

1st SEPTEMBER, 1933

1st EXPORT EDITION

MORRIS

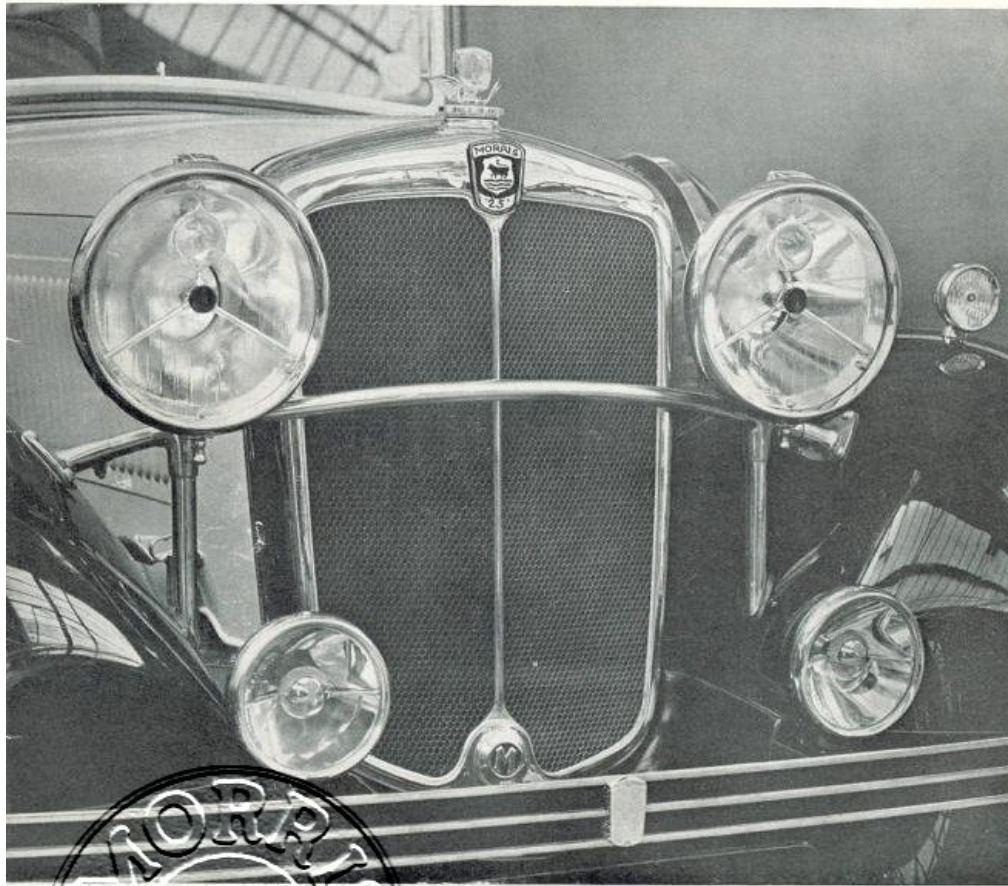


B15.

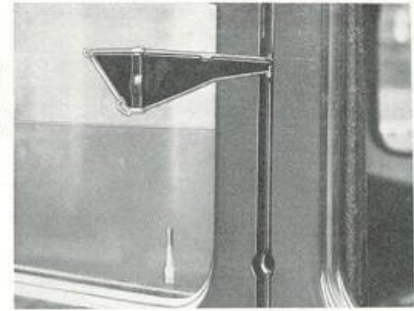
1934

MORRIS

Cars that set new standards of beauty, performance and driving ease



1934



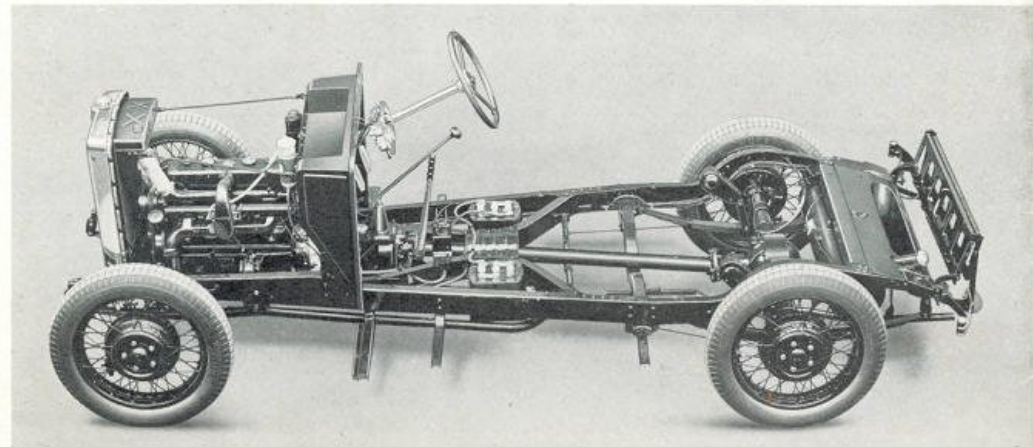
For 1934 Morris offer the motorist more than even Morris has offered before. A wider range than ever—fine cars precisely suited to your special needs, generously built to meet modern road conditions—higher speeds and longer journeys. Every model is designed for the road on the road. Founded on everyday practical study of road conditions as Morris know them the world over. Planned by drivers for drivers, tested and checked by all the great resources that ever-increasing public appreciation has made possible at Cowley.

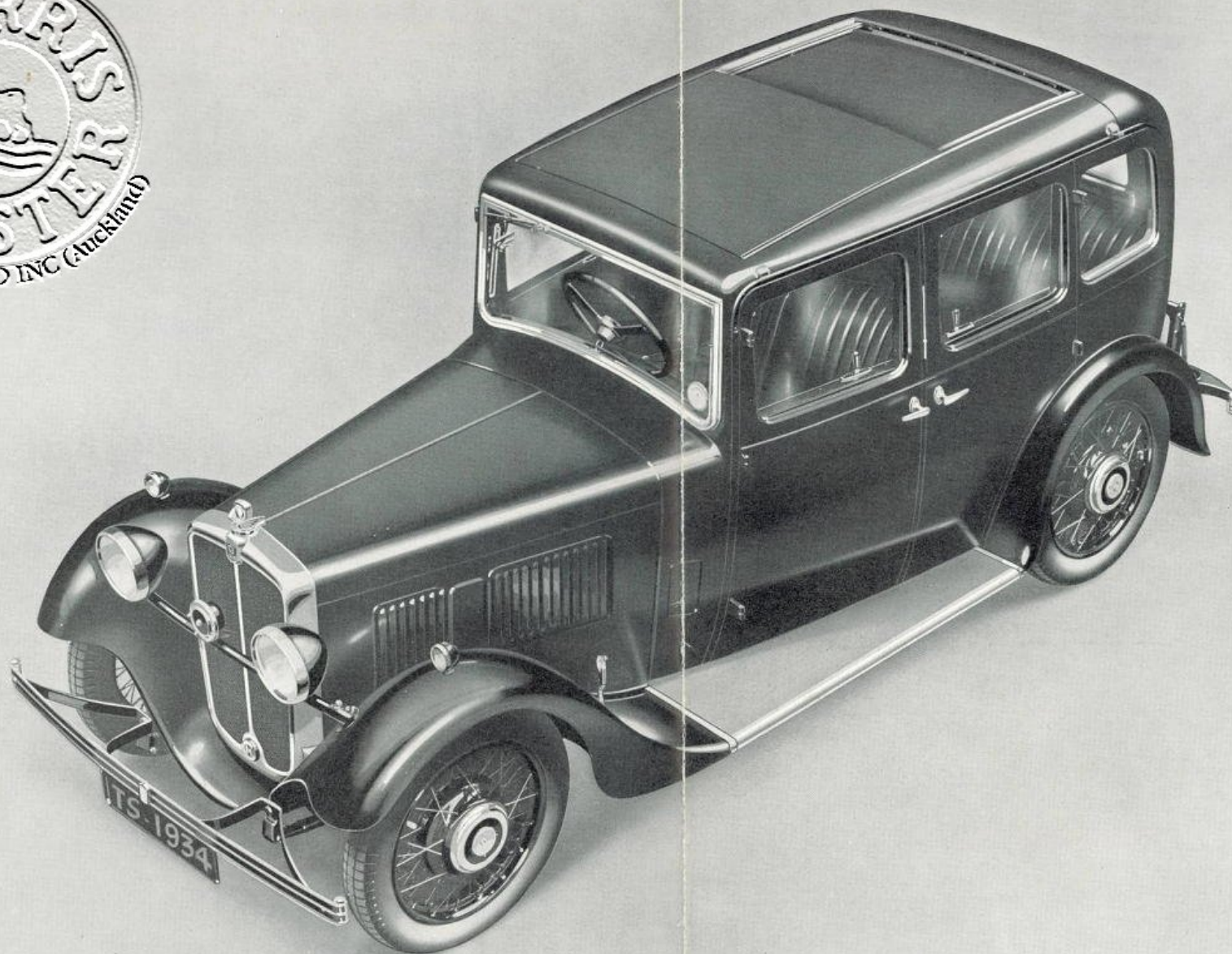
Every car in the 1934 Morris range now offers more proved attractive features than ever. This year sees the introduction of two entirely new models. The first is the Ten Six, which has a lively six-cylinder engine, rated at 12 h.p., based on the well-proved Morris Oxford design. This new Ten, modern to the minute, with a fine, full specification and outstanding performance, will certainly set a new fashion in light car motoring. And there is the new six-cylinder Cowley, similar in design to the Four but rated at 15 h.p., with acceleration that's surprising, even in a Six.

