

Value Extraordinary for 1932

All Six-cylinder Models now have Four-speed Twin-top Gearboxes

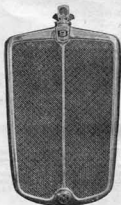
All Coachwork Vastly Improved

"Eddyfree" Front to all Closed Models

Two new Supremely Economical Roomy Closed Cars coming between the Minor and Cowley Models



With a handsome new radiator, Magna wire wheels, an open roofed model available on every chassis, and hydraulic brakes on all except the Minors, a petrol tank fitted at the rear, and still roomier coachwork of exquisite line, the broad range of Morris models for the coming season offer positively unparalleled value in high-grade cars



TO say that the excellent cars of the current year have been improved out of all recognition for 1932 is a bold statement to make. But such are the advances which have been accomplished during the past twelve months that it is difficult to believe that a range of cars selling at a strictly moderate price could be embellished to the standard represented by the 1932 Morris models.

All Models Improved

Without exception every model has been improved, not merely in detail, but constructionally, and the appearance of the new models, together with their added refinements, must definitely place them at

the forefront of their respective price classes for sheer value, good looks and all-round performance.

Coachwork, without exception, is now more roomy, yet at the same time has still more distinctive lines, assisted by a lower chassis. A handsome new radiator which, with slight modifications, is standard on all models, and what is termed an "Eddyfree" front,

THE
FAMILY
EIGHT
SALOON



The Morris Family Eight, which combines a good turn of speed and abundant seating accommodation with the lowest possible running expenses.

which not only improves the appearance but materially lessens wind resistance—a vital factor at high speeds—has been adopted.

One important advance in design is the fitting of a rear petrol tank on all models. There can be no gainsaying that a rear petrol tank is to be preferred on the score of safety and accessibility, but as installation costs are obviously increased, hitherto it has always been restricted to higher-priced cars. The

THE
MAJOR
SALOON

Observe the Pychley sliding head and chromium finished automatic radiator shutters.



Value Extraordinary for 1932—contd.

Morris concern, however, has once more coped with what previously appeared an insuperable difficulty on the question of expense, and henceforth even the little Minors—the lowest-priced cars in the range—will be so equipped.

Another valuable feature common to all models, irrespective of price, is the adoption of chromium finish for all bright fittings, interior as well as exterior, while Lockheed hydraulic brakes are now standard on the Family Eight, Cowley and Major, as well as the Oxford and Isis.

All closed models will now be available with a Pytchley sliding roof, a well-tried fitting which is instantly operated, and constructed on a principle which ensures that its joint is definitely climate-proof, an important consideration in countries where it may be subject to extreme variations of temperature.

Tools to Hand

Two other important improvements are a tool kit accommodated on the dash on Cowleys and Majors, and remote control for the door handles on all enclosed models.

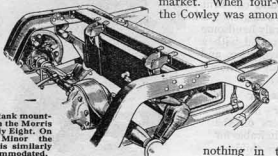
And now for the individual models: let us begin with the Minor.



THE MORRIS-
OXFORD SIX
SALOON

The Morris-Oxford Six Saloon has even better coachwork for the coming season, and a twin-top four-speed gearbox enters into its specification.

In addition to the rear petrol tank, chromium finish on all bright parts and other embellishments already mentioned under general improvements, the saloon models of the Minor have very much improved coachwork. The body is far more roomy, and wider doors with winding windows—which, of course, are fitted with Triplex glass—are fitted. The Karhyde upholstery has been embellished with a line of piping, while the driver's seat is immediately adjustable, and the other front seat also can be altered to suit passengers of varying height. All Morris Minors have the efficient side-valve engine of 547 c.c., and continue unquestionably the most economical real



Rear tank mounting on the Morris Family Eight. On the Minor the tank is similarly accommodated.

car, both as regards running expenses and first cost, in the world.

