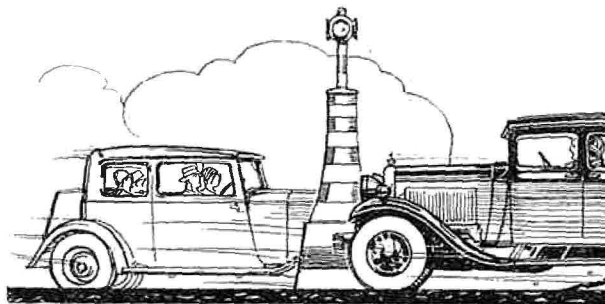




For 1930

**Chromium Plating and Triplex Glass on all models
Two New Six-cylinder Cars
Many Important Refinements**



“Better Value than Ever” sums up the cars for the coming season. Every model, without exception, is improved in detail, while two new ranges of six-cylinder models, calculated to make motoring history, enter the lists

FOR 1930 two important and far-reaching improvements have been introduced to the entire Morris range of cars, which put them, once more, in the very forefront of motorcar value. They comprise chromium plating of all external bright parts and Triplex glass on *all* models, irrespective of price.

During the past twelve months or so it has been established beyond all shadow of doubt that chromium plating is a desirable feature, particularly on cars in which the owner takes a personal interest. It is to all intents and purposes weatherproof and beyond an occasional wipe over with a duster demands practically no cleaning. It is also smart in appearance.

An Extra now Standard

Upon the merits of Triplex glass it is unnecessary to dwell. Nobody can shut his eyes to the fact that the presence of a large quantity of ordinary glass in a car introduces a very real element of danger in the event of a collision. Probably more motorists are injured through broken glass than through any other cause when so

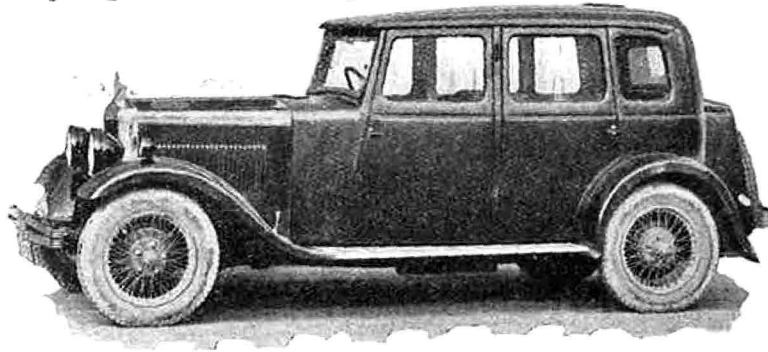
unfortunate as to be involved in a smash. Although with careful driving even on modern roads the risk of collision is comparatively slight, the fitment of non-splinterable glass obviously introduces an added measure of security.

Unspared Expense

Both these innovations are expensive. Readers will know that last year Triplex glass was an optional extra of some considerable cost, while chromium plating hitherto has been confined to cars of a definitely expensive order. But, as has always been the case with Morris products, cost is a secondary consideration where real progress is indicated.

Beginning with the smallest group of cars in the Morris range, the Minors, these follow closely along the lines of last year's models. There are, however,

many detailed improvements introduced, including a modified bonnet with stiffeners in the two upper portions to ensure better lines and form, in the case of both the tourer and the fabric saloon. In order to speed up production—for, despite a factory working



The 15 h.p. six-cylinder Morris-Oxford Fabric Saloon, one of a range creating new ideals in the medium-powered car class.

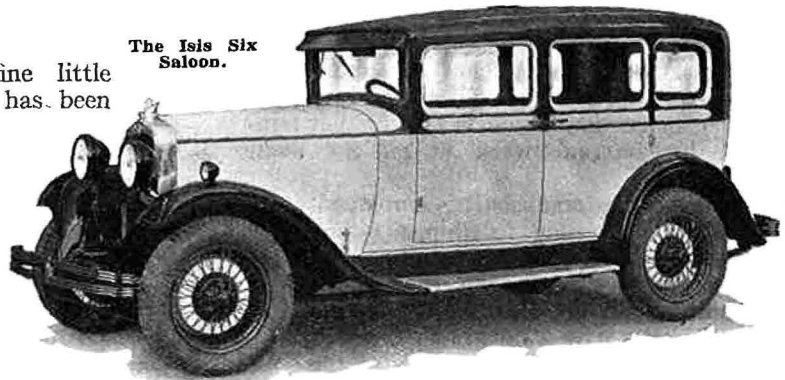


For 1930—contd.