Every model now gives an entirely new standard of performance and

value. There's a new self-synchronising 4-speed gearbox that makes gear changing a pleasure on every car. The Oxford and Morris "25" now have the tremendous advantage of an entirely automatic clutch and free wheel, which gives single pedal control for all normal driving. Now every engine is cushioned in live rubber. This cuts out vibration at its source. On the medium powered cars, the Tens and Cowleys, where the power unit is mounted forward in the chassis to give greater leg room, a new type of 3-point flexible suspension known as "Equipoise" is used.

New light and sturdy X-braced frames give full riding comfort under the worst conditions. Powerful hydraulic four-wheel brakes, hydraulic shock absorbers all round, automatic ignition advance, illuminated direction indicators of approved type, and real leather upholstery are all standard features on every Morris model for 1934.





THE MORRIS TENS...

The 1933 Morris Ten was the success of the motoring season. For 1934 it has been greatly improved; its good looks, performance, and new ease of control make it more desirable than ever.

The 1934 Ten Six will certainly be welcomed by those who require the very utmost in light car luxury. This model has a lively six-cylinder power unit modelled on the well-tried Morris design, and giving amazing performance.

Both these Tens have the new frame with generous "X" bracing, a frame within a frame, giving lower build, also much better road holding capacity. Driving is made easier still by the new four-speed self-synchronising gearbox, which makes silent changes certain. The new "equipoise" mounting, which insulates the engine from the frame, damps out all vibration—even at full throttle.

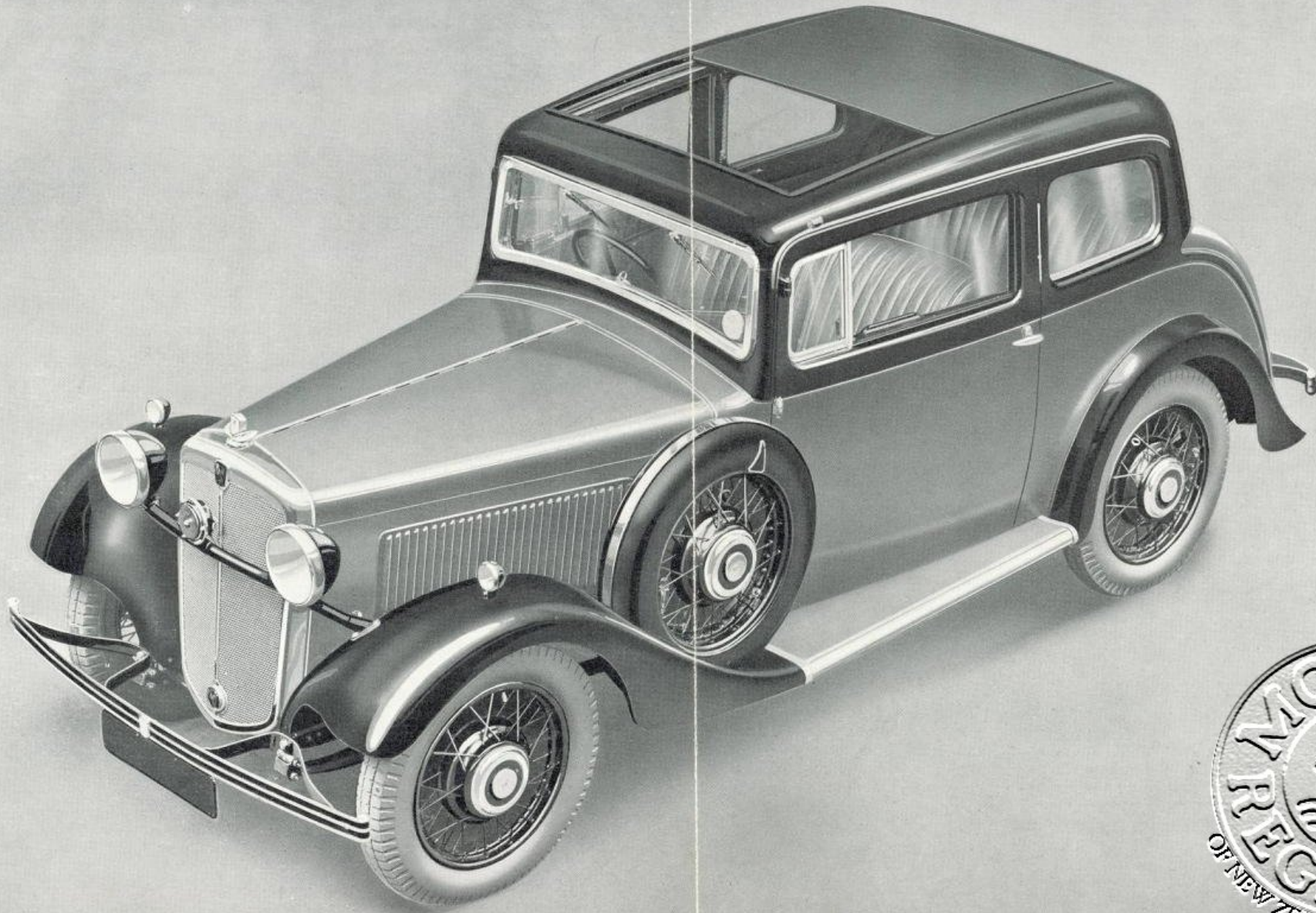
THE MORRIS COWLEYS

The new Cowleys—for there is a new Six as well as the re-created and very modern Four—are certainly 1934 cars. They have all the old capacity for service which won for the Four a reputation for reliability second to none. And much more besides. Both models are modern to the minute, with a new and amazing performance, strikingly handsome appearance, and driving ease that will be a constant delight to their owners. The Four-cylinder Cowley engine is an entirely new creation.

It is full of vigorous power, but very smooth. The chassis frame of both models has the new Morris "X" braced construction, a frame within a frame, low build for safety and appearance. Forward engine mounting makes the new Cowleys still more roomy, while the new "equipoise" mounting of the engine gives smooth silent running, even at full speed.

