



THE MORRIS EIGHT

SERIES I

MORRIS MOTORS LIMITED
COWLEY - OXFORD - ENGLAND



BY APPOINTMENT

THE MORRIS EIGHT

SERIES I

A STRIKING PRODUCT OF SPECIALISATION



FOUNDRY, COVENTRY



ENGINES
BRANCH,
COVENTRY



BODIES
BRANCH,
COVENTRY



RADIATORS BRANCH, OXFORD



THE MAIN ASSEMBLY PLANT, COWLEY

THE MORRIS EIGHT (SERIES I)



THE amazing success which has attended the introduction of the Morris Eight is a complete justification of the adoption of Specialisation in car manufacture by Morris Motors Ltd.

With a performance unrivalled in its class and with roominess, comfort and economy much above usual conceptions, the Morris Eight is virtually as big as an ordinary Ten and definitely establishes an entirely new standard in economical motoring.

Never before has a car of such modest horse-power possessed so many big-car features. Observe the sturdy and powerful engine with its large diameter three-bearing crankshaft, the steel-backed main bearings, the duplex roller chain camshaft drive, the large capacity dynamo, the hydraulic brakes, the sturdy double box-sectioned frame, the hydraulically controlled semi-elliptic big-car suspension, the generous tyre equipment and the delightful interior appointments, and you will marvel that so attractive a car can be produced at so low a price.

The extensive range of attractive models, each available in a wide choice of pleasing colour schemes, enables every prospective owner's requirements to be fully realised.

But just try one! Get at the wheel! Put it to the steepest hill you know! Take it over some really rough stretch! Pull it roughly round corners! Step on the brakes! In short, test it as you would a big and expensive car, that is the way—and the only way—to find out what a great little car the Morris Eight really is.

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|---|--------|------|--|--------|------|
| MORRIS EIGHT TWO-SEATER | | £118 | MORRIS EIGHT TOURER | | £120 |
| MORRIS EIGHT 2-DOOR SALOON (Fixed Head)... | | £120 | MORRIS EIGHT 4-DOOR SALOON (Fixed Head)... | | £130 |
| <i>Extra for bumpers and Trafficators on above models £2 10s.</i> | | | | | |

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|---|-----------|---|-----------|
| MORRIS EIGHT 2-DOOR SALOON (Sliding Head) | £132 10s. | MORRIS EIGHT 4-DOOR SALOON (Sliding Head) | £142 10s. |
| <i>All prices ex Works.</i> | | <i>For particulars of purchase out of income see separate list.</i> | |

MORRIS MOTORS LTD.

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LORD NUFFIELD Chairman
L. P. LORD Managing Director
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COWLEY, OXFORD

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SPECIAL FEATURES

- Attractive appearance with choice of pleasing cellulose colour schemes.
- Box-sectioned frame of exceptional strength and rigidity.
- Special body construction rigidly bolted to frame, producing a double box section of enormous strength.
- Narrow body pillars and large windscreen giving an excellent range of vision.
- Low centre of gravity with ample head room, particularly for rear passengers.
- Roomy body, special construction and deep upholstery provide an outstanding degree of comfort.
- Extensive ventilation by top hinged windscreen and sliding head.
- Carefully sloped windscreen giving good visibility with reduced air resistance.
- External folding luggage grid, for additional luggage, available when required.
- Large capacity ventilated dynamo with three charge rates.
- Equipoise floating rubber engine mounting isolating the rest of the car from engine vibrations.
- Artistic and practical instrument panel with two exceptionally large cubby holes for personal etceteras.
- 6-volt coil ignition with fully automatic advance and retard control.
- Three-speed synchromesh gearbox with dipstick oil level indicator and large accessible oil filler, fitted with dustproof rubber cover.
- Semi-elliptic springs front and rear.
- Full five-lamp equipment with dip and switch headlamp mechanism.
- Concealed direction indicators with steering column control.
- Cushioned hub single-plate clutch giving exceptionally smooth take-up.
- Large diameter Spicer balanced tubular propeller shaft with needle type universal joints.
- Improved Lockheed hydraulic four-wheel brakes with special provision against ingress of water.
- Central hand brake with instantaneous adjustment from the driver's seat.
- Magna type wire wheels with six studs and reversible nuts ensuring safety.

