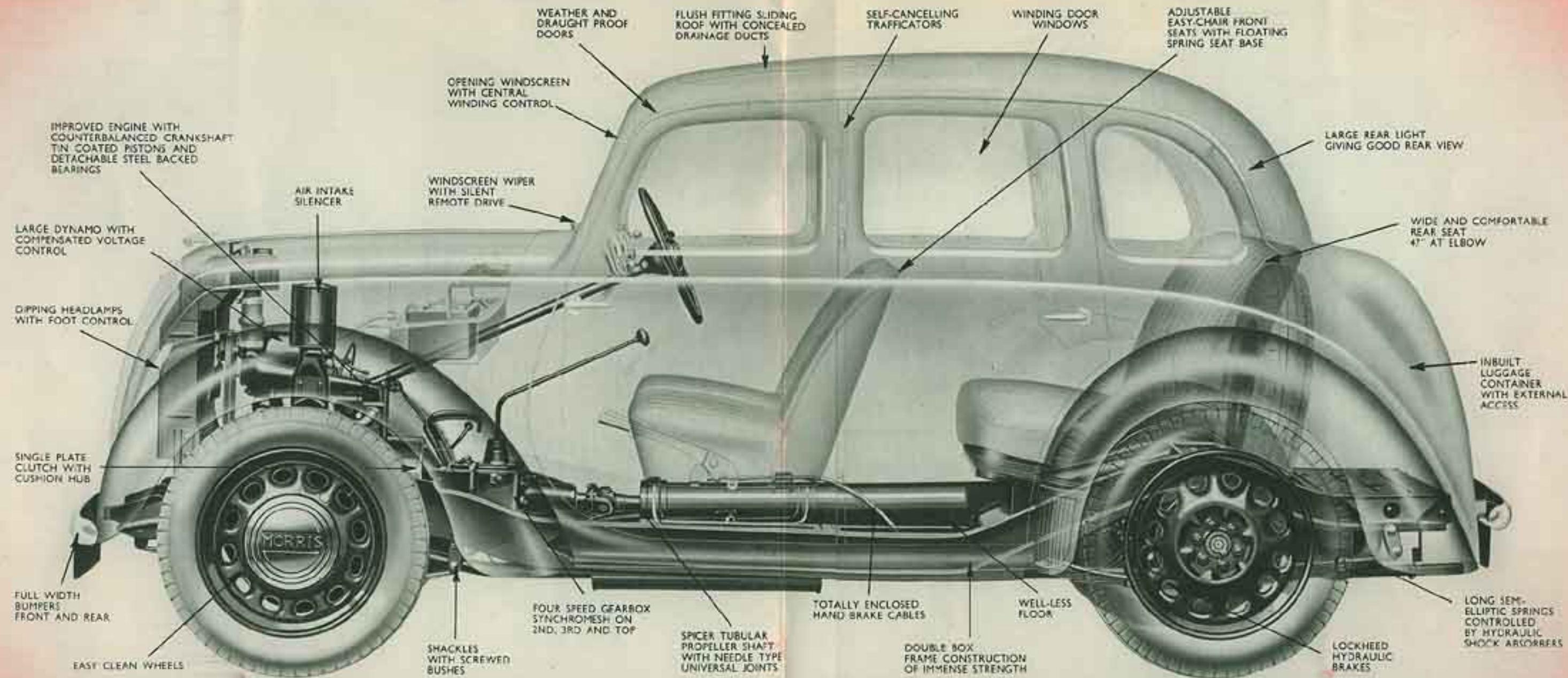


The New





A progressive **MORRIS** *production!*

Here is your **NEW** Car

- * As big as an ordinary Ten.
- * Even better performance with extreme economy.
- * Greater roominess and comfort.
- * Well-less floor.
- * Spacious inbuilt luggage accommodation.
- * 4-speed Synchromesh Easychange Gearbox.
- * Easy-Chair front seats with Floating Spring Base.
- * Improved Engine.
- * Counter-balanced Crankshaft.
- * Tin-coated Pistons.
- * New Cylinder Head giving better water circulation.
- * Improved Carburation and Manifolding.
- * Opening Windscreen with Central Winding Control.



- * Self-cancelling Trafficators.
- * Dipping Headlamps with Foot Control.
- * Easy-clean Wheels.
- * Flush Sliding Roof. Concealed drainage.
- * Double Box Section Frame.
- * Compensated Voltage Control.
- * Lockheed Hydraulic Brakes.
- * Finger-Light Bishop Cam Steering.
- * Improved Jacking system.
- * Improved easy-view Instrument Panel.
- * Large full width Parcel Tray.
- * Full width Bumpers front and rear.
- * Replaceable steel-backed white metal main and big end bearings.

