



MORRIS

Quality First

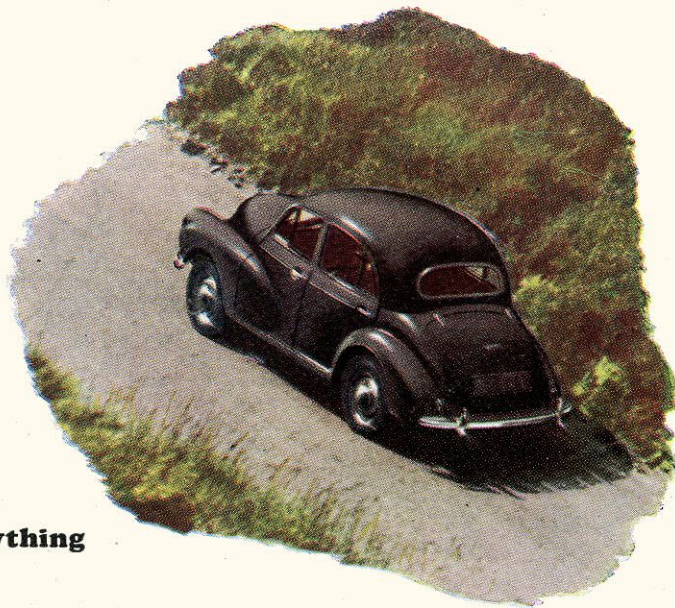
establishes a new class in economy motoring

MORRIS

*lead the
way with
'Quality First'
motoring*



These "Quality First" Morris cars offer you the finest kind of low cost motoring. They fit modest family budgets in low purchase price, economical running and upkeep. In specification they give everything that you and the family have been hoping for.



Good road performance.

Outside styling is modern and impressive.

The brilliant new colours — baked-on to a

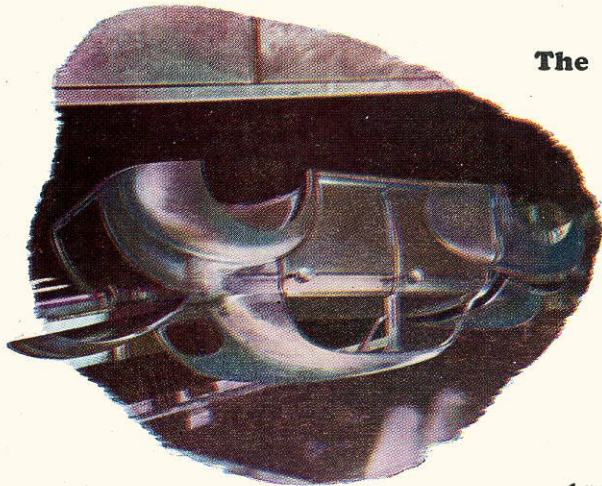
rust-proofed surface — keep their showroom

freshness for years. Inside — there's room for

the whole family in "fashion styled" comfort.

Compact over-all size brings handiness in

traffic — easy parking and garaging.



Rust-proofing a Morris body.

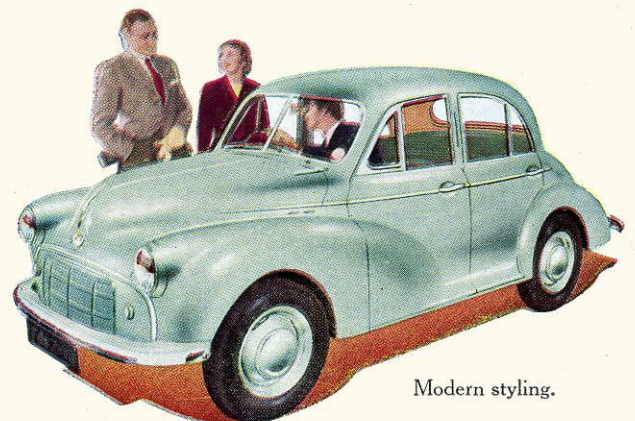
These beautiful Morris cars are built to stay

new for a long time. They're strong — they're

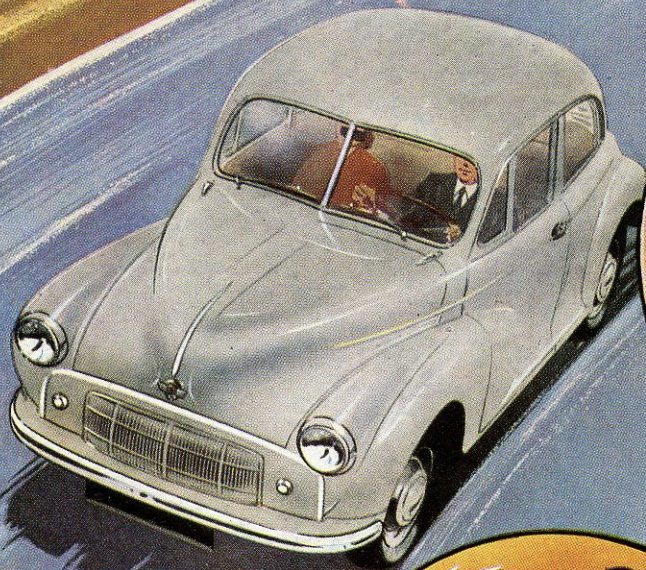
safe — they ride smoothly, steadily over all

kinds of surfaces.

Go now! — and see for yourself that Morris provide value-for-money that can't be beaten by any car in the world.

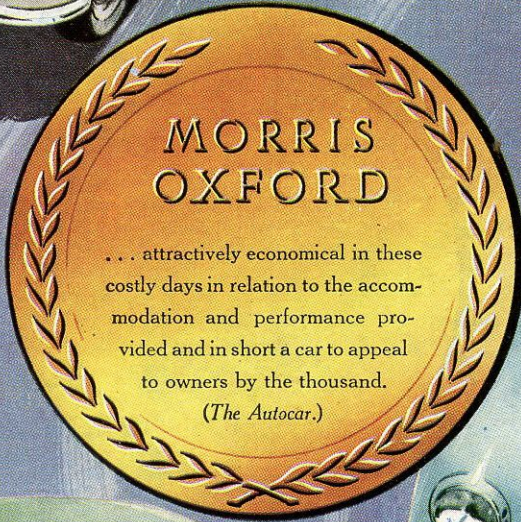


Modern styling.



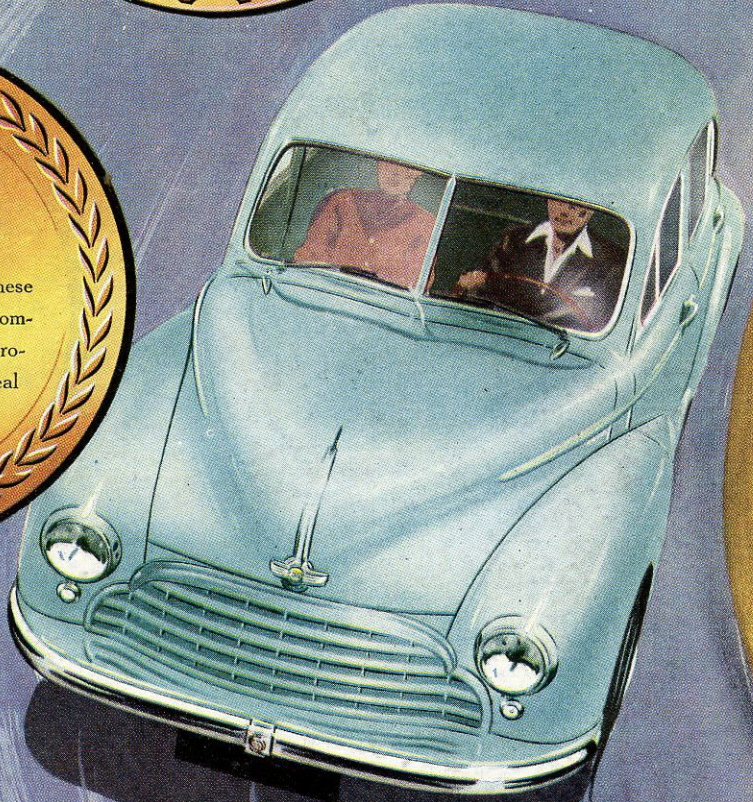
MORRIS MINOR

... indeed a "winner" among small cars; it is so handy, so willing and economical . . . and in addition is really a pleasure to handle. (*The Autocar.*)