THE TWO-SEATER

PRICE (*ex Works*) . . £118

Bumpers and Trafficators £2 10s. extra.



The Morris Eight 2-Seater is available in the following coachwork finishes:—All Black cellulose with red Karhyde upholstery, Blue cellulose with blue Karhyde upholstery, Green cellulose with green Karhyde upholstery, Red cellulose with red Karhyde upholstery.

The Front Seat of this model is capable of considerable adjustment to accommodate drivers and passengers of varying stature.



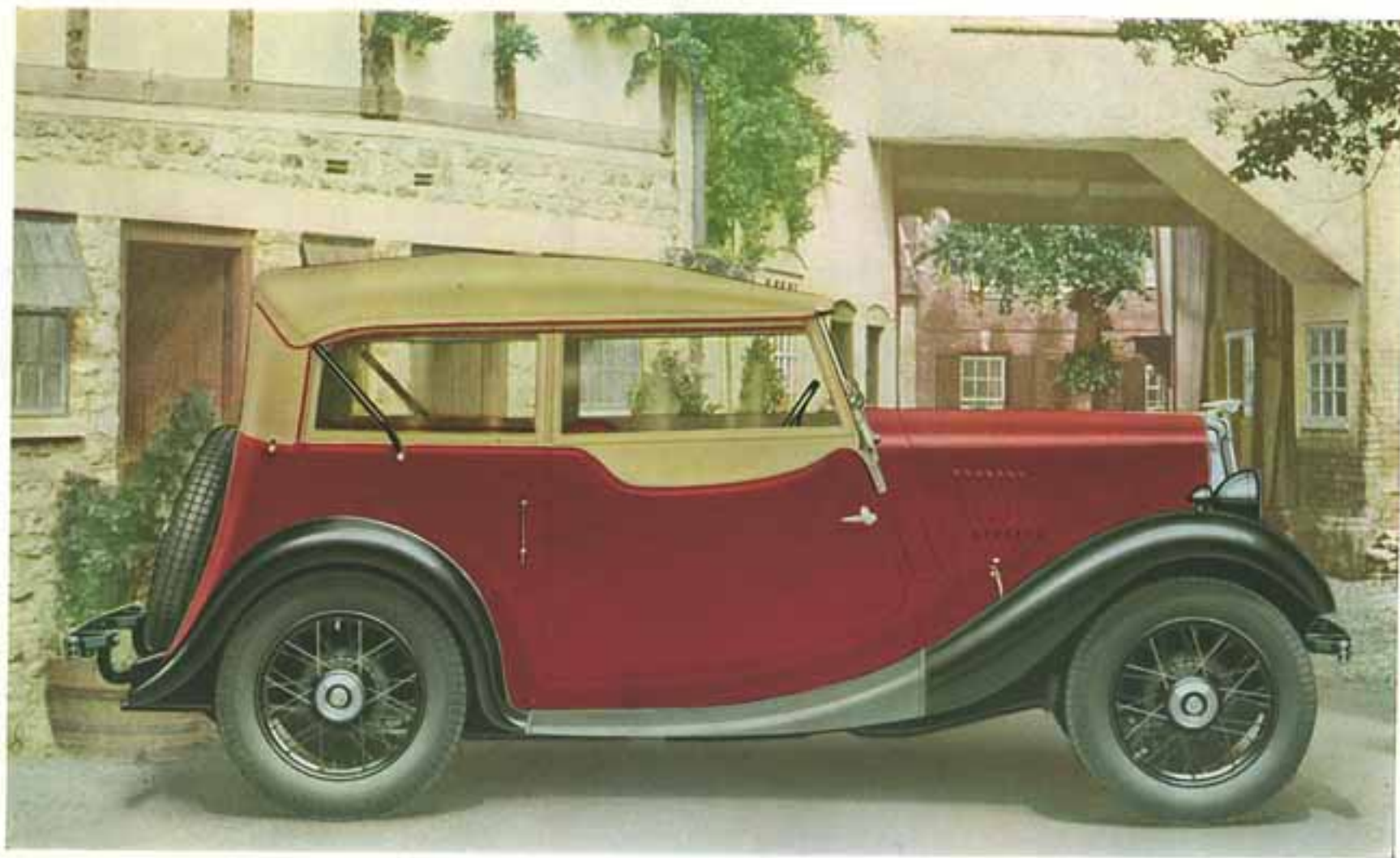
There is considerable accommodation for luggage behind the rear seat and a neat tonneau cover serves to protect both the luggage and the folding hood.



