

MORRIS
CARS *for* 1930





1st September, 1929

MORRIS MOTORS L^{TD.} COWLEY OXFORD

SIR WILLIAM R. MORRIS, BT., *Managing Director*

E. H. BLAKE, *Deputy Managing Director*

Telephone 7101 COWLEY, OXFORD

Telegrams VOITURETTE, COWLEY, OXFORD



SELLING CONDITIONS

(see also page 36)

In no circumstances whatever can any discount be given off the published prices, which are fixed at the lowest level at which Morris cars can be satisfactorily placed in the hands of the public.

All prices are for delivery ex Works at Cowley.

A delivery charge to be arrived at and calculated on the basis of fourpence per mile in the case of Morris Minor models and sixpence per mile in the case of all other models for freightage from the Company's Works to the Depot of the Dealer is authorised.

FACTORY VISITS

Invitation is extended to all present and prospective Morris owners to visit the Cowley factory and see for themselves the actual processes of building Morris cars. Permission to view the Works can, however, be given by appointment only, and the Works tours will start every weekday (except Saturdays and during the months of July and August) at the under-mentioned times.

10.30 a.m. 2.15 p.m. 3.45 p.m.

Parties are limited to twenty.

*Write for Appointment and Permit to
Sales Dept., Cowley*



MORRIS ARCHIVE





PRICES for 1930

For details of the Morris Hire-Purchase Plan, under which any model can be obtained on very convenient terms, see page 35.

This list cancels all previous lists.

All prices and/or specifications are subject to alterations by the manufacturers without notice.

8 h.p. Morris Minor		£	s.	d.	<i>For details see page</i>
Tourer (Coachbuilt)	130	0	0	7
Saloon (Fabric)	140	0	0	9
Saloon (Coachbuilt), with folding head	149	0	0	8

11.9 h.p. Morris-Cowley		£	s.	d.	
Two-seater	162	10	0	12
Tourer	180	0	0	13
Coupé, with folding head	185	0	0	14
Saloon	195	0	0	15
Saloon, with folding head	200	0	0	16

15 h.p. Morris-Oxford Six-Cylinder		£	s.	d.	
Tourer	275	0	0	19
Coupé (Coachbuilt), with sliding head	295	0	0	20
Saloon (Fabric)	285	0	0	21
Saloon (Coachbuilt), with sliding head	299	0	0	22

18 h.p. Morris Isis Six-Cylinder		£	s.	d.	
Tourer	375	0	0	25
Saloon (All-steel)	385	0	0	26
” ” with special finish and equipment	395	0	0	26
Club Coupé (Fabric), with sliding head	399	0	0	27

Morris Light Transport		£	s.	d.	
11.9 h.p. Morris Van	165	0	0	31
8 h.p. Morris 5-cwt. Van	135	0	0	30
11.9 h.p. Morris-Cowley Commercial Traveller's Saloon	210	0	0	32

For prices of chassis and particulars of their equipment see pages 28 and 29.

For details of overseas models see special overseas catalogue.





MORRIS CARS *for* 1930

THE whole world is ready to acknowledge that the standards laid down by British car manufacturers as regards reliability and durability are of a very high order. We can feel justified, therefore, in taking a full measure of satisfaction that a discriminating British public has, in the comparatively few years which have elapsed since the war, shown an overwhelming preference for Morris cars as compared with any other one make.

The present range of models represents an advance on anything previously attempted. We offer a range of cars which cover the needs of every motoring member of the community. The standardisation of Triplex safety glass and chromium plating on all models, in addition to other desirable equipment, will be widely appreciated.

The Morris Minor, which has now had a matter of twelve months to prove its mettle, has shown itself to be a highly successful car.

At the other end of the scale we have the new Isis Six, which virtually offers the zenith of motoring pleasure at a price within the reach of very large numbers of people. Between these we have the ubiquitous Cowleys and the new six-cylinder Oxford models, each very attractive in appearance, performance, and supreme value in its class.

In every Morris chassis, irrespective of price, the standard of quality of material, design, workmanship and all-round efficiency is the same. Ever since the days of the first Morris-Cowley, only the best has been good enough for Morris designers and engineers. Over ten thousand skilled and enthusiastic workmen—working under ideal conditions and living in healthy surroundings—man the factories, in which no expense is spared to make Morris cars the best possible value for money.





THE 8 H.P. MORRIS MINOR

CREATING at its introduction more interest than any small car in the last decade—not only in this country but throughout the world—the Morris Minor, over a period of twelve months, has justified the confidence with which an eager public has waited for it. With a petrol consumption of fifty miles to the gallon when cruising, a maximum speed of more than fifty miles an hour and a highly efficient overhead valve engine, it has brought motoring to many households who previously considered a car out of their reach.

Considered as a runabout for town use, or as the holiday touring vehicle of a small family, the Morris Minor meets cars of many times its price with an equal performance. In a short space of time it has spread across the world and won its spurs in countries the world over.

The chassis specification bears comparison with the best cars. Bumpers, five lamps, chromium-plated radiator, Triplex glass, shock absorbers, windscreen wiper and, in fact, everything the discerning motorist regards as a desirable feature of a small car, is to be found in these, the smallest models of the Morris range.

Comfort, reliability, accessibility and durability are combined in a vehicle offered at a distinctly modest price and presenting the lowest practical running costs.



THE MORRIS MINOR SPECIFICATION

GENERAL . . . In spite of its low first cost, the Morris Minor possesses nothing unconventional in its layout. Its design is based on the same sound principles that have been responsible for the ever-increasing popularity of other Morris vehicles.

ENGINE . . . The four-cylinder engine has a bore of 57 mm. and a stroke of 83 mm., giving a cubic capacity of 847 c.c., and a tax of £8. The cylinders are cast *en bloc* with the upper half of the crankcase, which is carried below the crankshaft centre, ensuring great stiffness.

A readily detachable cylinder head carries the camshaft which operates nickel steel overhead valves through the medium of taper fingers mounted on eccentric bushes for the purpose of adjusting valve clearances. The camshaft is driven by spiral bevel wheels, and the entire overhead valve gear is enclosed in a well-ventilated and readily detachable oiltight cover. The two-bearing crankshaft has a generous roller type bearing at the front end and a plain bearing of great length and large diameter at the rear. The “I” sectioned connecting rods are all-steel, and aluminium pistons of the three-ring type are fitted, the lower one being of the oil return pattern. A single-plate toggle-operated clutch is built in unit construction with the engine and gearbox, and requires the minimum of attention.

GEARBOX . . . The gearbox, which is built in unit construction with the engine and clutch, provides three forward speeds and a reverse. Control is by central lever, and all gears are accurately ground to ensure silence of operation.





THE MORRIS MINOR SPECIFICATION (*contd.*)

- LUBRICATION** The Morris Minor engine is automatically lubricated by an external pump of the spur gear type carried well down so that it is free from priming troubles. The oil is effectively filtered by a large diameter external filter before reaching the pump, and is delivered under considerable pressure to all bearings.
- CARBURATION** The working mixture is supplied by an S.U. carburetter of the automatic piston type. The petrol supply is carried in a five-and-a-half gallon tank mounted on the dash, and is gravity fed to the carburetter. The inlet and exhaust manifolds are cast integral with adequate hot spots to ensure economy and good pulling from cold. Adequate control over mixture strength is provided, enabling the best settings for varying fuels and atmospheric conditions to be achieved. The petrol tank is provided with a two-level tap, giving a reserve petrol supply of approximately three-quarters of a gallon for emergency.
- TRANSMISSION** The drive is taken from the gearbox to the rear axle by a tubular propeller shaft of large diameter fitted with fabric disc universal joints. The rear axle final drive is of the spiral bevel gear pattern.
- BRAKES** . . The foot brake operates internal expanding shoes on all four wheels by cables, while a hand-operated parking brake of the transmission type, with external contracting shoes operating on a drum immediately at the rear of the gearbox, provides additional braking for emergency. The brakes are powerful in operation and smooth in action.
- ELECTRICAL EQUIPMENT** . A coil operating in conjunction with the six-volt battery and lighting system provides ignition current, the distributor being provided with steering column control for advance and retard. The starter motor is of the gear type and mounted direct to the flywheel housing.
The entire electrical system is of Lucas manufacture and incorporates a five-lamp lighting equipment.
- WHEELS** . . Detachable wire wheels fitted with Dunlop reinforced cord balloon tyres are provided. The wheels are secured by three studs with domed nuts of self-locking pattern.
- SUSPENSION** . Long semi-elliptic springs are fitted fore and aft, and are adequately controlled by single-acting shock absorbers of the progressive friction type, giving maximum comfort and roadability. The springing has been designed to carry a useful load of four and a half hundredweights.
- TOOL KIT** . . The following tools are provided and are housed in a special compartment under the near-side front seat :—
Jack (with folding handle), tyre pump, wheel brace, three tubular box spanners and tommy, three double-ended spanners, cold chisel, half-round file with handle, 9 in. adjusting spanner, 6 in. steel punch, screwdriver, ignition spanner, lubricating pump for chassis oiling system, pair of pliers, hammer, sparking plug box spanner, cylinder head box spanner, tappet spanner, tyre lever and oilcan.

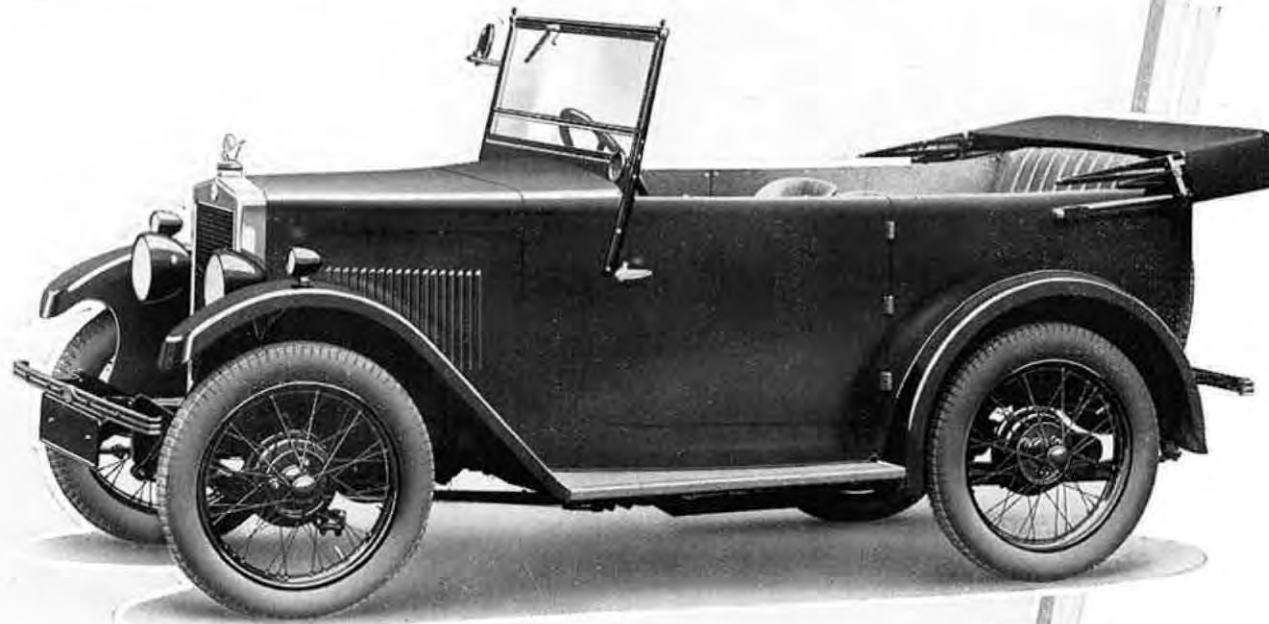




The
**MORRIS
MINOR
TOURER**

PRICE
£130

Finish: — Niagara blue cellulose with Karhyde upholstery to match, Triplex glass windscreen, chromium plating.



THE close-fitting all-weather equipment converts the car from an open tourer virtually to a closed model. Despite the necessarily modest dimensions of the body, the seating accommodation is comfortable, the high sides and tall side-screens ensuring that the occupants are really in the car, and not "on" it, as happens with so many small cars.

The top of the windscreen is but 54 in. from the ground, and many purchasers have found that it has been possible to house this model in a fair-sized cycle shed. It thus makes motoring possible for many who have not room for a larger car and who are not handily situated to a public garage.

The equipment includes:—

Hood and sidescreens, two-panel windscreen, speedometer, oil gauge, two-level petrol tap, automatic windscreen wiper, pressure lubricating pump, licence holder, calormeter and wings, driving mirror, progressive shock absorbers on all wheels, single bumpers (front and rear), Lucas Sparton electric horn, six-volt lighting, starting and coil ignition set, coil indicator light, five-lamp equipment, instrument festoon lamp, rear light, five detachable wire wheels, five Dunlop reinforced cord tyres, spare wheel carrier, complete tool kit.



Showing the all-weather equipment in position.

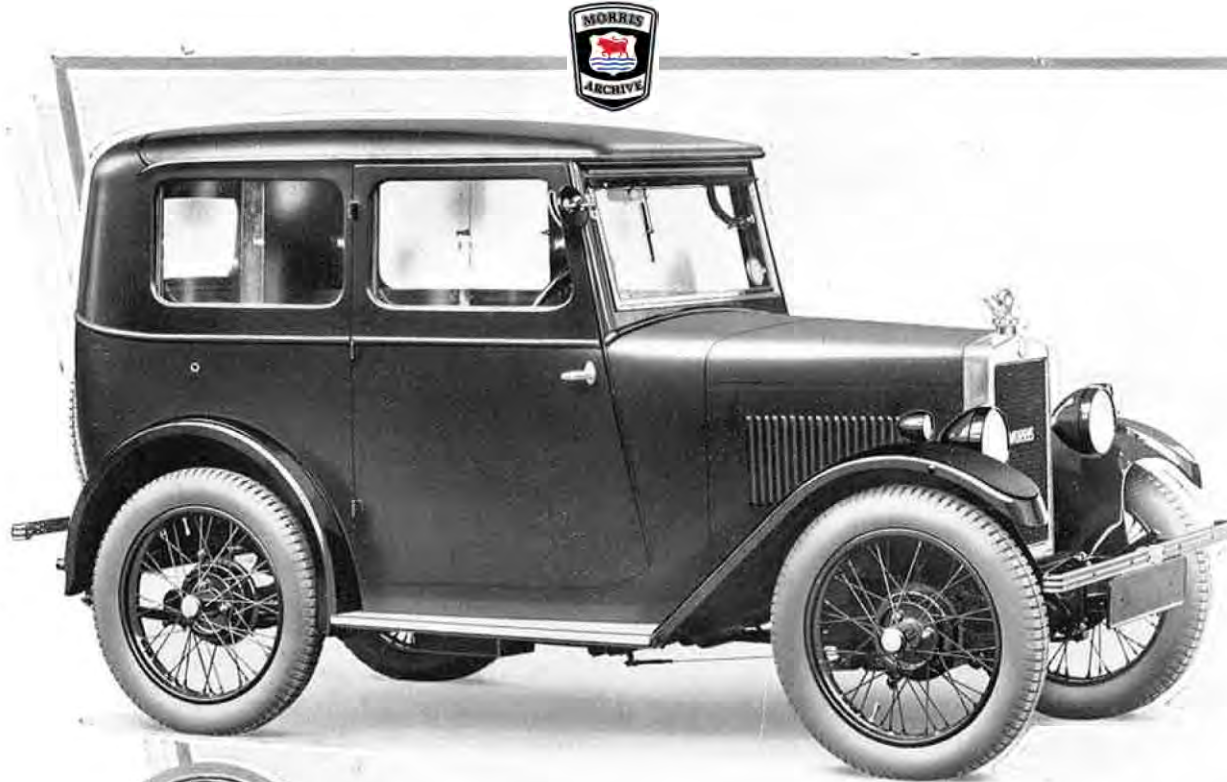


The
**MORRIS
MINOR**

Coachbuilt
Saloon
(FOLDING HEAD)

PRICE
£149

Finish:—Morris brown cellulose with Karhyde upholstery, Triplex glass windscreen and windows, chromium plating.



Showing the folding head open. It is very easily and quickly operated, and when down is absolutely weatherproof.

