump and blowing through it. (Also remove the fitting from the tank and clean it out.) A blockage or build-up of gum in the fuel line will prevent the pump from maintaining an adequate supply of fuel to the carbs when the car is under load, even though enough can get through to let it work at idle. Cleaning or replacing the fuel line will often solve this problem.

Larry Nager
Mill Valley, CA

DID YOU KNOW...

The plastic lid from a one pound coffee can fits perfectly on the top of an opened quart of motor oil. Keeps the dust out and prevents spilling.

Dave Savage
Santa Maria, CA

Our thanks to Larry and Dave for their contributions to our newsletter. A \$10.00 Gift Certificate is on the way to each of them.



Thanks in large part to the developmental work and skilled driving of Bob Tullius and his Group 44 team, the name Jaguar is again appearing in the Winners Circle! With strong factory support, the new "XJR5" Prototype racer is making a very impressive showing in GTP racing around the country.

Powered by a 550 horsepower, 326 c.i. engine developed from the all-alloy unit in the production XJS-HE coupe, the XJR5 has a sleek ground-effects body molded of Kevlar around a semi-monocoque frame

of aluminum honeycomb and steel. In its appearances to date this year it has logged four outright victories (Road Atlanta, Lime Rock, Mosport and Pocono), a Second and Third at Laguna Seca and Charlottesville. In other races, minor problems (to be expected from such a new car) have sidelined the car, usually from a front running position.

This year's season is drawing to a close but 1984 should see the Jaguar XJR5 dominant in its class. Rumor has it that a Le Mans entry is being considered. Remember how the

many racing successes of Jaguar XK120's and D-types in the fifties resulted in some fabulous road cars going into production? Since the factory is backing the XJR5 effort, dare we dream of another Jaguar sports car being introduced in a couple of years? There are many fans who will share our hopes that this could happen! If you see a Camel GTP race scheduled in your part of the world, make the effort to go and see the XJR5 (and close your eyes and make a wish...!).

MOSS SANTA BARBARA DIVISION Parts For British Cars Not Covered By One Of Our Catalogs

Observant readers of the Moss Motors semi-annual Price Updates will have seen the page devoted to our non-catalog parts division, Moss Santa Barbara. A word or two of additional explanation of the services they offer may help clarify where they fit into our overall picture.

Physically, Moss Santa Barbara is located in the same building as Moss Jaguar, at 132 E. Montecito Street in Santa Barbara. A large inventory of late model parts is kept on hand to supply the Service Department and local garages with their daily needs, and a sales counter serves walk-in customers. Additionally Moss Santa Barbara has a wide selection of obsolete parts for the cars which were made variously by B.M.C., British Leyland, and the other corporate entities which made up these companies. Parts not carried in stock are specially ordered. Any part which is currently available from the factory can be bought through Moss Santa Barbara, and our staff have a wide knowledge of sources for obsolete items.

Manager David Green and his staff of three experienced parts salesmen believe that customers all over the country can benefit by dealing with them for the following reasons:

- They carry a large inventory of factory items and can quickly obtain everything else currently available.

- Their prices on all current items are factory list prices or less.
- Their stock of obsolete items and knowledge of other sources is a great help to owners of older and rarer cars.
- Dave and his staff will take the trouble to look up parts for less common BL cars, such as the Austin Marina, Rover, Triumph Stag, etc. (Many parts men just laugh when you mention those cars!)
- Mail inquiries and phone orders are handled efficiently and promptly.
- Daily UPS shipments are made to anywhere in the USA.
- If the answer to your question is not readily available, they will take your phone number, find out the answer and then call you back.

We hope you agree this is a pretty good service, in keeping with the Moss tradition. However, there are a couple of important differences between Moss Santa Barbara and Moss Motors which you should note:

- Moss Santa Barbara does not have any catalogs or printed price lists to send out.
- Moss Santa Barbara does not have a Toll-Free phone number and cannot be reached via the Moss Motors '800' numbers.
- Customers of Moss Motors sometimes wonder why they are referred to Moss Santa Barbara for an item which, it turns out, is available under a Moss 6-digit part number. If

you are one of those customers, this is why: Our Switchboard Operators are told we carry parts only for those cars for which we have catalogs. Calls for cars which are not covered by our catalogs are routinely referred to Moss Santa Barbara. The operators are great at what they do, but it is unreasonable to expect them to be parts-people as well. So if, for example, you want a set of lifters for a 1971 MGB, they cannot know that those lifters are the same as the ones in a 1967 MGB (for which we do have a catalog). Mention a 1971 MGB and you will be referred to Moss Santa Barbara - it is that simple!