Coming between the Minors and the Cowleys is an entirely new model termed the Morris Family Eight. Propelled by an 8 h.p. overhead-valve engine, having an exceptionally good turn of speed, and equipped with Lockheed hydraulic brakes, the Morris Family Eight, while costing only a fraction more to run than the Morris Minor, has a good-sized four-seater body as a



The Morris Minor Saloon with Pytchley sliding head. The body is now roomier and the lines still more attractive.

Coachbuilt Saloon model, and it is also available as a Sports Coupé with two wide doors, giving ready access to the rear seats. Both models are equipped with a Pytchley sliding head.

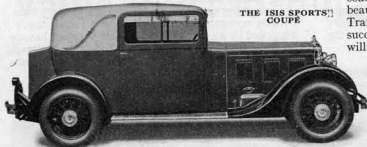
The new model breaks new ground in combining rapid and comfortable motoring—with plenty of leg room—for four grown-ups, with supreme economy of upkeep and an £8 tax. It can attain the creditable speed of 55 m.p.h., and can put up an average which will bear favourable comparison with much larger cars.

Cowley Models

Ever since its introduction the Morris-Cowley has led the field in the moderate-priced "full size" car market. When four-wheel brakes were introduced, the Cowley was among the first British cars to be so equipped; immediately chromium finish had shown itself to be satisfactory, it became part of the standard Cowley equipment, although previously it had only been found on the most expensive cars.

In its 1932 guise the Morris-Cowley, while sacrificing nothing in the matter of long life for wearing parts, economical running expenses,

Value Extraordinary for 1932—contd.



THE ISIS SPORTS] COUPÉ

The handsome Isis Sports Coupé. Note the capacious rear locker, longer bonnet line and "Eddyfree" front to the super-structure.

a reliability which has become proverbial, and an outstanding all-round performance, has a frame entirely re-designed, to give a lower body line, longer springs, and now incorporates Lockheed hydraulic brakes operating on large reinforced drums.

The four-cylinder engine and three-speed gearbox with its easy change remain unaltered except for duralumin connecting rods, which give it an even higher average speed. It has, however, the benefit of a combined air cleaner, pre-heater and fume consumer in the cylinder head, which definitely prevents the possibility of vitiation of the atmosphere in a closed car.



THE COWLEY SALOON

The roomy saloon body on the new Cowleys, which incorporates the Pytchley sliding head.

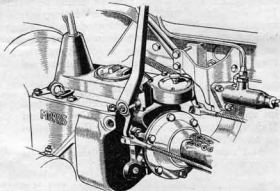
The attractive new radiator and excellent body lines, which incidentally confer still greater seating capacity, render the Saloon a truly handsome car. A choice is offered of a model with a fixed head at a very attractive price, and the Pytchley head saloon already mentioned is available at a slightly greater cost.

The Handsome Two-seater

There is also the Two-seater—now one of the best-looking two-seaters on the market—a two-door Coupé, admirable for a man, his wife and two or three children, and a Sports Coupé, which, despite its

moderate price, is lavishly appointed and presents coachwork which can vie with the best in its beauty. Almost needless to add, the Commercial Traveller's five-door Saloon, which proved so successful with gentlemen of the road last year, will hold its place in the range.

One of the most important features of the new Cowleys will be the choice of an 11.9 h.p. or 14/32 h.p. engine at the same price. Where economy is of some importance, and where the car spends most of its time with only two people as freight, many will prefer the smaller engine with its lower tax, but to



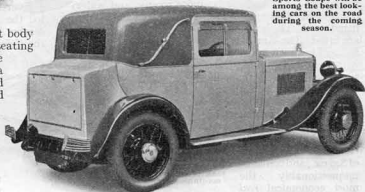
The new four-speed gearbox on Major models.

others the additional horse-power is available without extra cost, and will add still greater utility to a car which, outnumbering every other model—Morris and otherwise—upon the road, has already proved itself worthy of its popularity.

The New Majors

We have recently had a number of letters of praise for the Morris Majors in our columns in reference to the 1931 model, but in its 1932 form this car easily surpasses anything which has previously been attempted in moderate-priced six-cylinder cars on the British or any other market. To begin with, the

Listed either with a grey and dove, beige and brown, blue and black, or black colour scheme, this new Morris-Cowley Sports Coupé will be among the best looking cars on the road during the coming season.