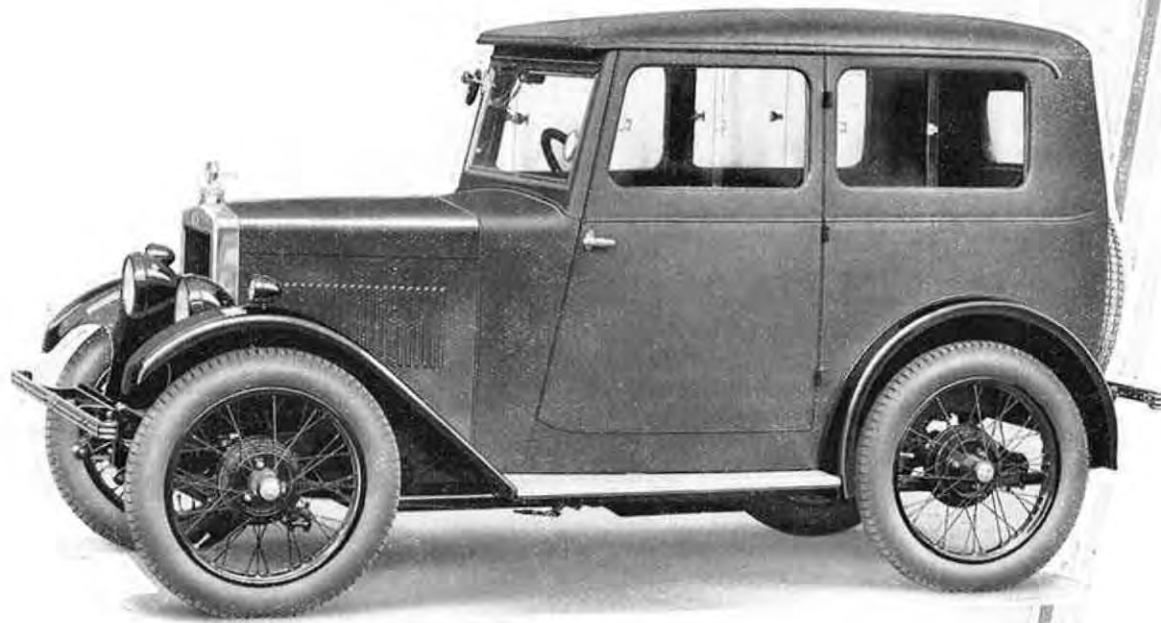
THIS delightful vehicle offers all the advantages of the fabric model and, in addition, has an ingenious folding head. Thus, in favourable weather it is possible to fold back the roof and obtain a maximum of air and light for the occupants. The advantage in this country of such facilities will be manifest to all.

The attractive coachbuilt body has not suffered in the least by this addition and, with the top "down," the lines are just as attractive as are those of the other Minor models.

The equipment includes:—

Four sliding windows, folding head, single-panel windscreen, speedometer, oil gauge, two-level petrol tap, automatic windscreen wiper, pressure lubricating pump, licence holder, calorimeter and wings, driving mirror, progressive shock absorbers on all wheels, single bumpers (front and rear), Lucas Sparton electric horn, six-volt lighting, starting and coil ignition set, coil indicator light, five-lamp equipment, instrument festoon lamp, rear light, five detachable wire wheels, five Dunlop reinforced cord tyres, spare wheel carrier, complete tool kit.





The
**MORRIS
 MINOR
 FABRIC
 SALOON**

PRICE
£140

Finish:—Blue with Karhyde upholstery to match, chromium plating, Triplex glass windscreen and windows.



THE car offers ample comfort over long distances, and will as readily tackle a trip from Land's End to John o' Groats as a shopping expedition with the lady of the house.

The single-panel windscreen and sliding windows, all of Triplex glass, provide plenty of ventilation in warm weather, while the wide doors ensure ease of entry.

A virtue of the body design not to be overlooked by the family man is the safety of the rear seats, where small children can easily be accommodated with the certain knowledge that they are secure.

The equipment includes:—

Four sliding windows, single-panel windscreen, speedometer, oil gauge, two-level petrol tap, automatic windscreen wiper, chassis lubricating pump, licence holder, calorimeter and wings, driving mirror, progressive shock absorbers on all wheels, single bumpers (front and rear), Lucas Sparton electric horn, six-volt lighting, starting and coil ignition set, coil indicator light, five-lamp equipment, instrument festoon lamp, rear light, five detachable wire wheels, five Dunlop reinforced cord tyres, spare wheel carrier, complete tool kit.



The wide doors ensure ease of entry.





THE 11.9 H.P. MORRIS-COWLEY

TO the Morris-Cowley belongs the distinction of having made the roads of Britain British. At a time when this country, owing to the circumstance that British manufacturers had been busy with the war, was overrun by alien makes, the Morris-Cowley on sheer merit and value for money won back the English highways.

Equipped with a highly efficient engine of 11.9 h.p., having generous bearing surfaces and of sturdy construction throughout, the Morris-Cowley car over a period of ten years has led on merit.

It is found in the garage of the nobility, taking its share with large vehicles in the four-figure class; it outnumbers all other cars in the ranks of doctors, solicitors, surveyors, journalists and other professional men to whom economical, reliable and presentable transport is essential; it is the vehicle of thousands of happy families throughout the length and breadth of the land. Every model in the range has carefully chosen lines with the stamp of refinement upon them, while the adequately sprung and durable Karhyde upholstery ensures an interior in keeping with the dignity of the exterior. The generous equipment includes Triplex safety glass throughout, bumpers, automatic windscreen wiper, large dipping headlights, electric horn, shock absorbers, chromium plating and, indeed, everything the modern motorist has been accustomed to demand in a high-class car.



THE MORRIS-COWLEY SPECIFICATION

- GENERAL . . Constructionally, the Morris-Cowley consists of a four-cylinder water-cooled engine built in unit construction with an enclosed clutch and three-speed gearbox, the complete power unit being mounted by four-point vibrationless attachments to a sturdy deep-sectioned frame supported front and rear on long semi-elliptic springs. The back axle and torque tube are built up as a single unit attached to the power unit by a universal joint of the divided ring pattern, totally enclosed in a spherical housing. The transmission is thus completely enclosed. The track is 48 in. and wheelbase 8 ft. 9 in.
- ENGINE . . The 11.9 h.p. Morris-Cowley engine possesses a bore of 69.5 mm. and a stroke of 102 mm., producing a cubic capacity of 1550 c.c., and a Treasury tax of £12. The four cylinders are cast *en bloc* with the upper half of the crankcase, which carries the crankshaft main bearings, thus ensuring rigidity. The inlet and exhaust valves are both arranged on the near-side of the unit. Adjustable valve tappets actuated by a large diameter camshaft operate the valves, the complete valve gear being enclosed by a detachable oiltight cover. Decarbonisation is facilitated by a readily detachable deep-sectioned cylinder head. Steel "I" sectioned connecting rods with white metal bearings in generous bronze shells are fitted, together with aluminium pistons. All the crankshaft main bearings are also of white metal in heavy bronze shells. The clutch is of the four-plate type with cork inserts in light alloy driven plates. It is automatically lubricated from the engine and requires positively no attention.
- LUBRICATION Lubrication is by a plunger pump submerged in the oil sump and driven from an additional four-throw cam on the camshaft. It is entirely automatic. The pump intake is surrounded by a readily detachable wire gauze filter, and an oil gauge is fitted to the dashboard to show that the pump is functioning. The big-end bearings and cylinder walls are lubricated from a dipper trough designed to maintain a suitable oil level under all conditions.





THE MORRIS-COWLEY SPECIFICATION (contd.)

CARBURATION The working mixture is supplied by an automatic S.U. piston-type carburetter, feeding the heads through ports cast integral with the cylinder block. Hand adjustment for mixture strength is provided on the steering column, enabling maximum economy in fuel consumption to be achieved, in addition to ease of starting. Hand adjustment for slow running is also provided.

ELECTRICAL EQUIPMENT Ignition is provided by a Lucas magneto mounted transversely, thus placing the contact breaker and distributor in a very accessible position where necessary adjustments can be carried out with ease. Advance and retard of the timing is controlled by a lever conveniently situated on the steering column. The starting and lighting equipment is of the twelve-volt Lucas type with a combined dynamo and starter motor (dynamotor). The dynamotor is mounted alongside the gearbox and coupled to the power unit by a silent chain of the inverted tooth pattern totally enclosed, adequately lubricated, and with a simple means of adjustment.

Five Lucas lamps are provided, all of which are controlled by a single switch on the dashboard, and an ammeter on the dash gives clear indication of the dynamotor output and battery discharge.

The entire electrical system is of Lucas manufacture.

PETROL TANK A petrol tank of seven gallons capacity is mounted by straps and four bolts to the all-steel dash. It is easily removable from under the bonnet without in any way disturbing the instrument board. It has a large quick-action filler-cap and carries a dial gauge indicating its contents. A two-level petrol tap giving a reserve supply of one gallon provides fuel for emergency.

GEARBOX . . The unit-construction gearbox provides three forward speeds and a reverse, with a direct drive on top. The gears are controlled by a centrally disposed lever and are of case-hardened nickel-chrome steel.

BRAKES . . The foot brake operates internal expanding shoes in reinforced pressed-steel drums, mounted on all four wheels. The brake-shoes are lined with finest quality friction material, and adequate shields are provided to exclude all dust and dirt. A single cross shaft, mounted on self-aligning bearings, ensures equality of braking pressure. All four brakes can be adjusted simultaneously, and individual adjustment for equalising purposes is also provided. The hand brake operates additional internal expanding shoes in the rear brake-drums. All brakes are silent in operation.

WHEELS AND TYRES . . Detachable pressed-steel wheels, equipped with Dunlop reinforced cord balloon tyres, are fitted as standard.

TOOL KIT . . The following kit of tools is provided with every car and housed in a large toolbox on the running-board, where they are readily accessible:—

Jack (with universal handle enabling it to be operated in any position and to be withdrawn easily after use), tyre pump, wheel brace, three tubular box spanners and tommy, three double-ended spanners, cold chisel, half-round file with handle, 9 in. adjusting spanner, 6 in. steel punch, screwdriver, magneto spanner, dynamotor adjusting spanner, lubricating pump for chassis oiling system, pair of pliers, hammer, sparking plug box spanner, cylinder head box spanner, three tappet spanners, tyre lever and oilcan.

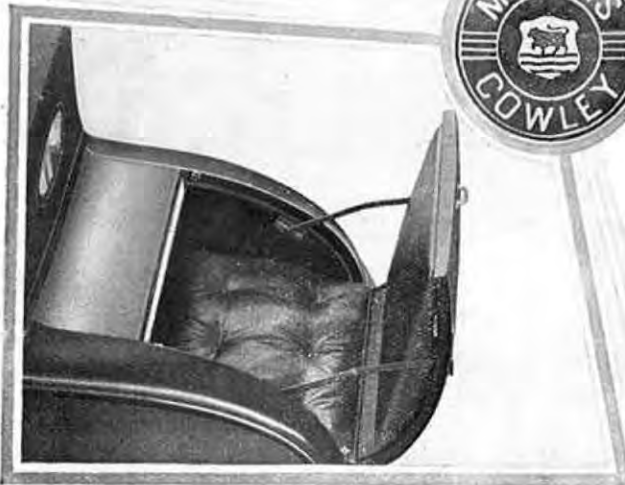
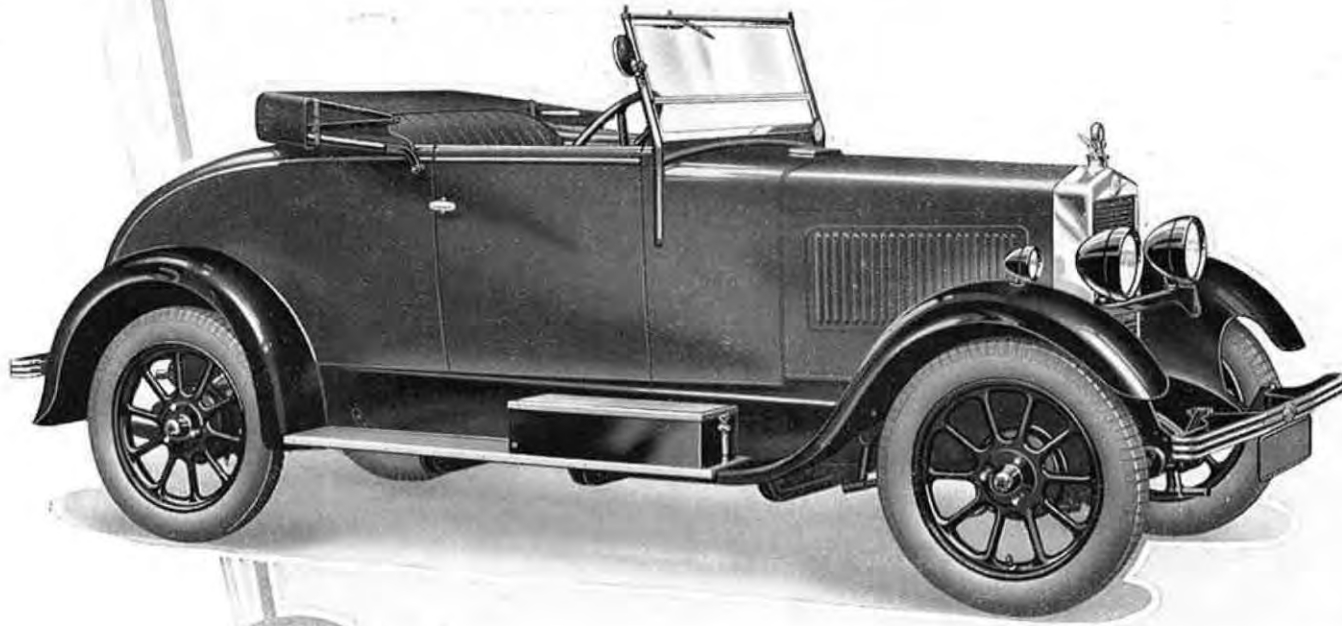




The
**MORRIS-
 COWLEY
 TWO-
 SEATER**

PRICE
£162 10S.

*Finish:—Morris brown or
 Niagara blue cellulose, Kar-
 hyde upholstery, with Triplex
 glass windscreen and chromium
 plating.*



The roomy and comfortably upholstered dickey seat.

THE Morris-Cowley Two-Seater is a full-sized car with all that the term implies, offering roomy accommodation for two persons, leaving room which some folk find sufficient for a third. The comfortably upholstered, roomy dickey is available instantly for two additional passengers, and even then leaves room for luggage.

As with all Morris open models, the all-weather equipment leaves nothing to be desired, while seconds suffice for its erection.

