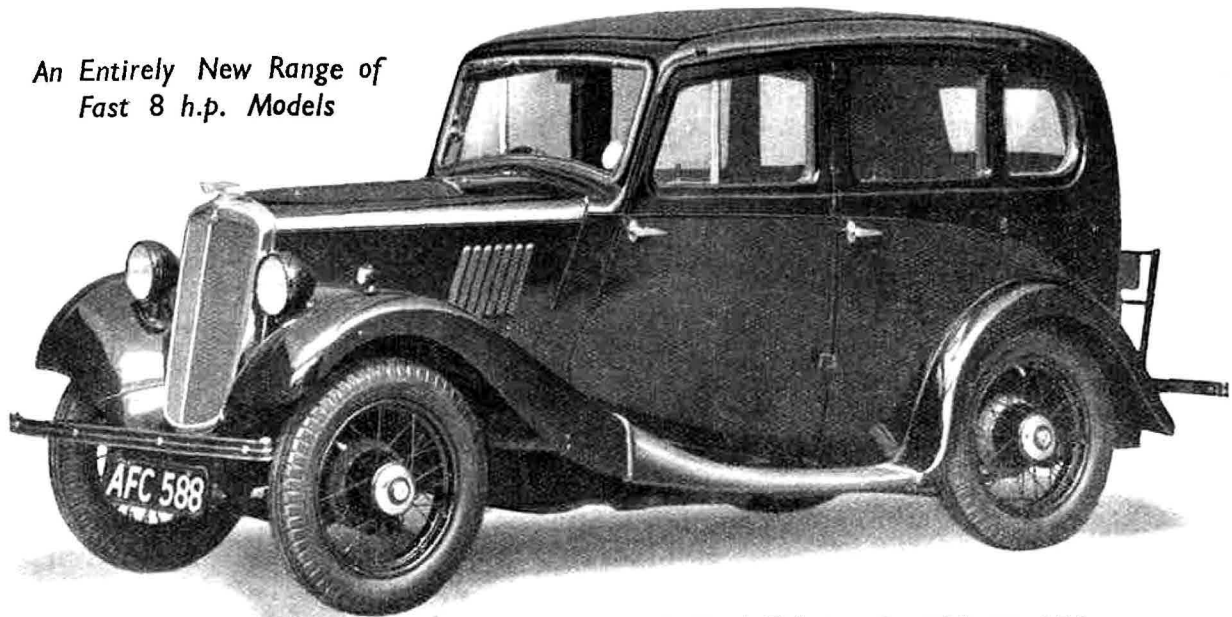


Still Better Value for 1935

:: The Morris Models for the Coming Season ::

An Entirely New Range of
Fast 8 h.p. Models



The Morris Eight Four-door Sliding Head Saloon.

Improved Bodywork—Larger Tyres—Controlled Dynamo Output—Right Hand Accelerator—Steel Brake-Shoes—Improved Shock Absorbers

AN entirely new range of small fast cars with supremely economical running costs may be regarded as one of the most interesting features of the Morris programme for 1935.

These newcomers—which will supersede the Minor models—virtually offer a big-car performance, comfort and speed at the lowest possible charge on the family exchequer. With the exception of a two-seater, all models in this range—and there are six altogether—provide really generous accommodation for four grown-up persons, and the specification includes practically every desirable fitment even the fastidious, seasoned motorist can demand, while the lines bear comparison with the very best.

Clean Lines

From the clean-cut forward sloping "V" radiator to the carefully calculated curves of the rear panel, these cars are little thoroughbreds, the first fruits of the recently reorganised production lines, where, it will be remembered, an additional quarter of a million was spent.

Nothing has been skimped: There is no compromise or concession to price considerations, everything in the comprehensive specification is of the

finest, including the best quality leather upholstery—no "split" hides are employed—on the sliding head models.

The sturdy little 4-cylinder engine is an entirely new production having a cubic capacity of 918 c.c., at the moment falling within the £8 tax and next year costing only £6 per annum. It is mounted on an ingenious equipoise suspension and, of course, has the usual detachable head, while the combustion spaces are of the most advanced formation, and in conjunction with many other technical points of design of which lack of space precludes description, are responsible for the excellent performance of which the car is capable.

55 m.p.h.

For this little car is good for a genuine 55 m.p.h. with four grown-ups on board, yet it only requires a gallon of petrol for forty-five miles. Everything in the engine—and in fact the whole car—is of the sturdiest, including the three-bearing crankshaft and camshaft, which, incidentally, is driven by a silent duplex roller chain, and it is interesting to note that the single-plate clutch, which runs dry, has a cushion hub on the driven member adding

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*Still Better Value
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a modicum of smoothness to its already even torque. This cushion hub, we might interpolate, is a general refinement on all models.

The gearbox is fully worthy of the power unit and in company with all Morris models has synchromesh for the two top ratios in the interests of easy gear changing. Moreover, it has a dipstick oil level indicator, and can be filled up without disturbing the floorboards. A dipstick is also accommodated in the rear axle to simplify maintenance operations.

