



MORRIS
CARS *for* 1931



MORRIS ARCHIVE





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THAT each succeeding season finds Morris cars increasingly popular with all sections of the motoring public in itself provides irrefutable proof of the excellent values offered by Morris Motors Ltd. Outstanding though these values have been in the past, the range of models presented for the 1931 season incorporates still greater advances, and thus establishes a high standard in car values which places Morris cars in a position of even greater attraction than hitherto.

It must be understood that car value is not measured merely in terms of the size of the car one obtains for a given outlay of money. It must also be reckoned in such important factors as attractiveness of design, comfort, economy, reliability, performance, quality of material, fullness of equipment, excellence of workmanship, low depreciation, and (especially) service facilities.

Every model, from the Morris Minor to the Morris Isis Six, is built to the same high standard of excellence and from the same high quality materials, and no effort is spared to make each model the very best procurable in its class, irrespective of price. The exceedingly attractive prices at which Morris cars are sold have only been rendered possible by intensive concentration on advanced production methods.

The introduction of the Morris Major Six places a range of practical, roadworthy, four-seater six-cylinder cars within the reach of the large majority of motor owners, and thus affords to many who have hitherto regarded it as beyond their reach the opportunity of enjoying the pleasures of six-cylinder motoring.

All Morris cars are fully equipped with Triplex safety glass and all bright external parts are chromium finished.



MORRIS MOTORS LIMITED - - COWLEY - - OXFORD

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MORRIS ARCHIVE





PRICES for 1931

8 h.p. MORRIS MINOR

TWO-SEATER (FABRIC)	£125 0 0
TOURER (COACHBUILT)	£130 0 0
SALOON (FABRIC)	£135 0 0
SALOON (COACHBUILT) WITH FOLDING HEAD	£140 0 0

11.9 h.p. MORRIS-COWLEY

TWO-SEATER (COACHBUILT)	£160 0 0
TOURER (COACHBUILT)	£170 0 0
COUPÉ WITH FOLDING HEAD (COACHBUILT)	£180 0 0
SALOON (COACHBUILT)	£185 0 0
SALOON WITH FOLDING HEAD (COACHBUILT)	£190 0 0
COMMERCIAL TRAVELLER'S SALOON (COACHBUILT)	£199 0 0

(Wire wheels on all Morris-Cowley models £3 10s. extra.)

THE MORRIS MAJOR SIX

COUPÉ WITH FOLDING HEAD (COACHBUILT)	£220 0 0
SALONETTE (FABRIC)	£215 0 0
SALOON WITH FOLDING HEAD (COACHBUILT)	£225 0 0

15 h.p. MORRIS-OXFORD SIX

TOURER (COACHBUILT)	£250 0 0
SALOON (FABRIC)	£265 0 0
COUPÉ (COACHBUILT) WITH SLIDING HEAD	£285 0 0
SALOON (COACHBUILT) WITH FIXED HEAD	£275 0 0
SALOON (COACHBUILT) WITH SLIDING HEAD	£285 0 0

(Magna type wire wheels on Tourer, Fabric Saloon and Fixed Head Saloon £2 10s. extra.)

18 h.p. MORRIS ISIS SIX

TOURER (COACHBUILT)	£330 0 0
SALOON (COACHBUILT)	£340 0 0

(Magna type wire wheels on Isis models £2 10s. extra.)

MORRIS LIGHT TRANSPORT

8 H.P. MORRIS 5-CWT. VAN	£125 0 0
14/32 H.P. MORRIS LIGHT VAN	£160 0 0
8 H.P. FIRE TENDER	£170 0 0

SELLING CONDITIONS

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.

For details of the Morris Hire-Purchase Plan see page 39.

This list cancels all previous lists.

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





THE 8 h.p. MORRIS MINOR

MORRIS MINOR cars represent the very acme of economical motoring. With their roomy bodies, sparkling road performance, absolute reliability, extensive equipment, low first cost, and equally low upkeep cost, this range has brought motoring pleasure within the reach of many thousands who hitherto considered the possession of car transport beyond their means.

Capable of maximum speeds in excess of 50 m.p.h., with an average petrol consumption of approximately 45 miles per gallon, and possessing road-holding qualities of unusual excellence, these cars are comparable in performance on the open road with many cars of far more pretentious dimensions, while for town use their small turning circle (32 ft.) and general manœuvrability render them pre-eminent.

The general design of the Morris Minor in no way departs from the orthodox. It is a big car in miniature, possessing a full-length chassis frame, semi-elliptic springs fore and aft, progressive shock absorbers, unit constructed engine with efficient overhead valves, sturdy propeller shaft, and spiral bevel rear axle equipped with differential. The materials from which it is made are the very best procurable, and its workmanship beyond reproach. The modest prices at which it is offered have only been made possible by the vast resources and manufacturing facilities of the Morris organisation.

To those whose garage accommodation is restricted, this range will make a particular appeal.



THE MORRIS MINOR SPECIFICATION

GENERAL

The basic design of the Morris Minor consists of a four-cylinder water-cooled engine built in unit construction with a totally enclosed clutch and three-speed gearbox, this power unit being mounted by four-point attachment to a full-length downswept frame supported front and rear on long semi-elliptic springs. The rear axle is of the three-quarter floating type with spiral bevel final reduction, and is differential equipped. The transmission from gearbox to rear axle is by a large diameter tubular propeller shaft and fabric universal joints. The track is 3 ft. 6 in. and the wheelbase 6 ft. 6 in.

ENGINE

The four-cylinder engine possesses 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 extended well below the crankshaft centre to ensure great stiffness.

The cylinders are provided with a detachable head upon which is mounted an overhead camshaft. This operates the nickel-steel valves by taper fingers mounted on eccentric bushes for the purpose of valve clearance adjustment. The camshaft is driven by spiral bevel gears, and the entire overhead valve gear is enclosed in a well-ventilated and readily detachable oil-tight cover. The crankshaft has a generous roller-type bearing at the forward end and a plain bearing of great length and large diameter at the rear end. Steel connecting rods of "I" section and aluminium pistons of the three-ring type are fitted. The lower piston ring is of the oil-return pattern.





THE MORRIS MINOR SPECIFICATION (*continued*)

- ENGINE** (*contd.*) Built in unit construction with the engine and gearbox is a single-plate toggle-operated clutch of the dry pattern which calls for the minimum of attention and has a very smooth take-up.
- GEARBOX** The unit-constructed gearbox provides three forward speeds and a reverse. Gear engagement is controlled by a central lever and all gears are accurately ground to ensure the maximum degree of silence. Gear changing is very easy.
- LUBRICATION** The engine is automatically lubricated by a spur gear type oilpump mounted externally and positioned low down so that it is immune from priming troubles. The oil is effectively filtered by an accessible external filter of large capacity before reaching the pump, and is delivered under pressure to all bearings. An accessible withdrawable dipstick gives indication of the correct oil level.
- CARBURATION** The mixture is supplied by a highly-efficient S.U. carburetter of the automatic piston type, the petrol supply being carried in a $5\frac{1}{2}$ -gallon tank mounted on the dash, providing gravity feed to the carburetter. The inlet and exhaust manifolds are an integral casting with adequate hot spots to ensure maximum economy and even running from cold. Wide control over the mixture strength delivered by the carburetter is provided by a conveniently operated control on the dash, which enables the best settings for varying fuels and atmospheric conditions to be attained. The petrol tank is equipped with a two-level petrol tap giving a reserve supply of approximately three-quarters of a gallon for use in emergency.
- TRANSMISSION** The drive from the gearbox to the rear axle is by a tubular propeller shaft of large diameter fitted with fabric disc universal joints. The rear axle final drive is by silent spiral bevel gears.
- BRAKES** The foot brake operates internal-expanding shoes on all four wheels by cables, and a powerful hand brake is also fitted. The brakes are direct in operation and smooth in action, and their detail design and effectiveness have recently been greatly improved.
- ELECTRICAL EQUIPMENT** Ignition is supplied by a six-volt battery and coil, the distributor being provided with steering column control for advance and retard. Current for the battery and lighting system is produced by a Lucas dynamo of ample dimensions which cuts in at low road speeds. The starter motor is of the sliding pinion type and mounted direct on the flywheel housing. The entire electrical system is of Lucas manufacture and incorporates full five-lamp 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 the self-locking pattern.
- SUSPENSION** Long semi-elliptic springs are fitted fore and aft and are fully controlled by shock absorbers of the progressive friction type, providing maximum comfort and excellent 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, high-pressure lubricating pump for chassis oiling system, pair of pliers, hammer, carburetter spanner, sparking plug box spanner, cylinder head box spanner, tappet spanners (with feeler gauge), tyre lever and oilcan.





The
**MORRIS MINOR
 SEMI-SPORTS
 TWO-SEATER**



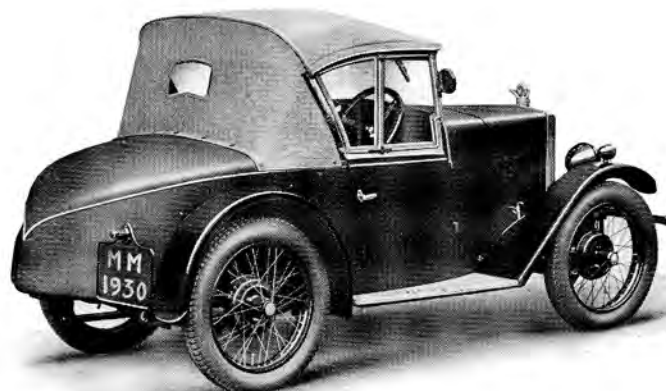
ATTRACTIVE in appearance and possessing generous accommodation, this model fulfils the demand for economical, pleasurable and lively motoring for two persons.

The wide, deeply upholstered seat, ample leg room and excellent springing ensure comfort for the occupants on the longest journeys, whilst the effectiveness of the all-weather equipment renders them immune from consideration of weather conditions. The roomy boot provides accommodation for the spare wheel and sidescreens (when not in use), together with a reasonable amount of luggage.

EQUIPMENT. The equipment includes:—Hood and sidescreens with signalling panel, single-panel windscreen, speedometer, oil gauge, two-level petrol tap, automatic windscreen wiper, pressure chassis lubricating pump, licence holder, calorimeter and wings, driving mirror, progressive shock absorbers on all four wheels, single bumper (front), Lucas electric horn, six-volt lighting, starting and coil ignition set, coil indicator light, full five-lamp equipment, instrument festoon lamp, five detachable wire wheels, five Dunlop reinforced cord balloon tyres, spare wheel carrier (in rear locker), jack, tyre pump, and complete tool kit.

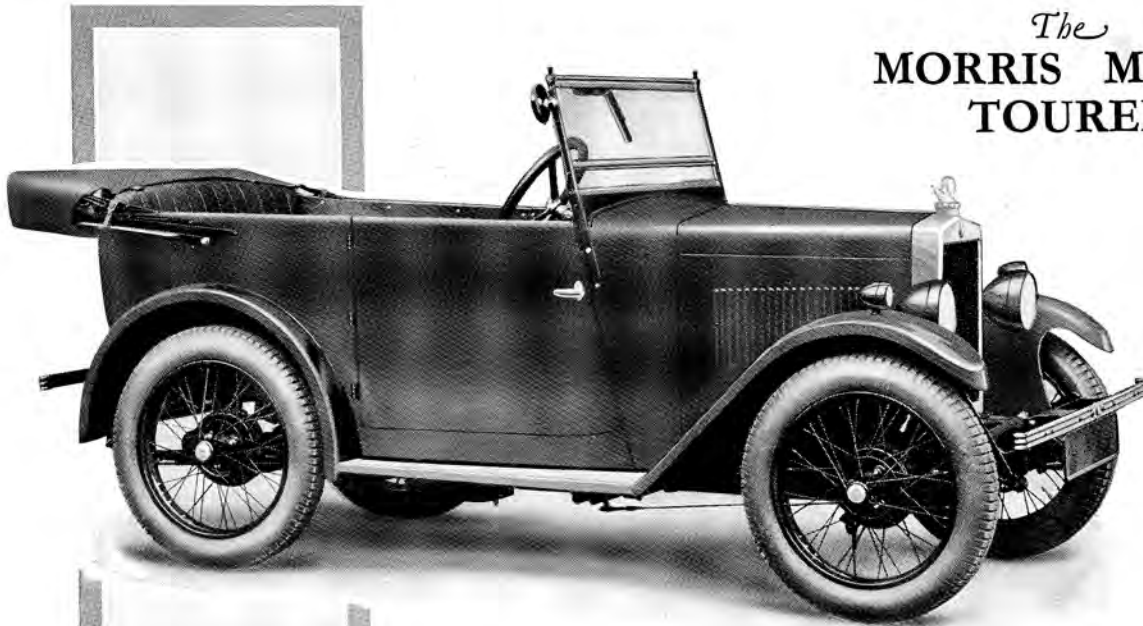
Price . . . £125

COACHWORK. Black and red fabric with red Karhyde upholstery, chromium finish, single-panel Triplex safety glass windscreen.





The
**MORRIS MINOR
TOURER**



THE roomy coachbuilt body of this attractive and economical car is provided with a wide door on each side which permits easy entry and exit, and access to the rear seating accommodation is greatly facilitated by the folding front bucket seats. These are adjustable for reach. Deep wells give ample leg room for the rear passengers. Complete all-weather protection is provided by an attractive hood and rigid sidescreens, while the two-panel windscreen gives effective control over ventilation. The hood folds neatly when not in use, and the sidescreens are disposed of behind the rear seat cushions.

EQUIPMENT. The equipment includes:—Hood and sidescreens, two-panel windscreen, speedometer, oil gauge, two-level petrol tap, automatic windscreen wiper, pressure chassis lubricating pump, licence holder, calorimeter and wings, driving mirror, progressive shock absorbers on all wheels, single bumpers front and rear, Lucas electric horn, six-volt lighting, starting and coil ignition set, coil indicator light, full five-lamp equipment, instrument festoon lamp, five detachable wire wheels, five Dunlop reinforced cord balloon tyres, spare wheel carrier, jack, tyre pump, tool locker, complete kit of tools.



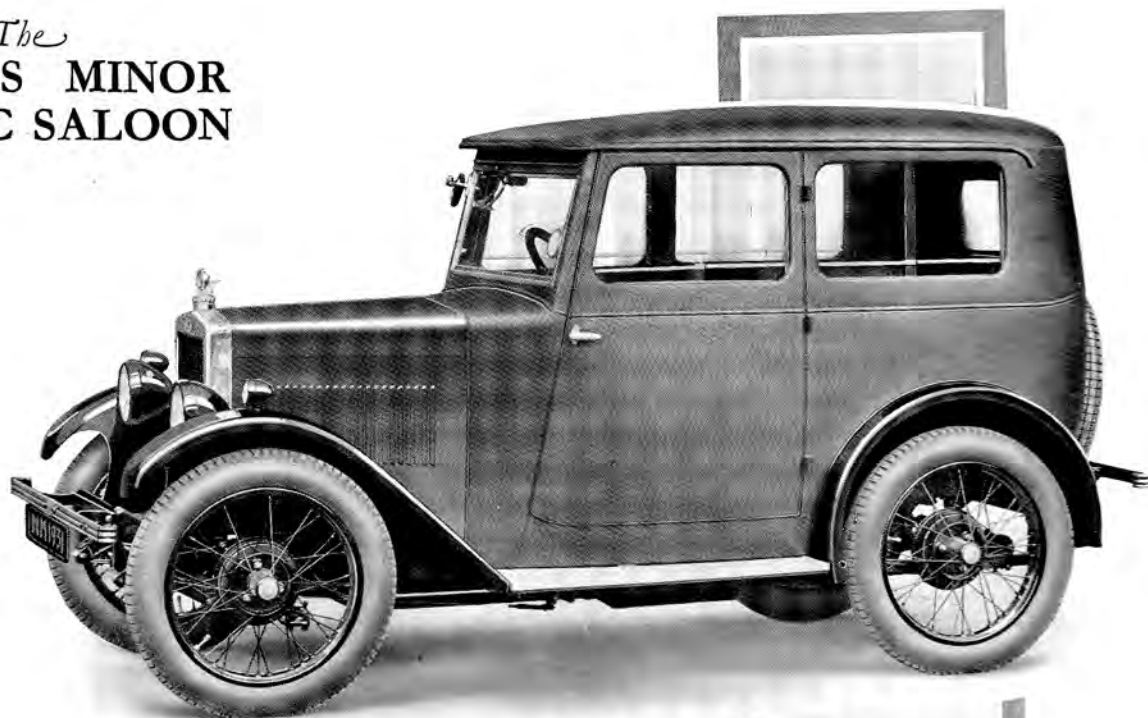
Price . . . £130

COACHWORK. Blue cellulose with blue Karhyde upholstery to match, chromium finish, two-panel Triplex safety glass windscreen.