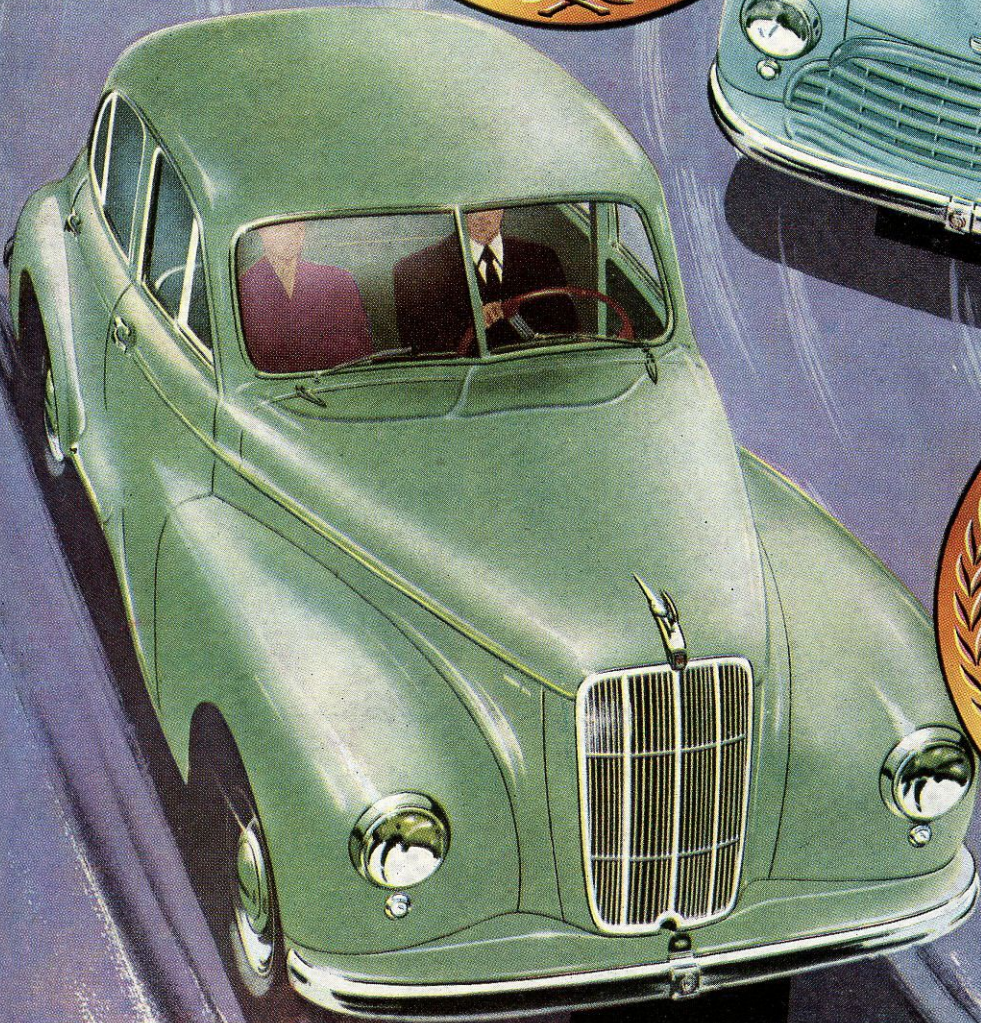
MORRIS OXFORD

... attractively economical in these costly days in relation to the accommodation and performance provided and in short a car to appeal to owners by the thousand. (*The Autocar.*)



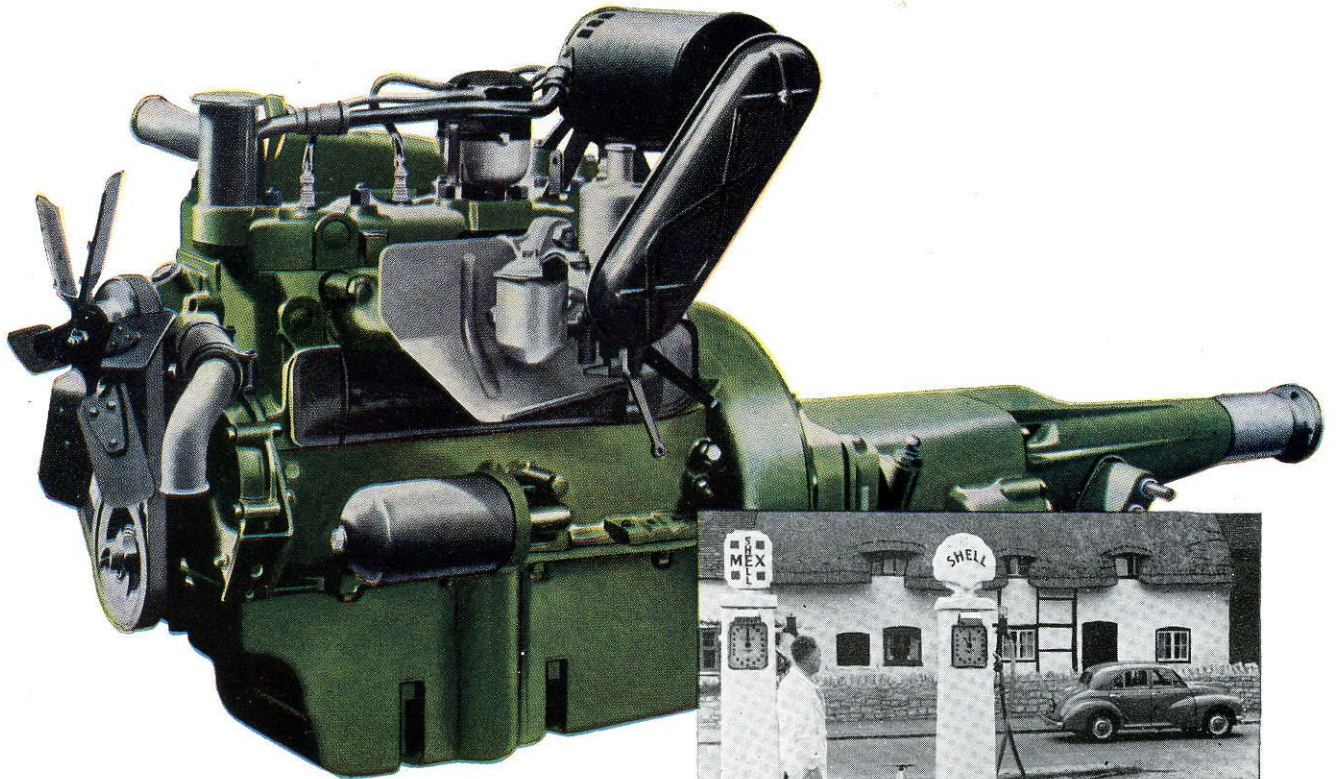
MORRIS 'SIX'

... away from the ordinary for a car that represents decidedly good value . . . it is easily the highest performance car ever to bear the Morris name. (*The Autocar.*)



You get **More** motoring

for your money from a **MORRIS**



You get the best of everything with these thrifty-engined Morris cars. They are instantly responsive and flexible in every driving range. From a slow traffic crawl to high cruising speeds, they are outstanding in smooth, vibration-free performance.

Whether it's the Minor, the Oxford or the Six, each car is powered for the job it has to do. Specialist methods of production, fine-limit machining and scientific carburation achieve amazingly low fuel consumption. You get a full measure of power from every tankful of fuel—more miles to the gallon.

Morris engineers have studied your pocket in other ways, too! Sheer, wind-cheating body lines lessen air drag—passage through the air is smoother—no power is wasted in overcoming needless wind resistance.

“Monoconstruction” of body and chassis achieves great strength and saves weight. The lighter the body—the less power you use—the lighter your fuel bill.

All Morris cars give long tyre wear and are easy on oil. And it's easy to service a Morris—and cheaper, too!

Consider these facts and your pocket—and decide to make the most of your money with a Morris.



MORRIS have added something Really New to driving comfort and safety

Yes—it's a new thrill to ride or drive in one of these sweet-handling, smooth-riding Morris cars! You travel cradled between the wheels, cushioned from the road by torsion bar independent front suspension—the greatest single advance in modern car design.



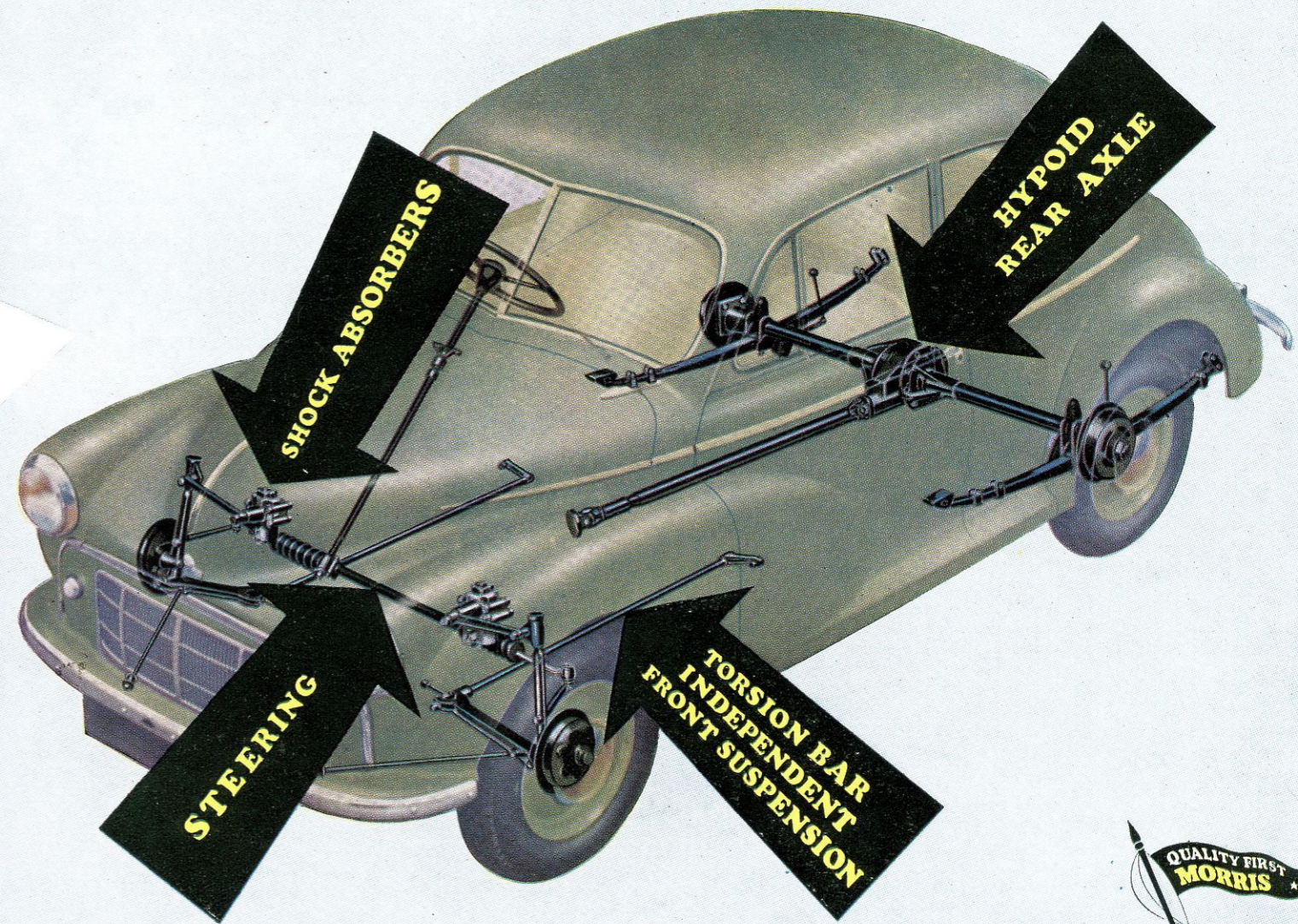
Passengers in these Morris cars sit well within the wheelbase. You get greater comfort, increased stability, easier driving control.

