



STAG NEWS



Magazine of the Triumph Stag Club USA
Summer 2020 | Issue 108



A Stag Obsession!

1973 Stag USA Brochure • Stag Colors • LED Headlights • More

Triumph Stag Club USA

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Submissions to Stag News

Submissions should preferably be non-formatted MS Word documents. Articles of 1,500-2,000 words are preferable but larger submissions can be accommodated. The Editor reserves the right to make changes to any submission for layout purposes. Photographs or diagrams should be sent separately as high-definition JPG files (>4000KB) with appropriate cut-line/caption descriptions. The author should provide a short biography. Send by e-mail to the Editor ahead of the deadline dates of March 1, June 1, September 1 and December 1 for inclusion in a future issue.

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TSC USA on the internet

Our website URL's are:
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On the Cover

A group of Stags participate in a pre-BCD drive in 2019

Photo: Terence McKillen



Like to have your photo on the front cover? Send high resolution JPG files to the Editor at Publisher@TSCUSA.org

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PLEASE CONSIDER CONTRIBUTING

Producing a magazine dedicated to a single classic car model issue after issue, as we do at Stag News, can be challenging. In order to keep providing interesting articles and stories, we need to hear from more of our membership. Thanks to those who have already stepped up to the plate and prepared a once off submission or have become regular contributors.

Please consider sending us an illustrated article about your Triumph Stags; the hunt for a suitable model, the restoration projects completed or underway, the modifications you have made, the difficulties faced, why you still love them, the outings and trips you take, the shows and events that you attend, the friends and associates with whom you share this passion.

We would like to hear from members in as many different States and Provinces (and internationally) as possible in order to keep the content regionally balanced.

Renew your membership ON-LINE at
www.tscusa.org/join.asp

NEW MEMBERS
Since Spring Issue #107

- Thomas Brunswick, Troy, OH
- Roger Carlile, Highland Park, IL
- Charles Cornwell, Marietta, GA (Rejoined from 5/2018)
- Robert Gaston, Traverse City, MI
- Charles Green, Rainier, WA
- Rachel Hill, Morgan Hill, CA
- Simon James, Henderson, NV
- Rory Mcglade, Tottenham, ON (Rejoined from 10/2019)
- Todd Murray, South Reading, VT
- Lincoln Payton, Greenwich, CT
- Stuart Strong, Edmonton, AB (Rejoined from 05/2018)
- Vikran Srinivasan, Fremont, CA (Rejoined From 01/2018)
- Matt Talent, Camarillo, CA
- Tony Tavares, Fall River, MA
- Terry Thomas, Freeland, WA (Rejoined from 09/2019)
- David Wilson, Placerville, CA

DEADLINE

The deadline for the next issue of
STAG NEWS is:

Sep. 1, 2020

To submit material for publication
refer to details on inside front cover

The Stag at 50!



The COVID-19 pandemic has certainly taken the wind out of any 50th anniversary celebrations of the Stag's introduction; but staying safe and keeping our communities safe is a far more important concern.

As you know, we cancelled the planned west coast Stag gathering in Vancouver over the May 15-17 weekend and the annual Stag weekend at Bronte (17-20 September) as well as British Car Day itself has also been cancelled. On the bright side, there is always 2021 when we can celebrate the 50th anniversary of the Stag's introduction to the U.S. market.

In the meantime, no one can say they didn't have sufficient time to get all of those planned maintenance and upgrade projects carried out. Our cars should be in excellent shape and in fine fettle for next year. As Tony Fox said to me a few weeks ago, "My cars have never looked so good but I can't just keep on polishing them!"

In this issue, we publish in its entirety, the 1973 British Leyland sales brochure for the U.S. market Stag, kindly provided by Peter Robinson, Registrar of the Stag Owners Club in the UK. There aren't many of us left who have owned our Stags from new so many of you may not have had an opportunity to see one of these sales leaflets before. Elsewhere, Michael Link has taken a look at the color schemes offered by Triumph for the Stag model and debunks the rumors that the Stag was offered in more colors than any other Triumph model; while Tony Fox shares the story of thirteen (and counting) Triumph Stags that have passed through his hands.

Terence McKillen



Top - Tony Fox's 12th Stag (Pimento) | Centre - cover of 1973 BL Stag USA sales brochure | Bottom - Tony Fox's 2nd Stag (Saffron)

Founder's Corner

Summer 2020

With the Coronavirus threatening all people around the world it has been very difficult in most cases to plan any gatherings other than very small private family meetings with the utmost precautions put in place. Our Canadian Director and our Newsletter Editor plus yours truly had planned a wonderful 50th Anniversary Stag party at British Car Day in Ontario, Canada this autumn. It is with sadness that party will not happen as the British Car Day at Bronte Park, Ontario has just been cancelled by the organizers and will not happen again until 2021. While we are disappointed with their decision, we totally support their actions. We must all try to stay well and enjoy our British cars for many years in the future.

As owner of Triumph Stag Parts USA, I have been overwhelmed by the enormous increase in the sale of parts to our club members and many repair shops doing extensive work on Stags. I guess that many owners have taken the opportunity to work on those "promised projects" when confined by the virus situation. I hope that those who have taken on the "repair/restoration" challenges enjoyed the opportunity. A personal word of "thanks" to all of you preserving our beloved Stags.

Stag News is the "glue" that each quarter brings a ray of sunshine in the mail. I must ask that all our members feel confident to send in their "Stag story" to our patient Editor, Terence McKillen for us to learn from each other. Whether it was a mistake made or an unexpected success on a project, tell us so that we can all benefit from your results. With the high volume of full or partial Stag repairs that we handle here in Northeastern Pennsylvania, I am constantly learning from each project. So don't hesitate, tell us your "story". Terence will be delighted to hear from you, as I will too.

