

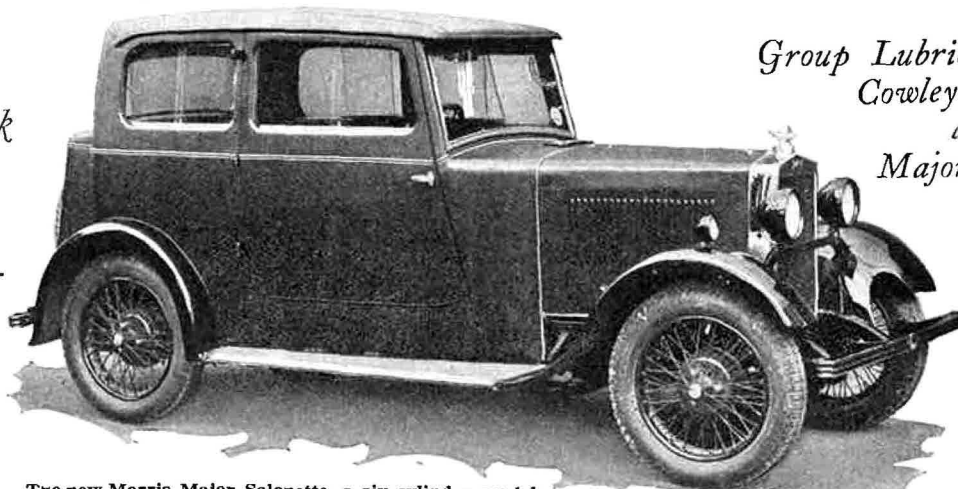


STILL GREATER VALUE

AN ENTIRELY NEW RANGE OF SIX-CYLINDER MODELS

*Better
Bodywork
and
Many
Detail
Improve-
ments*

*Group Lubrication on
Cowley, Oxford
and
Major Models*



The new Morris Major Saloonette, a six-cylinder model with fabric coachwork at a strictly modest price.

*For prices
see loose
folder*

A new range of moderately priced six-cylinder models, improved coachwork, simplified chassis lubrication, and many detail refinements, are features of the Morris programme for 1931

GENEROUSLY equipped, roomy, six-cylinder cars at an astoundingly low price are offered in the new range of Morris Major models which have just made their bow to the public.

Constructed upon a sturdy chassis, every item in which has stood the test of time, comfortably upholstered and embodying long, semi-elliptic suspension, they have for a power unit a six-cylinder powerful engine of a Treasury rating of 14.9 h.p.

The Engine

Incorporating side by-side valves, an air-cleaner head, battery ignition, centrifugal water pump and radiator shutters, automatically operated by a calor-stat, the engine provides swift yet silky acceleration, conspicuously good hill-climbing qualities, is economical in its fuel and oil demands, and will hold its tune for incredibly long periods with a minimum of attention.

These new cars—all closed models—embrace a fabric saloonette, a coachbuilt coupé with folding head, and a coachbuilt saloon, also with folding head, while the chassis is available for those who prefer to fit their own bodies.

The coachbuilt saloon is a handsome car, for four persons, or five if

necessary. Its lines are admirably set off by its wire wheels.

The coupé is a good-looking town car, and with its six cylinders offers superlative acceleration and a high reserve of speed for country work. Both these models are finished in an attractive lake or black cellulose.

A Fabric Model

The fabric saloonette is a handsome closed four-seater of exquisite line, admirably suited to the needs of those who customarily demand only a two-seater but who like to have reserve seats under the roof for use upon occasion. While not having quite the same seating capacity as the coachbuilt saloon, it scores slightly in the matter of maximum speed, in view of its lighter body, and, of course, will appeal to those who have a personal preference for fabric coachwork over metal bodies.

We can unhesitatingly say that this new range of Morris models once more makes history in the British motor industry. Never before has such sterling value been available for folk of modest means. It may now be said that a high-grade six-cylinder engine, with coachwork which can take its

THE ISIS SALOON



The Isis Saloon now has louvres to its windows as a standard fitting.

