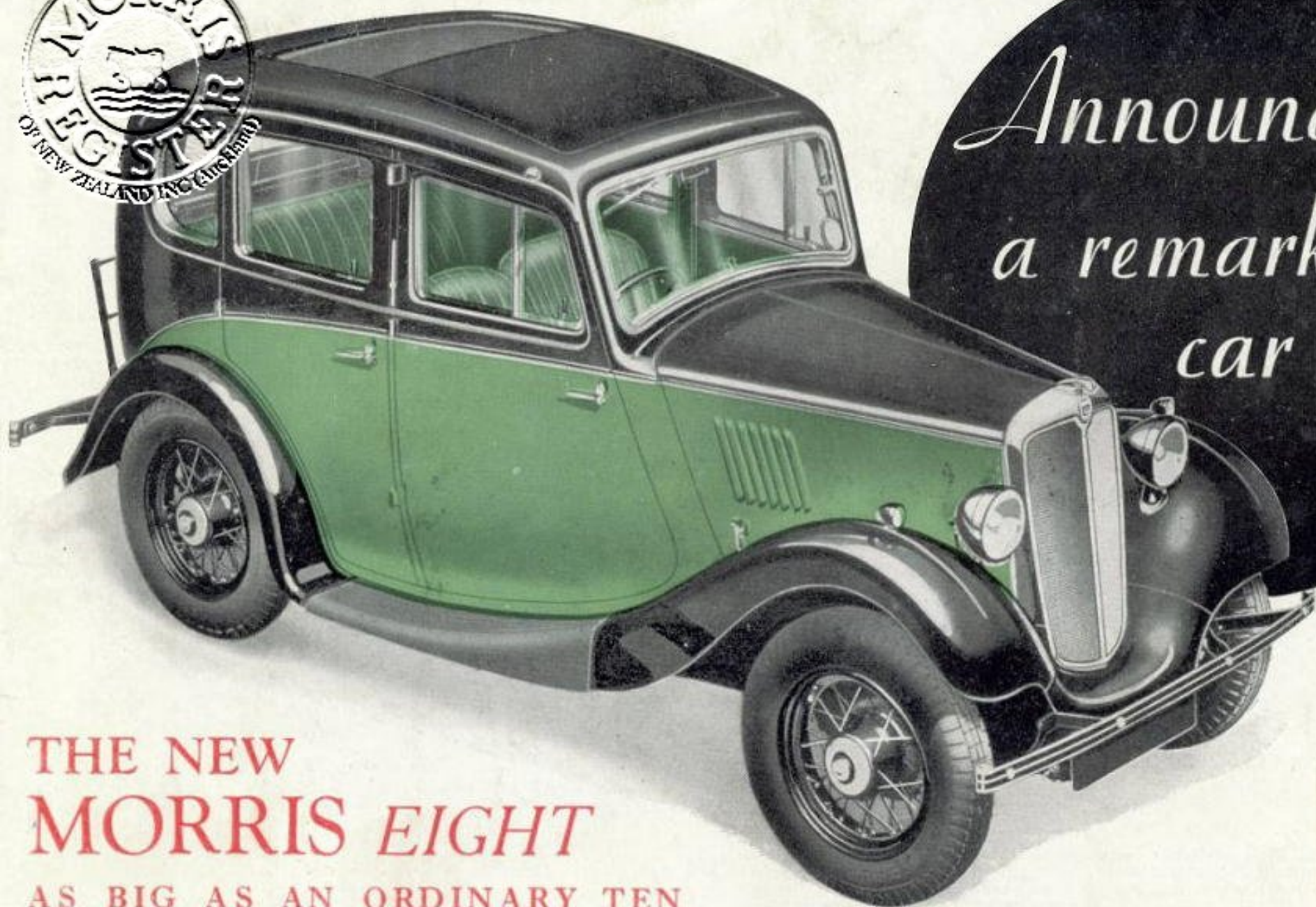


EXPORT

1935

*Announcing
a remarkable
car*



THE NEW
MORRIS EIGHT
AS BIG AS AN ORDINARY TEN

B16.