Stay well my friends and we will see each other again, hopefully in the near future.

Michael Coffey - Founder

TRIUMPH
STAG

British Leyland Stag Brochure of 1973



Some luxury personal cars are rare and exclusive. Some are styled with an Italianate elegance. Some have extravagantly engineered engines and suspensions. Some are sumptuously appointed and panelled within. Some are incredibly expensive. Stag by Triumph offers all these characteristics of the finest personal cars—except the last.

Stag is the fully-equipped road machine that adapts to your style of living and recognizes that you conduct it on many levels and in many dimensions. Stag is a summer house on the coast of Maine... election to the Young President's Club... a well-stocked wine cellar... squash on Wednesday afternoon at the Racquet Club... clothes by Halston and Meledandri... entree to The Factory and Elaine's... home on a Marin County half-acre.

Stag is a quiet contribution by Triumph's highly competent engineers and craftsmen to excellence in personal transportation.





A Heritage of 50 Years

An investment in a Triumph Stag automobile is backed by Britain's largest auto manufacturer: the British Leyland Motor Corporation. Yet Triumph, a member of the Specialist Car Division, remains an individualistic designer and builder of exceptional sporting cars, a tradition that celebrates its 50th anniversary in 1973. Notable entries in the Triumph album of sports cars include the 1930 Super Seven, the 1935 Southern Cross, the super-charged twin-cam Dolomite, the overhead-cam TRS of 1961, the Spitfire Sports of 1962 and the V-8 Stag, introduced in 1970. It is the premier model in the modern Triumph stable.

There are those who would argue that the Stag is not strictly a sports car, since it was conceived as a touring car and not as a part-time racer. In fact it is best described as a Grand Touring car, an automobile of quality in which the emphasis is placed on high performance but not at the expense of comfort. The term "2 + 2" is also applied to the Stag, in recognition of its seating space for up to four in intimate comfort. A Grand Touring 2 + 2: That's an apt summation of the Stag philosophy.

Like all Triumph sporting cars for more than a decade, the Stag was shaped by Giovanni Michelotti, one of the men who made Italy's Turin the automotive styling capital of the world. Sensitive to both function and form, Michelotti gave the Stag classic lines that are aerodynamically clean and aesthetically balanced. He made it a dual-personality machine, open to the elements in standard convertible form or snugly enclosed as a slim-pillar coupe when the optional steel hardtop is fitted. Crisply styled, the hardtop has big swing-open rear quarter windows that aid both ventilation and full-circle visibility. Sundym tinted glass diverts heat from all Stag windows, and the rear glass of the detachable hardtop is defrosted by a built-in electric grid heating system as standard equipment.

Door handles, side marker lights and the lockable fuel filler cap blend with the sheer surfaces of the Stag. Quad headlamps are flanked by clusters containing signal and running lights, recessed into the anodized aluminum grille. Matching lamp clusters in the concave tail include reversing lights as standard equipment. New for 1973 is the more protected placement of the license plate lights in the lower surface of the trunk lid. Wrap-around bumpers with rubber-faced guards assure protection for all lamps at both ends of the Stag.

Achieving spaciousness without wasteful bulk, the Stag is only 14½ feet long on a 100-inch wheelbase. Triumph designers gained valuable interior room by giving the Stag a monocoque frame, stiffened by double-walled door sills which also add resistance to side impacts. Within the spot-welded steel body structure, polythene envelopes contain packs of glass-fiber that absorb noise and control heat. The

rigid and quiet unitized body is made even stronger by the permanent tri-form arch, which is padded and upholstered; and unique and exclusive to the Stag—above the cockpit. It provides a welcome sense of security when riding with the top down, and otherwise is discreetly integrated with either the folding top or hardtop.

Refinements at the Wheel

When you first take the wheel of the Stag, you sense instantly the rightness of the control arrangement that betrays the fact that Triumph designers are enthusiastic and expert drivers. A single fast-acting lever releases the mount for the alloy-spoked steering wheel to allow its generous adjustment over a range of four inches in distance and two inches in height. For each front seat there are three adjustments: one for leg length, another for the angle of the seat back, and a vernier crank as well to change the angle of the seat cushion itself. Richly bolstered for firm back support, the seats are trimmed in luxurious expanded vinyl. Their basket-weave pattern is flexible and cool. Latches placed conveniently high free the front seat backs to allow easy entry to the rear compartment.

Among the bold white-on-black instrument dials is one that's unique to Triumph among British-built cars: a master warning monitor with eight segments that light up to signal the status of the Stag's systems. It thoughtfully reminds you if the choke is in use, the hand-brake engaged, the fuel level low, the temperature high, or the oil pressure low. The full complement of gauges includes a trip odometer, a tachometer and an electric clock.

Controls for lighting, signalling and screen cleaning are literally at your fingertips in a Stag. On the side of the steering column there's a master selector dial that turns on the lighting system. Just below the black padded rim of the steering wheel there are two levers. One sounds the horn, dims the headlights and triggers the turn signals. The other operates the electric windshield washers and the two-speed self-parking wipers, including also a control mode for intermittent operation that's convenient in variable weather. The wiper blade on the driver's side is given a more effective pattern of movement by a special parallelogram linkage.

Arrayed on the walnut veneer console tray are the Stag's climate controls, reached easily from either front seat. Illumination at night is provided for the levers that adjust the vent-satellite heating/ventilating system—and the factory-engineered air conditioning, if you have specified that option. Close at hand are the switches for the electrically-operated side windows, which are standard equipment. Variable-direction face-level nozzles for fresh air are placed at both ends of the instrument panel. Veteran motor travelers are quick to appreciate the many thoughtful features that have

been provided in the Stag's interior. Articles needed during a trip may be carried in a recessed tray above the dash, or in a capacious package shelf below it. A separate key keeps private the contents of the glove compartment, which is illuminated. In each door there are expandable stowage pockets, handy for maps and papers. For the rear-seat passengers there are compartments at the sides, pockets in the backs of the front seats, and a central ash tray.