D



Still Greater Value—contd.

place with credit in any company, is available to the man in quite moderate circumstances.

In the Morris Minor range there is a new two-seater model. It has a wide, deeply-upholstered seat and ample leg room. Exceptionally good springing and road-holding qualities are offered by the long semi-elliptic springs on this model, which is a happy



THE MORRIS-COWLEY TOURER

The Morris-Cowley Tourer, which has a modified head to its engine, lighter valves and an even better performance than hitherto.

mean between the sports car proper and a touring model.

Economical Running

Covering fifty miles to the gallon of petrol, having a maximum speed of over fifty miles an hour, and a cruising performance which will shame many larger cars, this newcomer must not only appeal to the younger generation of motorists, but must attract also the seasoned owner of a fast car. Where a speedy second car is desired as a tender to a more commodious vehicle, this little Minor model must assuredly have a large following.

The low hood and weatherproof sidescreens enhance rather than mar its lines when erected, and, such is the ease of erection, render it an all-weather model in the full meaning of the term.

Apart from small detail improvements, the other Minor models remain unchanged, except that the fabric saloon is offered in black as well as blue. The tourer will be offered in blue, and the panelled saloon, which has, of course, the popular and very successful folding head, will appear in dark maroon.

The ubiquitous and ever-popular Morris-Cowley cars have improved body lines, particularly the saloon. The radiator is slightly higher, and this has given the designers an opportunity to improve the bonnet line—small changes admittedly, but changes which definitely enhance the appearance of an already well-proportioned car. The upholstery

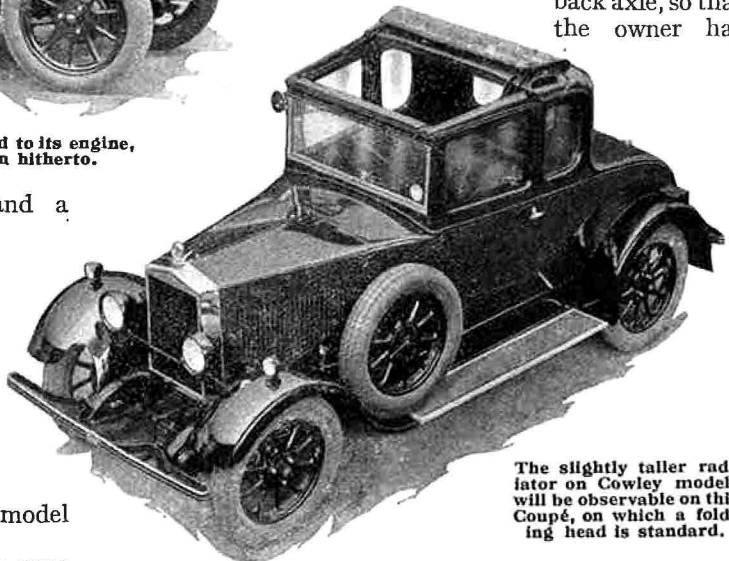


An arm-rest, easily raised to accommodate a third passenger, has been incorporated in the rear seats of the Oxford Saloons.

for the coming season will be covered in Karhyde, exceedingly durable, yet soft to the touch.

A big mechanical advance in design which owners will appreciate is the new group lubrication. The grease gun system which has been standard on Morris models for a number of years—the Morris concern being one of the first to recognise its many advantages over the screw-down greasers which it superseded—inevitably leaves many important lubricating points less accessible than others. In practice, this has meant that where an owner has insufficient time to grease the whole car he has merely applied the gun to those points which he could reach easily and neglected the remainder.

In the group system of lubrication all the previously rather inaccessible nipples are mounted in a line just over the back axle, so that the owner has



The slightly taller radiator on Cowley models will be observable on this Coupé, on which a folding head is standard.

merely to pull up a floorboard and apply the gun to each in turn, a matter of two minutes' easy work.

An important mechanical improvement on the Cowleys is a new cylinder head of advanced design, which offers a material increase in speed, improves still further the excellent hill-climbing of these models, and permits of the elapse of the maximum period between decarbonising.