S P E C I A L I S A T I O N *alone makes this value possible*

SPECIALISATION alone can give you these big-car features in an '8'—and Morris is the only manufacturer of popular-priced cars employing Specialisation technique.

Specialisation every part the proud achievement of a specialist separate specialised factories for engines, castings, bodies, radiators, etc. . . . that is the principle that has made this wonderful new Morris "Eight" possible. Only *specialists* could have made an 8 h.p. engine with such speed and power and 'life.' Only *specialists* could have built such a roomy body for a chassis of this size. Only *specialists* could have given so small a chassis such safety and road-holding ability!

This Morris is totally different from any '8' there's ever been before. *It's built on big-car principles.* Take a look at the front springs: proper semi-elliptics and a full length box frame, instead of transverse springs! Examine the brakes: fully compensated Lockheed hydraulics, instead of the old wire-and-lever type! And so it is with every detail—the best and most up-to-date big-car principles are employed in this new Morris "Eight."

But . . . try it! Get at the wheel! Put her at the steepest hill you know! Take her over a real rough stretch! Pull her on rough corners—stamp on the brakes! Test her as you'd test a big, expensive car! That's the way—the *only* way—to find out what a great little car the Morris "Eight" is.

The New **MORRIS** *EIGHT*

THIS SPACIOUS

*Seats four adults
in roomy comfort*

*Easy to enter
Easy to leave*

*A body style you
will be proud to own*

BODY GIVES ADDED COMFORT



The New **MORRIS** *EIGHT Advantages*



THE HANDSOME FACIA BOARD
with two large cubbies and full instrument
equipment attractively grouped

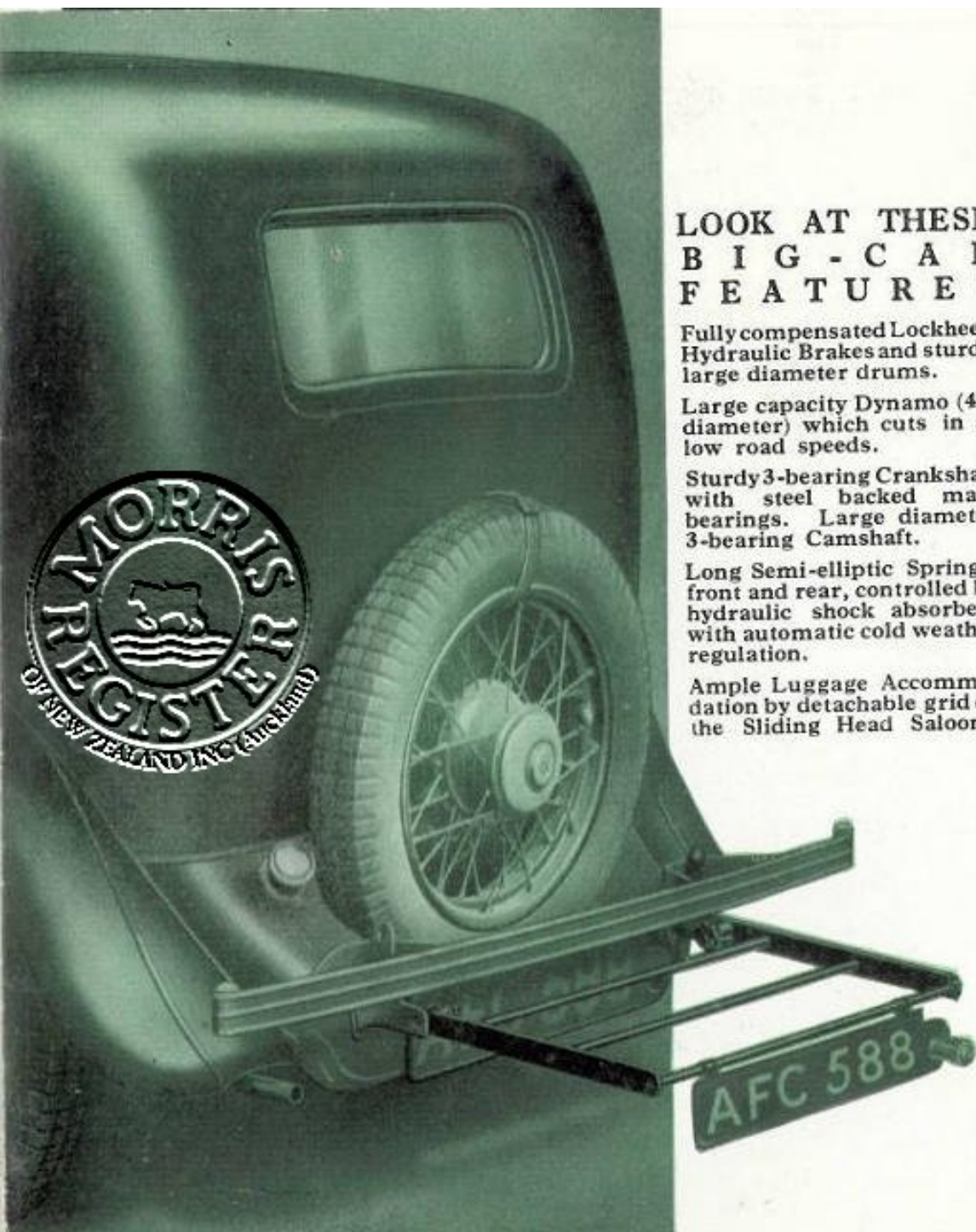
Look carefully at the specification of the new Morris "Eight." Where will you find any small car with so many big-car features, such roomy bodies, such comfortable upholstery and such driving ease?