Among other items of interior equipment are sun visors which are safety-padded and which carry a vanity mirror for the front-seat passenger. A day-night dimming rear-view mirror is mounted on a breakaway base. Convenient handwheel controls adjust the opening of the front quarter windows. Finger-pull door latches are handy yet hidden below the combined armrest and door-closing grip.

Lamps in the rear of each door armrest serve a unique dual purpose when the door is opened: They illuminate the adjacent pavement for easier entry and exit, and they beam a red warning glow toward the rear. Automatic illumination is also provided for the trunk compartment. Its capacity of nine cubic feet is fully carpeted to protect your luggage, separated by a floor panel from the recessed spare wheel, jack, and tool kit.

Modern Overhead Camshaft V8 Engine

Stag's stout heart is its Leyland-built overhead-cam V-8 engine, one of the most advanced production-car power units in the world. It is renowned, like most V-8's, for its excellent torque, which reaches a peak at 3500 rpm, well within the engine's normal operating range. Yet it's also a high-revving thoroughbred, with a tachometer redline (the maximum recommended speed) at 6500 rpm. Maximum output is 127 horsepower at 5500 rpm.

Special cooling system features are part of the Stag engine specification. No fan belt failure can hobble the Stag, for example. Both the water pump and the fan are powered mechanically by the engine, without the intervention of a belt. The 12-blade fan is driven directly from the nose of the crankshaft through a finned viscous coupling that is sensitive to the radiator's need for cooling, and that also holds the speed of the fan below a quiet 2500 rpm. Fluid in the cooling system is held and recycled, as needed, by Stag's advanced no-loss coolant-recovery expansion tank.

Refinements in the combustion chamber design of the 1973 Stag improve the engine's performance while retaining its ability to operate smoothly on regular gasoline. Exhaust emissions are kept low by careful calibration of the twin Stromberg CDSEV carburetors and by automatic adjustment of the temperature of the air entering the engine. Escaping unburned hydrocarbons are also intercepted by



Improvements for 1973
Automobiles that are as carefully planned on the drawing board as the Coventry-built Triumph Stag do not require extensive face-lifts every year. Only after it had met the exacting standards of Triumph's young Engineering Director, C. Spencer King, pioneer in gas-turbine car design and a former racing driver, was the Stag originally cleared for production and sale. Alterations for 1973 are, therefore, in the nature of subtle improvements and refinements.

One change is both visually striking and functionally significant; the adoption of bold new cast aluminum alloy road wheels. Their massive hubs, five broad spokes and polished safety-edge rims have the strength and good looks of the Grand Prix racing car wheels—after which they're patterned. They carry high-performance tubeless radial-ply tires. Another instant identification point for the new model is the fine twin-line coachwork striping along the Stag's trim flanks. This is applied in either black or gold to complement the car's body color, whether light or dark.

Stag identification plaques along the sides and at the rear bumper are enhanced in appearance for 1973. Naturally the front and rear bumpers are reinforced to meet rigorous new Federal standards. The flush-fitting snap-open fuel tank cap may either be locked or left on the push button latch, to choice. The standard convertible top is newly designed of the finest materials, enclosed at the rear quarters for privacy and fitted with a single window at the back.

Interior amenities of the Triumph Stag are honed nearer perfection in the '73 model. A courtesy light is now placed high at the center of the triform arch above the passenger compartment. Bold new graphics improve both the legibility and the appearance of the six circular instruments set into the walnut dash panel. Slim chrome rings around the dials and the fresh-air outlet ducts accent the rich contrast between matte black and fine-grained walnut.

Experienced drivers appreciate the new built-in rest for the left foot. A steering wheel an inch and a half smaller in diameter improves the already excellent response of the power-assisted rack-and-pinion steering gear, requiring only three turns from lock to lock. New separate head restraints in the deep bucket front seats are fully adjustable.

New equipment under the hood of Triumph's Stag includes modified plenums and cylinder heads for its overhead-cam V-6 engine to improve engine performance, a simplified control canister for evaporative emissions, and even trimmer organization of pipes and hoses. What looks right is right—even in Stag's engine room.





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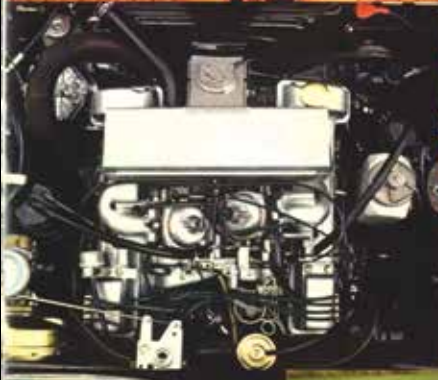
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Paint Colors

by Michael Link

This article was first published in "Ragtop" - magazine of the Toronto Triumph Club, Winter 2020, by kind permission

In the early 1970s, Triumph offered an ever-changing palette of colors for their cars. Nothing unusual in this, available car colors are always changing, reflecting customers' tastes and the times in which they are offered. The first Stag LD1 was white, and the first left hand drive Stag LD2 was Saffron. The last Stag produced was British Racing Green, which now resides in the British Motor Museum in Gaydon, Warwickshire. What's in a color choice? What is behind the thinking of a manufacturer offering the colors they do? How do they know what colors to offer?