Lockheed Brakes

In common with its larger stable companions, the Eight has Lockheed hydraulic brakes, concealed direction indicators, pile carpets, gearbox draught excluder and automatic ignition advance, all earnest of the determination of the Morris concern to include only the best in the specification despite the attractive price at which it is sold. Bishop cam type steering is fitted, and a first class lighting and starting set with five-lamp equipment, dimming mechanism in the headlamps, electric windscreen wiper and horn, electric petrol gauge, and Armstrong hydraulic shock absorbers with improved automatic cold weather regulation, are but a few items in the excellent specification, and attention may be called to the accessible battery position in front of the dash (as shown in the photograph), where the topping-up operations which mean so much to the life of the battery can be carried out very easily. Everything, indeed, has been done to ensure that maintenance shall call for the least possible demand on the owner's time.

Altogether there are six Morris Eight models, a two-seater with exceptionally appealing lines available in green cellulose with green Karhyde upholstery, or black cellulose with green upholstery, or red with red Karhyde and, of course, easily-erected all-weather equipment of the high quality always associated with the open Morris models. Triplex glass is, needless to add, used for the windscreen.



Among the refinements for the coming season the popular Morris Tens have new type shock absorbers, new hand brake lever, steel brake-shoes, larger tyres, round petrol tank, right-hand accelerator pedal, and improved rear bumpers and luggage grid.

Next in the price scale comes the tourer, a car of equally good appearance with the same colour choice, and we may mention that the rear seat on this model is pneumatic.

Wide Colour Choice

Among the closed models there is a good-looking four-door saloon with sliding head listed with a colour choice of blue and black, green and black or red and black, the body being divided at the waist-line by a recess in the panel sweeping backward to rear wing level, separating the first colour from the second, and curving downward gracefully to the rear of the bodywork.

The dash is of a particularly pleasing design and has two large cubby holes, larger, indeed, than those found on many cars of much greater size. Triplex glass is used all round, while the Pytchley sliding head, which is now well-known to Morris owners for its easy operation and weatherproof qualities, is a standard fitting.

Then there is an attractive, equally roomy, two-door saloon with sliding head, and, at a lower price still, four-door fixed head and two-door fixed head saloons are available.

It might be mentioned that all these saloons have private locks for the doors, and the two-door models have winding quarter-lights.

Nearly all the other Morris models have been improved in detail, although externally bearing some resemblance to those of the current year.

Beginning with the ever popular Ten Four, of which there are now many thousands on the road, the

INTERESTING FEATURES ON THE NEW MORRIS EIGHT

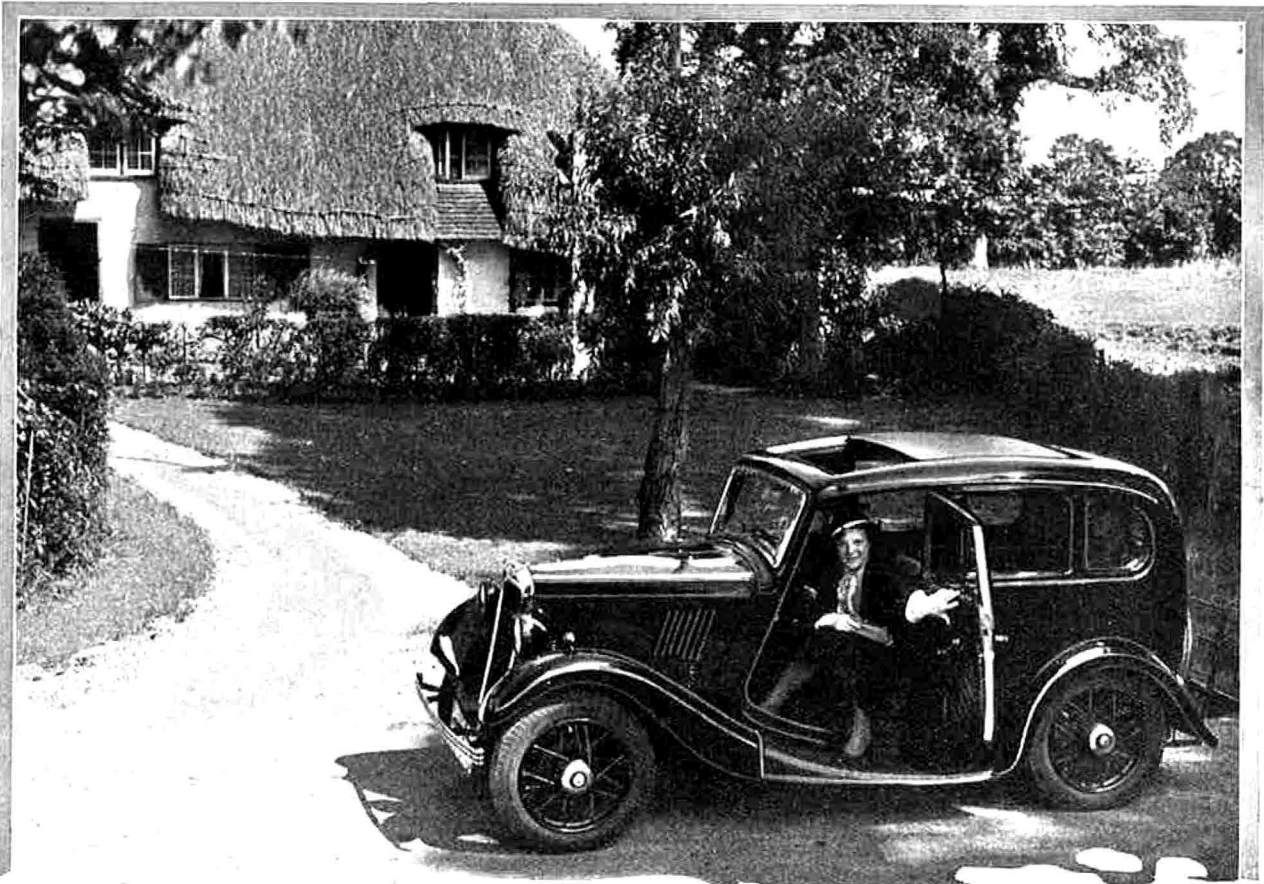
- LOCKHEED hydraulic brakes.
- Synchromesh gearbox.
- Triplex glass.
- Private locks to doors on Saloon models.
- Concealed rear blind with remote control.
- Divided forward windows.
- Dipstick to rear axle, as well as gearbox and engine.
- Large cubby holes in the dash and centre shield pattern instrument board.
- Cylindrical petrol tank.
- Armstrong absorbers with automatic cold weather regulator.
- Dunlop 4.50—17 tyres and wheels with six-stud fixing.
- Automatic ignition advance.
- Entirely new four-cylinder engine measuring 57 mm. by 90 mm. and having a cubic capacity of 918 c.c.
- Tax £8 (Next year £6).

