

## Badges and Mascots

The pair of interlocking commas on the Pre-Series Mascot, September 1934 to July 1935, symbolises Balanced-Motoring. This was discontinued with the introduction of the Series I 1935 model – changing to the double-sided circular red badge with a chrome 8 on each side. The Badge which originally had the word EIGHT on it, changed to the number 8 at the same time. The Series II with a painted grille surround retained the shape of the original pressing but used a cast chromed base to carry the Mascot and Badge.



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The Series E continued with the same style of Badge but the Mascot was slightly altered with the removal of the crest on the front edge.

In Australia, all Pre Series, Series I and II, in Victoria and South Australia used the UK style of Badges while Queensland and New South Wales were badged as 8-40. All marketing named them as 8/40's. Post-war, all Series E retained UK Badges but coachbuilders TJ Richards and Ruskin added their own 8/40 badges to the rear or bonnet side respectively of cars built in Australia. Further Australian history can be found in the book Morris 8/40 by Kerry Kaehne, available on EBay Aus.