LIGHT CAR MOTORING WITH COMFORT & ECONOMY



THE MORRIS EIGHT (SERIES "E") FOUR-DOOR SALOON

This car is of special appeal to the family man who has occasion to accommodate three or four people frequently. Access to all four seats is particularly easy, thanks to the wide doors provided, and the rear passengers can enter or leave without disturbing the occupants of the front seats.

The Morris Eight Four-door Saloon is obtainable either as a Fixed Head Saloon with Karhyde upholstery or as a Sliding Head Saloon with leather upholstery.

Four-door Saloon (Sliding Head), £149 (Ex Works)

Four-door Saloon (Fixed Head), £139 (Ex Works).

Either model is obtainable in any of the following colours: Black with brown upholstery, blue with blue upholstery, green with green upholstery, maroon with red upholstery.

THE MORRIS EIGHT (SERIES "E") TOURER

To meet the requirements of those who prefer a car of the open type Morris Motors offer this attractive four-seater open model.

Possessing all the spaciousness of the saloon model it provides exceptional small car comfort for four passengers and is fitted with excellent all-weather equipment, the side screens of which can be housed neatly in a special pocket behind the rear seat squab which is detachable to give access to the generous luggage space in the boot. A neat hood cover is provided to protect the hood when folded and the spare wheel is mounted at the rear. The upholstery is in Karhyde.

The Morris Eight Tourer, £135 (Ex Works).

Metal Spare Wheel cover on Black Model 20s. extra.

Metal Spare Wheel cover on other Models 27/6 extra.

The new Morris Eight (Series "E") is a worthy successor to the amazingly successful Series II Model and incorporates in its design many progressive and desirable features of outstanding importance to the owner.

The new Morris Eight is in every way a bigger and better car, easily holding its own with the majority of Tens in spaciousness, comfort, performance and luggage accommodation, while definitely outstripping them on the score of economy.

It can truly be said that the new Morris Eight provides for the first time real big car motoring at small car cost.

The engine has been greatly improved by the incorporation of a counter-balanced crankshaft, modified cylinder head, tin-coated pistons, improved lubrication, and redesigned manifolding, while the chassis and body-work are replete with good features, amongst which may be mentioned the easy-chair type adjustable front seats, four-speed synchromesh gearbox, flush fitting sliding head with concealed drainage, self-cancelling trafficators, compensated voltage control, inbuilt luggage accommodation, opening windscreen with central control, and the special provisions for rendering the bodywork weatherproof and silent.

Never before has the motoring public been offered such stupendous car value.



THE MORRIS EIGHT (SERIES "E") TWO-DOOR SALOON

For those who only carry four passengers on rare occasions this two-door model will be of interest. The exceptionally wide doors ensure unusual ease of access to the front seats, while access to the rear seats is rendered particularly easy for a car of this type by adjustable front seats which tip up to a good angle.

The Morris Eight Two-door Saloon is obtainable either as a Fixed Head Saloon with Karhyde upholstery or as a Sliding Head Saloon with leather upholstery.

Two-door Saloon (Sliding Head), £139 (Ex Works)

Two-door Saloon (Fixed Head), £128 (Ex Works).

Either model is obtainable in any of the following colours: Black with brown upholstery, blue with blue upholstery, green with green upholstery, maroon with red upholstery.

THE MORRIS EIGHT (SERIES "E") TWO-SEATER

The Morris Eight Two-seater is similar in design to the Tourer, but the space taken up by the rear seats is available as additional luggage space resulting in unusually good luggage capacity, capable of coping with the most extended tours.

The front seats are adjustable and tipping to give access to the rear when necessary and full all-weather equipment is provided, including tonneau cover. A removable partition separates the tonneau from the luggage boot behind which the side curtains can be housed when not in use, and a hood cover is also provided. The upholstery is in Karhyde.

The Morris Eight Two-seater, £132 10s. (Ex Works).

Metal Spare Wheel cover on Black Model 20s. extra.

Metal Spare Wheel cover on other Models 27/6 extra.



The seats on all models are of the metal framed easy-chair type with floating spring base and comfortable upholstery.



The new four-speed gearbox has silent helical gears and synchromesh engagement on second, third and top gears. In addition the driven shaft is supported on three bearings.



On the Saloon models the large built-in luggage container has external access by hinged lid with door-type lock. The capacity of the container is nearly 5½ cubic feet.