When I undertook to repaint my Stag myself, I spoke with an auto painter employed for over 25 years at the local GM dealership. Part of his job included a trip to the GM factory every year for updated training on paint colors and technologies. He also had twice a year training at the paint manufacturer's facility on paint technology. One of the things he had learned in his training was that finger-nail polish colors are an indicator of society's color preferences in any time period. Paint manufacturers and auto manufacturers look at the color trends in finger-nail polish as a guide to what colors should be, going

forward. Whether darker or lighter, more or less saturated, tones within a color, as well as colors people don't want as much any longer, trending away or downward.

A Couple of Myths

One of the myths often heard is the Stag was painted in more colors than any other Triumph model. This is not borne out by the numbers. Overall, the Stag was produced in thirty colors. Spitfires were painted in 40 colors, TR7/8 in 35 colors, TR6 in 28 colors, Triumph 2000 and 2.5 PI's were painted in 29 colors. One of the questions to consider when compiling data, is what exactly is required for a color to 'count' as a Stag color? Should a color that was only used on a prototype but never in production be counted? What about colors that were listed but no Stags were ever painted that color? Only a few cars, or only one prototype plus three cars? You get the idea; it is not a simple cut-and-dry exercise. For the number 30 I gave above, it includes every color that was put onto a Stag, regardless of how few or available it may have been. Three of those colors were only on prototypes or were used on fewer than six cars. You can decide where you stand on whether the actual number should be 27, or 30, or 33 if you include those that were never used but were listed, theo-

retically making them a possible color.

While on the topic of myths and such, there is a story that Stags in Australia were painted using Toyota colors. This is because, the story goes, Stags were shipped disassembled in crates and assembled down-under, where they were painted Toyota colors. This is untrue, Stags were assembled and painted in the UK then shipped fully finished, just as they were for the U.S. market. This story about the assembly in Oz likely originates due to there having been other Triumph models where that was indeed true—they were shipped CKD in white primer and painted down-under, but it is not true for Stags.

Colors Offered

Essentially, the way Triumph offered colors was that there was a series of colors available for any given model year; usually all (or most) Triumph models were available in the range of colors for that year. 1972 was an exception, in that Jasmine was only available on TR6 and Stag, not any other Triumph models that year, plus there was Imperial Blue—both colors were available only for the North American market. The Stag and the TR6 were manufactured on the same production lines and offered in the same colors as each other at the



British Leyland experimented with the color of Stags at some car shows. Topaz only became available late in 1974. Images: 1972 New York International Auto Show

time of production. Stags were sold in the U.S. only in the 1971, 1972, and 1973 model years. Checking the availability of colors in those few years greatly reduces the number of colors one had to choose from as a North American customer.

Color names can be changed, resulting in what at first appears to be two colors, but is actually only one color, just with a different name. Take the color Imperial Blue for example. Some speculate it is the same color as Royal Blue, perhaps because of the similar imagery in the name. But it is not the same color at all. Imperial Blue is the same color as Sapphire Blue, their paint mixing codes are identical. There is a story that the name was changed from Imperial to Sapphire because it was believed that Americans didn't like the monarchical and imperial connotations of the name, so it was changed to Sapphire. Whether that is true or myth I cannot say, but it makes an interesting story, doesn't it? Another familiar example is Hugger Orange on Chevrolet Camaros and Carousel Red on Pontiac Firebirds—they're the exact same color but with a different name in each of the GM divisions.

Color Survival in North American Stags

Based on a review of Stag information contained in the Triumph Stag Club USA registry database, Red is divided into 5 shades with a total of 133 cars. Blue is divided into 7 shades with 96 cars total. Sapphire is at 52% and Mallard at 24% of all blue cars. Mostly Carmine at 29% and Pimento at 44% competed for red car favour, with Signal Red next at 16%. In all shades

of the greens, Emerald is at 57% followed by Laurel and BRG at 19% each. When considering colors that were colour-change repainted, red is not a color that apparently gets changed. White is the most changed away from, followed next by Saffron and Damson. The next most changed away from are Sienna Brown, Mallard Blue, and Laurel Green. Fourth color next changed away from is Jasmine Yellow.

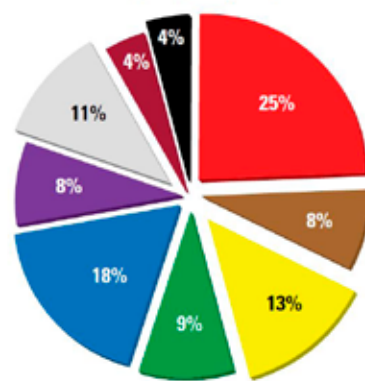
In the pie chart, clockwise from the top are black, red, brown, yellow, green, blue, purple, white and custom colors. The percentage shown for each is that color's percentage of the total number of cars in the TSCUSA registry. The ROM is the basis for which color group a paint color belongs in, i.e. Magenta is a red color and Damson is purple.

A Marketing Perspective

What is in a color? A color choice? Colors are part of the effort to market cars. The goal is to have a customer buy the product, so there needs to be an appeal to various sorts of buyers. What do various colors mean for marketing purposes? Who is drawn to, who buys cars in which colors?

From recent research of archival material, we now know that British Leyland experimented with the color of the Stag (and presumably other) models displayed to the public at U.S. car shows and presumably in other markets also as evidenced by photographs of such color-marketing at the 1972 New York International Auto Show with Orange, Metallic Grey (with White rather than matching body-color hard top) and a dark Blue which cannot be equated to any of the darker blues actually

TSCUSA Registry Stags By Colours



offered by Triumph.

