



Easy-to-Drive Cars for 1934

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Synchromesh four-speed gearbox on all models.

Automatic ignition advance and retard on all models from Ten upwards.

Bendix automatic clutch mechanism for Oxford, Isis and "25."

Leather upholstery on all models.

Minors now have Lockheed hydraulic brakes and illuminated direction indicators.

Two new Sixes in the Ten and Cowley range.

Better value than ever.

Cars you're proud to own.

∴

AN easy change synchromesh gearbox, Lockheed hydraulic brakes, hydraulic shock absorbers, direction indicators and real leather upholstery are refinements which will appear on every Morris model, irrespective of price, for the coming season.

Never before in the history of motoring has it been possible to offer throughout an entire range of models of the magnitude of the Morris range such a large number of desirable fitments, hitherto regarded as only applicable to high-priced cars.

Even the lowest-priced Morris cars must be regarded as de luxe products, virtually differing only



The new Morris Cowley Six.

from those higher in the price scale in engine and body dimensions and detail refinements.

The automatic advance for the ignition, coupled with the new gearbox, renders control still simpler. Indeed, the new cars may be regarded as the greatest step forward in the simplification of control—as applied to a whole range of cars—the



Easy-to-Drive Cars for 1934—contd.

industry has witnessed, while in the case of the Oxford models and upwards this simplification is carried a stage further with the incorporation of a free wheel, locked at will by the driver, and Bendix clutch control which, automatically withdrawing the clutch as the accelerator is released, enables the driver to control his progress solely with his accelerator and gear lever.

And Now a Six-cylinder Cowley

The new models for 1934 include a six-cylinder in the Ten range, with an entirely new engine possessed of truly outstanding acceleration and silkiness, while a six-cylinder Cowley, a handsome and powerful car, with an extraordinarily good all-round performance, also makes its bow. A Special Coupé on this chassis, of exquisite body line and commodious interior, is added to the range.

Beginning with the Minors, we find that, while still offered at a very low price and demanding the lowest possible upkeep charges, this group of cars have become luxury vehicles in miniature, with leather upholstery,

hydraulic shock absorbers, still better lines to the coachwork, pneumatic seats, new rubber-covered running-boards, and traffic indicators.

They are now fitted with Lockheed hydraulic brakes, and interior visors on the closed models, and it is difficult to find any car better suited to the purpose of introducing the embryo motorist to the most delightful of all pastimes. The synchromesh gearbox renders changes between top and second top simplicity itself.

In the new gearbox an ingenious, yet simple, clutch mechanism automatically ensures that the two pinions which engage are revolving at the same speed, and it doesn't matter whether the driver takes half a second or ten seconds in his movement of the gear lever forward or backward.