The sliding head is of the flush fitting type and provided with concealed drainage ducts which discharge all rain water below the car.



The rear seat is exceptionally wide for a car of this horse-power providing an elbow width of no less than 47 inches.



On the Saloon models the instruments are attractively grouped high on the fascia board to facilitate easy reference. The opening windscreen is controllable to a wide angle by the central winding regulator.



Special care has been taken to render the new Morris Eight weatherproof. Note the way the roof guttering is carried right down below the door to discharge water on to the road.



The driving position is exceptionally comfortable and wheel centre control is provided for the self-cancelling trafficators and electric horn. The instrument panel on the open model is neat and practical.



The power unit has been considerably improved by the provision of a balanced crankshaft, tin-coated aluminium pistons, improved manifold and improved lubrication. All maintenance adjustments are easily accessible.



Objectionable draughts are guarded against by rubber draught welts round the doors of the Saloon models. Similar care has been taken at other points of the body.



On the open models the adjustable windscreen can be folded right down on to the scuttle when required thus providing clear vision in fog or frosty weather.

General Construction.—The new Morris Eight (Series E) consists of a powerful side valve engine built in unit construction with a four-speed synchromesh gearbox, mounted on a chassis of advanced design, with double-box section side members of exceptional strength.

The wheelbase is 7 ft. 5 ins. and the track 3 ft. 3½ ins. at the front and 3 ft. 10½ ins. at the rear.

Engine.—The four-cylinder side valve engine possesses a bore of 57 mm. and a stroke of 70 mm. (3.34 ins.) giving a cubic capacity of 9.8 cc. Treasury rating 8.05 h.p. Tax £6.

The cylinders are cast in one with the skirt of the crankcase, which is liberally reinforced with internal webs to provide a structure of great strength and rigidity. The crankshaft is of the counterbalanced type with three large bearings ensuring freedom from vibration. Every crankshaft is carefully balanced to very close limits, and the main bearings have steel backed white metal liners.

The connecting rods are of steel with full-ring steel backed replaceable white metal bearings. They are carefully balanced individually and the complete assemblies of connecting rods and pistons are carefully equalised in weight.

The pistons are of low expansion aluminium alloy, and they are fitted with three rings—two compression and one oil control. The pistons are lubricated to ensure freedom from "pick up" and have split skirts.

The valves are operated from a three-bearing camshaft. The camshaft is driven by a silent duplex roller chain which provides a trouble-free drive possessing very long life.

Valve adjustment is by adjustable screws on the valve tappets.

There is a large breather pipe discharging well below the body which ensures perfect crankcase ventilation and avoids condensation.

The engine is mounted on the chassis by floating rubber connections which effectively damp out the least trace of engine vibration, and the one piece exhaust system is also rubber insulated.

Synchromesh Gearbox.—The four-speed gearbox is provided with synchromesh engagement for second, third and fourth gears which are of the silent helical type. The gearbox is fitted with an accessible filling orifice and a dipstick oil level indicator. The gear ratios are: 1st, 20.88; 2nd, 13.158; 3rd, 8.140; 4th, 5.286; reverse, 20.88.

Lubrication System.—A large spur gear pump located in the sump and driven by helical gears from the camshaft supplies oil under pressure to all main bearings, big-end bearings and camshaft bearings. The delivery from the oil pump is sufficiently large to ensure adequate lubrication, even under unfavourable conditions.

The oil intake in the sump is protected by a metal shield and gauze filter with extended oil intake pipe.

The pump is fitted with a non-adjustable relief valve.

The chassis is lubricated by high-pressure oil gun and accessible located nipples.

Cooling System.—The cooling water is circulated by thermo-syphon action. The water passages are carefully proportioned to ensure even cooling. A cooling fan is fitted.

Carburettor.—An S.U. automatic piston type carburettor with adequate control over mixture strength for easy starting, supplies the working mixture. The mixture control is inter-connected with the throttle control so that the correct throttle opening for slow running when cold is obtained automatically.

The carburettor is provided with an efficient air silencer. Particular attention has been given to the carburettor system with a view to giving maximum economy without the sacrifice of performance. The improved induction manifold provides better distribution and the fuel feed is by S.U. Automatic electric pressure petrol pump.

Petrol Tank.—The petrol tank is mounted at the rear of the chassis and has a capacity of 5½ gallons. Its contents are clearly indicated by an electrically operated gauge.