THE TOURER

PRICE (*ex Works*) . . . £120

Bumpers and Trafficators £2 10s. extra.



The Morris Eight Tourer is available in the following coachwork finishes:—All Black cellulose with red Karhyde upholstery, Blue cellulose with blue Karhyde upholstery, Green cellulose with green Karhyde upholstery, Red cellulose with red Karhyde upholstery.

The front seats of this model are of the adjustable bucket type, and the rear seat is of the pneumatic type providing the maximum possible comfort.



The Morris Eight cars are fitted with a particularly attractive and practical instrument panel having large cubby holes on each side capable of holding parcels of large size.



THE TWO-DOOR SALOON

(Fixed Head) . . PRICE *(ex Works)* £120
Bumpers and Trafficators on fixed head saloon £2 10s. extra.
(Sliding Head) PRICE *(ex Works)* £132 10s.



The Morris Eight 2-Door Saloon is available in the following coachwork finishes:—All Black cellulose with red upholstery, Blue/Black cellulose with blue upholstery, Green/Black cellulose with green upholstery, Red/Black cellulose with red upholstery.

The fixed head saloon has Karhyde upholstery. The sliding head saloon has leather upholstery.

In addition to providing ample room for four full-grown persons, the Morris Eight 2-Door Saloon gives exceptional ease of exit and entry. No awkward contortions are necessary when entering or leaving the car and the tipping front seats ensure exceptional ease of access to the rear seats.



The dynamo of the Morris Eight is of exceptional capacity and fully up to its work. It will always maintain the battery fully charged under the most trying conditions. The sturdy crankshaft is of sufficiently generous dimensions to ensure exceptional wearing qualities.



THE FOUR-DOOR SALOON

(Fixed Head) PRICE *(ex Works)* . . . £130

Bumpers and Trafficators on fixed head saloon £2 10s. extra.

(Sliding Head) PRICE *(ex Works)* £142 10s.



The Morris Eight 4-door Saloon is available in the following coachwork finishes:—All Black cellulose with red upholstery, Blue/Black cellulose with blue upholstery, Green/Black cellulose with green upholstery, Red/Black cellulose with red upholstery.

The fixed head saloon has Karhyde upholstery. The sliding head saloon has leather upholstery.

Both the 2-door and 4-door Saloons provide unusual seating accommodation for cars of such modest overall dimensions. Four people of more than normal height can be seated in easy comfort, ensuring absence of fatigue on even the longest journeys. Note also the ample head room, particularly in the rear seats.



The Morris Eight possesses full length semi-elliptic big car springs on all four wheels that are further controlled by Armstrong hydraulic shock absorbers.



The sturdy camshaft is provided with bearings of outstanding size and employs cams of special contour which ensure the maintenance of tune over long periods.



SPECIFICATION

GENERAL.

The Morris Eight does not differ in general design from a big car. It possesses a sound and exceptionally efficient four-cylinder water-cooled engine built in unit construction with a totally enclosed three-speed synchromesh gearbox, a full length downswept box-sectioned frame of special design with semi-elliptic springs front and rear of generous dimensions, hydraulic shock absorbers, hydraulic brakes, and a rear axle of the three-quarter floating type with spiral bevel final reduction gears and differential. The transmission from the gearbox to the rear axle is by a 2½ in. diameter Spicer propeller shaft and needle-bearing universal joints with centring steadies. The track is 3 ft. 9 in. (1.14 m.) and the wheelbase 7 ft. 6 in. (2.29 m.).

FRAME.

The chassis frame is of unique design and the body is rigidly attached to it, forming together a double box-sectioned structure of great strength.

ENGINE.

The four-cylinder engine has a bore of 57 mm. (2.25 in.), stroke 90 mm. (3.54 in.), and a cubic capacity of 918 c.c. (56.7 cu. in.). Tax £6.