And, more important still, you travel in absolute safety. These Morris cars are low to the road and wide—they're incredibly secure on curves—they hold the road as though they were part of it. Lockheed hydraulic brakes give responsive, balanced, safe braking in all emergencies, on all surfaces, at all speeds. Their effect is sure—always.

Try these safety features on the road, and you'll say, without a doubt, "My choice is Morris!"



Wider than they are high, Morris cars are safe.



Low-pressure tyres increase riding comfort. Large section long-wearing tyres provide better road grip and a safer, surer "straight-line" stop in emergencies.



Twin electric wipers keep the windscreen clean and clear. They give you increased peace of mind and therefore extra safety when driving in wet weather.



Gear change lever is on the steering column of the larger Morris models—to keep the driver's hand always near the steering wheel. Now it's easier than ever to change gear.



They are safe and comfortable in the back seat of the two-door Minor. Door handles at the front prevent children opening them accidentally whilst travelling.

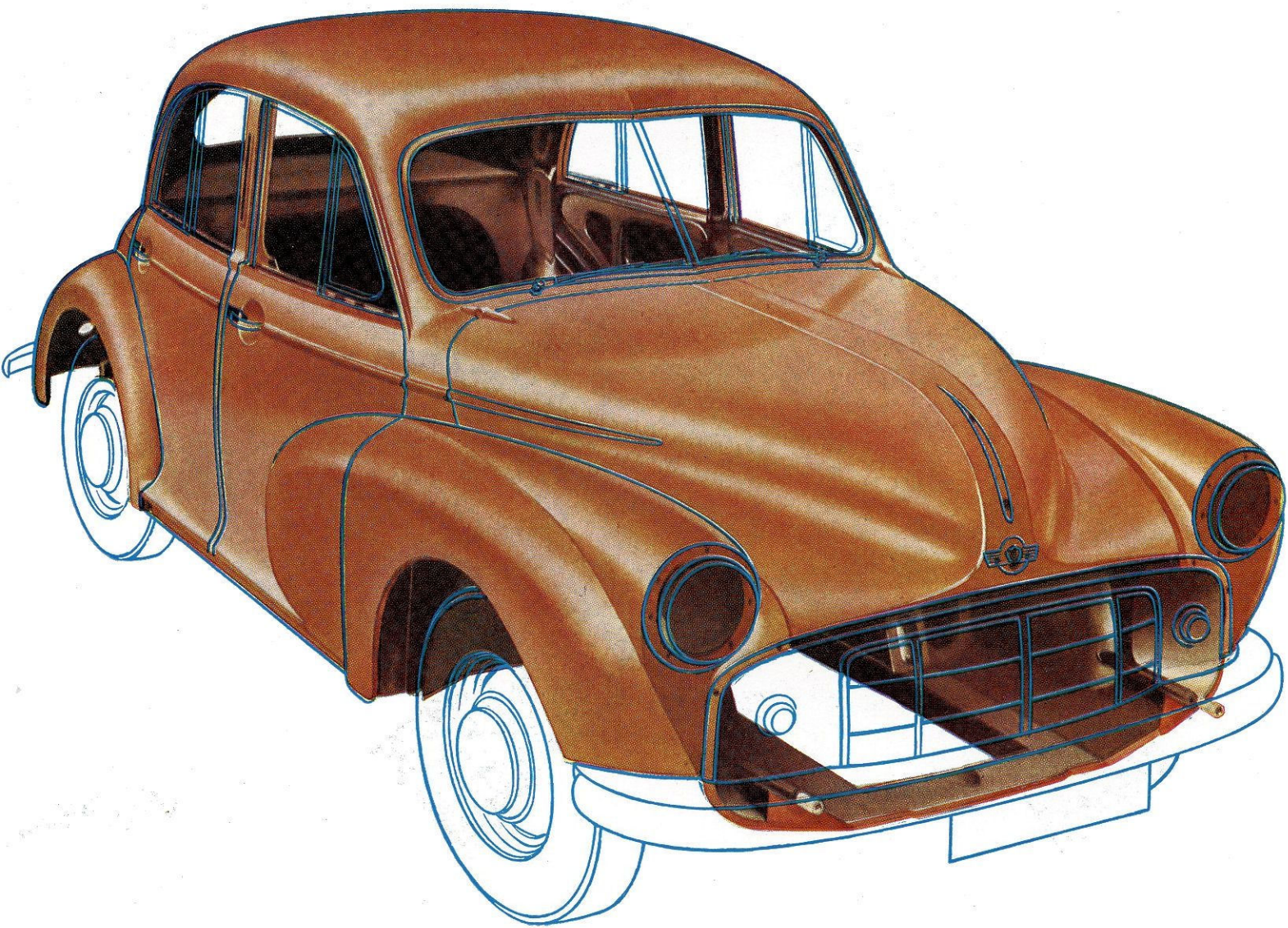


Enjoy open-air motoring with the Morris Minor Convertible. Top and trim resist wear and weather. It's easily the world's biggest small car buy.

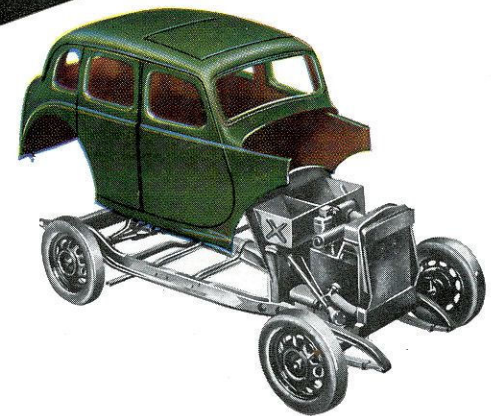


The one-piece front seats (Oxford and Six) are deeply cushioned with foam rubber. They are scientifically contoured to the body for correct, comfortable riding.

* MONOCONSTRUCTION



... is a Morris building process which eliminates a separate body and chassis. This all-steel structure combines body shell, chassis frame, pillars, floor and roof in one unit of immense lasting strength. The whole is rust-proofed by "Bonderising" in a special plant before painting. Morris "Monoconstruction" brings you greater safety — more comfort — improved performance—at less cost!



No Morris cars are now built with a separate body and heavy chassis frame — "Monoconstruction" is stronger, safer, more modern.

* Pioneered by **MORRIS** since 1938



Stronger

Tests show that "Monoconstruction" is far stronger—has more torsional rigidity—than a separate body and chassis.



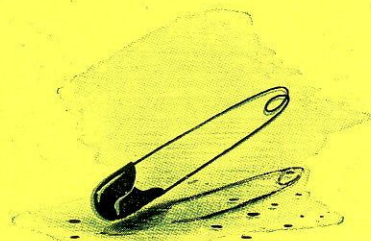
Lighter

You get one single-welded unit instead of two. This eliminates useless weight—adds to speed, reduces fuel consumption.



Lasts Longer

Thousands of road miles have proved that "Monoconstruction" stands hard wear better and lasts years longer.



Safer

Driver and passengers are safer—they're protected more—inside the stronger "Monoconstruction" Morris body.

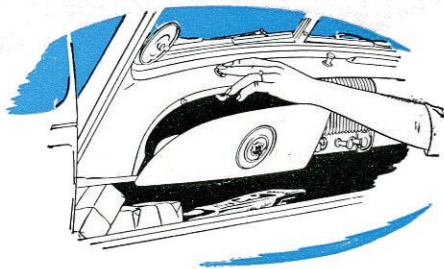


More Silent

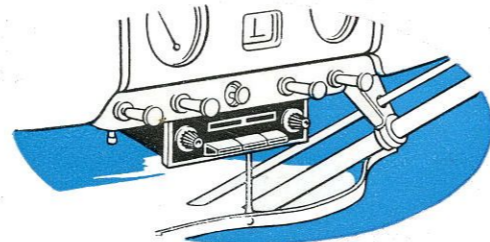
There are no rivets—no body bolts to rattle or squeak. "Monoconstruction" will give you silent service for years.