The
**MORRIS MINOR
 FABRIC SALOON**



ONE of the most attractive small cars on the road to-day, the Morris Minor Fabric Saloon continues rapidly to increase in popularity—proof of its value.

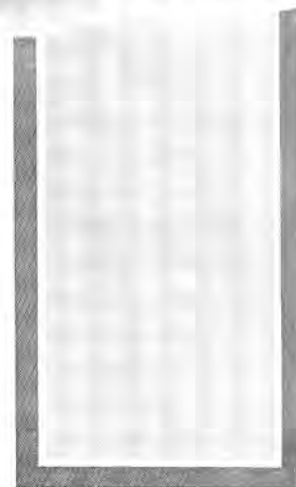
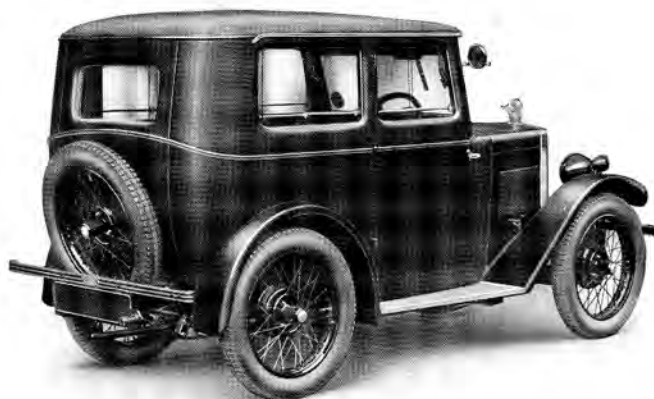
Those who desire a small car with the maximum protection against a fickle climate will find their needs fully met by the Morris Minor Fabric Saloon. Entry is particularly easy, thanks to the large doors with forwardly inclined pillars, while the interior accommodation, consisting of adjustable bucket-type front seats and wide rear seat, provides generous accommodation. Interior ventilation—an important point with saloon cars—is under complete control by the large adjustable single-panel windscreen with top hinge and the four double-panel sliding windows.

A high standard of detail finish both externally and internally is featured.

EQUIPMENT. The equipment includes :—Four double-panel sliding windows, window locks, single-panel windscreen, speedometer, oil gauge, two-level petrol tap, automatic windscreen wiper, pressure chassis lubricating pump, calorimeter and wings, driving mirror, progressive shock absorbers on all wheels, single bumpers (front and rear), Lucas electric horn, six-volt lighting, starting and coil ignition equipment, coil indicator light, full five-lamp equipment, instrument festoon lamp, licence holder, five detachable wire wheels, five Dunlop reinforced cord balloon tyres, spare wheel carrier, jack, tyre pump, tool locker and complete kit of tools.

Price . . . £135

COACHWORK. Black fabric with red Karhyde upholstery, or blue fabric with blue Karhyde upholstery, chromium finish, Triplex safety glass windscreen and windows.





The
**MORRIS MINOR
 COACHBUILT SALOON**
(with Folding Head)

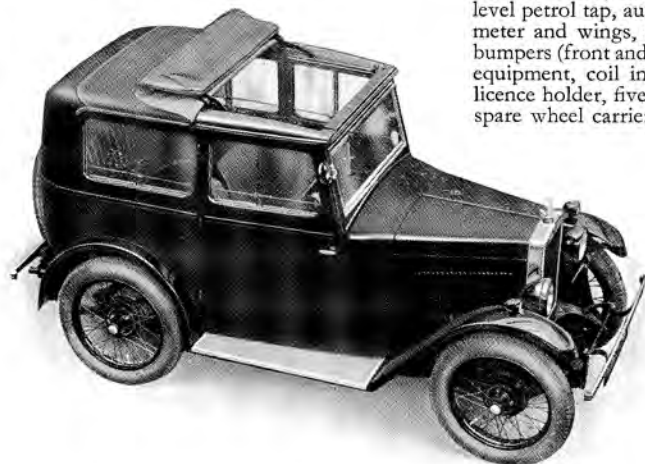


THIS model will appeal to all who require an all-purpose car of small dimensions and who have a preference for coach finish. The extremely pleasing panelled body is equipped with a folding head, which renders this car a true all-weather vehicle in which the occupants can enjoy fresh air and sunshine to the utmost and still retain complete protection against the worst weather. The folding head is easily operated and, when closed, is absolutely unobtrusive.

Ease of entry and interior accommodation have received particular attention, and front seats of the adjustable bucket type ensure the maximum possible driving comfort. Control over ventilation is achieved by the large adjustable single-panel windscreen with top hinge and the four double-panel sliding windows, together with the folding head when desired.

A high standard of detail finish both internally and externally is featured.

EQUIPMENT. The equipment includes:—Four double-panel sliding windows, window locks, folding head, single-panel windscreen, speedometer, oil gauge, two-level petrol tap, automatic windscreen wiper, pressure chassis lubricating pump, calorimeter and wings, driving mirror, progressive shock absorbers on all wheels, single bumpers (front and rear), Lucas electric horn, six-volt lighting, starting and coil ignition equipment, coil indicator light, full five-lamp equipment, instrument festoon lamp, licence holder, five detachable wire wheels, five Dunlop reinforced cord balloon tyres, spare wheel carrier, jack, tyre pump, tool locker and complete kit of tools.



Price . . . £140

COACHWORK. Dark maroon cellulose with brown Karhyde upholstery, chromium finish, Triplex safety glass windscreen and windows.



MORRIS ARCHIVE





THE 11.9 h.p. MORRIS-COWLEY

THE passage of time has been unable to effect any reduction in the popularity of the Morris-Cowley, and each succeeding season finds it increasingly in demand. The reason for this is not far to seek. The Morris-Cowley is first and foremost an owner-driver's car, capable of running for almost indefinite periods with a modicum of attention. It is a car extremely economical in upkeep and capable of a particularly good road performance, while its body styles are such that every owner of a Morris-Cowley may justly feel proud of his possession.

Past years have served to test in the severest manner possible every individual feature of its design, and the fact that the end of this period reveals no diminution in its popularity is proof positive of the soundness of its original conception, the excellence of its material, and the correctness of its production. The sturdy four-cylinder Cowley engine revels in hard work, while the smooth action of the clutch and the ease of gear engagement are accepted standards of excellence. For 1931 the power output of the engine has been considerably increased, while brakes and steering have also been greatly improved.

The wide choice of bodies, ranging from Two-Seater to Four-door Saloon with folding head, enables the most divergent requirements to be met, while such refinements as chromium finish to all external bright fittings, Triplex safety glass and dipping headlights contribute towards the convenience and safety of the owner. For the 1931 season Morris-Cowley bodies have been greatly improved in line and equipment which combines with the many other attractive features in making the Morris-Cowley far and away the best car in its class.



THE MORRIS-COWLEY SPECIFICATION

GENERAL

Constructionally, the Morris-Cowley consists of a four-cylinder water-cooled engine built in unit construction with a multi-plate clutch and three-speed gearbox. The power unit is mounted by four-point attachments to a sturdy deep-sectioned frame supported front and rear on long semi-elliptic gaitered springs, controlled by progressive shock absorbers of the friction type. The track is 4 ft. and the 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., giving 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 perfect alignment and rigidity. The inlet and exhaust valves are arranged on the near-side of the unit and are operated by adjustable tappets actuated by a camshaft of large diameter. The valve gear is completely enclosed by a readily detachable oiltight cover. Decarbonisation is rendered exceptionally easy by the readily detachable cylinder head of special formation. Steel connecting rods of "I" section with white metal bearings carried in generous bronze shells are fitted, as are aluminium pistons. All the crankshaft main bearings are of white metal in heavy bronze shells, and provision is made for taking up bearing wear. The clutch is of the four-plate type with cork inserts in light alloy driven plates. It is automatically lubricated from the engine.





THE MORRIS-COWLEY SPECIFICATION (*continued*)

LUBRICATION Lubrication is by a plunger type pump submerged in the oil sump and driven from an additional four-throw cam on the camshaft. It is entirely automatic in its action and also functions as a camshaft vibration damper. The pump intake is surrounded by a readily detachable wire gauze filter, and an oil gauge on the dash provides indication of the correct functioning of the lubrication system. The big-end bearings and cylinder walls are adequately lubricated from a dipper trough designed to maintain a correct oil level under all conditions. Chassis lubrication is achieved by an Enots high-pressure oilgun, the oiling points being grouped to facilitate the operation.

CARBURATION The mixture is supplied by a highly-efficient automatic S.U. piston-type carburettor feeding the cylinders through ports cast integral with the cylinder block. Adjustment for the mixture strength is provided by a control on the steering column, enabling maximum economy in fuel to be achieved and assuring ease of starting. Hand adjustment for slow running is also provided.

ELECTRICAL EQUIPMENT Ignition is provided by a Lucas magneto mounted transversely at the forward end of the engine, thus placing the contact breaker and the distributor in a particularly accessible position where no difficulty is encountered in carrying out the necessary adjustments. Advance and retard of the timing is controlled by a lever conveniently situated on the steering column. The lighting and starting equipment is of the twelve-volt Lucas type, employing a combined dynamo and starter motor (dynamotor). The dynamotor is mounted alongside the gearbox and coupled direct to the power unit by a silent chain of the inverted tooth pattern which is totally enclosed, adequately lubricated, and provided 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 headlamps are provided with a dipping mechanism, operated from the steering column. The entire electrical equipment is of Lucas manufacture.

PETROL TANK A seven-gallon petrol tank is carried on the all-steel dash. It is easily removable from under the bonnet without disturbing the instrument board in any way. It has a large quick-action filler-cap and carries a dial gauge giving indication of its contents. A two-level petrol tap provides a reserve supply of one gallon for emergency.

GEARBOX The gearbox possesses three forward speeds and a reverse, with direct drive on top, and is in unit construction with the engine. The gears are controlled by a centrally disposed lever and are of case-hardened nickel-chrome steel accurately ground to ensure silence. Gear changing is very easy.

BRAKES The foot brake operates internal expanding shoes in reinforced pressed-steel drums mounted on all four wheels. The brake-shoes are lined with the very best 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. All brake adjustments are conveniently grouped. The hand brake operates additional internal expanding shoes in the rear brake-drums. The brakes are silent in operation.

STEERING The steering gear is of the Bishop cam type, providing lightness of operation and a high degree of accurate controllability.

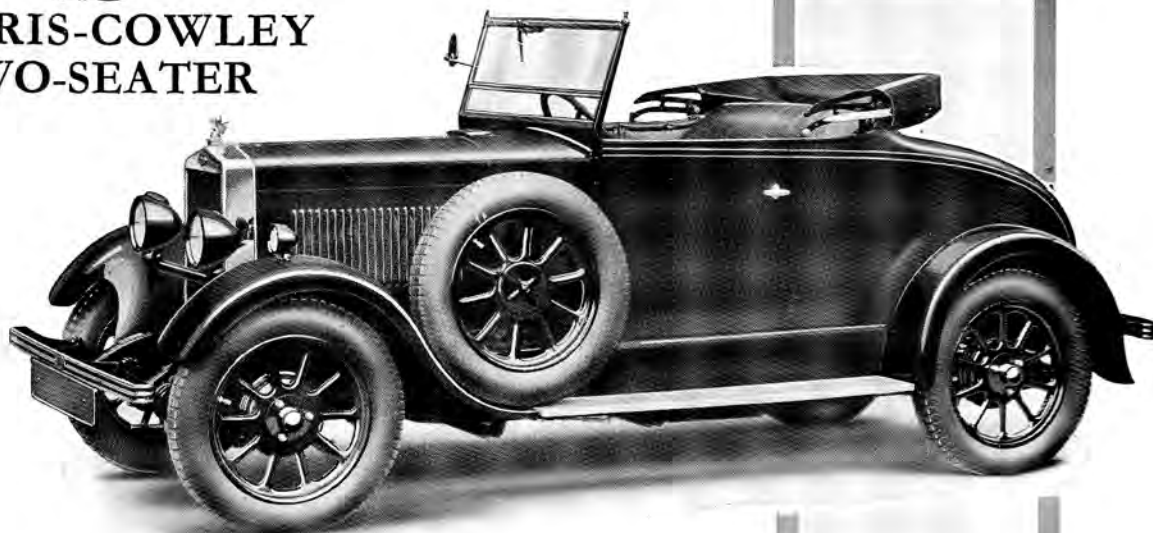
WHEELS AND TYRES Detachable pressed-steel artillery wheels, equipped with Dunlop reinforced cord balloon tyres, are standard equipment.

TOOL KIT The following kit of tools is provided with every car and housed in a large toolbox: 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**



PROVIDING for a moderate price attractive and dependable transport for two with occasional accommodation for four, the Morris-Cowley Two-Seater fulfils the requirements of many. The roomy body has for 1931 been greatly improved in appearance and appointment, while the deeply upholstered adjustable double seat ensures riding comfort for persons of all statures. Two wide doors give easy access to the seating accommodation, which can be amplified when necessary by the well upholstered dickey seat, providing generous accommodation for two additional passengers.

Greatly improved all-weather equipment, consisting of an attractive hood and rigid sidescreens, provides protection against all weather conditions, and there is room in the boot for ample luggage for extended tours.

EQUIPMENT. The equipment includes:—Hood and sidescreens, two-panel windscreen, speedometer, clock, oil gauge, petrol gauge (in tank), two-level petrol tap, automatic windscreen wiper, pressure chassis lubricating pump, grouped chassis lubrication, calormeter and wings, driving mirror, progressive shock absorbers on all wheels, spring gaiters, single bumpers, electric horn, dash-operated ventilator, electric lighting and starting, magneto ignition, five-lamp equipment, dashlamp, Lucas dipping headlights, licence holder, plated hub nuts, five detachable steel wheels, five Dunlop reinforced cord balloon tyres, spare wheel carrier, jack, tyre pump, toolbox and full kit of tools.

Price . . . £160

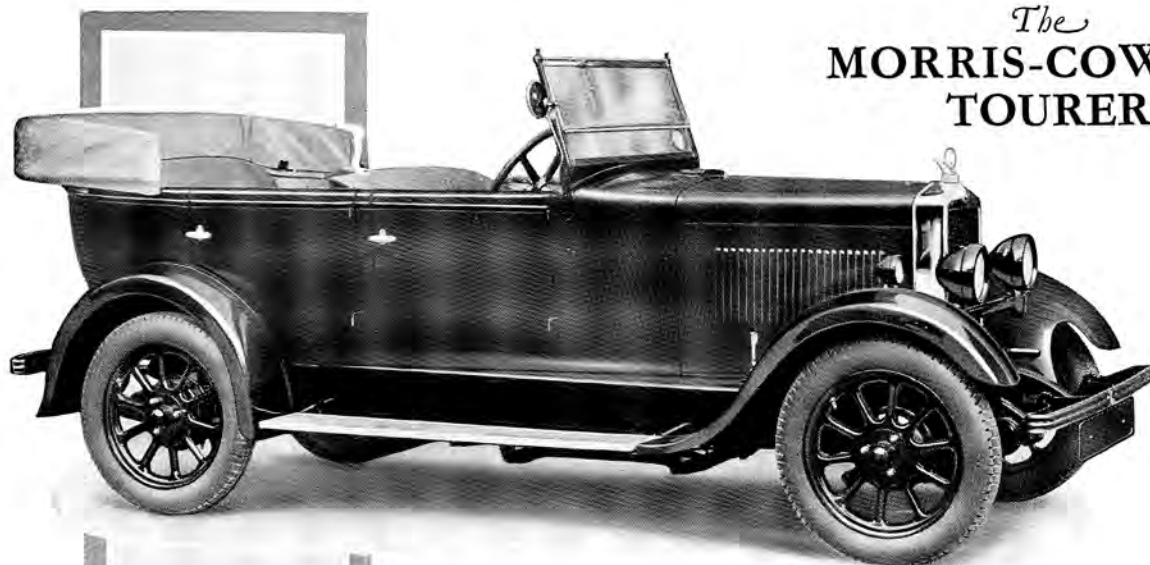
COACHWORK. Blue cellulose with blue Karhyde upholstery, or Morris maroon cellulose with red Karhyde upholstery, chromium finish and Triplex safety glass windscreen.