next largest in the scale from the Eight, we find a new type of Armstrong hydraulic shock absorber with automatic cold weather regulator, and an ingenious central horizontal hand brake with instantaneous adjustment from the passenger's seat is an interesting innovation.

The New Brake Lever

We might add that this new brake has a very long travel and therefore what we may describe, for want of a better term, as "delicate" braking is easily obtainable in contrast to the wholly-on or wholly-off positions which are characteristic of so many brakes on small cars.

The brakes themselves have been still further improved by the fitting of steel brake-shoes and deeply flanged brake-drums, and when we say that this year's brakes are an advance on those of last year, owners of the successful Ten Four of 1934 will realise how excellent they are.

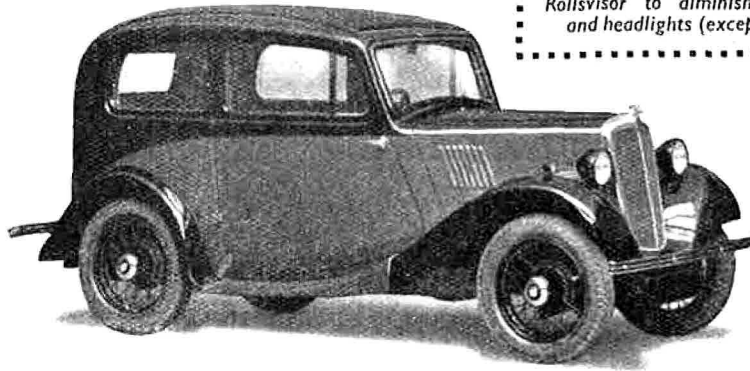


The new four-door Eight is a really roomy car. Observe the ample door space and simplicity of egress.

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Larger tyres are fitted, namely 4.75 by 18, while the rear petrol tank is now of cylindrical formation and has a capacity of 6½ gallons.

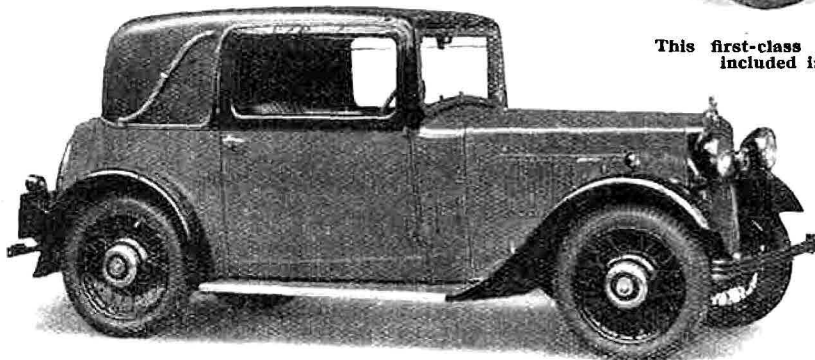
The Ten models, in common with all the larger cars in the Morris range, have Triplex glass throughout, and also a right-hand accelerator. After careful investigation it has been found that the average motorist prefers to have his foot outside the brake pedal, and in deference to the wishes of the majority, Morris cars will be



Here is the two-door Morris Eight, which among many refinements has winding quarter-lights.

equipped with this form of control.