MORRIS offer you the finest motoring value



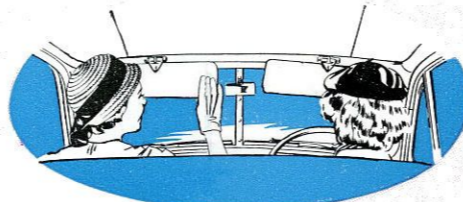
Where to put those odds and ends is no problem in a Morris. The compartment in the fascia panel has an ingenious push-button lock.



H.M.V. car radio—available at extra cost—is carefully engineered to fit the acoustic qualities of Morris cars.



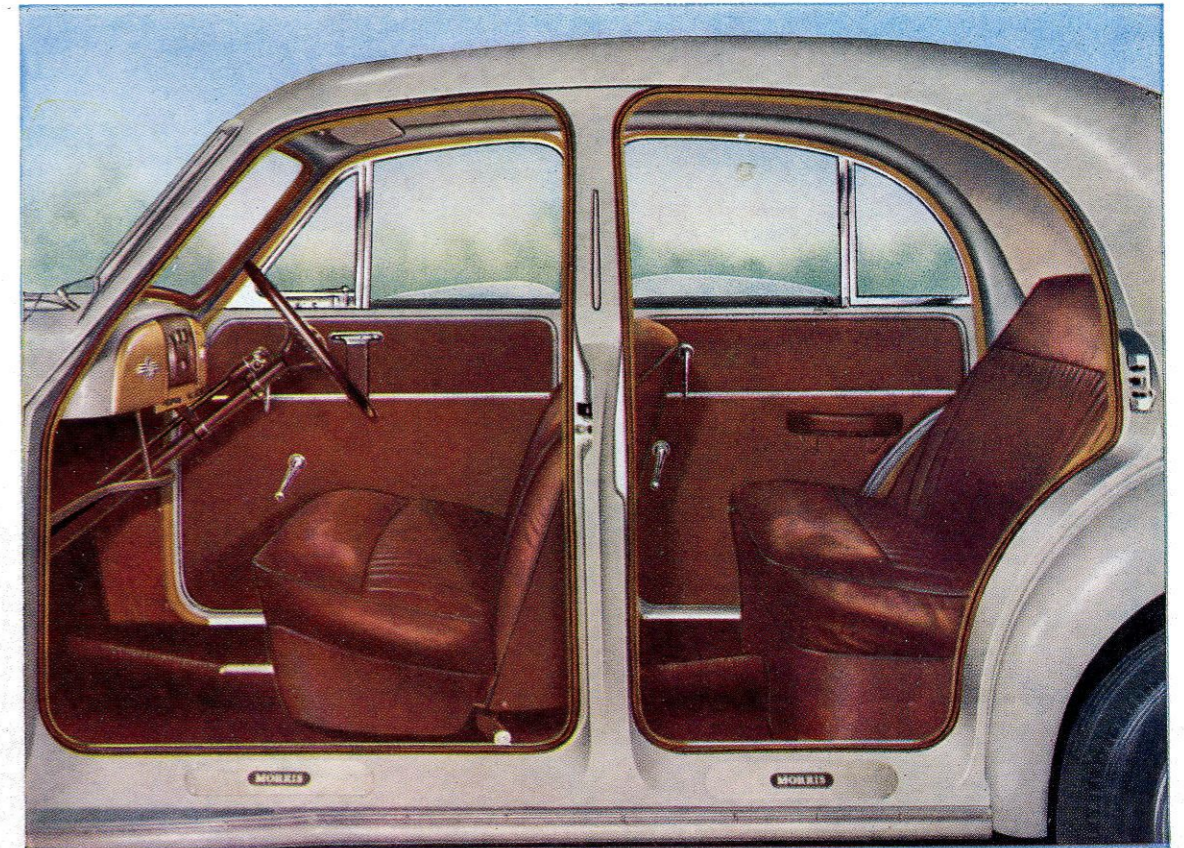
Front seats of the Morris Minor Convertible tip forward. It's easy for the rear passengers to get in and out.



To shield your eyes from the sun twin sun visors are standard on all Morris cars.



There's a deep, full-width parcel shelf at the rear for handbags and shopping parcels.



There's a world of room inside all Morris cars. Interiors are restfully styled in hard-wearing, easily washable trim materials. Deep-pile carpets pad the floor. Doors are big, wide, easy to enter.



Rear styling is distinctive. Twin tail-lights, clearly visible from side and rear, are a great safety factor.



See the dozens of "Quality First" features in these fine Morris cars.

See how all-round visibility, correctly designed seating and finger-light steering add to your driving

enjoyment. See how the "fashion-styled" roomy interiors, with deep, wide

seats and plenty of head room, increase your riding comfort. See how

Morris engineers have built "Quality First" into every engineering feature. Best of all, see these fine Morris cars for yourself—to-day!

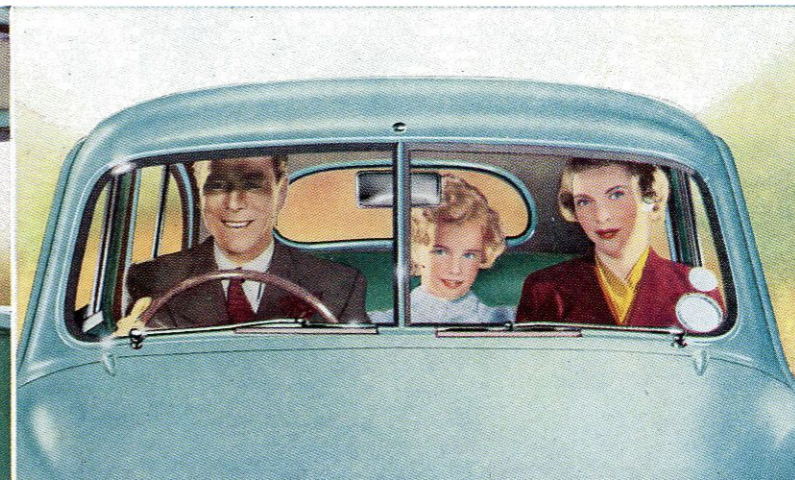
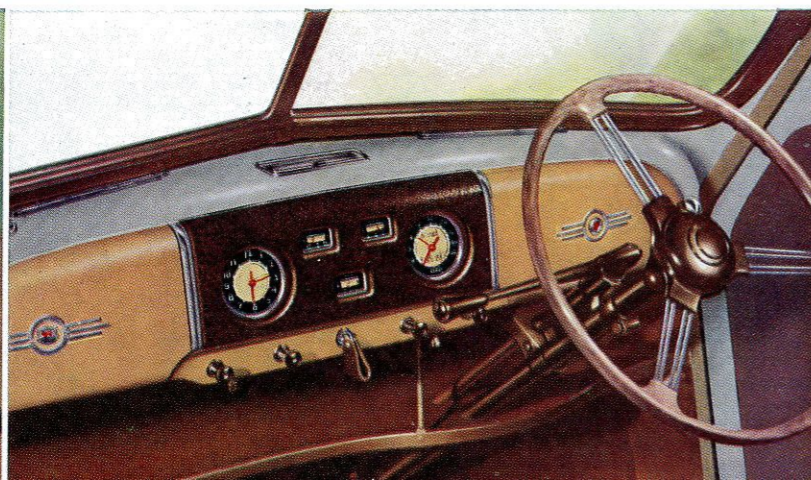
Heaps of room in all Morris luggage lockers. Spare wheel is easily reached from separate compartment. Rubber mouldings seal the locker from rain and dust.

Strikingly styled fascia panels with grouped, easy-to-read dials and soft-glow lighting for night driving. Under the fascia a deep tray stretches right across the car for parcels, packages and road maps.