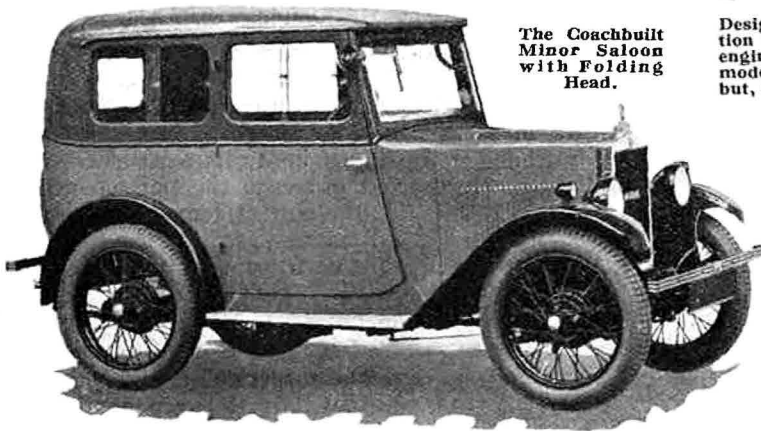
night and day, the demand for these fine little cars is still outstripping the supply—it has been thought advisable to concentrate upon one colour only. Both the fabric saloon and the tourer will be blue, with Karhyde upholstery to match. The wonderful little engine of 847 c.c., with overhead camshaft, is improved in detail.

An additional Morris Minor model is to be introduced in the form of a coach-built saloon which has a good-looking panelled body incorporating an ingenious

The Isis Six Saloon.



The Coachbuilt Minor Saloon with Folding Head.



Designed without regard to price, embodying in its specification all that is newest and best in present-day automobile engineering, and introducing innovations all its own, this model not only gives a new significance to pleasure motoring, but, further, at its price, calls for an entire revision of de luxe car values.

folding head already referred to in the previous column. This model also is available in blue and brown.

Still yet another addition to the range is the Morris-Cowley saloon with a folding head. This, too, incorporates a luggage grid and must assuredly be one of the most useful family cars extant.

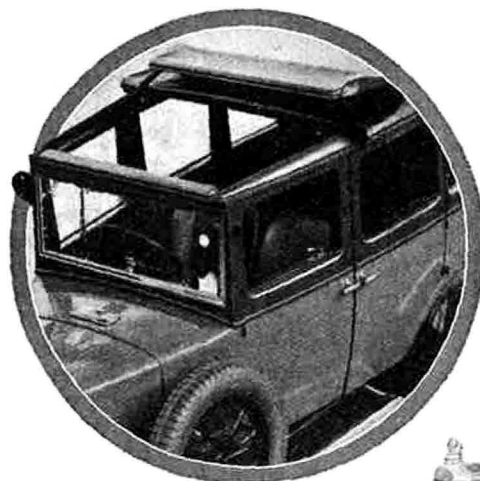
The New Oxfords

When we come to the Morris-Oxford group we find what are in effect four entirely new models, augmenting those of this year. This range undoubtedly opens up an entirely new line of thought in medium-powered and medium-priced car values, virtually offering everything the motorist can want, at a price nearly everyone can pay.

