



MORRIS CARS



MORRIS MOTORS LTD.
COWLEY - OXFORD



MORRIS ARCHIVE





MORRIS ARCHIVE





SPECIALISATION

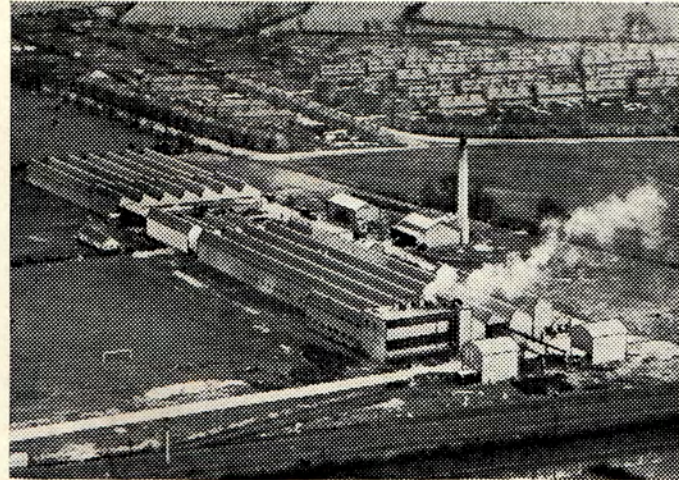
IN CAR PRODUCTION

MORRIS MOTORS LIMITED

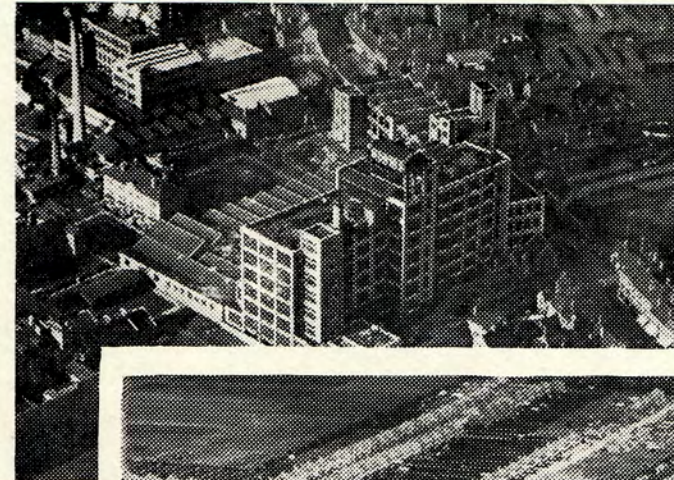
Chairman . . LORD NUFFIELD

Managing Director . . L. P. LORD

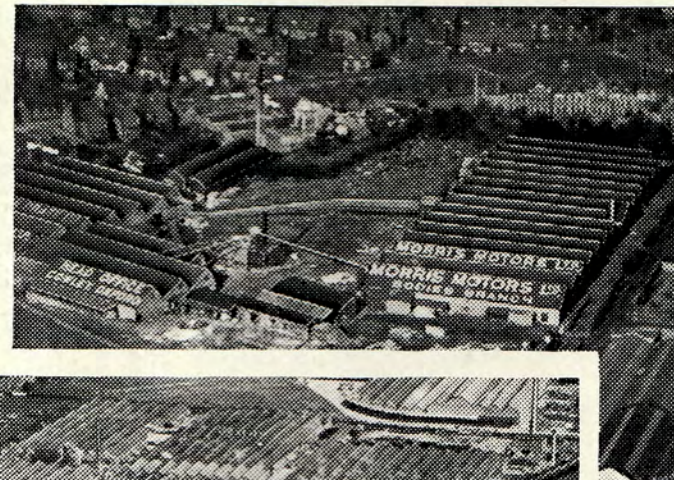
COWLEY . . OXFORD . . ENGLAND



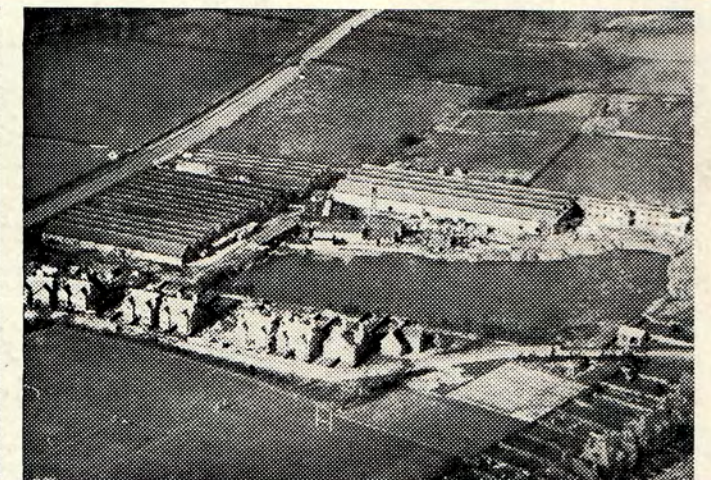
**FOUNDRY,
COVENTRY**



**ENGINES
BRANCH,
COVENTRY**



**BODIES
BRANCH,
COVENTRY**



**RADIATORS BRANCH,
OXFORD**



AN INTRODUCTION

THE application of specialisation technique to car manufacture by Morris Motors Ltd. can no longer be considered as something new. The principles involved have now been in operation in the Morris Works for a sufficiently long period to enable the public to judge of their soundness by the results achieved.

The amazing success of the Morris Eight is in itself a complete justification of the adoption of specialisation principles by Morris Motors Ltd. Never before has there been such a continuous and insistent demand for an admittedly popular type of car, and the most sanguine expectations of its sponsors have been completely out-stripped by actual public demand.

The outstanding success achieved by the Morris Eight shows every indication, however, of being overshadowed by the extraordinary demand for the new Series II Morris Ten-Four and Twelve-Four models, which to all appearances are destined to achieve the distinction of becoming Britain's most popular cars. The new range of six-cylinder Morris cars comprising the Sixteen, Eighteen, Twenty-one and Twenty-five (Series II) models also bid fair to achieve an equally enviable distinction in their particular class and bring luxury motoring within the reach of thousands who hitherto have considered cars of this type beyond their means.

Specialisation in principle consists of entrusting the manufacture of each individual component of the complete car to specialists in that particular class of work, who are not only capable of devoting their entire attention to producing the part in the best possible way, but have a life-long experience in the special type of manufacture entailed.






TO SPECIALISATION

Thus we find that the main Works at Cowley specialises entirely upon assembly with components that are fed to it by a series of specialist factories, each of which gives its undivided attention to the perfection both in design and construction of one individual unit of the finished car.

As an example, the engine originates in a vast and specially equipped foundry at Courthouse Green, Coventry, which produces cylinder blocks and other castings for Morris cars that are absolutely without rival. A compact and thoroughly up-to-date factory at Gosford Street, Coventry, concentrates on producing finished power units that are unmatched in the world. Another factory in Coventry is exclusively engaged in producing bodies of the highest quality, while a large factory in the North of Oxford devotes its entire attention to the production of radiators.



No less than 300 additional separate concerns are employed in the production of materials and components for Morris cars, each a specialist in its own particular class of goods, and these all contribute towards the ultimate perfection of Morris products.

All this highly specialised knowledge and ability, together with the vast manufacturing resources which lie behind them, are for ever striving to improve each single feature for which they are responsible and thus ensure that every individual component of a Morris car is the very best that science and human ingenuity can produce.

It is to these sound basic principles that Morris cars, through their unfailing reliability, have rightly earned the title of “the cars with the lowest upkeep costs.”





SPECIALISATION LEADS THE AND ALONE MAKES POSSIBLE THE INCORPORATION

¶ **Jackall Permanent Hydraulic Jacks** that can be actuated from within the car on all models with the exception of the Eight.

¶ **Within-Wheelbase Seating.** On the Ten-Four models upwards all passengers are seated within the wheelbase, thus ensuring maximum riding comfort.

¶ **Reinforced Coachbuilt Bodies.** All Morris bodies are coachbuilt and reinforced by steel facings, thus combining the best features of the coachbuilder's craft and steel bodywork technique.

¶ **Real Leather Upholstery.** With the exception of the very cheapest models, Morris cars have the finest leather upholstery, no split hides are used.

¶ **Durable Fabrics.** Morris Motors Ltd. have installed special ageing machines to test the quality and anti-fading properties of the fabric used in trimming the interior of the car. The exhaustive tests and constant checking carried out in the Morris laboratories ensure that the fabrics employed give the very best possible service.

¶ **Rubber-inserted Carpets.** All carpets on Morris cars have a rubber layer between the pile and the backing so that each individual carpet fibre is thoroughly embedded in the rubber. This positively prevents fraying, draughts, and ensures the maximum wearing qualities.

¶ **Visors.** All Morris closed models, except the Eight, are fitted with easily controlled anti-glare visors which can instantly be adjusted to suit the requirements of the driver.

¶ **Rear Blinds with Remote Control.** All Morris closed models are fitted with concealed rear blinds with remote control, which are readily actuated by the driver.

¶ **Cellulose Finish.** Only cellulose lacquers of the highest quality are used on Morris cars, and unusual care is employed in their selection and application.

¶ **Electric Windscreen Wipers.** All Morris cars are equipped with electrical windscreen wipers. The larger Morris models are equipped with duplex wipers.

¶ **Adjustable Windscreens.** All closed Morris models are fitted with windscreens opening at the bottom and provided with infinitely variable adjustment over a wide range.

¶ **Ventilating Windows.** The Ten saloons and larger models are all fitted with anti-draught ventilating windows to the front doors, as are also the Special Coupé models. The Morris Sixteen and higher-powered saloons have in addition hinged ventilating quarter-light windows.