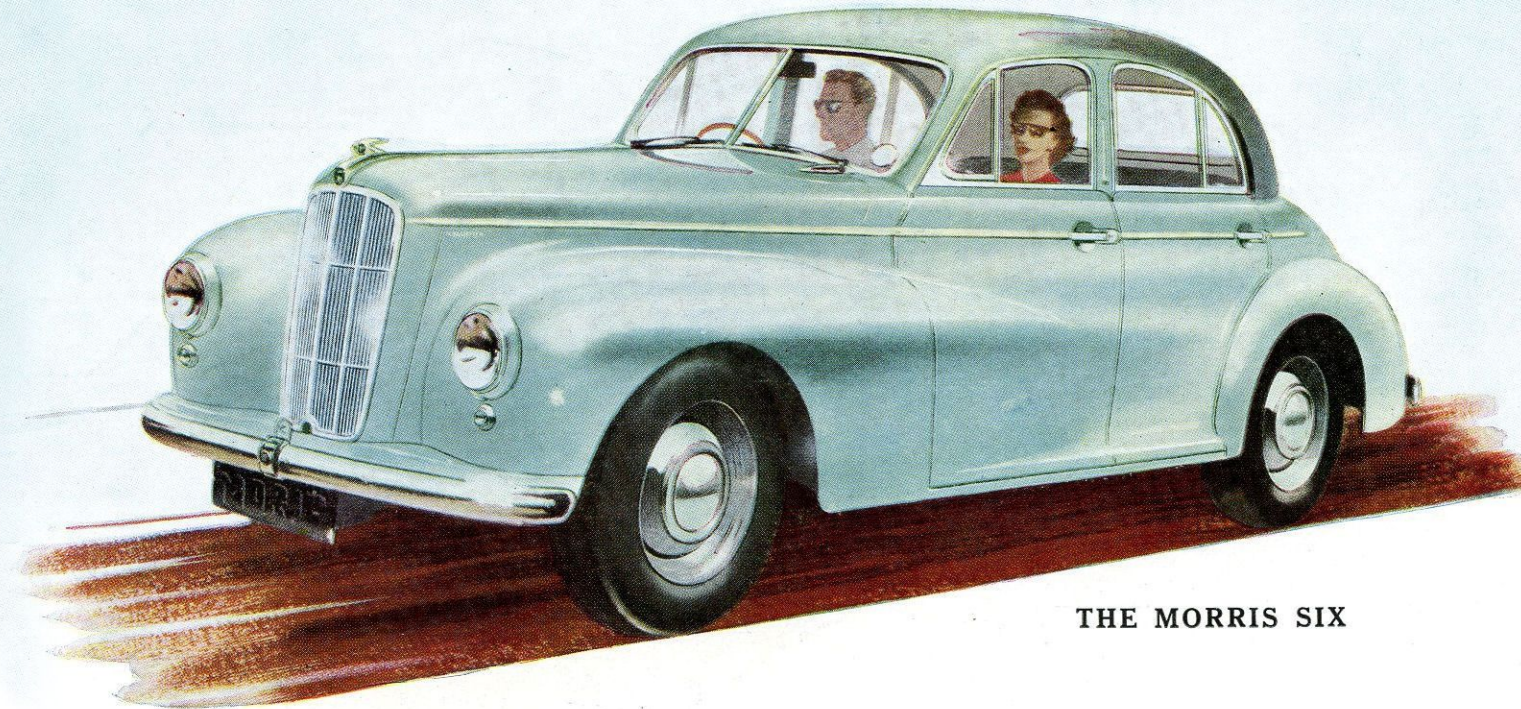
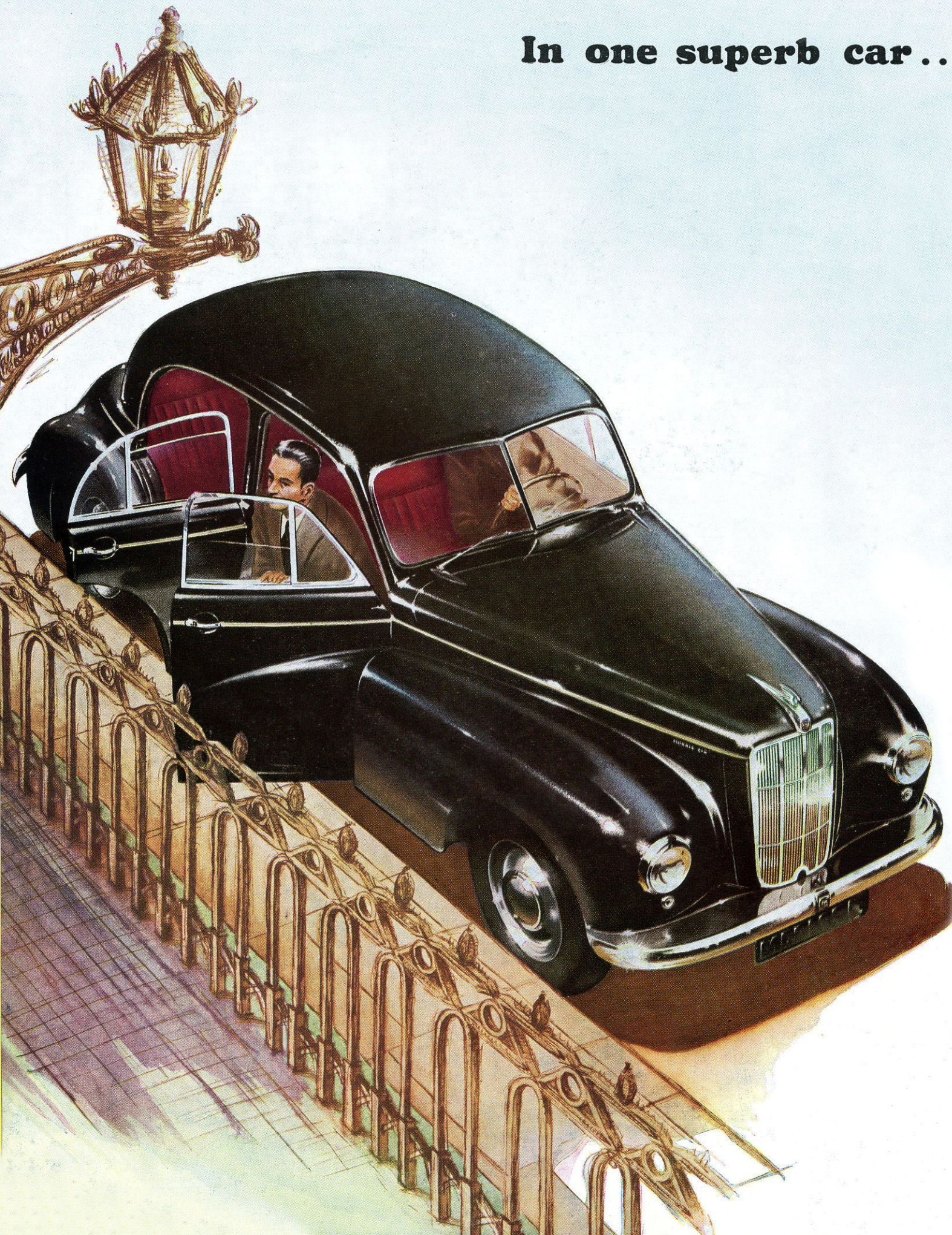
Look at the head room! You'll marvel that a car so handsome could give such head space. Yet road clearance is ample—achieved by hypoid final drive which gives lower, flatter floors.

Clear driving vision is another Morris safety feature. You sit well up in comfort and you can see all round through the wide windscreen. Slender corner and door pillars eliminate dangerous blind spots.

Relax in perfect comfort in the rear seats of these Morris cars. Seats are extra wide and deep and there's plenty of leg room. Morris Six has a folding centre arm-rest.



In one superb car... there is **everything** you want
at a price you can afford



THE MORRIS SIX

Specification

ENGINE. Six-cylinder overhead-camshaft engine; bore 73.5 mm. (2.894 in.); stroke 87 mm. (3.425 in.); capacity 2215 c.c. (135.1 cu. in.); 70 b.h.p. at 4,600 r.p.m. Four-bearing crankshaft. Tin-coated aluminium alloy pistons. Valves operated direct by camshaft. Vertical drive through helical gears from crankshaft drives camshaft distributor and gear-type oil pump, with floating pick-up. Built-in renewable-element-type oil filter. Thermostatically controlled pressure cooling by pump and fan. S.U. electric fuel pump. S.U. piston-type carburetter. Oil bath air cleaner.

CLUTCH. Single dry plate with cushioned hub.

GEARBOX. Four-speed with synchromesh for second, third and fourth gears. Overall ratios are: First 14.642; second 10.246; third 6.586; fourth 4.555; reverse 14.642. Steering column gear-shift.

TRANSMISSION. Hardy-Spicer propeller shaft, with needle roller bearing universal joints each end.

REAR AXLE. Semi-floating type with hypoid final drive gears.

BRAKES. Fully compensated Lockheed hydraulic system with independent cable-operated handbrake.

SUSPENSION. Front: independent torsion bars disposed fore and aft, with adjustable vernier-type anchorages at rear ends. Rear: rubber-mounted semi-elliptic springs. Telescopic twin hydraulic dampers at front; single, with anti-sway mounting at rear.

STEERING. Cam-type steering box. Available with left- or right-hand steering according to markets.

WHEELS. Five disc-type steel wheels with five-stud attachment. Dunlop 6.00-15 tyres.

BODY. All-steel "Monoconstruction," "Bonderised" against rust. Easy-wind windows with stainless steel frames and forward ventilating sections which open outwards to act as air scoops. Flush-fitting pull-out-type outside door handles with remote control interior handles and locks. Right-hand front door has independent lock. All windows of safety glass. Adjustable one-piece front seat. Grouped instruments on fascia. Pile carpets; door-pulls; ashtrays; tinted anti-glare rear-vision mirror; roof lamp. Provision for radio and 3½ kilowatt heater. 12-gallon (54-litre) fuel tank with electrically operated gauge.

