The President's Letter

Psssst. Do you know anyone with a Matador to sell?

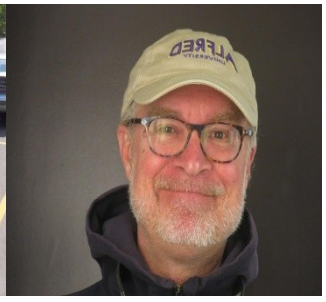
If you do, Ian Coleman, who posted "Any for sale in the Toronto area?" on the Northern Ramblers Facebook page in early January, might like to hear from you. "I'm looking for one I can fix up," he wrote, sounding like the perfect buyer for quite a few vintage cars. "All I care about is it runs, drives and the body and frame isn't too far gone." Lately I've been logging into the club Facebook page every day, to post something and see what people are saying. While our website, northernramblerscarclub.com, is a treasure chest of photos, data, and links, Facebook, as we know, is a live (if not always sane) creature. People are swapping American Motors cars, parts, advice and, as Ian has, making their yearnings known. Northern Ramblers have 581 followers on Facebook. The number is growing by about 100 a year.

I'm hoping to make this an opportunity for the club. Somewhere in our dialogue I say to Ian, "please join us," and include a link to the membership application. "Message me your address and I'll send a copy of our magazine, a comp." I meant snail address, hoping he'll "look us over." When he sent me an email address, I emailed back an electronic copy of AM Spirit in PDF format.

Not sure what the letters stand for, but now-common PDFs are the virtual proofs that we send to the printer -- the fully laid-out magazine, in colour, with all its pages and ads. They are also surprisingly convenient and good-looking on a computer screen, nicer than a website. You virtually leaf through them, flipping pages or scrolling. For years Hemmings Motor News has offered subscribers to its magazines the option of getting PDFs instead of hard-copies. I get mine this way. PDFs, or similar, may be the future of all magazines, mainly because they look and work like the real thing. They aren't all finicky, "click here, click there, oops go back," like a website.

At NRCC executive meetings we ponder the future, wanting to be part of it. In January we discussed offering AM Spirit electronically, if people want it that way. How about you? Would you like to get your newsletter by PDF, instead of print? As – switching here to car lingo – an option?

We'd like to know, and invite readers to email me at alfredholden@gmail.com with your opinion. The print edition continues. The price for now would be the same. "I would miss my pile," said Javelin man Joe Galea, an executive member, as we wrapped up. On the other hand, how would you like your Spirits?

As for Ian Coleman, there was quite a dialogue on Facebook. Someone posted pictures of a car he saw in Waubashene, near Orillia. "Sold to a young guy," Ian replied, after investigating. "I hope not a derby guy." I messaged Ian for a progress report. "Any word on your car?" Since this is the March-April issue I'm betting my Matador he'll have his Matador by the time you read this, based on a clue he posted.

All comments and suggestions for the club are welcome. Email alfredholden@gmail.com *or write to any of the executive, our addresses are on the masthead.—* ***Alf***