The equipment includes:—

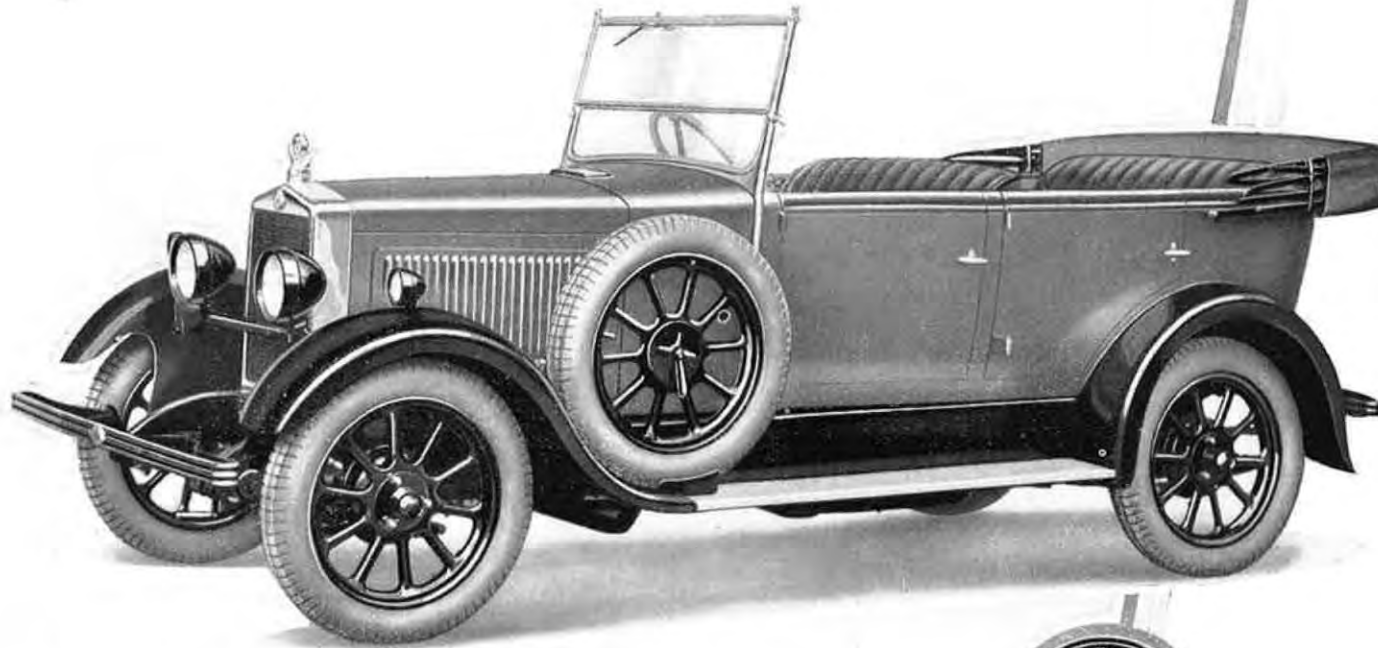
Double-panel windscreen, speedometer, clock, oil gauge, petrol gauge (in tank), two-level petrol tap, automatic windscreen wiper, pressure lubricating pump, licence holder, calorimeter and wings, driving mirror, progressive shock absorbers, spring gaiters, single bumpers, electric horn, dash-operated ventilator, electric lighting and starting, magneto ignition, five-lamp equipment, dashlamp, Lucas dipping headlights, plated hub nuts, five detachable steel wheels, five Dunlop reinforced balloon tyres, spare wheel carrier, toolbox and tool kit.





The
**MORRIS-
COWLEY
TOURER**

PRICE
£180



*Finish: — Niagara blue or
Morris brown cellulose with
Karihyd upholstery. Chromium
plating and Triplex glass
windscreen are standard.*



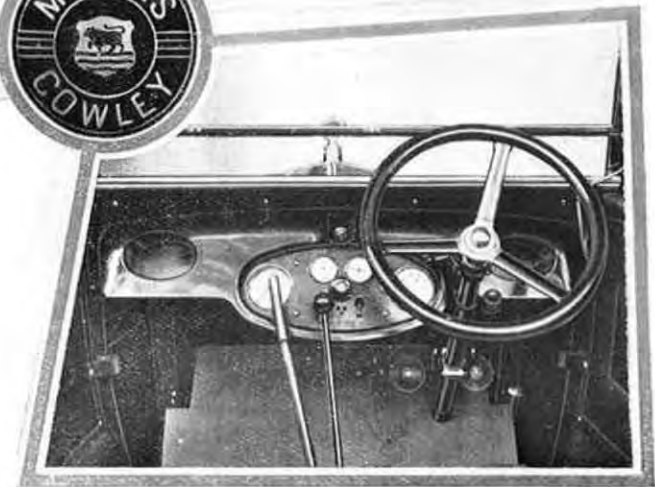
EASILY one of the most popular models in the range, this car provides ample accommodation for four grown-ups, with plenty of leg-room for all, and, for that matter, many owners find sufficient accommodation for a fifth juvenile on the broad expanse of the rear seat.

With the all-weather equipment erected, the car is snug on the coldest day, and it may be interesting to point out that this equipment in no way interferes with the opening of any of the doors.

Good to look upon, a full-sized four-seater in every sense of the term, taxed at £12, this model has verily set a standard of car values in moderate-priced vehicles.

The equipment includes:—

Double-panel windscreen, speedometer, clock, oil gauge, petrol gauge (in tank), two-level petrol tap, automatic windscreen wiper, pressure lubricating pump, licence holder, calorimeter and wings, driving mirror, progressive shock absorbers, spring gaiters, single bumpers, electric horn, dash-operated ventilator, electric lighting and starting, magneto ignition, five-lamp equipment, dashlamp, Lucas dipping headlights, plated hub nuts, five detachable steel wheels, five Dunlop reinforced balloon tyres, spare wheel carrier, toolbox and tool kit.



The dash and conveniently placed controls.

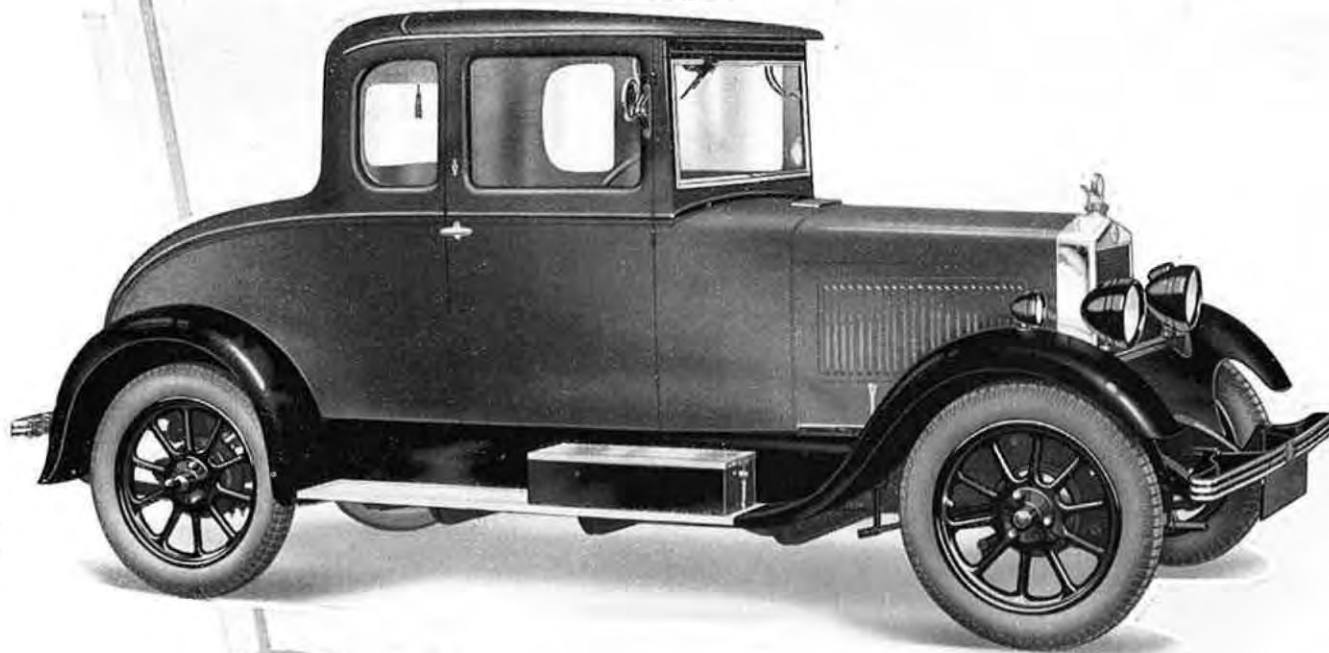




The
**MORRIS-
 COWLEY
 COUPÉ**
 (FOLDING HEAD);

PRICE
 £185

Finish:—Niagara blue or Morris brown cellulose with Karhyde upholstery, Triplex glass windscreen and windows, chromium plating.



The folding head is drought-proof and very easily operated.

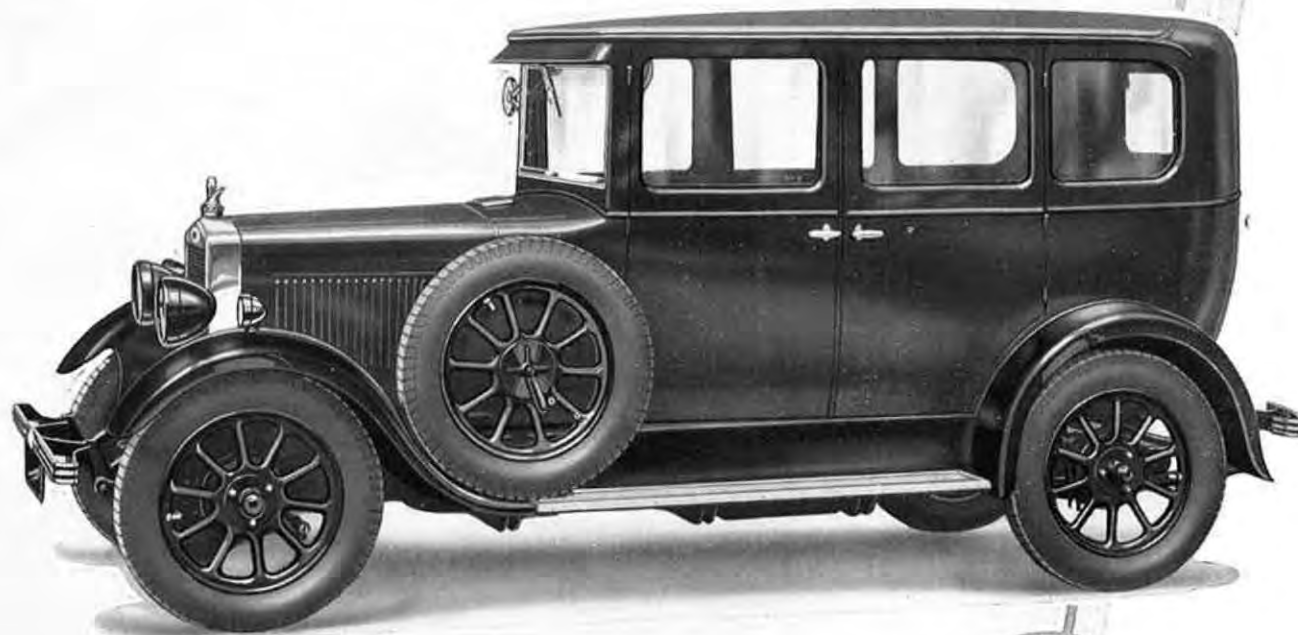
A DIGNIFIED town carriage and touring car with an ingenious folding head incorporated. This neat fitment in a matter of seconds may be adjusted to offer all the fresh air associated with an open car. Undoubtedly our climate renders a normally weatherproof car the first consideration to many, and to such this Coupé must make a very strong appeal.

Added to these attractions is an undeniable smartness; the superstructure, with its roof gracefully curving to meet the back, enhancing the colour scheme.

The equipment includes:—

Private locks on doors, single-panel windscreen, speedometer, clock, oil gauge, petrol gauge (in tank), two-level petrol tap, automatic windscreen wiper, pressure lubricating pump, licence holder, calorimeter and wings, driving mirror, progressive shock absorbers, spring gaiters, single bumpers, electric horn, dash-operated ventilator, electric lighting and starting, magneto ignition, five-lamp equipment, dashlamp, Lucas dipping headlights, plated hub nuts, five detachable steel wheels, five Dunlop reinforced balloon tyres, spare wheel carrier, toolbox and tool kit.





The
**MORRIS-
COWLEY
SALOON**

PRICE
£195

*Finish:—Niagara blue or
Morris brown cellulose, Kar-
hyde upholstery, chromium
plating, Triplex glass wind-
screen and windows.*

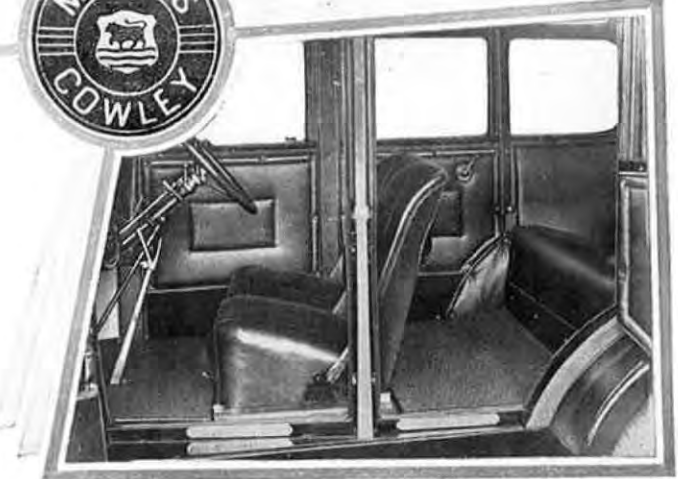
THE Morris-Cowley Saloon offers everything a reasonable man can desire, and embodies many refinements which until recently 'were' regarded as the prerogative of the wealthy motorist.

The comfortable bucket seats are adjustable for reach, yet ample space is left for foot-room for the rear passengers. Four doors ensure ease of entry and egress. The lines of the body are handsome yet dignified, while seven windows offer an abundance of light.

For town use the Morris-Cowley Saloon may take its stand in any company and, despite the luxurious bodywork, can show a clean pair of heels to many cars of its horse-power upon rural roads.

The equipment includes:—

Cadet visor, private locks on all doors, roof-lamp, single-panel windscreen, speedometer, clock, oil gauge, petrol gauge (in tank), two-level petrol tap, automatic windscreen wiper, pressure lubricating pump, licence holder, calormeter and wings, driving mirror, progressive shock absorbers, spring gaiters, single bumpers, electric horn, dash-operated ventilator, electric lighting and starting, magneto ignition, five-lamp equipment, dashlamp, Lucas dipping headlights, plated hub nuts, five detachable steel wheels, five Dunlop reinforced balloon tyres, spare wheel carrier, toolbox and tool kit.



The excellent seating arrangement and wide doors.

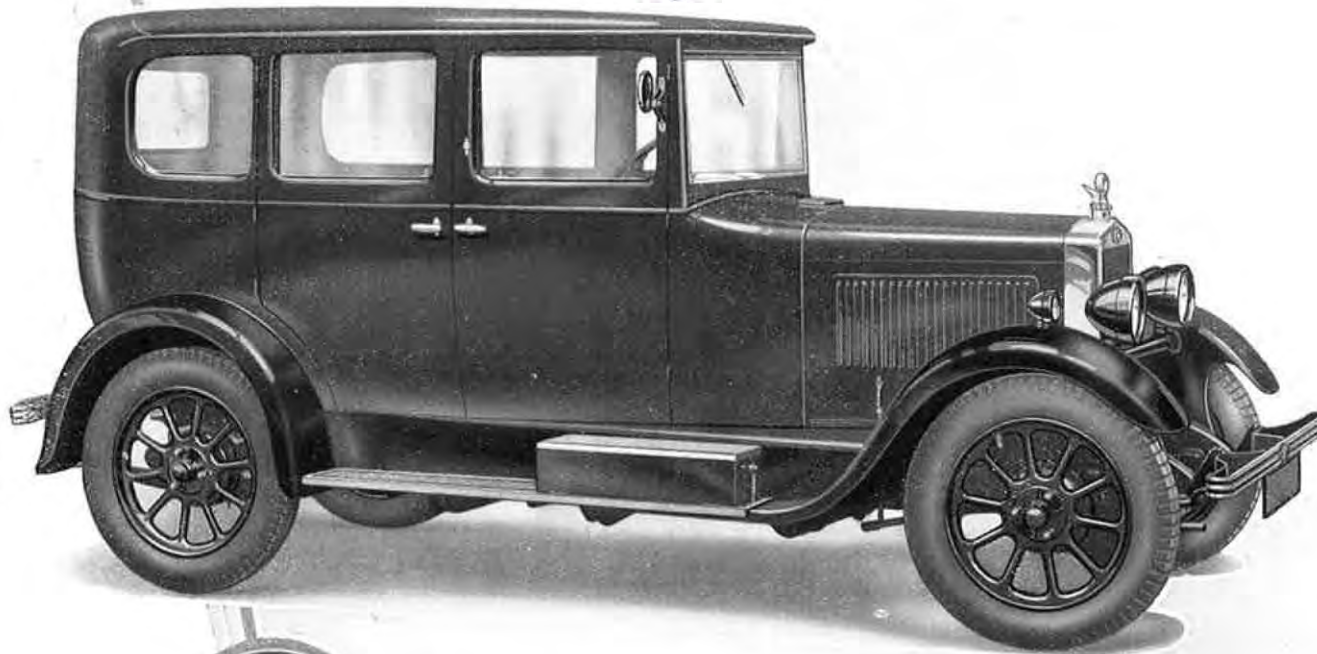




The
**MORRIS-
 COWLEY
 SALOON**
 (FOLDING HEAD)

PRICE
 £200

Finish:—Morris maroon cellulose with Karhyde upholstery to match. Chromium plating, Triplex glass windscreen and windows, and luggage grid are standard.



