

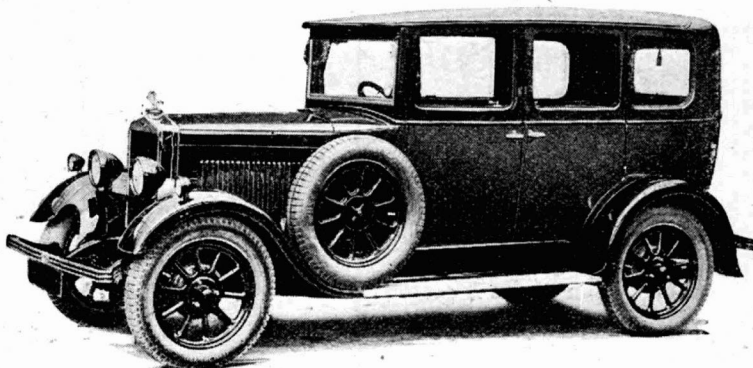
MORRIS RANGE FOR 1931

New 15 h.p. British Six for £215. Remarkable Value Offered Throughout Comprehensive Range of Morris Models.

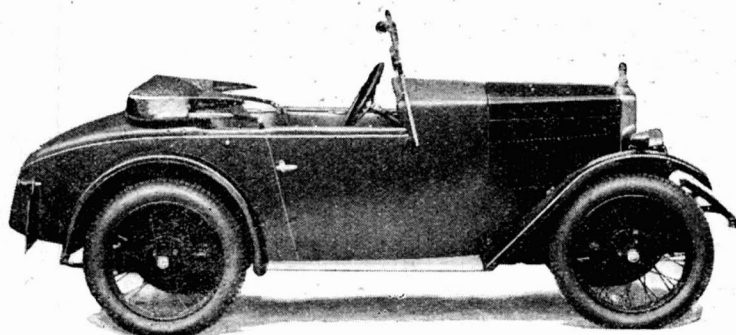
PROBABLY no firm's announcement of new models creates more interest among motorists at large than that of Morris Motors, Ltd.

For weeks past *The Autocar* has been privy to the plans of the great Cowley firm, and, indeed, had editorial access to the new model, the six-cylinder 15 h.p. Morris Major, some weeks ago for the purpose of making the superlatively fine sectioned drawing which appears in the centre of the photogravure pages in this issue.

The Autocar has always respected confidences, and, although fully cognisant of its duty to its readers, also realises its duty to the members of the industry. For their own very good reasons Morris Motors, Ltd.,



The most famous car of the Morris range, the latest version of the Morris-Cowley.

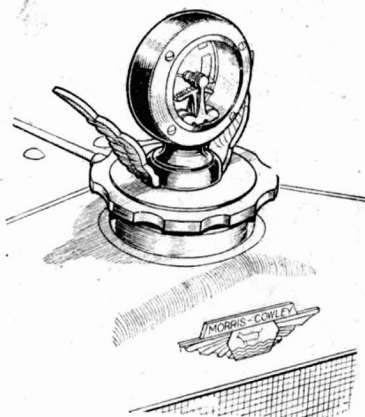


The popular Morris Minor in its latest form as a two-seater.

were averse to any publication of details before Saturday, August 30th, and thus it was that last week's issue of this journal did not contain full particulars of the new models, but merely a preparatory paragraph stating that the range of existing models was being continued in improved form, and that a new light six at a specially attractive price would prove the queen of the Cowley court. Or ought one to say king, for the new model is known as the Major, a term usually applied to masculine beings, so why not to other creations beyond humans?

The new Morris Major is undoubtedly a car which will meet with an immense demand and receive a wide welcome. It is all very well to describe it as a six-cylinder Cowley, in effect. It may be; but actually it is very much more. Although the overall dimensions of the complete car, with its 4ft. track and 8ft. 9in. wheelbase, are the same as the Cowley

—still, happily, very much with us —the frame is much stiffer, a big rear petrol tank is used, and the engine



The characteristic Morris - Cowley radiator cap fitted with a thermometer.

is precisely the same as that which has been doing so well in the Oxford Six since last September. Wire wheels are also standard, and the car must appeal strongly to the tourist because of its high power-weight ratio and its big cruising range on its eleven-gallon tank, which should ensure at least 300 miles without the need to stop for a refill.