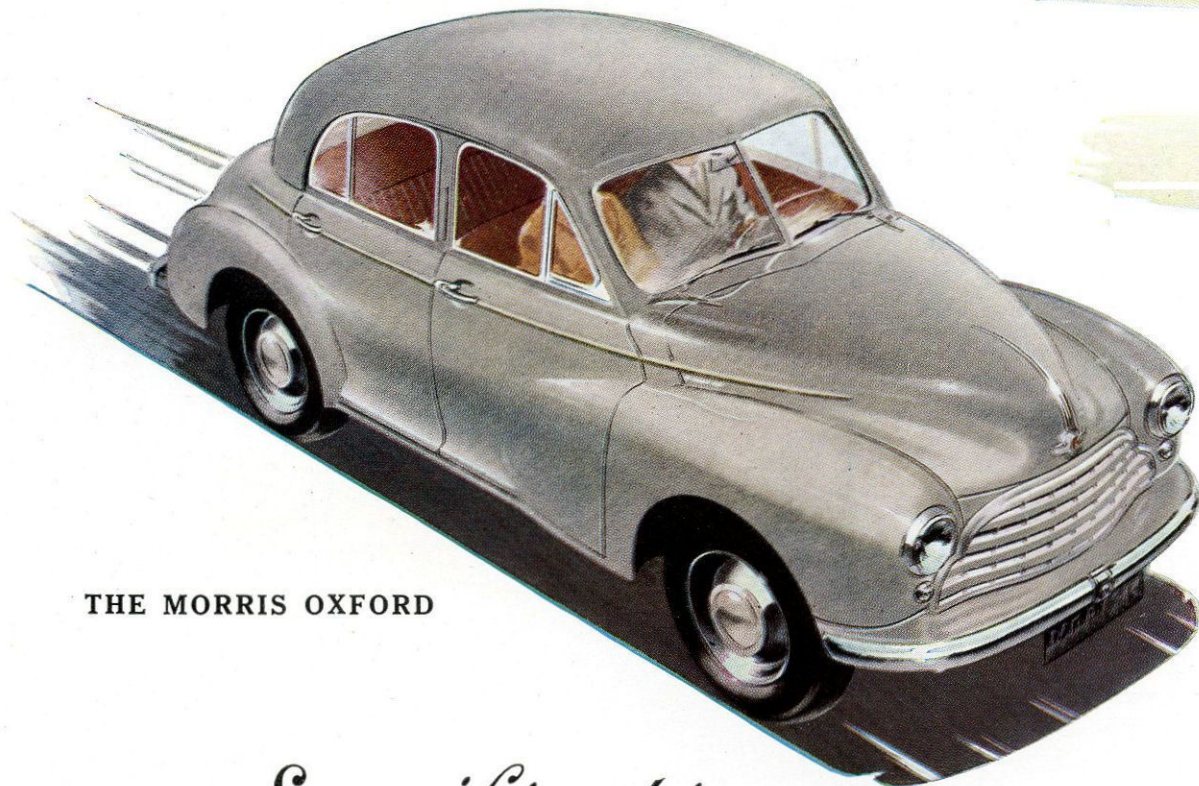
ELECTRICAL EQUIPMENT. 12-volt, 51 amp./hour battery with positive earth return. Compensated voltage control. Pre-focused dipping headlamps with block lenses; separate sidelamps; combined stop- and tail-lamps; separate number-plate lamp; self-cancelling trafficators; electric clock; twin windscreen wipers.

COLOURS AND UPHOLSTERY. Black with red upholstery; Gascoyne Grey with brown upholstery; Mist Green with green upholstery; Thames Blue with green upholstery. The front seats are upholstered in leather.

DIMENSIONS.

Wheelbase ...	110 in. (2.8 m.)	Leg room front (max.)	47 in. (1.2 m.)
Track (front) ...	54 in. (1.4 m.)	Leg room front (min.)	42 in. (1.07 m.)
Track (rear) ...	53 in. (1.35 m.)	Leg room rear (max.)	47 in. (1.2 m.)
Overall length ...	177 in. (4.5 m.)	Leg room rear (min.)	43 in. (1.1 m.)
Overall width ...	66 in. (1.7 m.)	Luggage boot depth	36 in. (91.5 cm.)
Overall height ...	63½ in. (1.62 m.)	Luggage boot width	52 in. (1.32 m.)
Width over front seat	52 in. (1.32 m.)	Luggage boot height	15 in. (38 cm.)
Width over rear seat	50 in. (1.27 m.)		

In styling — comfort — performance — reliability — economy



THE MORRIS OXFORD

Specification

ENGINE. Four-cylinder side-valve; bore 73.5 mm. (2.894 in.); stroke 87 mm. (3.425 in.); capacity 1476 c.c. (90 cu. in.); 41 b.h.p. at 4,000 r.p.m. Three-bearing crankshaft. Tin-coated aluminium alloy pistons. Silent helical-gear-driven camshaft. Pressure lubrication by submerged gear-type pump with floating pick-up and renewable-element-type external oil filter. Thermostatically controlled pressure cooling by pump and fan. S.U. electric pump. S.U. piston-type carburetter. Oil bath air cleaner.

CLUTCH. Single dry plate, cushion drive.

GEARBOX. Four-speed with synchromesh for second, third and fourth gears. Overall ratios are: First 18.559; second 10.983; third 7.342; fourth 4.875; reverse 18.559. Steering column gear-shift.

TRANSMISSION. Hardy-Spicer propeller shaft, with needle roller bearing joints each end.

REAR AXLE. Semi-floating type with hypoid final drive gears.

BRAKES. Fully compensated internal expanding Lockheed hydraulic system with independent cable-operated handbrake.

SUSPENSION. Front: independent torsion bars disposed fore and aft, with adjustable vernier-type anchorages at rear ends. Rear: rubber-mounted semi-elliptic springs. Piston-type hydraulic dampers at front; telescopic dampers with anti-sway mounting at rear.

STEERING. Rack-and-pinion steering gearbox with direct-acting tie-rods. Available with left- or right-hand steering according to markets.

WHEELS. Five disc-type steel wheels with five-stud attachment. Dunlop 5.50—15 tyres.

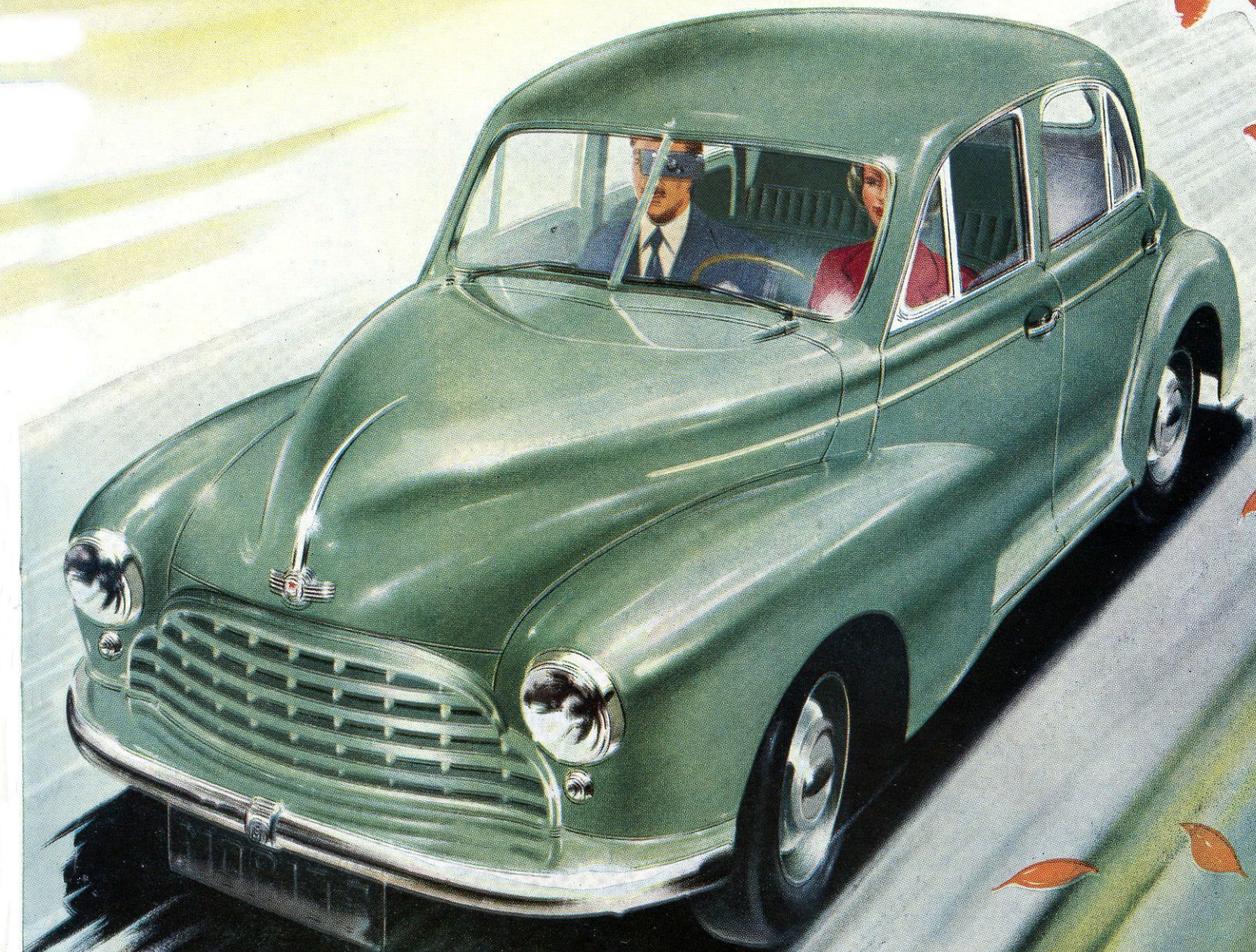
BODY. All-steel "Monoconstruction," "Bonderised" against rust. Easy-wind windows with stainless steel frames and forward ventilating sections which open outwards to act as air scoops. Flush-fitting pull-out-type outside door handles with remote control interior handles and locks. Right-hand front door has independent lock. All windows of safety glass. Adjustable one-piece front seat. Grouped instruments on fascia. Pile carpets; door-pulls; ashtrays; tinted anti-glare rear-view mirror; roof lamp. Provision for radio and 3½ kilowatt heater. 9-gallon (41-litre) fuel tank with electrically operated fuel gauge.