The folding head is easily operated and weatherproof when closed.

IN the Morris-Cowley Coachbuilt Saloon is seen a car incorporating all the refinements of the standard model with the addition of the ingenious folding head.

As a long-distance vehicle, especially, will this dual purpose body be appreciated. Whatever the weather may be, the owner of a Morris-Cowley Saloon is ready to meet it. With the top closed the car is absolutely watertight and draught-proof, and in the folding mechanism there is nothing to wear or get out of order. This model also has a luggage grid.

The equipment includes:—

Locks on all doors, folding head, roof-lamp, single-panel windscreen, speedometer, clock, oil gauge, petrol gauge (in tank), two-level petrol tap, automatic windscreen wiper, pressure lubricating pump, licence holder, calorimeter and wings, driving mirror, progressive shock absorbers, spring gaiters, single bumpers, electric horn, dash-operated ventilator, electric lighting and starting, magneto ignition, five-lamp equipment, dashlamp, Lucas dipping headlights, plated hub nuts, five detachable steel wheels, five Dunlop reinforced balloon tyres, spare wheel carrier, toolbox and tool kit, luggage grid.





THE 15 H.P. MORRIS-OXFORD SIX

IN the new Morris-Oxford cars new ground has been broken with a range of speedy six-cylinder luxury vehicles at a medium price, for the man who demands a car of outstanding performance and comfort coupled with moderate running expenses.

Among other refinements an air filter is embodied in the head, which, going a step farther, collects the fumes from the breather and thus removes any possibility of their vitiating the atmosphere of the car. After exhaustive preliminary tests the power unit has shown its capability of maintaining its tune over long periods without attention, and when such attention is necessary everything has been done in the matter of accessibility to render the task easy and well within the compass of the average owner-driver's mechanical capabilities.

Of paramount importance to the owner-driver is the new finger-tip control. Mounted on the steering wheel, it gives instant access to the lighting, ignition control and slow-running setting for the throttle. With the Bishop cam-type steering gear, finger-light in its action, and Lockheed hydraulic four-wheel brakes, the driver is assured of decelerating powers in keeping with the brisk acceleration of the power unit.

And, on the score of appearance, these cars can hold their own in any company—the stamp of the thoroughbred is on them all. Graceful lines are set off in no small degree by the broad doors, which facilitate ingress and egress, and the wire wheels which are fitted as standard throughout the range.

THE MORRIS-OXFORD SIX SPECIFICATION

GENERAL . . The design consists basically of a six-cylinder water-cooled engine with totally enclosed clutch and three-speed gearbox in unit construction. This power unit is mounted in an all-straight frame of unique design, to which are attached, by long supple semi-elliptic springs fore and aft, axles providing a wheelbase of 9 ft. 6 in., and a track of 4 ft. 8 in.

ENGINE . . The six-cylinder engine has a bore of 63.5 mm., and a stroke of 102 mm., giving a cubic capacity of 1938 c.c. (just under two litres), with a Treasury rating of 14.9 h.p., and a tax of £15.

The cylinders are cast *en bloc* with the skirt of the crankcase, which is extended well below the crankshaft centre and reinforced with liberal internal webs at the main bearing locations, producing a deep girder structure of great strength and rigidity. The crankshaft is of the four-bearing type, having the maximum possible dimensions. Each individual crankshaft is balanced to fine limits, both statically and dynamically, by the Olsen method.

The main bearings are of die-cast white metal accurately machined to such close limits as to render hand fitting unnecessary and interchangeability certain. The steel connecting rods are equipped with full-ring type white metal big-end bearings die cast in position, and are individually balanced to a high degree of accuracy.

The aluminium pistons are of the three-ring type, the lower ring being of the oil seal pattern. They, in turn, are individually balanced and the complete assembly of rod and piston is equalised in weight to within .2 ounces.

Side-by-side valves are fitted and operate in conjunction with an "L" type detachable head of a patented anti-detonating design, whose combustion spaces are completely machined to ensure equality of compression and reduction of carbon deposits to the greatest possible extent.

The valves are operated by tappets and a hollow camshaft of large diameter running in three generous bearings. The camshaft is driven by a Duplex roller chain from the crankshaft. The tappet guides are in two units which can be completely removed without interfering with any other component, and the tappets are spring loaded to ensure silence of operation.

Induction pipe and exhaust manifold are cast integral and provided with adequate hot spots, the induction pipe feeding into short independent valve ports. An interesting feature of the induction system is the combined preheating cover and air cleaner which also collects all fumes from the crankcase breather.

LUBRICATION A spur gear pump mounted on the oil sump and driven from the camshaft supplies oil for a full forced feed oiling circuit. The oil leaving the pump passes through an external filter of the "edge filtration" type before entering the circuit. The oil filter is automatically cleaned every time the clutch pedal is depressed. An additional filter of conventional design surrounds the pump intake.





THE MORRIS-OXFORD SIX SPECIFICATION (contd.)

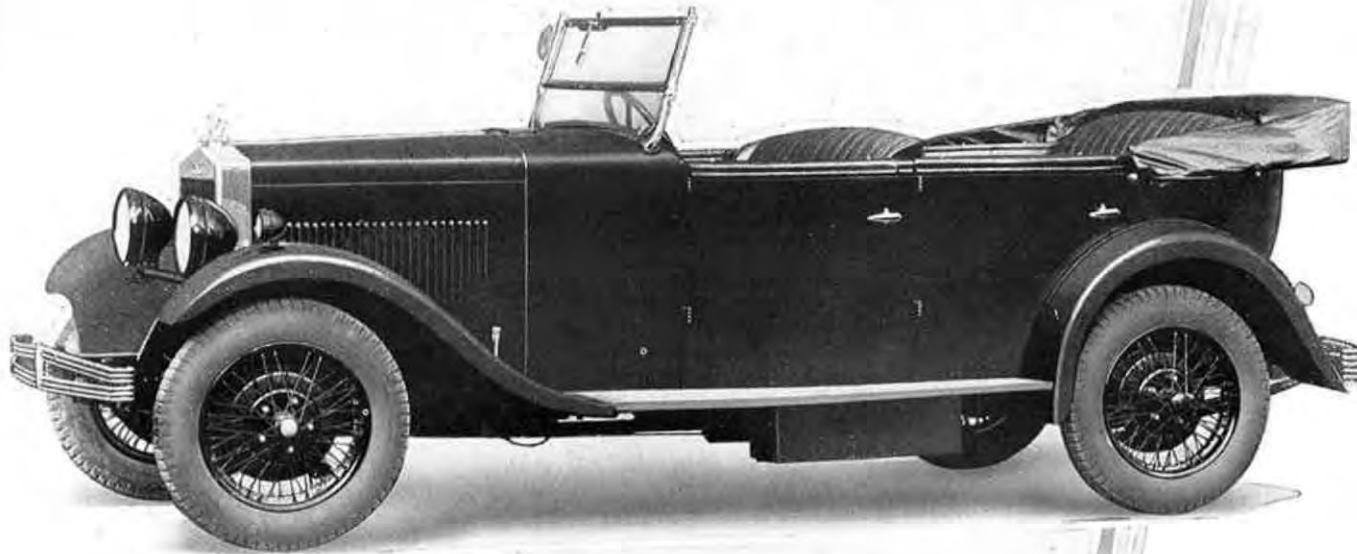
- COOLING SYSTEM** . . . A centrifugal pump driven from the dynamo shaft circulates the cooling water from the base of the cylinder jackets upwards, from whence it passes out of the cylinder head through three carefully positioned ports which ensure even temperature distribution. The cooling water is automatically maintained at the most effective temperature by calorstat-operated radiator shutters.
- ELECTRICAL EQUIPMENT** . . . The distributor for the coil and battery ignition runs at one-half engine speed. It is driven from the rear of the dynamo where it is readily accessible. The dynamo is situated alongside the engine in a get-at-able position. It is readily detachable.
- The gear-type starter motor is located at the side of the gearbox, and has its pinion supported on either side.
- Five lamps are provided, including dipping headlights, sidelights and stoplight. All switches, together with the ignition and slow-running adjustment for the throttle, and horn push, are mounted in the centre of the steering wheel, thus providing finger-tip control.
- All electrical units are supplied by Messrs. Joseph Lucas Ltd.
- CARBURATION** . . . An S.U. carburettor of the automatic piston type, with adequate control over mixture strength, operated from the steering column, supplies the working mixture.
- TRANSMISSION** . . . A clutch of the multi-plate type having cork inserts in light alloy plates, and automatically fed with oil, ensures sweetness of action.
- All gears are of case-hardened nickel-chrome steel. The primary and main shafts are mounted on generous ball bearings, while the sturdy one-piece layshaft rotates on bronze bearings of more than ample dimensions. The splines of the mainshaft are ground all over.
- A tubular propeller shaft transmitting the drive to the spiral bevel final drive gears in the rear axle is totally enclosed in a torque tube and provided with a single universal joint (also totally enclosed) of the ring type.
- FOUR-WHEEL BRAKES** . . . Fully compensated four-wheel brakes of the Lockheed hydraulic type, operating within 14 in. drums, ensure the maximum of braking efficiency. Their efficiency is maintained under all circumstances, since lost motion or loss of leverage is eliminated.
- The hand brake operates on the rear wheels through cable mechanism which can be adjusted from the driving seat while the car is in motion, if necessary.
- PETROL TANK** . . . The petrol tank is mounted at the rear of the chassis and has a capacity of twelve gallons. It is fitted with an efficient pebble guard, and its contents are indicated to the driver by an electrically-operated dial gauge on the instrument panel.
- STEERING** . . . The steering gear is of the Bishop cam type, safe, extremely light in operation and giving a fine sense of controllability.
- MAIN FRAME** . . . Parallel in plan and perfectly straight in elevation except for a rise over the rear axle, the frame is provided with sturdy cross members which extend well beyond the deep-sectioned side members and carry both the body and the running-boards. The top of the frame is but 18 inches from the ground when loaded, and this low position has been made possible by shackling the front springs at their forward end and mounting them outside the frame.
- Long semi-elliptic springs front and rear, controlled by hydraulic shock absorbers of the single-acting progressive type, provide superb suspension.
- The springs are enclosed in leather gaiters to protect them against road dirt.
- WHEELS AND TYRES** . . . Detachable wire wheels fitted with Dunlop reinforced cord balloon tyres are standard equipment. They are attached to the hub by five studs with plated domed nuts and spring washers.
- TOOL KIT** . . . A full kit of tools is provided with every car. These are housed in a substantial weatherproof toolbox immediately accessible.





The
**MORRIS-
OXFORD
SIX
TOURER**

PRICE
£275



Finish:—Deep maroon or Niagara blue cellulose with leather upholstery to harmonise, chromium plating, wire wheels, and Triplex glass windscreen.



THIS model must assuredly take its place among the most popular open cars of the season. Bristling with attractive features, it is a really fast touring vehicle, with powers of acceleration and endurance comparable to many cars of greater horse-power.

The luxurious leather upholstery is as comfortable as it is attractive to look upon, whilst the excellent suspension ensures that the car holds the road at the high speeds of which it is capable. The ingenious one-piece adjustable front seat ensures a comfortable driving position, while the generous space at the disposal of the rear passengers prevents fatigue.*

The equipment includes:—

Finger-up steering wheel controls for switches, ignition and mixture, calorstat-operated radiator shutters, Lockheed hydraulic brakes, carpets, luggage grid, pedal rubbers, speedometer with trip, clock, oil gauge, petrol gauge (electric), electric windscreen wiper (plated finish), pressure lubricating pump, licence holder, calorimeter and wings, driving mirror, hydraulic shock absorbers, double bumpers, electric horn, electric lighting and starting, coil ignition, coil indicator light, five-lamp equipment, illuminated instrument dials, Lucas dimming headlights, stoplight, spring gaiters, plated hub nuts, five detachable wire wheels, five Dunlop reinforced balloon tyres, spare wheel carrier, toolbox and tool kit.



Showing hood and side-curtains in position.

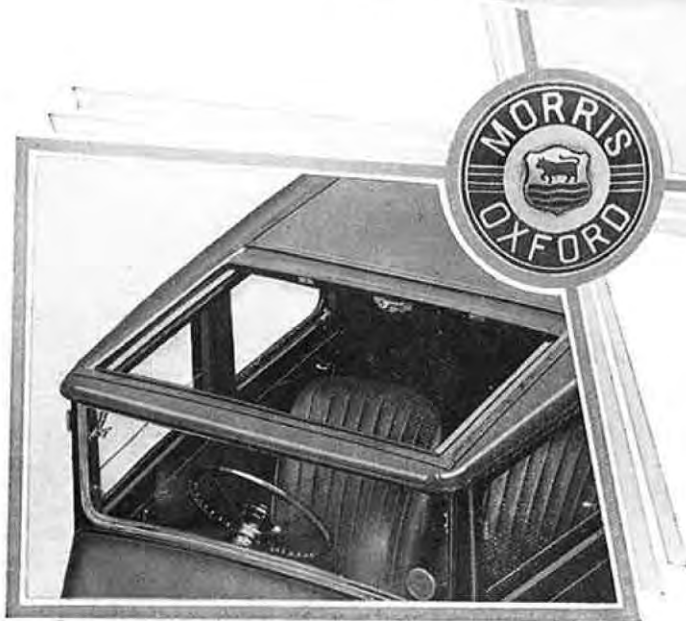
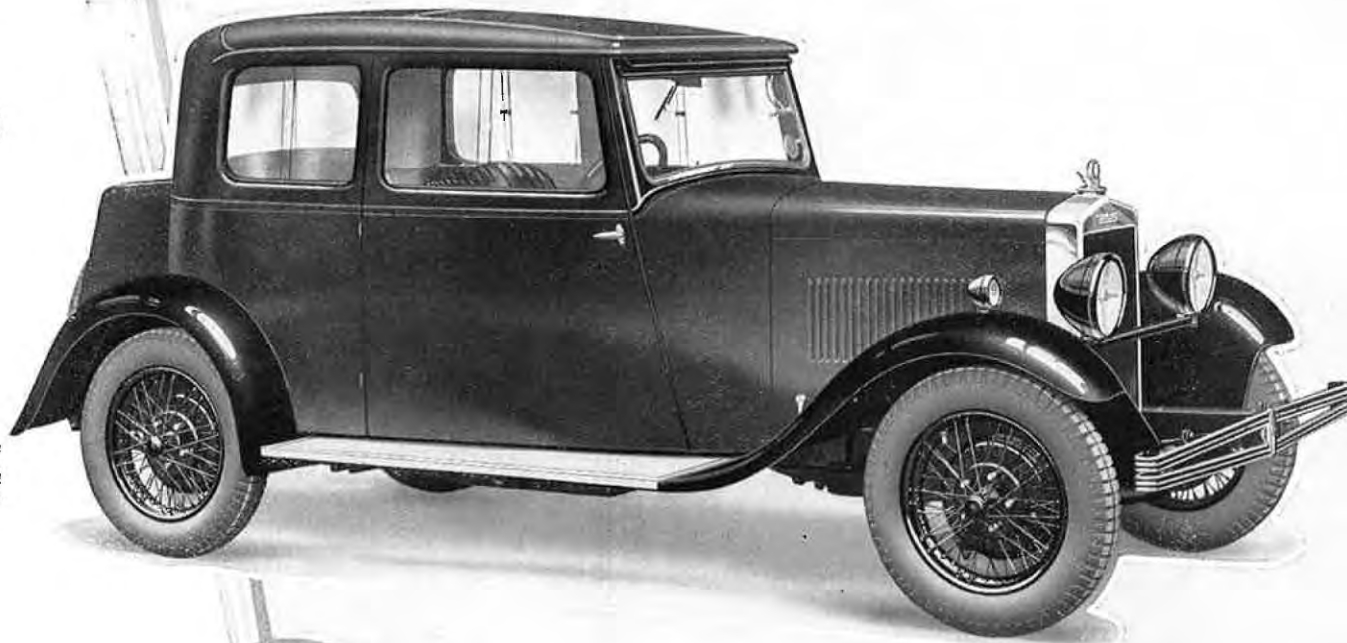
* A specially designed luggage container with two sliding suitcases can be supplied fitted to match coachwork. Price £10.