¶ **Sliding Heads.** All Morris closed models can be obtained with sliding heads of an easily operated and thoroughly proved type.





WAY TO CAR PERFECTION

OF THESE SOUND FEATURES ON MORRIS CARS

¶ **Chromium Finish.** All external and internal bright parts of Morris cars are treated with chromium finish to our own exacting specification.

¶ **Smoothness.** Exceptional care is taken in balancing all the components of Morris engines. This, and their sturdy construction, ensures a notable absence of vibration periods.

¶ **Power.** Advanced design and improved manufacturing methods ensure that all Morris engines develop the highest possible sustained output. You can drive a Morris engine all day close to its maximum without tiring it.

¶ **No Fumes.** All Morris engines, with the exception of the Eight, are fitted with fume consuming air cleaners and silencers that burn up all those objectionable fumes usually discharged into the body.

¶ **Controlled Semi-elliptic Springs.** All Morris cars are fitted with long semi-elliptic springs front and rear, controlled by hydraulic shock absorbers with improved automatic cold weather control.

¶ **Sturdy Frames.** Morris Eight, Ten-Four and Twelve-Four cars have a special form of box frame. The Morris Sixes are provided with particularly deep frames having cross members of "X" formation.

¶ **Safety.** Good brakes are an essential to road safety. All Morris cars are equipped with fully

compensated Lockheed hydraulic brakes which not only provide the maximum possible retarding effect, but the lightest actuation. Steel shoes with non-squeak properties are employed. These brakes require the smallest service attention and possess exceptionally long life.

¶ **Driving Ease.** All Morris cars are fitted with Bishop cam type steering, giving delightful steering lightness associated with absolute accuracy of control. All controls are carefully located for driving ease, and include automatic ignition control, right-hand accelerator, central horizontal hand brake lever with instantaneous adjustment and adjustable front seats.

¶ **Easy Gear Changing.** All Morris cars are fitted with gearboxes having synchromesh mechanism to ensure easy and quiet gear changes.

¶ **Finger-tip Controls.** On all Morris models the Trafficators and horn controls are conveniently grouped on the steering column or steering wheel, where they are ready to hand when required.

¶ **Direction Indicators.** All Morris cars are fitted with concealed traffic indicators.

¶ **Carefully Seasoned Timber.** All timber used in the construction of Morris cars is specially selected and tested for moisture content to ensure its complete suitability. Nothing but prime timber is used on Morris cars.





THE MORRIS EIGHT (SERIES I)

THE extraordinary public demand which has attended the introduction of the Morris Eight provides definite proof of the soundness of its design and its general serviceability.

Although only rated at a modest 8 h.p., these cars possess exceptionally generous accommodation and are indeed "as large as an ordinary Ten." Four full-grown persons can sit in comfort in the saloon models without fatigue on long journeys and the head room is more than adequate.

Wide doors with a sloping front pillar provide exceptional freedom of exit and entry on all models and the adjustable deeply upholstered front seats ensure the utmost comfort for the driver and occupants.

The performance of these models is just as satisfactory as their appearance and accommodation. They can show a clean pair of heels to many cars of much higher horse-power and their manœuvrability in traffic is particularly satisfying. Their road holding qualities are superb and the hydraulic brakes are fully capable of dealing effectively with the worst emergency.

The Morris Eight with its special double sectioned box frame, semi-elliptic springs front and rear, hydraulic shock absorbers, hydraulic brakes, high efficiency side-valve engine, equipoise engine mounting, large capacity dynamo and full five-lamp equipment, special body construction, generous tyre equipment and commodious interior is conceived in every way on big car lines and it will give big car service.

The instruments are all conveniently grouped in an attractive instrument panel on either side of which are spacious cubby holes for personal etceteras.

The semi-elliptic springs, powerful hydraulic brakes, Bishop cam steering, large tyres, Trafficators, wide range of vision and comfortable driving position all contribute towards the high degree of road safety possessed by these models.





SPECIFICATION

Track 3 ft. 9 in. (1.14 m.), wheelbase 7 ft. 6 in. (2.29 m.). Four-cylinder engine: bore 57 mm. (2.25 in.), stroke 90 mm. (3.54 in.), cubic capacity 918 c.c. (56.7 cu. in.). Treasury rating 8.06 h.p. Tax £6. Equipose engine mounting; cylinders cast in one with upper half of crankcase and provided with detachable head; combustion spaces of advanced design; side valves with adjustable tappets; three-bearing camshaft; three-bearing dynamically balanced crankshaft; silent duplex roller timing chain; steel-backed main bearings; steel connecting rods; aluminium pistons with three rings; 14 mm. sparking plugs; thermo-syphon circulation; radiator fan; single-plate dry clutch with cushion hub in unit construction with engine and gearbox; three-speed synchromesh gearbox with accessible oil filler and dipstick level indicator; automatic engine lubrication by internal gear pump driven by helical gears from camshaft; pressure oil feed to all main, big-end and camshaft bearings; Enots high-pressure chassis lubrication system; S.U. electric pressure petrol pump; integral inlet and exhaust manifold with hot spot; dash-operated mixture control and slow-running control; dash-reading electric petrol gauge;

sturdy downswept frame of box section ensuring rigidity under all conditions; balanced Spicer tubular propeller shaft with needle type universal joints; silent spiral bevel final drive gears with differential in sturdy pressed-steel axle; four-wheel Lockheed hydraulic brakes; central horizontal hand brake with instantaneous adjustment from the driver's seat; Bishop cam steering gear; 6-volt Lucas lighting and ignition system with accessible distributor and automatic advance and retard control; large capacity Lucas dynamo (4½ in. diameter) with low cutting-in speed; starter motor with sliding pinion; full five-lamp equipment, including headlamps with dimming mechanism, sidelamps and tail-lamp; the electrical equipment incorporates, in addition, concealed traffic indicators, ammeter, electric windscreen wiper, electric horn, instrument panel illumination and ignition warning light; long semi-elliptic springs front and rear controlled by Armstrong hydraulic shock absorbers with improved automatic cold weather regulation—the front shock absorbers are mounted "outboard"; five detachable Magna type wire wheels; five Dunlop cord tyres 4.50—17. The wheels have six-stud fixing. A kit of tools is provided with every car.

GENERAL EQUIPMENT. Concealed direction indicators; Lockheed hydraulic brakes; pile carpets; gearbox draught excluder; speedometer; oil gauge; S.U. electric pressure petrol pump; dash-reading electric petrol gauge; electric windscreen wiper; licence holder; pressure chassis lubricating pump; electric horn; electric lighting and starting; headlamps with dimming mechanism; sidelamps; hydraulic shock absorbers; door pockets; spare wheel carrier; tyre pump; kit of tools; spare tin of oil.

ADDITIONAL EQUIPMENT. Two-Seater: Folding toughened Triplex glass windscreen, hood, hood bag, detachable sidescreens, exterior driving mirror, adjustable seat, tonneau cover. **Tourer:** Folding toughened Triplex glass windscreen, hood, hood bag, detachable sidescreens, exterior driving mirror, adjustable hinged bucket seats, pneumatic rear seat. **Two-door Saloon (Fixed Head):** Single-panel adjustable windscreen with toughened Triplex glass, winding door- and quarter-windows, interior driving mirror, concealed rear blind with remote control, bucket type front seats, sliding driver's seat, passenger's seat tip-up adjustable, private locks to doors. **Two-door Saloon (Sliding Head):** Pytchley sliding head, single-panel adjustable windscreen and winding door- and quarter-windows with toughened Triplex glass, interior driving mirror, direction indicators, concealed rear blind with remote control, bucket type front seats, sliding driver's seat, passenger's seat tip-up adjustable, private locks to doors, bumpers and luggage grid. **Four-door Saloon (Fixed Head):** Single-panel adjustable windscreen with toughened Triplex glass, winding door-windows, interior driving mirror, concealed rear blind with remote control, private locks to doors, bucket type front seat, sliding driver's seat, adjustable tip-up passenger's seat. **Four-door Saloon (Sliding Head):** Pytchley sliding head, single-panel adjustable windscreen and winding door-windows with Triplex toughened glass, interior driving mirror, Trafficator direction indicators, concealed rear blind with remote control, private locks to doors, bucket type front seat, sliding driver's seat, adjustable tip-up passenger's seat, bumpers and luggage grid.