(Wire wheels, £3 10s. extra.)





The
**MORRIS-COWLEY
TOURER**



THIS generously dimensioned and well-proportioned touring car will appeal to those who habitually carry three adult passengers. Four wide doors give equal ease of access to front and rear seats, the former being adjustable for reach to accommodate drivers of varying sizes. The upholstery is generously deep, providing, in conjunction with the long supple semi-elliptic springs controlled by progressive shock absorbers, excellent riding comfort.

Protection against bad weather conditions is provided by an improved hood and rigid sidescreens, which are easily erected when occasion arises. The forward sidescreens are equipped with large easily-operated signalling panels.

EQUIPMENT. The equipment includes :—Hood and sidescreens, two-panel wind-screen, speedometer, clock, oil gauge, petrol gauge (in tank), two-level petrol tap, automatic windscreen wiper, pressure chassis lubricating pump, grouped chassis lubrication, calorimeter and wings, driving mirror, progressive shock absorbers on all wheels, spring gaiters, single bumpers (front and rear), Lucas electric horn, dash-operated ventilator, electric lighting and starting, magneto ignition, five-lamp equipment, dashlamp, Lucas dipping headlights, plated hub nuts, licence holder, five detachable steel wheels, five Dunlop reinforced cord balloon tyres, spare wheel carrier, jack, tyre pump, toolbox and full kit of tools.

Price . . . £170

COACHWORK. Blue cellulose with blue Karhyde upholstery, or Morris maroon cellulose with red Karhyde upholstery, chromium finish and Triplex safety glass windscreen.

(Wire wheels, £3 10s. extra.)





The
MORRIS-COWLEY
COUPÉ
(with Folding Head)



THOSE who desire to motor under all weather conditions and who normally require accommodation for two only, with, however, accommodation for occasional additional passengers, will find many points of appeal in this model. Equipped with a folding head, which virtually converts the car from a closed to an open model in a matter of seconds only, and thus enables the owner to make the most of fine weather while retaining that complete protection against severe conditions which is the main attraction of the closed car, it possesses a very smart and elegant appearance.

Easy to handle and reliable under all conditions, it is a model eminently suited to the needs of the discriminating lady driver.

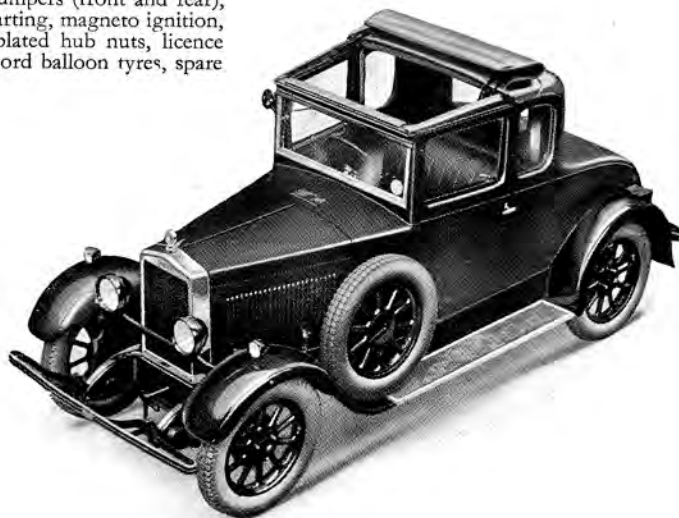
Ample room is provided in the spacious and well-upholstered dickey for two additional passengers, and the boot provides good accommodation for luggage.

EQUIPMENT. The equipment includes:—Private locks on doors, winding windows, single-panel windscreen, folding head, speedometer, clock, oil gauge, petrol gauge (in tank), two-level petrol tap, automatic windscreen wiper, pressure chassis lubricating pump, grouped chassis lubrication, calorimeter and wings, driving mirror, progressive shock absorbers, spring gaiters, single bumpers (front and rear), electric horn, dash-operated ventilator, electric lighting and starting, magneto ignition, five-lamp equipment, dashlamp, Lucas dipping headlights, plated hub nuts, licence holder, five detachable steel wheels, five Dunlop reinforced cord balloon tyres, spare wheel carrier, jack, tyre pump, toolbox and full kit of tools.

Price . . . £180

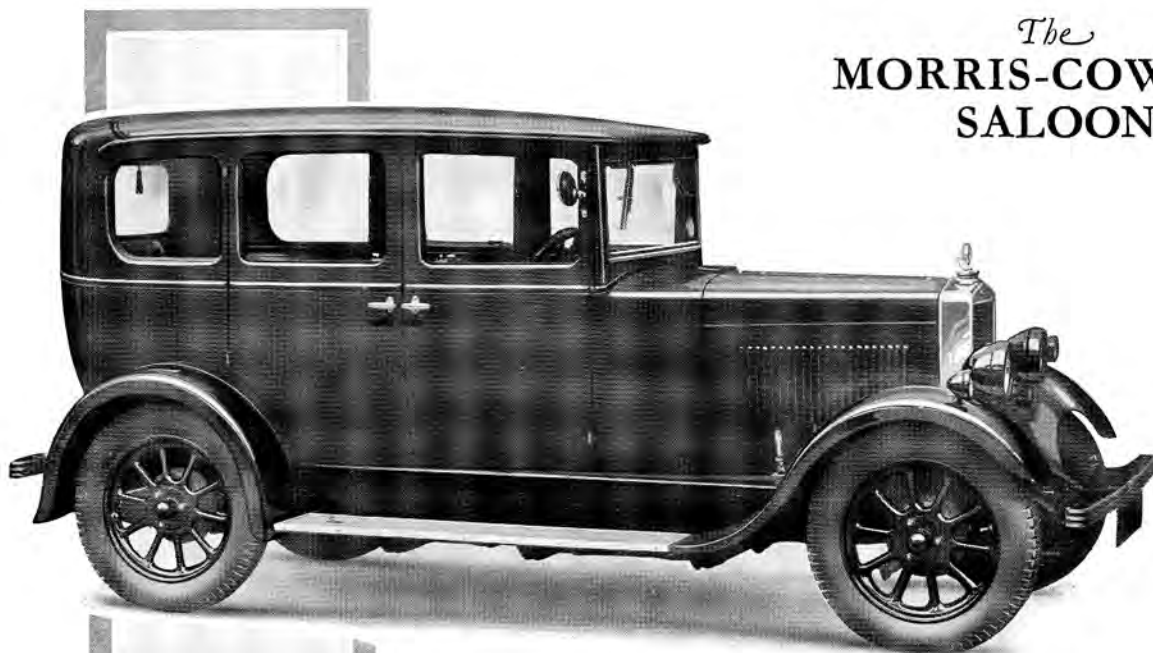
COACHWORK. Blue cellulose with blue Karhyde upholstery, or Morris maroon cellulose with red Karhyde upholstery, chromium finish, Triplex safety glass windscreen and windows.

(Wire wheels, £3 10s. extra.)





The
**MORRIS-COWLEY
SALOON**



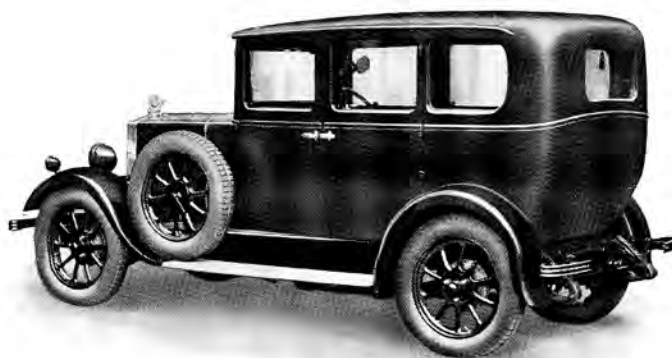
THE ever-increasing popularity of the Morris-Cowley Saloon gives ample testimony to the many attractions of this car. It is, in brief, the most highly developed full-sized four-seater enclosed car obtainable at anywhere near its price on the market to-day. Features of specification, performance, appearance and interior appointment all contribute their quota, and in the latter respect the Morris-Cowley Saloon is particularly complete. No useful interior fitting is omitted. The new body design for 1931 has further enhanced the appearance of this model, which is now, more than ever before, a car for any and every occasion. The wide doors give the greatest possible ease of access to the commodious seating accommodation, while full control over interior ventilation is provided by the large adjustable single-panel windscreen with top hinge, winding windows, and dash-operated ventilator.

EQUIPMENT. The equipment includes:—Private locks on all doors, winding windows, roof-lamp, single-panel windscreen, speedometer, clock, oil gauge, petrol gauge (in tank), two-level petrol tap, automatic windscreen wiper, pressure chassis lubricating pump, grouped chassis lubrication, calorimeter and wings, driving mirror, progressive shock absorbers, spring gaiters, single bumpers (front and rear), electric horn, dash-operated ventilator, electric lighting and starting, magneto ignition, five-lamp equipment, dashlamp, Lucas dipping headlights, plated hub nuts, licence holder, five detachable steel wheels, five Dunlop reinforced cord balloon tyres, spare wheel carrier, jack, tyre pump, toolbox and full kit of tools.

Price . . . £185

COACHWORK. Blue cellulose with blue Karhyde upholstery, or Morris maroon cellulose with red Karhyde upholstery, chromium finish, Triplex safety glass windscreen and windows.

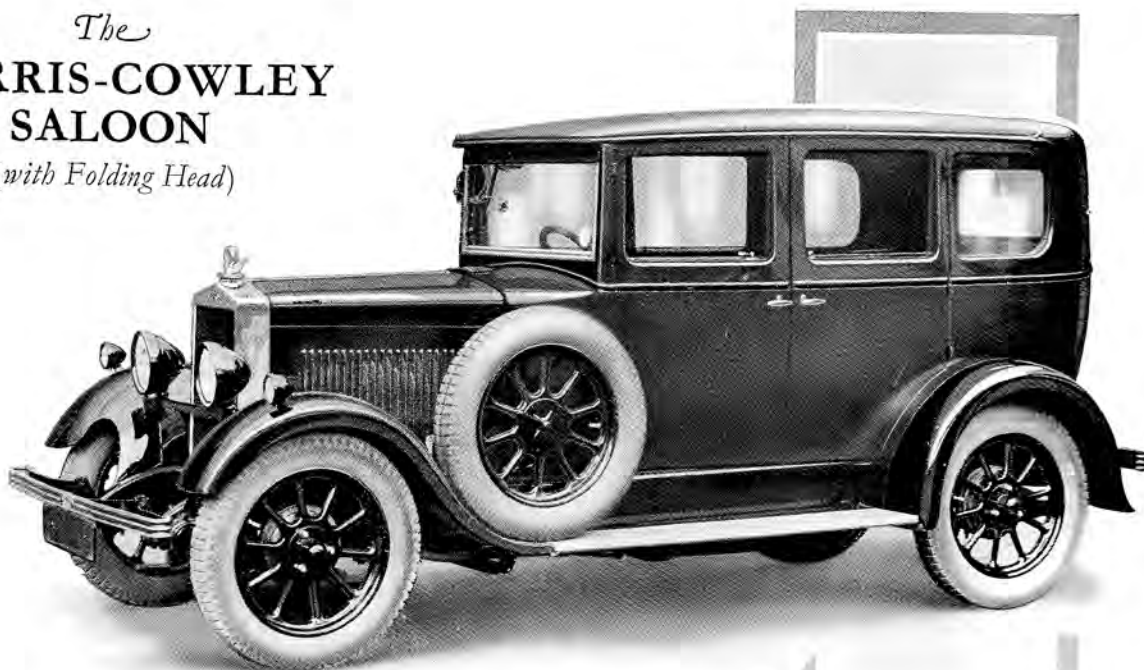
(Wire wheels, £3 10s. extra.)





The
**MORRIS-COWLEY
SALOON**

(with Folding Head)



THERE are many who wish to avail themselves of the advantages of the saloon car and yet desire to retain most of the advantages possessed by the open car. To those we offer the Morris-Cowley Saloon with folding head.

With the head closed this model offers all the advantages and weather protection of the orthodox saloon, and with the head open enables the occupants to enjoy to the full the benefits of sunshine, or to view with greater ease any attractive scenery which may be encountered or any special event attended.

The delightful body is equipped with four wide doors, giving great ease of entry, while the seating accommodation and interior appointments are on a particularly generous scale.

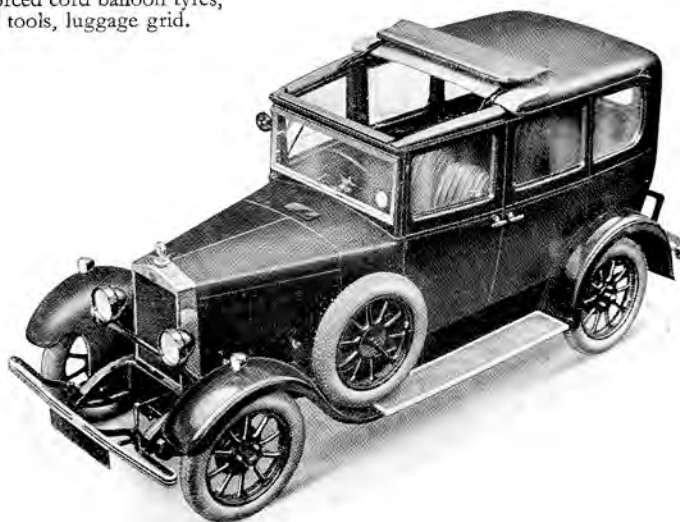
EQUIPMENT. The equipment includes:—Private locks on all doors, winding windows, folding head, roof-lamp, single-panel windscreen, speedometer, clock, oil gauge, petrol gauge (in tank), two-level petrol tap, automatic windscreen wiper, pressure chassis lubricating pump, grouped chassis lubrication, calorimeter and wings, driving mirror, progressive shock absorbers, spring gaiters, single bumpers (front and rear), electric horn, dash-operated ventilator, electric lighting and starting, magneto ignition, five-lamp equipment, dashlamp, Lucas dipping headlights, plated hub nuts, licence holder, five detachable steel wheels, five Dunlop reinforced cord balloon tyres, spare wheel carrier, jack, tyre pump, toolbox and full kit of tools, luggage grid.



Price . . . £190

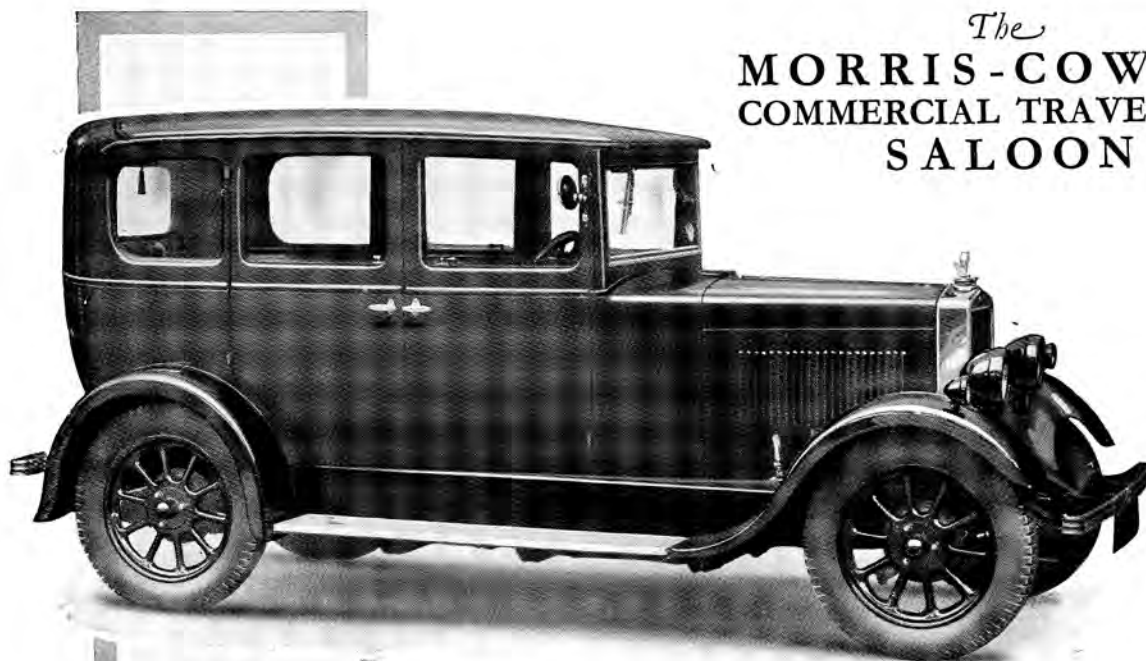
COACHWORK. Dark maroon cellulose with brown Karhyde upholstery, chromium finish, Triplex safety glass windscreen and windows.