A small detail which deserves mention is the improved S.U. petrol pump which represents some advance on its predecessors, and another mechanical improvement which will be appreciated by a very large number of motorists is a three-charge rate dynamo. There is a Winter and Summer rate of charge, and in addition a full charging rate



The Coupé models continue little changed externally from the current year. Here is the Morris Ten Six Special Coupé which now has larger tyres, wider dynamo output control, rubberised carpets and improved S.U. petrol pump among a host of added refinements.

GENERAL ADVANCES

ALL Morris models (except the Eighteen and Twenty-five) have the following improvements for the coming year:

- New type shock absorbers with improved cold weather regulation.
- Steel brake-shoes with deeply flanged brake-drums to ensure silence.
- New rubberised "Karvel" carpets.
- Improved S.U. petrol pump.
- Right-hand accelerator pedal.
- New pattern rear bumpers and luggage grid, the centre of the bumpers forming part of the grid.
- Improved dynamo output control—automatically compensated on the larger models.
- Rollvisor to diminish sun glare and headlights (except on Eights).

beyond the control of the driver which only comes into action when the headlights are switched on.

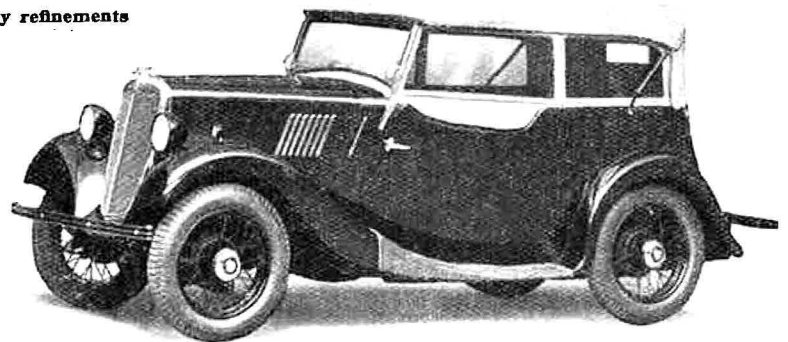
This new system will definitely prevent the loss of electrolyte through over-charging, as is possible under existing conditions in careless hands.

Better Bumpers

A still further improvement—common to all models incidentally—is a modification of the rear bumpers. As most readers will know, in order to accommodate the luggage grid there was a hiatus in the middle between the rear bumper ends. By an ingenious folding arrangement this space is now filled in with a section of bumper joining up with the other part, and undoubtedly improving the appearance of the rear.

One more item—provided on all models—which deserves mention is the new rubberised carpet. This has the pile vulcanised in rubber and has the advantage that the material can therefore never fray or fall out, and at the same time it prevents draughts, is warmer to the feet and definitely more durable.

All the embellishments mentioned in the case of the Ten Four will be found on the Ten Six,



This first-class weather equipment, easily erected, is included in the Eight Tourer specification.

which has the same bodywork with plenty of room for four and follows closely upon the lines of its smaller companion, except that it has a six-cylinder engine falling within (at the moment) the £12 tax.

Needless to add, these cars retain all the good features of last year including the very best leather upholstery, Lockheed hydraulic brakes, pedal and gearbox draught excluders, electric petrol gauge, Magna wire wheels, synchromesh four-speed twin-top gearbox and a powerful, silkily smooth

ON THE MORRIS TEN FOUR

NEW central horizontal hand brake with instantaneous adjustment.

New type hydraulic shock absorbers set transversely across the car. Steel brake-shoes with deeply flanged brake-drums.

Larger tyres.

New round pattern petrol tank, 6½ gallons capacity.

Right-hand accelerator pedal.

Improved S.U. petrol pump.

New pattern bumpers and luggage grid.

Three-charge rate dynamo.

Synchromesh four-speed gearbox.

Abundant room for four grown-up persons.

Leather upholstery.

Four-cylinder engine, bore 63.5 mm., stroke 102 mm., cubic capacity 1292 c.c.

Tax £10 (Next year £7 10s.).

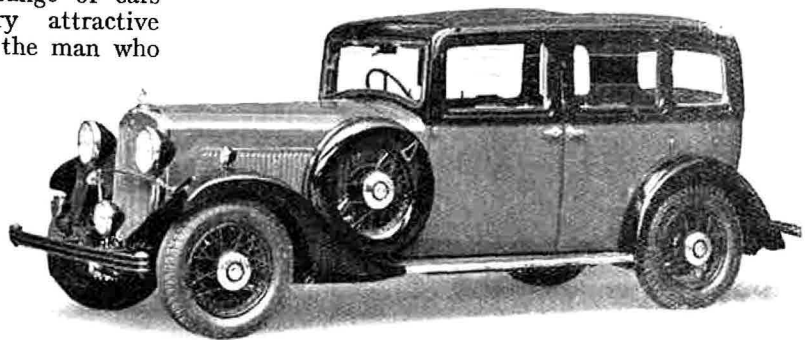
engine capable of speeds around 60 m.p.h.