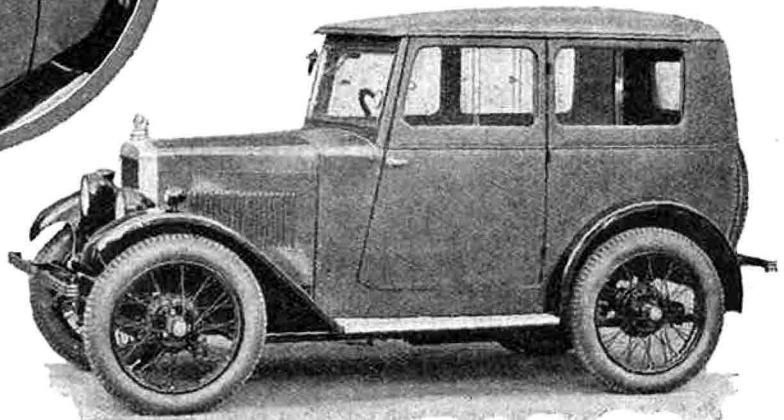
The engine is a sturdy six-cylinder job of 14.9 h.p., coming within the tax of £15. The bore is 63.5 mm., the stroke 102 mm. and the cubic capacity 1938 c.c. The cylinders are cast *en bloc*, and it may be interesting to mention that the skirt of the crankcase

folding head. This model, therefore, to all intents and purposes combines the advantages of an open and closed car. It is finished in Morris brown and has brown Karhyde upholstery to match.

Apart from the chromium plating and Triplex glass, the Morris-Cowley range is improved in comfort and colour. The two-seater will be offered in a choice of two colours, Morris brown and Niagara blue, and upholstered in Karhyde to match, as will also be the four-seater and the handsome saloon which, with the Triplex and chromium, still occupies a pinnacle all its own in car values on the world's markets. The coupé model is, however, superseded by one incorporating the



The Folding Head open. It is here shown fitted to a Morris-Cowley Saloon.



The Fabric Minor Saloon, easily the most popular small car on the road, has had its body lines still further improved.

For 1930—contd.

is carried well down below the crankshaft centre, thus providing an immensely strong girder construction which is still further reinforced by internal webs at all the main bearings.

A four-bearing crankshaft is employed, free of any tendency to whip, a failing on some small six-cylinder engines, while all reciprocating parts, unexceptionally, are individually balanced. The whole engine bristles with innovations and it is frankly impossible in the confines of the pages at our disposal to do justice to it.

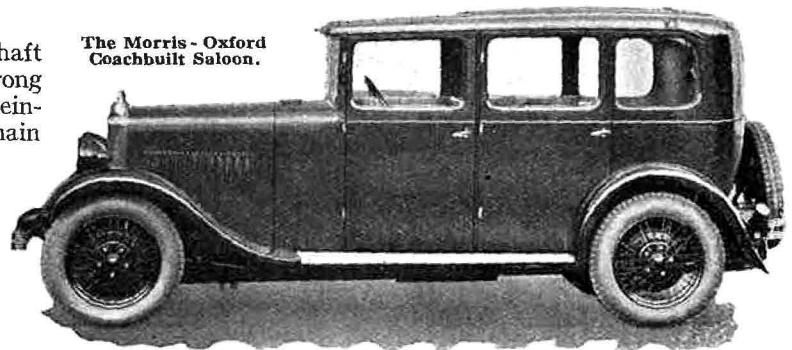
Detachable Guides

An interesting item is seen in the tappet guides, which can be completely removed or renewed without dismantling any other part of the engine, so that no owner, however far the engine may have run, can be excused for any suggestion of air leak at these points. Another interesting feature is the inclusion of an air cleaner in the head, the casing of which forms a cylinder head cover and further acts as a collector of the breather fumes from the crankcase and positively prevents any vitiation of the atmosphere of the car by fumes, a very desirable consideration to users of closed models.

Full forced feed lubrication is provided by spur gear pump submerged in the sump; a clever minor fitment here is a mechanical filter which is automatically cleaned every time the clutch pedal is operated.

Ignition is by coil, and cooling is by centrifugal water pump, while the radiator is fitted with vertical

The Morris - Oxford Coachbuilt Saloon.



Falling within the £15 tax, this Morris-Oxford Saloon, with its six-cylinder engine, roomy coachwork, resilient upholstery and exceptional specification, combines utility, comfort and economy as they have never before been seen in a single vehicle.