(Wire wheels, £3 10s. extra.)





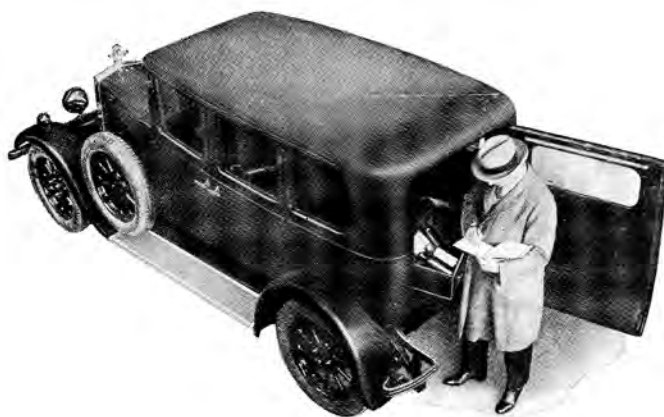
The
**MORRIS-COWLEY
 COMMERCIAL TRAVELLER'S
 SALOON**



AS a pleasure vehicle the Morris-Cowley Commercial Traveller's Saloon is identical in appearance and appointment with the standard Morris-Cowley Saloon. It differs from it only in structural details which are only revealed upon close examination.

It can instantly be 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 instantly detachable. The entire body space behind the driver's seat is then available for the transport of goods, and an additional wide door is provided in the rear panel of the body. The four large side doors and the special rear door provide quite exceptional loading facilities.

EQUIPMENT. 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 chassis 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 cord balloon tyres, detachable rear seat and squab, rear door, spare wheel carrier, toolbox and tool kit.



Price . . . £199

COACHWORK. Blue cellulose with blue Karhyde upholstery, Triplex safety glass windscreen and windows, chromium finish.

(Wire wheels, £3 10s. extra.)





THE MORRIS MAJOR SIX

THIS attractive new model introduces an entirely fresh appeal in economical six-cylinder motoring. Employing the same sound principles which have made the Morris-Cowley universally famous, constructed from the same high-grade materials, and manufactured with precisely the same degree of care, it is offered to the motoring public at a figure which enables the man of modest means to indulge at last in the joys and luxury of six-cylinder travel. Although entirely new in conception and offering astounding value, this model in no way departs from accepted Morris standards of design and construction. Its specification is based upon the wide experience gained in producing the hundreds of thousands of Morris cars which are giving their owners irreproachable service on the road to-day.

Equipped with a six-cylinder side-valve engine incorporating every desirable feature which modern engineering science has been able to devise, including a combined air cleaner, pre-heater, and fume consumer, this car is capable of achieving a high road performance on a particularly low fuel consumption. It is a lively, comfortable and economical car, attractive in appearance and making a forcible appeal to every motorist of experience.

The excellence of the chassis is well matched by the high quality and unusual attractiveness of the bodies offered, all of which are conceived on modern lines. Both the Saloon and Coupé are equipped with folding heads which enable these models to be instantly converted into the equivalent of open touring cars, when desired. Bishop cam steering, powerful brakes and very generous upholstery contribute towards the high degree of driving comfort attained in these cars.

THE MORRIS MAJOR SIX SPECIFICATION

GENERAL

The basic design consists of a six-cylinder water-cooled engine with totally enclosed clutch and three-speed gearbox built in unit construction. This power unit is mounted by four-point 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, enclosed in a spherical housing. Transmission from engine to road wheels is thus totally enclosed.

The track is 4 ft. and the wheelbase 8 ft. 9 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), and a Treasury rating of 14.9 h.p. with a tax of £15.

The cylinders are cast *en bloc* with the upper half of the crankcase, which is extended well below the crankshaft centre and liberally reinforced with internal webs at the main bearing locations, thus producing a deep girder structure of unusual strength and rigidity. A four-bearing crankshaft, with the maximum possible bearing area, is provided, and is balanced both statically and dynamically to extremely fine limits. 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 big-end bearings die cast in position, and are individually balanced to a high degree of accuracy. Aluminium pistons of the three-ring type, with the lower ring of the oil seal pattern, are fitted and closely matched for weight, while the complete assembly of connecting rod and piston is equalised in weight to the small limit of .2 ounce (best aero engine practice). Side-by-side valves are fitted and operate in conjunction with well-shaped gas passages, while the combustion spaces in the detachable head are of a patented anti-detonating formation and completely machined to ensure equality of compression and the maximum possible reduction of carbon deposit. The valves are operated by a hollow camshaft of large diameter running in three generous bearings. The camshaft is driven by a duplex roller chain from the crankshaft which serves at the same time to drive the dynamo and water pump. 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 provide silence of operation. The





THE MORRIS MAJOR SIX SPECIFICATION *(continued)*

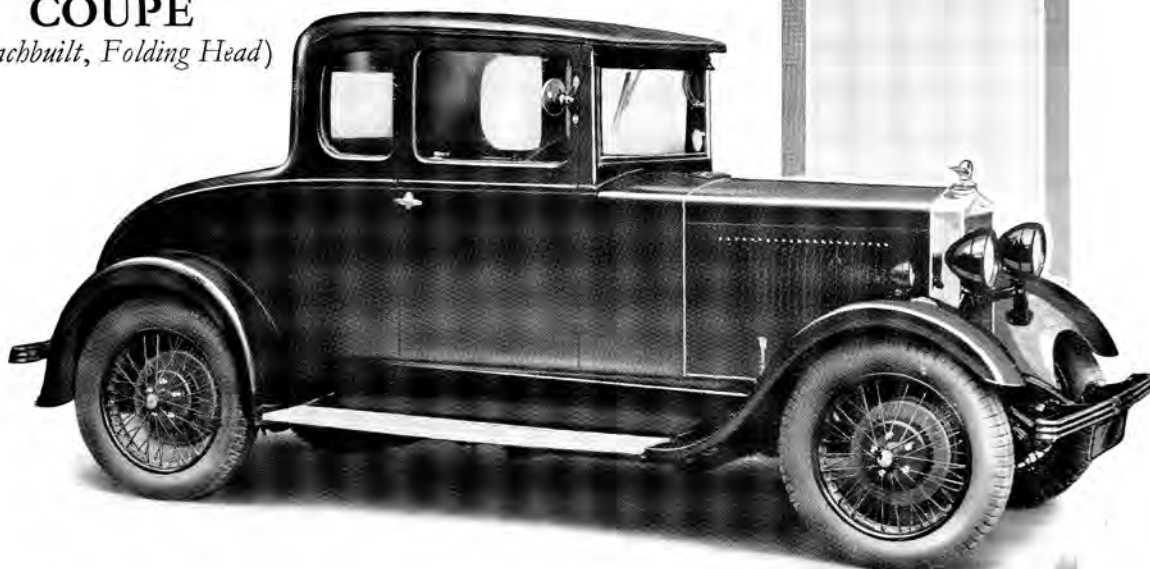
- ENGINE** *(contd.)* Induction pipe and exhaust manifold are an integral casting, providing adequate hot spots. An important feature of the induction system is the combined pre-heating device and air cleaner which also consumes all fumes from the crankcase breathers and prevents any undesirable gases entering the car.
- LUBRICATION** A spur gear pump submerged in the oil sump and driven from the camshaft by helical gearing supplies oil for a full forced feed oiling circuit, the oil being adequately filtered before passing to the bearings. Chassis lubrication is by grouped nipples and Enots high-pressure oilgun.
- COOLING SYSTEM** A centrifugal water pump is mounted in tandem with the dynamo and 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 automatic radiator shutters. The radiator is fan assisted.
- ELECTRICAL EQUIPMENT** The distributor for the coil and battery ignition is driven from the rear of the dynamo, where it is readily accessible for cleaning and adjustment. The dynamo is readily detachable without disturbing the timing chain. A starter motor of the sliding pinion type is located at the side of the gearbox and has its pinion supported on either side. Full five-lamp equipment is provided, including dipping headlights. All switches are accessibly mounted on the instrument panel. All electrical units are supplied by Messrs. Joseph Lucas Ltd.
- CARBURATION** An S.U. carburetter of the automatic piston type, with adequate control over mixture strength operated from the steering column, supplies the combustible mixture.
- TRANSMISSION** A clutch of the multi-plate type, having cork inserts in the driven plates, is automatically fed with oil from the engine and provides exceptional smoothness of action. All gears are of case-hardened nickel-chrome steel, the primary and main shafts being mounted on generous ball bearings, while the sturdy one-piece layshaft rotates on bearings of very generous dimensions. A balanced propeller shaft transmits the drive to spiral bevel final drive gears in the rear axle and is totally enclosed in the torque tube. It is provided at its forward end with a single universal joint of the split ring type, which is enclosed in the spherical joint of the torque tube. Transmission from engine to rear wheels is therefore totally enclosed.
- FOUR-WHEEL BRAKES** The foot brake operates internal expanding shoes in reinforced pressed-steel drums mounted on all four wheels. The brake-shoes are lined with the finest quality friction material, and wide shields are provided to exclude all dust and dirt. A single cross shaft of unusually large dimensions is mounted on self-aligning bearings and ensures equality of braking pressure. All four brakes can be adjusted simultaneously by a single wing nut, and adequate adjustment for equalising individual brake-shoes is also provided. All brake adjustments are located at the cross shaft and conveniently positioned. The hand brake operates additional internal expanding shoes in the rear brake-drums.
- PETROL TANK** The petrol tank is mounted at the rear of the chassis and has a capacity of 11 gallons. 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, providing lightness of operation and a high degree of accurate controllability.
- SUSPENSION** Long semi-elliptic springs fore and aft, controlled by progressive shock absorbers of the friction type, provide suspension of particularly good quality. The springs are enclosed in leather gaiters and are thus protected from the elements.
- WHEELS AND TYRES** Detachable wire wheels, fitted with Dunlop reinforced cord balloon tyres, are standard equipment. They are securely attached to the hubs by five studs with chromium finish domed nuts and spring washers.
- TOOL KIT** A full kit of tools is provided with every car. These are housed in a substantial tool locker and include :—Tyre pump, wheel brace, adjustable spanner, set of three box spanners with tommy bar, set of three double-ended spanners, cold chisel, half-round file with handle, double-lift jack with handle, hammer, ignition spanner, oilcan, pair of pliers, pressure chassis lubricating pump for chassis oiling system, 6 in. steel punch, screwdriver, sparking plug box spanner, set of two tappet spanners, cylinder head nut spanner, tyre lever.





The
**MORRIS MAJOR SIX
 COUPÉ**

(Coachbuilt, Folding Head)

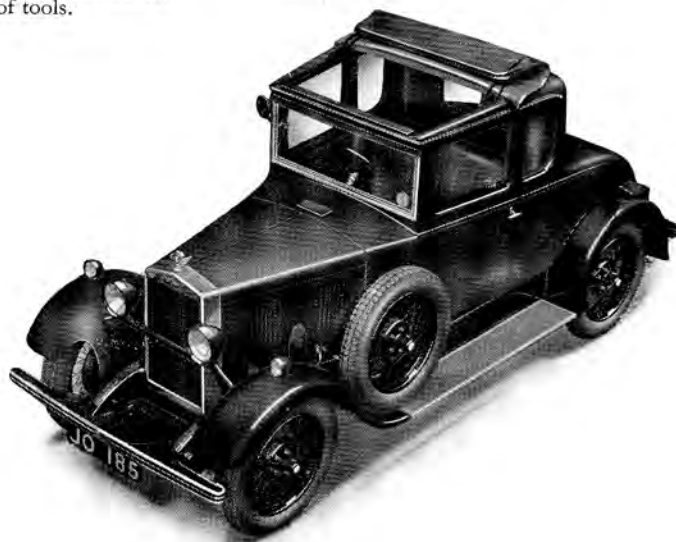


THIS graceful and refined car provides generous accommodation for two and allows either complete weather protection or the maximum of fresh air to be obtained in a moment, by easy actuation of the simple folding head. The wide and deeply upholstered dickey seat permits two additional passengers to be carried in comfort when desired, or a useful quantity of luggage can be accommodated in the spacious boot. The double seat is of the adjustable type, thus ensuring the maximum driving comfort for persons of all stature, while a wide door on either side provides unusual ease of access to the interior. Adequate control over ventilation is achieved by the large single-panel windscreen with top hinge, winding door-windows, dash-operated scuttle ventilator and the folding head.

EQUIPMENT. The equipment includes:—Private locks on doors, winding windows, folding head, single-panel windscreen, speedometer, clock, oil gauge, petrol gauge (electric), automatic windscreen wiper, pressure chassis lubricating pump, grouped lubrication, licence holder, calorimeter and wings, driving mirror, progressive shock absorbers, spring gaiters, single bumpers (front and rear), electric horn, dash-operated ventilator, 12-volt lighting and starting, coil ignition, coil indicator light, full five-lamp equipment, dashlamp, Lucas dipping headlights, calorstat-operated radiator shutters, five detachable wire wheels, five Dunlop reinforced cord balloon tyres, spare wheel carrier, jack, tyre pump, tool locker and full kit of tools.

Price . . . £220

COACHWORK. Black cellulose with green Karhyde upholstery, or lake cellulose with red Karhyde upholstery, chromium finish, Triplex safety glass windscreen and windows.





The
**MORRIS MAJOR SIX
SALONETTE**

(Fabric)



THOSE who normally motor *à deux* but frequently have need for weatherproof accommodation for four will find their requirements well met by this attractive model with well-proportioned fabric body of the close-coupled type. The front seats are of the adjustable bucket pattern, ensuring driving comfort on long journeys, while the rear seat is commendably wide and deeply upholstered, providing comfort for the additional passengers.

A wide door on each side, with forward-sloping front door pillar, enables entry and exit to be effected with unusual ease, while access to the rear seats is facilitated by the folding and sliding bucket seats.

Ample ventilation is obtained by the large single-panel windscreen with top hinge, double-panel sliding windows and dash-operated scuttle ventilator. A spacious, permanent luggage container is provided at the rear of the body.

The Major Fabric Salonette is the ideal car for the motorist who likes a car with an attractive sports type appearance, a very lively road performance and which yet has a body that is practically universally convenient for fast touring, town work or family motoring.

EQUIPMENT. The equipment includes:—Four sliding windows, window locks, single-panel windscreen, automatic windscreen wiper, speedometer, clock, oil gauge, ammeter, petrol gauge (electric), licence holder, calorstat-operated radiator shutters, pressure chassis lubricating pump, grouped chassis lubrication, calorimeter and wings, driving mirror, progressive shock absorbers, spring gaiters, bumpers, Lucas electric horn, twelve-volt lighting, starting and coil ignition equipment, coil indicator light, full five-lamp equipment, dipping headlights, instrument lamp, roof-lamp, rear-light, five detachable wire wheels, five Dunlop reinforced cord balloon tyres, spare wheel carrier, inbuilt luggage container, jack, tyre pump, tool locker and full kit of tools.



Price . . . £215

COACHWORK. Black fabric with red Karhyde upholstery, chromium finish, Triplex safety glass windscreen and windows.





The
**MORRIS MAJOR SIX
SALOON**

(Coachbuilt, Folding Head)



EQUIPPED with a well-proportioned roomy four-door coachbuilt body of refined appearance which is fitted with an efficient and easily operated folding head, this model provides luxurious all-weather travel for four persons and represents the best value in economical six-cylinder transport available to-day.

The folding head is opened and closed in a moment and maintains an unbroken roof-line when closed. The four wide doors give easy access to the seating accommodation, which consists of adjustable bucket seats in front and a wide generously-upholstered rear seat.

