

Lord Nuffield



LORD NUFFIELD who, as Mr. William Morris and then Sir William Morris, has put his imprint for all time upon the Motor Industry of Great Britain. It was Lord Nuffield's post-war vision which gave to Morris Cars and Commercial Vehicles the commanding position they occupy throughout the world to-day.

SPECIFICATIONS

The MORRIS 8/40

FRAME: New box type design with steel floor integral. Wheelbase, 90". Track, 3' 9".

ENGINE: 4 cylinder side valve. Bore, 2.25". Stroke, 3.54" (cubic capacity 918 c.c.). 3-bearing crank and camshafts, the latter chain driven. Full force feel lubrication. Reciprocating parts balanced within .2 oz. (best aero engine practice).

TRANSMISSION: Three-speed synchromesh gearbox. Open propeller shaft, two Spicer needle universal joints. Spiral bevel final reduction gears, three-quarter floating axle shafts.

COOLING SYSTEM: Thermo syphon with fan-assisted radiator.

ELECTRICAL EQUIPMENT: 6-volt coil and battery ignition. Automatic advance and retard. Dynamo, 4 1/2" diameter, cuts in at low road speeds. Starter of sliding pinion type; 5 lamp equipment. Switches on instrument panel. Horn button and drummer switch on arm below steering wheel.

FUEL SYSTEM: 5 1/2-gallon tank at rear with dash electric petrol gauge. S.U. Automatic Carburetter. Petrol feed by large S.U. pressure pump.

BRAKES: Fully compensated 4-wheel Lockheed Hydraulic internal expanding type. Centrally disposed hand lever, wing nut adjustment on lever.

STEERING: Bishop cam type, extremely light in operation. Rubber-mounted spring steering wheel.

SUSPENSION: Long semi-elliptic springs fore and aft controlled by Armstrong hydraulic shock absorbers. Spring eyes fitted with flanged non-squeak bushes.

WHEELS AND TYRES: Wheels, 5 detachable Magna type wire wheels, 6-stud fitting. Tyre size, 5.25 x 16. Spare carried at body rear.

The MORRIS 12/4

SERIES TWO

FRAME: New box type design with steel floor integral. Wheelbase, 100". Track, 4' 2".

ENGINE: 4 cylinder side valve. Bore, 2.73". Stroke, 4" (cubic capacity 1550 c.c.). 3-bearing crank and camshafts, the latter chain driven. Full force feel lubrication. Reciprocating parts balanced within .2 oz. (best aero engine practice).

TRANSMISSION: Three-speed synchromesh gearbox, diaphragm, lubricant level indicator. Open propeller shaft, two Spicer needle universal joints. Spiral bevel final reduction gears, three-quarter floating axle shafts.

COOLING SYSTEM: Thermo syphon with fan-assisted radiator.

ELECTRICAL EQUIPMENT: 12-volt coil and battery ignition. Automatic advance and retard. Dynamo, 6 1/2" diameter with 3 charging rates. Starter of sliding pinion type. Battery equipment, two 6 volt, 5 lamp equipment with foot operated slipping mechanism. Switches on instrument panel with horn button on steering column.

FUEL SYSTEM: 7 gallon tank at rear with dash electric petrol gauge. S.U. Automatic Carburetter. Petrol feed by large S.U. pressure pump.

BRAKES: Fully compensated 4-wheel Lockheed Hydraulic internal expanding type. Centrally disposed hand lever operates on rear wheels by independent mechanism with wing nut adjustment on lever.

STEERING: Bishop cam type, extremely light in operation. Rubber-mounted spring steering wheel.

SUSPENSION: Long semi-elliptic springs fore and aft controlled by Armstrong hydraulic shock absorbers. Spring eyes fitted with flanged non-squeak bushes.

WHEELS AND TYRES: Wheels, 5 detachable steel, 6-stud fitting. Tyre size, 5.75 x 16. Spare carried at body rear.

SEATING ACCOMMODATION: Generous seating accommodation within wheelbase, ensuring highest degree of comfort.

LUGGAGE ACCOMMODATION: Saloon models provide generous luggage accommodation behind back seat.