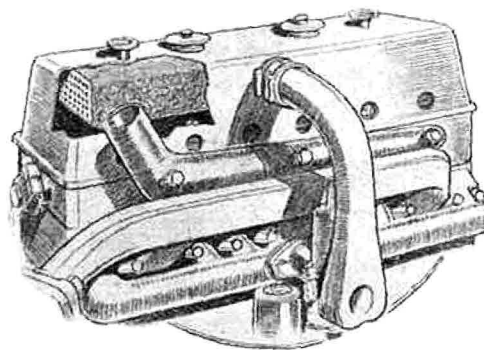
shutters automatically controlled by a calorstat mounted in the top of the radiator. This ensures rapid warming up of the engine to its most efficient working temperature and, of course, the maintenance of the correct temperature at all engine speeds. The value of this fitment in tropical or Arctic countries will be manifest.

Clever Springing

The suspension is interesting in that the springs are mounted outside the frame; the body has a vertical sill resting not on top of the frame itself, but on the running-board cross brackets. This unique combination makes possible a very low centre of gravity with an adequate amount of clearance for all conditions.

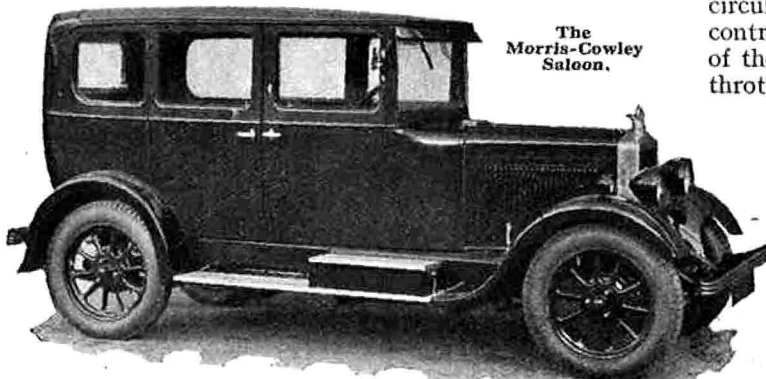
A feature of this new car not without interest is an ingenious finger-tip control. In the centre of the steering wheel is a neat assembly, comprising three levers operating on different sectors of a circular casing. These three levers respectively control the electric system, the advance and retard of the ignition, and the slow-running setting for the throttle. Just below them, on the steering column, the mixture control for the carburetter is situated, the horn push being in the orthodox position, in the centre of the circular casing.

Thus it will be appreciated that without removing the hands from the steering wheel the driver can control the rate of dynamo charging and his lamps, both as regards switching on and dimming. This, in connection with the Bishop cam type steering, offering a feather-light control, renders the car easily one of the most manageable on the road, while large brake-drums, 14 in. in diameter, ensure that the deceleration powers are in keeping with those of

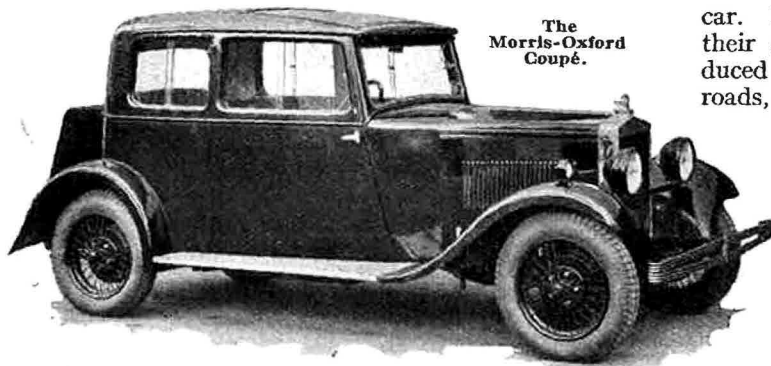


The clever head design on the Morris-Oxford engine which acts as an air cleaner and collector of breather fumes.

The Morris-Cowley Saloon.



Embellished for the coming season with chromium plating on all external bright parts and equipped with Triplex glass as standard, the Morris-Cowley Saloon once more eclipses anything ever previously attempted in medium-sized car values.



The
Morris-Oxford
Coupé.

Having a sliding head, permitting the occupants to take full advantage of sunshine hours, and accommodating four persons, the Morris-Oxford Coupé is an ideal vehicle for the man to whom space is not the first consideration.

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acceleration, a most important desideratum on modern highways.