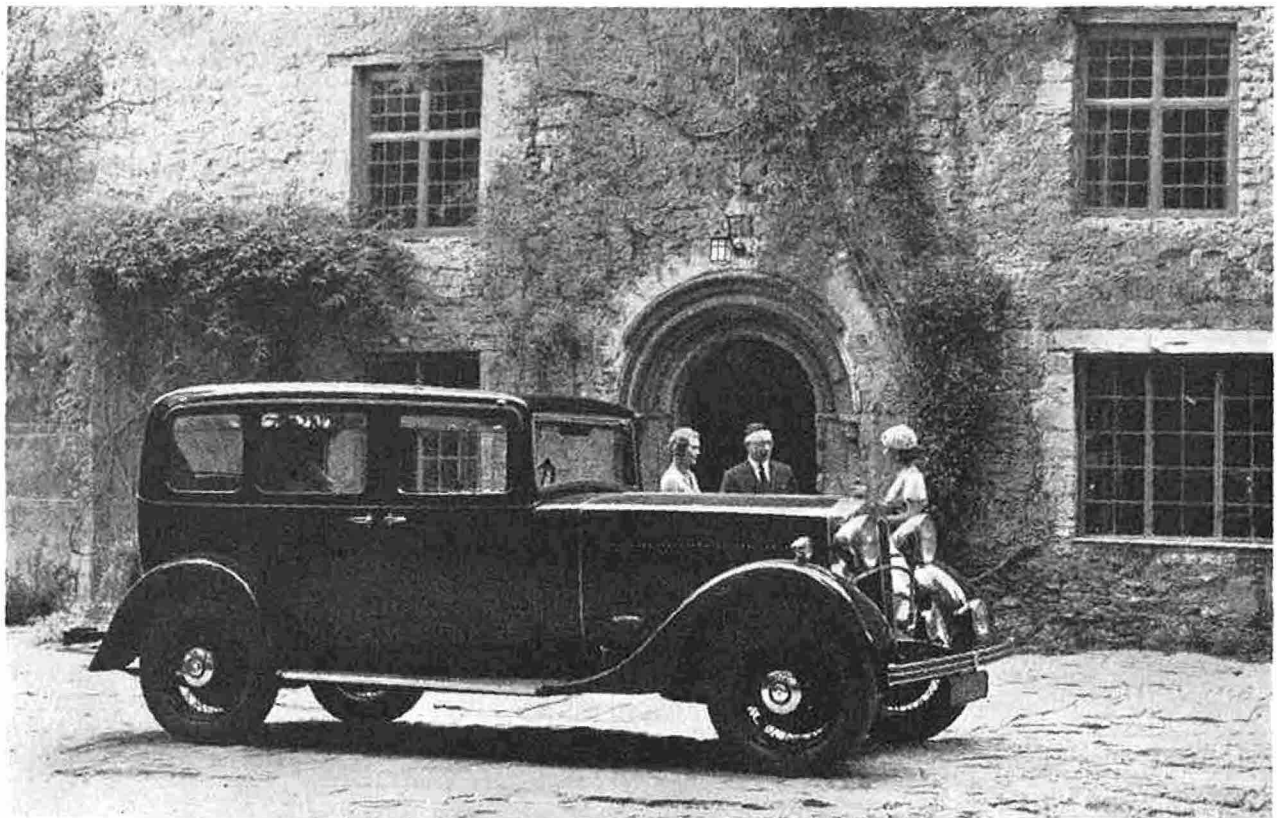
Gears without Tears

Gear changing is effected precisely as usual—existing drivers will have no new tricks to learn—the box merely corrects any misjudgment of the driver.

Externally, the Minor bodywork follows the lines of this year, but has been modified here and there, and is still further improved. A very interesting innovation common

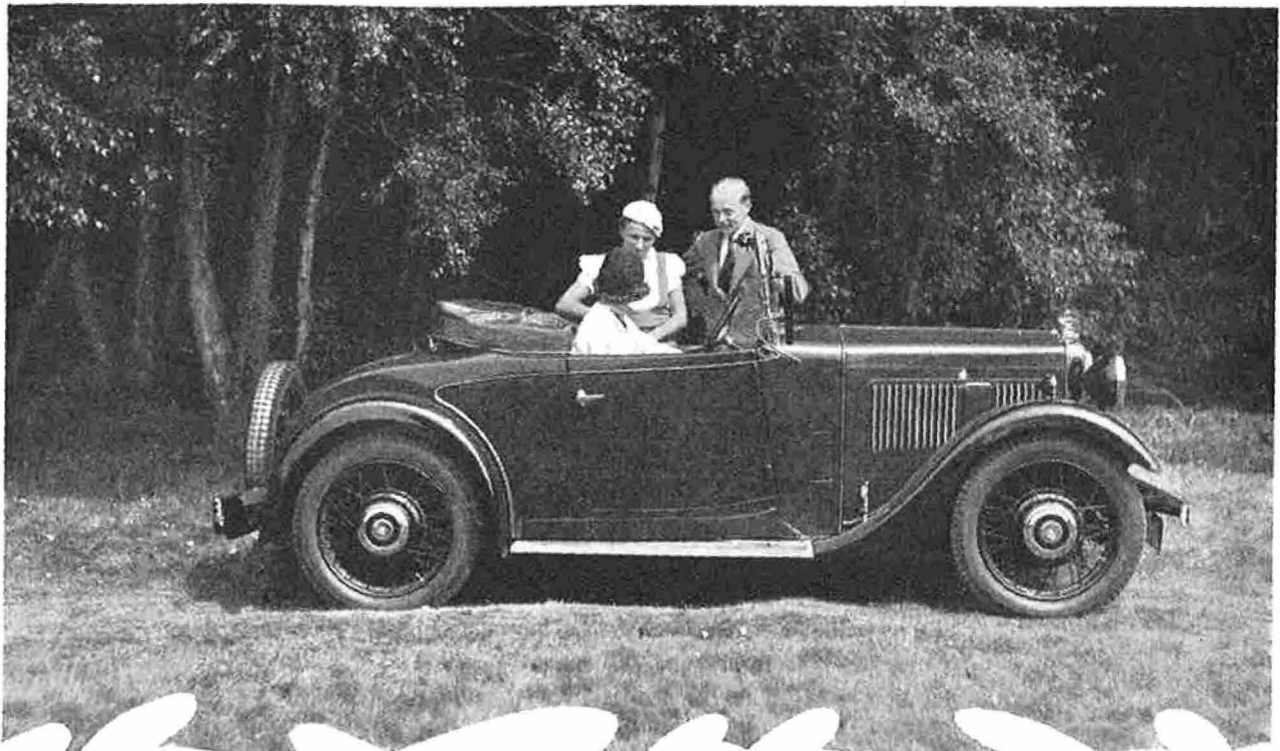
MORRIS MINOR MATTERS

- A** 4-cylinder engine measuring 57 mm. by 83 mm. with a cubic capacity of 847 c.c.
- Tax £8.
- Synchromesh gearbox.
- Hydraulic shock absorbers and hydraulic brakes for 1934.
- Better coachwork, improved lines.
- New running-boards.
- Battery master switch.
- Leather upholstery (pneumatic).
- Direction indicators are now standard.



The Morris Oxford Six for 1934.





A New Model: The Two-seater Ten Four.

to all models is the new rubber gearbox and pedal slot draught excluders. Sealing those points where draught can enter as speed increases, they ensure that the car shall be snug on the coldest day.