MORRIS



Presents

TWO NEW CARS

8/40 12/4

MORRIS



Presents

TWO NEW CARS

840 124

SPECIALISATION

alone has brought
these fine New Cars...

THE first English manufacturer to adopt flow-production and bring motoring within the reach of all, Lord Nuffield set out to make Morris cars also the productions of *Specialisation*.

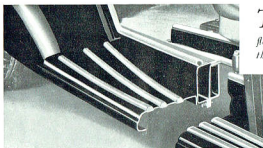
In brief, *Specialisation* is the manufacturing method whereby every part is made by a thorough-going craftsman, expert in that particular part. It has been the method always used in building high-priced cars, and it has long been recognised that only when cars are built by this method can they be really good cars... smartest in appearance with a top-notch performance... most economical and reliable. But because it seemed unlikely that *Specialisation* and flow-production could ever be wed, it seemed that only those who could afford high prices would own *Specialist-built* cars.

Obstacle after obstacle was faced and conquered until experiments finally became actual production and last year saw the first *Specialist-built* motor cars at prices all could afford. So, the Morris 8/40 and 12/4 models displayed in this folder, like the New Morris Sixes, in every way resemble the productions of the high-priced field. Their smart appearance, comfort, astonishing performance, economy and reliability are of a high standard that few can equal, none excel, because they are built by *Specialists*... the proud achievement of craftsment!

THESE MODERN FEATURES

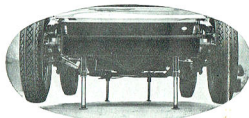
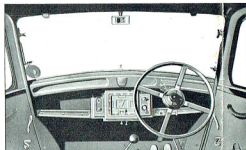
NO feature goes into a Morris Car until it has been thoroughly tested and tried by painstaking, thorough-going Morris engineers. In these recent years of an overwhelming number of gadgets, Morris has refused to be swamped with ill-

founded enthusiasms, adding "gadgets" for the sake of sales talk. We present the features illustrated secure in the knowledge they are sound improvements that will bring Morris Owners greater comfort, performance, economy and reliability.

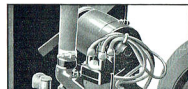


THE sturdy special box frame of both the Morris 8/40 and 12/4 is reinforced by generous cross members and the steel body flooring. The body construction is, furthermore, rigidly bolted to it, thus producing a double-box section structure of immense strength.

AS road speeds increase, the necessity for completely clear vision is obvious. The large sloping windscreen, and narrow pillars of the Morris 12/4 give you exceptionally clear vision. You will like the convenience of the centrally grouped instruments and the large dial speedometer. Note the spring steering wheel.

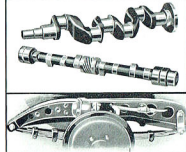


JACKALL permanent hydraulic jacks remove the necessity of climbing out into muddy or dusty roads to jack up your car. The car can be lifted completely off the ground from the driving seat. For greater convenience, the control PROVIDES FOR THE LIFTING ONLY OF THE FRONT OR REAR WHEELS. This is a feature of the New Morris 12/4.



1. At the left is the large capacity dynamo used on the Morris 8/40. It is 4 1/2 in. in diameter and cuts in at low road speeds.

2. Centre is the sturdy 3-bearing crankshaft with steel-backed main bearings, of the New Morris 8/40; and the large diameter 3-bearing camshaft...



3. Notice the long, semi-elliptic springs which are fitted front and rear and controlled by hydraulic shock absorbers with automatic regulation. The sturdy, large diameter brake drums of the Lockheed Hydraulic Braking System are also clearly visible.

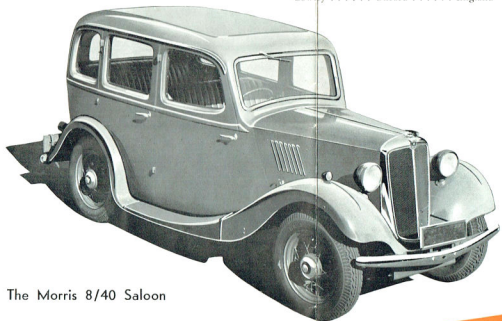


THIS easily accessible space behind the rear seat of the Morris 12/4 is roomy enough for the average amount of luggage. The back cushion of the rear seat is hinged and can be easily moved to allow access to the luggage space.