Although the bodywork offers generous accommodation for four grown-up persons, yet the petrol consumption is 35 m.p.g. in the case of the Four and 30 m.p.g. for the Six, and together they constitute a range of cars very attractive to the man who

And now we come to the Twelve Four, corresponding to the Cowley of the current year. While having similar commodious bodywork of the same standard of excellence, it has a number of interesting improvements for the coming season. The bodies, which offer accommodation for five persons, have a slight modification of the arm-rests for the rear seats which, instead of dropping away vertically, now take the form of a graceful curve, offering support for the wrist as well as the arm, a trivial embellishment, yet one to be appreciated on a long journey.

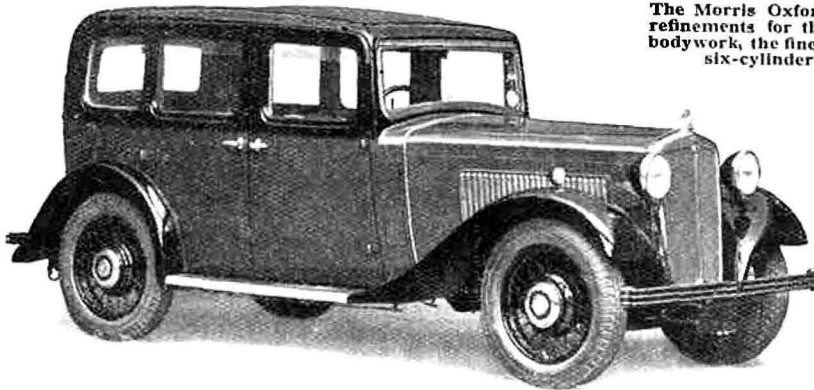
For Ventilation

A very important addition has been made to the bodywork, however, in an ingenious ventilating



The Morris Oxford Sixteen and Twenty have many additional refinements for the coming season and still further improved bodywork, the finest leather upholstery and powerful side-valve six-cylinder engines capable of very high speeds.

requires just a little more body space than the Eight, yet wishes to keep his running expenses within economical bounds. They are available as two-seaters, four-seater



It will be observed that the Morris Fifteen Six has an imposing bonnet line, the radiator space now having a frontal aspect unbroken by the lamp bar.

tourers, fixed head saloon, sliding head saloon and an attractive special coupé, which latter has an exquisitely finished interior including figured walnut fascia board in a semi-matt finish and a wide choice of attractive colours for its bodywork.

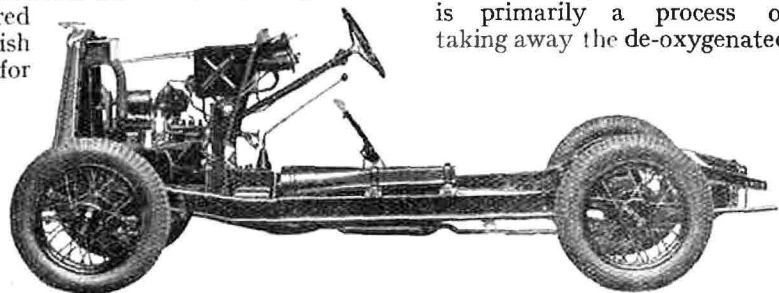
THE TEN SIX

ALL refinements on the Ten Four are incorporated.

Engine size: bore 57 mm., stroke 90 mm., cubic capacity 1378 c.c.

Tax £12 (Next year £9).

window. While to all intents and purposes similar to the window of the current year, ingenious winding mechanism has now been introduced; when the winder has raised it to the top of its travel, further movement slides the glass backward for an inch or so. This opens a space close against the forward pillar of about an inch where the motion can be made without fear of draught. Indeed, at the apex of the air stream it has been found that the effect is rather to extract more air from the body than it introduces—which, of course, is as it should be, as ventilation is primarily a process of taking away the de-oxygenated



The chassis layout of the new Morris Eight. Observe the cylindrical petrol tank at the rear and new hand brake lever.

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for 1935—contd.*

atmosphere; renewal will take care of itself via the scuttle ventilators. In the Twelve Four the frontal appearance has been greatly improved by allowing the lamp bar to pass through the radiator casing.

As with the Ten, thought has been given to the question of battery charging, and to all intents and purposes the battery now takes care of itself. By means of a cleverly designed compensating device current is only introduced into the circuit as it is required; thus, when the battery is "full" and the lights are off, the current flowing into the circuit is automatically reduced to a mere trickle charge. Conversely, if headlights are on, or for some cause the battery requires plenty of current, the full amperage of the dynamo is brought into play to replenish it.