Valves and Steering

Lighter valves have also been incorporated, a feature which has improved the acceleration, while Bishop cam-type steering is now standard.

Good as the steering has been on early models, we may confidently say that this new steering improves the handling of the car in no small degree.

Still Greater Value—contd.

Nor must we forget the modified brake gear, in which all four shoes of the four-wheel system operated by the pedal can be compensated for wear by a single butterfly nut accessibly placed under the forward floorboard while another performs a similar duty for the hand brake-shoes. This new arrangement considerably simplifies the periodical attention which all brakes require, and will leave positively no excuse for badly adjusted brakes however busy the owner may be.

A New Saloon Oxford

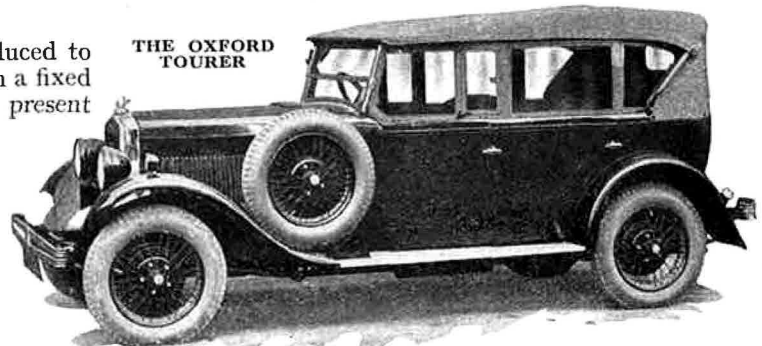
An interesting new model has been introduced to the Oxford range in the form of a saloon with a fixed head (in addition to the sliding head of the present season) at a slightly lower cost. A detail refinement of both these saloons is an arm-rest for the back seats, which adds materially to the comfort on a long journey when only two passengers are seated, and pushes up flush with the back squab in order to accommodate a third if necessary.

The Morris-Oxford coupé and Morris-Oxford coachbuilt saloon with sliding head now have Magna type wire wheels, with enclosed wheel stud nuts. Not only do they keep these nuts clean and free from mud, but they add materially to the appearance of the car and are get-at-able in a second when wheel changing operations become necessary. Incidentally, these Magna wheels may be fitted to the Oxford tourer, fixed head coachbuilt saloon and fabric saloon at a slight extra cost.

Another small innovation on the Oxfords is a shoe-type accelerator. This offers steady support for the foot, and is to be appreciated on a long journey.

So successful has the Isis proved during the past season, both at home and abroad, that very few modifications have been deemed either necessary or

advisable. The engine has, however, been given the benefit of a new head which incorporates an air cleaner on lines somewhat similar to that fitted to the Oxford models of 1930. This renders the car particularly serviceable in countries where dust, and in some cases sand, is a thing to be reckoned with; and, of course, where a car spends a great deal of its life on the coast, even in this country, there can be no question that an air cleaner fitted to the cylinder head is a valuable acquisition, making for still longer life for wearing parts, the cylinder bore especially.



THE OXFORD TOURER

The Morris-Oxford Tourer, showing its improved hood. It affords an abundance of light.

The device also functions as a fume consumer and positively prevents vitiation of the atmosphere of the interior of the car, even when all the windows have to be closed.

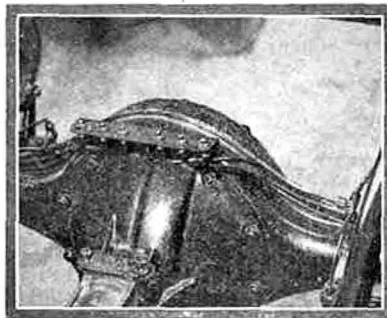
The saloon model now has louvres fitted to all windows, which not only add to the appearance, but make it possible on a cold day to have the windows lowered an inch or so for the purposes of ventilation without introducing a cold draught either to the driver or other occupants of the car.