MORRIS

*Sole Exporters for the Largest Group of
English Motor Factories.*

MORRIS INDUSTRIES EXPORTS LTD.
Cowley Oxford England



The Morris 8/40 Saloon

HERE is a small car that behaves in a BIG way! It is light . . . inexpensive . . . economical . . . but a *real motor car* because it is built on big-car principles. Four can stretch their legs in it. Its sturdy engine will take a full load wherever you ask it. If you want to know how roomy and capable a small car *can* be—see and try this great little Morris. Above we illustrate the four-door Morris 8/40 Saloon. You can see from this how roomy it is, how smart in appearance. A drive will convince you of its capable performance and comfort. It has a 90 inch wheelbase.

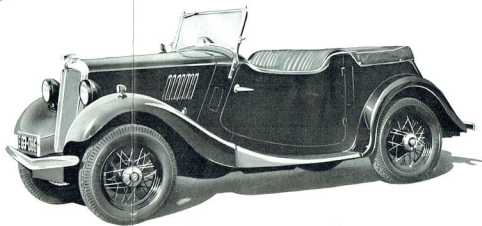
MORRIS 8/40 FEATURES

- Low centre of gravity.
- Equipoise Engine Mounting.
- 4-wheel Hydraulic Brakes.
- Box Sectioned Frame.
- 3-speed Synchronesh Gearbox.
- 90in. Wheelbase.

HERE are two cars, one obviously in the small car field, that more than answer every demand on them.

Performance is nothing short of marvellous . . . Appearance is all that the most exacting motorist could demand . . . Economy that makes running costs almost negligible . . . Comfort of a full-sized car with any amount of leg and headroom . . . and passengers ride within the 100in. wheelbase . . . Judge these cars by these standards and you will find they compare more than favourably with any other cars in their particular price field. . . .

The MORRIS 8/40



The Morris 8/40 Roadster

JHE ideal car for the man who wants small car economy with bigger car performance, comfort and appearance. There is no denying the smartness of its sporty lines . . . a drive shows the remarkable performance of its sturdy engine. Long semi-elliptic springs, governed by shock absorbers, and seats designed to fit the contours of your back most comfortably, ensure the utmost comfort anywhere on the road. Wheelbase is 90 inches.

The MORRIS 12/4

SERIES TWO

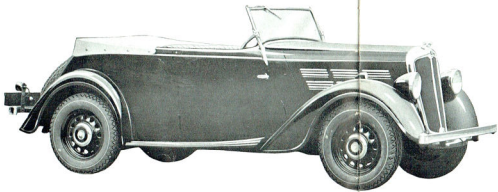
YOU will thrill to the appearance of this New Morris 12/4. Here is a car that more than bears comparison with its English and American contemporaries for smart good looks . . . a car of sweeping lines that reveal scientific correctness and artistic beauty at their very best.

Your first drive in a Morris 12/4 is bound to be a startling experience. For the New Morris 12/4 is a sturdy, lively performer the equal of ordinary 14 h.p. cars.

Comfort is here, too. Full "stretched out" comfort for full-grown people . . . plenty of leg, head and shoulder room . . . and all ride within the wheelbase.

Economy . . . Last but by no means least the New Morris 12/4 is surprisingly economical in petrol, oil, tyres and general upkeep.

Let us give you a demonstration in this fine car, built by Specialists.

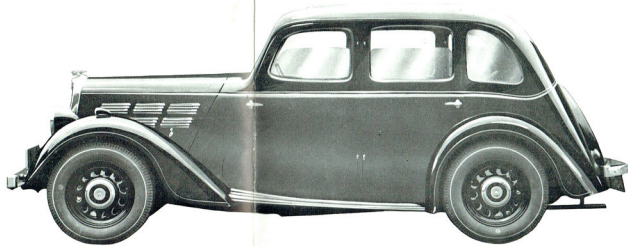


The Morris 12/4 Roadster

THIS model must appeal to those motorists who prefer the sporty lines of a roadster. Its lively performance matches its jaunty appearance.