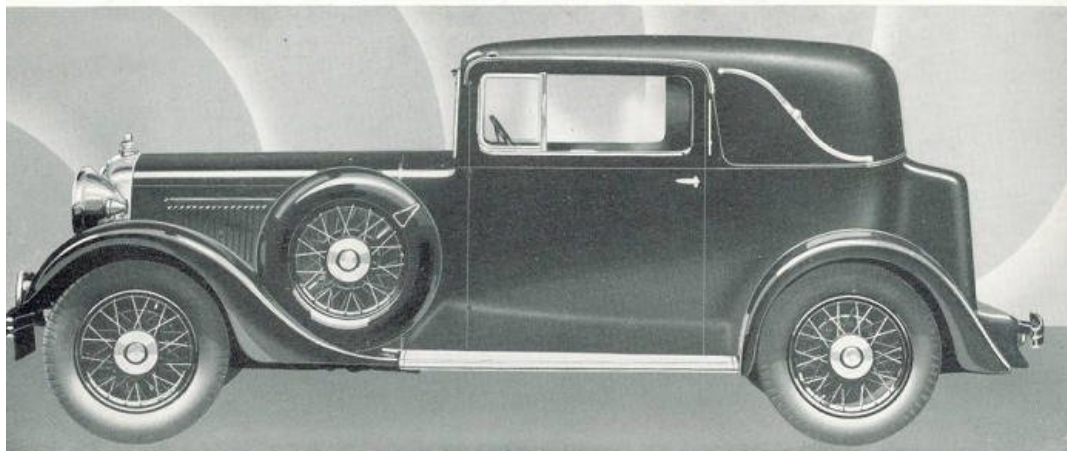
These new and thoroughly tested Cowleys set an entirely unprecedented standard of luxury and performance for the Cowley range.

The smart Special Coupé coachwork shown below will be available on the Cowley Six and Oxford cars. It embodies many new refinements and provides comfortable seating for four persons, also a roomy luggage compartment in the tail.



THE BIG SIXES

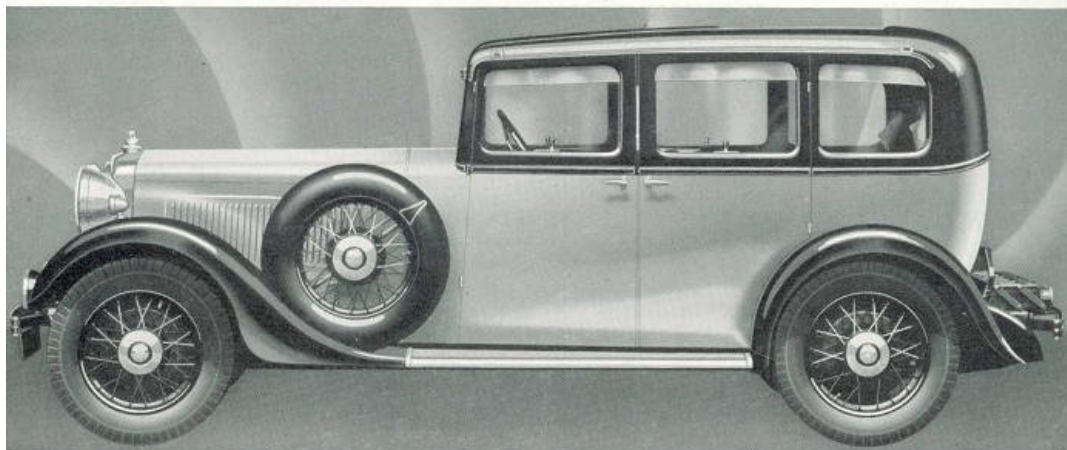
Considering the Oxford and the "25" models either as a group or as individuals, one must admit that the 1934 range provides a somewhat unusual opportunity for the most critical motorist. ● Low built, handsome and with a sparkling performance, these cars now have the added refinement of an entirely automatic clutch, synchronised gearbox, and free wheel. ● The driver can change gear, start and stop, without using the clutch. Just lightly pressing or releasing the accelerator pedal gives you complete, effortless control. And this is only one of many improvements.



THE MORRIS "25" SPECIAL COUPÉ

Coachwork. Green duotone cellulose with green leather upholstery; Brown duotone cellulose with brown leather upholstery; Cream/Green cellulose with green leather upholstery; All Black cellulose with brown leather upholstery.
Interior Woodwork. Burr walnut.
Additional Equipment. Pneumatic cushion to rear

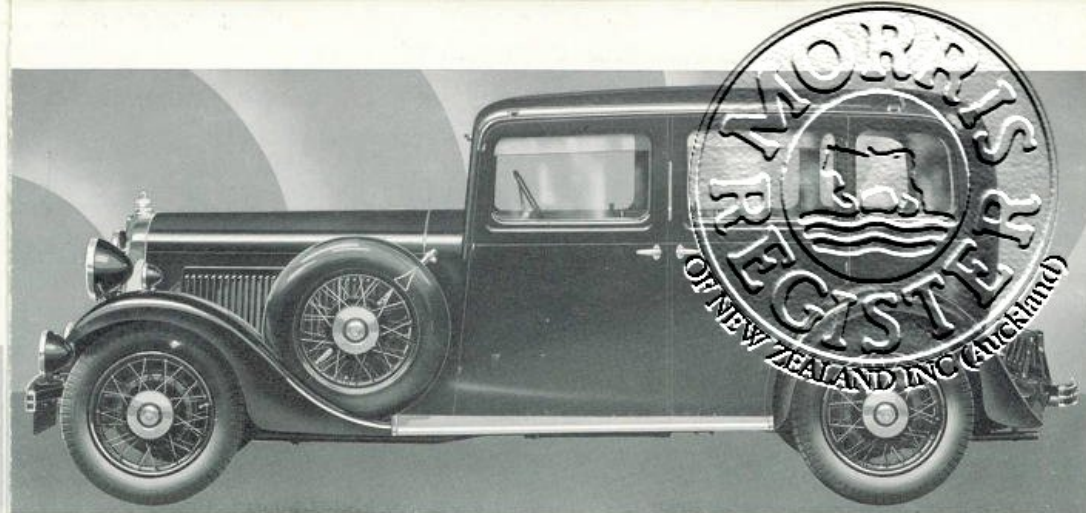
seat, folding centre arm-rest to rear seat, concealed rear blind with remote control, winding door-windows, ventilating windows, inbuilt luggage container, interior visor, interior driving mirror, Ptychley sliding head, pillar pull cords, adjustable bucket type front seats, private locks on doors, four ashtrays, roof-lamp, Autovac, six detachable Magna type wire wheels, six Dunlop cord tyres.



THE MORRIS "25" SALOON

Coachwork. Blue/Black cellulose with blue leather upholstery; Brown duotone cellulose with brown leather upholstery; Green/Black cellulose with green leather upholstery; All Black cellulose with brown leather upholstery.
Interior Woodwork. Burr walnut.
Additional Equipment. Concealed rear blind with remote control, blinds in rear quarter-lights, winding

door-windows and quarter-light windows, frameless window louvres, luggage grid, interior visor, interior driving mirror, pillar pull cords, Ptychley sliding head, single front seat with folding centre arm-rest and folding foot-rest for rear passengers, rear seat with folding centre arm-rest, occasional table, two head-rest cushions, private locks on doors, four ashtrays, roof-lamp, Autovac, six detachable Magna type wire wheels, six Dunlop cord tyres.



THE MORRIS OXFORD SIX SALOON

Coachwork. Blue/Black cellulose with blue leather upholstery; Brown duotone cellulose with brown leather upholstery; Green/Black cellulose with green leather upholstery; All Black cellulose with brown leather upholstery.
Interior Woodwork. Burr walnut.