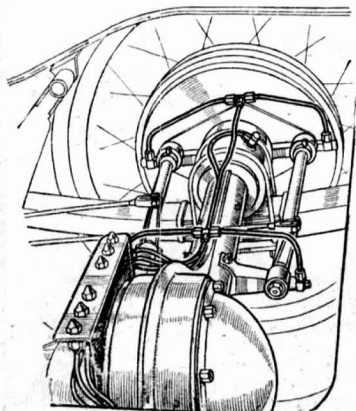
The engine is a monobloc six of 63.5 x 102 mm. (1,938 c.c.), and is rated at 14.9 h.p., thus calling for an annual tax of £15. It has the air-cleaning, mixture-preheating, fume-consuming features of the Oxford power unit, and is cooled by a centrifugal fan and a big radiator equipped with thermostatically controlled vertical shutters. The drive is through a plate clutch with cork inserts, this member being automatically lubricated by the engine, and thence through a unit three-speed gear box and a torque tube-enclosed propeller-shaft to the spiral bevel-driven rear axle, all features of many Morris models for many years past.

External Oil Cleaner.

A special feature of the engine is the provision of an external oil-cleaner, which does its work every time the clutch is depressed. This is in addition to the oil filter carried in the engine sump.

Steering is by cam gear, and the brakes are mechanically operated. The shoes work in large ribbed drums, quick adjustment from the outside being provided for all four sets of shoes. In addition, there are easily reached master adjustments for front and back brakes independent of each other. The hand brake, cen-

The Morris Range for 1931.



A battery of grease-gun nipples on the rear-axle casing of the Morris Major.

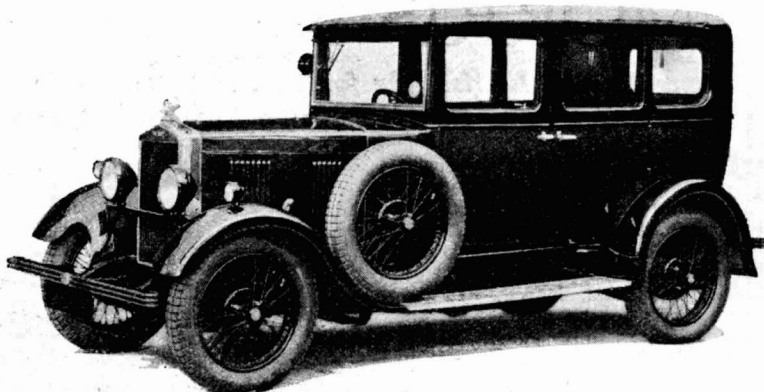
trally placed, operates an extra pair of shoes in the rear drums.

Dunlop wire wheels carrying balloon tyres, bumpers fore and aft, Lucas 12-volt electric lighting and starting, five lamps, with the head lamps electrically dipped and dimmed from the steering column, and Armstrong shock absorbers complete the general layout.

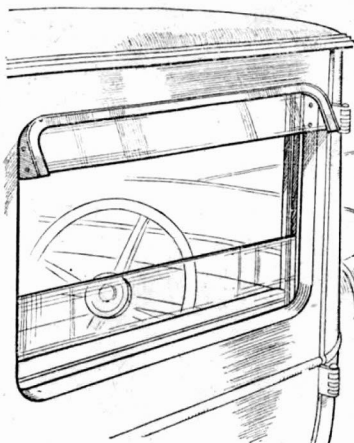
Choice of Coachwork.

The choice of bodies is varied. The salonette, a two-door fabric occasional four-seater with a built-in trunk at the rear, is the cheapest at £215. Next comes the coachbuilt coupé with folding head at £220, and, finally, the coachbuilt saloon with folding head at £225. As on every Morris model Triplex glass is standard throughout, and chromium plating protects all bright parts.

A point which will appeal particularly to the busy or lazy owner is the grouping of the rearward lubrication points over the back axle. Thus it is only necessary to pull up one board, and all points needing the oil gun are in full view. No bending or crawling under the chassis or car is neces-



Another type of bodywork on a new model chassis, the Morris Major saloon.



Rainguards are fitted to the windows of the Morris-Oxford.

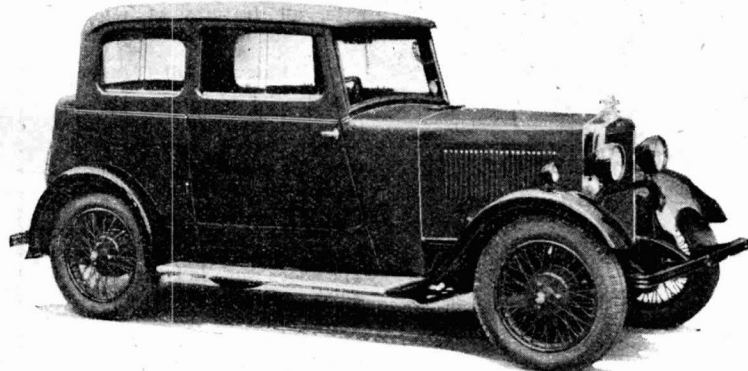
capacity of the luggage carrier on the saloon model, four people can ride in comfort without having to embarrass themselves with suit-cases inside the car.

