



And Still They Improve



In a Thames-side setting at Pangbourne

The new Morris Minor Family Four-door Saloon

A New Range of 10 h.p. Commodious yet Economical Cars for 1933
Minors and Cowleys now have Four-speed Twin-top Gearbox
Flashing Signals for Safer Motoring on the new Ten, Cowley, Major,
Oxford and Isis. Triplex Safety Glass throughout on All Models

*Two New Minor Models—More Attractive Minor Radiator—Improved Cowley Engine—
More Powerful Oxfords—Isis now has Torsion Damper on Crankshaft—Many Detail Refinements*

THE outstanding feature of the Morris programme for the forthcoming season is a range of three new cars in the Morris Ten.

Incorporating all that is best in modern automobile engineering practice, equipped with roomy bodies capable of taking four persons in comfort, these cars have a supremely economical engine falling within the £10 tax, yet providing splendid acceleration, a really high speed, and smooth torque which belies the modest engine dimensions.

Never before has the British—or any other—public had such an opportunity of combining comfort,

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speed, outstanding reliability, accessibility to all parts, and handsome bodywork with very low running expenses; this in a car which sells at a really attractive price, even judged by Morris standards.

Falling in the price range between the Morris-Cowleys and the Morris Minors, these Tens break entirely new ground for sheer motoring value in high-grade cars, and collectively bridge the gap which has hitherto existed in the market between the, shall we say, small car, and the accredited "full size" model, such as the Cowley.





And Still They Improve—contd.

The first in the price range of the Ten is the fixed head Saloon. Its generous dimensioned body is upholstered in Karhyde and a choice of green, blue or black bodywork is available for exterior finish. The engine of 1292 c.c. has side-by-side valves, and, of course, the breather fume consumer, air preheater and filter which has proved so successful on the larger Morris models is incorporated, as are also the handsome Magna type wire wheels, which are continued throughout the range for the coming season. It is interesting to note, too, that an external oil pump is fitted. Lockheed hydraulic brakes give safety to the excellent turn of speed of which this engine is capable, while a further factor of safety is added in the new flashing signals which are also standard on Cowleys, Majors, Oxfords and the Isis, of which more anon.

For a little more money there is the sliding head Saloon, fitted with the

successful Pytchley head as fitted to Morris models this year, double bumpers front and rear, and a capacious luggage grid.

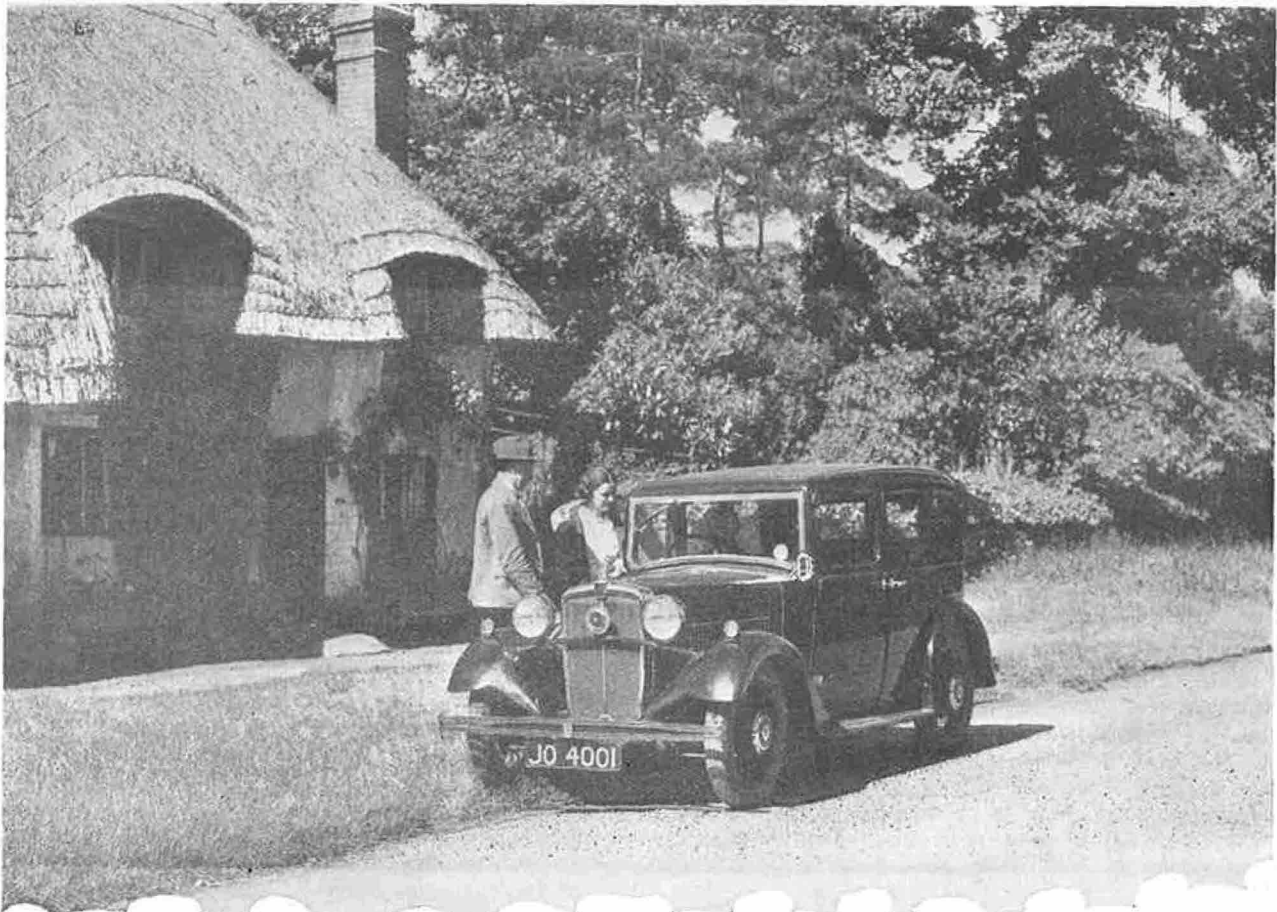
The third Morris Ten is a Special Coupé. Accommodating four persons, it has an outstandingly attractive silhouette, and many refinements over and above those of the other two, including real leather upholstery, window louvres, pillar pull cords, and, needless to say, the Pytchley sliding head, while a spacious luggage container at the rear renders the car an ideal touring vehicle, and indeed an all-purpose car for town or country work in the fullest sense of the term.