It has the real economy of a small car, the comfort and roominess of far bigger models.

The wheelbase is 100 inches.



Touring Bodies are also available on the Morris 12/4 Chassis.

The Morris 12/4 Saloon

THE illustration gives a good impression of the size of this new model. You can see, too, its smart, modern appearance. What you can't see, however, are its outstanding performance, comfort (it has a 100" wheelbase) and economy.

By all standards, this Morris 12/4 is a really outstanding motor car.

MOST POPULAR "EIGHT"

LONDON: WHEN the Morris Eight was originally put into production, it was estimated that 35,000 units would be required during a period of twelve months. But during the last fifteen months nearly 70,000 units have been produced and sold.

- MORRIS 12/4 FEATURES
- Passengers ride within 100in. Wheelbase.
- Jackall Hydraulic built-in Jacks.
- Equipoise Engine Mounting.
- 3-speed Synchromesh Gears.
- 4-wheel Hydraulic Brakes.

Sole Distributors for Queensland and Northern Rivers of New South Wales:

HOWARDS LIMITED

317-327 ADELAIDE STREET - - - BRISBANE

And at Neil Street, Toowoomba

... the proud achievement of craftsmen excel, because they are built by Specialists high standard that few can equal, none of a performance, economy and reliability are of a smart appearance, comfort, astonishing per- ductions of the high-priced field. Their Morris Sixes, in every way resemble the pro- models displayed in this folder, like the New afford. So, the Morris 8/40 and 12/4 Specialist-built motor cars at prices all could actual production and last year saw the first quered until experiments finally became Obstacle after obstacle was faced and con-

high prices would own Specialist-built cars. seemed that only those who could afford flow-production could ever be wed, it seemed unlikely that Specialist and economic and reliable. But because it ance with a top-notch performance... most be really good cars... smartest in appear- when cars are built by this method can they and it has long been recognized that only always used in building high-priced cars, thorough-going craftsman, expert in that method whereby every part is made by a In brief, Specialist is the manufacturing

set out to make Morris cars also the pro- ductions of Specialist. within the reach of all, Lord Nuffield flow-production and bring motorings THE first English manufacturer to adopt

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TWO NEW CARS

840 124

SPECIFICATIONS

The MORRIS 8/40

FRAME: New box type design with steel floor integral. Wheelbase, 90". Track, 3' 9".
ENGINE: 4 cylinder side valve. Bore, 2.25". Stroke, 3.54" (cubic capacity 918 c.c.). 3-bearing crank and camshafts, the latter chain driven. Full force feed lubrication. Reciprocating parts balanced within. 2 oz. (best aero engine practice).
TRANSMISSION: Three-speed synchromesh gearbox. Open propeller shaft, two Spicer needle universal joints. Spiral bevel final reduction gears, threequarter floating axle shafts.
COOLING SYSTEM: Thermo syphon with fan-assisted radiator.
ELECTRICAL EQUIPMENT: 6-volt coil and battery ignition. Automatic advance and retard. Dynamo, 4 1/2" diameter, cuts in at low road speeds. Starter of sliding pinion type. 5-lamp equipment. Switches on instrument panel. Horn button and dimmer switch on arm below steering wheel.
FUEL SYSTEM: 5 1/2-gallon tank at rear with dash electric petrol gauge. S.U. Automatic Carburettor. Petrol feed by large S.U. pressure pump.
BRAKES: Fully compensated 4-wheel Lockheed Hydraulic internal expanding type. Centrally disposed hand lever, wing nut adjustment on lever.
STEERING: Bishop cam type, extremely light in operation. Rubber-mounted spring steering wheel.
SUSPENSION: Long semi-elliptic springs fore and aft controlled by Armstrong hydraulic shock absorbers. Spring eyes fitted with flanged non-squeak bushes.
WHEELS AND TYRES: Wheels, 5 detachable Magna type wire wheels, 6-stud fitting. Tyre size, 5.25 x 16. Spare carried at body rear.