It is mounted on improved equipoise suspension. The cylinders are cast in one with the upper half of the crankcase, which is extended well below the crankshaft centre to ensure maximum stiffness. The cylinders are provided with a detachable head, facilitating decarbonisation, and the combustion spaces are of the most advanced formation to provide the highest possible efficiency. Side valves operated by adjustable tappets from a three-bearing camshaft of unusually generous diameter are fitted, and the camshaft is driven by a silent duplex roller chain from the crankshaft. The large diameter three-bearing crankshaft has steel-backed white metal bearings of the largest possible dimensions. Every crankshaft is carefully balanced to very close limits, both statically and dynamically. Steel connecting rods of "I" section and aluminium pistons of the three-ring type are fitted. The lower piston ring is of the oil-return pattern, and piston and connecting rod assemblies are equalised in weight to within .2 oz. (best aero engine practice). 14 mm. spark plugs are fitted.

COOLING SYSTEM.

The cooling water circulates by thermo-syphon action through large ports which are carefully positioned to obviate steam pockets. The radiator is fan assisted.

CLUTCH.

A single-plate clutch of the dry type with cushion hub is built in unit construction with the engine and gearbox. It requires the very minimum of attention and is exceptionally smooth in action. Operation of the clutch is particularly light and suited to lady drivers.

SYNCHROMESH GEARBOX.

The gearbox provides three forward speeds and reverse with synchromesh mechanism for top and second gears. All gears are of nickel steel and accurately finished. Gear selection is by central lever. The gearbox is provided with an accessible oil filling orifice and dipstick oil level indicator. Lubrication attention can therefore be given without disturbing the floorboards.

LUBRICATION.

The engine is automatically lubricated by a spur gear pump mounted internally and positioned low down so that it is immune from priming troubles. The pump is driven by helical gearing direct from the camshaft, and all oil is effectively filtered before circulation by a large oil filter. Oil is delivered under pressure to the main, big-end and camshaft bearings, and a special oil feed is provided for the camshaft driving chain. Enots high-pressure chassis lubrication by accessible nipples is employed.

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| CARBURATION. | The working mixture is supplied by S.U. carburettor of the automatic piston type. The petrol supply is carried in a $5\frac{1}{2}$ gallon (25 litres) tank mounted at the rear of the chassis and the petrol is fed to the carburettor by an S.U. automatic electric pressure pump. The inlet and exhaust manifolds are an integral casting, with adequate hot spot. Wide control over the mixture strength is provided by a conveniently-operated control. The petrol tank is equipped with a dash-reading electric petrol gauge. |
| TRANSMISSION. | The drive from the gearbox to the rear axle is by a balanced Spicer tubular propeller shaft ($2\frac{1}{8}$ in. diameter) fitted with needle type universal joints at each end. The final drive gears are of the silent spiral bevel pattern, and are mounted with the differential in a sturdy pressed steel rear axle. |
| THE FOUR-WHEEL BRAKES. | The foot brake operates internal expanding shoes on all four wheels by the Lockheed hydraulic system. The brakes are extremely light in operation, smooth in action, and fully compensated. Their adjustment is simple and there are no bearings or cross shafts needing lubrication attention. A centrally disposed horizontal hand brake lever operates the steel shoes in the rear drums by a short cross shaft and cable. The hand brake is provided with instantaneous adjustment from the driver's seat. |
| STEERING. | The steering gear is of the Bishop cam type, which provides exceptional lightness of steering control with extreme accuracy, and reduces the transmission of road shocks to the steering wheel to a minimum. |
| ELECTRICAL EQUIPMENT. | Ignition is supplied by a Lucas 6-volt battery and coil, the distributor being provided with automatic control for advance and retard. Current for the battery and lighting system is produced by a Lucas dynamo of exceptionally large dimensions ($4\frac{1}{2}$ in. diameter) which cuts in at low road speeds. The starter motor is of the sliding pinion type and mounted direct to the flywheel housing. Full five-lamp equipment is provided, including headlamps with dimming mechanism, sidelamps and tail-light. The electrical equipment incorporates in addition ammeter, electric screen wiper, electric horn, instrument panel illumination, ignition warning light, and concealed traffic indicators are available. |
| WHEELS. | Five detachable Magna type wire wheels fitted with 4.50—17 Dunlop cord tyres are provided. The wheels have six-stud fixing. |
| SUSPENSION. | Long semi-elliptic springs are fitted front and rear and are fully controlled by shock absorbers of the Armstrong hydraulic type with improved automatic cold weather regulation. The front shock absorbers are mounted "outboard." |
| TOOL KIT. | A kit of tools is provided with every car and housed in an accessible toolbox on the dash under the bonnet. |