Points of interest in the MORRIS TEN

- Engine is side-by-side-valve, 4-cylinder, measuring 63.5 by 102 mm., capacity 1292 c.c. Carefully balanced three-bearing crankshaft, air preheater, breather and fume consumer.
- 12-volt lighting and starting equipment.
- Four-speed gearbox.
- Lockheed hydraulic brakes.
- Finger-tip control.
- Dipping headlights.
- Bishop cam type steering.
- Flashing signals.
- Extraordinarily roomy body.
- Mud shields on front wings.
- Tax £10.
- Sliding head models have luggage grid, double bumpers front and rear and Pytchley sliding roof.

The New Flashing Signals

The signals which we have mentioned (a full description of which is included on page 701) strike an entirely new note, and are a definite advance in safety upon the congested roads of to-day. As Mr. Pybus, our Transport Minister, following his recent tour of inspection, has pointed out, not without some justification, an alarming



The new Morris Ten Sliding Head Saloon offers exceptionally commodious coachwork in combination with low upkeep charges.



And Still They Improve

—contd.

percentage of motorists are very lax as regards the signals they give to overtaking or approaching cars, a circumstance for which doubtless the present leaning towards closed cars is partly responsible.

The new flashing signals supersede hand signals, and are operated by a neat and simple switch dial upon the dash within easy reach of the driver. By means of this switch, red, orange or green signals, uniform with the traffic signals which have become universal throughout Europe and America (and indeed a large part of the other continents), are illuminated according to whether the driver is turning right, or left, or stopping, etc. They are visible both by day and by night in front of the car as well as behind, and convey in a positively unmistakable manner the driver's intentions.

Four-speed Minors

All the existing range of models have been improved. In the little Minors we find all the good points of the year, including the sturdy little side-by-side-valve engine which has acquitted itself so well, but now with its work considerably lightened by the addition of a twin-top four-speed gearbox. This further item in the specification of the Minor models (except the £100 car) must assuredly add something to the very high average speed of which these little cars are already capable. Quite steep gradients, which previously demanded a change down, will now be taken on the second-top with ease, without loss of cruising speed, a very important matter on a long run, and very much to be appreciated on the traffic-congested roads of the week-end, when a driver baulked by slower vehicles upon a hill would otherwise have to come into second gear, owing to inability to maintain his revs.

The fixed head Saloon and sliding head Saloon remain in the range, as does also the £100 Two-seater. This last, however, is partnered with a four-speed



The Special Coupé model of the new Morris Ten. It will be observed that one of the passengers is making good use of the Pytchley sliding roof.