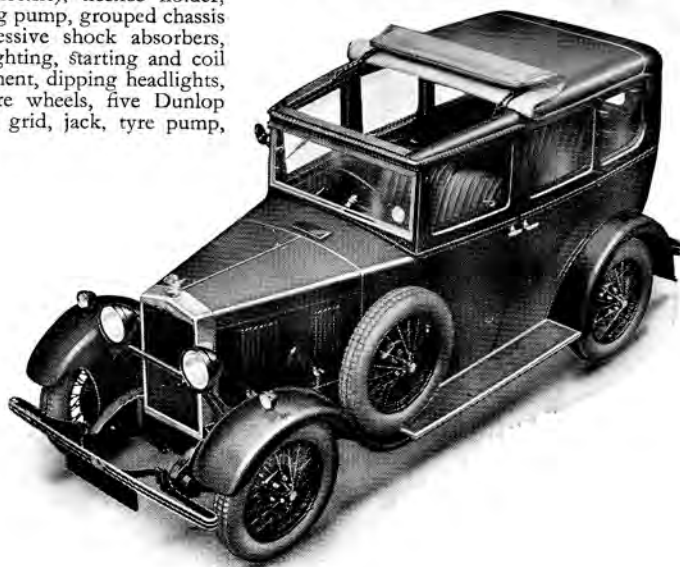
Exceptionally wide control over ventilation is provided by the large single-panel windscreen with top hinge, winding door-windows, dash-operated scuttle ventilator, and folding head.

The appointments and equipment are in fine taste, and a folding luggage grid forms part of the standard equipment.

EQUIPMENT. The equipment includes:—Private locks on all doors, winding windows, single-panel windscreen, automatic windscreen wiper, folding head, speedometer, clock, oil gauge, ammeter, petrol gauge (electric), licence holder, calorstat-operated radiator shutters, pressure chassis lubricating pump, grouped chassis lubrication, calorimeter and wings, driving mirror, progressive shock absorbers, spring gaiters, bumpers, Lucas electric horn, twelve-volt lighting, starting and coil ignition equipment, coil indicator light, full five-lamp equipment, dipping headlights, instrument lamp, roof-lamp, rear-light, five detachable wire wheels, five Dunlop reinforced cord balloon tyres, spare wheel carrier, luggage grid, jack, tyre pump, tool locker, full kit of tools.

Price . . . £225

COACHWORK. Black cellulose with green Karhyde upholstery, or lake cellulose with red Karhyde upholstery, chromium finish, Triplex safety glass windscreen and windows.





THE 15 h.p. MORRIS-OXFORD SIX

CREATING at its introduction more interest than any other car of recent years, the Morris-Oxford Six has fully justified the favourable impression created, and firmly established itself as the premier Six of medium power on the market. Characterised by a low, deep-sectioned, all-straight frame of great rigidity on which is mounted an exceptionally smooth six-cylinder side-valve engine of high performance and great reliability, together with a range of exceptionally pleasing bodies with lines in accordance with modern taste, the Morris-Oxford can now truly be classed as Britain's most popular Six.

The low frame, in conjunction with the long supple semi-elliptic springs controlled by progressive hydraulic shock absorbers, the wide track and hydraulic brakes, provide a standard of riding comfort, roadability and safety well beyond the average. The engine is vibrationless at all speeds and possesses remarkable flexibility with rapid acceleration. It is provided with a combined air filter and pre-heater which also serves to consume any objectionable crankcase fumes which might find their way into the body of the car. These features contribute in no small measure towards the high degree of comfortable closed car travel possessed by this model.

Driving ease is fully assured by the responsive engine, light clutch, finger-tip controls, Bishop cam steering, hydraulic brakes, dipping headlights, and deeply upholstered adjustable seats.

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 liberally reinforced with internal webs at the main bearing locations, thus producing a deep girder structure of tremendous strength and rigidity. The crankshaft is of the four-bearing type, with bearings of the largest possible dimensions. Every crankshaft is balanced both statically and dynamically to very fine limits by the Olsen method.

The main bearings are of die-cast white metal accurately machined to such fine limits as to render hand-fitting unnecessary and interchangeability certain. The steel connecting rods are equipped with white metal big-end bearings of the full ring type die-cast in position. They are individually balanced to a very high degree of accuracy. The aluminium pistons are of the three-ring type, the lower ring being of the oil-return pattern. They in turn are individually balanced, and the complete assembly of rod and piston is equalised in weight to within .2 ounce (best aero engine practice). 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 a hollow camshaft of large diameter running in three generous bearings which is driven by a Duplex roller chain from the crankshaft, which also serves to drive the dynamo and water pump. The tappet guides are mounted in two units which can be completely removed without interfering with any other component, and the tappets are spring-loaded to ensure silent operation. The camshaft is spring-loaded to obviate flutter.

The induction pipe and exhaust manifolds are cast integral and provided with adequate hot spots. An interesting feature of the induction system is the combined air pre-heating cover and cleaner, which also collects and consumes all fumes discharged from the crankcase breathers.





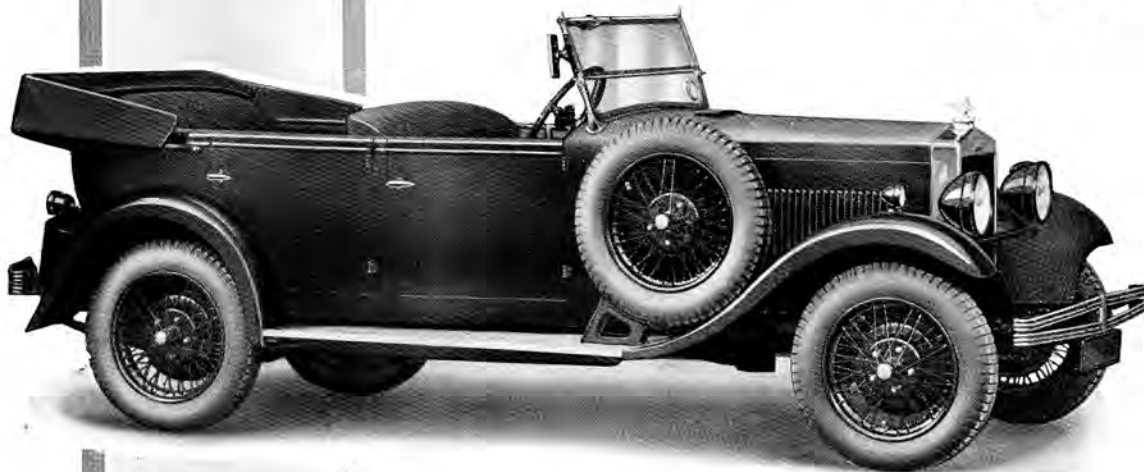
THE MORRIS-OXFORD SIX SPECIFICATION *(continued)*

- LUBRICATION** A spur gear pump mounted in 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 efficient filter before entering into circulation. Chassis lubrication is effected by an Enots high-pressure oilgun in conjunction with grouped nipples.
- COOLING SYSTEM** A centrifugal pump driven from the rear of the dynamo circulates the cooling water from the base of the cylinder jackets upwards. It is passed from the cylinder head through three carefully positioned ports which ensure even temperature distribution. The water is automatically maintained at the most effective temperature by calorstat-operated radiator shutters, and the radiator is fan assisted.
- ELECTRICAL EQUIPMENT** The distributor for the coil and battery ignition is driven from the rear of the dynamo, where it is easily accessible. The dynamo is readily detachable without disturbing the timing chain. The starter motor is of the sliding pinion type and is located on the side of the gearbox.
Full five-lamp equipment is provided, including dipping headlights, sidelights and stop light. 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. carburetter 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 the driven plates, automatically fed with oil from the crankcase, ensures smoothness of action, and requires the minimum of attention.
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 bearings of more than ample dimensions.
A balanced tubular propeller shaft transmits the drive to the spiral bevel final drive gears in the rear axle, and is enclosed in the torque tube, which is provided with a single universal joint of the ring type, housed within the spherical joint of the torque tube. Transmission from power unit to road wheels is thus totally enclosed.
- 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 certainty and efficiency of action is maintained under all conditions, since lost motion or loss of leverage due to wear is entirely eliminated.
The hand brake operates on the rear wheels through cable mechanism of great strength 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, providing extremely light and safe operation together with a high degree of accurate 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 in. from the ground when loaded.
Long semi-elliptic springs front and rear, controlled by hydraulic shock absorbers of the double-acting type, provide beautifully comfortable suspension.
The springs are enclosed in leather gaiters to protect them from wet and road dirt.
- WHEELS AND TYRES** Detachable wire wheels, fitted with Dunlop reinforced cord balloon tyres, are standard equipment.
- TOOL KIT** A full kit of tools is provided with every car. These are housed in a substantial weatherproof toolbox, immediately accessible, and include:—9 in. adjustable spanner, set of three box spanners, tommy bar, cold chisel, cylinder head nut spanner, three double-ended spanners, half-round file with handle, hammer, double lift jack, jack handle, ignition spanner, oilcan, pair of pliers, pressure chassis lubricating pump, 6 in. punch, screwdriver, sparking plug box spanner, tyre lever, set of two tappet spanners, tyre inflator, wheel brace, Lockheed bleeding pipe with special tubular wrench





The
**MORRIS-OXFORD SIX
TOURER**



A FREELY proportioned and well-balanced car capable of maintaining a high average speed on lengthy journeys, the Morris-Oxford Six Tourer is, deservedly, one of the most popular examples of its type.

The smooth engine, generous seating accommodation and luxuriously sprung leather upholstery, together with the excellent springing and hydraulic shock absorbers, combine to make this the most comfortable touring car of medium power procurable.

Complete weather protection is afforded by the improved hood and rigid sidescreens, and ample provision for luggage to meet the requirements of extended tours is given by a large folding luggage grid.

The front seat is adjustable to accommodate drivers of different stature, and complete ease of entry is assured by the four wide doors.

EQUIPMENT. The equipment includes:—Hood and sidescreens, finger-tip steering wheel controls for switches, ignition and throttle, calorstat-operated radiator shutters, Lockheed hydraulic brakes, carpets, luggage grid, pedal rubbers, speedometer with trip, clock, oil gauge, petrol gauge (electric), licence holder, electric windscreen wiper, pressure chassis lubricating pump, grouped chassis lubrication, 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, stop light, spring gaiters, five detachable wire wheels, five Dunlop reinforced cord balloon tyres, spare wheel carrier, jack, tyre pump, toolbox and full kit of tools.



Price . . . £250

COACHWORK. Blue cellulose with blue leather upholstery, or black cellulose with brown leather upholstery, chromium finish, Triplex safety glass windscreen.

(Magna type wire wheels, £2 10s. extra.)





The
**MORRIS-OXFORD SIX
 FABRIC SALOON**



TO those attracted by the advantages of fabric coachwork is offered this well-considered and elegant four-door Fabric Saloon, possessing unusual roominess and comfort.

The front seats are of the adjustable bucket type, well shaped to provide the maximum riding comfort on long journeys, and access to them is rendered very easy by the large front doors with forward-sloping front pillars. The wide rear seat is particularly commodious and well-upholstered, and can be reached with equal ease through the large rear doors provided.

Adequate luggage accommodation is provided at the rear in the form of an inbuilt luggage container of useful dimensions, and excellent control over ventilation is assured by the large single-panel windscreen, dash-operated scuttle ventilator, and double-panel sliding windows.

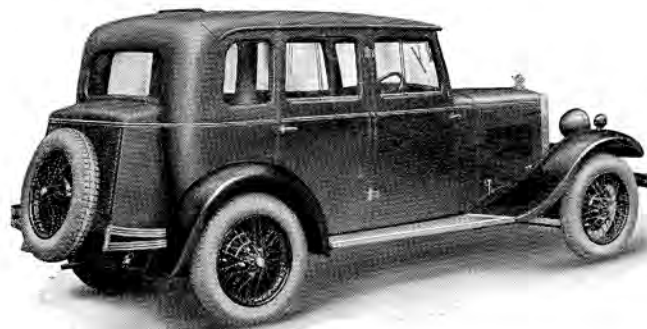
EQUIPMENT. The equipment includes:—Finger-tip steering wheel controls for switches, ignition and throttle, calorstat-operated radiator shutters, Lockheed hydraulic brakes, pile carpets, locks on all doors, inbuilt luggage container, roof ventilator, roof-lamp, pedal rubbers, speedometer with trip, clock, oil gauge, petrol gauge (electric), electric windscreen wiper, licence holder, pressure chassis lubricating pump, grouped chassis lubrication, 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, stop light, spring gaiters, five detachable wire wheels, five Dunlop reinforced cord balloon tyres, spare wheel carrier, jack, tyre pump, toolbox and tool kit.



Price . . . £265

COACHWORK. Black or red fabric with red leather upholstery, chromium finish, Triplex safety glass windscreen and windows.

(Magna type wire wheels as illustrated,
 £2 10s. extra.)





The
**MORRIS-OXFORD SIX
COUPÉ**

(with Sliding Head)



PROVIDING complete closed car comfort for occasional additional passengers and the maximum control over interior ventilation, this car is equipped with an efficient sliding head which can be instantly operated from the driver's seat. When closed it is completely weather-proof, and when open enables the occupants freely to enjoy fresh air and sunshine.

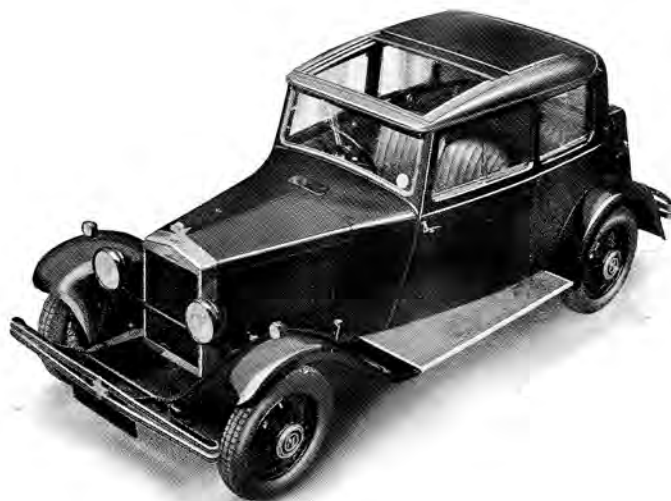
Well-formed adjustable bucket seats with luxurious upholstery ensure driving comfort above the average, while the additional passengers are generously catered for. A wide door on each side with forward-sloping front pillar provides exceptional ease of entry. A large single-panel windscreen with top hinge, double-panel sliding windows, and the sliding head ensure extensive control over ventilation.

The body has beautifully balanced lines and the car looks distinguished.

EQUIPMENT. The equipment includes:—Finger-tip steering wheel controls for switches, ignition and throttle, calorstat-operated radiator shutters, Lockheed hydraulic brakes, pile carpets, locks on all doors, inbuilt luggage container, sliding head, pedal rubbers, speedometer with trip, clock, oil gauge, petrol gauge (electric), electric windscreen wiper, pressure chassis lubricating pump, grouped chassis lubrication, calorimeter and wings, driving mirror, licence holder, hydraulic shock absorbers, double bumpers, electric horn, electric lighting and starting, coil ignition, coil indicator light, five-lamp equipment, illuminated instrument dials, Lucas dipping headlamps, stop light, spring gaiters, five detachable Magna type wire wheels, five Dunlop reinforced cord balloon tyres, spare wheel carrier, jack, tyre pump, tool-box and full kit of tools.