GENERAL EQUIPMENT. Lockheed hydraulic brakes; pile carpets; gearbox draught excluder; speedometer; oil gauge; S.U. electric pressure petrol pump; dash-reading electric petrol gauge; electric windscreen wiper; licence holder; pressure chassis lubricating pump; electric horn; electric lighting and starting; headlamps with dimming mechanism; sidelamps; hydraulic shock absorbers; door pockets; five detachable Magna type wire wheels; five Dunlop cord tyres; spare wheel carrier; tyre pump; kit of tools; spare tin of oil.

Additional Equipment. 4-door Saloon (F.H.). Single-panel adjustable windscreen with toughened Triplex glass, winding door-windows, interior driving mirror, concealed rear blind with remote control, private locks to doors, bucket type front seats, sliding driver's seat, adjustable tip-up passenger's seat.

Additional Equipment. 4-door Saloon (S.H.). Pychley sliding head, single-panel adjustable windscreen and winding door-windows with Triplex toughened glass, interior driving mirror, Trafficator direction indicators, Trafficator mirrors, concealed rear blind with remote control, private locks to doors, bucket type front seats, sliding driver's seat, adjustable tip-up passenger's seat, bumpers and luggage grid.

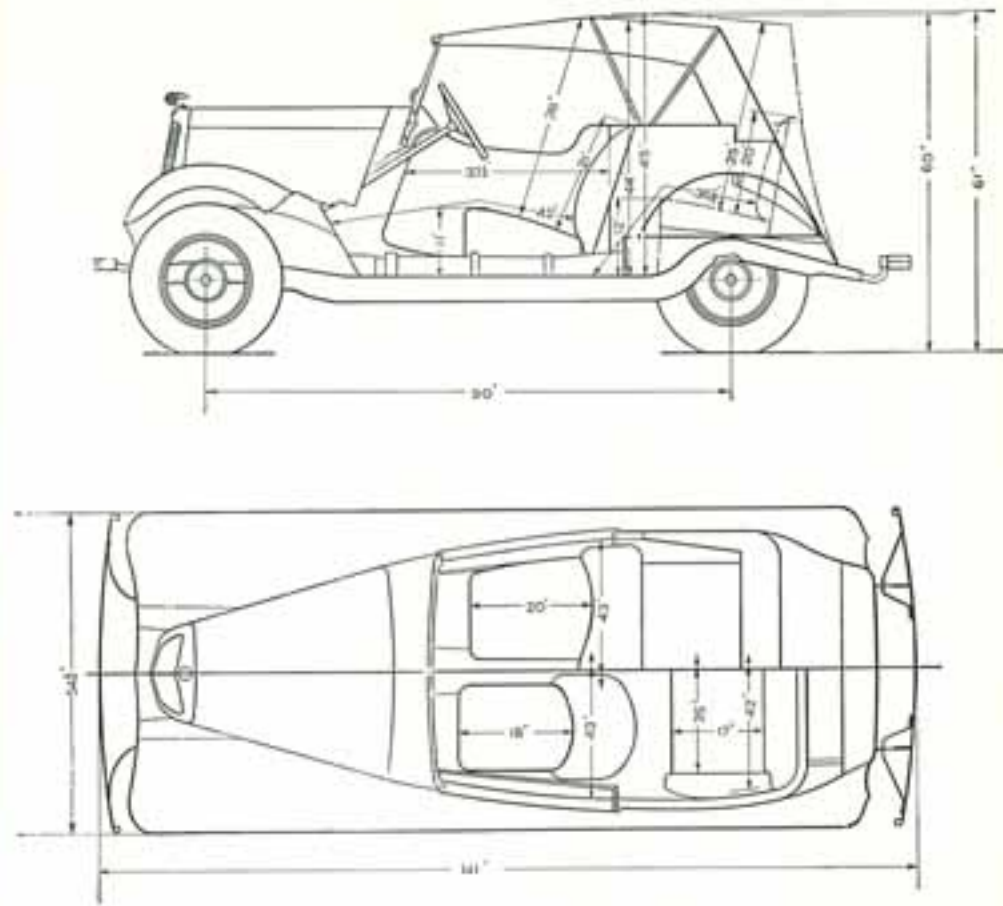
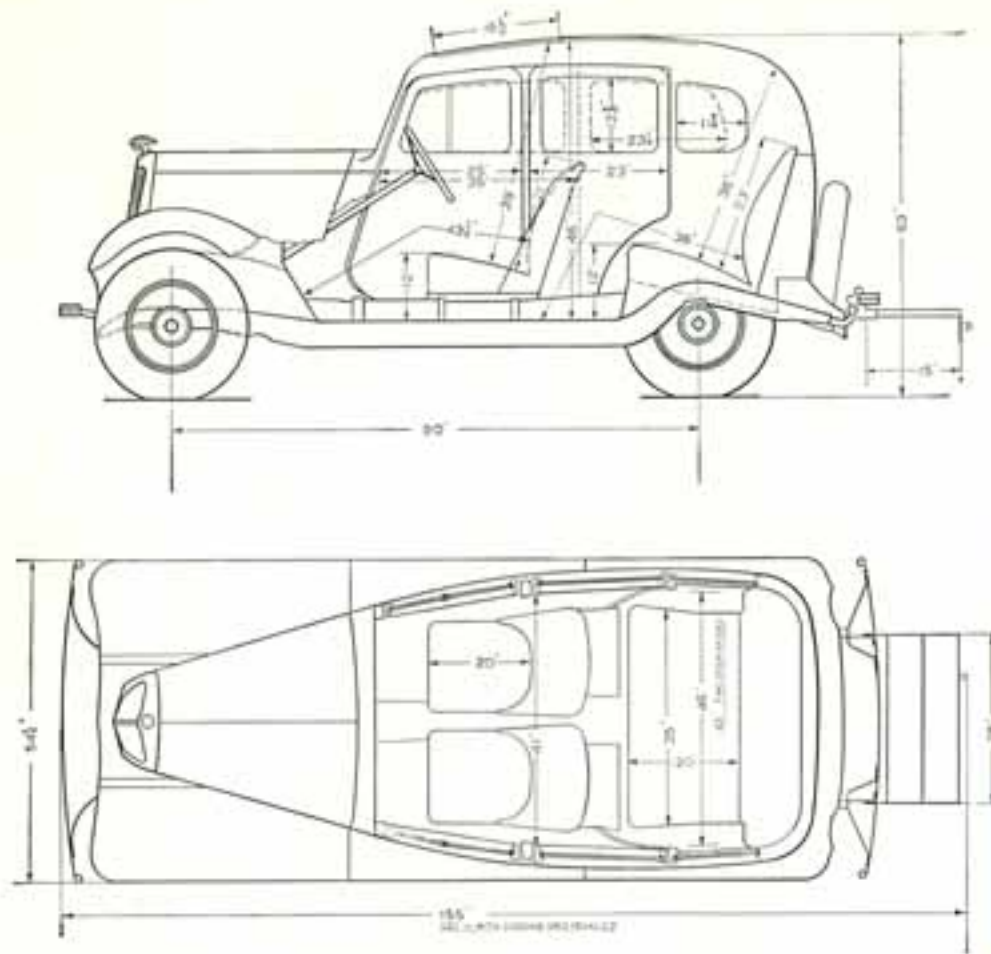
Additional Equipment. 2-door Saloon (S.H.). Pychley sliding head, single-panel adjustable windscreen and winding door- and quarter-windows with toughened Triplex glass, interior driving mirror, direction indicators, Trafficator mirrors, concealed rear blind with remote control, bucket type front seats, sliding driver's seat, passenger's seat tip-up adjustable, private locks to doors, bumpers and luggage grid.