The
**MORRIS-
OXFORD
SIX COUPÉ**
(SLIDING HEAD)

PRICE
£295

Finish:—Deep maroon or Niagara blue cellulose, leather upholstery, with Triplex glass windscreen and windows, and chromium plating.



Showing sliding head open.

THE Morris-Oxford Six Coupé is coachbuilt, has particularly attractive lines, and a sliding roof is fitted which, closed, renders the car absolutely weatherproof, yet in a matter of seconds may be slid back and, in conjunction with the broad single-panel windscreen, yields as much light and air as is required.

Two permanent seats for occasional passengers are provided behind the main bucket seats, which are instantly adjustable.

The equipment includes:—

Finger-tip steering wheel controls for switches, ignition and mixture, calorstat-operated radiator shutters, Lockheed hydraulic brakes, pile carpets, locks on doors, luggage container, sliding roof, pedal rubbers, speedometer with trip, clock, oil gauge, petrol gauge (electric), electric windscreen wiper (plated finish), pressure lubricating pump, licence holder, calorimeter and wings, driving mirror, hydraulic shock absorbers, double bumpers, electric horn, electric lighting and starting, coil ignition, coil indicator light, five-lamp equipment, illuminated instrument dials, Lucas dimming headlights, stoplight, spring gaiters, plated hub nuts, five detachable wire wheels, five Dunlop reinforced balloon tyres, spare wheel carrier, toolbox and tool kit.





The
**MORRIS-
 OXFORD
 SIX
 FABRIC
 SALOON**

PRICE
£285

Finish:—Black or red fabric, upholstered in Vauxmol leather to harmonise, chromium plating, and Triplex glass windscreen and windows.

THE utility of fabric coachwork has much to commend it, and the six-cylinder Morris-Oxford Saloon undoubtedly combines high standards, both in the coachbuilders' and engineers' art.

The carefully calculated body lines serve to enhance the attractive colour scheme, into which the elongated windows blend to form a whole of conspicuous charm. The windows are of the sliding type, instantly opened for the purpose of ventilation and entirely free from rattle. For touring the in-built luggage container is eminently useful.

The equipment includes:—

Finger-tip steering wheel controls for switches, ignition and mixture, calorstat-operated radiator shutters, Lockheed hydraulic brakes, pile carpets, locks on all doors, luggage container, roof ventilator, roof-lamp, pedal rubbers, speedometer with trip, clock, oil gauge, petrol gauge (electric), electric windscreen wiper (plated finish), pressure lubricating pump, licence holder, calorimeter and wings, driving mirror, hydraulic shock absorbers, double bumpers, electric horn, electric lighting and starting, coil ignition, coil indicator light, five-lamp equipment, illuminated instrument dials, Lucas dipping headlights, spotlight, spring gaiters, plated hub nuts, five detachable wire wheels, five Dunlop reinforced balloon tyres, spare wheel carrier, toolbox and tool kit, tin of lubricating oil.



This luggage container has ample capacity and is thief-proof.

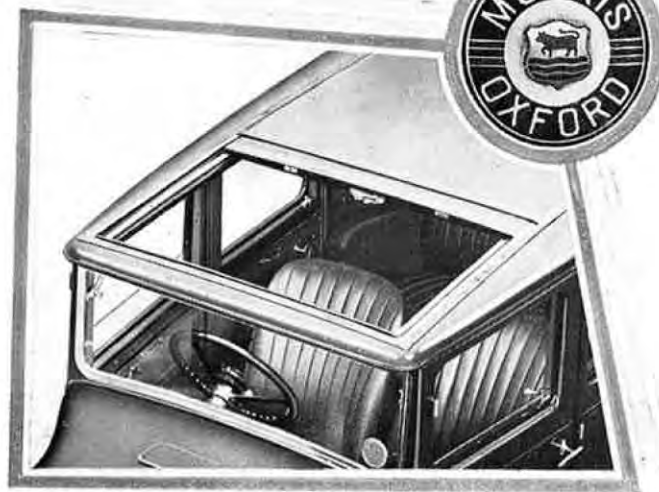
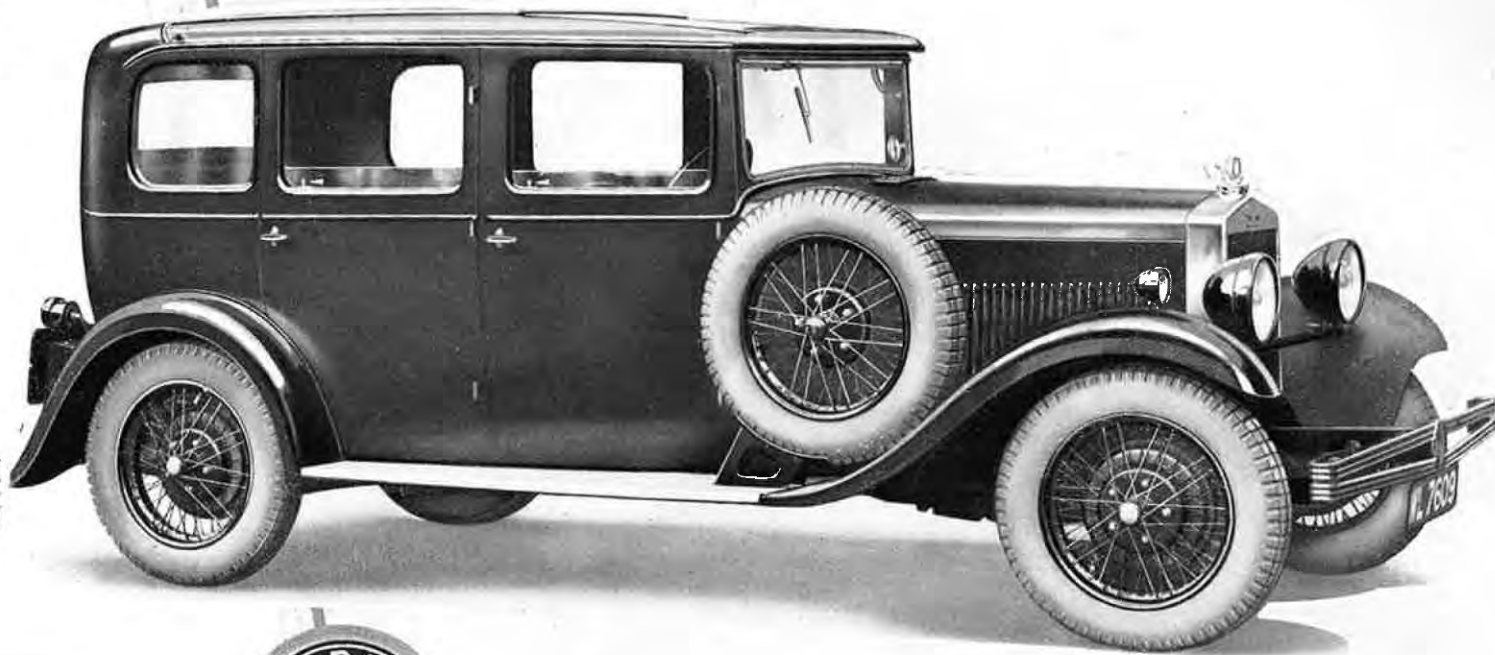


The
**MORRIS-
OXFORD
SIX**

**Coachbuilt
Saloon**
(SLIDING ROOF)

PRICE
£299

*Finish: — Deep maroon or
Niagara blue cellulose with
Vaumol leather upholstery to
harmonise, chromium plating
and Triplex glass windscreen
and windows.*



The weatherproof sliding bead.

A specially designed luggage container with two sliding suitcases can be supplied fitted, in finish to match coachwork. Price £10.

HERE we have a model combining the advantages of open and closed cars with a sliding roof, instantly operated and absolutely weatherproof when closed. It represents an exceptionally roomy family car of moderate upkeep and tax.

The owner has a vehicle, not only of the highest utility, but one which may be classed among the best-looking cars upon the road. Indeed, we may claim that, for the man to whom a roomy car is essential, never before has a vehicle combining so many attractions been offered at such a moderate price.

The equipment includes:—

Finger-tip steering wheel controls for switches, ignition and mixture, calorstat-operated radiator shutters, Lockheed hydraulic brakes, pile carpets, luggage grid, locks on all doors, sliding roof, roof-lamp, pedal rubbers, speedometer with trip, clock, oil gauge, petrol gauge (electric), electric windscreen wiper (plated finish), pressure lubricating pump, licence holder, calorimeter and wings, driving mirror, hydraulic shock absorbers, double bumpers, electric horn, electric lighting and starting, coil ignition, coil indicator light, five-lamp equipment, illuminated instrument dials, Lucas dipping headlights, stoplight, spring gaiters, plated hub nuts, five detachable wire wheels, five Dunlop reinforced balloon tyres, spare wheel carrier, toolbox and tool kit.





THE 18 H.P. MORRIS ISIS SIX

IN the community of motorists there exists a proportion who demand a car with very powerful acceleration, silence, sumptuous upholstery and bodywork which shall represent the coachbuilder's art at its best.

For such as these is the Morris Isis Six, which, with the specific exception of price only, finds its peers only in cars costing twice and three times as much. The six-cylinder power unit of 18 h.p. has created widespread interest among automobile engine designers throughout the world; its sturdy bearing surfaces, clever overhead valve gear which allows the cylinder head to be removed without disturbing the camshaft drive, the accessible location of carburetter, starter, distributor and other components, represent advanced features of design.

And, to balance the rapid acceleration and high maximum performance, Lockheed hydraulic four-wheel brakes, feather-light Bishop cam-type steering, and finger-tip controls mounted upon the steering column, give the driver such a close control of his vehicle as to render cruising speeds of forty-five to fifty miles per hour perfectly safe, even on modern highways.

Its luxuriously upholstered seats, pneumatic for driver and forward passenger, resilient suspension and Luvax shock absorbers, effectively discount the worst road surface, while the interior equipment, as is to be expected, is very complete.

THE MORRIS ISIS SIX SPECIFICATION

GENERAL . . . Constructionally the Morris Isis Six consists of a six-cylinder water-cooled engine with a totally enclosed clutch and three-speed gearbox built in unit construction.

This power unit is supported in a sturdy, deep-sectioned frame by vibrationless mountings.

Long supple semi-elliptic springs controlled by progressive shock absorbers carry front and rear axles, which give a track of 56 in. and a wheelbase of 9 ft. 6 in. The springs are enclosed in leather gaiters to protect them against road dirt.

ENGINE . . . The six-cylinder engine has a bore of 69 mm., and a stroke of 110 mm., giving a cubic capacity of 2468 c.c., a Treasury rating of 17.7 h.p. and a tax of £18.

The six-cylinders are cast *en bloc* with the upper half of the crankcase, which is extended well below the crankshaft centre and reinforced by unusually generous cross members of box section at each main bearing, producing a deep girder structure of unusual strength and rigidity.

The six-throw crankshaft is carried on four bearings of the largest possible dimensions, and is machined all over to ensure static and dynamic balance. It is finally balanced to extremely close limits by the Olsen method.

A large diameter overhead camshaft, running in three bearings of more than ample dimensions, operates inclined valves through light but strong rocker mechanism. The combustion chambers are machined all over, a feature ensuring uniformity of compression, sweetness of running, and the minimum of carbon deposit.

The camshaft is driven by a Duplex roller chain, automatically tensioned by a device which restricts backlash and facilitates dismantling. The camshaft chain in addition drives two auxiliary shafts from which are driven the oil pump, distributor, dynamo, water impeller, and fan.

Special provision is made in the detachable cylinder head to permit of its removal for decarbonising without disturbing the timing or necessitating removal of the chain, or even its readjustment (a patented feature).

The steel connecting rods are of "I" section and machined all over.

Big-end bearings are of the full-ring type with white metal linings in heavy bronze shells.

The pistons are of aluminium with three narrow rings, the lower one being of the oil-seal pattern.

LUBRICATION Full forced feed lubrication is provided by a pump of the spur gear type, mounted externally, and carried well below the normal oil level so that it is self-priming. Oil is fed under considerable pressure to all important bearings, and oil cleanliness is assured by a tray pattern filter of quite exceptional dimensions.





THE MORRIS ISIS SIX SPECIFICATION *(contd.)*

- COOLING** . . . A water impeller driven by the dynamo shaft positively circulates the cooling water from the base of the water jacket upwards. The water is forced into contact with every heated surface of the engine, and its even distribution is ensured by three suitably disposed outlet ports in the cylinder head. The effectiveness of the cooling system permits the use of normal type sparking plugs with freedom from ignition trouble. The cooling water is automatically maintained at its most effective temperature by calorstatically-operated radiator shutters.
- CARBURATION** Carburation is by an S.U. automatic piston-type carburetter, feeding into an induction pipe cast integral with the cylinder head and communicating with each cylinder through independent ports which are commendably short.
The carburetter is fitted with a horizontally pivoted throttle to secure distribution without bias, and adequate control over the mixture strength is provided.
- ELECTRICAL EQUIPMENT** . . . Ignition is by battery and coil with the distributor mounted vertically at cylinder head level, an excellent position for servicing or negotiating flooded areas.
The dynamo is carried well up on the side of the engine, where it is accessible, and is driven by a flexible coupling from the horizontal auxiliary drive shaft.
The starter motor is of the gear type. Pinion and toothed flywheel rim are constantly lubricated, ensuring freedom from trouble and sweetness of operation.
Lucas Biflex headlamps with dipping reflector, sidelamps and "stop" tail-lamp are standard equipment, and all switches, together with the ignition and slow-running adjustment for the throttle, are mounted in the centre of the steering wheel, thus providing FINGER-TIP control.
All electrical units are supplied by Messrs. Joseph Lucas Ltd.
- TRANSMISSION** The clutch is of the multi-plate type with cork insert friction surfaces running in oil. Its action is light, smooth and certain under all conditions.
The sturdy, cast iron gearbox possesses three speeds, all gears being of case-hardened nickel-chrome steel.
The robust one-piece layshaft is mounted on roller bearings, as is the spigot end of the mainshaft.
Ball bearings of heavy duty pattern are fitted to the primary shaft and tail-end of the mainshaft. The mainshaft splines are ground all over, ensuring freedom of action for the sliding gears.
A tubular propeller shaft, with Spicer universal joints at either end, transmits the drive to the spiral bevel final drive gears.
- FOUR-WHEEL BRAKES** . . . Fully compensated four-wheel brakes of the Lockheed hydraulic pattern are fitted to the Morris Isis Six, and operate within drums 14 inches in diameter. Maximum braking efficiency is maintained at all times by this system, there being no lost motion or loss of leverage.
The hand (parking) brake operates externally contracting shoes on a large diameter brake-drum in the transmission at the rear of the gearbox.
- STEERING** . . . The steering gear is of the Bishop cam type, safe, extremely light in operation and giving a fine sense of controllability.
- PETROL TANK** A petrol tank with accessible filler is mounted at the rear of the chassis, and has a capacity of fifteen gallons. Indication of its contents is given by an electric gauge whose dial is situated on the instrument panel. Petrol is fed to the carburetter by an Autovac tank mounted on the dash.
- WHEELS AND TYRES** . . . Detachable wire wheels with Dunlop reinforced cord balloon tyres are fitted as standard. They are attached to the hub by five studs with plated domed nuts and spring washers.
- TOOL KIT** . . . A full kit of tools is provided with every car. These are housed in a substantial, weatherproof toolbox, immediately accessible beneath the floorboards.





The
**MORRIS
ISIS SIX
TOURER**

PRICE
£375



Finish:—Maroon/wine or blue/black cellulose, with leather upholstery to match, chromium plating and Triplex glass windscreen.



THE Isis Six Tourer offers touring on a scale of comfort seldom attained. Leather upholstery, hard wearing yet comfortable, is employed, and, when in position, the all-weather equipment has good lines and is very effective. The body is particularly strong, and will stand up to the hardest use.