These new Oxfords will be available in four models. The first in the price scale is a coachbuilt tourer with excellent lines and luxuriously upholstered in hand-buffed leather to match its cellulosed panels; then comes a coachbuilt coupé, available in deep maroon or blue, which offers the added advantage of a sliding roof. While offering abundant space for two people, this car has the addition of two broad seats under the roof, and is much more than a coupé in the customarily accepted sense. Despite its racy body lines revealed in the photograph on this page, four people can be accommodated in absolute comfort.

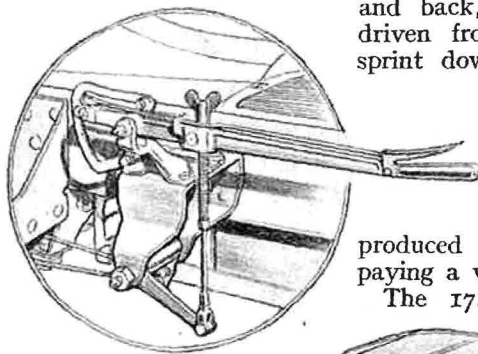
A Fabric Model

A fabric saloon is also listed, finished in black or dark red with Vaumol leather upholstery to match, while the largest of the four is a handsome coachbuilt saloon, incorporating a sliding roof. A choice of two colours is offered here—namely, deep maroon or Niagara blue, with Vaumol leather of the same shade.

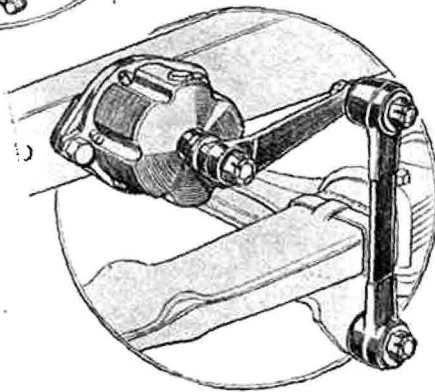
From its chromium plated radiator to the carefully calculated curves of its rounded back, this car has refinement imprinted in every line, and its performance has to be tried to be believed.

The four-cylinder 14/28 h.p. Morris-Oxford is being listed for 1930 as saloon and tourer, lower in price than before.

In the new Isis Six we find an entrancing vehicle which is definitely a leading

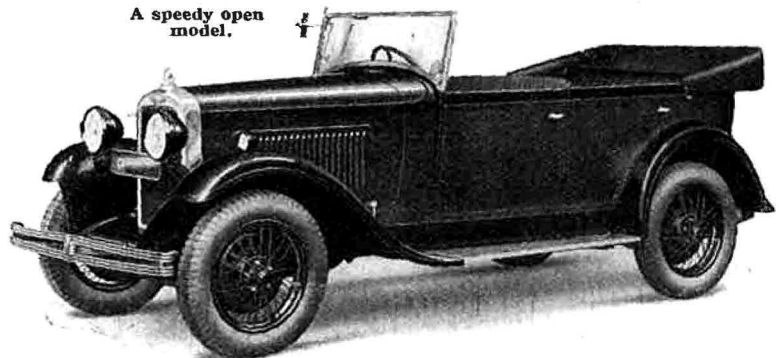


The ingenious brake design on the Morris-Oxfords.



The Luvax shock absorbers as now fitted to the Isis and Oxford models.

A speedy open model.



The Isis Six Tourer is to open cars what its saloon companion is among closed types.

car. More than this, Morris designers have carried their skill one stage farther and not merely produced a handsome vehicle which is suitable for town roads, or high-speed trips on good highways in this country, but one which shall be equally at home in any corner of the world.

Whether its owner desires to appear in a conspicuously good car at a West End function, or whether he wishes to scour the Alps and the Pyrenees, or to drive long and fast over Continental routes day in and day out, the Isis Six will do his bidding equally readily.

For Long-Distance Touring

A Morris-Cowley, quite recently, was casually driven on a holiday trip beyond the Arctic Circle and back, a Morris-Oxford just as casually was driven from Bombay to London, Morris Minors sprint down to the Riviera almost weekly. Ergo, we may take it that the Morris concern may honourably claim to have some knowledge of cars suitable for long-distance touring. When we say that this new model represents a distinct advance upon anything so far

produced even by the Morris designers, we are paying a very high tribute indeed.