The Fifteen Six, which, of course, corresponds to the Cowley Six of

THE TWELVE FOUR SPECIFICATION INCLUDES:

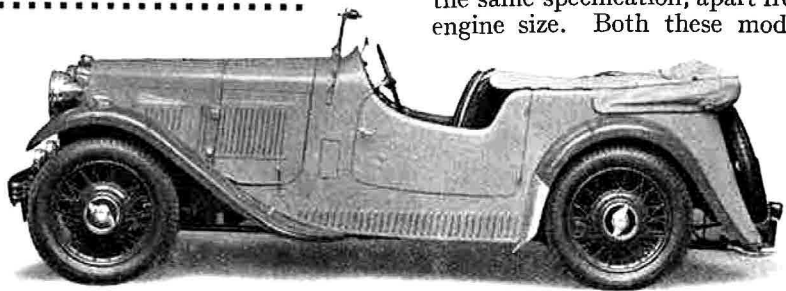
- SEATING accommodation for five persons.
- New Armstrong hydraulic shock absorbers.
- Central horizontal hand brake lever.
- Steel brake-shoes.
- New Spicer propeller shaft with needle type universal joint.
- Improved S.U. petrol pump.
- Right-hand accelerator pedal.
- New pattern rear bumpers and luggage grid.
- Handsome long bonnet with new lamp bar.
- Ventilating windows.
- Fully compensated dynamo voltage control.
- Engine size: bore 69.5 mm., stroke 102 mm., cubic capacity 1550 c.c.
- Tax £12 (Next year £9).

control and a metal spare wheel cover in common with all the six-cylinder models.

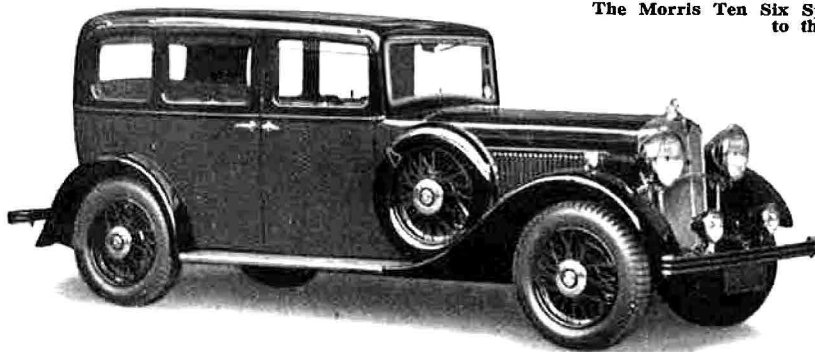
Both the Twelve Four and the Fifteen Six will be available as a fixed head saloon and sliding head saloon, while the Fifteen is also obtainable as a handsome special coupé with a really charming body which sacrifices a little in passenger accommodation—although there is abundant room for four persons—to still more pleasing lines. Pneumatic cushions are fitted to the rear seats of the latter, and an inbuilt luggage container is included.

An Oxford Twenty

The Oxford models of this year have their counterpart in a handsome Sixteen and also in a 20 h.p. model of precisely the same specification, apart from engine size. Both these models



The Morris Ten Six Sports Tourer shares in the advances made to the Ten models generally.



The Morris Twenty-five, one of the most imposing cars on the road, retains all its good features for the coming season.

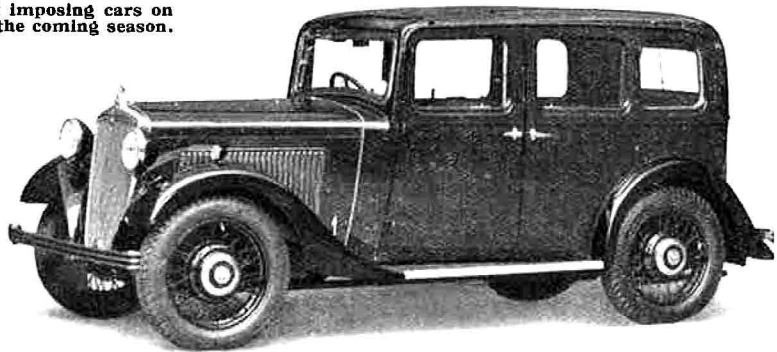
this year, embodies all the good points we have just mentioned and additionally has thermostatic cooling water

THE FIFTEEN SIX

THIS model has all the refinements of the Twelve Four and, additionally, a metal spare wheel cover and thermostatic control for its cooling water.

Engine size: bore 63.5 mm., stroke 102 mm., cubic capacity 1938 c.c.
Tax £15 (Next year £11 5s.).

will be marketed at the same price. The bodies of the new cars, however, have a still more roomy interior, more head room and leg room, and the seating position offers superior visibility. The graceful yet firm lines of the coachwork are still further enhanced with a longer bonnet. Bucket seats with comfortable high backs are fitted forward, while the rear seat is of the pneumatic variety.



The capacious body of the Morris Twelve Four has ingenious ventilating windows, while automatic ignition advance and compensated voltage control for the dynamo simplify the driver's task.