Look at the sturdy powerful engine, with its large diameter three-bearing crankshaft, steel-backed main bearings, Duplex chain camshaft drive, at the large dynamo fully up to its work, at the big car suspension, at the generous tyre equipment, at the sumptuous interior appointments, and you will wonder how so attractive a car can be produced at so low a price.

Driving comfort under all conditions is fully assured by the combination of well considered adjustable seats, carefully grouped controls, synchromesh gearbox, extra low-pressure tyres, Bishop cam steering and the full length big-car chassis with special box frame construction and long semi-elliptic springs front and rear, controlled by Hydraulic shock absorbers.

In addition, remember that this attractive new Morris combines an outstanding road performance with exceptional economy in maintenance costs.

The splendid range of attractive models enables every prospective owner's requirements to be fully realised, and each body style is obtainable in a generous variety of handsome cellulose colour finishes.



LOOK AT THESE BIG - CAR FEATURES

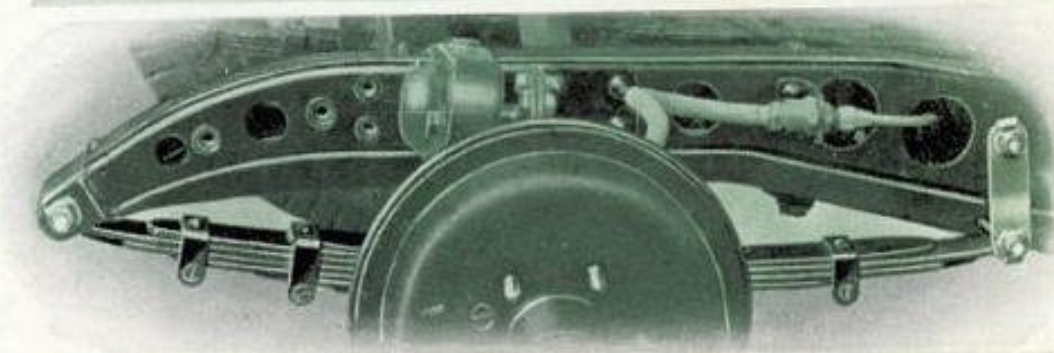
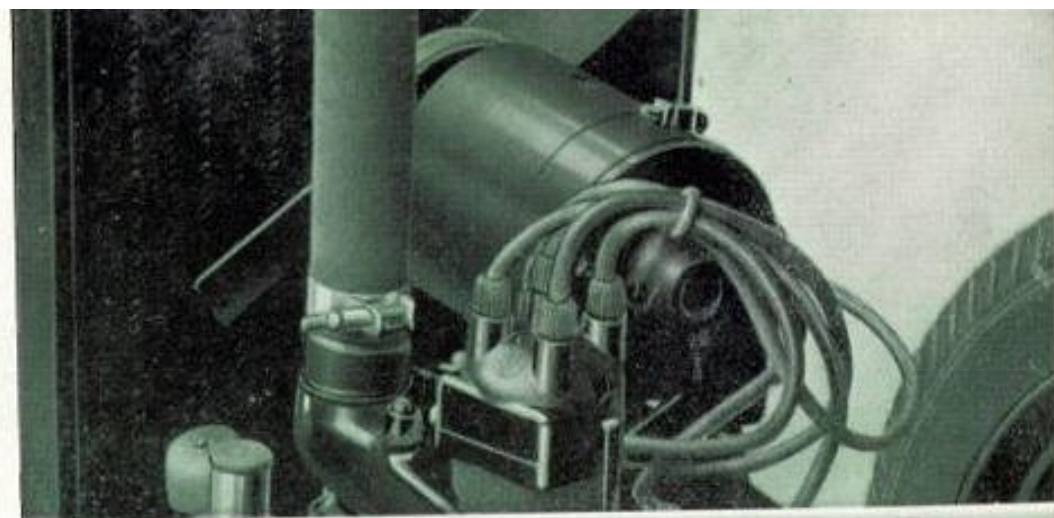
Fully compensated Lockheed Hydraulic Brakes and sturdy large diameter drums.

Large capacity Dynamo (4½" diameter) which cuts in at low road speeds.

Sturdy 3-bearing Crankshaft with steel backed main bearings. Large diameter 3-bearing Camshaft.

Long Semi-elliptic Springs, front and rear, controlled by hydraulic shock absorbers with automatic cold weather regulation.

Ample Luggage Accommodation by detachable grid on the Sliding Head Saloons.





The biggest value for money range ever announced



The MORRIS "EIGHT" FOUR-DOOR SALOON

FIXED HEAD

Obtainable in Black cellulose with red Karhyde upholstery; Red/Black cellulose with red Karhyde upholstery