In future years, as Moss Motors develops catalogs for more cars, those parts will cease to be supplied through Moss Santa Barbara and will become available from Goleta or our East Coast branches. For the time being, however, if you own an Austin, Austin Healey, Morris, MG, Jaguar, Triumph or Rover for which Moss Motors does not have a catalog, you should remember to give Moss Santa Barbara a try for your parts. Reach them by phone at (805) 963-0741 or write to:

Moss Santa Barbara
132 E. Montecito Street
Santa Barbara, CA 93101

MOSS SANTA BARBARA SPECIALS

- A large stock of hard-to-find parts for the early Jaguar 'Moss' gearbox.
- 3.8 litre XKE Rear Resonators. Now just \$25.00 each. Or just \$45.00 per pair!
- 3.8 litre XKE Competition Clutch Discs. Now just \$10.00.
- XKE 'AMCO' Rubber Floor-mats, (fits all 6-cylinder Roadsters & Coupes) \$24.95 a pair.
- 4.2 litre XKE and Sedans Synchro Ring #C-22391. Now just \$19.95 each.
- Mk IX Sedan Front Brake Rotors, just \$49.95 each.
- All prices good while stocks last (limited to stock on hand), and do not include shipping.



Moss Santa Barbara
132 E. Montecito Street
Santa Barbara, CA 93101
(805) 963-0741

If You Must Know...

The question on the application blank for a new driver's license was, 'Have you ever been arrested?' 'No,' wrote the applicant. The next entry commanded, 'State why.' 'Never been caught,' was the answer.

Meet The Moss Crew

CONTINUED FROM PAGE 5

talents and contribute to the highly polished, professional look of our catalogs. Tom has attended Santa Barbara City College as well as Ventura College, where he earned a

degree in Fine Arts. As a native Californian, his interests run towards the outdoors where he regularly engages in mountain sports, swimming, volleyball and surfing. Tom is a would-be sports car enthusiast; all we have to do is convince him of the reliability of Lucas electrics!

THE RIVAL

By
Patricia Smith
Semmes, Ala.



It has been many years now, but oh, the shock, the shame of it! My husband Joe, confessed that he had feelings for another woman! They say that the wife is the last to know, but in the beginning I was so completely ignored that suspicion soon dawned, and then he admitted all. He was drawn to a younger, more shapely body.

I was determined to reach the truth; who was this rival? All that I learned was that her initials were M.G. Melissa Gunk? Mona Goop? Nobody seemed to know for sure, as she was always known as M.G. Driven by a guilt complex, I suppose, the erring spouse said we could make a threesome. Well, what was I to do? I would try to fight by making sure that they were never alone. You've met her kind: Well turned out, and always so neat and trim, whereas a few minutes in her company left me feeling like a wind blown wreck. Then he started buying her things. I didn't mind the little things too much, but about two years ago she had to have a new coat. Not just any coat mind you, but a very special color. Four hundred and some dollars to cover that shapely body! If that had been the end of it, it wouldn't be so bad, but she's already mumbling about another one!

Sometimes the three of us go to

parties. Embarrassing for me, you might think, but actually "she" prefers to stay outside. Well, I would too if I had her charms, for she knows that during the evening most of the men will stroll to her side. All of our friends know of course, and greet me with sympathy. "Up to her tricks again, is she?" they say, eyeing my once beautifully coiffed hair, which by now looks as if I've been tearing it out. "Yes, she's going topless again," I reply. Joe, being a very democratic type, always asks the women if they would like to get better acquainted with M.G., but one more furtive glance in my direction and they usually decline.