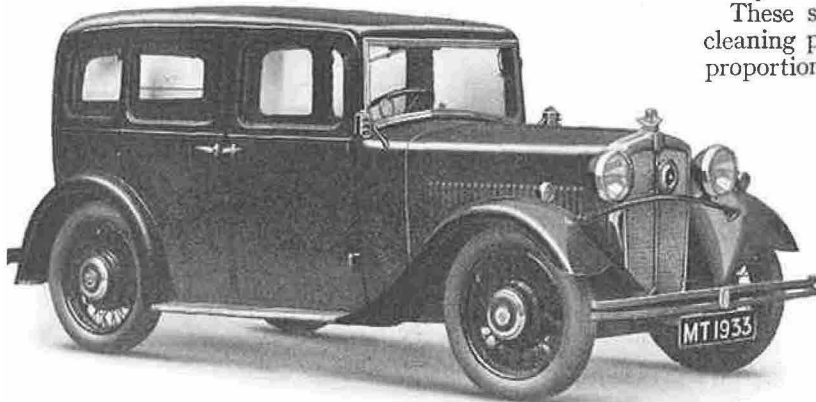
model at a slightly higher price, having a divided windscreen (also fitted to the Tourer) which, in common with the Tourer and Saloon models, has a handsome new radiator following the general outline of the larger Morris cars of this year, and enhancing the acknowledged good lines of these widely appreciated little models.

Two new Minors enter the list. The first is a long wheelbase Family Four-door Saloon, a comfortable,

GENERALITIES

All Morris cars, irrespective of price, have long resilient semi-elliptic springs, Magna type wire wheels, Dunlop tyres, pressure lubrication, four-wheel brakes, Triplex glass throughout, rear petrol tank, S.U. carburetter, S.U. automatic electric Petrolift, battery ignition, chromium finish to all bright parts interior and exterior, illuminated instrument panel, speedometer, dash-reading petrol gauge, shock absorbers and windscreen wipers, among other desirable fittings, and are covered by A TWO-YEAR GUARANTEE.

And Still They Improve—contd.



The Morris Ten Sliding Head Saloon combines handsome and spacious coachwork with very low running costs and a £10 tax.

roomy, four-seater closed car for a family, offering abundant seating space for four grown-ups without apology or any suggestion of fatigue on a long run. Cleanliness has been still further studied by means of the sideshields added to the domed

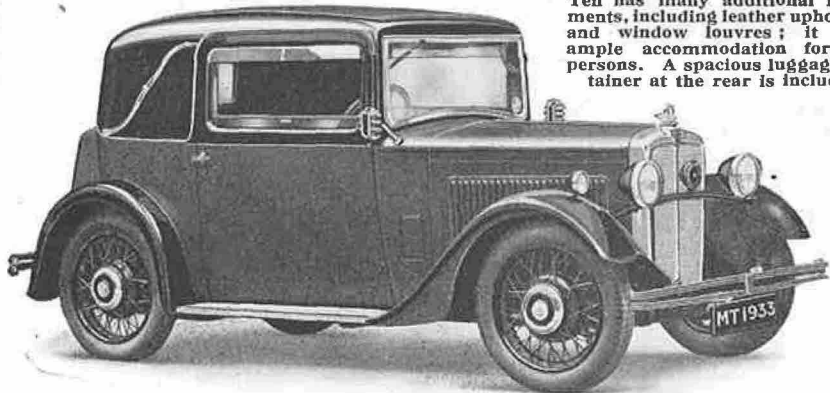
mudguards, such as were fitted to the Isis cars of this year.

These shields are an unquestionable help in the cleaning problem, in that they prevent a very large proportion of the mud thrown up by the front wheels from reaching the coachwork, and may make all the difference between cleaning the car, say, once and twice a week in showery weather. For the family too large to be really comfortable on long journeys in the ordinary saloon Minor, here is a car combining the minimum running cost with just the additional body space necessary.

A Special Coupé

The other new long wheelbase Minor model is the Special Coupé, a luxury car in miniature, with leather upholstery, large luggage container, and carefully proportioned bodywork which incorporates the Pytchley sliding roof, and delicate lines. An ideal car for the lady driver—using the word "lady" in its best or worst sense according to your political and social opinions—and for those who place æsthetic appearance before the utmost seating capacity for a given chassis.

The Special Coupé model Morris Ten has many additional refinements, including leather upholstery and window louvres; it offers ample accommodation for four persons. A spacious luggage container at the rear is included.



The Fixed Head Saloon Morris Ten—the lowest priced in this range—embraces all the excellent qualities of the sliding head model with the exception of bumpers and luggage carrier.