SLIDING HEAD

Obtainable in Blue/Black cellulose with blue leather upholstery; Green/Black cellulose with green leather upholstery; Red/Black cellulose with leather upholstery.

Here, at last, is a small Car that behaves in a BIG way. It is light—inexpensive—economical—but a *real motor car*. It's built on big-car principles—that's why. Only an "Eight"—yet four can stretch their legs in it! Only an "Eight"—yet its sturdy engine will take a full load wherever you ask it! If you want to know how roomy and capable a small car *can* be—see and try this great little Morris!

The MORRIS "EIGHT" FOUR-DOOR SALOON This is a particularly spacious car with exceptionally easy access to all seats, and it combines the best features of the large car with low running costs and general upkeep economy of the baby car. It has comfortable seating accommodation and ample leg room for four fully grown people. Its well considered interior dimensions and the generous depth of its upholstery remove every tendency to fatigue on long journeys. The driver's seat is adjustable on roller type sliding fittings, while the passenger's seat is also adjustable and tips up to give easy access to the rear seats.

In addition to the General Equipment the Fixed Head model has: 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 seats, sliding driver's seat, adjustable tip-up passenger's seat.

In addition to the General Equipment the Sliding Head model has: Pychley sliding head, single-panel adjustable windscreen and winding door windows with Triplex toughened glass, interior driving mirror, concealed direction indicators, trafficator mirrors, concealed rear blind with remote control, private locks to doors, bucket type front seat, sliding driver's seat, adjustable tip-up passenger's seat.