The MORRIS 12/4

SERIES TWO

FRAME: New box type design with steel floor integral. Wheelbase, 100". Track, 4' 2".
ENGINE: 4 cylinder side valve. Bore, 2.73". Stroke, 4" (cubic capacity 1550 c.c.). 3-bearing crank and camshafts, the latter chain driven. Full force feed lubrication. Reciprocating parts balanced within. 2 oz. (best aero engine practice).
TRANSMISSION: Three-speed synchromesh gearbox, dipstick, lubricant level indicator. Open propeller shaft, two Spicer needle universal joints. Spiral bevel final reduction gears, threequarter floating axle shafts.
COOLING SYSTEM: Thermo syphon with fan-assisted radiator.
ELECTRICAL EQUIPMENT: 12-volt coil and battery ignition. Automatic advance and retard. Dynamo is belt driven with 3 charging rates. Starter of sliding pinion type. Battery equipment, two 6 volt. 5-lamp equipment with foot operated dipping mechanism. Switches on instrument panel with horn button on steering column.
FUEL SYSTEM: 7-gallon tank at rear with dash electric petrol gauge. S.U. Automatic Carburettor. Petrol feed by large S.U. pressure pump.
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SEATING ACCOMMODATION: Generous seating accommodation within wheelbase, ensuring highest degree of comfort.
LUGGAGE ACCOMMODATION: Saloon models provide generous luggage accommodation behind back seat.

Lord Nuffield

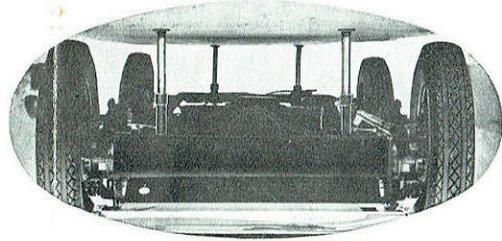
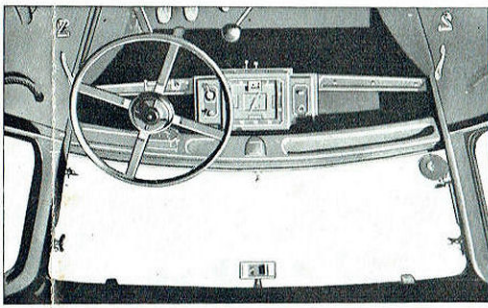
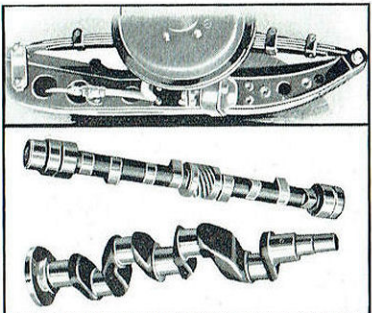
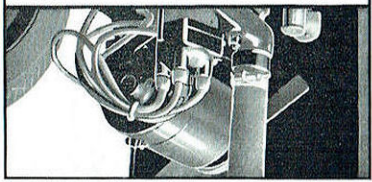


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THE sturdy special box frame of both the Morris 8/40 and 12/4 is reinforced by generous cross members and the steel body flooring. The body construction is, furthermore, rigidly bolted to it, thus producing a double-box section structure of immense strength.



1. At the left is the large capacity dynamo used on the Morris 8/40. It is 4 1/2 in. in diameter and cuts in at low road speeds.
 2. Centre is the sturdy 3-bearing crankshaft with steel-backed main bearings, of the New Morris 8/40; and the large diameter 3-bearing camshaft.
 3. Notice the long, semi-elliptic springs which are fitted front and rear and controlled by hydraulic shock absorbers with automatic regulation. The sturdy, large diameter brake drums of the Lockheed Hydraulic Braking System are also clearly visible.