For a whole decade the Morris-Cowley has held its place as the most popular car on the British market. It was the car which made the roads of England British, and set the pace for motoring values for the whole industry. With the models we have already described in its own stable hard upon its heels, it was necessary that the Morris-Cowley should be yet further improved and offer still greater value for money, if it were to retain its lead, and we can confidently say that these sterling examples of British motorcar engineering once more make a successful bid for their title to best seller in the British market and one of the best on the markets of the world.

THE MORRIS MINOR

among other good features, includes :—

A side-by-side-valve engine with a cubic capacity of 847 c.c., measuring 57 mm. by 83 mm.

Lucas six-volt lighting system.

Four-speed gearbox*

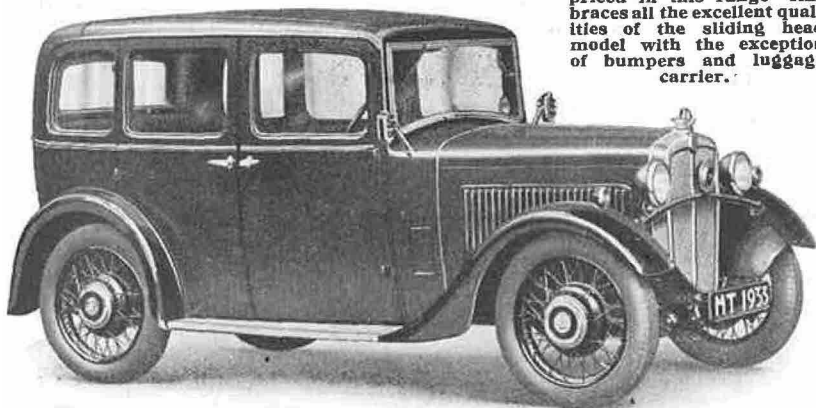
Bishop cam type steering.*

Handsome new radiator.*

Dimming device to headlights.

Karhyde upholstery, adjustable front seats, remote control to rear blind in closed models. £8 tax.

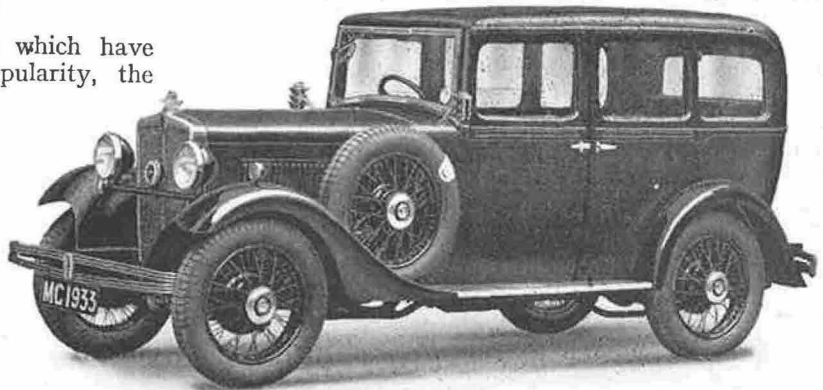
*Except the £100 car.



And Still They Improve—contd.

While retaining the good features which have placed them in the forefront of popularity, the Cowleys have many added refinements apart from detail modifications—such as improved window mechanism and door locks, for instance—of which our limited space forbids a description. All the Morris-Cowleys now have a twin-top four-speed gearbox, embodying the good points of those fitted to the six-cylinder models of this year, and incorporate the new flashing signals we have already mentioned. The resilient Karhyde upholstery in the interior now has the added refinement of pillar pull cords and silk rope door pulls, and the front mudguards have the sideshields to which we have referred.

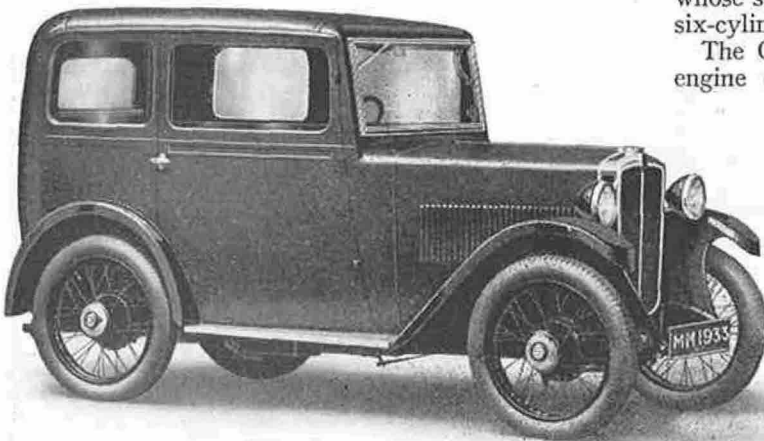
The carefully balanced four-cylinder 1550 c.c. power unit, which has become a byword for reliability and long wearing life, has been still further



The Morris-Cowleys have an engine of 11.9 h.p. of improved performance, and, of course, the new flashing signals, a full description of which appears on page 701.

which a very few years ago could only have been incorporated in a car at least twice the price. A fixed head Saloon, sliding head Saloon, Tourer and Special Coupé—with luggage container, of course—the latter upholstered in leather, make up a range whose supremacy is unchallenged in popular priced six-cylinder models.