Needless to add, these louvres are of Triplex safety glass, which is being continued as a standard fitting on all Morris cars, irrespective of price, along with chromium finish on external bright

parts. In this connection we might call attention to the new chromium-finished metal band between the scuttle and the bonnet, which is included on all models. It will, of course, keep its colour indefinitely and cope adequately with the business of opening and shutting the bonnet.

Protecting the Tank

The petrol tank on the Isis now has a pebble guard to act as a protection to the fuel supply. This is really a necessary precaution when the petrol tank is situated at the rear, not so much because there is any likelihood of damage but because the damage is so serious should



The group lubrication as fitted on Cowley, Major and Oxford models. These six nipples, easily reached by lifting up the rear floorboard, replace less accessible oiling points in the old system.



THE MINOR TWO-SEATER

Particularly attractive are the lines on the new Morris Minor Two-seater, yet the coachwork offers ample accommodation for the tallest driver and passenger.

Still Greater Value—contd.

it occur. The writer well remembers an occasion at a seaside town where parking is permitted on the front, when a motorcyclist put his foot-rest through the unprotected rear tank of a Rolls, not only jeopardising the car but the whole line of vehicles under which the stream of petrol—a matter of twenty gallons or so—flowed, to the consternation of the local police and everybody else.

The Isis will be available as a tourer and saloon, the former in blue or lake, and the latter in blue, lake, or black with red upholstery, or black with green upholstery.

For Business Purposes

Morris models for business use continue with little alteration. The popular traveller's saloon, which is a good-looking vehicle with door at the rear and ample sample capacity during the week, and a comfortable saloon car,

periods of time with little attention, light on petrol and affording a full measure of protection and comfort to its driver, this van must inevitably remain pre-eminent in its class for 1931.

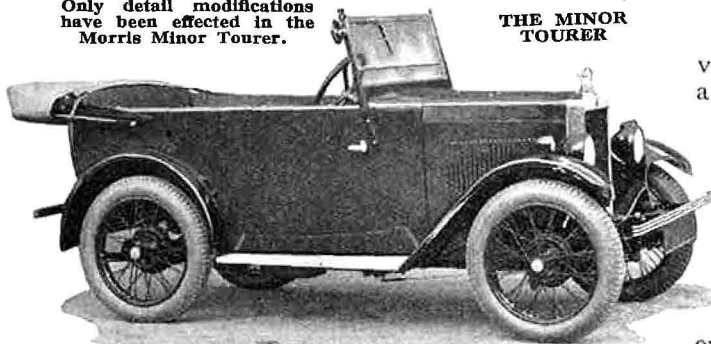
**THE
MINOR
FABRIC
SALOON**



The Morris Minor Fabric Saloon will be finished in Black or Blue to choice for the coming year.

Only detail modifications have been effected in the Morris Minor Tourer.

**THE MINOR
TOURER**



When we consider the prices at which these vehicles are offered (all of which will be found on a little folder loose in this issue), Morris cars for the coming season constitute value positively unprecedented in the annals of the motoring movement.

In All Modesty

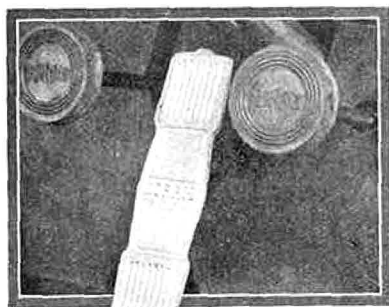
As a journal which prides itself upon endeavouring to offer advice, service and occasionally amusement to the man who has bought his car, in contra-distinction to a house organ, it is but seldom that we have an opportunity to praise the cars which are the reason of our existence.