Price . . . £285

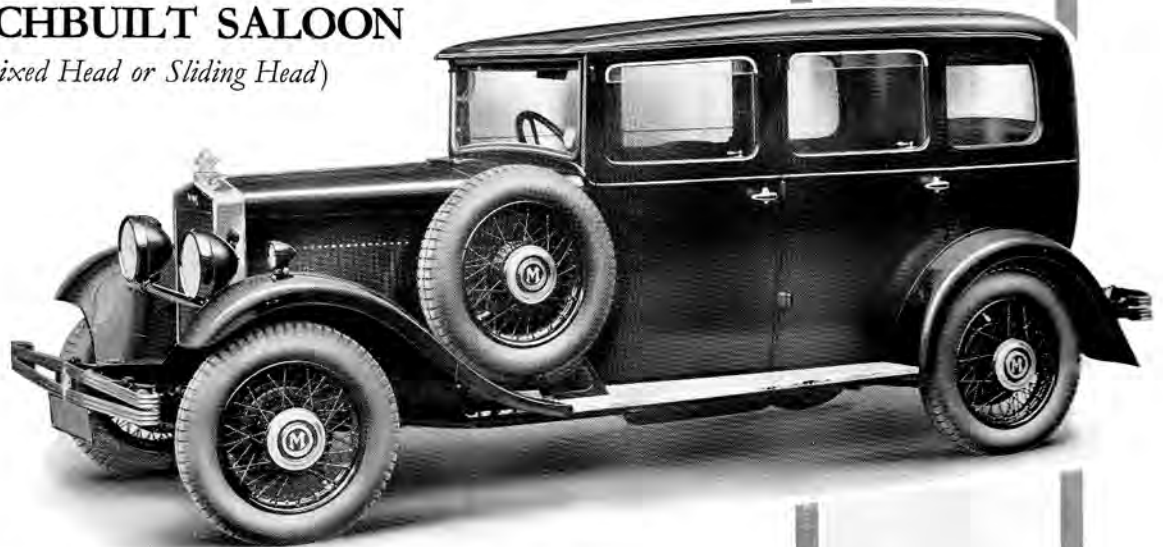
COACHWORK. Blue cellulose with blue leather upholstery, or black cellulose with brown leather upholstery, chromium finish, Triplex safety glass windscreen and windows.





The
**MORRIS-OXFORD SIX
 COACHBUILT SALOON**

(Fixed Head or Sliding Head)



THOSE in need of a luxurious all-purpose car cannot fail to be attracted by this handsome coachbuilt saloon. It can be obtained either with a fixed head or equipped with an efficient sliding head capable of instant control from the driver's seat, definitely weathertight when closed, thus combining all the advantages of open and closed cars.

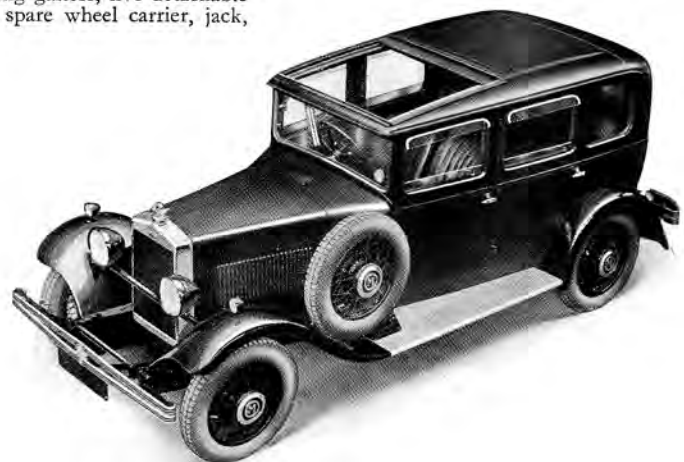
Fine lined, beautifully appointed, fully equipped, and possessing such refinements as window louvres, winding windows, disappearing central rear seat arm rest, finger-tip controls, and fumeless smooth-running engine, it is in truth a car for any and every occasion. Its specification includes all the attractive refinements usually associated with cars costing many times its figure, and it has rendered possible luxurious six-cylinder motoring to thousands who are now proud and enthusiastic owners.

EQUIPMENT. The equipment includes:—Finger-tip steering wheel controls for switches, ignition and throttle, calorstat-operated radiator shutters, Lockheed hydraulic brakes, pile carpets, luggage grid, locks on all doors, sliding head, winding windows, folding centre arm rest to rear seat, roof-lamp, pedal rubbers, speedometer with trip, clock, oil gauge, petrol gauge (electric), electric windscreen wiper, pressure chassis lubricating pump, grouped chassis lubrication, 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, stop light, spring gaiters, five detachable wire wheels, five Dunlop reinforced cord balloon tyres, spare wheel carrier, jack, tyre pump, toolbox and full kit of tools.

Price with fixed head £275
 (Magna type wire wheels as illustrated,
 £2 10s. extra.)

Price with sliding head and
 Magna type wire wheels £285

COACHWORK. Blue cellulose with blue leather upholstery, or black cellulose with brown leather upholstery, chromium finish, Triplex safety glass windscreen and windows.





THE 18 h.p. MORRIS ISIS SIX

OWNERS who require a big, handsome, finely appointed and luxuriously comfortable car, who motor strenuously and demand maximum possible service from their car under the most severe conditions, will find all their requirements fully met in the Morris Isis Six.

Equipped with an outstandingly smooth power unit of advanced design which has established for itself an enviable reputation for reliability, high power output and rapid acceleration, every feature of its design has been closely considered from the standpoint of maximum service. The exceptionally deep frame with its generous cross members ensures complete stability on the roughest roads, while the special body construction has been devised to ensure a homogeneous construction, free from annoying squeaks and rattles and capable of withstanding the severest usage.

Riding comfort has received particular attention and the seating accommodation is exceptionally well formed and luxuriously deep, ensuring absolute freedom from fatigue on long journeys. The interior body dimensions are generous and obviate all feeling of restriction.

Driving convenience has been well catered for, and the Morris Isis Six possesses Bishop cam steering, finger-tip control over throttle, ignition, switches, horn and dipping headlights, automatically controlled calorstat-operated radiator shutters, a light clutch and easy gear change—all important items which contribute in their own particular way towards controllability and safety at high cruising speeds. The Isis is in every way a fine car, and, at its very attractive price, offers unapproachable value.



THE MORRIS ISIS SIX SPECIFICATION

GENERAL

Constructionally, the Morris Isis Six consists of an overhead-valve six-cylinder water-cooled engine with a totally enclosed clutch and three-speed gearbox built in unit construction. The power unit is supported in a particularly sturdy deep-sectioned frame by vibrationless mountings. Long supple semi-elliptic springs, gaiter equipped and controlled by progressive shock absorbers of the hydraulic type, carry the front and rear axles. The track is 4 ft. 8 in. and the wheelbase 9 ft. 6 in.

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 extends well below the crankshaft centre and is reinforced by unusually generous cross members of box formation at each main bearing location, thus producing a deep girder structure of particular strength and rigidity. The six-throw crankshaft is carried on four bearings of the largest possible dimensions and is machined all over to ensure a high degree of static and dynamic balance. It is finally balanced to extremely close limits by the Olsen method.

An overhead camshaft of large diameter, supported in three generous bearings, operates inclined valves through light, but strong, rocker mechanism. The combustion chambers are machined all over by a patented method which ensures complete 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 patented device which restricts backlash and facilitates dismantling. The camshaft chain, in addition, drives two auxiliary shafts from which are driven the oilpump, distributor, dynamo, water impeller and fan. Special provision has been made in the detachable 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 MORRIS ISIS SIX SPECIFICATION *(continued)*

- ENGINE** *(contd.)* The steel connecting rods of "I" section, machined all over and individually and collectively balanced, further ensure sweetness of action, while the 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. The reciprocating assemblies are balanced as units to within .2 ounce (best aero engine practice).
- LUBRICATION** Full forced feed lubrication is provided by a pump of the spur gear type, mounted externally and carried well below the oil level so that it is self-priming. Oil is fed under full pressure to all important bearings, and oil cleanliness is assured by a tray pattern filter of exceptional dimensions.
- COOLING** A water pump driven from the dynamo shaft positively circulates the cooling water from the base of the water jacket upwards. Even distribution of the water is ensured by three suitably disposed outlet ports in the cylinder head. The cooling water is automatically maintained at its most effective temperature by calorstat-operated radiator shutters, while radiation under extreme conditions is assisted by an efficient fan of ample dimensions.
- CARBURATION** The working mixture is supplied by a highly efficient S.U. automatic piston-type carburetter feeding into an induction pipe cast integral with the cylinder head. The carburetter is fitted with a horizontally pivoted throttle to ensure distribution without bias, and adequate control over the mixture strength is provided. An air pre-heating and cleaning head is fitted which consumes all crankcase fumes and prevents them from entering the body of the car, and materially improves carburation.
- 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 readily accessible. The starter motor is of the sliding pinion type. Pinion and toothed flywheel rim are constantly lubricated, ensuring freedom from trouble and smoothness of operation. Lucas Biflex headlamps with dipping reflectors, sidelamps and stop lamp are standard equipment, and all switches, together with the ignition, slow-running adjustment for the throttle, and dipping headlamp mechanism, are mounted in the centre of the steering wheel, thus providing finger-tip control. All electrical units are supplied by 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, and its lubrication is automatic. The sturdy, cast iron gearbox possesses three speeds. All gears are of case-hardened nickel-chrome steel accurately ground. 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. 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 in drums fourteen inches in diameter. Maximum braking efficiency is maintained at all times, there being no lost motion or loss of leverage. A powerful hand brake is also fitted.
- STEERING** The steering gear is of the Bishop cam type, extremely light in operation, giving a fine sense of controllability, and perfect safety.
- PETROL TANK** A large petrol tank of fifteen gallons capacity is carried at the rear, and is provided with an accessible filler and efficient pebble guard. Indication of its contents is given by an electric gauge with dial situated on the instrument panel. Petrol is fed to the carburetter by an Autovac tank mounted on the dash.
- WHEELS AND TYRES** Five detachable wire wheels with Dunlop reinforced cord balloon tyres are fitted as standard.
- TOOL KIT** A full kit of tools is provided with every car, consisting of:—9 in. adjusting spanner, three box spanners with tommy bar, cold chisel, cylinder head nut spanner, three double-ended spanners, half-round file with handle, hammer, triple lift jack, jack handle, distributor spanner, oilcan, pliers, pressure lubricating pump, punch, screwdriver, sparking plug box spanner, spoon tyre lever, tyre pump, valve-grinding tool, wheel brace, Lockheed bleeding tube, and special tubular wrench.





The
**MORRIS ISIS SIX
TOURER**



DESIGNED specifically to meet the requirements of those who need a fast, reliable and smooth touring car, capable of giving the utmost service under conditions of the greatest severity, the Morris Isis Six Tourer offers at the same time travelling comfort of the very highest order.

The all-weather equipment, consisting of an improved hood and rigid sidescreens, possesses very pleasing lines when erected and renders the car completely weatherproof.

The deeply-sprung and hard-wearing leather upholstery, together with the generously dimensioned seats, provide a high degree of comfort which is further contributed to by the wonderful smoothness of the engine and excellent hydraulically-controlled springing.

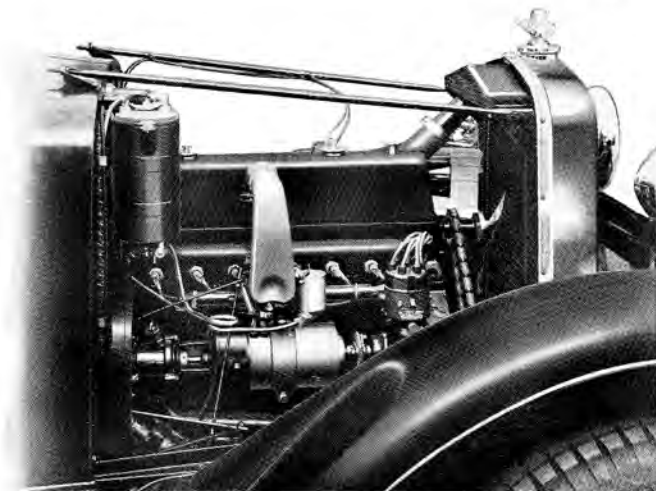
The high speeds of which the car is capable demand equivalent braking efficiency, and the Lockheed hydraulic brakes fitted are equal to any situation.

EQUIPMENT. The equipment includes :—Hood and sidescreens, finger-tip steering wheel controls for switches, ignition and throttle, calorstat-operated chromium-finished radiator shutters, Lockheed hydraulic brakes, pile carpets, pedal rubbers, speedometer with trip, clock, oil gauge, petrol gauge (electric), electric windscreen wiper, licence holder, pressure chassis lubricating pump, 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, stop light, Lucas Biflex headlamps with dipping reflectors, spring gaiters, five detachable wire wheels, five Dunlop reinforced cord balloon tyres, spare wheel carrier, jack, tyre pump, toolbox and complete tool kit.

Price . . . £330

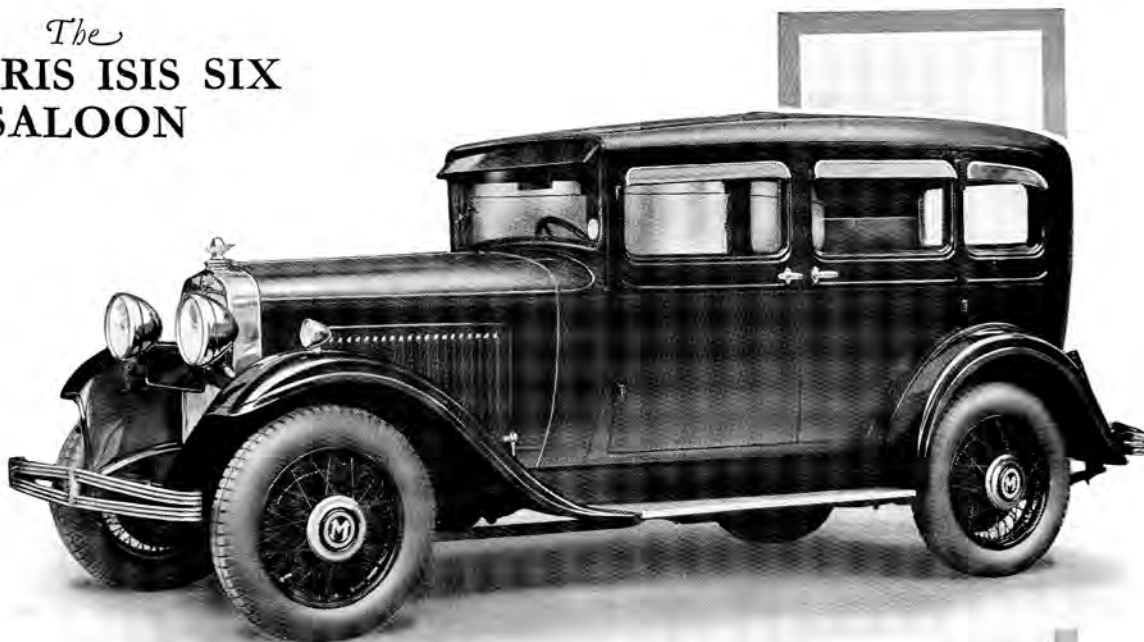
COACHWORK. Blue cellulose with blue leather upholstery, or lake cellulose with red upholstery to harmonise, chromium finish, Triplex safety glass windscreen.

(Magna type wire wheels as illustrated, £2 10s. extra.)





The
**MORRIS ISIS SIX
 SALOON**



REPRESENTING a very high achievement in saloon car construction, the Morris Isis Six Saloon is a luxurious vehicle of high performance without equal in its class.

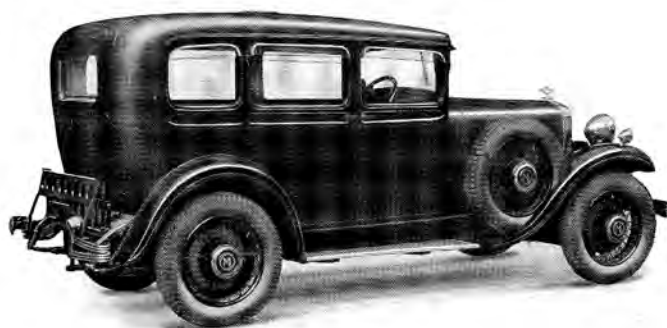
Equipped with an engine possessing an altogether exceptional performance, extreme reliability and instant responsiveness, it is a car of magnificent appearance and of which any owner may justly be proud. With interior appointments of taste and unimpeachable quality, and seats which are outstanding examples of the upholsterer's art, the comfort and convenience of driver and passengers is fully assured. Every conceivable fitment of real use is supplied as standard, including finger-tip controls, window louvres, smoker's companion, ladies' companion, large pockets on the backs of the adjustable and pneumatic upholstered bucket type front seats, pockets in the rear quarters, cubby holes in the fascia board, roof net, adjustable foot rail for rear passengers, pile carpets, and folding centre arm rest to rear seats.

