

# The MAGAZINE

VOLUME 1. NUMBER 2. JULY, 1933.

ISSUED BY THE M.G. CAR COMPANY LTD.,  
ABINGDON-ON-THAMES. BERKSHIRE.

PRICE - SIXPENCE  
By Post, EIGHTPENCE

PUBLISHED  
BI-MONTHLY

## EDITORIAL

IT was expected that, after the hectic rush of getting out the first issue of THE M.G. MAGAZINE, there would be a period of comparative ease during which we should be able to sit back and survey (we hoped!) complacently the response evoked by that effort.

No more mistaken impression ever assailed us!

Immediately upon the appearance of the first number we were besieged by multitudes anxious to sell us all manner of commodities—from manuscripts to manilla envelopes, from serial stories to stereo metal; while the number of cultured men who came to our offices to apply for jobs which simply did not exist, was indeed a depressing reminder of the amount of unemployment which still persists among a class particularly ill-equipped to make both ends meet during slump periods.

In response to a number of requests we issued to those whom we considered competent to criticise, we were so fortunate as to receive a great many really helpful suggestions for the improvement of the Magazine and so we offer you this, the second issue, confident that you will consider it an advance upon the fare offered in Number One.

We believe the introduction of a second colour on a

number of pages, the better quality of the paper employed throughout, and the more catholic choice of contributions, will be three features, at least, which will appeal to the majority of readers.

The introduction of competitions is another item which we trust will add yet further interest, while we cannot help experiencing a glow of pride over our own enterprise and prodigality in having obtained at such enormous expense the four pages of sensational Abingdon Revelations which begin on page 31!

We have received back from readers between three and four hundred of the post-cards requesting that particulars of the M.G. Car Club be sent, and these have reached us from such far countries as Esthonia, Switzerland, Hungary, Italy, France, Spain and Sweden—a striking proof of the ubiquity alike of M.G. Cars and of the Magazine.

May we appeal once again to our Readers to let us have any constructive suggestions for the yet further improvement of THE M.G. MAGAZINE, as we are most anxious that all M.G. enthusiasts should come to regard this publication as their *own* Magazine, and not simply as "a" magazine produced by some firm in whose policy they have no word.

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