

Alan Gulleford writes; some tit-bits about Morris cars

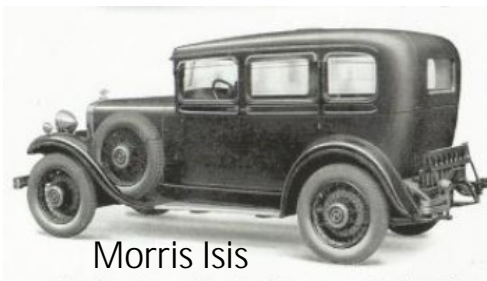
The song goes “regrets, I’ve had a few”. Mine was not having the vision to buy a 1930 Morris Isis for \$100 back in about 1977. WOF and Reg, deceased estate, grand-daughter trying to get the house on the market. Ah well, fate eh? However there are some things which I remember as being of interest for this model. The single most interesting thing is that William Morris had set up the Pressed Steel Company and purchased for the 17.7HP Isis, some dies from the American company, Budd.

These dies had been used to produce the Dodge Victory Six and also the Ruxton front wheel drive sedan. There were never many of these in New Zealand and probably none of the 1929 Wolseley Messenger 21HP which shared the same body. The single overhead cam engine with 4 speed gearbox had a fair old weight to pull along, though at 28cwt so 60mph was about flat out. These were designed for the export market where American cars were doing so well, so the design was probably quite inspired.

The Morris Owner assured readers that ‘the car had every accessory and aid to comfort, not only that the average man, but even the average woman can want’. This included leather upholstery with pneumatic cushions at the front, and details such as a ‘Smoker’s companion’ (with lighter) and a ‘Ladies companion’ (with powder box) at the rear. The driver, meanwhile, could appreciate details such as finger-tip controls on the steering wheel and automatic thermostatically controlled radiator shutters, not to mention an electric fuel gauge on the instrument panel. At £385 it was described as ‘an entire revision of deluxe car values’.



Wolseley Viper



Morris Isis

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