DUNLOP EXTRA LOW-PRESSURE TYRES, SIZE 5'25 x 16, ARE FITTED AS STANDARD TO ALL MODELS



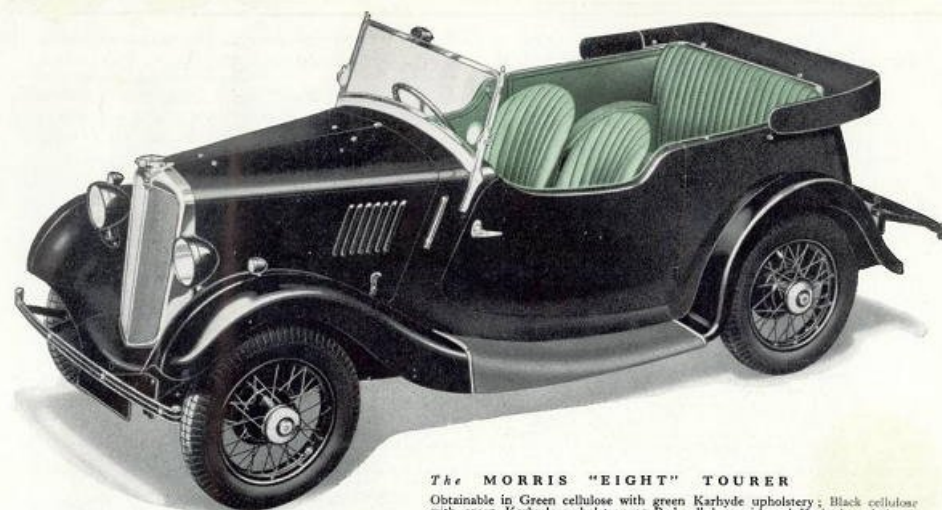
The MORRIS "EIGHT" TWO-DOOR SALOON

FIXED HEAD

Obtainable in Black cellulose with red Karhyde upholstery; or Red/Black cellulose with red Karhyde upholstery

SLIDING HEAD

Obtainable in Blue/Black cellulose with blue leather upholstery; Green/Black cellulose with green leather upholstery; or Red/Black cellulose with red leather upholstery



The MORRIS "EIGHT" TOURER

Obtainable in Green cellulose with green Karhyde upholstery; Black cellulose with green Karhyde upholstery or Red cellulose with red Karhyde upholstery

The MORRIS "EIGHT" TOURER This is a full four-seated touring car. It is not only particularly attractive in appearance but extraordinarily comfortable. The deeply upholstered bucket front seats are unusually well shaped and are adjustable to give the best driving position. The passenger's seat tips up to give free access to the rear seating accommodation, which is particularly roomy for so small a car. The rear seat is provided with a pneumatic cushion and tonneau cover. The toughened Triplex glass windscreen can be folded flat on the scuttle when desired, and full all-weather equipment is provided.

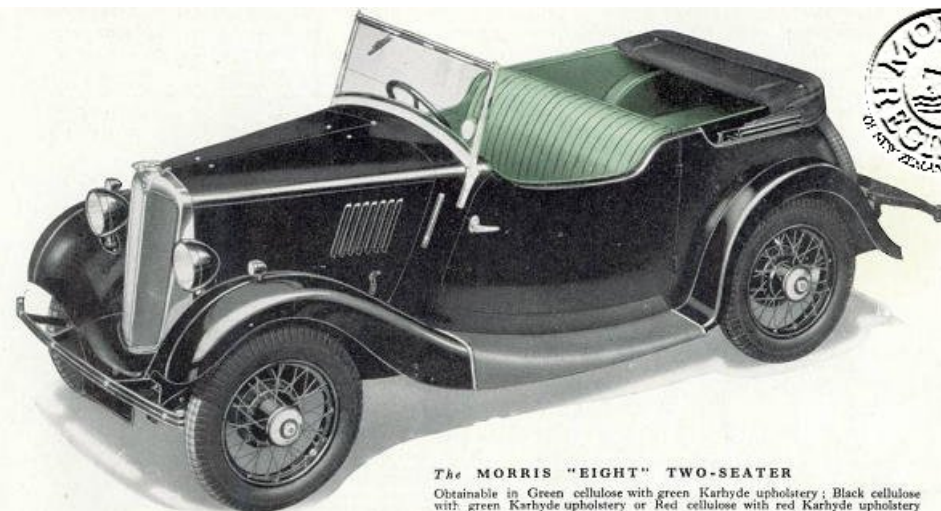
This model has the following additional equipment: Folding toughened Triplex glass windscreen, hood, hood bag, detachable sidescreens, exterior driving mirror, adjustable bucket seats, pneumatic rear seat.