Everyone who has used the traffic signals on the larger Morris models of this year will be gratified to learn that they are to be extended to the Minor range. On modern roads, some kind of mechanical signal is becoming an absolute necessity on closed cars, and in incorporating this refinement on all models, the Morris concern has undoubtedly taken a step forward in making our roads safer.

Minor Models

The Minor will be available as a Tourer, Two-seater, Saloon with fixed head and sliding head, Four-door Saloon (with sliding head), the latter accommodating four grown-up persons in comfort and, of course, having a longer chassis.

The long chassis is also employed for a Special Coupé, seating four, with most alluring lines, a wide door permitting of easy ingress and egress, and a large locker at the rear capable of carrying a useful quantity of luggage. The interior is sumptuously upholstered in the best quality leather, the rear seats being pneumatic.

The Morris Ten, which proved so popular during the present season, with the general improvements already chronicled, is undoubtedly a most attractive proposition to the small family. Bodywork is still better and will accommodate four grown-up persons in perfect comfort, even on a long journey, while larger seats and, of course, leather upholstery have been added. A new brake lever, also fitted to the Minors and Cowleys, consisting of a barrel grip with a centre release, simplifies hand-brake operation.

A New Ten

But probably the most important piece of news in connection with the Ten is the addition of a new model in the six-cylinder car. Having all the refinements, including the commodious body, of the four-cylinder, it has a powerful six-cylinder engine of a cubic capacity of 1378 c.c.

falling within the £12 tax. This engine obtains a further measure of silkiness in a new resilient mounting at the rear end and has excellent acceleration and a maximum speed in the neighbourhood of 65 m.p.h., which undoubtedly places it in the very forefront of small Sixes, whether considered as a value-for-money proposition, or putting aside considerations of cost altogether.

Incidentally, the Ten Six, as with all six-cylinder

THE TEN FOUR HAS

A 4-cylinder engine, bore 63.5 mm., stroke 102 mm., cubic capacity 1292 c.c. Tax £10.

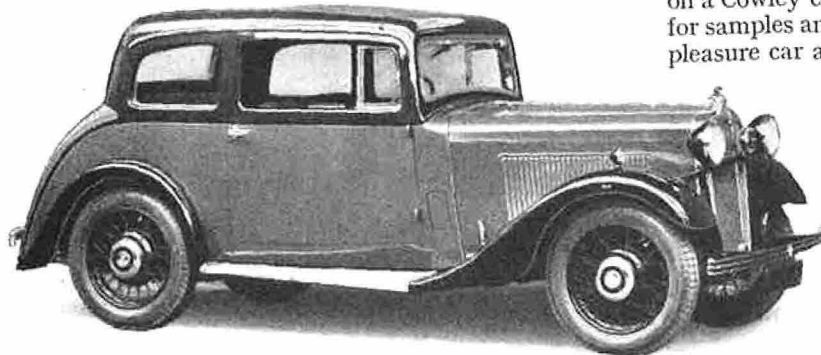
An entirely new and unusually sturdy deep sectioned, down-swept frame with generous X stiffening and a resilient engine mounting.

Synchromesh 4-speed gearbox.

Automatic ignition advance.

Larger seats than last year, still better upholstery (leather).

Easy-to-Drive Cars for 1934—contd.



An alluring new model, the Cowley Six Coupé.

models, has a metal cover for the spare wheel.

A new model in the Ten range is a Two-seater, while Tourer, Saloon with fixed head, Saloon with sliding head, and a Special Coupé following closely upon the lines of the Minor model just described, but, of course, larger, in green duotone, brown duotone, cream and green, or black, is offered, a similar choice being available for the Six, and also the Ten Four range.

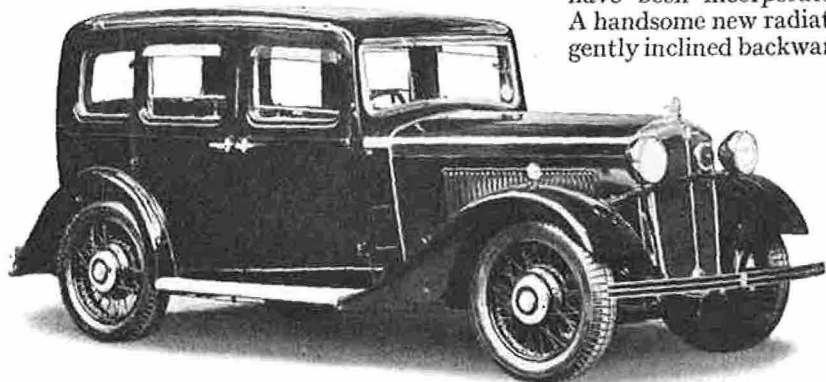
Another interesting model in the Ten Six group is the Traveller's Saloon, having all the advantages

of the Traveller's Car of this year, which is mounted on a Cowley chassis. The body offers abundant room for samples and is instantly convertible to an ordinary pleasure car at the end of its day's work.

