

The
NEW
MORRIS
CARS



Introduction

HERE are three *entirely new* MORRIS CARS. The new Morris Minor, with saloon or convertible body — the new Morris Oxford — and the new Morris Six. All are thoroughly tested, proved motorcars, combining traditional Morris reliability and economy with modern design.

MORRIS MOTORS LIMITED, COWLEY, OXFORD
Chairman VISCOUNT NUFFIELD, G.B.E. *Vice-Chairman* R. F. HANKS



THE MORRIS MINOR *Tourer*

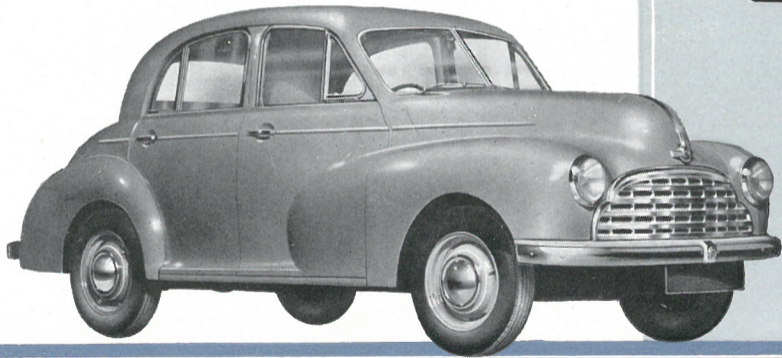
- Tailored hood is easily erected and stowed. Close fitting rear quarter screens and winding glass windows to doors, complete the protection against weather.
- New strong lightweight construction, improved engine design and wind-cheating lines combine to give sparkling performance.
- Lockheed hydraulic brakes with double leading-edge shoes on front, for responsive, balanced, *safe* braking in all emergencies on all surfaces at all speeds.
- Hypoid bevel gears to rear axle assembly for long, silent life and high ground clearance.
- Separate front bucket seats adjustable for height and reach.

N A
NUFFIELD
PRODUCT



THE MORRIS OXFORD

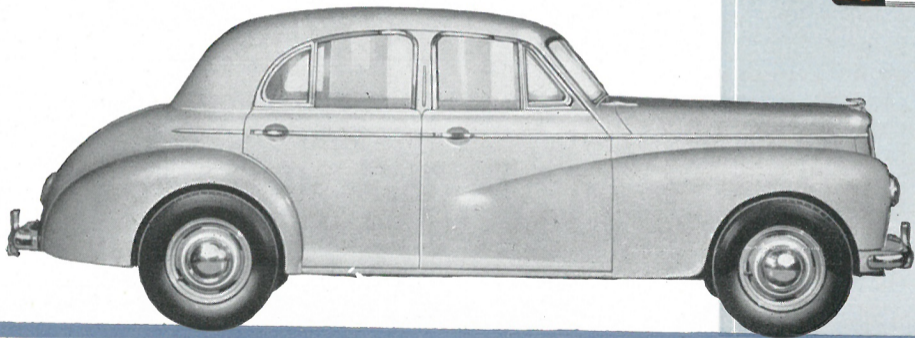
- Body line achieves a graceful compromise between ultra-modernity and the traditional.
- Wide, fully adjustable single-piece front seat.
- Gear-change lever on steering column and hand brake lever under the dash leave floor free of obstructions.
- Independent front suspension smooths out bumps and pot-holes. Rear suspension controlled against side movement, vibration and rolling.
- Entirely new $1\frac{1}{2}$ litre four-cylinder side valve engine developing 41 brake-horse-power.
- Rust-proofed, sound-deadened, all-steel mono-construction body of immense strength.



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PRODUCT

THE MORRIS SIX

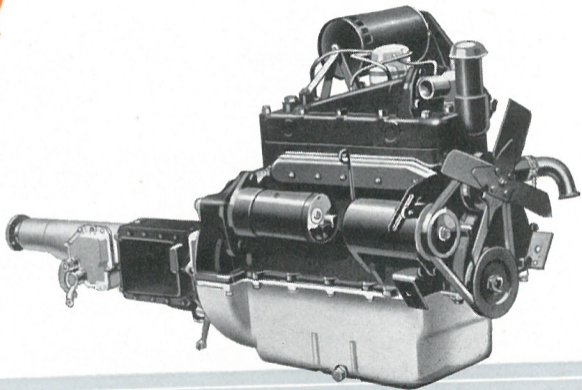
- A Big Car with refinement in every feature and price moderation that only Morris production methods could achieve.
- Six-cylinder overhead camshaft 70 brake-horse-power engine.
- Luxurious interior appointments, with handsome facia panel.
- New semi-floating rear axle with hypoid bevel drive.
- Improved weight distribution gives increased road stability and greater riding comfort.
- Controlled ventilation by hinged ventilating panels.
- Accommodates five people comfortably on a long ride, and a sixth can be carried when required in the extra space provided by the single-piece front seat.