The MORRIS "EIGHT" TWO-DOOR SALOON Possessing the same roomy interior and comfortable seating accommodation as the four-door saloon, the two-door saloon will make a forcible appeal to those who only carry rear passengers on occasion, and those who have a preference for the clean appearance possessed by the Morris "Eight" two-door saloon body. It possesses the same high performance and attractive economy as the four-door model. The driver's seat is adjustable on roller type sliding fittings, while the passenger's seat is also adjustable and tips up to give free access to the rear seats. Exceptionally good interior ventilation is assured by the large winding quarter windows with unusually large opening range.

In addition to the General Equipment the Fixed Head model has : 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.

In addition to the General Equipment the Sliding Head model has : Pychley sliding head, single-panel adjustable windscreen and winding door windows and quarter windows with toughened Triplex glass, interior driving mirror, concealed direction indicators, trafficator mirrors, concealed rear blind with remote control, bucket type front seats, sliding driver's seat, passenger's seat tip-up adjustable, private locks to doors.

The New MORRIS EIGHT



The MORRIS "EIGHT" TWO-SEATER

Obtainable in Green cellulose with green Karhyde upholstery; Black cellulose with green Karhyde upholstery or Red cellulose with red Karhyde upholstery

The MORRIS "EIGHT" TWO-SEATER This highly attractive two-seater possesses extraordinarily spacious accommodation and exceptionally comfortable seating arrangements. The single-piece seat squab is deeply upholstered and carefully shaped to fit snugly to your back, both the seats and the squab being adjustable to ensure the maximum driving comfort. Ample luggage accommodation is provided by the spacious boot in which is also housed the sidescreen equipment when not in use. It has the following additional equipment : Folding toughened Triplex glass windscreen, hood, hood bag, detachable sidescreen, exterior driving mirror, adjustable seat.

THE SPECIFICATION OF THE NEW MORRIS "EIGHT"

GENERAL. The Morris Eight does not differ in general design from a big car. It possesses a sound and exceptionally efficient four-cylinder water-cooled engine built in unit construction with a totally enclosed three-speed synchromesh gearbox, a full length downswep box-sectioned frame of special design with semi-elliptic springs front and rear of generous dimensions, hydraulic shock absorbers, hydraulic brakes, and a rear axle of the three-quarter floating type with spiral bevel final reduction gears and differential. The transmission from the gearbox to the rear axle is by a large diameter tubular propeller shaft and fabric universal joints with centring steadies. The track is 3 ft. 9 in. (1.14 m.) and the wheelbase 7 ft. 6 in. (2.29 m.)

ENGINE. Four-cylinders, bore 57 mm. (2.25 in.), stroke 90 mm. (3.54 in.), cubic capacity 918 c.c. (56.7 cu. in.).

It is mounted on improved equipose suspension. Cylinders cast in one with the upper half of the crankcase, which is extended well below the crankshaft centre to ensure maximum stiffness. Detachable head, facilitating decarbonization. Combustion spaces of the most advanced formation. Side valves operated by adjustable tappets from a three-bearing camshaft of unusually generous diameter. Camshaft driven by silent duplex roller chain from crankshaft. Large diameter three-bearing crankshaft with steel backed white metal bearings of largest possible dimensions. Every crankshaft balanced to very close limits, both statically and dynamically. Steel connecting rods. Aluminium pistons with three-rings, lower piston ring of oil-return pattern. Piston and connecting rod assemblies are equalized in weight to within .2 oz. (best aero engine practice). 14 mm. sparking plugs.