The smooth-running six-cylinder engine measures 2062 c.c. as the Sixteen and 2561 c.c. as the Twenty, the tax on the former being £16 and on the latter £20, but, of course, after January this will be respectively £12 and £15. Both engines are massively constructed with ample bearing surfaces calculated to run for extraordinarily long mileages

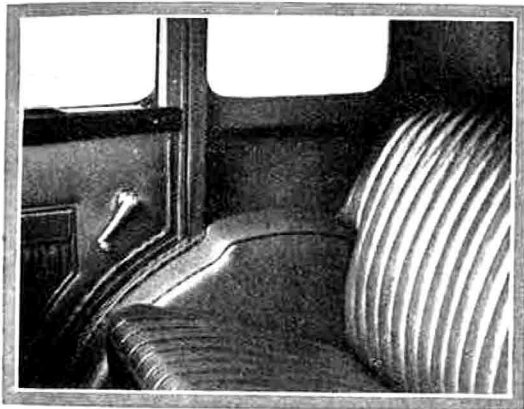
ON THE MORRIS ISIS EIGHTEEN

- METAL spare wheel cover.
- Bendix automatic clutch control.
- Free wheel twin-top gearbox.
- Twin-blade windscreen wipers.
- Automatic ignition advance.
- Occasional table on Saloons.
- Leather upholstery throughout.
- Lucas Biflex lamps.
- Engine (6-cylinder)—bore 69 mm., stroke 110 mm., cubic capacity 2468 c.c.
- Tax £18 (Next year £13 10s.).

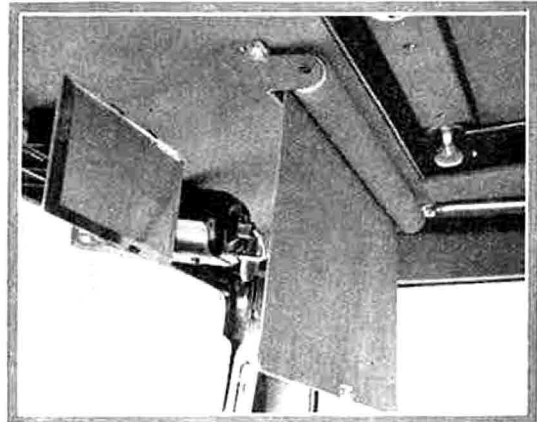
the least possible demand upon the attention of the driver.

Suspension has been very carefully studied, and the long semi-elliptic springs are controlled by an improved Luvax shock absorber.

An interesting innovation is the provision of an aerial in the roof, connected to the



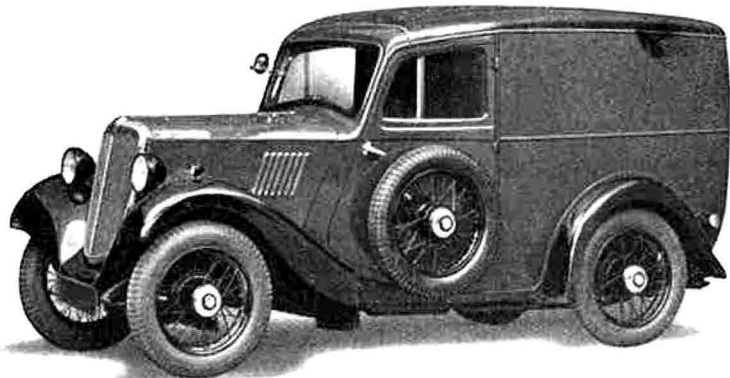
All Morris models (except the Eight) have this new Rollvisor to protect the driver against sun and glare.



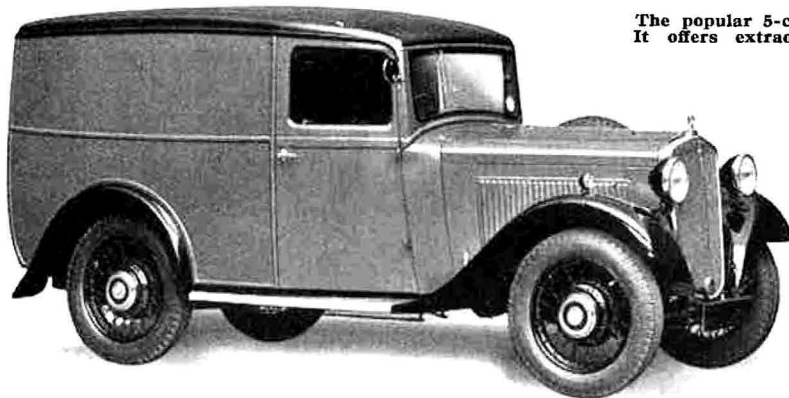
The new arm-rest on the Twelve Four and Twelve Six is broader than last year and offers a particularly restful position on long journeys.

dash, for the benefit of those who wish to install wireless. We understand that several radio manufacturers are about to market an outfit to fit the cubby hole in the dash, and

without attention, and have fully automatic ignition advance and retard with micrometer setting. The now thoroughly proved four-speed twin-top gearbox is fitted, with a free wheel, of which users have been enthusiastic in their praise during the current year. The Bendix automatic clutch control is also included, so that the combination of automatic ignition, free wheel, synchromesh gearbox, and Bendix clutch control, makes



The popular 5-cwt. Van has been completely redesigned. It offers extraordinarily economical transport to the tradesman.



The Morris 8-10 cwt. Van, one of the most popular light commercial vehicles on the road, has also been entirely redesigned—body and chassis—for the coming season. It has a total body space of 90 cu. ft.