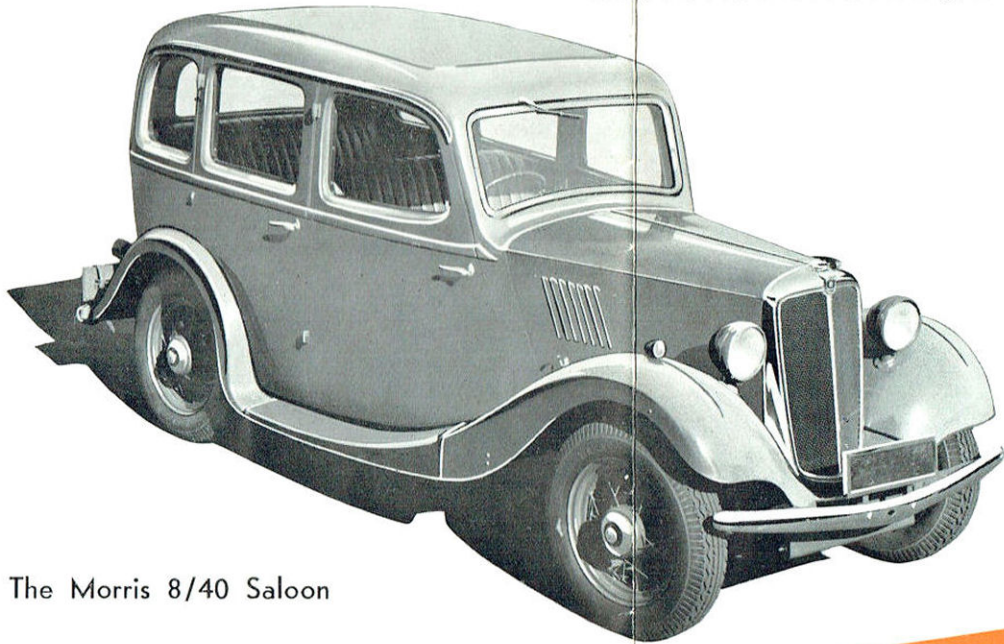
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MORRIS INDUSTRIES EXPORTS LTD.
Cowley Oxford England



The Morris 8/40 Saloon

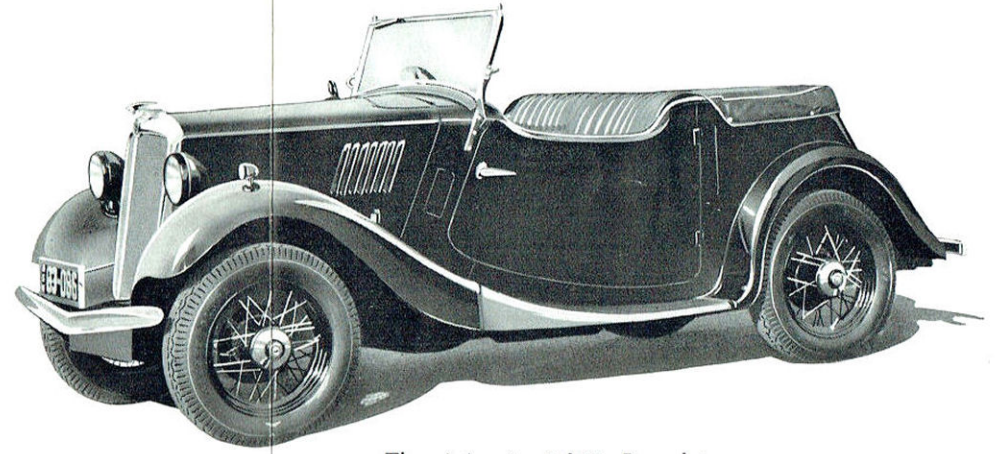
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MORRIS 8/40 FEATURES
Low centre of gravity.
Equipoise Engine Mounting.
4-wheel Hydraulic Brakes.
Box Sectioned Frame.
3-speed Synchronesh Gearbox.
90in. Wheelbase.

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Performance is nothing short of marvellous . . . Appearance is all that the most exacting motorist could demand . . . Economy that makes running costs almost negligible . . . Comfort of a full-sized car with any amount of leg and headroom . . . and passengers ride within the 100in. wheelbase . . . Judge these cars by these standards and you will find they compare more than favourably with any other cars in their particular price field. . . .