The Eight Two-Seater

Price . . . £118

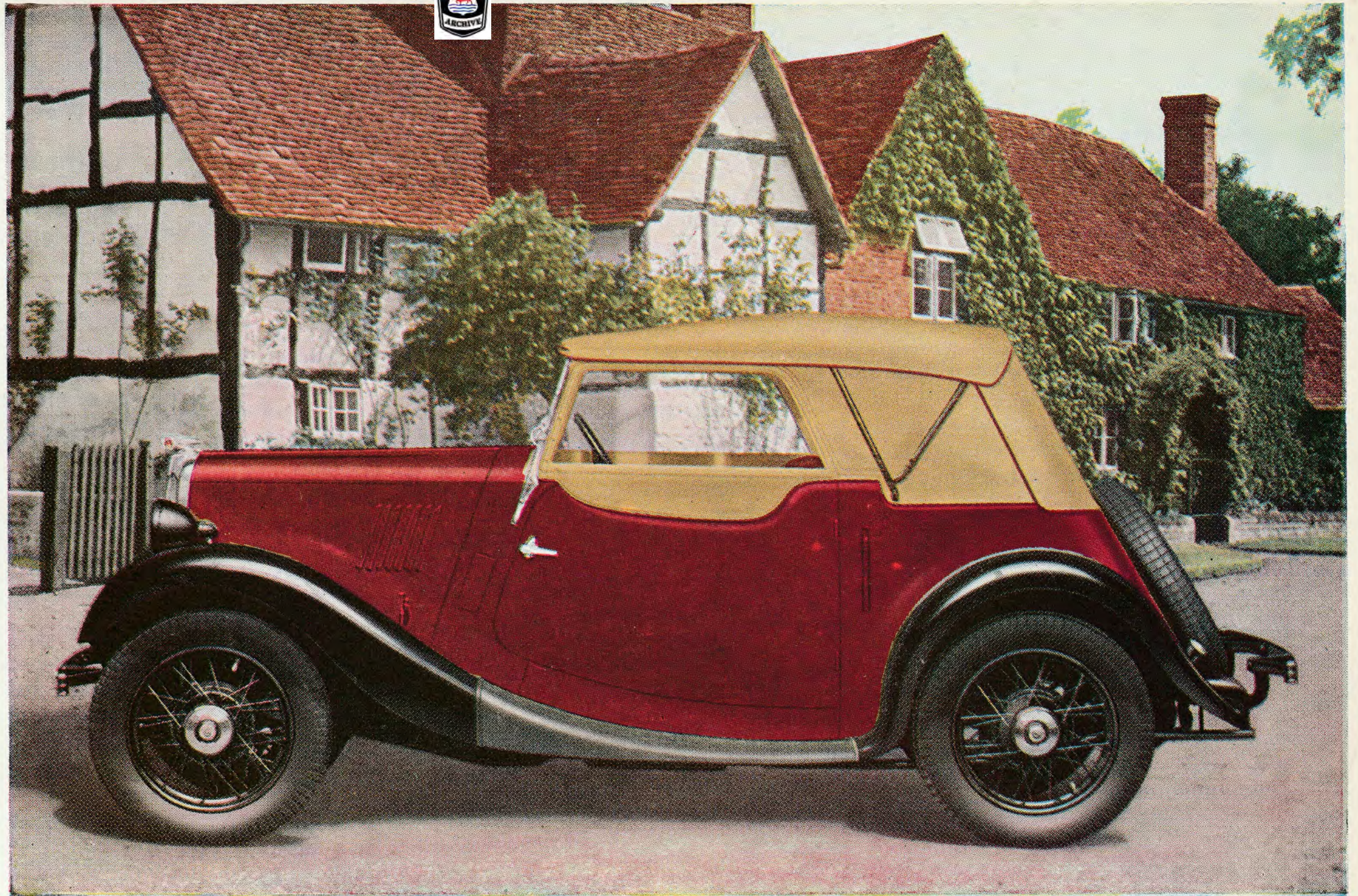
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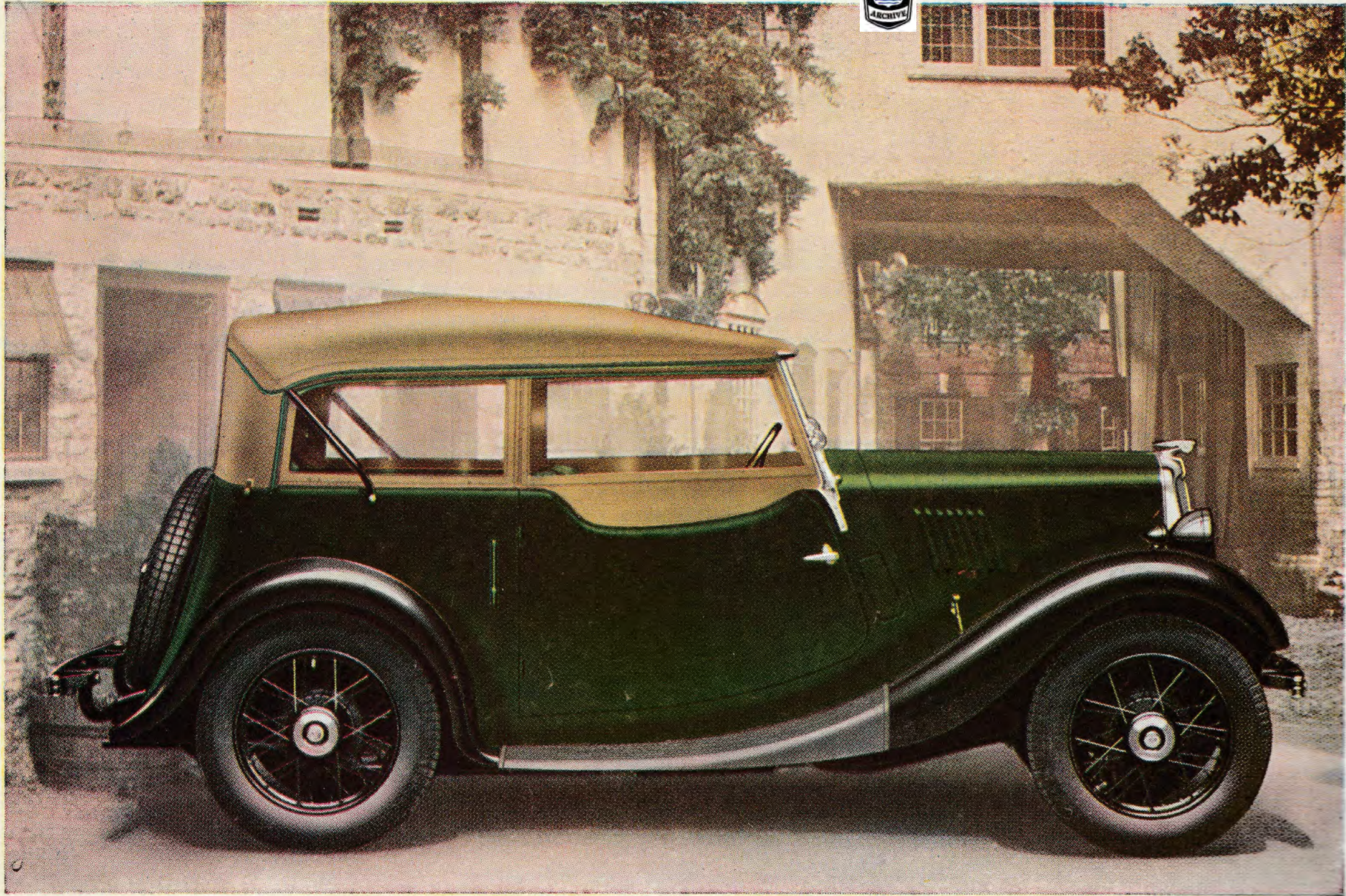
Bumpers and Trafficators

£2 10s. extra.

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Obtainable in : Black cellulose with red Karhyde upholstery, Blue cellulose with blue Karhyde upholstery, Green cellulose with green Karhyde upholstery, Red cellulose with red Karhyde upholstery.





The Eight Tourer

Price . . . £120
(ex Works)

Bumpers and Trafficators
£2 10s. extra.

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Obtainable in : Black cellulose with red Karhyde upholstery, Blue cellulose with blue Karhyde upholstery, Green cellulose with green Karhyde upholstery, Red cellulose with red Karhyde upholstery.



The Eight Two-Door Saloon

FIXED HEAD

Price . . . £120

(ex Works)

Bumpers and Trafficators

£2 10s. extra.

SLIDING HEAD

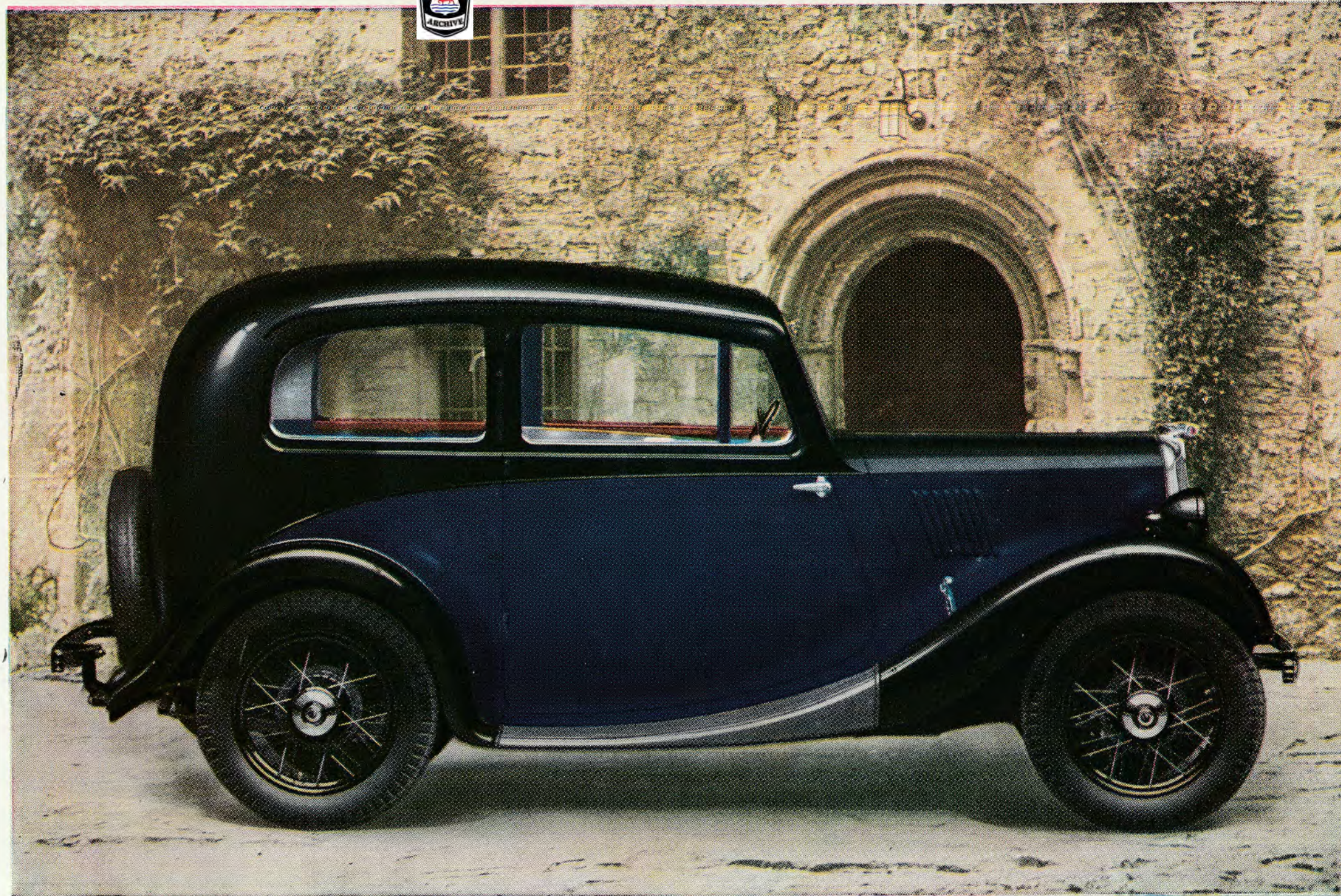
Price . . . £132 10s.