A few years have gone by and I have adjusted to having a rival female present. However, the other day my husband whispered that he was having cravings for another shapely body; he wasn't sure of her name but he knew that her initials were T.C.

O.K.I., I've had it! That was the last straw! Two can play at that game, so I started to look around and I found the most handsome, well groomed fellow that I have ever seen. I don't know his name yet but I do know that he goes by E.T.

Yes, you've guessed it...

...An E-Type Jaguar!

Patricia will receive a \$25.00 Gift Certificate from Moss for her contribution. If you have an interesting story, send it in! We'd like to hear it.

CRANKSHAFTS

CONTINUED FROM FRONT PAGE

steel, our cranks are far better than any previously available for these cars. By taking the time to select our suppliers carefully and negotiate for the best deal we could get, we were able to price these new crankshafts at \$795.00 each. We realise this is still a lot of money but it certainly beats (a) paying \$1000 or more for a used crank (b) parking the car and forgetting it or (c) fitting an oriental engine of some sort!

The state of the automotive industry in Britain is such that forging companies are closing up regularly; we hope to be able to obtain more forgings but have no guarantees that we will be able to, (at least not for anywhere near this low a price). So, now's the time. If you need a crankshaft, or want to put one aside for future eventualities, order Moss # 451-490 @ \$795.00.

HANDY HINT

To make an effective anti-theft device just put an electrical on-off switch on the hot line operating the fuel pump. The switch can be a locking type and may be positioned in a number of places behind the seats. The car will start but won't go more than a block.

Steve Brennan
Reno, NV

Thanks to Steve for his Handy Hint, for which he will receive a \$10.00 Gift Certificate from Moss.

MGA OWNERS

Moss has just re-printed our MGA Catalog, now numbered MGA-10. This new issue incorporates many updates and lists all our newest MGA items, and has a superb full-color cover.

If your catalog was printed prior to the October 1981 issue (see inside front cover), you need this new one! Even if you have the Oct. 81 issue, there's new stuff for you in MGA-10.

For a limited time only, if you place an order with us and include a request for an MGA-10, we will send the catalog at no charge. If you want a catalog only, it will be \$1.00 instead of our usual \$2.00.

Make sure you have the best MGA Catalog there is, our new MGA-10. Order soon and save \$1.00!

Classicfied Ads

We will accept advertisements for British sports cars from our readers, for a publication fee of \$25.00 per car per insertion. Publication will be roughly every three months; deadline for our next issue is December 15, 1983. Be sure to include your name, address and phone number.

1960 TR-3A Near excellent condition: 16,000 miles on rebuilt engine and overdrive transmission. British racing green, with both disc and wire wheels. Very good interior. Comes complete with tonneau, top, rebuilt original side curtains, car cover, and luggage rack. Extra parts, including an extra transmission and steering box. All instruments work. California car. Asking \$5,200.00. Write or call John Whitney, 219A Villa Garden Drive, Mill Valley, CA 94941, (415)383-0197 or 239-3276 evenings or weekends.

'59 MGA HARDTOP ROADSTER Great overall condition. Arizona-Colo-rado car; rust-free. Best offer. Write or call Becky Stanley, 1031 E. Westchester, Tempe, AZ 85283 (602)839-4394

1960 AUSTIN HEALEY 4-seat hardtop. Very good red paint, with black interior. New Pirelli Cinturato P3 tires. Runs strong. Needs little. \$5,800.00. - Jim Sorg, 72315 Beverly Way, Rancho Mirage, CA 92270 (619)346-9863

MG TC \$250.00, postpaid. Superbly handcrafted, 20" long, wooden model for your collection. Body is white pine; seats, wings and (carved) steering wheel are Honduras mahogany. Wheels, radiator and other details are black walnut. I work 30 hours on these little gems and include such details as lights, instrumented dash, bonnet louvers, door handles, running board strips, badge bar and gear shift. Send \$1.00 for color photo and more information to Dave Hughes, Star Rte. 3, Box 756T, New Braunfels, TX 78130.

MGA 1957 Rebuilt engine and new wiring. Hobbyist's dream! \$1,350 or best offer! Phone Richard Watson, (213)541-5321



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