THE MORRIS TWENTY-FIVE

THIS powerful model has all the good features of the Eighteen and additionally has:—

- Two fog lamps.
- Torsion damper on crankshaft.
- Engine (6-cylinder)—bore 82 mm., stroke 110 mm., cubic capacity 3486 c.c.
- Tax £25 (Next year £18 15s.).

*Still Better Value
for 1935—contd.*

purchasers of this model should have the choice of a number of good sets.

Both cars (the Sixteen and the Twenty) are available as a handsome family saloon and also as a special coupé of distinction.

The Big Sixes

The Morris Isis Eighteen follows closely upon the lines of the Isis of this year, having the same powerful overhead-valve six-cylinder engine, the same luxurious, commodious coachwork, and the excellent turn of speed; while the Twenty-five, which, of course, has a side-valve engine of 3486 c.c. and is a luxury family saloon with a speed in excess of many sports cars on the road, is to be continued as before. Needless to add, both have the four-speed synchromesh gearbox, free wheel, and Bendix mechanism.

Morris owners of commerce will be interested to hear that neither of the

AMONG THE REFINEMENTS OF THE MORRIS OXFORD SIXTEEN AND TWENTY MODELS ARE:—

- NEW brake lever with central adjustment.
- Steel brake-shoes with cast alloy drums.
- Thermostatic cooling water control.
- Thermostatic mixture control.
- Spicer propeller shaft with needle type universal joint.
- Fully compensated voltage control for dynamo.
- Ventilating front windows.
- Large tyres, 5.50—17.
- Improved Luvax shock absorbers.
- Vastly improved bodywork giving greater visibility and head room.
- Bucket seats forward.
- Pneumatic rear seats.
- Sliding head wired for radio.
- Metal spare wheel cover.
- Automatic ignition advance.
- Engine sizes: Sixteen (6-cylinder) measures—bore 65.5 mm., stroke 102 mm., cubic capacity 2062 c.c.
- Tax £16 (Next year £12).
- Twenty (6-cylinder, bore 73 mm., stroke 102 mm., cubic capacity 2561 c.c.
- Tax £20 (Next year £15).

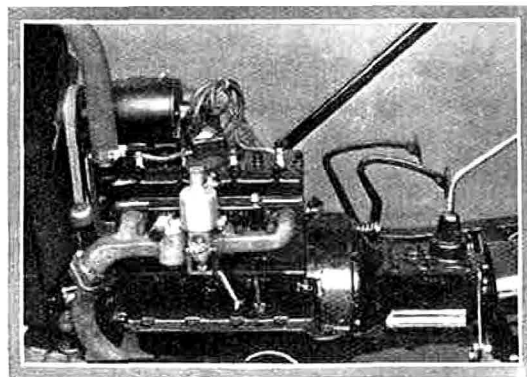
Morris vans are standing still; both have been redesigned, have greatly improved bodywork and numerous embellishments. The larger van, the 8-10 cwt., has the handsome radiator characteristic of the Twelve Four. With an internal body capacity totalling 90 cu. ft., a snug cab for the driver, Triplex glass, windscreen wiper, Lockheed brakes and, indeed, almost all the refinements of a high-grade car, this van is adaptable to a very great variety of trades.

Economical Goods Transport

The little 5-cwt. van which has constituted the first transport of many small tradesmen, and for business in the centre of a scattered population has often meant all the difference between paying and non-paying loads, now has the benefit of the new Eight chassis with all its incidental refinements. The 1935 body is of exceptionally pleasing appearance and will undoubtedly gain many new adherents during the coming year.



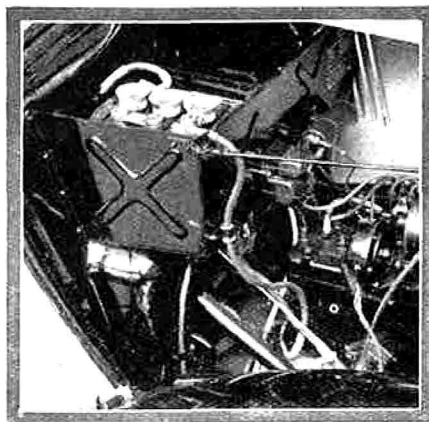
(Left) All Morris models (except the Isis Eighteen and Twenty-five) will have right-hand accelerator control for the coming season.



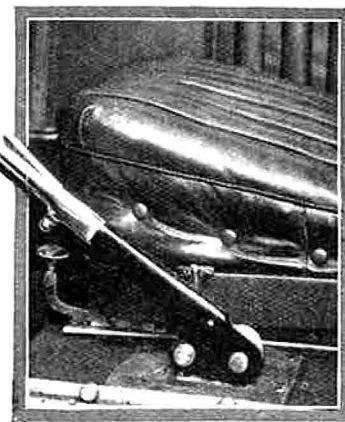
(Right) The power unit of the new Morris Eight.



A dipstick is fitted to the rear axle casing on the Morris Eight—



—while here is the accessible battery position.



The new central brake lever with instantaneous adjustment.