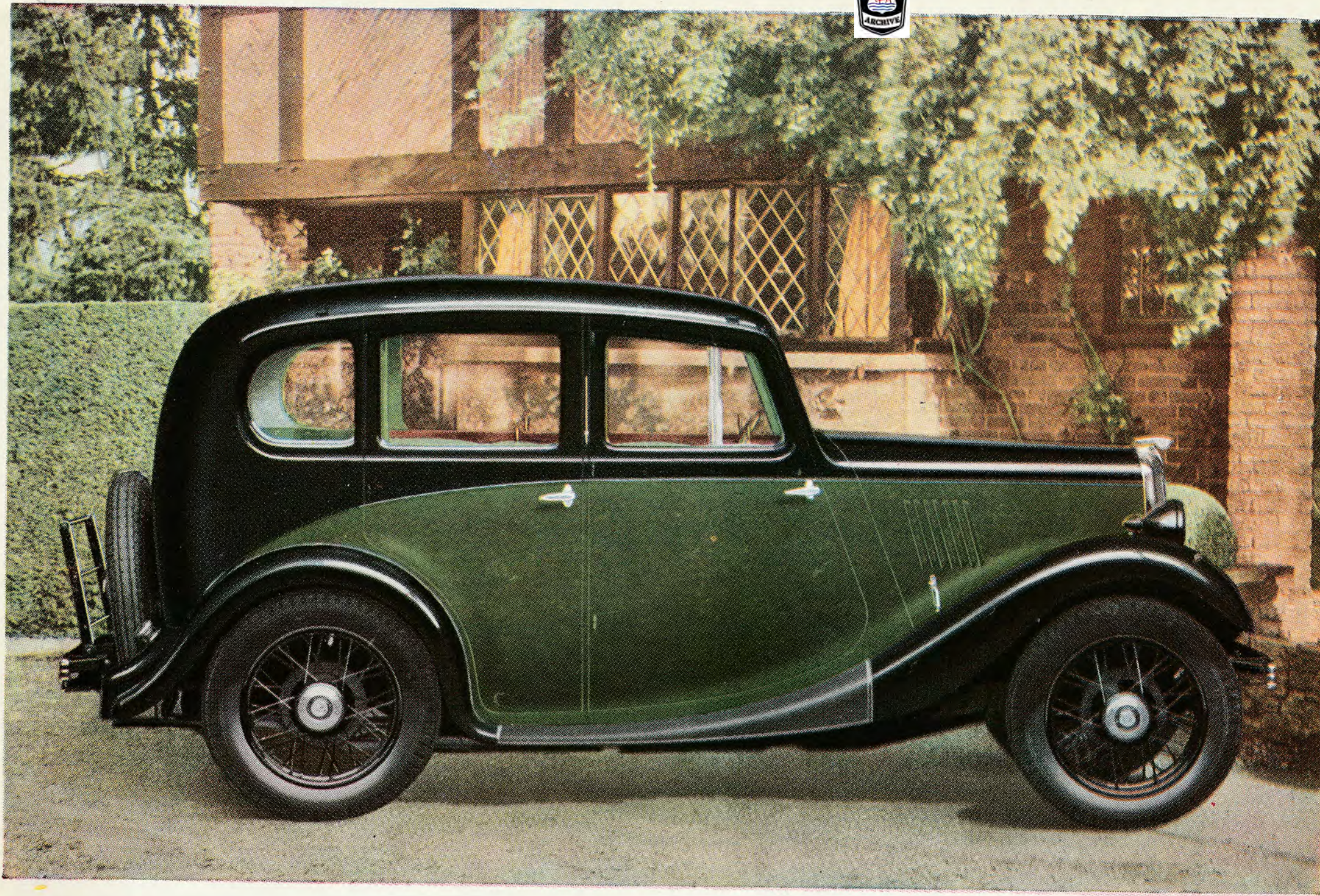
(ex Works)

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Obtainable in : All Black cellulose with red upholstery, Blue/Black cellulose with blue upholstery, Green/Black cellulose with green upholstery, Red/Black cellulose with red upholstery.

The fixed head saloon has Karhyde upholstery. The sliding head saloon has leather upholstery.





The Eight Four-Door Saloon

FIXED HEAD

Price . . . £130

(ex Works)

Bumpers and Trafficators

£2 10s. extra.

SLIDING HEAD

Price . . . £142 10s.

(ex Works)

. . .

Obtainable in: All Black cellulose with red upholstery, Blue/Black cellulose with blue upholstery, Green/Black cellulose with green upholstery, Red/Black cellulose with red upholstery.

The fixed head saloon has Karhyde upholstery. The sliding head saloon has leather upholstery.





THE TEN-FOUR & TWELVE-FOUR

(SERIES II)

FOLLOWING the wonderful success achieved by the Morris Eight, Morris Motors Ltd. have applied the same successful principles in the production of the new Morris Ten-Four and Morris Twelve-Four models.

Sound in conception, with modern and pleasing lines, spacious bodywork, generous equipment and superb riding qualities, these cars make a special appeal to the owner-driver who requires a thoroughly reliable car that is cheap to run and easy to maintain.

The sturdy box sectioned frame and special body construction ensures exceptional rigidity and road stability, while the system of permanent hydraulic jacks, which can be operated from within the car, are an undoubted convenience.

Driving ease is completely ensured by the rubber mounted spring steering wheel, frame-mounted pedals, adjustable sun visor, comfortable adjustable bucket seats and narrow body pillars, which in conjunction with an exceptionally large windscreen provide an excellent range of vision. The windscreen is in addition carefully sloped to reduce wind resistance to the minimum without restricting visibility.

All passengers are seated well within the wheelbase, thus providing the maximum driving comfort, whilst the head room in both front and rear seats is exceptionally good.

A built-in luggage container of ample proportions is provided at the back of the body and additional luggage can be accommodated, when required, on an external luggage grid.

Ventilation has been given special attention. The front door-windows are of the draughtless extractable type and are fitted with louvres. The windscreen is hinged at the top and provided with infinite adjustment over a wide range, while a scuttle ventilator and a sliding head give extensive additional control.





SPECIFICATION

Track 4 ft. 2 in. (1.27 m.), wheelbase 8 ft. 4 in. (2.54 m.). Four-cylinder engine. The Morris Ten-Four engine has a bore of 63.5 mm. (2.5 in.), a stroke of 102 mm. (4.0 in.), cubic capacity 1292 c.c. (78.84 cubic inches). Treasury rating 9.99 h.p. Tax £7 10s. The Morris Twelve-Four engine has a bore of 69.5 mm. (2.73 in.), a stroke of 102 mm. (4.0 in.), cubic capacity 1550 c.c. (94.59 cu. in.). Treasury rating 11.9 h.p. Tax £9. Cylinders cast in one with upper half of crankcase; three-bearing dynamically balanced crankshaft; steel-backed white metal main bearings; steel connecting rods with white metal big-end bearings of the full-ring type; aluminium pistons with four rings; side valves with adjustable tappets; detachable tappet guides; sturdy three-bearing camshaft; combustion chambers of advanced design; detachable cylinder head; silent duplex roller timing chain; integral induction and exhaust manifolds with hot spot; air cleaner, silencer and fume consumer; 14 mm. sparking plugs; three-speed synchromesh gearbox with silent constant mesh and second gears; accessible gearbox filler and dipstick level indicator; an externally-mounted spur gear pump driven from camshaft by helical gearing supplies oil under pressure to all main bearings, big-end bearings, camshaft bearings and clutch; large internal tray type oil filter; Enots high-pressure chassis lubrication system; thermo-syphon water

circulation; the radiator is fan assisted; Lucas distributor and coil with 12-volt battery provides ignition; distributor is accessibly mounted and provided with fully automatic advance and retard; belt-driven large capacity dynamo; sliding pinion type starting motor; full five-lamp equipment including headlamps with dip and switch mechanism, sidelamps, tail-lamp with automatic stop light; foot-operated headlight dipping switch; horn push and Trafficator indicator control accessibly mounted on steering wheel; electric windscreen wiper and concealed traffic indicators; S.U. carburetter with dash-operated mixture control; rear petrol tank of 7 gallons (32 litres) capacity; dash-recording electrical petrol gauge; petrol fed by S.U. electric pressure petrol pump; single-plate clutch with cushion hub and cork inserts; sturdy downswept box section frame; Spicer tubular balanced propeller shaft with needle type universal joints; silent spiral bevel gear final drive and differential in sturdy pressed-steel axle casing; three-quarter floating axle shafts; Lockheed hydraulic four-wheel brakes; central hand brake with instantaneous adjustment; right-hand accelerator pedal; semi-elliptic springs front and rear controlled by Armstrong hydraulic shock absorbers with improved automatic cold weather regulation; five detachable Magna type wire wheels; five 4.75—18 Dunlop cord tyres; a kit of tools is provided with every car.

