

# Introducing the Morris Minor

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Fabric Saloon Body, Overhead Camshaft Engine, Wire Wheels and Headlights as standard fittings



"Yes, sir, that's my baby!" Mr. W. R. Morris beside the Morris Minor, the smallest and latest addition to the range of Morris cars

WHILE the motorist of to-day who cannot find a suitable model for his needs in the existing Morris range of cars is indeed difficult to please, there is yet a vast field of potential road-farers to whom even the lowest priced model in the Cowley range is a desirable but unobtainable possession. These people appreciate the joys of motoring and all that car ownership means, but realise that a car of even moderate horse-power is beyond their purse.

### An Exacting Public

But because the delicate matter of the exchequer is a vital factor it does not mean that they are not critical, and are to be satisfied with anything less than the best of its kind. If they require a car at a lower figure than the lowest priced Cowley model, they also wish to be able to take two friends as well as themselves on occasion. The question of finance demands that the car must be ridiculously cheap to run and, as a corollary, reliability itself—for nothing is more expensive on the road than wayside attention. This, in turn, implies that all the moving parts must be of substantial construction and that each and every component shall be made from the finest materials procurable.

After months of experiment and tireless effort, the Morris concern is confident that it has produced such a car in the Morris Minor, illustrated above, which they hope will be ready for delivery in August.

As with every other Morris car, only the best has been good enough, and its specification compares favourably with any car on the market—larger Morris models not excepted, which is saying a great deal.

It will be offered as a four-seater fabric saloon, with a comfortable, roomy body, having four large windows besides a rear light of generous dimensions, and a glance at the upper photograph will reveal that the shape of the doors renders entry and egress an easy matter, even for a tall man.

The power unit is a four-cylinder overhead valve engine (with overhead camshaft) developing no less than 20 horse-power at 3000 r.p.m. In order that starting shall tax the battery to the minimum, coil ignition has been decided upon, which, of course, in its modern form is reliability itself and calls for less attention almost than even the admittedly modest demands of a magneto. The gearbox is of the three-speed type upon orthodox lines, having massive pinions and sturdy shafts.

### Suspension

Springing and road-holding qualities have been pronounced excellent by all who have ridden in the experimental car, the chassis being carried on semi-elliptic springs of ample size, fore and aft. Wire wheels and full electrical equipment, including two large headlights, will be a standard fitting. And, despite its modest dimensions, it will lose nothing in dignity, having singularly attractive lines made possible by a frame that is upswept front and rear.

The question that everybody is asking is: "How much is it going to be?" Well, as with every Morris car produced in the factory, price is the last consideration. At the time of going to press this has not been definitely fixed, but it will be one which will bring the joys of the open road to thousands of families for the first time.