The spare wheel is carried forward of the left front door on the saloon and in similar fashion on the coupé, and on the back panel of the luggage boot on the salonette.

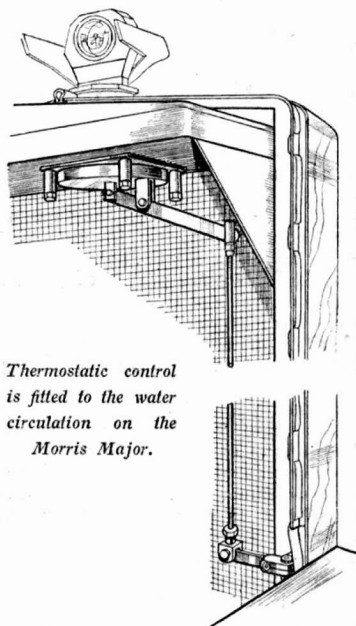
Non-jamming Doors.

Another point is that no one should be worried with jamming doors, because this car, like all 1931 Morris models, has the doors carried on a new type of hinge. This has a universal joint action which accommodates itself to any reasonable degree of twist. It is very small, neat and unobtrusive, and is one of those little, but important, items in car construc-

sary. The lines of the various bodies are smart, the salonette, in particular, having very taking and rather sporting lines, which impart a look of lowness and length in keeping with the latest ideas of form. There are ample leg room and elbow room in all models, and, owing to the great



A salonette body on the latest product from Cowley, the Morris Major.



Thermostatic control is fitted to the water circulation on the Morris Major.



The Morris Range for 1931.

tion which will do much to ensure quiet motoring.

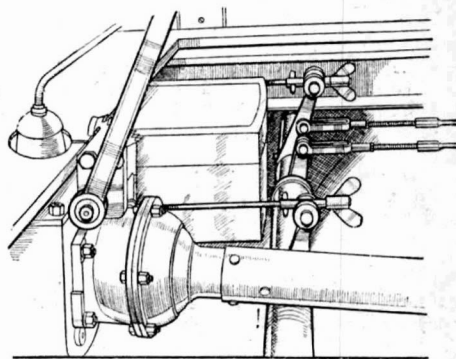
Perhaps the outstanding feature of this newcomer is that it provides very inexpensive, high-speed, smooth motoring with remarkable acceleration powers. This must appeal strongly in traffic and on congested roads where rapid acceleration is perhaps the most valuable feature in a car.

The new Major is supported by the whole 1930 Morris cast—the Minor, the Cowley, the Oxford, and the Isis. In each case price reductions, frequently substantial, have been effected. Outwardly, the Minor and the Oxford have suffered little

These covering-in centre discs can be sprung off instantly by the point of a screwdriver when it is desired to verify that the nuts are tight—a wise precaution periodically—or to change a wheel.

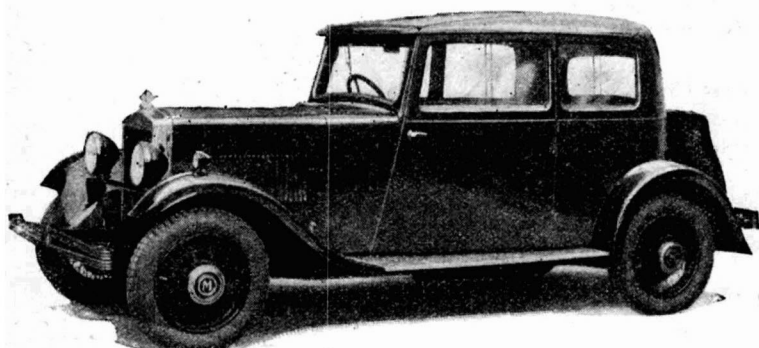
The Cowley range has smartened up considerably in appearance, better scuttle, radiator, and body lines being

Hand adjustment by wing nuts is fitted to the brake-control rods on the Morris Major beneath the floorboards.