The 17.7 h.p. six-cylinder overhead camshaft

engine follows closely upon the lines of the Morris Six of last year. It has battery ignition with handily-placed distributor, the same clever tensioning device for the water impeller and dynamo drive and other advanced features which already have been recounted in these pages. It has a bore and stroke of 69 mm. and 110 mm. respectively, and a cubic capacity of 2468 c.c.,

coming within the £18 tax.

The chassis frame is upswept front

For 1930—contd.

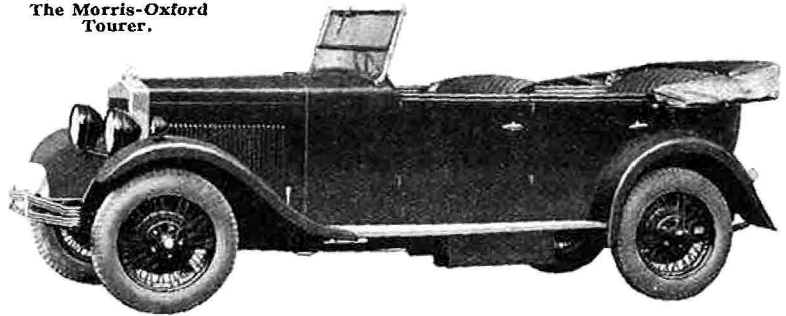
and rear, the rearmost portion rising to form an arch permitting of the utmost possible flexion of the long semi elliptic springs which contribute so much to the car's excellent suspension. At its rear is a 15-gallon petrol tank which, incidentally, carries sufficient fuel for a 400-mile run. This in effect means that its owner may run from Calais to Cannes and refuel once only, or from London to Edinburgh without a stop.

Rigidity

Considerable ingenuity has been brought to bear upon the subject of attaching the body to the frame. Now this body is, to all intents and purposes, of solid box formation, being constructed of two sides each pressed in a huge press by a single descent of its jaws from a steel plate, and subsequently welded to scuttle and rear panel. This body is attached direct to the chassis by twenty-five bolts, the whole structure becoming a rigid cantilever, for, as in the case of the new Oxford, the body embraces the chassis frame, enveloping its sides.

The all-steel saloon has four doors and six winding windows, the quarter-light also rising and falling in response to a neat handle just below the bottom forward corner. Leather upholstery, only to be compared for comfort with the expensive lounges of the best London furnishing houses, in a colour to tone with the body structure externally, gives

The Morris-Oxford Tourer.

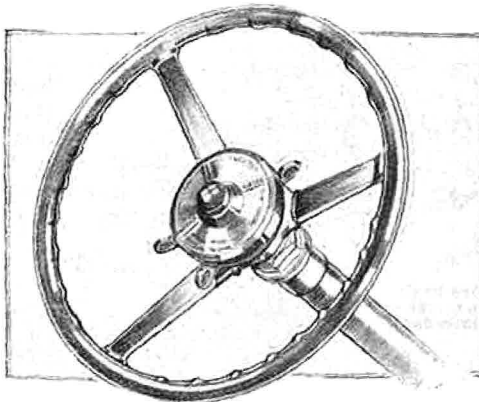


The Morris-Oxford Tourer, it will be observed, combines high doors with deep upholstery and an exquisite body line.

a rich tone to the interior which is justified the further with every accessory and aid to comfort, not only the average man, but even the average woman can want.

The rear passengers have the benefit of a smoker's companion and lady's companion with a cigarette lighter on the one and a powder-box on the other, while, in addition to generous pockets in the body and on the backs of the front seats, there are enticing little cubby holes, formed inside the curve of the rear body panels.

A long chromium-plated foot-rest gives a choice of no less than five positions for the feet, and even the traveller who scorns such things has been catered for in providing two slots in a position normally beneath the rear passengers' knees, where the bar can be put out of the way when it is not wanted.