The new Morris Cowleys must assuredly retain the position they have held so long as leaders in the moderate-priced medium-power class in 1934, having an entirely new engine of 1550 c.c.—still falling within the £12 tax—a new frame with resilient engine mounting, diagonally reinforced and, of course, the leather upholstery, synchromesh four-speed gearbox and automatic advance and retard added to their many refinements which, among many things, already include Lockheed hydraulic brakes and hydraulic shock absorbers.

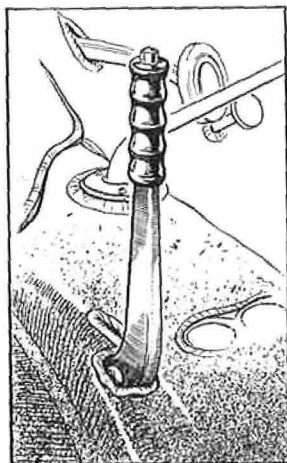
Larger Bodies

Bodywork, too, is entirely new from stem to stern and now offers abundant room for five passengers, while improved seats instantly adjustable for reach have been incorporated. A handsome new radiator gently inclined backward,

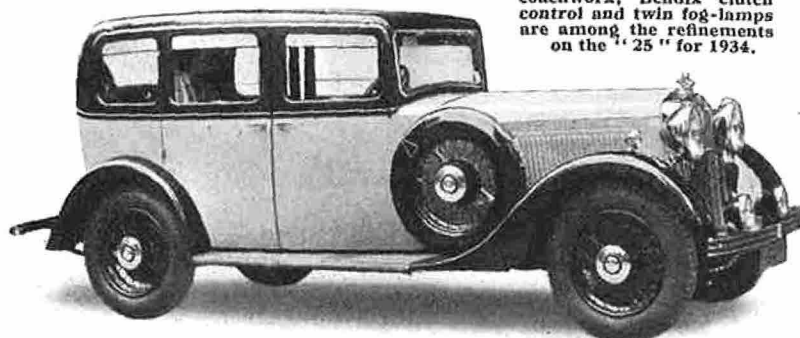


A newcomer to the Cowley range, the six-cylinder Saloon, a car with an exceptionally good road performance.

The new brake lever with central release fitted to the Minors, Tens and Cowleys.



A handsome new radiator, improved lines for the coachwork, Bendix clutch control and twin fog-lamps are among the refinements on the '25" for 1934.



in conjunction with the long bonnet, sloping forward pillar and sweeping, graceful lines of the new body, lend a new air of distinction to this popular car.

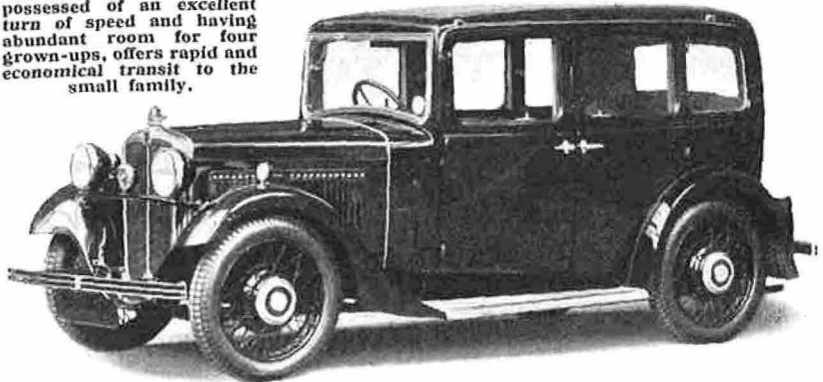
GOOD POINTS OF THE MORRIS TEN SIX

- E**NGINE—bore 57 mm., stroke 90 mm. Cubic capacity 1378 c.c. Tax £12.
- Entirely new 6-cylinder unit resiliently mounted to the chassis.
- Abundant room for four grown-ups.
- Leather upholstery.
- New running-boards.
- Capacious door pockets.
- Synchromesh twin-top 4-speed gearbox.
- Full five-lamp equipment.
- Lockheed hydraulic brakes.
- Spare wheel cover.

MORRIS COWLEY FOUR FEATURES FOR 1934

- E**NTIRELY new engine measuring 69.5 mm. by 102 mm. Cubic capacity 1550 c.c. Tax £12.
- New reinforced frame with resilient engine mounting.
 - Handsome new radiator.
 - Leather upholstery for seats.
 - Synchromesh 4-speed gearbox.
 - Still further improved coachwork.
 - Automatic advance and retard mechanism.
 - Lockheed hydraulic brakes.

The new Ten Six Saloon, possessed of an excellent turn of speed and having abundant room for four grown-ups, offers rapid and economical transit to the small family.