GENERAL EQUIPMENT. Toughened Triplex glass single-panel adjustable windscreen; sun visor; winding ventilating door-windows; Jackall permanent hydraulic jacks; steering wheel controls for direction indicators and horn; direction indicator warning light; Lockheed hydraulic four-wheel brakes; rubber-inserted pile carpets; pedal rubbers; gearbox draught excluder; pedal draught excluders; large speedometer with special 30 m.p.h. marking; oil gauge; dash-reading electric petrol gauge; clock; ammeter; S.U. electric pressure petrol pump; electric windscreen wiper with bottom mounting; licence holder; interior driving mirror; concealed rear blind with remote control; art silk door pulls; private locks on doors; adjustable bucket type front seats; roof-lamp; bumpers front and rear; inbuilt luggage container; pressure chassis lubricating pump; ashtray; high frequency electric horn; electric lighting and starting; tail and stop light; headlamps with foot operated dip and switch mechanism; sidelamps; ignition warning light; scuttle ventilator; hydraulic shock absorbers with cold weather release; door pockets; five detachable Magna type wire wheels; five Dunlop cord tyres; spare wheel carrier; tyre pump; kit of tools in locker.

ADDITIONAL EQUIPMENT. Saloons (Sliding Head): Pytchley sliding head, toughened Triplex glass door and quarter-light windows, metal spare wheel cover. **Special Coupés:** Pytchley sliding head, toughened Triplex glass door-windows, folding luggage grid, metal spare wheel cover.



The Ten-Four & Twelve-Four Saloon

T E N - F O U R

FIXED HEAD

Price . . . £172 10s.

SLIDING HEAD

Price . . . £182 10s.

T W E L V E - F O U R

FIXED HEAD

Price . . . £177 10s.

SLIDING HEAD

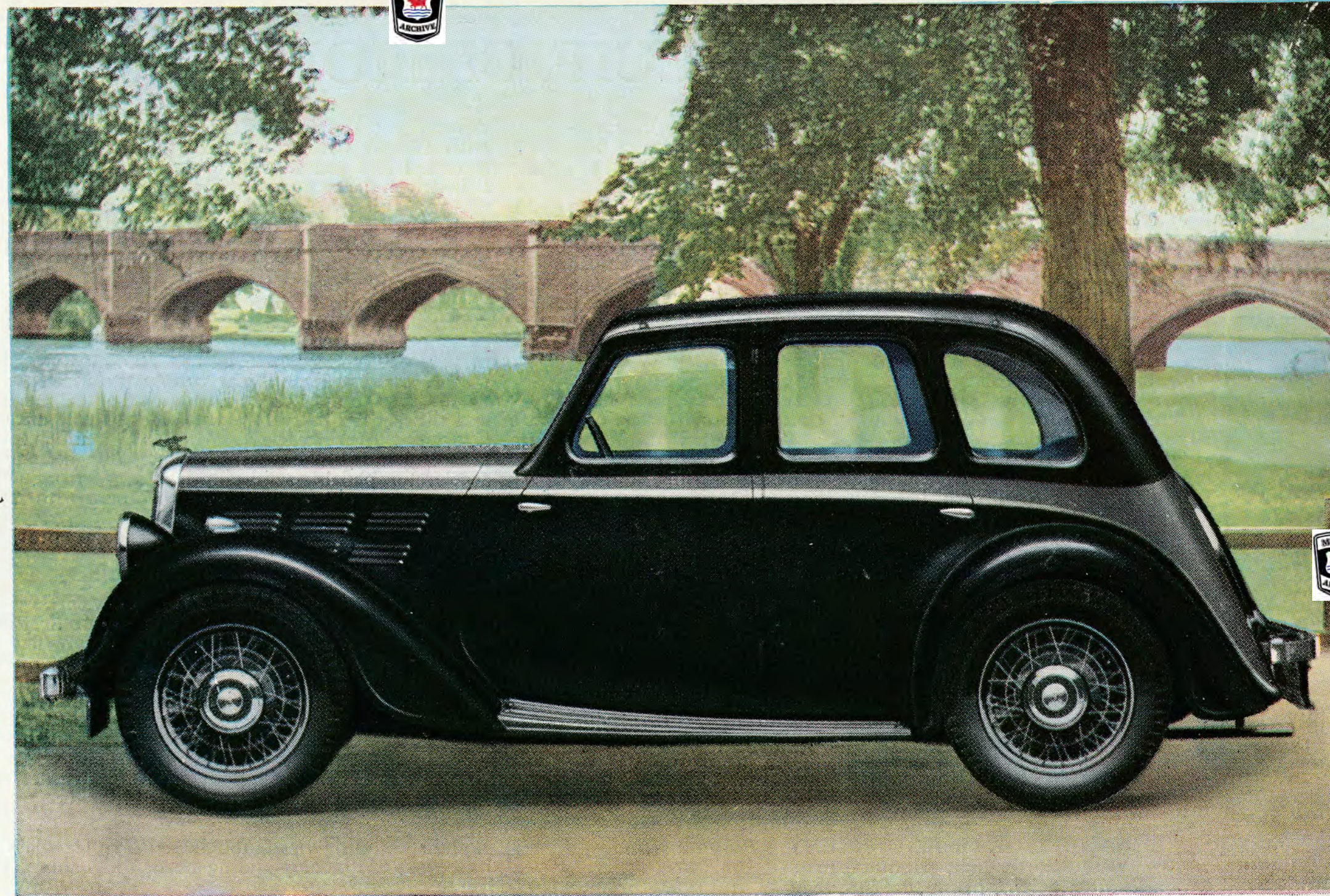
Price . . . £187 10s.

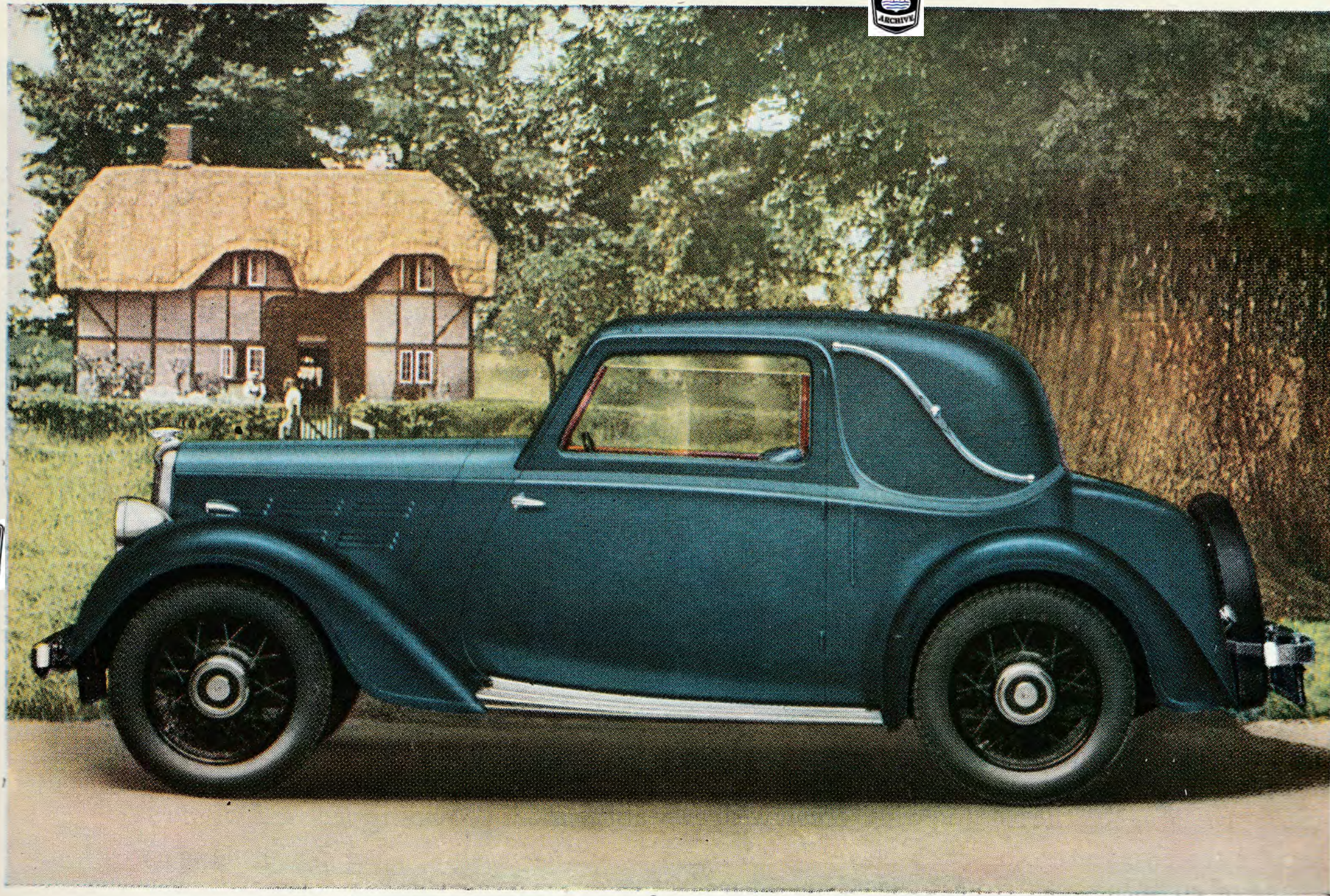
Folding luggage grid 30s.
extra. Metal spare wheel
cover on Fixed Head Saloons
20s. extra.