Additional Equipment. Luggage grid, adjustable

single front seat, occasional table, two head-rest cushions, folding centre arm-rests to front and rear seats, with folding foot-rest for rear passengers, four ashtrays, winding door-windows, interior driving mirror, concealed rear blind with remote control, interior visor, Ptychley sliding head, pillar pull cords, private locks on doors, electric petrol pump, roof-lamp, five detachable Magna type wire wheels, five Dunlop cord tyres.

SPECIFICATION OF THE BIG SIXES

The Morris "25" Engine. Six cylinders, bore 82 mm. (3.28 in.), stroke 110 mm. (4.3 in.), cubic capacity 3486 c.c. (127.7 cu. in.). Cylinders cast in one with crankcase skirt, four-bearing crankshaft, main and big-end bearings of the full-ring shim-less type, steel connecting rods, aluminium pistons, side-by-side valves, operated from large diameter camshaft driven by duplex roller chain, combined air pre-heating, cleaning and fume-consuming head. Lubrication by spur gear pump driven from camshaft. Belt-driven water pump and fan. Camshaft chain also drives dynamo.

The Morris Oxford Six Engine. Six cylinders, bore 65.5 mm. (2.58 in.), stroke 102 mm. (4.01 in.), cubic capacity 2062 c.c. (125.84 cu. in.). Cylinders cast in one with crankcase skirt, four-bearing crankshaft, main and big-end bearings of the full-ring type. Steel connecting rods, aluminium pistons, side-by-side valves, tappet-operated from large camshaft driven by duplex roller chain. Combined air pre-heating, cleaning, and fume-consuming head. Lubrication by spur gear oil pump driven from camshaft. Belt-driven fan and water pump. Dynamo driven from camshaft chain.

The Gearbox on the Big Sixes. The four-speed gearbox is of the synchromesh type with interceptor, and top and third gears are in addition of the constant mesh silent type. Gear changing is rendered simple by the addition of a free wheel device which can be locked when desired. The gearbox is built in unit construction with the engine.

The Clutch of the Big Sixes and its Automatic Control. The single-plate cork insert clutch is automatically lubricated from the engine. Bendix automatic clutch control is provided.

The Electrical Equipment of the Big Sixes. The distributor is provided with automatic advance control in addition to the hand control on the steering wheel. The starter motor is of the sliding pinion type, and actuated automatically by a Lucas

Startix switch. Full five-lamp equipment is provided including dipping headlights, sidelights, stop and reverse light. Included is a double electric windscreen wiper and concealed traffic indicator with automatic release switch. A battery master switch is fitted, and the switches for the dynamo, lighting and dipping headlights are mounted on the steering wheel.

Carburation is by S.U. carburettor, with control for mixture strength and slow running on the facia board.

Petrol Tank. The petrol tank is mounted at the rear of the chassis. Its contents are electrically recorded on a dial gauge. The petrol feed to the carburettor is automatic.

Transmission. A balanced tubular propeller shaft with Spicer universal joints at each end transmits the drive to the spiral bevel final drive gears and differential in the rear axle. The axle shafts are of the three-quarter floating type.

The Four-Wheel Brakes. Four-wheel brakes of the Lockheed hydraulic type are fitted and operated by foot pedal. The hand brake operates on the rear wheels by independent mechanism.

Steering. The steering gear is of the Bishop cam type.

Suspension. Long semi-elliptic springs fore and aft, effectively controlled by double-acting hydraulic shock absorbers.

Tool Kit. A kit of tools is provided with every car. These are housed in an accessible toolbox.

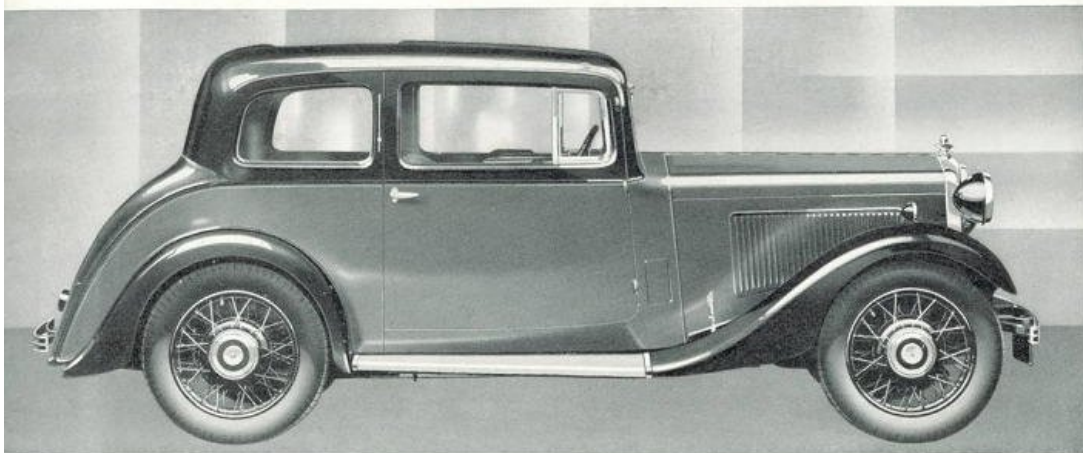
The Morris "25" wheelbase is 120 in. (3.05 m.) and the track is 56 in. (1.42 m.). The Morris Oxford wheelbase is 114 in. (2.896 m.) and the track 56 in. (1.42 m.).

GENERAL EQUIPMENT. Triplex glass throughout; finger-tip controls for ignition, slow running, dynamo, lamps and horn; automatic radiator shutters; direction indicators with automatic release switch; Lockheed hydraulic brakes; adjustable windscreen; pile carpets; pedal rubbers; organ type accelerator pedal; gearbox draught excluders; pedal draught excluders; speedometer with trip; oil gauge; dash-reading electric petrol gauge; two-bladed electric windscreen wiper; pressure chassis lubricating pump; calormeter and wings; bumpers front and rear; high-frequency electric horn; electric lighting and automatic starting; free wheel with locking control; automatic clutch with control; fog lamp; stop, tail and reverse lamp; battery master switch; Luvax hydraulic shock absorbers; Lucas Biflex headlights with dip and switch mechanism; sidelights; scuttle side ventilators; door pockets; spare wheel carrier; metal spare wheel cover; jack; tyre pump; kit of tools.

Also listed: **The Morris "25" Tourer**
The Morris Oxford Special Coupé

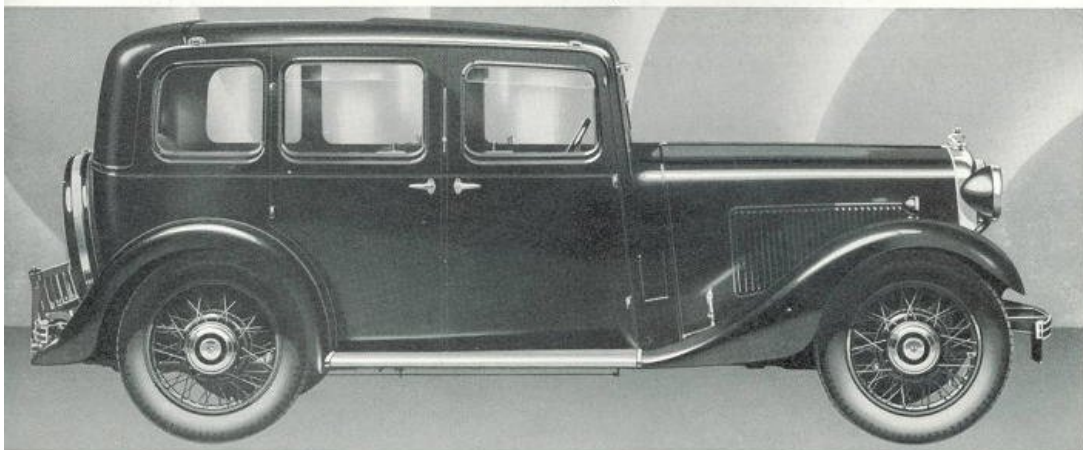
THE MORRIS COWLEYS

The Cowleys for 1934 are more attractive than ever. There is a transformed Four, with an entirely new engine, a new and lower frame with X bracing that gives additional strength, greater safety and surprisingly improved appearance. ● In addition, there is the new Cowley Six rated at 15 h.p., a dignified luxurious car with astonishing performance and marked ease of control.