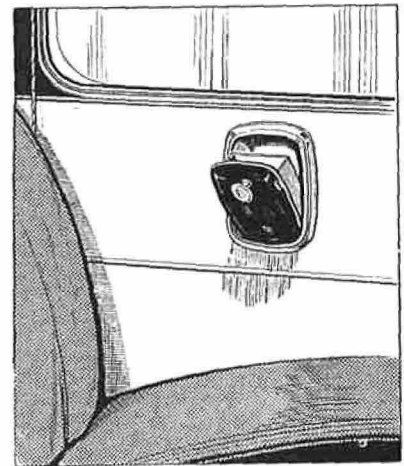


Another surprise is the introduction of a six-cylinder Cowley following generally upon the lines of its four-cylinder counterpart, except that it has the addition of a spare wheel cover and, of course, is dimensionally larger. The new six-cylinder engine measures 1938 c.c. and just falls within the £15 tax.

The new Oxfords have a spotlight, spare wheel cover, a handsome new radiator and a still more appealing body line.



Concealed ashtrays are among the many new refinements on the Oxford, Isis and "25" models.



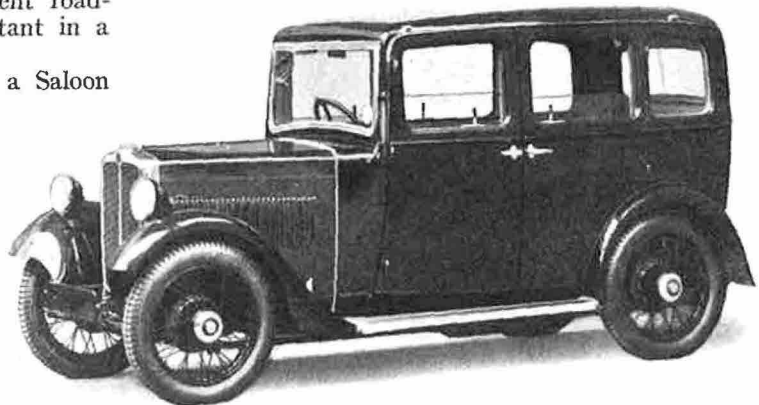
It will be readily judged that this new six-cylinder Cowley has an exceptionally good road performance, while the hydraulic shock absorbers, in conjunction with the long semi-elliptic springs and the new reinforced cruciform frame, give it excellent road-holding and cornering qualities so important in a fast car on modern roads.

The Cowley Four will be available as a Saloon with a fixed head or Saloon with a sliding head, with a choice of blue, green or black for the finish, while the Cowley Six will be available in the same colourings, and, additionally, a handsome Special Coupé for four persons in a green or brown duotone, or a cream and green combination, while a very dignified model in black, admirably suited to the professional man, is also listed.

The Morris Oxford has always been what we may term—for the want of a better word—a luxury vehicle.

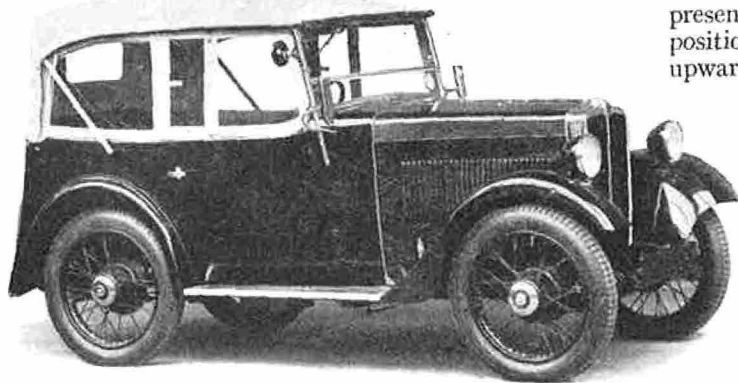
With a specification comparable with cars at a very much higher price, it has

appealed to the discriminating buyer who is prepared to pay a little more for those embellishments which, while not, perhaps, essential, appeal to the keen motorist, such as unusually commodious body space and a really outstanding performance, and who, of course, is prepared to meet the higher tax on a larger engine.



The four-door Minor Saloon, now fitted with leather upholstery, Lockheed hydraulic brakes, automatic signals, synchromesh four-speed gearbox and many detail improvements, offers better value than ever for the coming season.

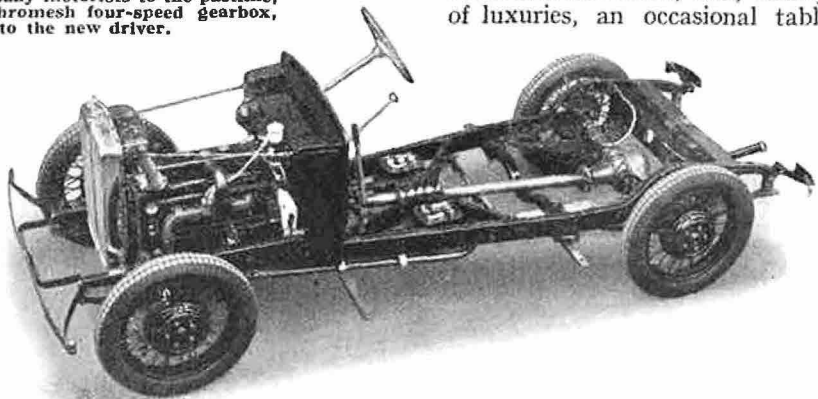
Easy-to-Drive Cars for 1934—contd.