Additional Equipment. 2-door Saloon (F.H.). Single-panel adjustable windscreen with toughened Triplex glass, winding door- and quarter-windows, interior driving mirror, concealed rear blind with remote control, bucket type front seats, sliding driver's seat, passenger's seat tip-up adjustable, private locks to doors.

Additional Equipment. Tourer. Folding toughened Triplex glass windscreen, hood, hood bag, detachable sidescreens, exterior driving mirror, adjustable hinged bucket seats, pneumatic rear seat.

Additional Equipment. 2-seater. Folding toughened Triplex glass windscreen, hood, hood bag, detachable sidescreens, exterior driving mirror, adjustable seats, tonneau cover.

SEATING DIMENSIONS



The legroom is therefore capable of considerable adjustment on either side of the dimensions indicated.

GENERAL DATA

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|-----------------------------------|-----|-----|-----------------------|---------------|
| Bore ... | ... | ... | 57 mm. | 2.24 in. |
| Stroke ... | ... | ... | 90 mm. | 3.54 in. |
| Cubic capacity ... | ... | ... | 918 c.c. | 56.02 cu. in. |
| Wheelbase ... | ... | ... | 2.286 metres | 90 in. |
| Track ... | ... | ... | 1.143 metres | 45 in. |
| Tyre size ... | ... | ... | 4.5-17 | |
| Wheel size ... | ... | ... | 17 × 2.5 | |
| Gear ratios—1st ... | ... | ... | 17.13 to 1 | |
| 2nd ... | ... | ... | 9.729 to 1 | |
| 3rd ... | ... | ... | 5.375 to 1 | |
| Reverse ... | ... | ... | 22.84 to 1 | |
| Sparking plugs ... | ... | ... | 14 mm. Champion L.10. | |
| Petrol tank capacity ... | ... | ... | 5½ gallons | |
| Engine oil capacity ... | ... | ... | 5 pints | |
| Gearbox oil capacity ... | ... | ... | ½ pint | |
| Rear axle oil capacity ... | ... | ... | 1½ pints | |
| Total water capacity ... | ... | ... | 15½ pints | |
| Weight of 2-seater ... | ... | ... | 13 cwt. | |
| Weight of Tourer ... | ... | ... | 13½ cwt. | |
| Weight of 2-door Saloon (F.H.)... | ... | ... | 14½ cwt. | |
| Weight of 2-door Saloon (S.H.)... | ... | ... | 14¾ cwt. | |
| Weight of 4-door Saloon (F.H.)... | ... | ... | 14¾ cwt. | |
| Weight of 4-door Saloon (S.H.)... | ... | ... | 15 cwt. | |

CHASSIS



For the convenience of those who wish to have their cars fitted with special coachwork to suit their individual requirements, Morris Eight chassis are obtainable separately. These chassis are exceptionally well equipped and include such items as wings, running-boards, headlamps, instruments, spare wheel and complete tool kit; in short they are all ready for the coachwork.

Morris Eight Chassis

The chassis equipment includes: Dash, splasher, pedal rubbers, headlamps, sidelamps, dimming switch, tail-lamp, battery, front and rear wings (enamelled), front and rear number-plates, speedometer, oil gauge, electric petrol gauge, ammeter, electric horn, kit of tools, spare wheel and tyre, hydraulic shock absorbers front and rear, bumpers front and rear, bonnet fitted to chassis complete with fasteners, running-boards covered.

Price (ex Works) £95

Purchasers of Morris chassis are requested carefully to note paragraph 3 (f) of Guarantee. No variation in the above chassis specification can be made

Guarantee

1. For a period of SIX MONTHS from the date on which a new Morris Car or Chassis is delivered to the first owner-user thereof Morris Motors Limited will exchange or repair any part or parts thereof which needs or need replacement or repair by reason of defective workmanship or defective material.

The Company will not be responsible for any expense which the purchaser may incur in removing or having removed or in replacing or having replaced any part or parts to be sent for inspection or in fitting or having fitted any new parts supplied in lieu thereof.