EQUIPMENT. The equipment includes:—Finger-tip steering wheel controls for switches, ignition and throttle, calorstat-operated chromium-finished radiator shutters, window louvres, six winding windows, Lockheed hydraulic brakes, pile carpets, private locks on doors, folding centre arm rest to rear seats, roof ventilator, roof-lamp, pedal rubbers, speedometer with trip, clock, oil gauge, petrol gauge (electric), electric windscreen wiper, licence holder, pressure chassis lubricating pump, 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, stop light, Lucas Biflex headlamps with dipping reflectors, spring gaiters, five detachable wire wheels, five Dunlop reinforced cord balloon tyres, spare wheel carrier, jack, tyre pump, toolbox, and complete kit of tools, luggage grid.

Price . . . £340

COACHWORK. Black cellulose with red leather upholstery, black cellulose with green leather upholstery, lake cellulose with red leather upholstery, or blue cellulose with blue leather upholstery. Chromium finish, Triplex safety glass windscreen, windows and louvres.

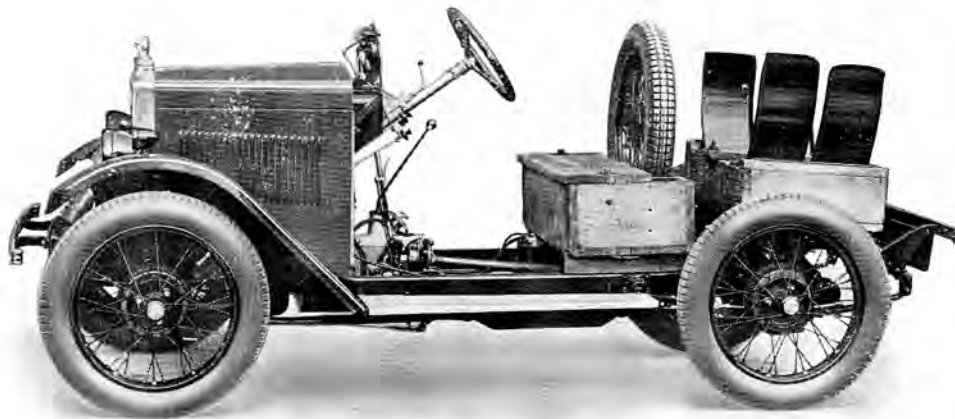
(Magna type wire wheels as illustrated,
 £2 10s. extra.)





MORRIS CHASSIS

FOR the convenience of those who wish to have their cars fitted with special coachwork to suit their individual requirements, Morris chassis are obtainable separately. These chassis are exceptionally well equipped and include such items as wings, running-boards, headlamps, instruments, spare wheel and complete tool kit : in short, they are all ready for the coachwork.



The
**MORRIS
MINOR
CHASSIS**
Price £100
Ex Works

Specification as on page 3.

*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 (enamelled), 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, calormeter with wings, shock absorbers front and rear, bonnet fitted to chassis complete with fasteners, running-boards covered and beaded.



The
**MORRIS-
COWLEY
CHASSIS**

Price £125
Ex Works



Specification as on page 9.

*The chassis equipment includes :—*Steel dash, scuttle rim, clock, speedometer, tank petrol gauge, dumb-iron masks, splasher, front wings, stays and rear wings (enamelled), headlamps with dipping mechanism, 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, calormeter with wings, shock absorbers front and rear, bonnet fitted to chassis complete with fasteners, running-boards covered and beaded. Wire wheels £3 10s. extra.





MORRIS CHASSIS *(continued)*

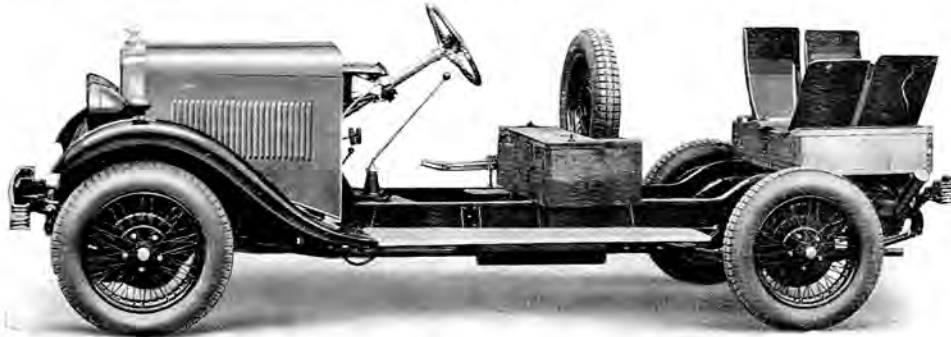
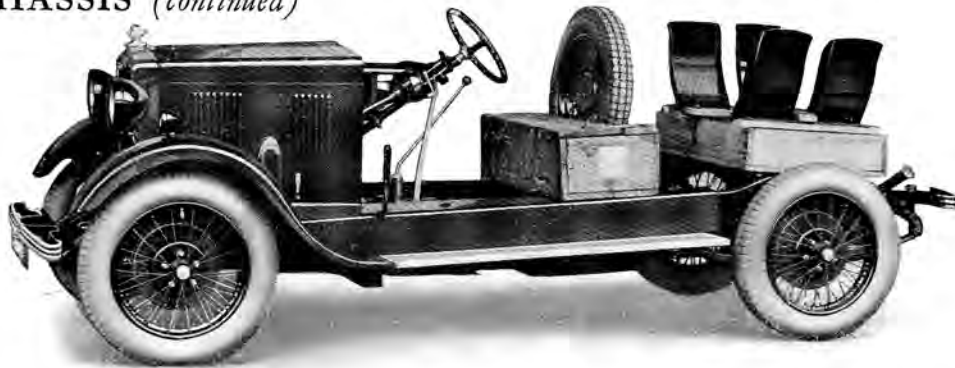
The **MORRIS MAJOR SIX CHASSIS**

Price £160

Ex Works

*Specification as
on page 17.*

The chassis equipment includes :—Plymax dash, scuttle frame front member with rubber bonnet rest fitted, dumb-iron masks, splasher, clock, speedometer, dash reading petrol gauge, rear lamp, headlamps with dipping mechanism, sidelamps, battery, front wings, stays and rear wings (enamelled), front and rear bumpers, front and rear number-plates, oil gauge, ammeter, electric horn, full kit of tools, spare wheel and tyre, calormeter with wings, shock absorbers front and rear, bonnet fitted to chassis complete with fasteners, running-boards covered and beaded.



The **MORRIS- OXFORD SIX CHASSIS**

Price £185

Ex Works

*Specification as
on page 22.*

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 stop light, headlamps with dip and switch mechanism, sidelamps, battery, front wings, stays and rear wings (enamelled), front and rear bumpers, front and rear number-plates, oil gauge, ammeter, electric horn, full kit of tools, spare wheel and tyre, calormeter with wings, hydraulic shock absorbers front and rear, bonnet fitted to chassis complete with fasteners, running-boards covered and beaded. Magna type wire wheels £2 10s. od. extra.

The **MORRIS ISIS SIX CHASSIS**

Price £250

Ex Works

*Specification as
on page 28.*

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 stop light, headlamps with dip and switch mechanism, sidelamps, luggage grid, battery, front wings, stays and rear wings (enamelled), bumpers front and rear, front and rear number-plates, oil gauge, ammeter, electric horn, full kit of tools, spare wheel and tyre, calormeter with wings, hydraulic shock absorbers front and rear, bonnet fitted to chassis complete with fasteners, running-boards covered and beaded. Magna type wire wheels £2 10s. od. extra.

*Purchasers of Morris chassis are requested carefully to note paragraph 6 of Guarantee.
No variation in the above chassis specifications can be made.*

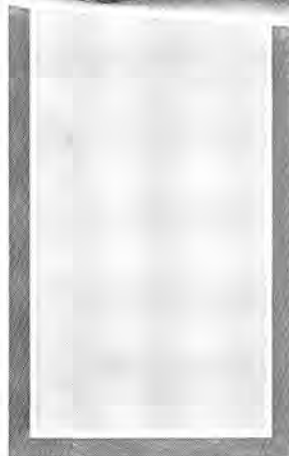
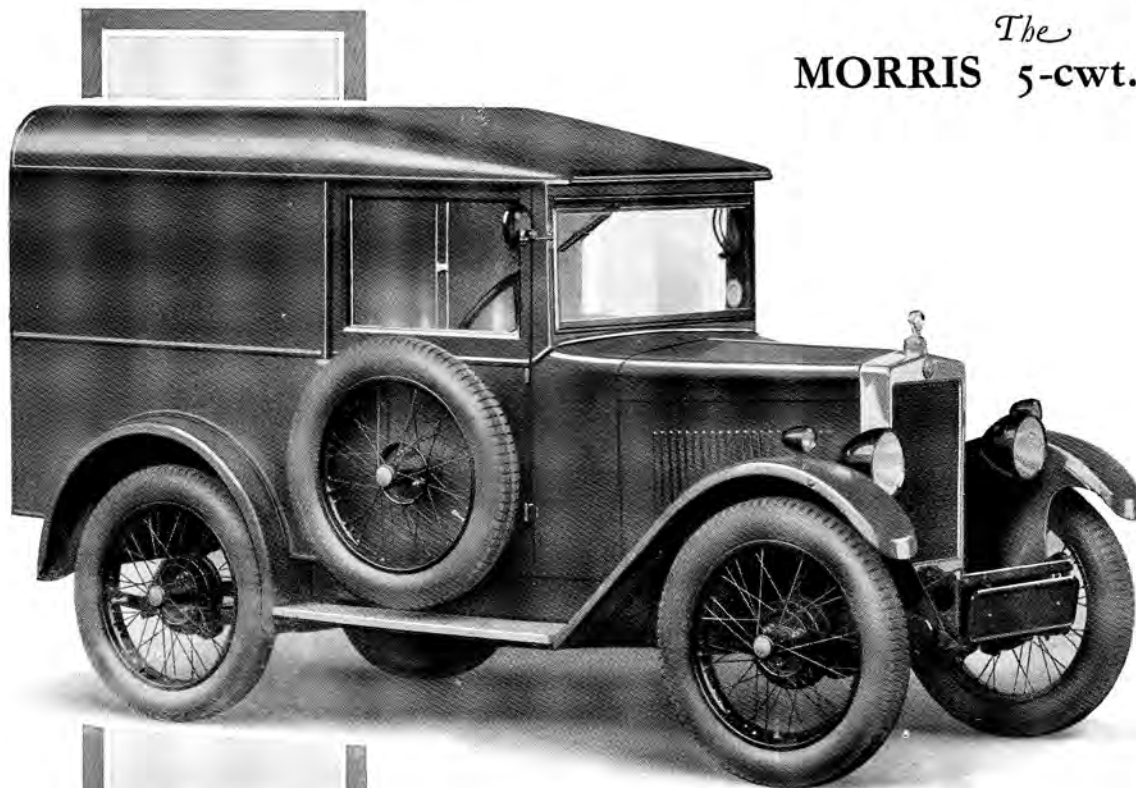


MORRIS ARCHIVE





The
MORRIS 5-cwt. VAN

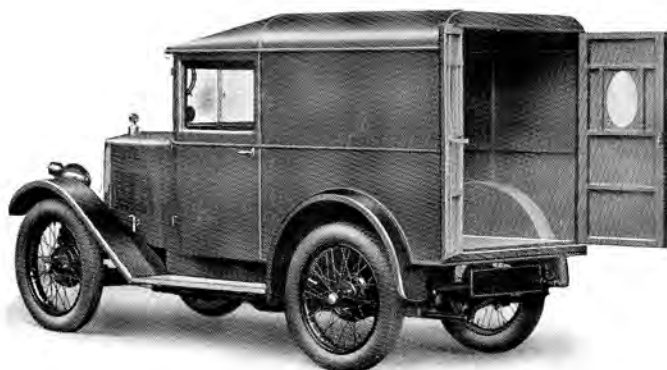


THE Morris 5-cwt. Van is the most economical light transport vehicle obtainable. Fast, reliable, and with extremely low running costs, this little vehicle is capable of the hardest work and has earned for itself an enviable reputation.

The roomy body is soundly constructed and possesses an interior height of 3 ft. 6 in., a width of 3 ft. 4½ in., and a length behind the driver's seat of 3 ft. 4 in., giving the useful cubic capacity of 38 cubic feet. Large double doors at the rear ensure ease of loading, and ready access to the driver's seat is provided by a wide door on each side.

Adequate interior ventilation is assured by the large single-panel windscreen with top hinge, and double sliding door-windows.

EQUIPMENT. Double sliding windows, single-panel windscreen, speedometer, oil gauge, two-level petrol tap, automatic windscreen wiper, pressure chassis lubricating pump, licence holder, calormeter, 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, five detachable wire wheels, five Dunlop reinforced cord balloon tyres, spare wheel carrier, jack, tyre pump, tool locker, and complete kit of tools.



Price . . . £125

COACHWORK. The Morris 5-cwt. Van is delivered finished in shop grey, with Triplex safety glass windscreen and door-windows, chromium finish.

5-cwt. VAN CHASSIS (specification as for 8 h.p. Morris Minor) £100 ex Works.





The
MORRIS LIGHT VAN

(8-cwt.)



EVERY progressive tradesman fully appreciates the value of fast, reliable and economical light transport, and the importance of the extended trading scope which it offers him. The Morris Light Van has definitely proved itself to be unapproachable in its class and capable of that absolute reliability which is so essential to the trader.

For 1931 a more powerful engine of 14/32 h.p. is fitted, giving quick acceleration for fast traffic work and excellent hill-climbing with full load of 8 cwt.

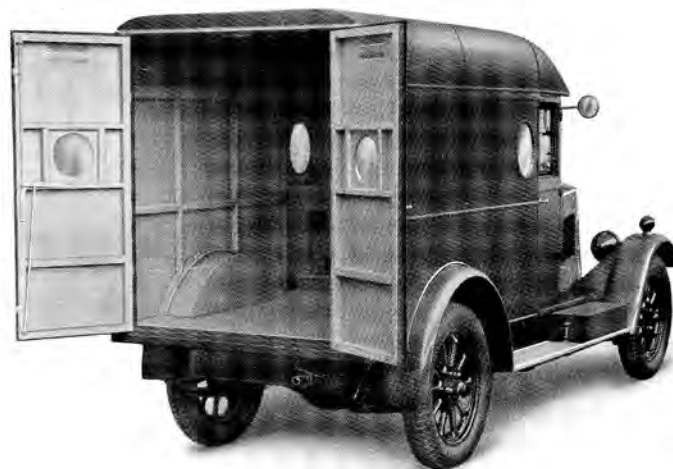
Provided with a spacious body measuring 4 ft. in width, 4 ft. 9 in. in length, 4 ft. 3 in. in height, and possessing a cubic capacity of 78 cubic feet, a sturdy chassis unit, excellent springing, and an efficient engine, it can transport its full useful load of 8 cwt. at an attractive speed smoothly and rapidly. Loading ease is assured by large double doors at the rear, and access to the seats is achieved through a wide door on each side.

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

Price . . . £160

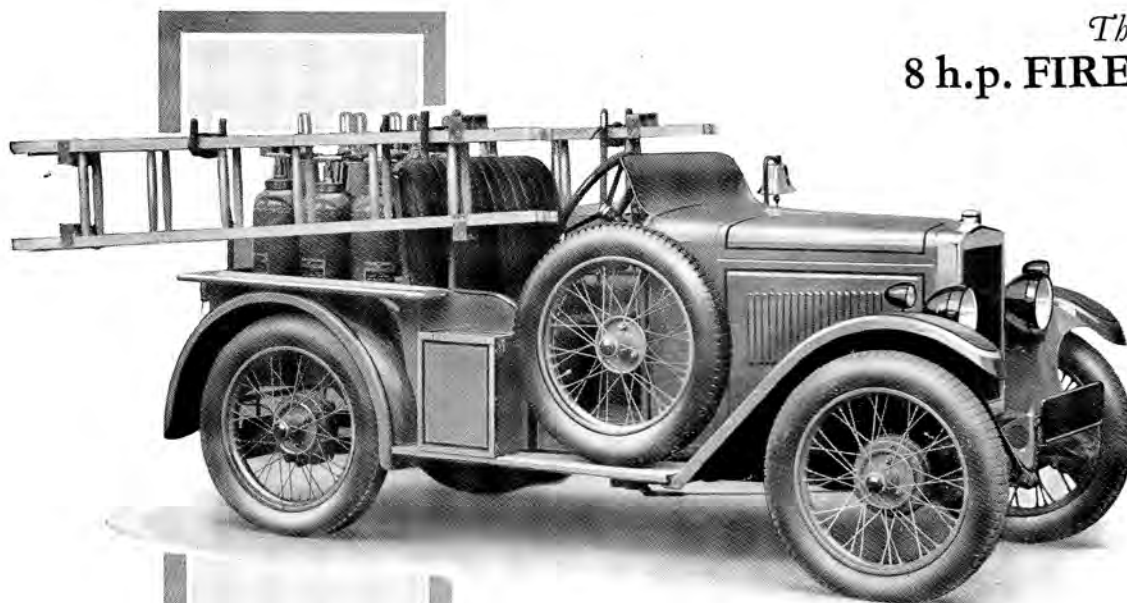
COACHWORK. The Morris Light Van is delivered finished in shop grey, with Triplex safety glass windscreen and winding door-windows, chromium finish.