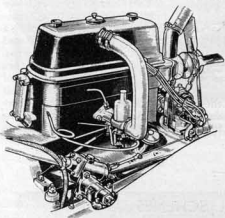


Value Extraordinary for 1932—contd.

new models will have a four-speed twin-top gearbox, rendering the car still more valuable in hilly country. On the lower of the two top gears the car has a good turn of speed, and will be capable of negotiating any but the worst main road hill without a further change, and on its highest ratio it has a reserve speed which renders it one of the fastest cars of its engine size upon the road.

Tax £1 Less

It is interesting to note that the engine has been reduced in size, in order to bring it within the £14 tax limit—a small consideration, yet one which many will appreciate. It retains its air-cleaner-fume-consumer head, of course, and now has the benefit of hydraulic brakes. The automatically operated radiator



The Morris-Cowleys now have the benefit of the combined air-cleaner, pre-heater and fume consumer which has proved so successful on Major, Oxford and Isis models during the current season.

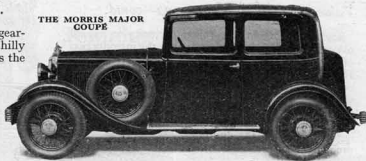
shutters, it should be noted, are now chromium finished.

The track has been increased to 52 in., and a full new fitted, there being ample room for three passengers at the rear, and an



With its new radiator and longer bonnet line, the Morris Minor Two-seater, the famous £100 car, is an even more attractive proposition than hitherto.

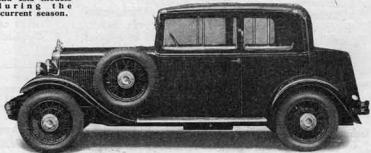
THE MORRIS MAJOR
COUPÉ



With a side-valve engine falling within the 14 h.p. tax limit, the Morris Major Coupé with Magna wire wheels and Lockheed hydraulic brakes will make an especial appeal to medical and other professional men.

arm-rest has been added. The new Majors are available as an open Tourer, Coupé, fixed head Saloon, sliding head Saloon and Sports Coupé, and in themselves cover a range of requirements which is particularly broad.

The twin-top gearbox has been added to the Morris-Oxford models; still better lines have been introduced into the body, which is also roomier and embraces head-rest cushions as a standard fitting. For the coming season the Morris-Oxford will be available as a two-door Coupé, a four-door five-seater



One of the best-looking Coupés on the market is this 15 h.p. Morris-Oxford Six. It incorporates ample luggage space in the carrier at the rear, and, as with all Morris six-cylinder models, now has a twin-top four-speed gearbox.

Saloon, and a Sports Coupé of superb line. All these Oxford models unreservedly will embrace the Pytchley sliding head.

Isis Models

The Morris Isis—the largest of the Morris cars—fully justifies its position at the top of such a range already described and has, of course, undergone further modification and improvement.

It has been given a longer wheelbase, and downswept frame which carries a coachbuilt, four-door Saloon body of truly handsome proportions, while its appointments and comfort at all road speeds bring it into the class of car in which price is a purely secondary thought.

Value Extraordinary for 1932—contd.

Perhaps we might take this opportunity to remind old readers, and tell new ones, that at the introduction of the Isis price considerations were definitely ignored. Having produced a car which should be fit for any occasion, embracing all that was best and most valuable in modern automobile practice, by a system of elaborate costing and up-to-the-minute production methods, it was possible to offer it at a price which should bring it within the reach of the man in comfortable but not necessarily affluent circumstances.

Saloon and Sports Coupé

The capacious four-door Saloon body is luxuriously upholstered in leather and has a folding arm-rest at the rear, while a wide choice of colours is offered. On the same chassis there is the Sports Coupé to appeal to the man who does not demand so much body space, and therefore leaves the designer still more scope for an attractive line. The highly efficient overhead-camshaft engine returns in performance every penny expended in petrol, and will cruise all day at a speed

which will prevent any but a highly tuned sports car keeping pace with it.