Colors appeal to different people for different reasons. Impulse shoppers are drawn to red-orange, black and Royal Blue—think Pimento and Royal. Shoppers sticking to budgets are drawn to light blue, Teal and Navy—think French Blue, Emerald and Mallard. For age, colors that signify youth and vitality are orange and yellow; blue and brown are for older, more conservative buyers. Masculine colors: black, blue, brown, and red.

Your mind uses colors to recognize traits about products and brands, making associations with certain colors. Choosing marketing colors is part aesthetic and part science. It isn't about evoking emotions, it's about using colors to meet consumers' expectations for products and brands. The challenge is to have the right colors to speak to buyers. Responses evoked by colors are listed here. Where "danger" is evoked by a color it isn't a negative, rather it is a positive as in 'handle with caution,



Although considered a quirky 1970s color, the Stag does suit Magenta very well



The Stag looks good in black, although originally not offered in that color. Dan Hays' car was originally Jasmine



Sienna is one of the most changed from colors in later restorations



Later Stags were offered in grey. This one is in a non-Triumph metallic grey



The last Stag off the production line in Brooklands Green

the Stag's design to really stand out; much better than without them. The stripes were provided in black and gold at first, with aluminium (silver) added in May 1975. With the added offset colors provided by the stripes, Triumph was also evoking a richer, more ostentatious product through these marketing efforts.

Do the colors that work for you fit with the marketing data on color, for what they signify? Does the distribution of the Stag paint colors in North America surprise you at all? A little food for thought in this. 🐜

it's powerful and capable.'

Red: masculine, vibrant, high energy, danger, confidence, strength, speed, power, excitement, warfare

Blue: masculine, authority, reliability, responsibility, trust, stability, credibility, coolness, serenity

White: honour, youthful, fresh, new, purity

Yellow: bold, energy, danger, power with confidence, youth, optimism, playfulness, happiness

Green: professional, wealth, abundance, cool, calm, fresh, mature, health, good luck, warm and inviting

Black: masculine, sophistication, luxury, formality, elegance, powerful and bold, sexuality, control

Brown: masculine, trust, reliable, old-fashioned, dependable

Purple: royalty, luxury, honour,

wealth, nobility, dignity, elegance, prestige, imagination

Orange: vibrant, youth, vitality, fun and cool, high energy, cutting edge, regular-not glamor seeking

Gray: professional and practical, neutral, efficient, formal

Gold: prestige, expensive, elegant and prestigious like purple but adds power, wealth, pedigree

Silver: prestige, scientific

Blue is the color most preferred by men. Purple (think Damson and Magenta) is a blend of the strength and passion of red with the dignity and masculinity of blue evoking a quiet power. Brown is strong and solid, dark brown (think Sienna) evokes opulence.

The body stripes added to the Mark 2 Stags (1973 model year onwards) really look good on the body design and help



Damson



French blue

A Stag Obsession - 13 Cars Later and Counting!

by Tony Fox



Tony in one of his many penultimate Stags ... however, the number keeps on growing! (Photo: Dave Sims)

I've been working on Stags now since 1991 when I came across my first one by pure chance. I really didn't know anything about them at the time and I was working with a farm machinery dealer in Sealy, TX (approx. an hour west of Houston) and was trying to arm wrestle a 1968 Mustang convertible from his huge collection of cars and trucks housed in two barns. The Mustang didn't work out but he tempted me with a Stag, his words were, 'this little British car is the one you should buy'. The heads were off and in the trunk but absolutely rust-free and well moth-balled inside but the paint was very tired. The package appealed to me as it was an 8-cylinder car with auto transmission; how hard can it be to put back together? It just needs an engine rebuild! The Stag had a mere 29,000 miles on the clock and had obviously overheated badly but it seemed like an interesting project. My sons and I towed it back 1,800 miles with a U-Haul truck and tandem trailer to Burlington which took us two-and-a-half days, and

was quite a nice adventure for us all.

There was no internet back then to do any research and very little club activity. However, I soon came across a couple of clubs though, the Stag Owners Club (SOC) in the UK and Triumph Stag Club North-east USA, which later became Triumph Stag Club USA (TSCUSA), of which I later became Regional Director for Canada. I had a few lucky breaks during this early ownership, one most fortunate was meeting an Ex-Triumph dealer in England who was then in the Stag restoration business. He gave me lots of good advice on parts and procedures for rebuilding. Following that, I made contact with a fellow employee of Massey Ferguson in Des Moines, IA who also had a Stag and he was looking to buy a rebuilt engine from Dallas but only needed the heads. Was I interested in the short block and yes, this was just what I needed as the block in my first car had rusted badly in the bores and was well and truly seized. I can't remember how we got to know we both had a Stag but it worked

out well for both of us. I had a pair of good heads so this was a good opportunity.

In 1993, I was on vacation in San Diego and as you do, I bought a copy of Auto Trader, remember those? In there was a lovely Saffron yellow Stag for sale in San Francisco. I couldn't make contact right then but the owner sent me a video of the car, a walk around and driving impressions; very tempting. On my next trip to the Bay Area I met up with the owner in San Francisco for a viewing and test drive. We crossed the Golden Gate Bridge and up into the hills. It drove very well so I considered driving it home at a future date. It looked like a feasible undertaking so made plans accordingly. Indeed, that is what happened, a 2,600 mile solo drive over four and-a-half days. Thankfully, it was uneventful other than a couple of minor issues. The driver's door would not latch shut just after crossing the Great Salt Flats of Utah so I had to tie it closed and then climb in and out via the right side. When I got home and undid the rope the



When not driving, this is one of Tony's favourite places to be

door worked perfectly and never gave a problem again. The other issue was a cold start one morning. Nothing happening, not even a click. I bashed the gearshift to the park position and tried again – bingo that fixed the problem! The park isolator switch linkage was out of adjustment.