ELECTRICAL EQUIPMENT. 12-volt, 51-amp./hour battery with positive earth return. Compensated voltage control. Pre-focused dipping headlamps with block lenses; separate sidelamps; combined stop- and tail-lamps; separate number-plate lamp; self-cancelling trafficators; electric clock; twin windscreen wipers.

COLOURS AND UPHOLSTERY. Black with red upholstery; Gascoyne Grey with brown upholstery; Mist Green with green upholstery; Thames Blue with green upholstery. The front seats are upholstered in leather.

DIMENSIONS.

Wheelbase ...	97 in. (2.47 m.)	Leg room front (max.) 47 in. (1.2 m.)
Track (front) ...	53½ in. (1.36 m.)	Leg room front (min.) 42 in. (1.07 m.)
Track (rear) ...	53 in. (1.35 m.)	Leg room rear (max.) 47 in. (1.2 m.)
Overall length ...	167 in. (4.24 m.)	Leg room rear (min.) 43 in. (1.1 m.)
Overall width ...	65 in. (1.65 m.)	Luggage boot depth 36 in. (91.5 cm.)
Overall height ...	63 in. (1.6 m.)	Luggage boot width 52 in. (1.32 m.)
Width over front seat	52 in. (1.32 m.)	Luggage boot height 15 in. (38 cm.)
Width over rear seat	50 in. (1.27 m.)	

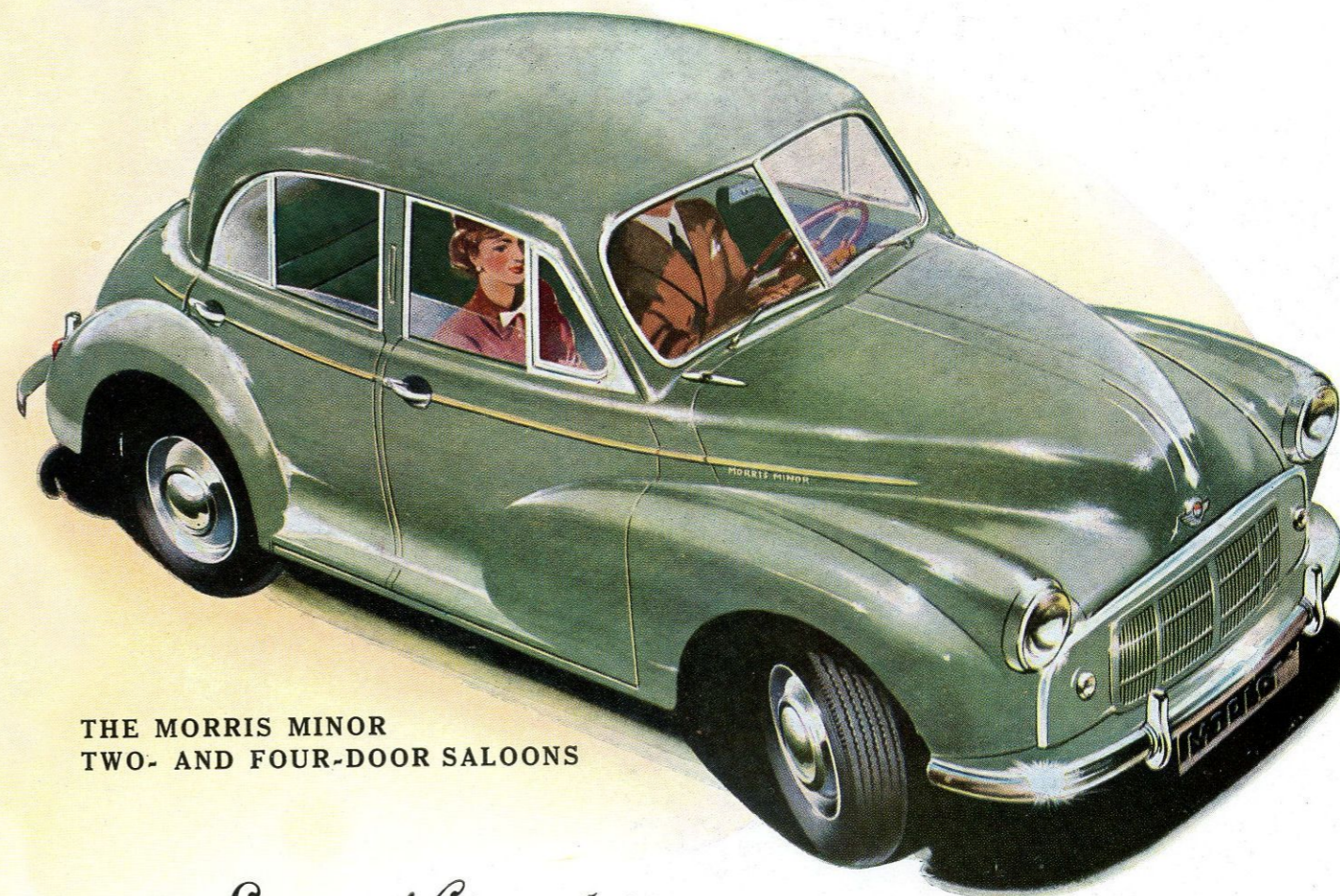
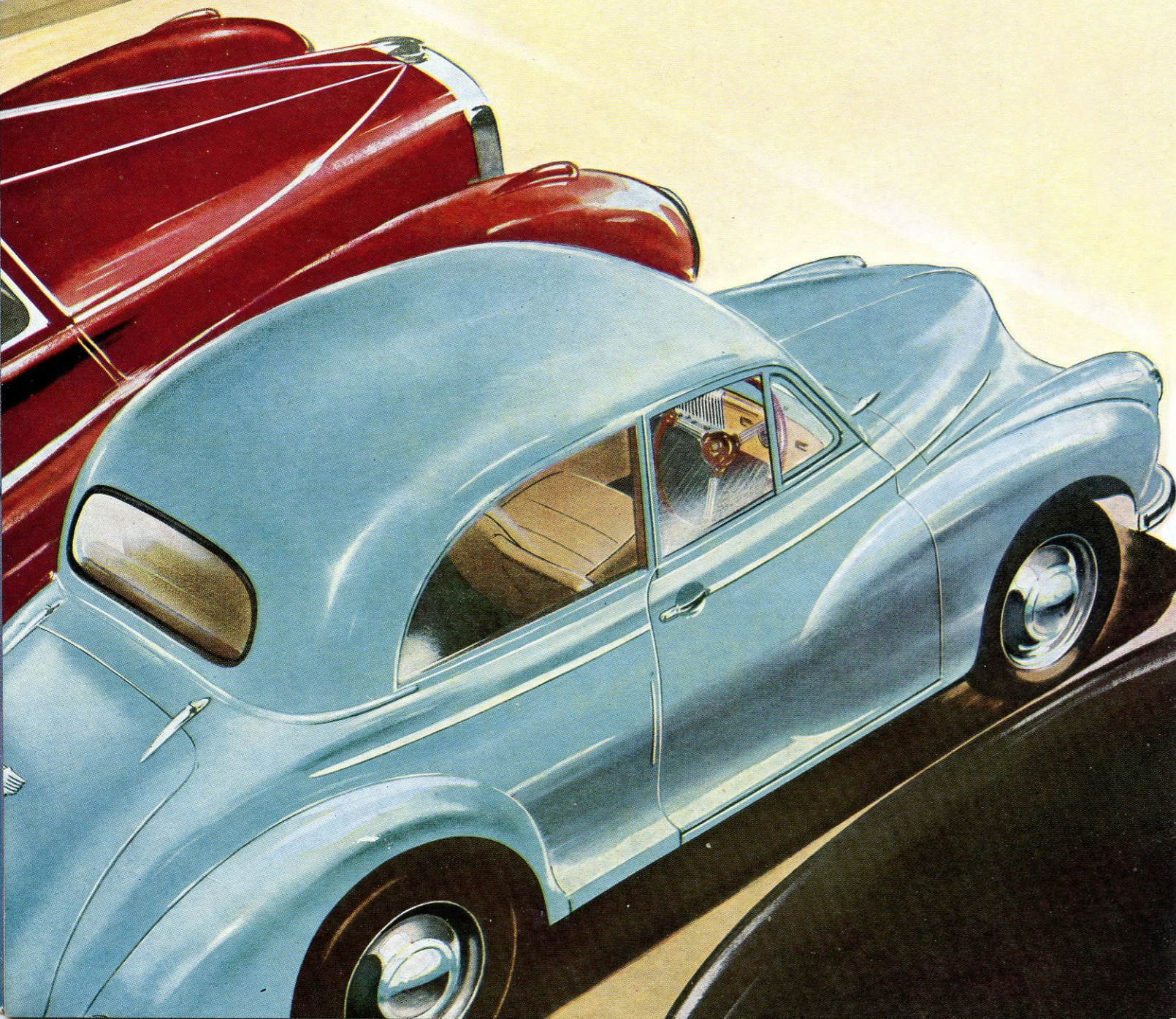


The MORRIS OXFORD sets a new high standard of motoring

QUALITY FIRST
MORRIS



You'll be amazed that any car offering **So Much** could cost **So Little**
The world's biggest small car buy



**THE MORRIS MINOR
 TWO- AND FOUR-DOOR SALOONS**

Specification

ENGINE. Four-cylinder side-valve; bore 57 mm. (2.244 in.); stroke 90 mm. (3.543 in.); capacity 918.636 c.c. (56 cu. in.); 27.5 b.h.p. at 4,400 r.p.m. Three-bearing crankshaft. Aluminium tin-coated pistons. Silent duplex roller chain-driven camshaft. Pressure lubrication by submerged gear-type pump with renewable-element-type external oil filter. Cooling by thermo-syphon and fan on models not fitted with heaters. Models with heater equipment have an impeller-type water-circulating pump driven by fan and dynamo drive belt. S.U. electric fuel pump. S.U. piston-type carburetter. Oil bath air cleaner.