COOLING SYSTEM. Thermo-syphon cooling, with large ports carefully positioned to obviate steam pockets, and radiator fan.

CLUTCH. Single-plate dry clutch with cushion hub built in unit construction with the engine and gearbox. It is exceptionally smooth in action. Operation of the clutch is particularly light and suited to lady drivers.

SYNCHROMESH GEARBOX. The gearbox provides three forward speeds and reverse with synchromesh mechanism for top and second gears. All gears are of nickel steel and accurately finished. The gearbox is provided with an accessible oil filling orifice and dipstick oil level indicator.

LUBRICATION. The engine is automatically lubricated by a spur gear pump mounted internally and positioned low down so that it is immune from priming troubles. It is driven by helical gearing direct from the camshaft. All oil is effectively filtered before circulation by a large oil filter. Oil delivered under pressure to the main big-end and camshaft bearings and a special oil feed is provided for the camshaft driving chain. Enots high-pressure chassis lubrication by accessible nipples is employed.

CARBURATION. S.U. automatic piston type carburetter. The petrol is carried in a 5½ gallon (25 litres) tank mounted at the rear of the chassis. Petrol

feed to carburetter by S.U. automatic electric pressure pump. The inlet and exhaust manifolds are an integral casting, with adequate hot spot. Wide control over the mixture strength is provided by a conveniently-operated control. The petrol tank is equipped with a dash-reading electric petrol gauge.

TRANSMISSION. By balanced tubular propeller shaft of large diameter fitted with fabric disc universal joints at each end having centring steadies. The final drive gears are silent spiral bevel, and are mounted with the differential in a sturdy pressed-steel rear axle.

THE FOUR-WHEEL BRAKES. The foot brake operates internal-expanding shoes on all four wheels by the Lockheed hydraulic system. The brakes are extremely light in operation, smooth in action, and fully compensated. Their adjustment is simple and there are no bearings or cross shafts needing lubrication attention. A centrally disposed horizontal hand brake lever operates the rear shoes by cable. The hand brake is provided with instantaneous adjustment from the driver's seat.

STEERING. The steering gear is of the Bishop cam type, which provides exceptional lightness of steering control with extreme accuracy, and reduces the transmission of road shocks to the steering wheel to a minimum. Left-hand drive available on all models.

ELECTRICAL EQUIPMENT. Ignition is supplied by a Lucas 6-volt battery and coil, the distributor has automatic control for advance and retard. Current for the battery and lighting system is produced by Lucas dynamo of large dimensions (4½ in. dia.). The starter motor is mounted direct to the flywheel housing. Full five-lamp equipment is provided, including headlamps with dimming mechanism, sidelamps and tail-light. The electrical equipment incorporates ammeter, electric screen wiper, electric horn, instrument panel illumination, and ignition warning light.

WHEELS. Five detachable Magna type wire wheels fitted with 5.25 x 16 Dunlop extra low-pressure cord tyres are provided. The wheels have six-stud fixing.

SUSPENSION. Long semi-elliptic springs are fitted front and rear and are fully controlled by shock absorbers of the Armstrong hydraulic type with improved automatic cold weather regulation. The front shock absorbers are mounted "outboard."

TOOL KIT. A kit of tools is provided with every car and housed in an accessible toolbox on the dash under the bonnet.

GENERAL EQUIPMENT. Lockheed hydraulic brake, gear oil pump; gearbox draught excluder; speedometer; oil gauge; S.U. carburetter; petrol pump; dash-reading electric petrol gauge; electric screen wiper; pressure chassis lubricating pump; electric horn; electric lights and starting; headlamps with dimming mechanism; sidelamps; hydraulic shock absorbers; door pockets; spare wheel carrier; tyre pump.

Sole Exporters: MORRIS INDUSTRIES EXPORTS LTD

Governing Director: LORD NUFFIELD

Managing Director: S. G. K. SMALLBONE

COWLEY . OXFORD . ENGLAND

Cables . . . MOREX, OXFORD