I have owned this Saffron Stag for 27 years and it has been my regular Stag driver to this day. We have had a lot of adventures together; three VTR meets in the USA, Rockford IL, Ypsilanti MI, and Valley Forge PA. It has attended a lot of Bronte Park British Car Day events, every one since 1994 except for 2014 when I took my Austin Westminster station wagon which had just been freshly restored.

When visiting my first Triumphfest event in San Diego in 1994, I was fortunate to meet fellow Stag owners, Dave and Sylvia Bergquist and Mike and Connie Moore. Both of these couples became long-time friends and very helpful to me learning about Stags; they had both been through the Stag restoration process so had a lot of knowledge to pass along.

The first Stag, the Pimento red car from the Houston area went to my son Darren (Tony Jr.) who still has it and has done many happy miles with it after we rebuilt the engine in 1993.

Another Stag came to my attention, this time a Mimosa yellow in New Jersey and my son and I went down to tow it

home; around 500 miles each way. This was another with the engine removed but rust-free body. It was winter time and we hit a blizzard on the way home; a scary time to be on the freeways as we had trouble seeing the lanes and the exit ramps. We were very relieved to make it safely to a rest area and relax while the storm abated. I never did restore that car. We stored it for several years and then a friend wanted it so badly as he had bought two rust buckets and wanted a good solid car to rebuild.

A steady procession of cars followed these two, not because I was looking, they just popped up unexpectedly and irresistibly, usually needing attention.

Next was a local car in Pimento red. I just happened to spot it in a home owner's garage in Oakville during 1998 when driving by. So I stopped as one does to speak with the owner. Some time later he asked if I wanted to buy it as he was more interested in Minis. The car had a new engine supplied from the UK but had never been run. The dash was out of the car so it needed a little bit of work, however it was a rust-free car so took it on. This was an unusual car with a three digit Commission Number (VIN), so a very early build. It was also unusual as it was red with red interior. I had not seen another like that. It had a 4-speed transmission but no overdrive. I had not quite finished restoring it when a buyer came along, so I barely had the opportunity to drive it more than around the block and it was sold.

Next came a Sapphire blue car from Rochester, NY; a genuine rust bucket which I bought purely for parts. We had to drag it out of a garage with two wheels stuck but did get it loaded on a trailer. We got it home and tried to open the hood by pushing a broom handle through the front grill aperture to release the latch (no engine in there of course) and when it opened we found the hinges had rusted completely away, luckily it didn't blow off on the way home, maybe the rust was holding it in place!. We parted this one out and stored a lot of parts.

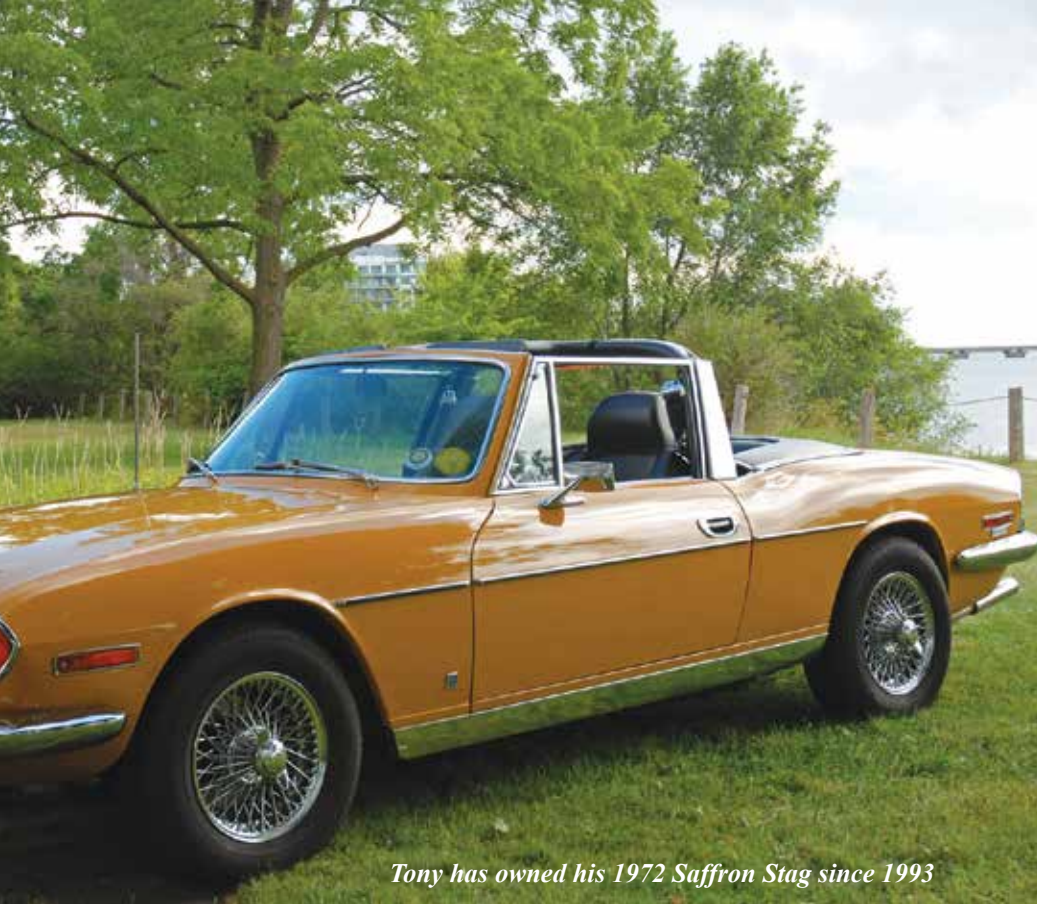
The next one again came from near Rochester, close to where my daughter lives. We were at a car show and a guy was hawking a Stag 'project'. The car was Damson but again had no engine. It was however rust-free and complete other than the power train. I was offered a Rover V8 engine for this car, complete with auto transmission which was at the time fitted

to a Rover SD1. I was able to test drive it in situ before buying the engine. I thought this would be a nice conversion but before I could get it on the road I had someone wanting to buy it. Once again, I went no further than around the block and it was sold to Patrick Rushe who followed up with a beautiful, bespoke, restoration.