CLUTCH. Single dry plate with cushioned hub.

GEARBOX. Four-speed with synchromesh for second, third and fourth gears. Overall ratios are: First 17.994; second 10.477; third 7.015; fourth 4.55; reverse 17.994.

TRANSMISSION. Hardy-Spicer propeller shaft with needle roller bearing universal joints each end.

REAR AXLE. Semi-floating type with hypoid final drive gears.

BRAKES. Fully compensated internal expanding Lockheed hydraulic system with independent cable-operated handbrake on rear wheels.

SUSPENSION. Front: independent torsion bars disposed fore and aft, with adjustable vernier-type anchorages at rear ends. Rear: rubber-mounted semi-elliptic springs. Hydraulic piston-type dampers at front and rear.

STEERING. Rack-and-pinion steering gearbox with direct-acting tie-rods. Available with left- or right-hand steering according to markets.

WHEELS. Five disc-type steel wheels with four-bolt attachment. Dunlop 5.00-14 tyres.

BODY. All-steel "Monoconstruction," "Bonderised" against rust. Easy-wind windows and forward ventilating sections which open outwards to act as air scoops. Flush-fitting pull-out-type outside door

handles, with remote control interior handles and locks. Right-hand door has independent lock. All windows of safety glass. Bucket-type front seats are hinged to tip forward to give easy access to rear of body. Driving seat adjustable. Grouped instruments on fascia. Provision for radio and heater. 5-gallon (22-litre) fuel tank with electrically operated gauge.

ELECTRICAL EQUIPMENT. 12-volt 38-amp./hour battery with positive earth return. Compensated voltage control. Pre-focused dipping headlamps with block lenses; separate sidelamps; combined stop- and tail-lamps; twin windscreen wipers; separate number-plate lamp; trafficators with hand control switch and warning light.

Four-door Saloon. As general specification, but with stainless steel window frames, interior roof lamp, ashtrays, front seats upholstered in leather, arm-rests on rear doors, automatic time control switch for trafficators.

COLOURS AND UPHOLSTERY. *Four-door Saloon.* Thames Blue with green upholstery; Gascoyne Grey with brown upholstery; Mist Green with green upholstery; Black with red upholstery. *Two-door Saloon and Convertible.* Thames Blue, Mist Green, Gascoyne Grey, all with beige upholstery; Black with red upholstery.

DIMENSIONS.

Wheelbase ...	86 in. (2.18 m.)	Width over rear seat
Track (front) ...	50 3/8 in. (1.286 m.)	(four-door) 46 1/2 in. (1.186 m.)
Track (rear) ...	50 3/8 in. (1.270 m.)	Leg room front (max.) 47 in. (1.2 m.)
Overall length ...	148 in. (3.76 m.)	Leg room front (min.) 44 in. (1.12 m.)
Overall width ...	61 in. (1.55 m.)	Leg room rear (max.) 44 in. (1.12 m.)
Overall height ...	60 in. (1.52 m.)	Leg room rear (min.) 41 in. (1.04 m.)
Width over front seat 48 in. (1.2 m.)		Luggage boot depth 29 in. (73.66 cm.)
Width over rear seat		Luggage boot width 38 in. (96.5 cm.)
(two-door) ...	44 in. (1.12 m.)	Luggage boot height 14 in. (35.56 cm.)

Costs less to buy

...less to run...



The world's most economical convertible...

This model is built to the same general specification as the two-door saloon.

The four-cylinder side-valve engine gives excellent speed and acceleration, while petrol consumption is exceedingly low.

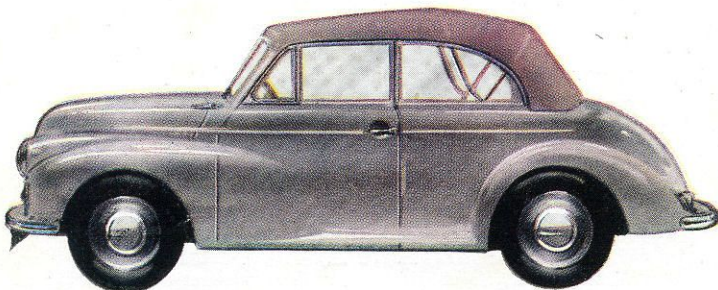
One of the features of the Minor engine is its smoothness, and this is achieved by a rigid crankshaft, fine balance and generous bearing areas. The easily erected hood is made of canvas of a pleasing shade and great care has been taken to ensure a snug and draught-free fit, the weather protection afforded being equal to that of the saloon models.

Glass rear windows with metal frames are permanent structures and greatly enhance the look of the car besides assisting in keeping the interior free from unwanted draughts.

The front windows wind into the doors and there are also hinged ventilating sections which provide an efficient extractor effect.

Tough vynide upholstery covers the front and rear seats, and the interior fittings are as on the saloon model.

When the hood is down and folded, a cover is fitted which gives a neat appearance to the rear of the car.



THE MORRIS MINOR CONVERTIBLE



Guarantee

1. For a period of SIX MONTHS from the date on which a new Vehicle is delivered to the first owner-user thereof Nuffield Exports Limited will exchange or repair any part or parts thereof which needs or need replacement or repair by reason of defective workmanship or defective material.

The Company will not be responsible for any expense which the purchaser may incur in removing or having removed or in replacing or having replaced any part or parts to be sent for inspection or in fitting or having fitted any new parts supplied in lieu thereof.

2. No claim for exchange or repair can be considered hereunder unless the person claiming

- (a) Immediately upon discovery of the alleged defect returns the part or parts complained of to the Company's Authorised Distributor in the territory in which the Vehicle was purchased carriage paid.
- (b) Sends therewith particulars of the

Chassis or Car Number and Engine Number of the Vehicle in question, as shown on the manufacturer's identification plate.

- (c) Sends also full particulars of the claim and of the reasons therefor, stating in such particulars the date of the purchase and the name and address of the person or firm from whom the Vehicle was bought.
 - (d) Refers to this Guarantee.
3. This Guarantee shall not apply to
- (a) Any accessories or proprietary fittings whatsoever.
 - (b) Any Vehicle used
 - (i) As a Hackney Carriage.
 - (ii) For hiring out.
 - (iii) For any purpose other than the private or genuine commercial use of the owner-user.
 - (iv) For racing and/or record attempts.
 - (c) Any defective part or parts which in the opinion of Nuffield Exports Limited

has or have been injured by wear and tear or by any form whatsoever of improper use of or from any alteration whatsoever to the Vehicle.

- (d) Any second-hand Vehicle or part or parts thereof.
 - (e) Anything whatsoever not both manufactured and sold by the Company.
 - (f) Any part or parts of a Chassis to which a body which in the opinion of the Company is unsuitable has been fitted.
 - (g) Any Vehicle in or to which any part not sold or approved by Nuffield Exports Limited has been affixed.
4. The liability of Nuffield Exports Limited is limited to exchange or repair under Clause 1 hereof. Every form of liability for every form of consequential loss or damage is hereby expressly excluded.
5. This Guarantee is given in lieu of and excludes every condition or warranty, whether statutory or otherwise, whatsoever not herein expressly set out.

Service

MORRIS SERVICE is as thoroughly specialised as the car production. Nuffield Exports Limited retain their interest in their cars after they are sold and want to know that you are obtaining the utmost satisfaction and pleasure from their products. The vast Morris Dealer organization is always at your service. During the early life of the car, soon after it has completed 500 miles, you are entitled to have it inspected, free of charge, by the Morris Dealer from whom you purchased it. This attention given during the critical period in the life of the car makes all the difference to its subsequent life and performance. This service includes:—

- (a) Drain sump, gearbox and back axle, and refill with one of the approved oils (see *Manual*).
- (b) Oil and grease vehicle throughout.
Note.—New lubricants chargeable to customers.
- (c) Check and, if necessary, adjust:—
 - (1) Ignition timing.
 - (2) Tappet clearances.
 - (3) Carburettor control gear, mixture setting and slow-running.
 - (4) Dynamo drive belt.

- (5) Correct clearance for clutch pedal.
- (6) Alignment of front wheels.
- (7) All steering controls.
- (8) Tyre pressures.
- (d) Adjust brakes and check level of Lockheed fluid in supply tank.
- (e) Look over and tighten all nuts, particularly cylinder head, wheels, spring clips and body bolts.
- (f) Top up battery and check working of all electrical equipment.

All this first service is free, only material used being charged for.

Sole world exporters

NUFFIELD EXPORTS LIMITED

Proprietors: Morris Motors Limited

COWLEY, OXFORD, ENGLAND

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