The Morris Minor Tourer has introduced many motorists to the pastime, and, now fitted with an easy-change synchromesh four-speed gearbox, will have a yet stronger appeal to the new driver.

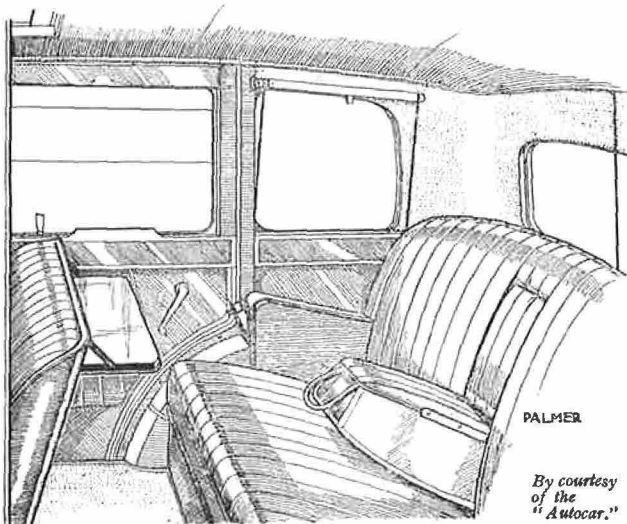
MORRIS COWLEY SIX ITEMS

THE engine has a bore and stroke of 63.5 mm. by 102 mm. with a cubic capacity of 1938 c.c. Tax £15. Follows closely upon the lines of the 4-cylinder Cowley, with, of course, a better road performance in view of its higher capacity. Spare wheel cover.



A new cruciform chassis offering immense strength is a feature on a very large number of models for the coming season. Here is shown the Morris Ten Six which, it will be observed, has a very clean layout. Note the two six-volt batteries for the 12-volt system, which add to stability and assist suspension.

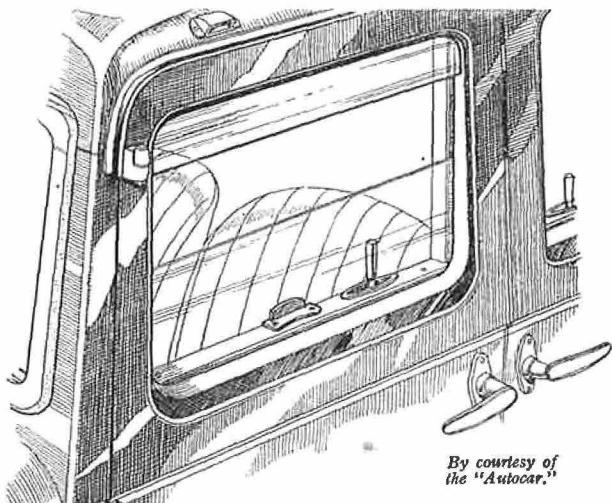
Now during the last few years the Cowley models have absorbed so many refinements which were introduced on the Oxford cars, that it has often required considerable effort on the part of the designers to produce a better car still at moderate increase in price. This



PALMER

By courtesy of the "Autocar."

The new folding arm-rest on the rear seats of the Oxford models, also fitted on the forward seats, which carry a folding table.



By courtesy of the "Autocar."

The new door-pulls to assist closing, and frameless louvres fitted to saloon models.

year, more than ever, have they had their work cut out, yet we think all will concede that the present Oxfords once more take their rightful position in the price range and once more move upward into a place on the British car market all their own.

Briefly, they have become expensive cars at a moderate price and now incorporate every conceivable refinement even the blasé, fastidious owner can demand.

To begin with the body, this has been entirely re-designed and has advanced both dimensionally and in the matter of interior fittings, while a broad continuous well upholstered seat replaces the bucket seats of this year in the front.

An improved arm-rest is fitted to both front and rear seats, and, luxury of luxuries, an occasional table

folds neatly behind this front seat and comes into instant operation when required.

The wide doors are handsomely finished in burr walnut, a folding foot-rest for the rear passengers is

now included, while the driver has the benefit of an interior visor, against dazzle and when driving into the sun, as on all models.

Externally the lines have been still further improved, and a handsome new radiator, sloping slightly backward, gives the car an unostentatious suggestion of the high speed of which it is capable.

Another interesting item is paired rear and reversing lights now mounted

MORRIS OXFORD SIX IMPROVEMENTS

SYNCHROMESH 4-speed gearbox with free wheel.

Bendix automatic clutch control.

Still better coachwork.

One-piece front seat.

New twin rear, stop and reversing lights.

Fog-lamp standard.

Attractive new radiator.

Occasional table behind front seat.