The MORRIS 8/40



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THE ideal car for the man who wants small car economy with bigger car performance, comfort and appearance. There is no denying the smartness of its sporty lines . . . a drive shows the remarkable performance of its sturdy engine. Long semi-elliptic springs, governed by shock absorbers, and seats designed to fit the contours of your back most comfortably, ensure the utmost comfort anywhere on the road. Wheelbase is 90 inches.

The MORRIS 12/4 SERIES TWO

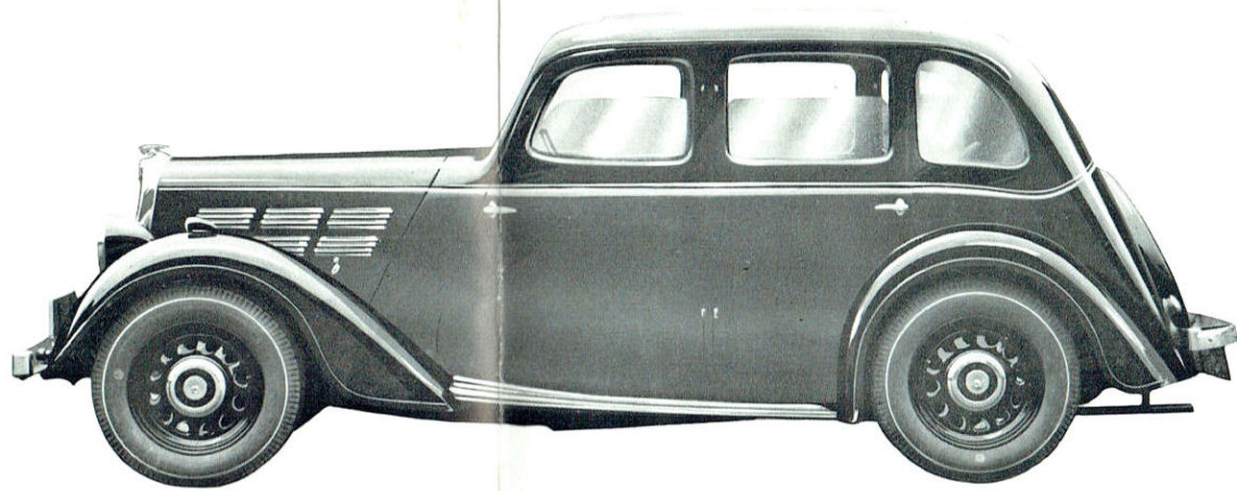
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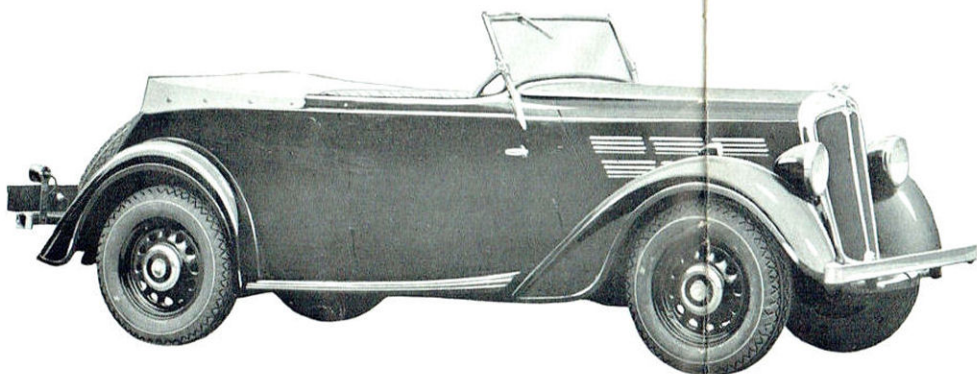
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The wheelbase is 100 inches.

MORRIS 12/4 FEATURES
Passengers ride within 100in. Wheelbase.
Jackall Hydraulic built-in Jacks.
Equipoise Engine Mounting.
3-speed Synchronesh Gears.
4-wheel Hydraulic Brakes.

Sole Distributors for Queensland and Northern Rivers of
New South Wales:

HOWARDS LIMITED
317-327 ADELAIDE STREET BRISBANE
And at Neil Street, Toowoomba