Transmission.—A single-plate dry clutch with cushion hub and single-point adjustment provides smooth engagement with light action and the minimum attention. A Spicer tubular propeller shaft with needle type universal joints at each end serves to transmit the drive to the rear axle.

Rear Axle.—The rear axle is of the three-quarter floating type with silent spiral bevel final reduction gears.

Four-Wheel Brakes.—Fully compensated Lockheed Hydraulic foot brakes ensure the maximum possible braking efficiency. Their certainty of action is maintained under all conditions, as there are no bearings to wear or need lubrication, or cables to stretch. The brake shoes are of steel, and lined with high efficiency linings.

The hand brake is provided with adjustment from the driver's seat and operates on the rear wheels by cables totally enclosed in grease packed conduits.

Steering.—The steering gear is of the cam type and careful design of all the steering components has resulted in exceptionally light steering which is particularly suited to lady drivers. In spite of the lightness of the steering, it is precise in action and free from any tendency to wander.

Suspension.—Semi-elliptic springs of great length are fitted fore and aft and are controlled by hydraulic piston type shock absorbers. The front spring eyes are fitted with silent-bloc bushes, and the shackles pivot at the rear ends of the springs are fitted with screwed bushes ensuring long life and the minimum of service attention.

Wheels.—Five detachable spoked-disc easy-clean wheels with Dunlop tyres (4.50-17) are fitted. The wheels are held in position by six studs with nuts of the reversible type and are fitted with snap-on hub covers.

The spare wheel is carried in a separate compartment at the rear and is completely protected from the weather.

Ventilation.—Special care has been taken to ensure adequate ventilation. The windscreen on the saloons has top hinges and is adjustable up to a wide opening by a single central control of the winding type.

On the saloons, all door windows are of the winding type.

Seating Accommodation.—The front seats are built on a steel framework with a floating spring foundation for the upholstery, ensuring the maximum riding comfort. The driving seat of the four-door saloon is mounted on flush type runners and has a simple and positive means for adjusting the position. The passenger's seat is also adjustable for position.

Exceptionally good leg room is provided for the rear passengers while the wide rear seat is upholstered on particularly generous lines and has an elbow width of 47 ins. In the case of the two-door Saloon and open models, both front seats are hinged in addition to being adjustable.

Jacking System.—The standard jack equipment consists of a special corner jack adapted to hook under the bumper bar brackets and is equipped with a screwed shaft which can be actuated by the wheel brace.

Luggage Accommodation.—The new Morris Eight (Series E) is fitted with a large inbuilt luggage compartment with external access by hinged lid. With the lid closed the space available for storage is nearly 5½ cubic feet.

In addition there is a large parcel tray beneath the fascia board which extends the full width of the car.

Electrical Equipment.—The electrical equipment is of the 6-volt type. The distributor has automatic advance and retard control and is driven from the camshaft by helical gears.

The large dynamo is belt driven and is fitted with compensated voltage control.

The Positive earth system of wiring is employed.

The starter motor is of ample capacity to ensure an instantaneous start under the most trying conditions, and its engagement is by sliding pinion.

Special three-lamp equipment with sunk dipping headlamps operated by a single acting foot controlled switch. The side lamp bulbs are incorporated in the head lamps.

The horn push and self-cancelling trafficator switches are mounted in the centre of the steering wheel.

An easily controlled windscreen wiper with silent drive and motor located on the engine side of the dash is fitted to the saloons. On the open models the electric wiper is mounted at the top of the windscreen.

The single large 6-volt battery is mounted under the bonnet on the dash bulkhead. It is easily accessible and is provided with non-spilling vents.

An automatically actuated stop light is part of the equipment.

The Body.—The floor is devoid of footwells and the interior is unusually spacious for a car of this horse-power.

Great care has been taken to prevent noise draughts and the ingress of water.

The doors are fitted with an efficient rubber draught sealing strip and the roof guttering is carried right down in front of the door opening to discharge rain water well below the door.

Door window garnish frames are prepared in attractive modern plastic material with fascia board to match.

The pile carpets are of the anti-fraying rubber inserted type, while the upholstery is carried out in simple but pleasing style, and is particularly comfortable.

The open models are provided with a neat hood and detachable side screens which are conveniently housed in a carrier in the boot when not in use.

The tourer body has spacious accommodation for luggage in the boot behind the rear seat, and in the two-seater body exceptional space is available for luggage which is provided with a tonneau cover.

The sliding head saloons are fitted with a flush fitting roof and concealed drainage ducts which discharge rain water below the car.

The specification and prices in this publication are liable to alteration at any time.

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OLIVER BODEN ... Vice Chairman

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