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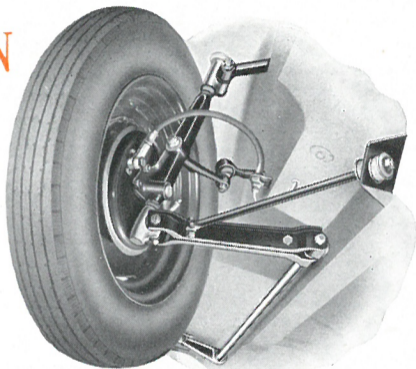
ECONOMY

*Engineered for economy ;
more miles to the gallon ;
traditional MORRIS
economy of mainten-
ance ; added to meticu-
lous MORRIS finish,
and you have all the
reasons why MORRIS
cars are known the world
over as " the cars with
the lowest upkeep costs."*



INDEPENDENT SUSPENSION

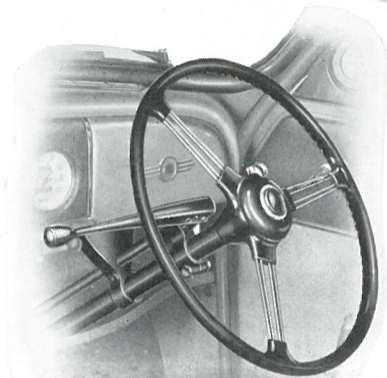
INDEPENDENT torsion bar front suspension provides greater riding comfort by smoothing out bumps and pot-holes. And it adds to driving comfort, for it improves control, and by correcting any tendency to roll, enables corners to be taken faster and more safely.





GEAR CONTROL

ON the MORRIS OXFORD and the MORRIS SIX the gear-change lever is situated on the steering column and the hand brake lever under the dash. This leaves the floor free from obstruction and permits three passengers to be carried on the single-piece front seat. The interior is well appointed and is upholstered in beige, piped in a contrasting colour.



LUGGAGE

GENEROUS luggage accommodation, easily reached from outside, is a feature on all new Morris cars. Ample storage space is provided for all normal requirements, leaving the interior free for passengers. Spare wheels are readily accessible without disturbing baggage. Illustration shows the capacious luggage boot of the MORRIS MINOR, with seven cubic feet of space.





WEIGHT DISTRIBUTION

THE main conception of the design of new Morris cars rests on better controllability and improved road-holding and riding comfort. These features have been achieved by a fundamental change in weight distribution and a correct degree of balance has been obtained.

COLOUR SCHEMES *All Models*

Romain Green, Platinum Grey or Black, with wings and body finished in the same colour. Trimming in beige with brown piping and brown carpets (black and grey cars) and green piping and green carpets (green cars).

The right is reserved to alter specifications and prices at any time without notice.

Any new Morris Model can be obtained on advantageous "out of income" terms through:

NUFFIELD ACCEPTANCES LIMITED

The procedure is simple and straightforward and the transaction kept confidential. It is usual to pay on delivery a minimum of 25 per cent. of the total price—the allowance on your present car may be sufficient.

The balance, plus charges, can be paid in 12, 18 or 24 monthly payments.

Further particulars may be obtained from any Morris Distributor or Dealer, or direct from:

NUFFIELD ACCEPTANCES LIMITED

NUFFIELD HOUSE, 41 PICCADILLY, LONDON, W.1.

PRICES

MODELS	English Retail Price	Purchase Tax	Total Price (E.R. & P. Tax)
	£ s. d.	£ s. d.	£ s. d.
MORRIS MINOR Saloon	280 0 0	78 10 7	358 10 7
MORRIS MINOR Tourer	280 0 0	78 10 7	358 10 7
MORRIS OXFORD Saloon ...	395 0 0	110 9 5	505 9 5
MORRIS SIX Saloon	475 0 0	132 13 11	607 13 11
Extra for H.M.V. Car Radio (fitted)	—	—	42 16 1
Extra for Car Heater (fitted) ...	—	—	13 8 4

These are the prices ruling at the date of publication and they are liable to alteration from time to time without notice.