(All prices ex Works.)

Obtainable in: All Black cellulose with red upholstery, Blue/Black cellulose with blue upholstery, Green/Black cellulose with green upholstery, Red/Black cellulose with red upholstery, Grey/Black cellulose with blue upholstery.

The sliding head saloons have leather upholstery. The fixed head saloons have Karhyde upholstery.





The Ten-Four & Twelve-Four Special Coupé

T E N - F O U R
Price . . . £215
(ex Works)

T W E L V E - F O U R
Price . . . £220
(ex Works)

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Obtainable in: All Black cellulose with brown leather upholstery, Grey duotone cellulose with light blue leather upholstery, Sports Blue cellulose with light blue leather upholstery.





THE MORRIS SIXES (SERIES II)

SIXTEEN & EIGHTEEN, TWENTY-ONE & TWENTY-FIVE

THE introduction of a comprehensive range of attractive new Morris Sixes of Sixteen, Eighteen, Twenty-one and Twenty-five horse-power at an extremely moderate price marks a definite forward step in car values and pays high tribute to the complete effectiveness of "specialisation" as applied by Morris Motors Ltd. to car production.

Straightforward in design and entirely devoid of untried "selling points," these new Morris Sixes incorporate practically every feature that is of real value to the owner and possess an attractive and neat appearance that is unapproached by any other car on the road, quite irrespective of price.

Every feature of these cars is entirely modern in conception from the body lines to the permanent hydraulic jacking system and includes such items as built-in luggage accommodation, adjustable pneumatic squab cushions giving comfortable support to the lower portion of the back, draughtless ventilation by extractor type windows, permanent hydraulic jacks, improved engine units with air silencer, cleaner and fume consumer, hydraulic shock absorbers, supple springing and sturdy frames of box section spreading into generous cross members at the centre.

Their superb appearance has not been achieved by the sacrifice of body space; indeed, these new models are remarkable for their exceptional interior dimensions which enable three persons to be carried in comfort in the rear seat without a suspicion of overcrowding.

Other appealing features are the handsome instrument panel with large speedometer dial clearly marked at 30 m.p.h., the two exceptionally large cubby holes capable of housing parcels of a useful size, the rubber mounted spring steering wheel, the easily adjustable comfortable front seats, the narrow body pillars giving an excellent field of vision, and the sloping windscreen with easy adjustment providing reduced wind resistance.

Not the least attractive feature of these new Morris Sixes is their sparkling road performance which is far in advance of anything hitherto associated with cars of this type.





SPECIFICATION

The six-cylinder engine of the Sixteen has a bore of 65.5 mm. (2.58 in.), a stroke of 102 mm. (4.01 in.) and a cubic capacity of 2062 c.c. (125.84 cu. in.). Treasury rating 15.94. Tax £12. The engine of the Eighteen has a bore of 69 mm. (2.72 in.), a stroke of 102 mm. (4.01 in.) and a cubic capacity of 2288 c.c. (139.6 cu. in.). Treasury rating 17.71. Tax £13 10s. The engine of the Twenty-one has a bore of 75 mm. (2.95 in.), a stroke of 110 mm. (4.33 in.) and a cubic capacity of 2916 c.c. (176.97 cu. in.). Treasury rating 20.92. Tax £15 15s. The engine of the Twenty-five has a bore of 82 mm. (3.23 in.), a stroke of 110 mm. (4.33 in.) and a cubic capacity of 3485 c.c. (209.5 cu. in.). Treasury rating 25.01. Tax £18 15s. Cylinders cast in one with top half of the crankcase; four-bearing sturdy crankshaft dynamically balanced; full-ring shim-less main and big-end bearings; steel connecting rods; four-ring aluminium pistons; side valves with adjustable tappets; tappet guides in three detachable units; integral inlet and exhaust manifold with hot spot; air cleaner, silencer and fume consumer; three-speed synchromesh gearbox; engine lubrication by external spur gear pump driven by helical gears from camshaft; large tray internal-type oil filter; large Tecalemit external filter; chassis lubrication by Enots high-pressure oilgun and accessible nipples; deep sectioned downswept cruciform frame with Jackall permanent hydraulic jacks; centrifugal water pump and thermostatic water

circulation control; the radiator is fan assisted; Lucas distributor and coil with 12-volt battery; distributor is accessibly mounted and provided with fully automatic advance and retard control; large capacity dynamo belt-driven from crankshaft; sliding pinion starter motor; full five-lamp equipment, including dipping headlights, sidelights, fog lamp, automatic stop lamp; foot-operated headlamp dipping switch; finger-tip controls for Trafficators are mounted in centre of steering wheel, with horn push; included is an electric windscreen wiper with twin blades and concealed traffic indicators; S.U. carburetter; rear petrol tank with 10 gallons capacity on the Sixteen and Eighteen, and 13 gallons capacity on the Twenty-one and Twenty-five; dash-reading electric petrol gauge; S.U. automatic electric pressure petrol pump; single-plate cork insert clutch with cushion hub running in oil; balanced Spicer tubular propeller shaft with Spicer needle type universal joints; spiral bevel final drive gears and differential in sturdy rear axle casing with three-quarter floating axle shafts; Lockheed hydraulic four-wheel brakes; central hand brake with instantaneous adjustment; Bishop cam type steering; right-hand accelerator pedal; semi-elliptic springs front and rear controlled by double-acting hydraulic shock absorbers; five detachable Magna type wire wheels; five 6.00—17 Dunlop cord tyres; a kit of tools is provided with every car.

GENERAL EQUIPMENT. Toughened Triplex glass single-panel adjustable windscreen; sun visor; winding ventilating door-windows; Jackall permanent hydraulic jacks; steering wheel controls for direction indicators and horn; direction indicator warning light; Lockheed hydraulic four-wheel brakes; rubber-inserted pile carpets; pedal rubbers; gearbox draught excluder; pedal draught excluders; large speedometer with special 30 m.p.h. marking; oil gauge; dash-reading electric petrol gauge; clock; ammeter; S.U. electric pressure petrol pump; double electric windscreen wiper with bottom mounting; licence holder; interior driving mirror; concealed rear blind with remote control; art silk door pulls; pillar pull cords; private locks on doors; adjustable bucket type front seats with adjustable pneumatic back supports; roof-lamp; bumpers front and rear; inbuilt luggage container; pressure chassis lubricating pump; ashtrays; high frequency electric horn; electric lighting and starting; tail and stop light; headlamps with foot operated dip and switch mechanism; sidelamps; fog lamp; ignition warning light; scuttle ventilator; hydraulic shock absorbers with cold weather release; door pockets; five detachable Magna type wire wheels; five Dunlop cord tyres; spare wheel carrier; metal spare wheel cover; tyre pump; kit of tools on dash.

ADDITIONAL EQUIPMENT. **Saloons (Fixed Head):** Hinged ventilating quarter-light windows. (*Sliding Head*): Pytchley sliding head, toughened Triplex glass door and hinged ventilating quarter-light windows, folding luggage grid. **Special Coupés:** Pytchley sliding head, toughened Triplex glass door and quarter-light windows, folding luggage grid, twin fog lamps, twin horns.