Yet another car came up for sale in the Rochester area; this time in Carmine red with a Buick 3.8 litre V6 engine and transmission but had been stored for a few years in a lockup garage. I took a chance on this one as it did not start but had a nice restoration at some point earlier. Shortly after getting it home it started quite easily and it ran well. It became a very nice cruiser, not an engine to be revved but lots of torque and just a relaxed cruiser. This car eventually got sold from friend to friend and ended up with Toronto Triumph Club member Gord Linkletter who totally gutted the car and modernized it considerably; we will get to that later.

A friend of mine, whom I originally met at an early British Car Day in Bronte Park when there were only three of us with Stags, had a beautiful Damson Stag. Subsequently, he got an overseas posting with his work and the Stag went into storage. After a couple of years he asked if I would take a look at it for him as he was not planning on returning to use it any time soon. On inspection I found it deteriorating quickly. It was sitting on a gravel floor which was damp. I shortly made a further visit and got it running, removed the hard top to get rid of the mildew forming inside the car. On my advice, he got it moved to a drier location in a lock up unit; more importantly, closer to me so I could visit it frequently and start it up twice a year.





Tony has owned his 1972 Saffron Stag since 1993

After a few years he got tired of storing it and offered it to me. He figured he could buy another car down the road for all the money he was spending on storage. This one too was a bit of a gamble as it had exhibited valves sticking on one occasion due to sitting idle so long (hitting the pistons). Luckily, the gamble paid off and the issue did not reoccur. This was in 2005 when I bought this car. That was the nicest car I bought, I must say, and I kept this car as my #2 Stag for several years before selling it on to Toronto Triumph Club members Chris and Sheila Weeks.

Two more Stags, one Signal red the other Sapphire blue came along in the Rochester area (seems to have been a hot bed for Stags). The owner had three in a barn and needed to get them out of there. I bought two of them, the owner kept the best one himself which was in Sienna brown with a beautiful original tan interior. Out of the two, I got one restored in Signal red and the other broken up. The red one now belongs to club member Robin Searle.

A few years back, around 2005, I had helped a young man in Toronto to get a Stag running that had been left to him by his grandfather. We fitted a refurbished fuel pump and started it up for him. I advised him to start it periodically to keep everything freed up but he went away to school in Ohio and things were let slide, the keys got lost, and he was having

to move the car as the house was sold and just became overwhelmed with the situation. So, he offered it to me if I could move it quickly or else it was going to be scrapped. That would have been a real shame as it was a nice car underneath all the problems. My friend Roger and I undid the steering lock to free up the steering and manoeuvred it out from a garage that was located behind the house and between two buildings barely wider than the car and onto a trailer. We had to aim the steering and then close the doors to get between the house walls, it was that narrow! The car turned out to be a very nice car in an unusual color, Jasmine yellow. It now belongs to our esteemed Editor, Terence McKillen, who has lavished even more care on it *[is that how the small dent got on the offside front fender? When will you be over to fix it? – Ed.]*

Another friend of mine living east of Toronto had been restoring a Stag for several years, but due to circumstances, divorce, storage, job, etc. was now in a position where the car had to go, so it was offered to me at a price much lower than the cost of restoring a car. The only caveat was the car needed 'some assembly'; it was on four wheels (barely) but not even a

steering column, nothing inside the car, no dash, no wiring, just a bare shell. But, it had a beautiful paint job in Pimento Red, an original Triumph color of course. It took three trips with the pickup to collect it all, unfortunately, the hard top got damaged during a storm so I missed out on that. So, for the last three winters this has been my project and the 4-speed O/D is now on the road and runs terrifically. This car looks like a brand new Stag, straight out of the show room. (see Stag News Spring 2019). I did completely rebuild this engine and it is the best running Stag I've ever had. It pulls strongly from 1,000 rpm and up, currently on a Holley carburettor.

My final (I keep saying that word, final) acquisition, occurred in October 2019. This time it is a Magenta color with a severe engine problem. The rest of the car is in excellent condition. I was able to determine that the engine problem was due to the rod bearings being prematurely worn out. It manifested itself when hot with the number five cylinder knocking quite loudly. After removing the engine we found the crankshaft was beyond grinding on the number 5 journal and will need a metal spray or a replacement unit.

I keep saying I'm not taking on any more Stag projects but I must have a short memory as they keep following me home. This is the last one for me; there I've said it again!! Watch this space. *[but Tony you have so many spare parts in the basement, the garage and garden shed, I bet you could still build another Stag from scratch – Ed.]* 🦋

First published in "Ragtop" - magazine of the Toronto Triumph Club, winter 2020.



Tony's latest Stag (Magenta) was acquired in late 2019

High Power LED Lighting Kit

by Terence McKillen



My good friend Gil Keane proprietor of Better Car Lighting in Bidford-on-Avon, Warwickshire (enquiries@bettercarlighting.co.uk) contacted me recently in the midst of the COVID-19 shut down about a new LED lighting kit he has just prepared for the Triumph Stag's four headlight set up. He went on to comment, "It's always good to hear from you. In fact, any contact with another human is welcome during these strange and scary times. I no longer recognise the world I live in, and dread the thought of what will and will not be left when the current crisis has passed."

