

BOOK REVIEW

The Morris Owner

Back in the day, Morris Motors published a monthly magazine for its customers under the above name. For your 4 pence you got quite a lot of reading for both males and females. It was a great advertising platform for their products and probably never matched as well by any of its competitors. I have just been looking at the May 1935 edition which was 56 pages, so quite a lot for your 4 pennies! Contents of that issue include; women's fashion, the King's motoring activities, choosing a caravan, valve grinding a Morris Eight, and lots more. If you wish to have a look as well, visit the Morris Register UK website and enjoy.

An excerpt from one article which caught my eye was about Michael Faraday, Scientist. In 1825 he invented Benzine, discovered liquid chlorine and liquefied all the gases except six. In 1831 his great electrical inventions began. He had already decided that magnetic and electrical forces were identical, and noted in his diary these pregnant words: "As electricity can produce magnetism, therefore magnetism must produce electricity." His experiments were carried out between 29th August and the end of October. On 17th October he produced a current of electricity by placing a magnet near a coil of wire; and on the 28th of the same month, he made a copper disc turn round between the poles of the great horseshoe magnet of the Royal Society. This means he had discovered a way of making cheap electricity in huge quantities by using the power of a magnet. The dynamo in your Morris is using this effect to charge the battery and operate the electrical fittings of your car.

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