THE MORRIS COWLEY SIX SPECIAL COUPÉ
Coachwork. Green duotone cellulose with green leather upholstery; Brown duotone cellulose with brown leather upholstery; Cream/Green cellulose with green leather upholstery; All Black cellulose with brown leather upholstery.

Interior Woodwork. Burr walnut.
Additional Equipment. Pneumatic cushion to rear seat, Pytchley sliding head, folding centre arm-rest to rear seat, three ashtrays, inbuilt luggage container, ventilating windows, bumpers front and rear, automatic radiator shutters, metal spare wheel cover.



THE MORRIS COWLEY SIX SALOON (sliding head)
Coachwork. Blue cellulose with blue leather upholstery; Green cellulose with green leather upholstery; Black cellulose with brown leather upholstery.

Interior Woodwork. Polished mahogany.
Additional Equipment. Pytchley sliding head, bumpers front and rear, luggage grid, automatic radiator shutters, metal spare wheel cover.



THE MORRIS COWLEY FOUR SALOON (sliding head)
Coachwork. Blue cellulose with blue leather upholstery; Green cellulose with green leather upholstery;

Black cellulose with brown leather upholstery.
Interior Woodwork. Polished mahogany.
Additional Equipment. Pytchley sliding head, bumpers front and rear, luggage grid.

SPECIFICATION OF THE MORRIS COWLEYS

The Morris Cowley Six Engine. Six cylinders, bore 63.5 mm. (2.5 in.), stroke 102 mm. (4.01 in.), cubic capacity 1938 c.c. (121 cu. in.).

The Morris Cowley Four Engine. Four cylinders, bore 69.5 mm., stroke 102 mm., cubic capacity 1550 c.c.

Constructional Features of the Engines. Cylinders cast in one with the skirt of the crankcase, extended well below the crankshaft centre, and liberally reinforced with internal webs. Three-bearing crankshaft of large diameter, main and big-end bearings of the shim-less full-ring type. Steel connecting rods of "I" section. Aluminium pistons with four rings. Side-by-side valves operated by adjustable tappets actuated by a large diameter camshaft driven by duplex roller chain from the crankshaft. The tappets are carried in detachable guide blocks. The combustion chambers are completely machined to ensure equality of compression. Induction and exhaust manifolds are cast integral and provided with adequate hot spots. Combined air pre-heating, cleaning, and fume-consuming head. Belt-driven dynamo mounted high up on side of cylinder block.

The Synchronesh Gearbox. The gearbox is provided with synchronesh mechanism for top and third gears, which are of the constant mesh silent type. It is provided with a large accessible filling orifice and dipstick level indicator. The Morris Cowley Six is provided with an interceptor for the synchronesh.

Lubrication. By spur gear pump driven from the camshaft by helical gearing. Oil thoroughly filtered before circulation by large tray filter. Oil is pressure fed to all important bearings and clutch. Chassis lubrication by Enots pump and nipples.

Cooling System. The belt-driven fan on the Cowley Four also drives the dynamo. The Morris Cowley Six possesses a centrifugal water pump mounted in tandem with the dynamo which is chain driven from the crankshaft. The Cowley Six radiator is fitted with automatic radiator shutters.

Electrical Equipment. The distributor is driven from the end of the dynamo by helical gearing in the case of the Morris

Cowley Six, and from the upper end of the diagonal oil pump drive shaft in the case of the Cowley Four. The starter motor is of the sliding pinion type. Full five-lamp equipment including headlamps with dip and switch mechanism, sidelamps, and tail-lamp with stoplight. All switches are mounted on the instrument panel, except the headlight dipping switch and horn button, which are mounted in the centre of the steering wheel, and the battery master switch mounted in the floorboard near the driver's seat. Concealed traffic indicators are fitted.

Carburation. An S.U. carburettor with controls for mixture strength and slow running supplies the working mixture.

Transmission. The single-plate clutch is built in unit construction with the engine and gearbox, and is automatically lubricated from the engine. A balanced tubular propeller shaft with Spicer universal joints at each end transmits the drive to the silent spiral bevel final drive gears and differential. The axle shafts are of the three-quarter floating type.

Four-wheel Brakes. The foot pedal operates shoes on all four wheels by the Lockheed hydraulic system. The hand brake operates on the rear wheels by independent mechanism.

Petrol Tank. The petrol tank is mounted at the rear and provided with an electrical dash-recording dial gauge. Petrol is fed to the carburettor by an S.U. electrical petrol pump.

Steering Gear. The steering gear is of the Bishop cam type and is extremely light and safe in operation.

Suspension. Long semi-elliptic springs fore and aft, effectively controlled by hydraulic shock absorbers, supply particularly comfortable suspension.

Tool Kit. A kit of tools is provided with every car and housed in an accessible toolbox.

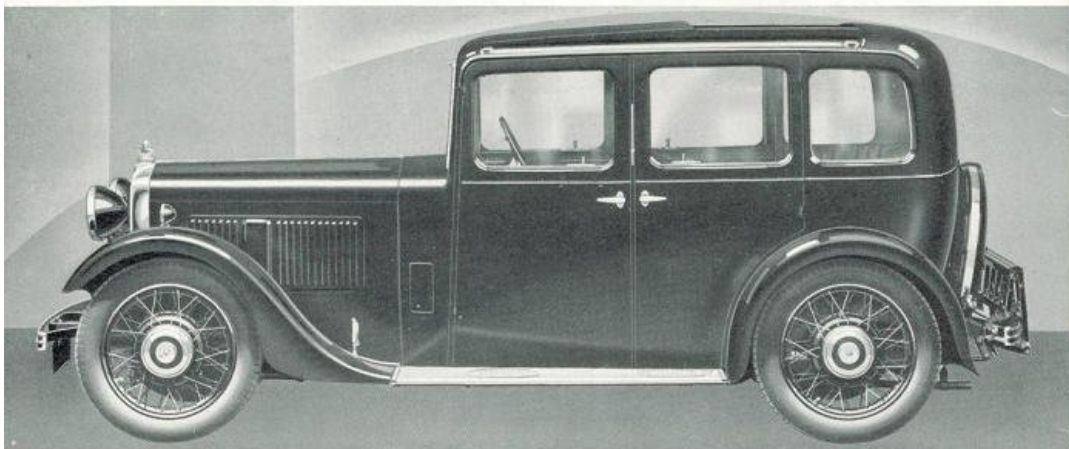
The Morris Cowley Six wheelbase is 106 in. (2.69 m.) and the track 52 in. (1.32 m.). The Morris Cowley Four wheelbase is 102 in. (2.59 m.) and the track 48 in. (1.219 m.).

GENERAL EQUIPMENT. Triplex glass throughout; finger-tip controls for ignition, lamps and horn; direction indicators; Lockheed hydraulic brakes; adjustable single-panel windscreen; pile carpets; pedal rubbers; organ type accelerator pedal; gearbox draught excluders; pedal draught excluders; winding door-windows; interior driving mirror; concealed rear blind with remote control; pillar pull cords; private locks on doors; speedometer with trip; oil gauge; electric petrol pump; dash-reading electric petrol gauge; electric windscreen wiper; pressure chassis lubricating pump; calormeter and wings; high-frequency electric horn; electric lighting and starting; stop and tail-light; headlamps with dip and switch mechanism; sidelamps; roof-lamp; battery master switch; scuttle side ventilators; hydraulic shock absorbers; door pockets; five detachable Magna type wire wheels; five Dunlop cord tyres; spare wheel carrier; jack; tyre pump; kit of tools.