The equipment includes:—

Finger-tip steering wheel controls for switches, ignition and mixture, calorstat-operated radiator shutters, Lockheed hydraulic brakes, pile carpets, pedal rubbers, speedometer with trip, clock, oil gauge, petrol gauge (electric), electric windscreen wiper, pressure lubricating pump, licence holder, calorimeter and wings, driving mirror, double bumpers, high-frequency electric horn, dash-operated ventilator, electric lighting and starting, coil ignition, coil indicator light, side- and tail-lamps, Lucas Biflex headlamps with dipping reflectors, stoplight, spring gaiters, five detachable wire wheels, five Dunlop reinforced-balloon tyres, spare wheel carrier, toolbox and complete tool kit.



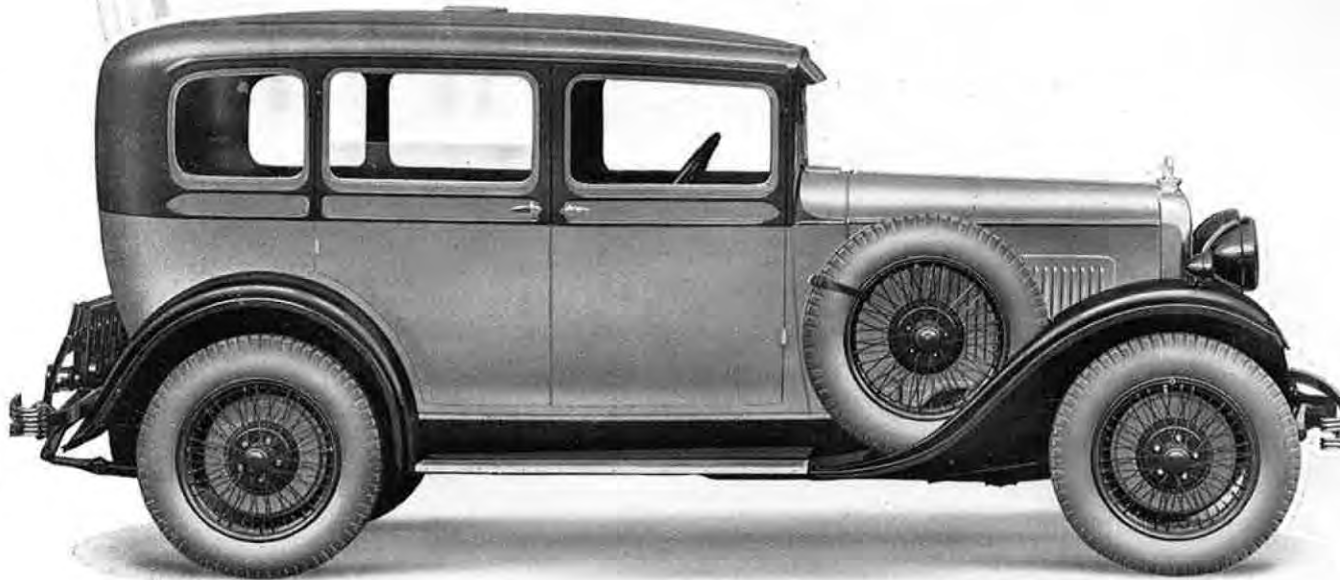
The all-weather equipment is exceptionally effective, and has ample window space.



The
**MORRIS
 ISIS SIX
 SALOON**

PRICE
£385

Finish:— Wine/maroon, blue/grey, Holborn blue, blue/black or olive/ivory cellulose with leather upholstery to harmonise, chromium plating, Triplex glass windscreen and windows.



View of interior showing comfortable seating and wide doors.

ASSUREDLY the zenith of quiet magnificence, the Morris Isis Six Saloon is a fully accredited luxury vehicle, in the manufacture of which no expense has been spared. With artistic interior fittings, toning with the rich hides of the resilient upholstery, an interior refinement is offered to which the printed word hardly can do justice. The comfort and convenience of both driver and passengers is studied to the smallest detail; handily disposed smoker's and lady's companions, large pockets on the backs of the forward seats and a plated foot-rail, among other items, being furnished for the rear occupants.

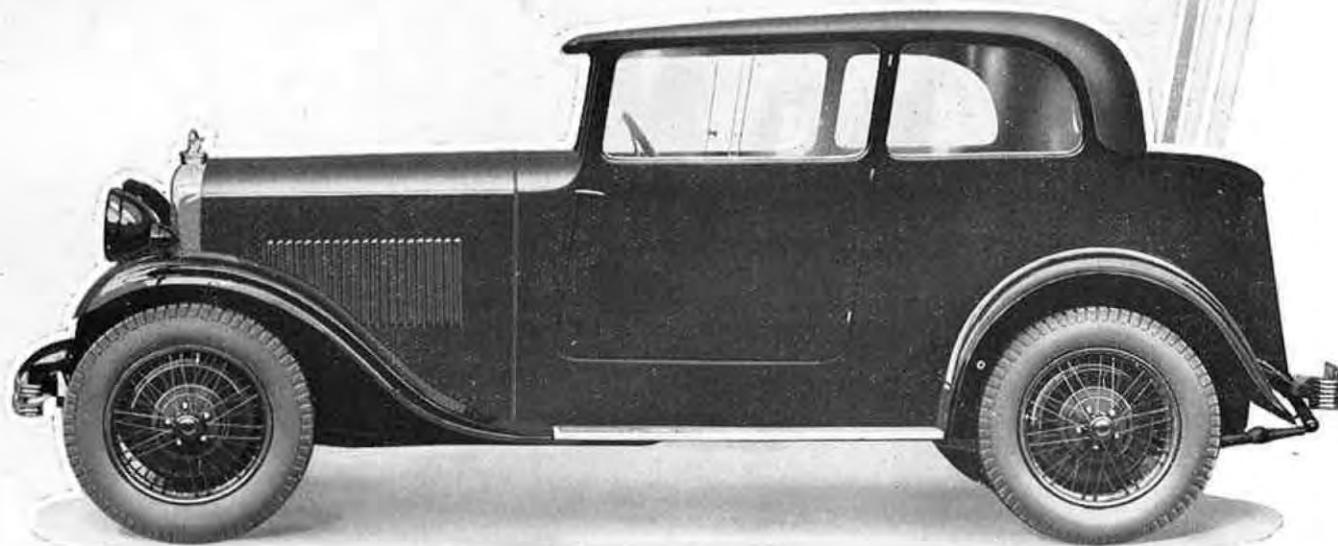
The equipment includes:—

Finger-tip steering wheel controls for switches, ignition and mixture, calorstat-operated radiator shutters, Lockheed hydraulic brakes, pile carpets, locks on all doors, roof ventilator, roof-lamp, pedal rubbers, speedometer with trip, clock, oil gauge, electric petrol gauge, electric windscreen wiper, pressure lubricating pump, licence holder, calorimeter and wings, driving mirror, double bumpers, high-frequency electric horn, dash-operated ventilator, electric lighting and starting, coil ignition, coil indicator light, side- and tail-lamps, Lucas Biflex headlamps with dipping reflectors, stoplight, spring gaiters, five detachable wire wheels, five Dunlop reinforced balloon tyres, spare wheel carrier, toolbox and complete tool kit, tin of lubricating oil, luggage grid.

As described, but finished in royal scarlet/ivory or royal blue/ivory and with special interior equipment.

£395





The
**MORRIS
 ISIS SIX
 CLUB
 COUPÉ**
 (SLIDING HEAD)

PRICE
£399

Finish:—In black fabric with blue pneumatic leather upholstery, Triplex glass windscreen and windows, chromium plating.



IN this Coupé a light body assists an already speedy engine, yet offers luxurious accommodation for two persons with the useful addition of two seats at the rear under the roof. The broad Triplex front screen offers unrestricted vision, a very important consideration at the high speeds of which the car is capable.

With its sliding head, large luggage grid and capacious locker at the rear, this car undoubtedly offers a combination of attractive features which assuredly must be weighed by the motorist to whom exceptional seating capacity is not the first consideration.

The equipment includes:—

Finger-tip steering wheel control for switches, ignition and mixture, calorstat-operated radiator shutters, Lockheed hydraulic brakes, pile carpets, luggage container, locks on all doors, sliding roof, pedal rubbers, speedometer with trip, clock, oil gauge, electric petrol gauge, electric windscreen wiper, windscreen ventilator, pressure lubricating pump, licence holder, calormeter and wings, driving mirror, double bumpers, high-frequency electric horn, dash ventilators, electric lighting and starting, coil ignition, coil indicator light, festoon light, side- and tail-lamps, Lucas Biflex headlamps with dipping reflectors, stoplight, spring gaiters, five detachable wire wheels, five Dunlop reinforced balloon tyres, spare wheel carrier, toolbox and complete tool kit, tin of lubricating oil.



*Interior view showing access to rear seat.
 The near-side front seat tips.*





MORRIS CHASSIS

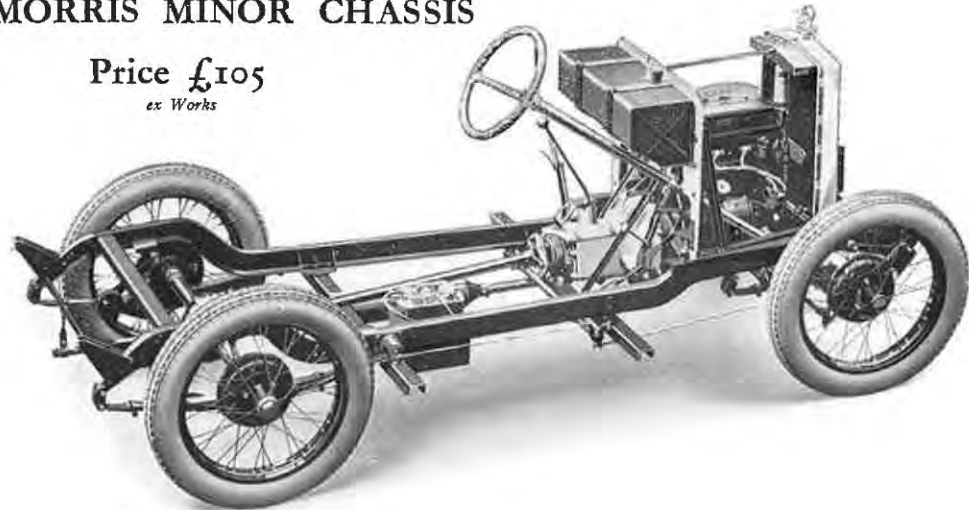
FOR the convenience of those who desire to depart from the conventional and equip their cars with special coachwork, the 1930 Morris Minor and Morris-Cowley chassis are listed separately at attractively low prices. At the prices at which they are offered the completeness of their equipment is truly remarkable, a point which will immediately be appreciated upon reference to the detailed particulars.

THE MORRIS MINOR CHASSIS

Price £105
ex Works

The chassis equipment includes :—

Plymax dash, dash shroud, scuttle frame front member with bonnet rest fitted, splasher, headlamps, sidelamps, tail-lamp, battery, front and rear wings, bonnet ledge, front and rear bumpers, front and rear number-plates, speedometer, oil gauge, ammeter, electric horn, full kit of tools, spare wheel and tyre, calorimeter with wings, shock absorbers front and rear, bonnet fitted to chassis complete with fasteners, running-boards covered and beaded.

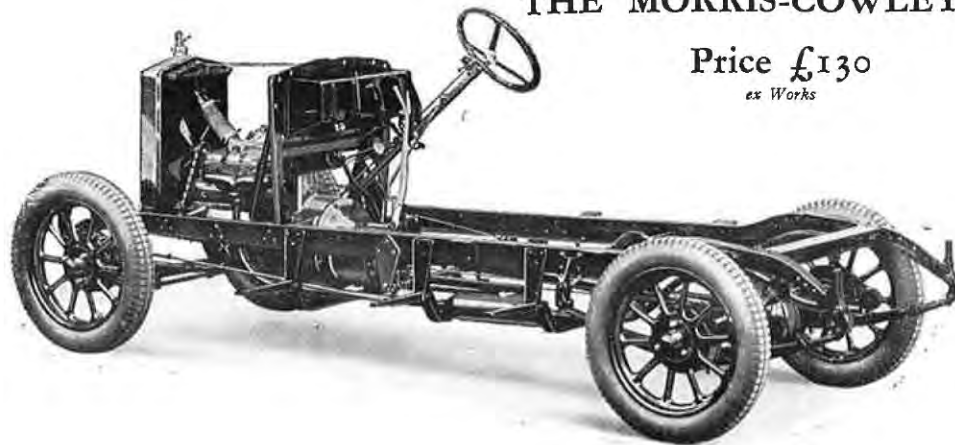


THE MORRIS-COWLEY CHASSIS

Price £130
ex Works

The chassis equipment includes :—

Steel dash (no scuttle frame), clock, speedometer, tank petrol gauge, dumb-iron masks, splasher, front wings and stays, rear wings, headlamps, sidelamps, rear lamp, battery, front and rear bumpers, front and rear number-plates, oil gauge, ammeter, electric horn, full kit of tools, spare wheel and tyre, calorimeter with wings, shock absorbers front and rear, bonnet fitted to chassis complete with fasteners, running-boards covered and beaded.



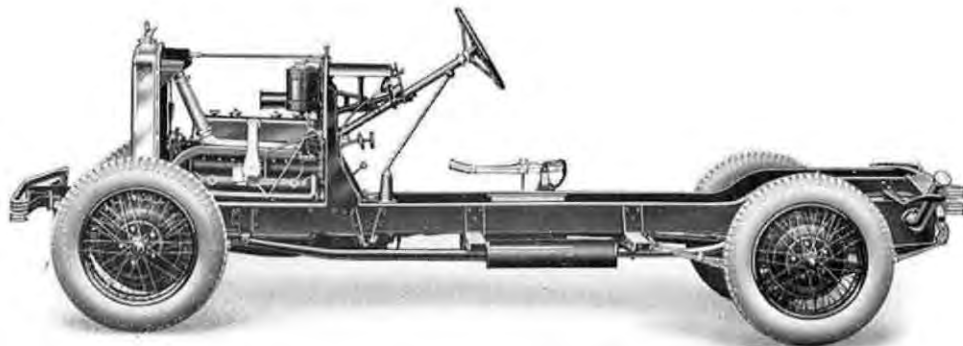


MORRIS CHASSIS (contd.)

THE MORRIS-OXFORD SIX CHASSIS

Price £215

ex Works



The chassis equipment includes :—

Plymax dash, scuttle frame front member with rubber bonnet rest fitted, dumb-iron masks, splasher, clutch and brake pedal rubbers, clock, speedometer, dash reading electric petrol gauge, rear lamp with stoplight, headlamps with dip and switch mechanism, sidelamps, battery, front wings and stays, rear wings, front and rear bumpers, front and rear number-plates, oil gauge, ammeter, electric horn, full kit of tools, spare wheel and tyre, calorimeter with wings, hydraulic shock absorbers front and rear, bonnet fitted to chassis complete with fasteners, running-boards covered and beaded.

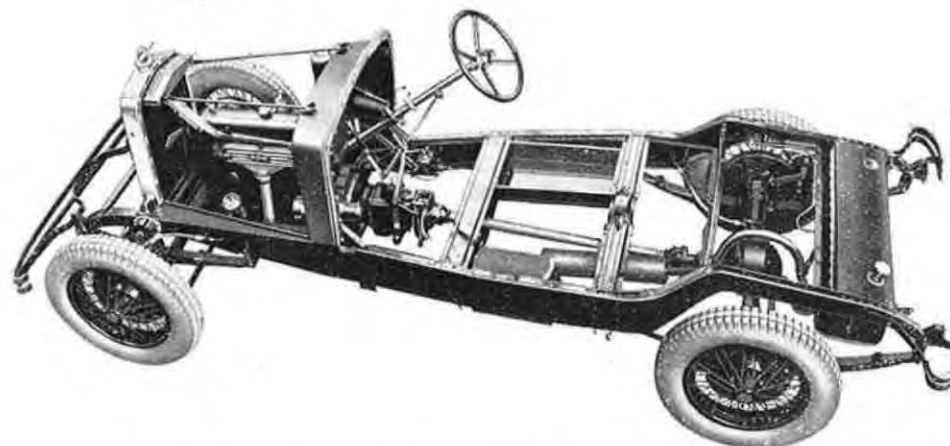
THE MORRIS ISIS SIX CHASSIS

Price £295

ex Works

The chassis equipment includes :—

Metal dash with integral dash shroud, wood scuttle frame front member with rubber bonnet rest fitted, dumb-iron masks, splasher, clock, speedometer, dash reading electric petrol gauge, rear lamp with stoplight, headlamps with dip and switch mechanism, sidelamps, luggage grid, battery, front wings and stays, rear wings, bumpers front and rear, front and rear number-plates, oil gauge, ammeter, electric horn, full kit of tools, spare wheel and tyre, calorimeter with wings, hydraulic shock absorbers front and rear, bonnet fitted to chassis complete with fasteners, running-boards covered and beaded.