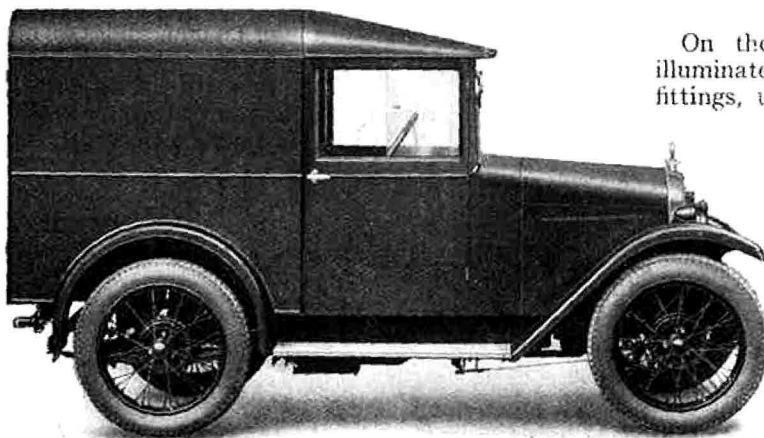
The finger-tip control on the steering wheel pillar of the Isis and Oxford models.

All Accessories Standard

On the attractive instrument board, which is illuminated by a hidden lamp, among a number of fittings, the best of their sort, is an electric petrol gauge. The front bucket seats have high backs which tilt forward, and, it should be noted, pneumatic upholstery, while ample adjustment is provided. "Finger-tip" control again is standard for the switches, etc., as are automatic radiator shutters.

The saloon is offered in seven finishes, comprising royal blue and ivory, Holborn blue, maroon, royal blue, royal scarlet, olive green and ivory, and Niagara blue and grey.

The tourer differs from the saloon in having a one-piece adjustable front seat. Black hood and the usual weatherproof side-curtains, converting the car to all intents and purposes into a closed model, are provided.



The Morris 5-cwt. Van. Representing the veritable nadir of running costs among commercial vehicles, this little van will assuredly prove a boon to tradesmen, both great and small, throughout the country. Built on a Morris 8 h.p. chassis, it embodies the wonderful little overhead-valve engine and other sound features already tried by twelve months of popularity, together with a useful sized body and comfortable seating for the driver.



For 1930—contd.

The third model is a handsome Gordon England club coupé, which has a black fabric body with blue upholstery and blue wire wheels. This has a sliding roof and a large luggage grid as well as a trunk for suitcases, and having a rather smaller body than the saloon, with racier yet equally distinguished lines, must assuredly make a strong appeal to the man to whom abundant seating capacity is not the first consideration.

Still Moderate Prices

From the foregoing it might appear that these new Isis models are to be prohibitively expensive. They are nothing of the sort, as reference to the little price folder included with this issue will reveal. It is true that the machinery and general preparation of the Morris factory to make this car demanded an outlay sufficient to equip an army. It is equally true that no regard to expense was paid in the early days of its conception.

Yet by virtue of a vast and highly-trained costing organisation

it is possible to offer this car at a figure which, if not everyone, at any rate a good many people to whom first cost is of primary importance, can afford to pay.

A New Van

The tradesman and business house are catered for in the Light Van, which, while improved in detail, preserves outwardly the appearance of last year's vehicle. A Triplex glass windscreen and door windows, as in the case of all Morris models, are, however, standard.

A distinctly appealing little vehicle which must assuredly prove of great assistance to the small tradesman and, indeed, to all concerns who desire to transport comparatively small loads expeditiously over a wide area, is the new Morris 5-cwt. Van. Mounted upon a modified edition of the sturdy 8 h.p. chassis, with a petrol consumption in the neighbourhood of 45 miles per gallon and a carrying capacity of a quarter of a ton, this newcomer represents the last word in economy of delivery costs. It is not difficult to think of loads to which it may mean all the difference between profit and loss.

MORRIS MODELS for 1930

MORRIS MINOR :

- Tourer.
- Fabric Saloon.
- Coachbuilt Saloon (with Folding Head).

MORRIS-COWLEY :

- Two-seater.
- Tourer.
- Saloon.
- Saloon (with Folding Head).

MORRIS-OXFORD (Six cyl.) :

- Tourer.
- Coupé (with Sliding Head).
- Saloon (" ")
- Fabric Saloon. " ")

MORRIS ISIS SIX :

- Tourer.
- Saloon.
- Club Coupé (with Sliding Head).

MORRIS VANS :

- Morris Light Van.
- Morris 5-cwt. Van.