Also listed: **The Morris Cowley Six Saloon (Fixed Head)**
The Morris Cowley Four Saloon (Fixed Head)

THE MORRIS TENS

The Morris Ten, first announced a year ago, has already established itself as the leader of its class. But the 1934 Ten Four and the new Ten Six will make an even stronger appeal. More luxurious travel than ever before with cars of these dimensions, due to the new X-braced lower riding frame and "equipoise" engine mounting that damps out all vibration. And even simpler driving with the new self-synchronising gears that cannot be crashed.

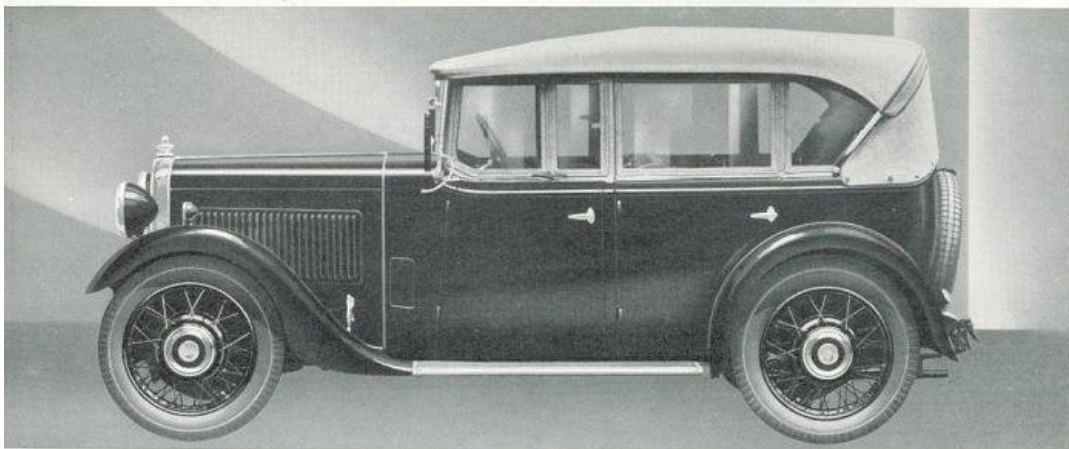


THE MORRIS TEN SIX SALOON (sliding head)

Coachwork. Blue cellulose with blue leather upholstery; Green cellulose with green leather upholstery; Black cellulose with brown leather upholstery.

Interior Woodwork. Polished mahogany.

Additional Equipment. Pytchley sliding head, bumpers front and rear, single-panel adjustable windscreen, winding door-windows, interior driving mirror, concealed rear blind with remote control, pillar pull cords, private locks on doors, bucket type adjustable front seats, luggage grid, roof-lamp, metal spare wheel cover.

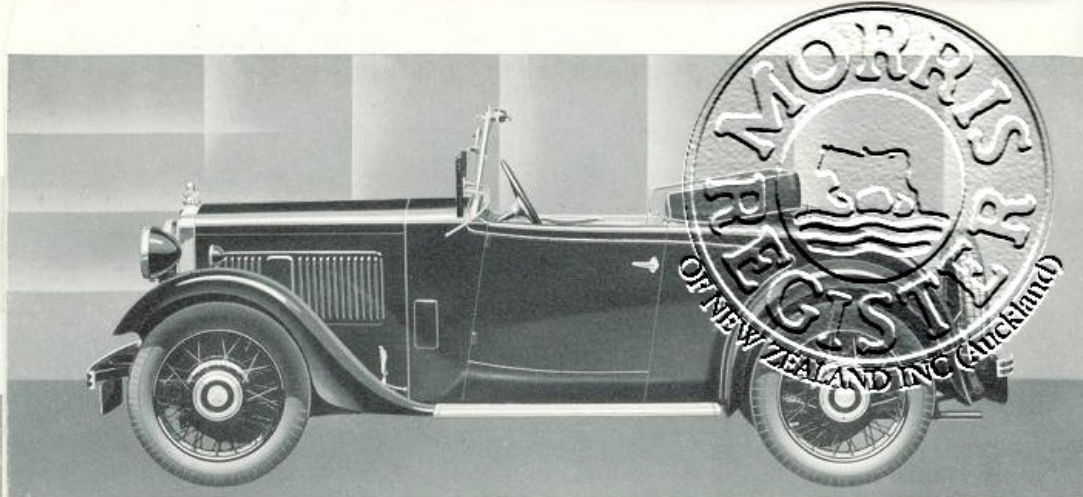


THE MORRIS TEN FOUR TOURER

Coachwork. Green cellulose with green leather upholstery; Black cellulose with green leather upholstery.

Interior Woodwork. Polished mahogany.

Additional Equipment. Hood, hood bag, double-panel adjustable windscreen, detachable sidescreeens, adjustable single-piece front seat, external driving mirror, luggage grid.



THE MORRIS TEN FOUR TWO-SEATER

Coachwork. Green cellulose with green leather upholstery; (Rexine on dickey seat.)

Interior Woodwork. Polished mahogany.

Additional Equipment. Hood, hood bag, bumpers front and rear, double-panel adjustable windscreen, detachable sidescreeens, adjustable single-piece seat, external driving mirror.

SPECIFICATION OF THE MORRIS TENS

The Morris Ten Six Engine. Six cylinders, bore 57 mm. (2.24 in.), stroke 90 mm. (3.54 in.), cubic capacity 1378 c.c. (84.1 cu. in.).

The Morris Ten Four Engine. Four cylinders, bore 63.5 mm. (2.5 in.), stroke 102 mm. (4.01 in.), cubic capacity 1292 c.c. (78.84 cu. in.).

Constructional Features of the Morris Ten Engines. The cylinders are cast in one with the skirt of the crankcase which is extended well below the crankshaft centre. The crankshaft is of liberal dimensions and carefully balanced. The main and big-end bearings are of the shim-less full-ring type. Steel connecting rods and four-ring aluminium pistons are fitted. The side-by-side valves operate in fully machined combustion spaces and are actuated by adjustable tappets operated by a camshaft of large diameter which is driven by duplex roller chain. Induction and exhaust manifolds are an integral casting. The engines are fitted with combined air pre-heating, cleaning, and fume-consuming covers.

The Synchromesh Gearbox. The four-speed gearbox is provided with synchromesh mechanism for top and third gears, which are of the silent constant mesh type. The gearbox is provided with a large filling orifice and oil level dipstick.

Lubrication. A spur gear pump mounted externally on the side of the crankcase and driven by diagonal shaft from the camshaft supplies the oil for the forced lubrication system. The oil is well filtered by a tray type filter before re-circulation. Chassis lubrication is by Enots pressure oil pump and nipples.

Cooling System. The cooling water circulates by thermosiphon action. The radiator is fan assisted.

Electrical Equipment. The distributor is driven from the upper end of the diagonal oil pump shaft. The dynamo is belt driven. The starter motor is of the sliding pinion type. Full

five-lamp equipment is provided including sidelamps, dipping headlamps, and tail-light with stop light. All switches are mounted on the instrument panel, except the headlight dipping switch and the horn push, which are on the steering wheel, and the battery master switch which projects from the floorboards near the driver's seat. An electric windscreen wiper and concealed traffic indicators are also fitted.

Carburation. An S.U. automatic piston type carburettor with control for mixture strength and slow running is fitted.

Petrol Tank. The petrol tank is mounted at the rear and its contents are indicated by a dash-reading electrical dial gauge on the instrument panel. The petrol is fed to the carburettor by an S.U. automatic Petrolift.