Purchasers of Morris chassis are requested carefully to note paragraph 6 of Guarantee.

No variation in the above chassis specifications can be made.

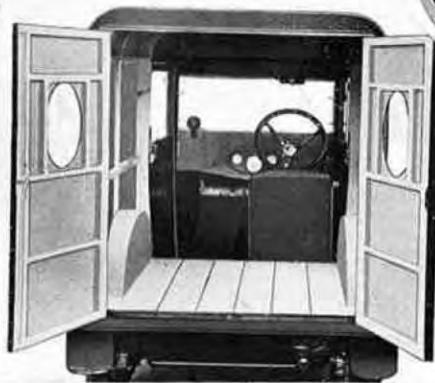
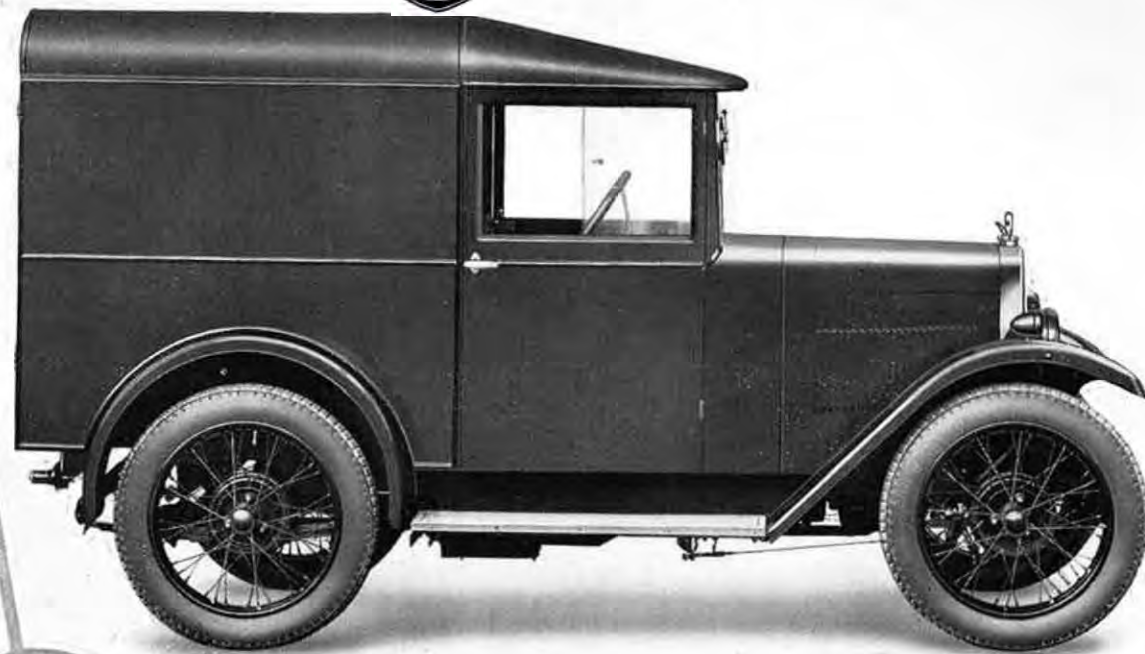


The
MORRIS
5-cwt. VAN

PRICE

£135

*Finish:—Shop grey, with Triplex glass
windscreen and windows in doors, chromium
plating.*



Height of body 3 ft. 6 in.; Width of body 3 ft. 4½ in.; Length of body 3 ft. 4 in.

THE tradesman is offered astounding value and very modest running expenses in the new Morris 5-cwt. Van. This vehicle has on trial proved itself to have an excellent performance with a petrol consumption of round about 40 miles to the gallon under load.

The van will transport 5 cwt. at any required speed uncomplainingly, and obviously will fulfil many services.

The equipment includes:—

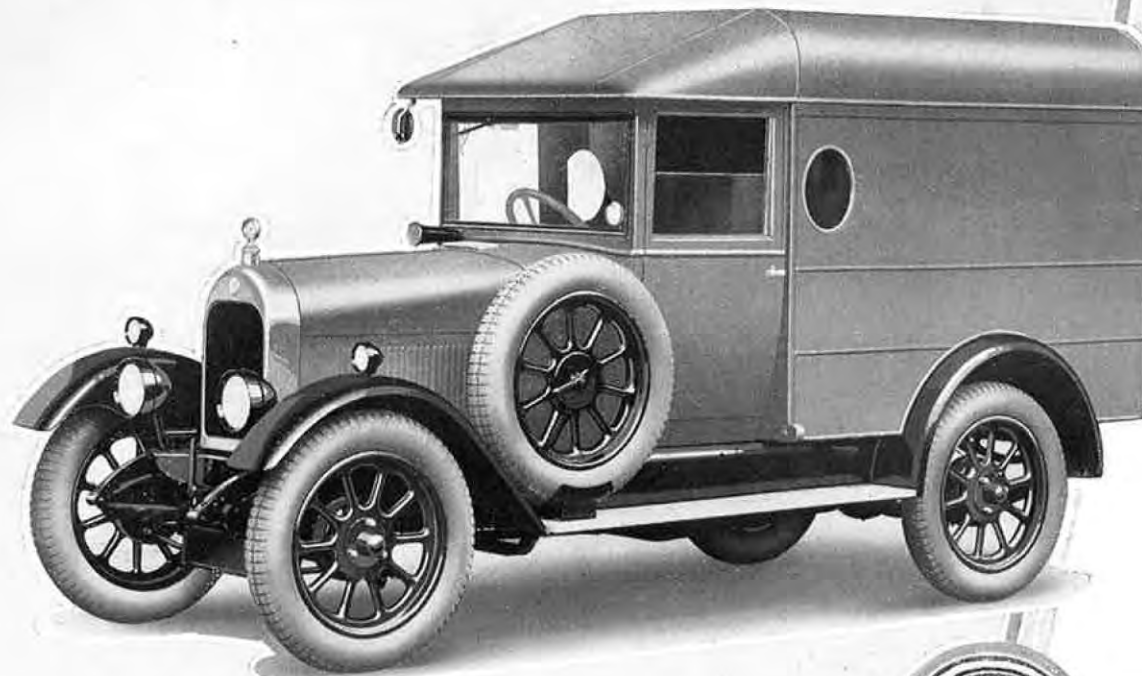
Sliding windows, single-panel windscreen, speedometer, oil gauge, two-level petrol tap, automatic windscreen wiper, pressure lubricating pump, licence holder, calorimeter, driving mirror, progressive shock absorbers on all wheels, Lucas Sparton electric horn, six-volt lighting, starting and coil ignition set, coil indicator light, five-lamp equipment, instrument festoon lamp, rear light, five detachable wire wheels, five Dunlop reinforced cord tyres, spare wheel carrier, complete tool kit, tin of lubricating oil.





The
**MORRIS
LIGHT
VAN**

PRICE
£165



*Finish:—Shop grey, Triplex glass
windscreen and door-windows,
chromium plating.*

ACCOMMODATING a useful load of merchandise in an attractive roomy body, this van can confidently be recommended both to the small tradesman and the large concern. Having a petrol consumption of about 30 miles to the gallon, a good turn of speed and seating accommodation for the driver properly protected and weatherproof (a virtue absent in many commercial vehicles), this van has made it possible for the tradesman to increase his range of potential customers enormously.

The equipment includes:—

Winding windows, single-panel windscreen, speedometer, clock, oil gauge, petrol gauge (in tank), two-level petrol tap, automatic windscreen wiper, pressure lubricating pump, licence holder, calometer, driving mirror, progressive shock absorbers, spring gaiters, electric horn, dash-operated ventilator, electric lighting and starting, magneto ignition, five-lamp equipment, dashlamp, plated hub nuts, five detachable steel wheels, five Dunlop reinforced balloon tyres, spare wheel carrier, toolbox and tool kit.



Length of body 4ft. 9 in. ; Width of body 4ft. 0 in. ; Height of body 4ft. 3 in.

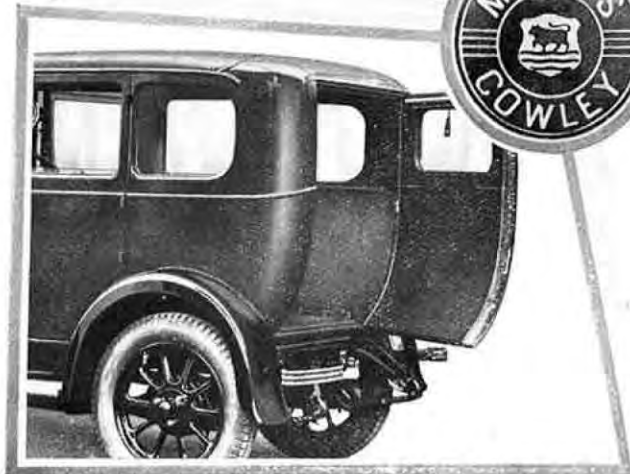
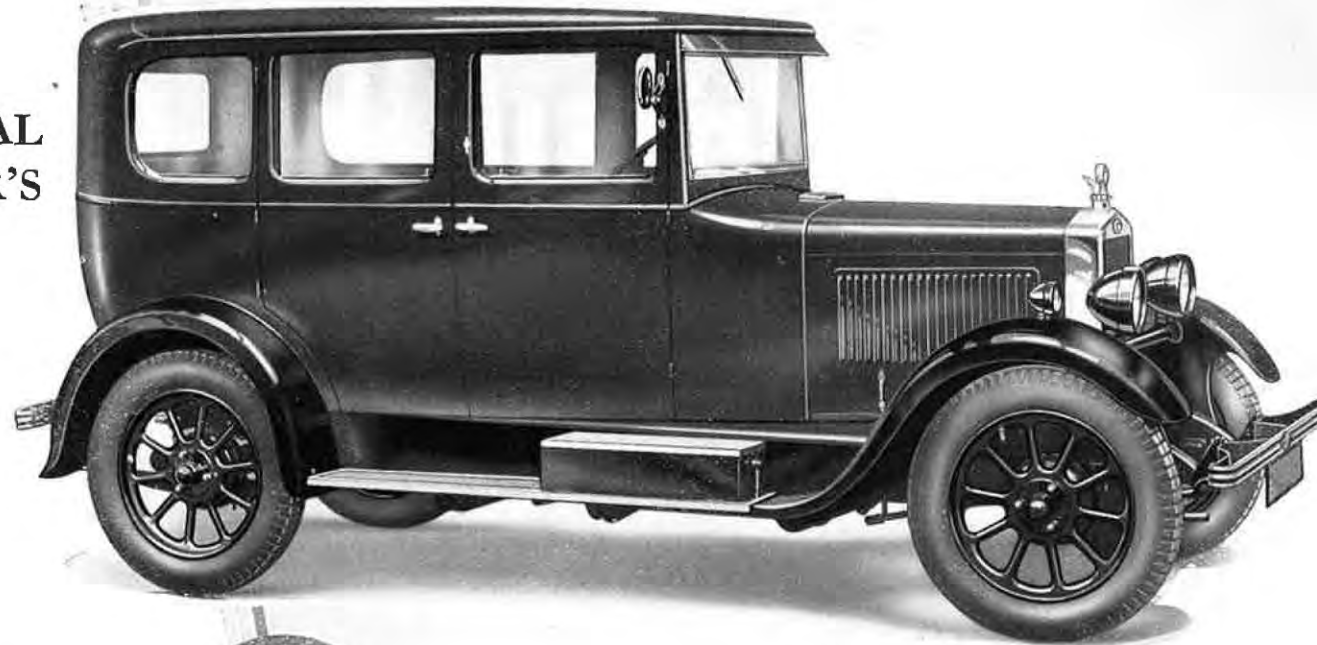




The
**MORRIS-
 COWLEY
 COMMERCIAL
 TRAVELLER'S
 SALOON**

PRICE
£210

*Finish:—Niagara blue cellulose
 with Karhyde upholstery to match.*

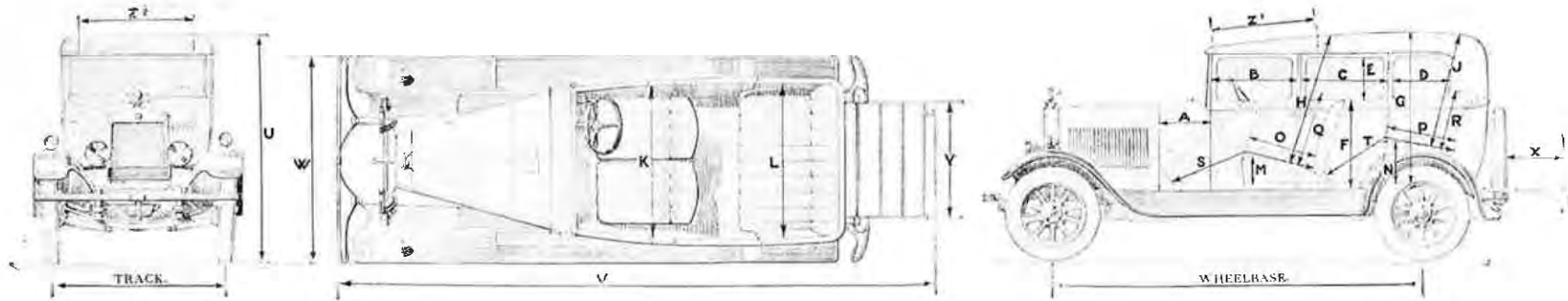


As a pleasure vehicle the Morris-Cowley Commercial Traveller's Saloon is indistinguishable from the standard Morris-Cowley Saloon, except for a few structural details not immediately obvious. It is instantly converted into its commercial form by removal of the rear seat and squab, both of which are held in position by quick-action clips, and therefore readily detachable, thus rendering the entire body space behind the driver's seat available for the disposal of goods. Access to this storage space is greatly facilitated by the provision of an additional wide door in the rear panel of the body, which, together with the four side doors, gives quite exceptional loading facilities.

The equipment includes:—

Speedometer, clock, oil gauge, petrol gauge (in tank), two-level petrol tap, automatic windscreen wiper, pressure lubricating pump, licence holder, calorimeter and wings, driving mirror, progressive shock absorbers, spring gaiters, single bumpers, electric horn, dash-operated ventilator, five-lamp equipment, dashlamp, Lucas dipping headlights, plated hub nuts, five detachable steel wheels, five Dunlop reinforced balloon tyres, spare wheel carrier, toolbox and tool kit, tin of lubricating oil.