LIGHT VAN CHASSIS (specification as for 11.9 h.p. Morris-Cowley) . . . £125 ex Works.





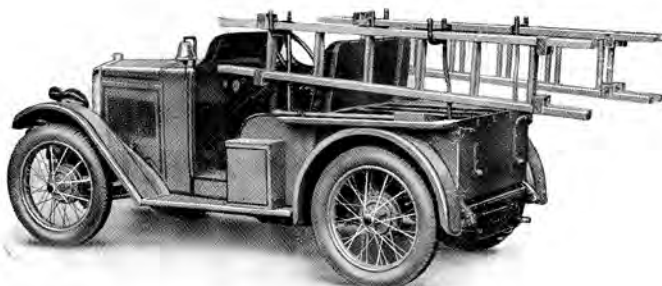
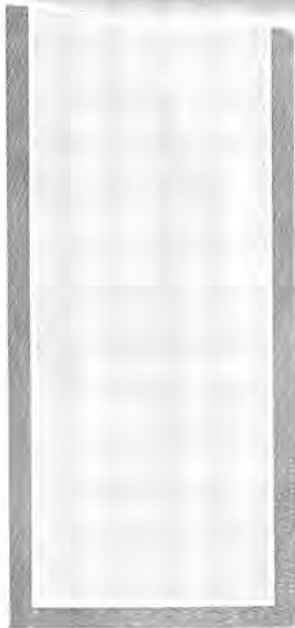
The
8 h.p. FIRE TENDER



THIS speedy little fire-fighting vehicle is of particular value to large private institutions and small communities, or as a tender to the more pretentious fire-fighting vehicle. Its high speed, rapid acceleration and exceptional manoeuvrability enable it to reach a source of trouble in the shortest possible time and thus frequently deal with it effectively before it has attained serious proportions.

The body provides accommodation for twelve large chemical fire extinguishers and is equipped with a 23 ft. sectional ladder in four sections of 6 ft. 6 in. Driver and passenger are comfortably seated and special accommodation for first-aid equipment is provided.

EQUIPMENT. Sectional ladder, axe, speedometer, oil gauge, two-level petrol tap, pressure chassis lubricating pump, licence holder, progressive shock absorbers on all wheels, Lucas Sparton electric horn, six-volt lighting, starting and coil ignition set, coil indicator light, five-lamp equipment, five detachable wire wheels, five Dunlop reinforced cord balloon tyres, spare wheel carrier, toolbox, complete kit of tools, jack and tyre pump, box for first-aid equipment, warning bell.



Price . . . £170

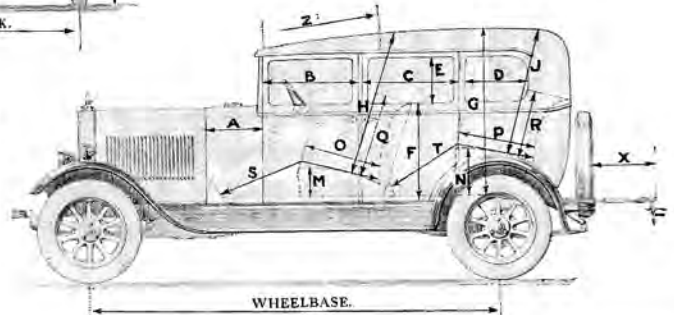
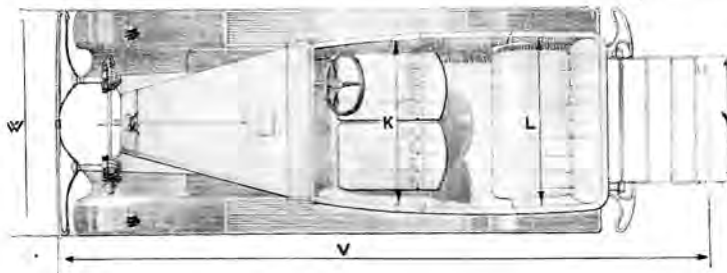
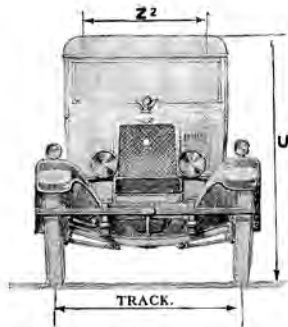
(The chemical fire extinguishers are not included in this price.)

FINISH. Vermilion attractively lined in black and gold, black upholstery.





PRINCIPAL DIMENSIONS OF ALL MODELS

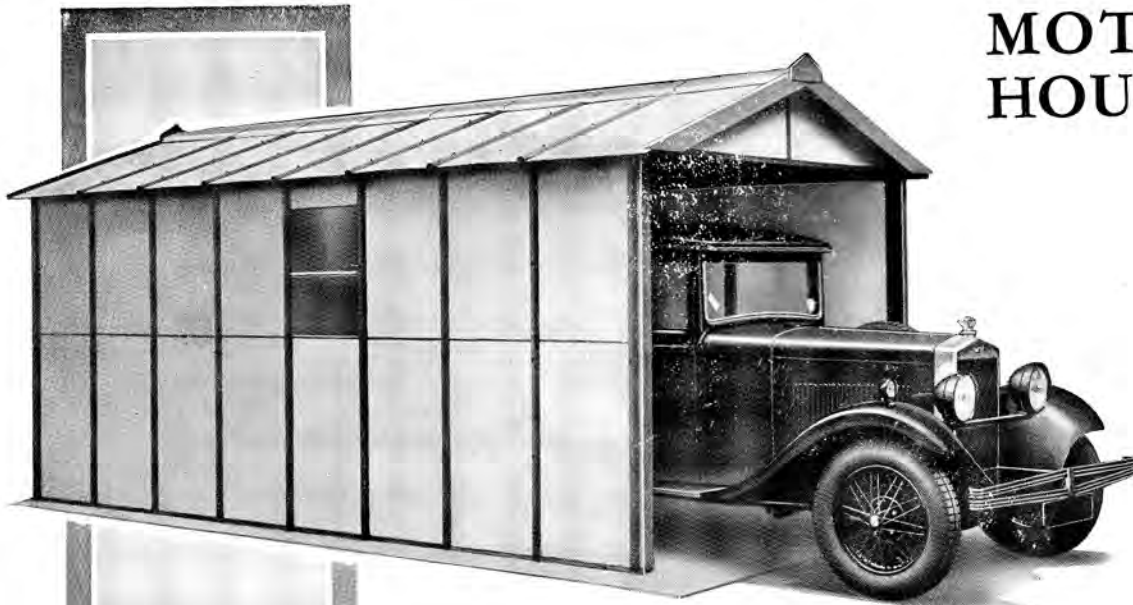


DESCRIPTION	MORRIS MINOR				11.9 H.P. MORRIS-COWLEY						MORRIS MAJOR SIX			MORRIS-OXFORD SIX				MORRIS ISIS SIX	
	Two-seater	Tourer	Fabric Saloon	Coachbuilt Saloon	Two-seater	Four-seater	Saloon	Traveller's Saloon	Saloon (Folding Head)	Coupe (Folding Head)	Fabric Saloonette	Coachbuilt Saloon	Coupe	Tourer	Fabric Saloon	Coachbuilt Saloon	Coupe	Saloon	Tourer
DASH TO HINGE SIDE OF FRONT PILLAR 'A'	in. 14	in. 9½	in. 9½	in. 9½	in. 12½	in. 15½	in. 12½	in. 12½	in. 12½	in. 12½	in. 15	in. 12½	in. 12½	in. 18	in. 14½	in. 14½	in. 14½	in. 8½	in. 8½
WIDTH OF FRONT DOORS 'B' ...	23	26	26	26	25	25½	25	25	25	25	34½	25	25	26	28	27½	36	28½	27½
WIDTH OF REAR DOORS 'C' ...	—	—	—	—	—	25½	25	25	25	—	—	25	—	26	26½	27½	—	28½	27½
WIDTH OF QUARTER LIGHT 'D' ...	—	—	23	23	—	—	18	18	18	11	23½	18	11	—	12	17½	21½	16½	—
HEIGHT OF DOOR AND QUARTER LIGHTS 'E'	—	—	12½	12½	—	—	14½	14½	14½	14½	13	14½	14½	—	14	14½	14	13	—
TOP OF FRAME TO TOP OF WAISTRAIL 'F'	21	24	28	28	25½	24	27½	27½	27½	27½	28	27½	27½	24	27½	28½	27½	27	24
FLOOR TO ROOF 'G' ...	43	46	47	47	44	46	45	45	45	44	45	45	44	47	45	46	46	48	49
FRONT SEAT CUSHION TO ROOF 'H' ...	37	36	37	37	37	40	39	39	39	38	36	39	38	40	39	39	39	40	42
REAR SEAT CUSHION TO ROOF 'J' ...	—	36	34	34	—	38	36	36	36	—	34	36	—	37	37	36	36	38	40
WIDTH OVER FRONT SEATS 'K' ...	38	41	40	40	45	43	41	41	41	42	46	41	42	49	47	47	46	49	49
WIDTH OVER REAR SEATS 'L' ...	—	40	40	40	34	47	43	43	43	34	46	43	34	51	49	51	47	50	52
HEIGHT OF FRONT CUSHION 'M' ...	9	12	12	12	10	10	10	10	10	10	10	10	10	11	11	12	12	16	11
HEIGHT OF REAR CUSHION 'N' ...	—	14	14	14	12	11	12	12	12	12	14	12	12	13	13	14	11	12	14
DEPTH OF FRONT CUSHION 'O' ...	21	18	18	18	19	19	19	19	19	19	19	19	19	19	19	19	19	18	19
DEPTH OF REAR CUSHION 'P' ...	—	16	16	16	17	21	20	20	20	17	21	20	17	21	20	22	19	20	21
HEIGHT OF FRONT SQUAB 'Q' ...	21	17	17	17	21	21	20	20	20	21	21	20	21	22	24	22	24	21	21
HEIGHT OF REAR SQUAB 'R' ...	—	19	19	19	24	20	22	22	22	24	20	22	24	20	21	20	20	21	21
LEGROOM (FRONT) Max. } 'S' ...	38	42	42	42	47	43	47	47	47	47	45	45	45	43	45	45	43	46	42
Min. } 'S' ...	37	37	37	37	40	39	40	40	40	40	38	38	38	39	39	39	37	39	39
LEGROOM (REAR) Max. } 'T' ...	—	35	35	35	46	39	46	46	46	46	38	46	46	44	42	48	30	46	41
Min. } 'T' ...	—	35	35	35	39	35	38	38	38	39	35	38	39	39	36	42	34	39	38
OVERALL HEIGHT 'U' ...	59	60	63	63	70	71	71	71	71	71	69	71	71	70	69	71	71	73	75
OVERALL LENGTH (Luggage Grid Closed)	127	121	121	121	152	152	152	152	161	152	154	161	152	165½	171	165½	170	172	172
OVERALL LENGTH (Luggage Grid Open) 'V'	—	NO LUGGAGE GRID	—	—	—	—	—	—	173	—	—	173	—	171	—	171	—	186	186
OVERALL WIDTH 'W' ...	50	50	50	50	61	61	61	61	61	61	61	61	61	69½	69½	69½	69½	66½	66½
LUGGAGE GRID DEPTH 'X' ...	—	—	—	—	—	—	—	—	21	—	—	21	—	19	—	19	—	18	18
LUGGAGE GRID WIDTH 'Y' ...	—	—	—	—	—	—	—	—	32	—	—	32	—	33	—	33	—	40	40
"SUNSHINE ROOF" OPENING LENGTH 'Z1'	—	—	—	24	—	—	—	—	28	21½	—	28	21½	—	—	30	24	—	—
"SUNSHINE ROOF" OPENING WIDTH 'Z2'	—	—	—	36	—	—	—	—	40	40	—	40	40	—	—	36½	35	—	—
WHEELBASE ...	78	78	78	78	105	105	105	105	105	105	105	105	105	114	114	114	114	114	114
TRACK ...	42	42	42	42	48	48	48	48	48	48	48	48	48	56	56	56	56	56	56
GROUND CLEARANCE ...	8½	8½	8½	8½	8	8	8½	8½	8½	8	8½	8½	8½	8½	8½	8½	8½	8½	8½
UNLADEN WEIGHT (IN CWT. AND OR.)	11-3	12-0	12-1	12-1	19-1	19-3	20-1	20-3	20-3	19-3	22-1	22-2	21-3	25-0	26-0	26-0	28-2	27-0	27-0





MOTOR HOUSES



TO enable Morris owners easily to overcome the garage problem incidental to car ownership, 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 roll-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. 5 in.	6 ft.	5 ft. 11 in.	£12 15s.
KW	Minor Wide ...	12 ft. 8 in.	8 ft. 5 in.	6 ft. 6 in.	7 ft. 11 in.	£15 5s.
KC	Cowley Short...	14 ft. 8 in.	8 ft. 5 in.	6 ft. 6 in.	7 ft. 11 in.	£16 10s.
KO	Cowley Long...	16 ft. 9 in.	8 ft. 5 in.	6 ft. 6 in.	7 ft. 11 in.	£17 15s.
KN	Roomy Short...	16 ft. 9 in.	10 ft. 6 in.	6 ft. 6 in.	10 ft.	£20 10s.
KR	Roomy Long...	18 ft. 9 in.	10 ft. 6 in.	6 ft. 6 in.	10 ft.	£22 15s.



The personal door open and clipped back.

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. 7 in.	6 ft. 3 in.	6 ft. 3 in.	5 ft. 9 in.	£9 15s.
DW	Minor Wide ...	11 ft. 10 in.	8 ft. 3 in.	6 ft. 6 in.	6 ft. 11 in.	£12 15s.
DC	Cowley Short...	13 ft. 11 in.	8 ft. 3 in.	6 ft. 6 in.	6 ft. 11 in.	£14 0s.
DO	Cowley Long...	16 ft.	8 ft. 3 in.	6 ft. 6 in.	6 ft. 11 in.	£15 5s.
DN	Roomy Short...	16 ft.	9 ft. 4 in.	6 ft. 6 in.	6 ft. 11 in.	£17 15s.
DR	Roomy Long...	19 ft. 2 in.	9 ft. 4 in.	6 ft. 6 in.	6 ft. 11 in.	£20 15s.



The side door and personal door partly open.





STANDARDISED REPAIR CHARGES

A SOMETIMES 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 Distributors and 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 Distributor or 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 Distributors and 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 available at all authorised Morris Distributors and 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.

Purchasers desiring to make use of time payment facilities should request that their business be conducted on the official MORRIS HIRE-PURCHASE PLAN

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 7¾	7 4¼	5 8½
7 0 0	12 5	8 7	6 7¾
8 0 0	14 2½	9 9½	7 7¼
9 0 0	15 11¾	11 0¼	8 6½
10 0 0	17 9	12 3	9 6
20 0 0	1 15 6	1 4 6	1 10 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 10 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 Distributor or 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 Distributors or 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 Distributors or 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, 1930.

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 Distributors or Dealers or through a bona fide motor dealer who has been supplied by the Company's authorised Distributor or 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 fit 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 Morris-Cowley chassis, or 5 cwt. 1 qr. in the case of the Morris Major chassis, or 6 cwt. 2 qr. in the case of the 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 Distributor or 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, 1930.





MORRIS ARCHIVE





MORRIS ARCHIVE