Transmission. A single-plate clutch with cork inserts is built in unit construction with the engine and gearbox. It is automatically lubricated from the engine. An open tubular propeller shaft of large diameter, fitted with fabric universal joints and centring steadies at each end, transmits the drive to the spiral bevel final drive gears and differential. The axle shafts are of the three-quarter floating type.

The Four-wheel Brakes. The foot pedal operates internally-expanding brakes on all four wheels by the Lockheed hydraulic system. The hand brake operates on the rear wheels by independent mechanism.

Steering. The steering gear is of the Bishop cam type, providing extremely light and safe operation with a high degree of accurate controllability. Road shocks on the steering wheel are particularly absent.

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

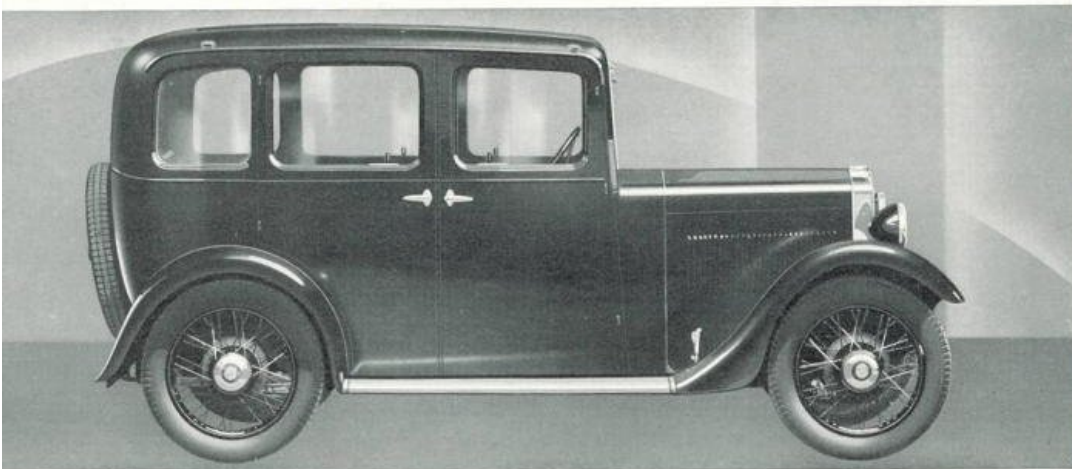
The Morris Ten Six wheelbase is 102 in. (2.59 m.) and the track 48 in. (1.219 m.). The Morris Ten Four wheelbase is 96 in. (2.435 m.) and the track 48 in. (1.219 m.).

GENERAL EQUIPMENT. Triplex glass throughout; finger-tip controls for ignition, lamps and horn; direction indicators; Lockheed hydraulic brakes; pile carpets; pedal rubbers; gearbox draught excluders; pedal draught excluders; speedometer; oil gauge; S.U. electric Petrolift; dash-reading electric petrol gauge; electric windscreen wiper; pressure chassis lubricating pump; calorimeter and wings; high-frequency electric horn; electric lighting and starting; stop and tail-light; headlamps with dip and switch mechanism; sidelamps; battery master switch; scuttle side ventilators; hydraulic shock absorbers; door pockets; five detachable Magna type wire wheels; five Dunlop cord tyres; spare wheel carrier; jack; tyre pump; kit of tools.

Also listed: The Morris Ten Six Special Coupé
The Morris Ten Six Saloon (Fixed Head)
The Morris Ten Six Tourer
The Morris Ten Six Two-seater
The Morris Ten Six Traveller's Saloon
The Morris Ten Four Special Coupé
The Morris Ten Four Saloon (Sliding Head)
The Morris Ten Four Saloon (Fixed Head)
The Morris Ten Four Traveller's Saloon

THE MORRIS MINORS

The Morris Minor has long been famous for its "big car" construction and performance at minimum running cost, and this year sees still more "big car" features. ● Powerful hydraulic four-wheel brakes give perfect security with the minimum of effort. A self-synchronising four-speed gearbox gives every driver of a Minor the ease of an expert in changing up or down, at any speed, and real leather upholstery and hydraulic shock absorbers are but two of the luxuries now included as standard equipment.

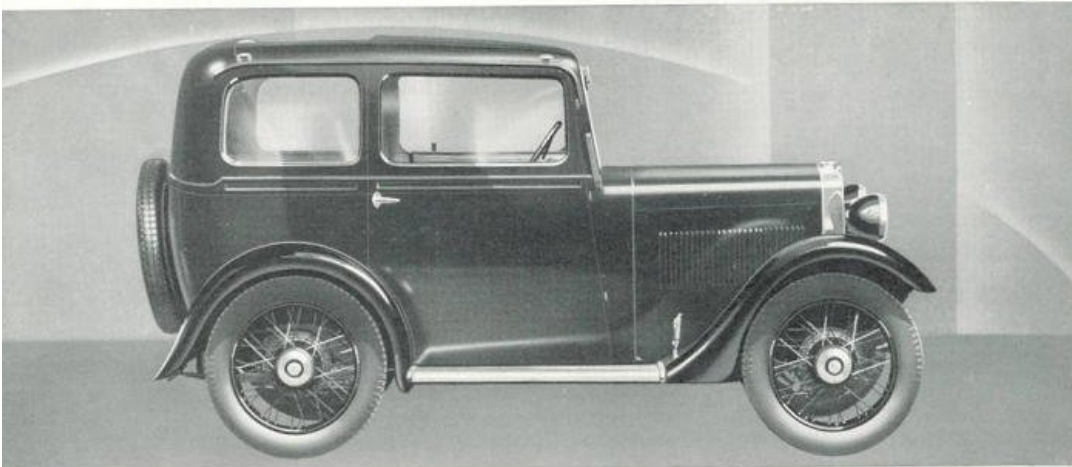


THE MORRIS MINOR FOUR-DOOR SALOON

Coachwork. Blue cellulose with blue leather upholstery; Green cellulose with green leather upholstery; Black cellulose with brown leather upholstery.

Interior Woodwork. Polished mahogany.

Additional Equipment. Pytchley sliding head, single-panel adjustable windscreen, winding door-windows, interior driving mirror, rear blind with remote control, bucket type front seat, sliding driver's seat, adjustable passenger's seat, pneumatic seat cushion, roof-lamp, direction indicators.

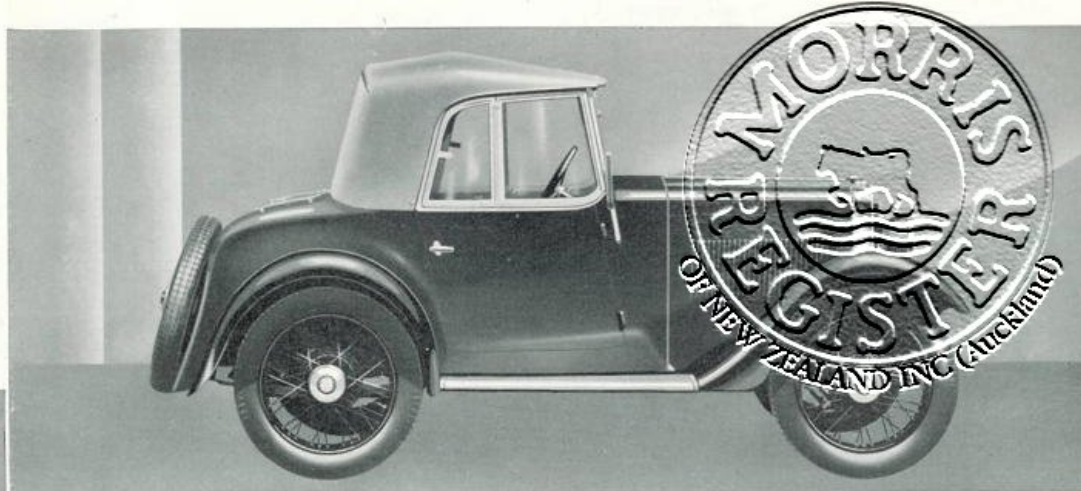


THE MORRIS MINOR SALOON (sliding head)

Coachwork. Blue cellulose with blue leather upholstery; Green cellulose with green leather upholstery; Black cellulose with brown leather upholstery.