In introducing these new models to the public, however, we cannot refrain from dwelling upon the sterling qualities which have made Morris cars famous, not only at home, where they constitute a very large proportion of the total cars upon the road, irrespective of make and nationality, but also in the Colonies and other countries, where their

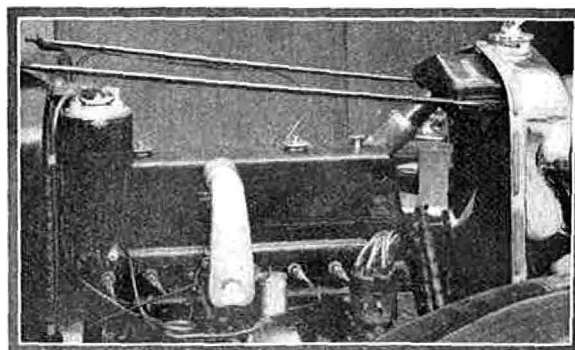
almost indiscernible from any other Morris-Cowley saloon, for week-ends, high days and holidays, has met with the popularity it deserves and will assuredly be just as popular during the coming season.

In the Vans, the little 5-cwt. model, unreservedly the most economical proposition ever offered to the small tradesman—or as a tender to larger vehicles for big business houses—continues as before, as does

also the 8-cwt. Morris Light Van, which now has the benefit of a more powerful engine of 14/32 h.p. The new engine has given this already fast van a really excellent turn of speed, comparable to that of many touring cars, and for the trader who is seeking a capacious yet fast delivery van capable of running for long



A new accelerator pedal for the Oxford models.



So successful has the combined breather, fume consumer and air filter proved on the Oxford models during the year that it has been incorporated in the Isis Six engine for 1931.

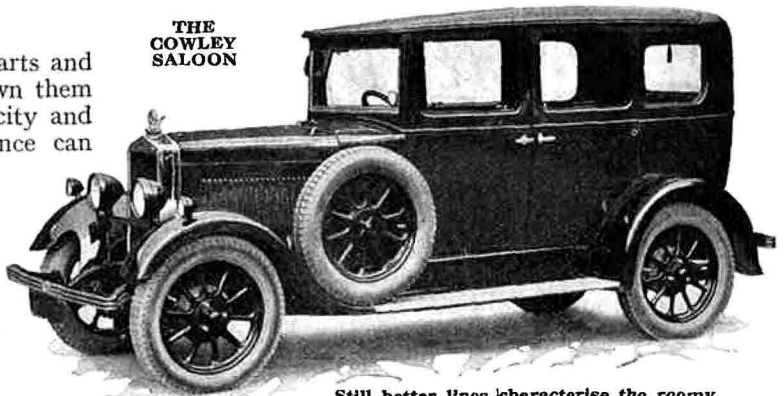


Still Greater Value—contd.

economy of upkeep, long life for wearing parts and good all-round qualities generally have shown them superior to cars of twice their engine capacity and price. Only the best materials that science can produce, only the finest workmen in the industry have ever been good enough for the Morris, and these new models are worthy of the good name their predecessors have built up.

The present prices at which these cars are offered to the public are only possible by up-to-the-minute manufacturing methods, the expenditure of vast sums upon expensive machinery, years of experience and costing methods which have become an exact science.

THE COWLEY SALOON

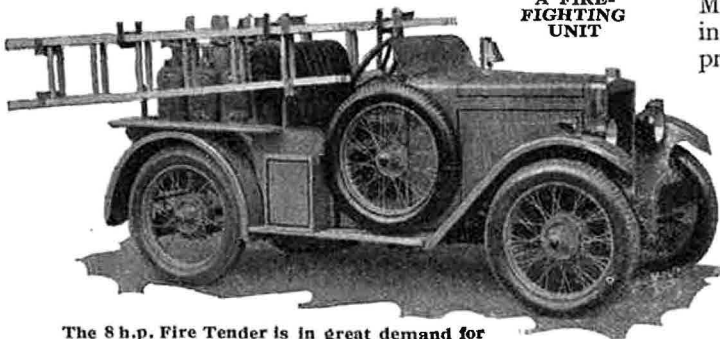


Still better lines characterise the roomy coachwork on the popular Cowley Saloon.

The high degree of reliability of the early Morris cars—which not only set a standard for the Morris concern, but for the whole British motor industry—has been maintained, yes and even improved upon, and when we say that Morris cars for 1931 are definitely in advance of their predecessors, we are making a very ambitious claim indeed.