The Saloon

SIXTEEN & EIGHTEEN
TWENTY-ONE & TWENTY-FIVE

SIXTEEN AND
EIGHTEEN

FIXED HEAD

Price . . . £250

SLIDING HEAD

Price . . . £265

TWENTY-ONE &
TWENTY-FIVE

FIXED HEAD

Price . . . £265

SLIDING HEAD

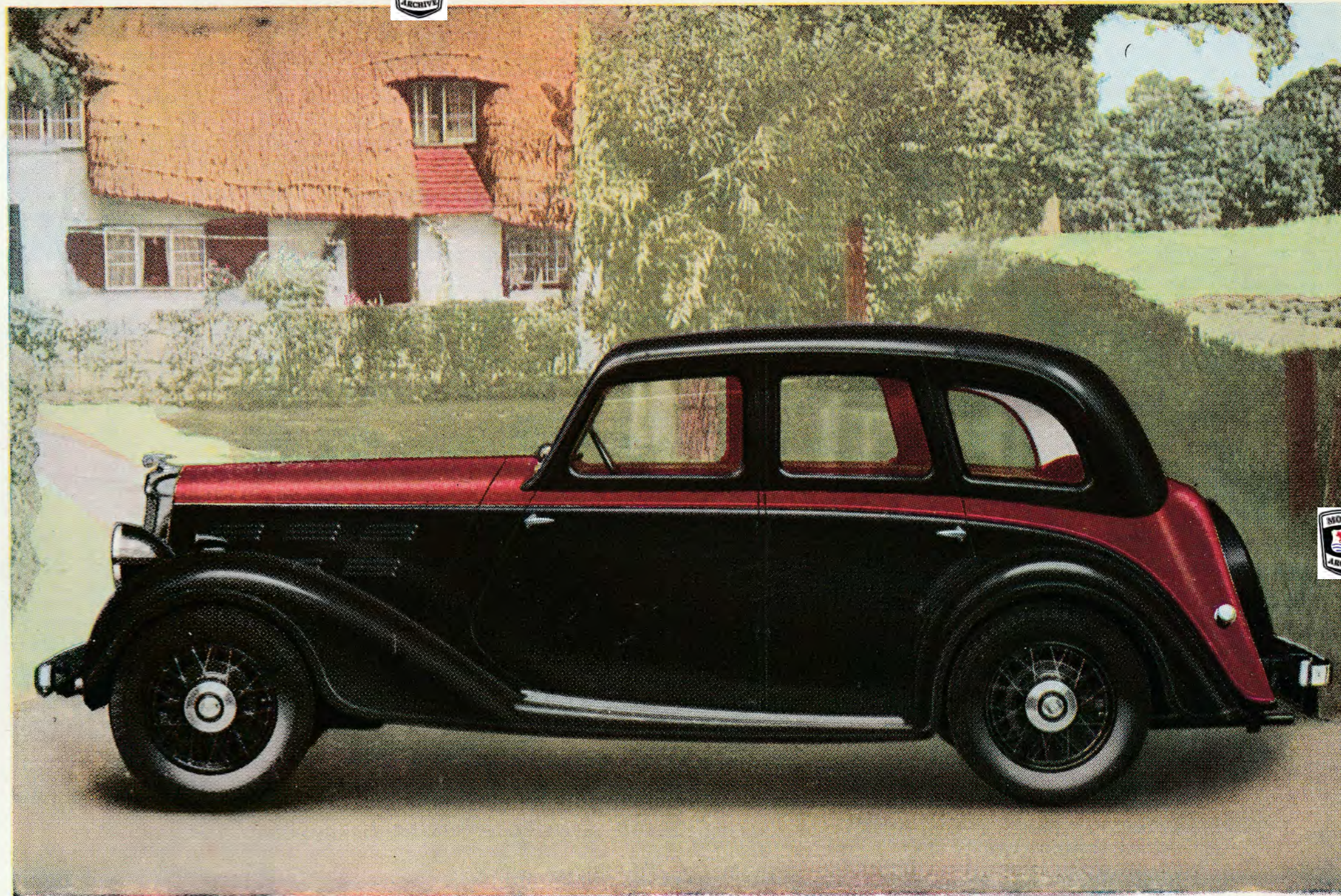
Price . . . £280

Folding luggage grid, 30s.
extra on fixed head saloons.

(All prices ex Works)

Obtainable in: All Black cellulose with red upholstery, Blue/Black cellulose with blue upholstery, Green/Black cellulose with green upholstery, Red/Black cellulose with red upholstery, Grey/Black cellulose with blue upholstery.

The sliding head saloons have leather upholstery. The fixed head saloons have Karhyde upholstery.





The Special Coupé

SIXTEEN & EIGHTEEN
TWENTY-ONE & TWENTY-FIVE

SIXTEEN AND
EIGHTEEN

Price . . . £335

(ex Works)

TWENTY-ONE &
TWENTY-FIVE

Price . . . £350

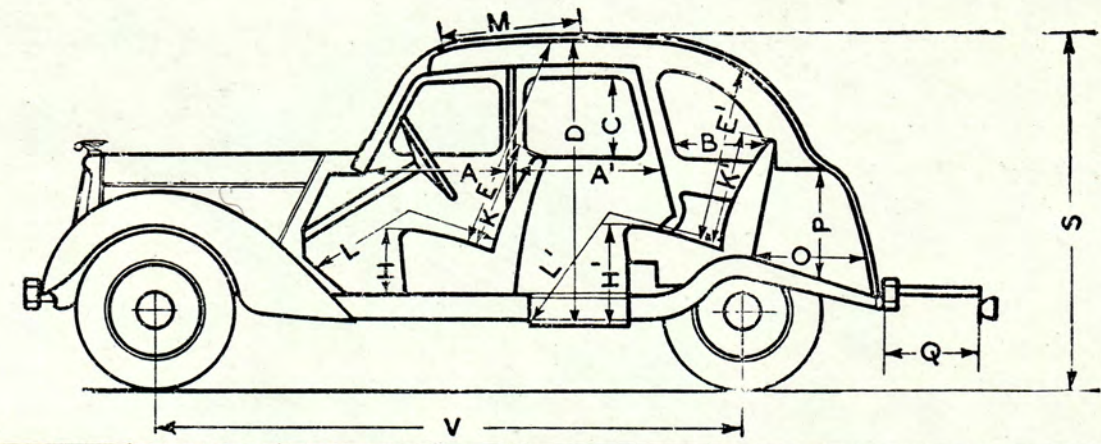
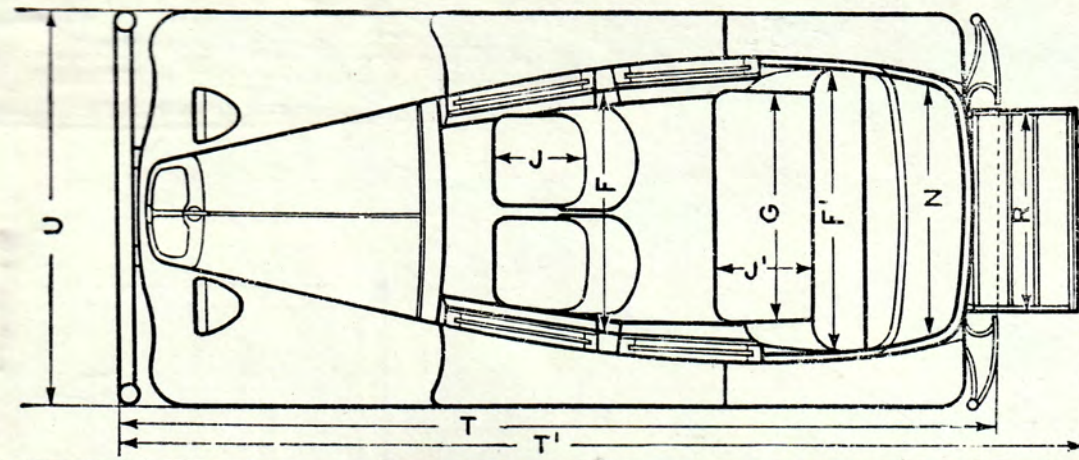
(ex Works)

...

Obtainable in :- All Black cellulose with brown leather upholstery, Grey duotone cellulose with light blue leather upholstery, Sports Blue cellulose with light blue leather upholstery.



PRINCIPAL DIMENSIONS



Model	A	A1	B	C	D	E	E1	F	F1	G	H	H1	J	J1	K	K1	L	L1	M	M1	N	O	P	Q	R	S	T	T1	U	V		
Eight Two-seater ...	33½	-	-	-	44	38	-	43	-	-	11	-	20	-	22	-	Max 45	Min 39	-	-	-	-	-	-	-	-	60	141	-	54½	90	
„ Tourer ...	33½	-	-	-	45	38	35	43	42	35	11	12	18	17	21	20	44	39	39	34	-	-	-	-	-	61	141	-	54½	90		
„ Saloon (2-Door) ...	35	-	23¼	12¾	46	39	36	41	41	35	12	12	20	20	21	23	48	39	41	35	16½	29	-	-	15	28	63	141	155	54½	90	
„ Saloon (4-Door) ...	25	23	11¾	12¾	46	39	36	41	46	35	12	12	20	20	21	23	48	39	41	35	16½	29	-	-	15	28	63	141	155	54½	90	
Ten and Twelve Saloon	28	24¾	14	14	49	41	37	47½	50	40	12	15	20	19	23	24	45	38	42	38	17	32	39	17½	15½	13	32	64	165	173	61	100
„ „ „ Coupé	38½	-	-	13½	47	40	36	45	47½	40	12	15	18	19	24	22	45	38	42	38	13	35	36	24	14	13	32	63	165	173	61	100
Sixteen and Eighteen Saloon ...	32½	27	16¾	14	46	41	37	53	57	44	13½	12½	19	21	24	23	49	38	50	39	18	36½	43	21	18	13	32	69	187	195	70	117
Sixteen and Eighteen Coupé ...	40½	-	21½	14	45	40	37	53	54½	46	13½	13	21	21	23	22	46	39	43	38	17	39	40½	24½	16½	13	32	68	187	195	70	117
Twenty-one and Twenty-five Saloon ...	32½	27	16¾	14	46	41	37	53	57	44	13½	12½	19	21	24	23	49	38	50	39	18	36½	43	21	18	13	32	69	191	199	70	121½
Twenty-one and Twenty-five Coupé ...	40½	-	21½	14	45	40	37	53	54½	46	13½	13	21	21	23	22	46	39	43	38	17	39	40½	24½	16½	13	32	68	191	199	70	121½





