

# The M.G. Magazine

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## EDITORIAL

**B**EFORE the next issue of *The M.G. Magazine* reaches you, the Olympia Motor Show will once more have come and gone, and yet you will observe we have spared you the customary dissertation on the somewhat problematical delights of that institution in the pages of this number.

Why? Simply because we regard the readers of *The M.G. Magazine* as fellow-sufferers, with ourselves, in respect of the reams and reams of annually-hashed-up technical dope, accompanied by blotchy photographs, which invariably are foisted upon us at this time by most motoring journals.

For our own part, we regard the Olympia Motor Show less as a shop window and more as an entertaining and amusing *rendezvous* for motoring enthusiasts.

In the old days, the Motor Show provided a great annual excuse for a week's alcoholism, which invariably ended in "a cold in the head, and a pain in the pocket."

Someone rather aptly described Olympia in those days as being divided into stands—"those who can, and those who can't!"

In these more enlightened times, we believe the readers of *The M.G. Magazine* prefer to regard the Olympia Motor Show as an annual meeting place of all the enthusiasts, as a Palace of Gossip of Motoring Matters and Incidents, as the venue whereat one assuredly may expect to find all that is progressive and interesting in automobile design.

Let us end by saying that those who are genuinely interested in the latter assuredly *will* find all they can possibly want on the M.G. Car Company's stand, No. 95, Avenues H and I.

We look forward to seeing YOU there.

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