The Oxford models have an entirely new 16 h.p. engine of 2062 c.c. which has added yet more



The Morris Minor Coach-built Saloon. Note the new radiator which adds still further to the good lines of this economical little car.

advanced, and among other detail refinements now has a chain drive to the camshaft and separately driven distributor very accessibly placed.

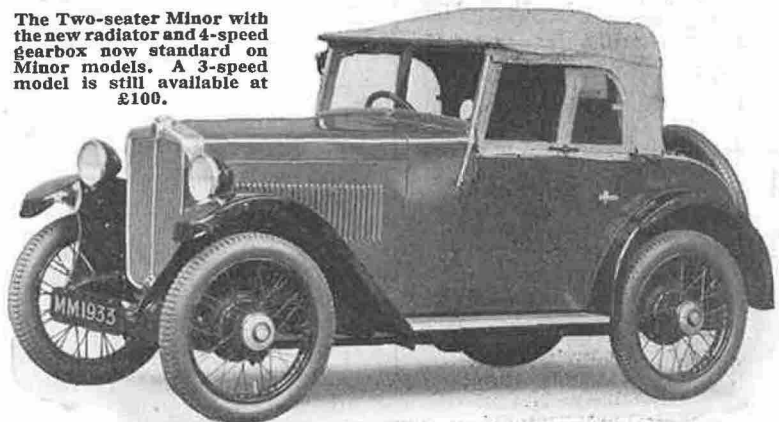
Cowley Models

A Two-seater, fixed head Saloon, sliding head Saloon, and a Special Coupé, with leather upholstery, a two-door four-light Coupé, and Traveller's Saloon constitute what is undoubtedly one of the most widely popular and essentially useful range of cars in the world.

Many detail refinements have been introduced in the Majors. This fine range of 14 h.p. six-cylinder models attracted an increasingly broad public in their 1932 form, providing as they do at a moderate figure a six-cylinder engine, falling within the £14 tax, and offering a specification

THE 1933 COWLEY specification embraces:—
 1550 c.c. (69.5 by 102 mm.) engine still further improved with chain drive to camshaft.
 Twin-top 4-speed gearbox.
 Private locks on doors.
 Silk rope door pulls.
 Breather, fume consumer and air preheater in cylinder head.
 Finger-tip control.
 12-volt dynamotor, starting and lighting system.
 Lockheed hydraulic brakes.
 Bishop cam type steering.
 The new flashing signals.
 Splash guards on front wings.
 The tax is £12.

The Two-seater Minor with the new radiator and 4-speed gearbox now standard on Minor models. A 3-speed model is still available at £100.

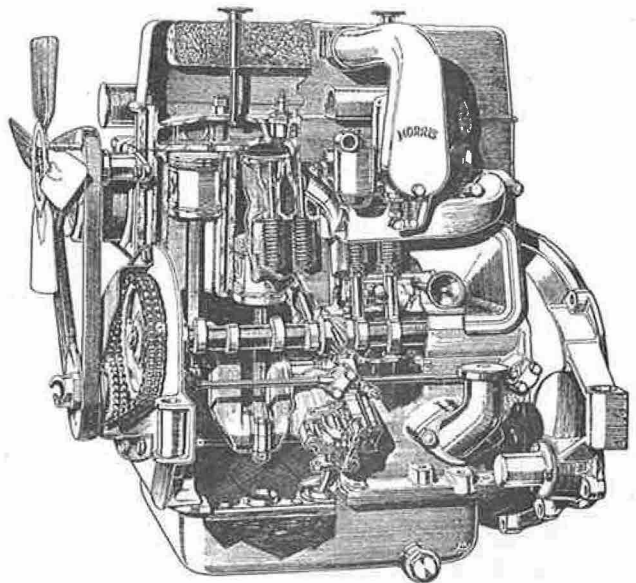


And Still They Improve—contd.