SEATING DIMENSIONS AND WEIGHTS OF ALL MODELS

DESCRIPTION	MORRIS MINOR			11.9 H.P. MORRIS-COWLEY					15 H.P. MORRIS-OXFORD				Isis Six		
	Tourer	Fabric Saloon	C'built Saloon	2-Seater	4-Seater	Saloon	Fdg. Hd. Saloon	Coupé	Tourer	Fabric Saloon	C'built Saloon	Coupé	Tourer	Saloon	Club Coupé
DASH TO HINGE SIDE OF FRONT PILLAR "A"	9½	9½	9½	13½	16½	13½	13½	13½	18	14½	14½	14½	8½	8½	12
WIDTH OF FRONT DOORS "B"	26	26	26	25	25½	25	25	25	26	28	27½	27½	27½	28½	37
WIDTH OF REAR DOORS "C"	—	—	—	—	25½	25	25	—	26	26½	27½	—	27½	28½	—
WIDTH OF QUARTER-LIGHT "D"	—	23	23	—	—	18	18	11	—	12	17½	21½	—	16½	22
HEIGHT OF DOOR AND QUARTER-LIGHTS "E"	—	12½	12½	—	—	14½	14½	14½	—	14	14½	14	—	13	13
TOP OF FRAME TO TOP OF WAIST-RAIL "F"	24	28	28	25½	24	27½	27½	27½	24	27½	27½	27½	24	27	27½
FLOOR TO ROOF "G"	46	47	47	44	47	45	45	44	47	45	45	46	49	48	44
FRONT SEAT CUSHION TO ROOF "H"	36	37	37	37	40	39	39	38	40	39	38	39	42	40	38
REAR SEAT CUSHION TO ROOF "J"	36	34	34	—	38	36	36	—	37	37	35	36	40	38	35
WIDTH OVER FRONT SEATS "K"	41	40	40	45	43	41	41	42	49	47	47	46	49	49	49
WIDTH OVER REAR SEATS "L"	40	40	40	34	47	43	43	34	51	49	51	47	52	50	52
HEIGHT OF FRONT CUSHION "M"	12	12	12	10	10	10	10	10	11	11	12	12	11	10	12
HEIGHT OF REAR CUSHION "N"	14	14	14	12	11	12	12	12	13	13	14	11	14	12	14
DEPTH OF FRONT CUSHION "O"	18	18	18	19	19	19	19	19	19	19	19	19	19	21	22
DEPTH OF REAR CUSHION "P"	16	16	16	17	21	20	20	17	21	20	22	19	21	20	21
HEIGHT OF FRONT SQUAB "Q"	17	17	17	21	21	29	29	21	22	24	22	24	21	21	20
HEIGHT OF REAR SQUAB "R"	19	19	19	24	20	22	22	24	20	21	20	20	21	21	22
LEG ROOM (FRONT) "S"	42 Max. 37 Min.	42 37	42 37	47 40	48 39	47 38	47 38	47 39	43 39	45 36	45 42	43 34	42 38	46 39	44 33
LEG ROOM (REAR) "T"	35 Max. 35 Min.	35	35	46 39	39 35	46 38	46 38	46 39	44 39	42 36	48 42	30 34	41 38	46 39	35 33
OVERALL HEIGHT "U"	60	63	63	70	72	71	71	71	70	69	70	71	75	73	70
OVERALL LENGTH (LUGGAGE GRID CLOSED)	121	121	121	152	152	152	152	152	164	171	164	170	172	172	172
OVERALL LENGTH (LUGGAGE GRID OPEN) "V"	—	—	—	NO LUGGAGE GRID					—	171	—	171	—	186	186
OVERALL WIDTH "W"	50	50	50	61	61	61	61	61	69½	69½	69½	69½	66½	66½	66½
LUGGAGE GRID DEPTH "X"	—	—	—	—	—	—	—	—	19	—	19	—	18	18	18
LUGGAGE GRID WIDTH "Y"	—	—	—	—	—	—	—	—	33	—	33	—	40	40	40
ROOF OPENING LENGTH "Z1"	—	—	24	—	—	—	28	21½	—	—	30	24	—	—	25
ROOF OPENING WIDTH "Z2"	—	—	36	—	—	—	40	40	—	—	36½	35	—	—	37½
WHEELBASE	78	78	78	105	105	105	105	105	114	114	114	114	114	114	114
TRACK	42	42	42	48	48	48	48	48	56	56	56	56	56	56	56
GROUND CLEARANCE	8½	8½	8½	8	8	8½	8½	8	8½	8½	8½	8½	8½	8½	8½
UNLADEN WEIGHT (IN CWT. AND QR.)	11 2	11 3	12 1	19 0	19 1	20 1	20 1	19 2	24 2	25 0	25 3	25 1	26 3	28 2	26 2





MOTOR HOUSES

for

MORRIS CARS



The personal door open and clipped back.



The side door and personal door partly open.

TO enable Morris owners easily to overcome the garage problem incidental to car ownership, Messrs. Morris Motors Ltd. offer an attractive series of thoroughly pleasing and dependable motor houses, all of which are characterised by simplicity of erection. No nailing is required, each panel being housed in special slots in the framing which is bolted or screwed together to form a rigid whole.

These motor houses are constructed of asbestos panels carried in an ingenious steel framework, and are completely fire-resisting. A feature of great utility is the slide-side doors with which they are equipped. These cannot flap in the wind whatever their position, and when fully open provide the full width of the motor house for entry.

Particularly inexpensive is the alternative series of wood-framed models, constructed on the same owner-erection principles, but fitted with hinged doors.

Any Morris Dealer can supply these motor houses and they may be purchased, if desired, under the same attractive hire-purchase terms that operate in the case of Morris cars.

Detailed particulars of these motor houses are obtainable from the Motor House Dept. at Cowley, who will also supply suitable plans for submission to local Councils on request. To avoid delay and disappointment please state clearly which *type* and *size* of motor house is required.

All prices are Carriage Forward.

Steel-framed Motor Houses

for concrete floors only

TYPES, SIZES AND PRICES

	Name of Model	Length	Width	Eaves Height	Door Opening Width	Price
KP	Minor ...	12 ft. 8 in.	6 ft. 4 in.	6 ft.	5 ft. 11 in.	£12 15s.
KC	Cowley Short...	14 ft. 8 in.	8 ft. 4 in.	6 ft. 6 in.	7 ft. 11½ in.	£16 10s.
KO	Cowley Long...	16 ft. 8 in.	8 ft. 4 in.	6 ft. 6 in.	7 ft. 11½ in.	£17 15s.
KN	Roomy Short...	16 ft. 8 in.	10 ft. 5 in.	6 ft. 6 in.	10 ft.	£20 10s.
KR	Roomy Long...	18 ft. 9 in.	10 ft. 5 in.	6 ft. 6 in.	10 ft.	£22 15s.

Wood-framed Motor Houses

for concrete or earth floors

TYPES, SIZES AND PRICES

	Name of Model	Length	Width	Eaves Height	Door Opening Width	Price
DP	Minor ...	11 ft. 6 in.	6 ft. 3 in.	6 ft. 3 in.	5 ft. 9 in.	£10 10s.
DC	Cowley Short	14 ft.	8 ft.	6 ft. 6 in.	6 ft. 5 in.	£14 10s.
DO	Cowley Long...	16 ft.	8 ft.	6 ft. 6 in.	6 ft. 5 in.	£15 15s.
DN	Roomy Short	16 ft.	9 ft. 6 in.	6 ft. 6 in.	7 ft.	£18 10s.
DR	Roomy Long...	19 ft.	9 ft. 6 in.	6 ft. 6 in.	7 ft.	£21 10s.





STANDARDISED REPAIR CHARGES

HITHERTO an uncertain item of expense with which the average car owner has had to contend has been that connected with necessary maintenance and repair of his car. This uncertainty has been occasioned by varying labour charges made by different garages throughout the country for carrying out exactly the same work.

In order to afford the Morris owner a clear indication of his commitments in this direction, and in order to keep the upkeep charges of Morris cars at an absolute minimum, Morris Motors Ltd. instituted a scheme of standardised repair and upkeep charges in conjunction with the 1750 authorised Morris Dealers throughout the country. This scheme permits the owner-driver to ascertain the precise labour cost of any work he desires to have undertaken *before* he authorises the work to be carried out, and completely removes the element of uncertainty sometimes associated with repair work.

A complete list of these standardised charges will be found at the end of each Morris *Manual* (issued with every car sold), or a copy will be sent on request from the Works at Cowley. In addition, any authorised Morris Dealer can supply any details required.

This scheme will be found to be one of the greatest of the many benefits derived from the ownership of a Morris car, and as it is honoured by all authorised Morris Dealers it is at the disposal of the Morris owner wherever he may be.

THE MORRIS HIRE-PURCHASE RETAIL PLAN

MORRIS MOTORS LIMITED, in conjunction with United Dominions Trust Limited, offer prospective purchasers of Morris cars an attractive scheme of deferred payment which readily adapts itself to the particular requirements of individual purchasers. Under the Morris Deferred Payment Plan the prospective owner can pay any reasonable deposit, and the instalments can be spread over twelve, eighteen, or twenty-four months. Quarterly instalments can also be arranged. We recommend that the deposit be not less than 25 per cent. of the purchase price, although a smaller deposit can be accommodated if the circumstances justify it.

To take a specific example, we will assume that the prospective owner has chosen a model costing £130, and that he can conveniently make a deposit of £35. This leaves a balance outstanding of £95 which he desires to pay in twelve monthly instalments. From the hire-purchase table on this page it will be seen that for a balance of £90 he will have to pay twelve instalments of £7 19s. 9d., and for the remaining balance of £5, twelve instalments of 8s. 10½d., giving a total figure inclusive of all interest charges of £8 8s. 7½d. per month over twelve months. Any prospective Morris owner is thus able to work out from the table given the scale of deferred payments covering his own particular case in an exactly similar way. This officially approved deferred payment plan is used by all authorised Morris Dealers, and the prospective purchaser can be assured that the usual dictates of commercial etiquette govern all transactions under this scheme, and that absolutely no breach of confidence takes place.

Balance after deducting Deposit	12 Instalments of	or 18 Instalments of	or 24 Instalments of
£ s. d.	£ s. d.	£ s. d.	£ s. d.
5 0 0	- 8 10½	- 6 1½	- 4 9
6 0 0	- 10 7½	- 7 4½	- 5 8½
7 0 0	- 12 5	- 8 7	- 6 7½
8 0 0	- 14 2½	- 9 9½	- 7 7½
9 0 0	- 15 11½	- 11 0½	- 8 6½
10 0 0	- 17 9	- 12 3	- 9 6
20 0 0	1 15 0	1 4 6	- 19 0
30 0 0	2 13 3	1 16 9	1 8 6
40 0 0	3 11 0	2 9 0	1 18 0
50 0 0	4 8 9	3 1 3	2 7 6
60 0 0	5 6 6	3 13 6	2 17 0
70 0 0	6 4 3	4 5 9	3 6 6
80 0 0	7 2 0	4 18 0	3 16 0
90 0 0	7 19 9	5 10 3	4 5 6
100 0 0	8 17 6	6 2 6	4 15 0
200 0 0	17 15 0	12 5 0	9 10 0
300 0 0	26 12 6	18 7 6	14 5 0

The instalments shown include all interest charges.





TERMS OF BUSINESS

CONDITIONS OF PURCHASE. Purchasers of Morris cars are hereby informed that such cars are sold subject only to the terms of the guarantee and to the general conditions of sale herein contained, and on the distinct understanding that the vehicle purchased shall not be exhibited, either directly or indirectly, at any exhibition or show held in the United Kingdom other than an exhibition or show held or approved by the Society of Motor Manufacturers and Traders for the exhibition of motor goods by its Bond Signers. Any breach of this provision shall render the purchaser liable to indemnify the Company in respect of their liability to the Society aforesaid to pay such damages not exceeding £250, as the Committee of the Society aforesaid or its Council on appeal may award.

PAYMENT. Net cash on delivery.

DELIVERY. The prices quoted in the Company's catalogue are for delivery at the Company's Works at Cowley, in the County of Oxford in England, and are strictly net on the above-mentioned terms.

A delivery charge to be arrived at and calculated on the basis of fourpence per mile in the case of Morris Minor models, and sixpence per mile in the case of all other models, for freightage from the Company's Works to the Depot of the Dealer is authorised.

Any time of delivery named in the Company's contracts or correspondence is absolutely contingent upon war, strikes, riots, lock-outs, trade disputes, accidents, fire, delay or failure of sub-contractors to complete their contracts, or any other unforeseen circumstances, and should delivery be delayed in consequence of any of the foregoing contingencies the Company shall not be responsible for any damages caused by such delay.

SPARE PARTS. The Company endeavours to keep in stock for immediate delivery a full series of all parts for its vehicles that are liable to wear or to damage by accident. When ordering spare parts the identification number of the parts should be quoted if possible (see separate Spare Parts List), but in every case the chassis and engine numbers of the car, for which such parts are required, must be given. Full instructions concerning this matter will be found in the Spare Parts List issued by the Company.

The Company reserves the right at any time to alter as may be considered advantageous or necessary any part that may be returned.

The Company reserves the right to revise without notice the prices and/or specifications as set out in this catalogue.

Any person, firm or company which the Company styles its authorised Main Dealers or Sub-Dealers are not authorised to advertise, incur any debts, or to transact any business whatsoever on behalf of the Company. Nor are they authorised to give any warranty or to make any representation on behalf of the Company other than those contained in the Company's guarantee.

The Company reserves the right to hand over orders placed direct with the Company to authorised Main Dealers or Sub-Dealers in the appropriate territories.

The Company does not undertake the fitting of additional accessories of any kind, nor will it deviate from its standard specifications of cars owing to such action interfering with the general work of its factory.

Should the Company cease to manufacture a car of the type or model ordered (whether the estimated date of delivery has arrived or not) the Company shall be at liberty to return the deposit paid on the order of the purchaser and declare its contract to be at an end without any further liability.

All previous catalogues and terms of any previous guarantee are hereby cancelled.

1st September, 1929.

GUARANTEE

MORRIS MOTORS LTD. (hereinafter called "the Company") hereby guarantee that all precautions which are usual and reasonable have been taken by them to secure excellence of materials and workmanship in their cars. This guarantee is applicable only to new cars or chassis or parts thereof, and is to be in force for a period of *Twelve Months* only from the date when the car or chassis is delivered new to the customer.

The Company only holds itself liable under this guarantee for the exchange or repair of any part or parts which may have proved to be defective. 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.

In the case of cars which have been used for "Hiring out," Taxi, or Hackney purposes and on second-hand cars no guarantee of any kind is given by the Company or is to be implied.

The liability of the Company is limited to the replacement (free at the Company's Works) of any part or parts found to be defective. No guarantee is given in respect of alleged defects caused by wear and tear, accident, misuse or neglect.

The Company guarantee only those cars or chassis which are bought either direct from one of their duly authorised Main Dealers or Sub-Dealers or through a bona fide motor dealer who has been supplied by the Company's authorised Dealer in his territory.

Chassis supplied by the Company are intended to be fitted with bodies similar in weight and character to those shown in the Company's catalogue. Should a purchaser fix a body materially differing therefrom he does so at his own risk. The Company accepts no responsibility if the weight of the body fitted, complete and ready for the road, exceeds 3 cwt. 3 qr. in the case of the Morris Minor chassis, or 5 cwt. 1 qr. in the case of the 11.9 h.p. Morris-Cowley chassis, or 6 cwt. 2 qr. in the case of the 15 h.p. Morris-Oxford Six chassis, or 9 cwt. in the case of the Morris Isis chassis.

CONDITIONS OF GUARANTEE

If a defective part should be found in a Morris car it must be sent to the Company, carriage paid, with an Advice Note under separate cover stating the numbers of the engine and chassis of the car from which the part was taken as shown by the Company's number-plate, the name of the Dealer from whom the car was purchased, the date of purchase and an intimation from the sender that he desires to have the alleged defective part exchanged or made good free of charge under this guarantee. Parts returned to the Works without such advice will be at the risk of the sender, and this guarantee and any implied guarantee shall not be enforceable in respect thereof.

The equipment of the Morris car is of the highest grade obtainable, but the Company does not guarantee any proprietary fittings whatsoever (whether tyres, lamps, magnetos, electrical equipment, or any other proprietary fitting of any type) supplied with its cars or otherwise. Such proprietary fittings are covered by the guarantee (if any) issued by their separate manufacturers and will be serviced direct by them. Neither does the Company guarantee any component part supplied by the Company to the order of the purchaser which differs from the usual specification of the part supplied with the Company's cars or by the Company in connection therewith. This guarantee shall not apply to any vehicle repaired or altered in any way which in the judgment of the Company shall affect its stability or reliability.

This guarantee is given in lieu and in exclusion of all other warranties, conditions and obligations imposed or implied by Statute or otherwise in respect of the Company's cars or chassis, and no modification of the terms hereof is authorised whether the purchaser at the time of purchase shall receive a copy of the Company's guarantee or not. The Company does not give any guarantee in respect of second-hand goods sold by them.

1st September, 1929.