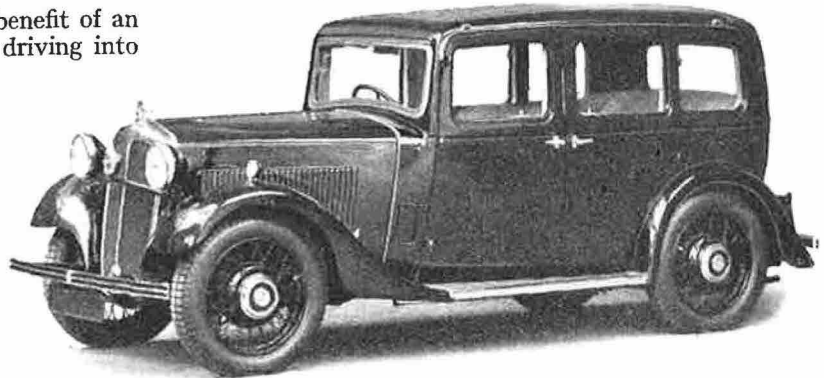
Forward arm-rest.

Folding foot-rest for rear passengers.

Interior visors.

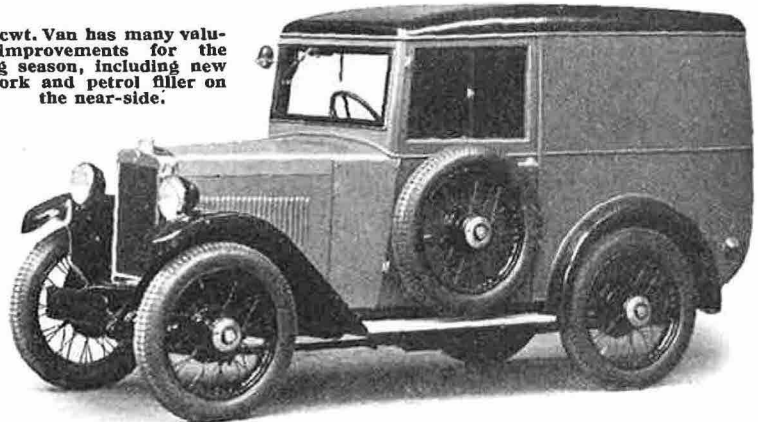
A spare wheel cover.

Six-cylinder engine with a bore of 65.5 mm. and a stroke of 102 mm. Cubic capacity 2062 c.c. Tax £16.



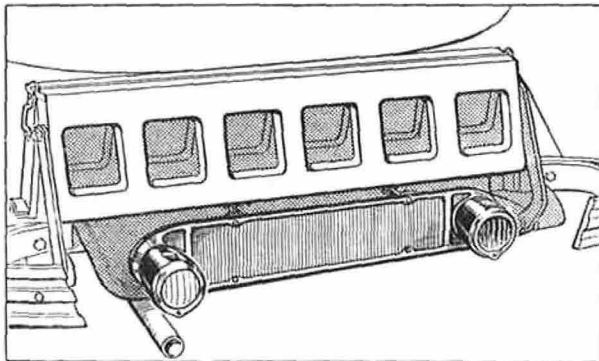
The four-cylinder Cowley with synchromesh four-speed gearbox, real leather upholstery and handsome new radiator, once more takes the lead among moderate-priced, moderate-powered, family cars.

The 5-cwt. Van has many valuable improvements for the coming season, including new bodywork and petrol filler on the near-side.



control, thus reducing driving to the essence of simplicity.

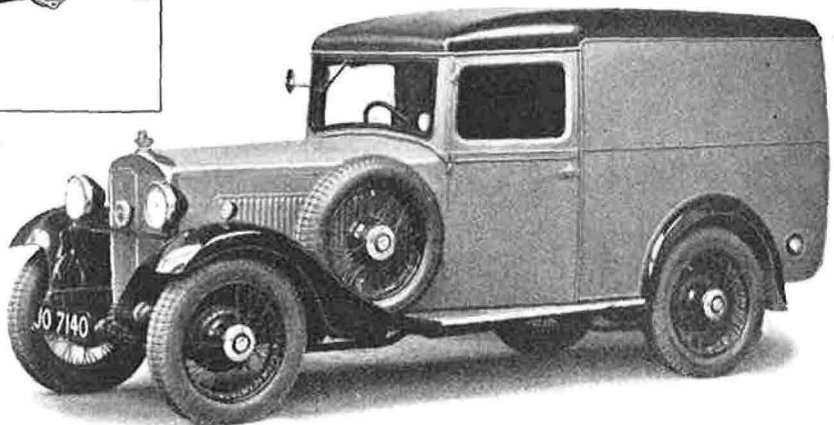
When the foot is removed from the accelerator, this mechanism automatically withdraws the clutch and gently lets it in again as the accelerator is depressed. A free wheel, which can be locked into a solid drive when desired, is also incorporated, making the engagement of every gear simplicity itself. The gearbox is, in a word, crashproof.



The new twin rear and reversing lights on the Oxford, Isis and "25" models.

on opposite ends of the number-plate, the reversing light coming into operation automatically when reverse is engaged, as on the current model.