2. No claim for exchange or repair can be considered hereunder unless the person claiming
 - (a) Immediately upon discovery of the alleged defect returns the part or parts complained of to the Company's Works carriage paid.
 - (b) Sends therewith particulars of the chassis number and engine number of the Car or Chassis in question, as shown on the manufacturer's identification plate.
 - (c) Sends also full particulars of the claim and of the reasons therefor, stating in such particulars the date of the purchase and the name and address of the person or firm from whom the Car or Chassis was bought.
 - (d) Refers to this Guarantee.
3. This Guarantee shall not apply to
 - (a) Any accessories or proprietary fittings whatsoever.
 - (b) Any Car or Chassis used
 - (i) As a Hackney Carriage.
 - (ii) For hiring out.
 - (iii) For any purpose other than the private or genuine commercial use of the owner-user.
 - (c) Any defective part or parts which in the opinion of Morris Motors Limited has or have been injured by wear and tear or by any form whatsoever of improper use of or from any alteration whatsoever to the Car or Chassis.
 - (d) Any second-hand Car or part or parts thereof.
 - (e) Anything whatsoever not both manufactured by and sold by the Company.
 - (f) Any part or parts of a Chassis to which a body which in the opinion of the Company is unsuitable has been fitted.
 - (g) Any vehicle in or to which any part not manufactured or sold by Morris Motors Limited has been affixed.
4. The liability of Morris Motors Limited is limited to exchange or repair under Clause 1 hereof. Every form of liability for every form of consequential loss or damage is hereby expressly excluded.
5. This Guarantee is given in lieu of and excludes every condition or warranty, whether statutory or otherwise, whatsoever not herein expressly set out.

Terms of Business

CONDITIONS OF PURCHASE. Purchasers of Morris Cars are hereby informed that such cars are sold subject only to the terms of the guarantee and to the general conditions of sale herein contained, and on the distinct understanding that the vehicle purchased shall not be exhibited, either directly or indirectly, at any exhibition or show held in the United Kingdom other than an exhibition or show held or approved by the Society of Motor Manufacturers and Traders for the exhibition of motor goods by its Bond Signers. Any breach of this provision shall render the purchaser liable to indemnify the Company in respect of their liability to the Society aforesaid to pay such damages not exceeding £250, as the Committee of the Society aforesaid or its Council on appeal may award.

PAYMENT. Net cash on delivery.

The specifications and prices of the Cars in this catalogue are liable to alteration at any time.

DELIVERY. The prices quoted in the Company's catalogue are for delivery at the Company's Works at Cowley, in the County of Oxford in England, and are strictly net on the above-mentioned terms.

A delivery charge to be arrived at and calculated on the basis of fourpence per mile in the case of the Morris Eight model, and sixpence per mile in the case of all other models, for freightage from the Company's Works to the Depot of the Distributor or Dealer is authorised. Any time of delivery named in the Company's contracts or correspondence is absolutely contingent upon war, strikes, riots, lock-outs, trade disputes, accidents, fire, delay or failure of sub-contractors to complete their contracts, or any other unforeseen circumstances, and should delivery be delayed in consequence of any of the foregoing contingencies the Company shall not be responsible for any damages caused by such delay.

SPARE PARTS. The Company endeavours to keep in stock for immediate delivery a full series of all parts for its vehicles that are liable to wear or to damage by accident. When ordering spare parts the identification number of the parts should be quoted if possible (see separate Spare Parts List), but in every case the chassis and engine numbers of the Car, for which such parts are required, must be given. Full instructions concerning this matter will be found in the Spare Parts List issued by the Company.

The Company reserves the right at any time to alter as may be considered advantageous or necessary any part that may be returned.

GENERAL. Any person, firm or company which the Company styles its authorised Distributors or Dealers are not authorised to advertise, incur any debts, or to transact any business whatsoever on behalf of the Company. Nor are they authorised to give any warranty or to make any representation on behalf of the Company other than those contained in the Company's guarantee. The Company reserves the right to hand over orders placed direct with the Company to authorised Distributors or Dealers in the appropriate territories. The Company does not undertake the fitting of additional accessories of any kind, nor will it deviate from its standard specifications of Cars owing to such action interfering with the general work of its Factory. Should the Company cease to manufacture a Car of the type or model ordered (whether the estimated date of delivery has arrived or not) the Company shall be at liberty to return the deposit paid on the order of the purchaser and declare its contract to be at an end without any further liability.

All previous catalogues and terms of any previous guarantee are hereby cancelled.

August, 1937.