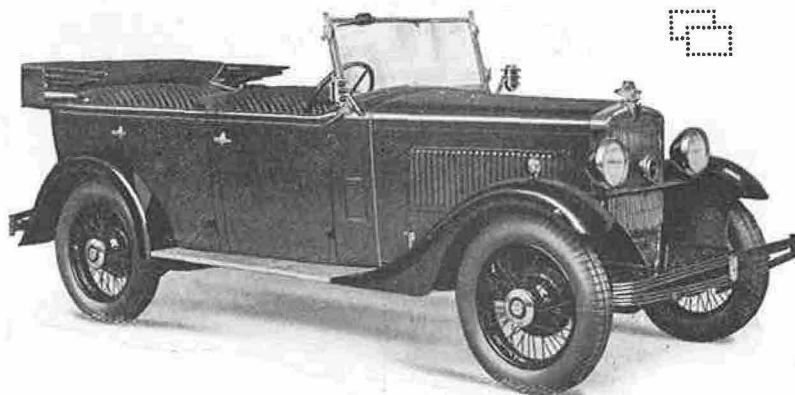
power and smooth running to a range of cars appealing to the man to whom price considerations are of secondary importance. Every reciprocating part is individually balanced, and the combustion chamber is of a scientific design offering the utmost power for every cubic centimetre of petrol consumed. Additional capacity to these four-speed six-cylinder models has undoubtedly increased the appeal of a group of cars which, while embodying such refinements as unusually generous body space, arm-rest and head cushions, burr walnut interior woodwork, leather upholstery, and indeed countless little luxuries and embellishments of one kind and another, are yet available at a price which a very large number of members of the community can afford, despite the difficult times through which our country has been passing.

The Oxford Range

A Saloon, a Coupé with large luggage box at the rear, and a Special Coupé, with still more attractive coachwork but minus the quarter-lights at the rear, all with sliding roofs, are included among the Oxford models.



The new Morris Ten power unit. Note external oil pump and chain drive to the valve gear.



Details of interest in the OXFORDS:—

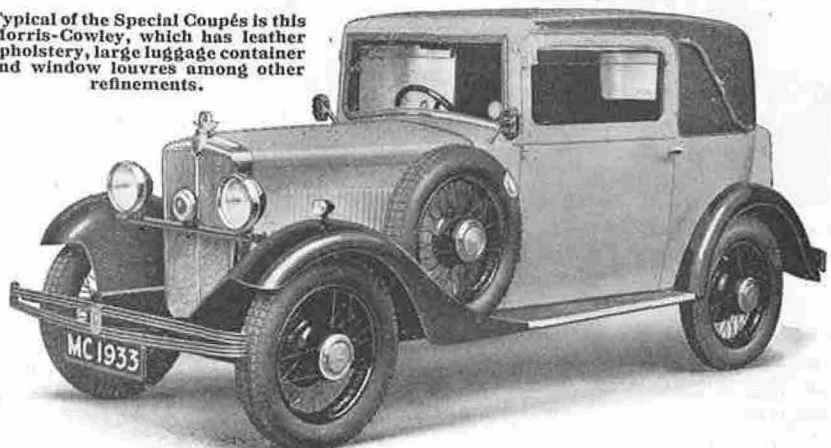
- Twin-top 4-speed gearbox.
 - Lockheed hydraulic brakes.
 - Window louvres.
 - Burr walnut woodwork.
 - Folding centre arm-rest to rear seat.
 - Two head-rest cushions.
 - Panoram driving mirror.
 - The new flashing signals.
 - Leather upholstery.
 - Automatic radiator shutters.
- This year the Oxford has a new six-cylinder engine of still more advanced design measuring 65.6 by 102mm., and having a cubic capacity of 2062 c.c. The tax is £16.

Good points in the 1933 MORRIS MAJORS :—

- Powerful six-cylinder engine of 14 h.p., measuring 61.25 by 102 mm. 1803 c.c. capacity.
 - Four-bearing crankshaft balanced statically and dynamically.
 - Fume consumer in cylinder head.
 - 12-volt lighting and starting system.
 - Bishop cam type steering.
 - Lockheed hydraulic brakes.
 - Four-speed twin-top gearbox.
 - The new flashing signals.
 - Splash guards on front wings.
 - Window louvres on Saloon.
 - Automatic radiator shutters.
- The tax is £14.