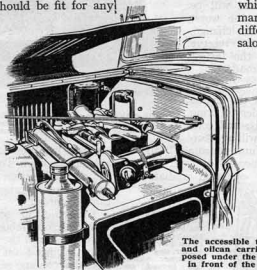
It will be noticed that in almost every range of cars we have mentioned a Sports Coupé. From the Eight to the Isis, every chassis has a sports coupé body which will meet the needs of the man who requires something a little different from the family type saloon, and is prepared to sacrifice a little seating space. These five models offer, we believe, a wider choice of sports coupés than has ever previously been offered by a single manufacturer. Here is a selection which must assuredly delight the enthusiasts for this type of coachwork.

Two Years' Guarantee

Another big point we must mention is that henceforth Morris cars will carry a two years' guarantee, instead

of the twelve months. This surely offers abundant evidence of the confidence of their

makers in these new models, which once more set a standard of car values not only for the British car market, but for the automobile world in its entirety.



The accessible tool kit and oilcan carrier disposed under the bonnet in front of the dash.

1932 MODELS AND COLOUR SCHEMES

MORRIS MINOR

	Body	Upholstery
Two-seater	Blue	Brown Karhyde
	Green	Green "
	Black	Green "
Tourer	Blue	Brown "
Saloon (Fixed Head)	Blue	Brown "
	Green	Green "
Saloon (Sliding Head)	Black	Green "
	Green	Green "
	Black	Green "

MORRIS EIGHT

	Body	Upholstery
Saloon (Sliding Head)	Blue	Brown Karhyde
	Black	Green "
Sports Coupé (Sliding Head)	Blue/Black	Brown Celstra Leather
	Black	Brown "
	Grey/Dove	Blue "
	Beige/Brown	Brown "

MORRIS-COWLEY (11.9 h.p. or 14/32 h.p.)

	Body	Upholstery
Two-seater	Blue	Brown Karhyde
	Brown	Brown "
	Black	Brown "
Coupé	Blue	Brown "
	Brown	Brown "
	Black	Brown "
Saloon (Fixed Head)	Blue	Brown "
	Brown	Brown "
Saloon (Sliding Head)	Blue	Brown "
	Brown	Brown "
Sports Coupé	Blue/Black	Brown Celstra Leather
	Black	Brown "
	Grey/Dove	Blue "
	Beige/Brown	Brown "
Traveller's Saloon	Brown	Brown Karhyde

MORRIS MAJOR

	Body	Upholstery
Tourer	Blue	Brown Karhyde
Coupé (Sliding Head)	Black	Green "
	Blue	Brown "
	Green	Green "
Saloon (Fixed Head)	Black	Green "
	Blue	Brown "
	Green	Green "
Saloon (Sliding Head)	Black	Green "
	Blue	Brown "
	Green	Green "
Sports Coupé	Black	Brown Celstra Leather
	Blue/Black	Brown "
	Grey/Dove	Blue "
	Beige/Brown	Brown "

MORRIS-OXFORD

	Body	Upholstery
Coupé (Sliding Head)	Blue/Black	Brown Leather
	Black	Brown "
	Brown/Black	Brown "
	Wine/Black	Brown "
Saloon	Blue/Black	Brown "
	Black	Brown "
	Brown/Black	Brown "
	Wine/Black	Brown "
Sports Coupé	Blue/Black	Brown Celstra Leather
	Black	Brown "
	Grey/Dove	Blue "
	Beige/Brown	Brown "

MORRIS ISIS

	Body	Upholstery
Saloon	Black	Brown Leather
	Blue/Black	Brown "
	Wine/Black	Brown "
	Black	Brown "
Sports Coupé	Blue/Black	Brown Celstra Leather
	Black	Brown "
	Grey/Dove	Blue "
	Beige/Brown	Brown "

MORRIS VANS

	Body	Upholstery
5 cwt.	Shop Grey	
8-10 cwt.	Shop Grey	