Although designed and marketed for the Stag, the kit is suitable for any four-headlight classic vehicle when you want to replace the H1- and H4-type incandescent bulbs (or sealed beam units) with much more powerful LEDs for a considerably lower current draw. Gil already has a kit comprising two H4 bulbs which are good for the TR series' single headlamps. Recognizing that the Stag is a fast, low-slung car and really needs good headlights to reflect its performance capability, this quick and easy upgrade will give the car headlights which are nearly three times as bright, but which use less than half as much power. To keep everything looking "right" the offer includes not just upgrades for the inner and outer headlights, but also matching ivory white (or orange for North American customers) powerful front sidelight bulbs. This will ensure that the driver will not only see better, but will also be more visible to others.

These unique items have both a money-back guarantee and a 5-year warranty against fault or failure. The offer

includes two of the kits (upper image) plus a pair of the appropriate (and matching) front sidelight bulbs. The kits cost £199.99 for cars with all H1 headlights or £229.99 for cars with H4 (full/dip beam) in the outer and H1 (full beam) in the inner lights. It will save you around £20.00 compared to the cost of buying the parts separately.

Ten years ago, when he was still involved in designing lighting for building and outdoor spaces as well as cars, Gil read with interest about how a new internationally agreed table called the

90 is high, and good for retail, operating theatres, etc.

The automotive lighting industry apparently has totally ignored this information, but Gil could not shake off the idea that it would make a real difference to car headlights. The LED manufacturers had to develop a parallel production of special and more expensive LED's to create high CRI lighting and Gil experimented with domestic spotlight bulbs and extension leads in his garden and was even more convinced. A couple of years ago, he managed to infect the owner/manager of one of the factories he had worked with since the beginning of this project (20 years ago) to create lighting upgrades for older cars and he agreed to carry out some experiments too. The factory owner was impressed and excited about what could be achieved and thus began the real work. Since then, the beam pattern has been refined to work well in every headlight they have tried (dozens). The light output and reliability has exceeded expectations, and in the case of the latter, for the first time ever, a headlight upgrade can be sold with a 5-year guarantee.

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I fitted a pair of Gil's H4 bulbs to my TR6 a couple of years ago

which made a remarkable difference to night time driving (see below).



Color Rendering Index (CRI) had been set up. It was done to cope with the discovery that putting in large amounts of LED light into an environment had the effect of reducing the eye's ability to distinguish between colors, especially reds and browns, and greens and blue. In a retail environment, this had the effect of making clothing, food etc. look dull. It also had the effect of reducing the visual depth of field. The index scores (out of 100) the ability of a light source to enhance the color separation ability of the eye. Below 80 is low, and is fine for most applications. Above



End Panel

End Panel focusses on Triumph Stag and other classic motoring tips and trivia. Submissions for inclusion in End Panel should be sent to Michael Link at: 73Stagger@gmail.com

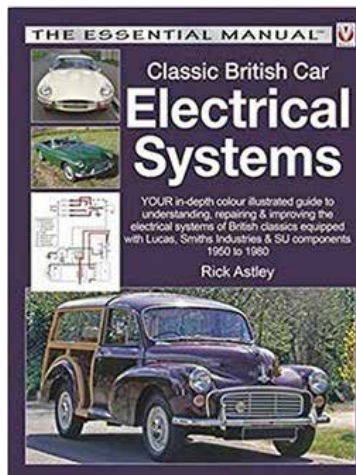
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1970 Triumph Stag V8



Canada's #1 Muscle Car - First noticed in late April by a member of the Stag Owners Club (UK), Hot Cars.com, the St. Laurent, Quebec-based e-zine, listed a 1970 Triumph Stag, the only non-American contender, in the number one position out of fifteen 'muscle cars we recommend you get to know before the oil runs out.' The authors comment, "While some would argue that the 70s were progressive years for muscle cars, it certainly wasn't stagnant. Muscle cars like the Triumph Stag V8 are living proof that the age was leading a bright future" and citing that the Stag holds the eccentric convertible body with a muscle performance of 145 horsepower driven by a V8 engine. I wonder who was on the judging panel - clearly there is no accounting for taste!

Electrical Systems - This paperback book entitled "Classic British Car Electrical Systems" provides an in-depth color-illustrated guide to understanding, repairing and improving the electrical systems & components of British classics. This book shines a light on the subject, system by system, including the murkier corners. Whatever their foibles, the cars remain the cherished possessions of enthusiasts



worldwide, and this book's contribution to making the electrical systems understandable and reliable will maintain the enjoyment the cars provide for many decades to come.

Based on the proven formulas of Rick Astley's previous, and much acclaimed book, MGB Electrical Systems, this book breaks down the electrical systems of classic British cars into separate and easily understandable sections. In each, the components and system as a whole are examined in theory and chronology, to show how and why they evolved the way they

did. With hundreds of color photographs and diagrams, together with fault-finding tables, the veil of mystery is removed, allowing the owner to understand, repair and improve their cherished classic. This book is the definitive and indispensable guide to British car electrical systems, and deserves a place on every enthusiast's bookshelf. Published 2009 by Veloce Publishing Ltd. ISBN 978-1-845842-15-4. Available from Amazon.com at \$51.37.

CLASSIFIEDS



For Sale: 1973 Triumph Stag. Two-owner car. All original. Runs and looks like new. Complete engine rebuild by Phil Lumberti with over \$9,000 invested in the engine. Many upgrades - manifold from Tony Fox with Holley carburettor, aluminum radiator, 5 new tires, stainless steel exhaust, gear reduction starter, hard top and soft top. All maintenance records and books. Car is located in northeast Pennsylvania. Reduced \$22,000 OBO. Harry Ware Tel: (570)-241-5911 or harrywarejr@hotmail.com.

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