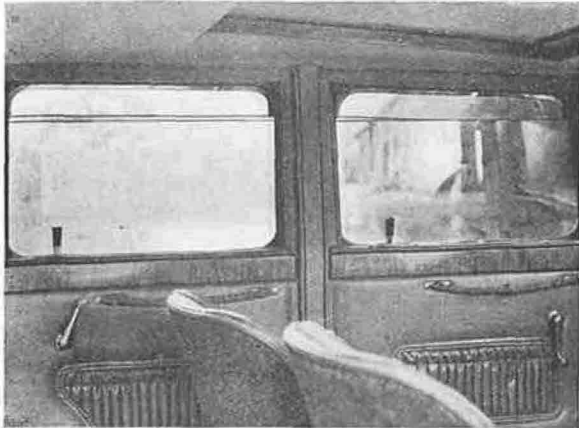
For those who still prefer open cars (in view of the excellent protection afforded by Morris all-weather equipment), this attractive Morris Major still has a place in the list. With its six-cylinder engine and four-speed gearbox, it is undoubtedly one of the most useful open cars on the road.

Typical of the Special Coupés is this Morris-Cowley, which has leather upholstery, large luggage container and window louvres among other refinements.



And Still They Improve—contd.

There are two 17.7 h.p. Isis models again this year which externally follow closely upon the design of those of the current season, if we except one or two additional detail advances.



The Oxford models have been embellished still further with burr walnut interior woodwork. The garnish rails and interior door catch handles will be noticed in this photograph.

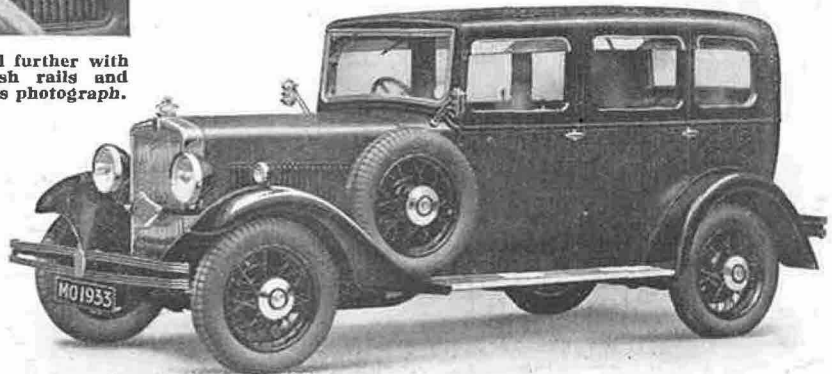
Originally designed with a total disregard of price considerations, and embodying everything that is best in high-grade automobile practice at no matter what cost, it is not to be expected that changes would be effected, for there is no point in change for the sake of change. Time has shown that the untiring attention to detail, costly and often tedious experiments which went into the design of the first Isis models have been more than repaid, and the

claim that you can pay more but you cannot buy more than an Isis the whole world knows has been amply justified.

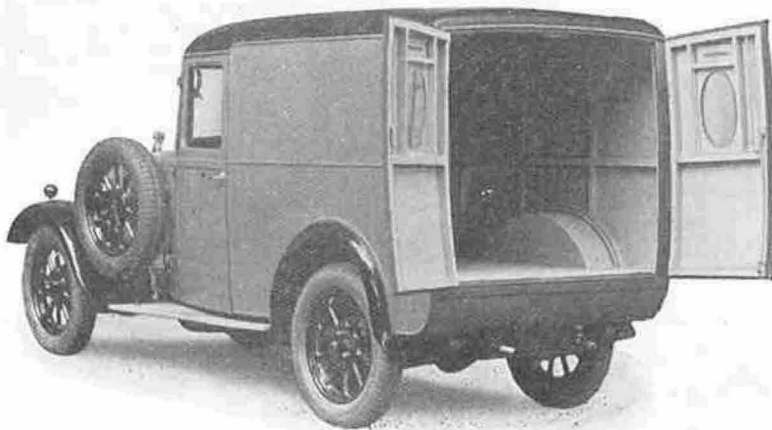
Even so it has been possible to effect a far-reaching and important improvement in the six-cylinder overhead camshaft engine, which has already had the unstinted admiration of internal combustion engine designers across the world. This new fitting takes the form of a torsion damper to the crankshaft, which adds a final note of refinement to the power unit.

A Silky Engine

Those who have driven the existing Isis model will testify that smooth running is already developed virtually to its highest possible pitch, and when we say that this little fitment has gone still further to raise this inherent silkiness, we are making a very strong claim indeed. Those whose good fortune it is to possess one of these models will, however, agree that this claim is substantiated. The cork



The six-cylinder Oxford with twin-top four-speed gearbox remains one of the most appealing family cars on the road, and now has greater power in an entirely new engine with, incidentally, an exterior oil pump, and increased in size by 124 c.c.



This attractive new body will be standard on the Morris 8-10 cwt. Van. It has larger dimensions and undoubtedly has an improved line. Triplex glass, still standard, of course, on all Morris cars, is fitted in the rear ovals, as well as the comfortably upholstered driver's compartment, and the vehicle will undoubtedly prove as popular with the driver as with his employer.