Interior Woodwork. Polished mahogany.

Additional Equipment. Pytchley sliding head, single-panel adjustable windscreen, winding door-windows, interior driving mirror, rear blind with remote control, bucket type front seats, sliding driver's seat, passenger's seat adjustable, pneumatic seat cushions, direction indicators.



THE MORRIS MINOR TWO-SEATER

Coachwork. Blue cellulose with blue leather upholstery; Green cellulose with green leather upholstery; Black cellulose with brown leather upholstery.

Interior Woodwork. Polished mahogany.

Additional Equipment. Double-panel adjustable windscreen, hood, hood bag, detachable sidescreens, exterior driving mirror.

SPECIFICATION OF THE MORRIS MINORS

Engine. Four cylinders, bore 57 mm. (2.24 in.), stroke 83 mm. (3.27 in.), cubic capacity 847 c.c. (51.69 cu. in.).

The cylinders are cast in one with the upper half of the crankcase, which is extended well below the crankshaft centre to ensure maximum stiffness. The cylinders are provided with a detachable head facilitating decarbonisation. Side valves operated by adjustable tappets from a camshaft of unusually generous diameter are fitted, and the camshaft is driven by a duplex roller chain. The two-bearing crankshaft has a large roller type bearing at the rear end, and a plain bearing of good length and large diameter at the forward end. Every crankshaft is carefully balanced both statically and dynamically to very close limits. 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.

Cooling System. The cooling water circulates by thermosiphon action through large ports. The radiator is fan assisted.

Clutch. A single-plate clutch of the dry type is built in unit construction with the engine and gearbox. It requires the minimum of attention and is smooth in action. Operation of the clutch is particularly light and suited to lady drivers.

Synchromesh Gearbox. The gearbox provides four forward speeds and reverse with synchromesh mechanism for top and third gears. Top and third gear trains are in addition of the silent type.

Lubrication. The engine is automatically lubricated by a spur gear pump mounted externally. The pump is driven by helical gearing direct from the crankshaft, and all oil is effectively filtered before circulation by a large external oil filter with detachable gauze. Oil is delivered under pressure to the main and big-end bearings, and a special oil feed is provided for the camshaft driving chain.

Carburation. The working mixture is supplied by an S.U. carburettor of the automatic piston type. The petrol supply is carried in a 5-gallon (22 litres) tank mounted at the rear of the chassis, and an S.U. automatic electric Petrolift mounted on the dash provides a gravity petrol feed to the carburettor. The inlet and exhaust manifolds are an integral casting, with

adequate hot spots to ensure economy and even running from cold. Control over slow running and the mixture strength is provided by conveniently operated controls. The petrol tank is equipped with a dash-reading electric petrol gauge.

Transmission. The drive from the gearbox to the rear axle is by a balanced tubular propeller shaft of large diameter fitted with fabric disc universal joints at each end. The final drive gears are of the silent spiral bevel pattern, and are mounted with the differential in a sturdy pressed steel rear axle of the "banjo" type.

The Four-wheel Brakes. The foot brake operates internal-expanding shoes on all four wheels by the Lockheed hydraulic system. The hand brake operates the shoes in the rear drums by cable.

Steering. The steering gear is of the Bishop cam type which provides exceptional lightness of steering control with extreme accuracy.

Electrical Equipment. Ignition is supplied by a Lucas 6-volt battery and coil, the distributor being provided with steering column control for advance and retard. Current is produced by a Lucas dynamo of large dimensions which cuts in at low road speeds. It is mounted on the cylinder head and belt driven from the crankshaft with adequate belt adjustment by a hinged cradle mounting. The starter motor is of the sliding pinion type and mounted direct to the flywheel housing. The electrical equipment incorporates traffic indicators, ammeter, combination head and sidelamps with dip and switch mechanism, tail-lamp, electric horn, instrument panel illumination, and battery master switch.

Wheels. Detachable Magna type wire wheels fitted with Dunlop cord tyres are provided.

Suspension. Long semi-elliptic springs are fitted fore and aft and are fully controlled by shock absorbers of the Armstrong hydraulic type.

The track is 42 in. (1.067 m.) and the wheelbase 78 in. (1.997 m.) on the Short Wheelbase model. On the Long Wheelbase model the wheelbase is 91 in. (2.303 m.).

GENERAL EQUIPMENT.

Triplex glass throughout; Lockheed hydraulic brakes; pile carpets; pedal rubbers; gearbox draught excluders; speedometer; oil gauge; S.U. electric Petrolift; dash-reading electric petrol gauge; windscreen wiper; pressure chassis lubricating pump; electric horn; electric lighting and starting; combination headlamps with dip and switch mechanism; hydraulic shock absorbers; door pockets; five detachable Magna type wire wheels; five Dunlop cord tyres; spare wheel carrier; tyre pump; kit of tools.

Also listed: The Morris Minor Saloon (Fixed Head)
The Morris Minor Tourer

GUARANTEE

MORRIS INDUSTRIES EXPORTS LTD. (hereinafter called "the Company") hereby guarantee that all precautions which are usual and reasonable have been taken by them to assure excellence of materials and workmanship in the vehicles supplied by them. This guarantee is applicable only to new vehicles or parts thereof, and is to be in force for a period of Six Months only from the date when the vehicle 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 the sale of second-hand vehicles or vehicles which shall be used for "hiring out" purposes no guarantee of any kind is given or is to be implied.

The liability of the Company is limited to the replacement (free at the depot of the Company's authorised Distributor in the territory in which the vehicle was purchased) 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 vehicles 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 in his territory.

Morris chassis supplied by the Company are intended to be fitted with bodies similar in weight and character to those shown in the Company's catalogues. Should a purchaser fix a body materially differing therefrom he does so at his own risk. This guarantee shall not apply to any chassis or part thereof if the weight of the body fitted thereon complete and ready for the road exceeds 3 cwt. 3 qr. in the case of the Morris Minor Chassis Short Wheelbase; 4 cwt. 3 qr. in the case of the Morris Minor Chassis Long Wheelbase; 5 cwt. 2 qr. in the case of the Morris Ten Four Chassis; 5 cwt. 2 qr. in the case of the Morris Ten Six Chassis; 5 cwt. 3 qr. in the case of the Morris Cowley Four Chassis; 6 cwt. 0 qr. in the case of the Morris Cowley Six Chassis; 6 cwt. 3 qr. in the case of the Morris Oxford Six Chassis and 7 cwt. 2 qr. in the case of the Morris "25" Chassis.

Conditions of Guarantee

If an alleged defective part should be found in a Morris vehicle supplied by the Company it must be sent to the depot of the Company's authorised Distributor in the territory in which the vehicle was purchased, carriage paid, with an advice Note under separate cover stating the numbers of the engine and chassis of the vehicle from which the part was taken as shown by the Company's number-plate, the name of the Dealer from whom the vehicle 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 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 Morris vehicles supplied by the Company is of the highest grade obtainable, but the Company does not guarantee any proprietary fittings whatsoever (whether tyres, lamps, electrical equipment, or any other proprietary fitting

of any type) supplied with its vehicles or otherwise. Such proprietary fittings are covered by a guarantee issued by their separate manufacturers and will be serviced 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 vehicles 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 vehicles 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 goods sold by them.

1st September, 1933

SOLE EXPORTERS:

MORRIS INDUSTRIES EXPORTS LTD.
COWLEY, OXFORD, ENGLAND

Governing Director: Sir WILLIAM R. MORRIS, Bt.

Telegrams and Cables: MOREX, OXFORD

Managing Director: S. G. K. SMALLBONE

This List cancels all previous issues.