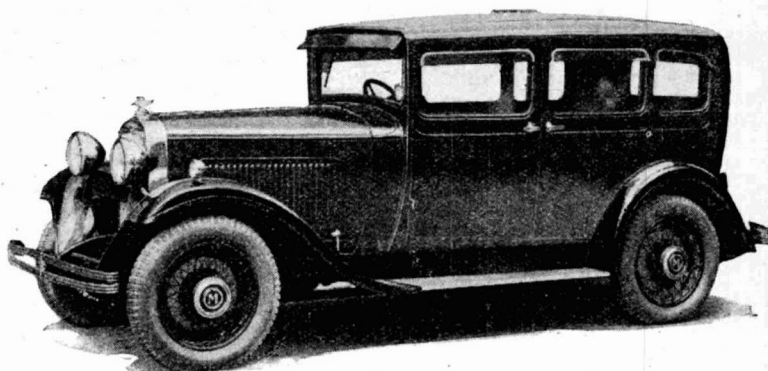
gear, and a neat touch is the fixing of a valance at the rear of the car between the dumb-irons to conceal the back axle. The Cowley hubs also accommodate wire wheels at a slight extra charge if required, and, like the Major, a new luggage carrier of very ample dimensions is fitted. When not in use this folds up three times, and is quite unobtrusive in the closed position.

The 1931 Morris-Oxfords, except for the new wheels, present precisely the same external appearance as hitherto. The range consists of a tourer at £250, a fabric saloon at £265, a coachbuilt saloon with fixed head at £275, or with sliding head at £285, and a coupé with sliding head at £285. The Magna type wheels are extras at £2 10s. on the tourer, fabric, and

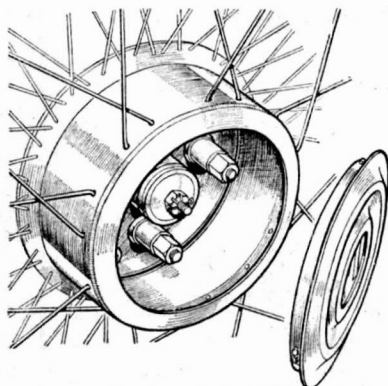


The six-cylinder Morris-Oxford coupé.

change, except that in the case of the Oxford coachbuilt saloon and the coupé a new type of Dunlop detachable wire wheel, known as the Magna, is incorporated. These wheels are distinctly attractive, embodying as they do very large diameter hubs of a semi-barrel type. These entirely enclose the wheel-holding studs, and are then covered over by a spring-on chromium disc about the size of a dessert plate and bearing a neat initial of the makers of the car carried out in jet black and chromium.



A sturdy and handsome car—the 1931 model Isis saloon.



New-type Dunlop wheels, fitted with dust caps, are standardised.

incorporated. The four-cylinder engine has undergone some useful alterations in the provision of a modified camshaft, a new type of head, and much lighter valves. The result, it is claimed, is to give more lively acceleration and greater maximum speed. Indeed, a maximum of at least 57 m.p.h. is claimed by the makers for a carefully run-in Morris-Cowley saloon.

Detail modifications tending towards greater efficiency have been carried out in the brake-operating

fixed-head saloons. Driving comfort is increased by a new slipper-type accelerator pedal, carrying the whole foot.

The interior of the sliding head saloon has been rendered more attractive by a new type of cushioning in special high-grade leather and the provision of a folding arm-rest in the centre of the rear seats, while all models have the instrument panels finished in an agreeable treatment of the metal resembling a dull silver shagreen.

**The Morris Range for 1931.**

With regard to the largest car of the range, the Morris Isis, a very important modification is the provision for the head of the 17.7 h.p. six-cylinder engine of the air-cleaning and mixture-preheating device which has proved so satisfactory on the Oxford engines.

This addition succeeds in giving the engine a remarkably clean and smooth appearance. A new type of cast aluminium air screw is fitted which has been designed to maintain the highest cooling efficiency at low and very high engine speeds, in effect, when cooling is most desirable, such as when

pulling hard uphill or when travelling very fast on the level.

Chromium-plated thermostatically controlled radiator shutters are fitted, and Triplex glass louvres over the six winding windows will do much to ensure freedom from draughts and the exclusion of rain when the windows are but slightly open.

Highly finished steel coachwork with really high-grade interior appointments forms the saloon, which is priced at the very moderate figure of £340. There is also a tourer at £330, and in both cases Magna wheels are available at an extra cost of

£2 10s. for the five wheels. Lockheed brakes are standard, as on the Oxford models.

Every Morris model is obtainable, if desired, as a chassis, the equipment including wings, electrical installation, lamps, spare wheel, running boards, and full kit of tools. The chassis prices are:—Minor, £100; Cowley, £125; Major Six, £160; Oxford Six, £185; and Isis Six, £250. Thus, anyone desirous of having coachwork built to special requirements on any of the chassis range may gratify his or her own particular fancy.