ISIS items:—
 Powerful overhead camshaft six-cylinder engine still further improved with torsion damper on the crankshaft. The bore is 69 mm., stroke 110 mm., and the cubic capacity is 2468 c.c.
 12-volt lighting and starting system.
 Lockheed hydraulic brakes.
 Twin-top four-speed gearbox.
 Leather upholstery.
 Burr walnut interior woodwork.
 Centre arm-rest to rear seat.
 Two head-rest cushions.
 Quarter-lights which open in the Saloon model.
 Double-winding windows on Special Coupé.
 Double windscreen wipers.
 Tax £18.



And Still They Improve—contd.

insert clutch has been re-designed and now possesses a single driven disc. It gives very much improved lightness of gear-changing and also provides for certain gear engagement.

In the Isis Saloon we have the large family car de luxe, upholstered in the finest automobile hides money can buy, with an interior and exterior finish which only the finest craftsman can produce. In the Special Coupé model we have a large closed car, still with abundant room for four persons, and a large luggage box, but having a still more appealing line than it is possible to incorporate in the family type of car.

Trade Vehicles

Commercial Morris owners will be interested to know that the Van body has also had some attention bestowed upon it during the year. The popular 5-cwt. Van, which has done so much for the small tradesman since its introduction, now has Magna type wire wheels, while the larger Van has

Morris Cars—Models and Colours

Car.	Exterior.	Upholstery.
MINOR		
Two-seater (3-speed) ...	Blue	Brown Karhyde
Two-seater (4-speed) ...	Green	Green Karhyde
Fixed Head Saloon ...	Blue	Brown "
Sliding Head Saloon ...	Black	Green "
Family 4-door Saloon ...	Blue	Brown Karhyde
Tourer ...	Green duotone	Green Leather
Special Coupé ...	Red "	Red "
	Grey "	Blue "
	Black "	Brown "
MORRIS TEN		
Fixed Head Saloon ...	Green	Green Karhyde
Sliding Head Saloon ...	Blue	Brown "
Special Coupé ...	Black	Green "
	Green duotone	Green Leather
	Red "	Red "
	Grey "	Blue "
	Black "	Brown "
MORRIS-COWLEY		
Two-seater ...	Blue	Brown Karhyde
Fixed Head Saloon ...	Black	Green "
Sliding Head Saloon ...	Brown	Brown "
Two-door 4-light Coupé ...	Brown	Brown "
Traveller's Saloon ...	Green duotone	Brown Green Leather
Special Coupé ...	Red "	Red "
	Grey "	Blue "
	Black "	Brown "
MORRIS MAJOR		
Tourer ...	Blue	Brown Karhyde
Fixed Head Saloon ...	Blue	Brown "
Sliding Head Saloon ...	Black	Green "
Two-door 4-light Coupé ...	Brown	Brown "
Special Coupé ...	Green duotone	Green Leather
	Red "	Red "
	Grey "	Blue "
	Black "	Brown "
MORRIS-OXFORD		
Saloon ...	Wine and Black	Brown Leather
Four-light Coupé ...	Green and Black	Brown "
	Blue and Black	Brown "
	All Black	Brown "
Special Coupé ...	Green duotone	Green Leather
	Red "	Red "
	Grey "	Blue "
	Black "	Brown "
MORRIS ISIS		
Saloon ...	Wine and Black	Brown Leather
	Green and Black	Brown "
	Blue and Black	Brown "
	Black	Brown "
Special Coupé ...	Green duotone	Green Leather
	Red "	Red "
	Grey "	Blue "
	Black "	Brown "

In duotone ranges the darker colour is used for the superstructure.

been given a new and more attractive body with an added refinement in its appearance. Domed wings are now fitted and vertically oval lights are let into the rear doors. Needless to add, the driver still has the comfortable seating accommodation and adequate weather protection which was characteristic of this year's model.

The new Cowley Commercial Traveller's Saloon, having detachable rear seat and wide door at the rear, will naturally have all the added refinements incorporated in the Cowley range.

Tradition

When the first Morris-Oxford car left the factory in 1912, the foundations of the Morris tradition were laid upon the best materials that science of the day could produce, good service which should include willingness to help and an unaffected interest in the car by the man who sold it, and a price which should be low having regard to the high quality materials and the best workmanship.

The tradition has been more than maintained in the Morris cars of 1932.



The Morris Ten Special Coupé giving a good account of itself on Park Rash, the well-known Yorkshire acclivity container furnishing generous accommodation for suitcases should be noted.

The luggage