GENERAL DATA

	Eight Four	Ten-Four Four	Twelve- Four Four	Sixteen- Six Six	Eighteen- Six Six	Twenty-one Six Six	Twenty-five Six Six
Number of cylinders	Four	Four	Four	Six	Six	Six	Six
Bore... ..	2.24 in. (57 mm.)	2.5 in. (63.5 mm.)	2.73 in. (69.5 mm.)	2.58 in. (65.5 mm.)	2.72 in. (69 mm.)	2.95 in. (75 mm.)	3.23 in. (82 mm.)
Stroke	3.54 in. (90 mm.)	4.01 in. (102 mm.)	4.01 in. (102 mm.)	4.01 in. (102 mm.)	4.01 in. (102 mm.)	4.33 in. (110 mm.)	4.33 in. (110 mm.)
Cubic capacity ...	56.02 cu. in. (918 c.c.)	78.84 cu. in. (1292 c.c.)	94.59 cu. in. (1550 c.c.)	125.84 cu. in. (2062 c.c.)	139.63 cu. in. (2288 c.c.)	176.97 cu. in. (2916 c.c.)	209.5 cu. in. (3485 c.c.)
R.A.C. rating ...	8.05	9.99	11.98	15.94	17.71	20.92	25.01
Tax	£6	£7 10s.	£9	£12	£13 10s.	£15 15s.	£18 15s.
Number of gears	Three and reverse	Three and reverse	Three and reverse	Three and reverse	Three and reverse	Three and reverse	Three and reverse
Gear ratios	17.13	19.35	17.55	17.875	16.1	15.09	15.09
First ...	9.729	9.42	7.98	8.832	7.95	7.46	7.46
Synchro- { Second	5.375	5.375	4.875	5.273	4.75	4.454	4.454
mesh { Third	22.84	24.46	22.18	22.663	20.425	19.15	19.15
Reverse							
Turning circle ...	R.H. 36 ft. L.H. 33 ft. 10 in.	R.H. 40 ft. L.H. 38 ft. 6 in.	R.H. 40 ft. L.H. 38 ft. 6 in.	R.H. 42 ft. 6 in. L.H. 44 ft. 6 in.	R.H. 42 ft. 6 in. L.H. 44 ft. 6 in.	R.H. 45 ft. L.H. 43 ft. 6 in.	R.H. 45 ft. L.H. 43 ft. 6 in.
Wheel size ...	2.5 × 17	3.0 × 18	3.0 × 18	3.62 × 17	3.62 × 17	3.62 × 17	3.62 × 17
Tyre size	4.5—17	4.75—18	4.75—18	6.00—17	6.00—17	6.00—17	6.00—17
Wheelbase	7 ft. 6 in. (2.29 m.)	8 ft. 4 in. (2.54 m.)	8 ft. 4 in. (2.54 m.)	9 ft. 9 in. (2.96 m.)	9 ft. 9 in. (2.96 m.)	10 ft. 1½ in. (3.086 m.)	10 ft. 1½ in. (3.086 m.)
Track	3 ft. 9 in. (1.14 m.)	4 ft. 2 in. (1.27 m.)	4 ft. 2 in. (1.27 m.)	4 ft. 8 in. (1.422 m.)	4 ft. 8 in. (1.422 m.)	4 ft. 8 in. (1.422 m.)	4 ft. 8 in. (1.422 m.)
Petrol tank capacity	5½ galls. (25 litres)	7 galls. (32 litres)	7 galls. (32 litres)	10 galls. (45 litres)	10 galls. (45 litres)	13 galls. (59 litres)	13 galls. (59 litres)
Engine oil capacity	5 pts. (2.85 litres)	10 pts. (5.68 litres)	11 pts. (6.25 litres)	2 galls. 1 pt. (9.65 litres)	2 galls. 1 pt. (9.65 litres)	2 galls. 1 qt. (10.22 litres)	2 galls. 1 qt. (10.22 litres)
Gearbox oil capacity	¾ pt. (.426 litres)	1½ pts. (.65 litres)	1½ pts. (.65 litres)	2 pts. (1.14 litres)	2 pts. (1.14 litres)	2 pts. (1.14 litres)	2 pts. (1.14 litres)
Rear axle oil capacity	1½ pts. (.71 litres)	2 pts. (1.14 litres)	2 pts. (1.14 litres)	2 pts. (1.14 litres)	2 pts. (1.14 litres)	2 pts. (1.14 litres)	2 pts. (1.14 litres)
Total water capacity	15½ pts. (8.8 litres)	18 pts. (10.22 litres)	20 pts. (11.36 litres)	25 pts. (14.2 litres)	25 pts. (14.2 litres)	34 pts. (19.3 litres)	32 pts. (18.2 litres)



PURCHASE OUT OF INCOME

THERE are a hundred and one reasons why a motorist may prefer to buy his car out of income rather than pay cash for it. For many the practice is undoubtedly a convenience and obviates the necessity of realising capital. On the other hand the motorist wants to feel that the transaction is on an unquestionably sound basis, and is free from troublesome formalities and delays. Therefore Morris Motors Ltd. have selected the United Dominions Trust Ltd. to act as their bankers for hire-purchase work. All Authorised Morris Distributors and Dealers co-operate in this scheme, and you can avail yourself of it locally, wherever you live. The terms are perfectly straightforward and are applicable to any model. You pay a reasonable deposit, preferably not less than a quarter of the total sum. The remainder is then payable in instalments over 12, 18 or 24 months, as you choose. Quarterly instalments can also be arranged.

As an example, supposing that you have chosen a model at £130. You pay a first deposit of, say, £35. The outstanding balance is now £95. If you are paying this off over 12 monthly instalments the sum payable each month would be exactly £8 8s. 7½d. This is inclusive of all interest charges.

When you have fully studied this catalogue and have decided upon the model you prefer, examine the table opposite and from it you can easily calculate the first deposit and the subsequent monthly instalments. Remember that this scheme holds good for any model—the Eight at £118 or the “25” at £350. Make up your mind whether you will pay off the balance over 12, 18 or 24 months. Then go to your nearest Morris Distributor or Dealer and advise him. He will carry out the rest.

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	—	19	0
30	0	0	2	13	3	1	16	9	1	8	6
40	0	0	3	11	0	2	9	0	1	18	0
50	0	0	4	8	9	3	1	3	2	7	6
60	0	0	5	6	6	3	13	6	2	17	0
70	0	0	6	4	3	4	5	9	3	6	6
80	0	0	7	2	0	4	18	0	3	16	0
90	0	0	7	19	9	5	10	3	4	5	6
100	0	0	8	17	6	6	2	6	4	15	0
200	0	0	17	15	0	12	5	0	9	10	0
300	0	0	26	12	6	18	7	6	14	5	0

The instalments shown include all interest charges. All business carried out on the Morris Hire-Purchase Plan is treated as confidential, and is arranged throughout with utmost discretion.



SERVICE & GUARANTEE

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

- (a) Drain sump, gearbox and back axle, and refill with Morrisol "Sirrom" (Regd.) Brand lubricant.
- (b) Oil and grease vehicle throughout with Morrisol "Sirrom" (Regd.) Brand lubricants.
NOTE:—New lubricants chargeable to customers.
- (c) Check and, if necessary, adjust:—
 - (1) Ignition timing.
 - (2) Tappet clearances.
 - (3) Carburetter control gear, mixture setting and slow-running.
 - (4) Dynamo drive belt.
 - (5) Correct clearance for clutch pedal.
 - (6) Alignment of front wheels.
 - (7) All steering controls.
 - (8) Tyre pressures.
- (d) Adjust brakes and check level of Lockheed fluid in supply tank.
- (e) Check correct functioning of Jackall system.
- (f) Look over and tighten all nuts, particularly cylinder head, wheels, spring clips and body bolts.
- (g) Top up battery and check working of all electrical equipment.

All this first service is free, only material used being charged for. Morris Service does not stop here. Morris Motors Limited issue a list of standardised repair charges covering the labour charges for the more usual kind of repairs or overhaul. Thus you can always tell in a few moments exactly what your upkeep costs will be and there need never be any unpleasant disputes concerning the bill presented.



GUARANTEE

1. For a period of SIX MONTHS from the date on which a new Morris Car or Chassis is delivered to the first owner-user thereof Morris Motors Limited will exchange or repair any part or parts thereof which needs or need replacement or repair by reason of defective workmanship or defective material. The Company will not be responsible for any expense which the purchaser may incur in removing or having removed or in replacing or having replaced any part or parts to be sent for inspection or in fitting or having fitted any new parts supplied in lieu thereof.
2. No claim for exchange or repair can be considered hereunder unless the person claiming
 - (a) Returns the part or parts complained of to the Company's Works carriage paid.
 - (b) Sends therewith particulars of the chassis number and engine number of the Car or Chassis in question, as shown on the manufacturer's identification plate.
 - (c) Sends also particulars stating the date of the purchase and the name and address of the person or firm from whom the Car or Chassis was bought.
 - (d) Refers to this Guarantee.
3. This Guarantee shall not apply to
 - (a) Any accessories or proprietary fittings whatsoever.
 - (b) Any Car or Chassis used
 - (i) As a Hackney Carriage.
 - (ii) For hiring out.
 - (iii) For any purpose other than the private or genuine commercial use of the owner-user.
 - (c) Any defective part or parts which in the opinion of Morris Motors Limited has or have been injured by wear and tear or by any form whatsoever of improper use of or from any alteration whatsoever to the Car or Chassis.
 - (d) Any second-hand Car or part or parts thereof.
 - (e) Anything whatsoever not both manufactured by and sold by the Company.
 - (f) Any part or parts of a Chassis to which a body which in the opinion of the Company is unsuitable has been fitted.
 - (g) Any vehicle in or to which any part not manufactured or sold by Morris Motors Limited has been affixed.
4. The liability of Morris Motors Limited is limited to exchange or repair under Clause 1 hereof. Every form of liability for every form of consequential loss or damage is hereby expressly excluded.
5. This Guarantee is given in lieu of and excludes every condition or warranty, whether statutory or otherwise, whatsoever not herein expressly set out.



TERM 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. The Company reserves the right to alter specifications and/or equipment and/or prices without prior notice.

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 the Morris Eight model, 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.

August, 1935.





MORRIS ARCHIVE





MORRIS ARCHIVE