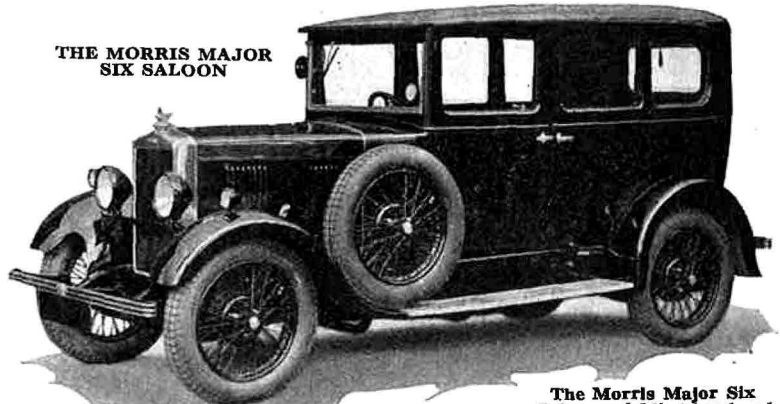
That in spite of many additional refinements in many instances it has been possible to make a reduction in the price, is striking evidence of the efficiency of modern production methods, which spread all the heavier overhead charges over a very large number of cars to the ultimate benefit of the purchaser.

A FIRE-FIGHTING UNIT



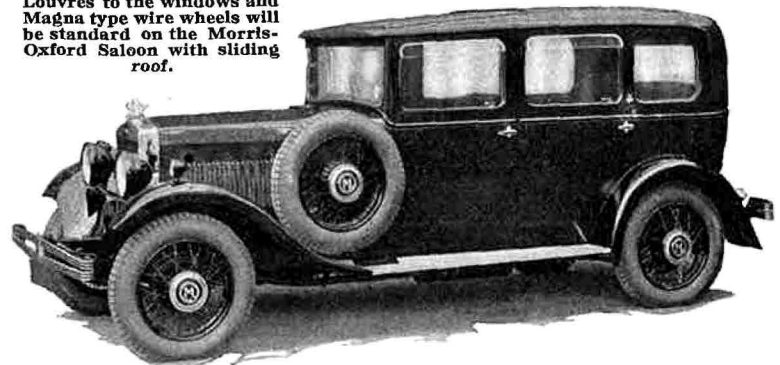
The 8 h.p. Fire Tender is in great demand for villages, schools, institutes, factories, and indeed everywhere where a low-priced mobile unit is demanded.

THE MORRIS MAJOR SIX SALOON



The Morris Major Six Saloon, a folding head and wire wheels are standard.

Louvers to the windows and Magna type wire wheels will be standard on the Morris-Oxford Saloon with sliding roof.



Morris Cars for 1931

Models and Colours

MORRIS MINOR

Two-seater	Black
Tourer	Blue
Fabric Saloon	Black or Blue
Panelled Saloon	Dark Maroon
5-cwt. Van	Shop Grey

Colours

11.9 h.p. MORRIS-COWLEY

Two-seater	Blue or Maroon
Tourer	Blue or Maroon
Coupé (Folding Head)	Blue or Maroon
Saloon (Fixed Head)	Blue or Maroon
Saloon (Folding Head)	Dark Maroon
Traveller's Saloon	Blue

MORRIS MAJOR SIX

Fabric Salonette	Black
Coachbuilt Coupé (Folding Head)	Lake or Black
Coachbuilt Saloon (Folding Head)	Lake or Black

15 h.p. MORRIS-OXFORD SIX

Tourer	Blue or Black
Coupé (Sliding Head)	Blue or Black
Fabric Saloon	Red or Black
Coachbuilt Saloon (Sliding Head)	Blue or Black
Coachbuilt Saloon (Fixed Head)	Blue or Black

17.7 h.p. ISIS

Tourer	Blue or Lake
Saloon	Blue or Lake
	Black
	(Red upholstery)
	Black
	(Green upholstery)