Although the engine, which has a cubic capacity of 2062 c.c. and a £16 tax, remains unchanged except in detail, the four-speed synchromesh gearbox, standard on all models, is supplemented by the addition of Bendix automatic clutch



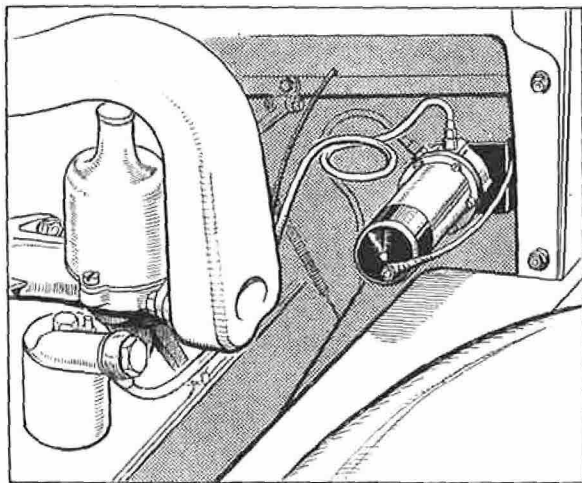
The Morris 8-10 cwt. Van has an attractive new radiator and many detail embellishments for the coming season.

Easy-to-Drive Cars for 1934
—contd.

The Oxford is offered as a Saloon, with a choice of four attractive colour schemes, and as a Special Coupé.

All the good features we have mentioned on the Oxford are incorporated in the Isis, which, with a larger engine of 2468 c.c. coming within the £18 tax class, has a still higher performance and a still larger body. It has a new cruciform frame, immensely strong, for the coming season, and remains, as it was intended, a high-speed, luxurious, commodious, family car, designed without regard to cost.

The addition of the Bendix clutch control and free wheel, together with automatic advance and retard, still further advance this model, which hitherto,



An electric petrol lift is now standard on most models. Here is shown the compact unit on the Cowley.

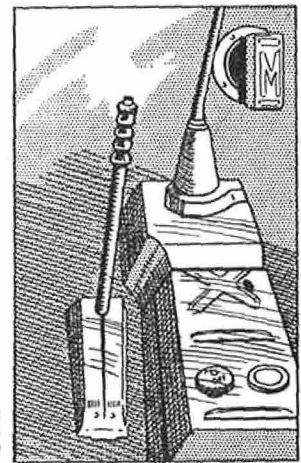
applies to the Twenty-Five. As most readers will know, the Twenty-Five, while designed to the exacting standards of refinement and comfort laid down for the Isis models, has a still better speed performance. It can compete with the most costly, and is a match for the majority of accredited sports models in ordinary touring trim.

The engine has a capacity of 3486 c.c. and the tax is £25, while two spare wheels are standard.

Finally, we come to the vans for the tradesman, which we find still further improved. Bodies are still more commodious and better looking, both in the case of the speedy little 5-cwt. Van, which has brought

transport to many small tradesmen for the first time, and the larger 8-cwt. Van. Both have many detail improvements: for instance, filler-caps have been transferred to the near-side of the body.

It will be seen, then, that between the Minor and the Twenty-Five the Morris programme for the coming season may admirably claim to offer a car for everyone: as the slogan has it, "For



A draught excluder—a general feature for the coming season—will be observed at the base of the gear lever.

admittedly, has set a standard not only in values, but in performance and refinement for its competitors, quite irrespective of cost.

For 1934 it will be offered as an attractive Tourer, with a choice of colours between blue and brown; as a blue, black or brown duotone, green-black or all black Saloon; while the Special Coupé model in green duotone, brown duotone, cream and green or black is an admirable town carriage, equally suited to fast touring, a car which can appear with distinction on each and every occasion, from a state reception to a high-speed run to the Riviera, and combines refinement and performance in a measure only to be found in cars at a very much higher price.

All that has been said of the Isis

NEW FEATURES ON THE ISIS

- METAL spare wheel cover.
- Bendix automatic clutch control.
- Free wheel added to easy change twin-top gearbox.
- Automatic ignition advance.
- Occasional table on saloon.
- Still better upholstery and interior fittings, including concealed ashtrays.
- New cruciform frame.
- Interior visors on closed models.
- Lucas Biflex headlamps.

Engine—6-cylinder, 69 mm. by 110 mm., giving a cubic capacity of 2468 c.c. Tax £18.

MORRIS TWENTY-FIVE

ENGINE—6-cylinder, 82 mm. by 110 mm., giving a cubic capacity of 3486 c.c. Tax £25.

- Metal spare wheel covers.
- Bendix automatic clutch control.
- Free wheel added to easy change twin-top gearbox.
- Automatic ignition advance.
- Two fog lamps.
- Still better upholstery and interior fittings, including concealed ashtrays.
- Torsion damper on crankshaft.
- Interior visors on closed models.
- Lucas Biflex headlamps.
- Tappet guides mounted in free units which can be completely removed without interfering with any other components.
- Twin-blade windscreen wipers.

every person, purse and purpose." Having regard to the fact that during the past twelve months still better materials have been evolved, and improved methods of heat treatment which mean so much in the ultimate life of the car, Morris owners may rest assured that the 1934 cars are worthy of the tradition of excellence which the Morris concern has taken unto itself in the British motor industry, an industry which the whole world has to acknowledge has standards all its own in the matter of quality and durability.

Incidentally, films of these new cars on the road have already been made and will assuredly be in your district in the not very distant future.