

NEW FEATURES

Improved front end construction, incorporating starting handle guide.

Rubber-mounted shackles on front and rear springs.

Double-acting rear shock absorbers.

New front shock absorbers.

Improved draught-free pedal gaiters.

Improved rear springs for silence.

Quieter door-closing mechanism.

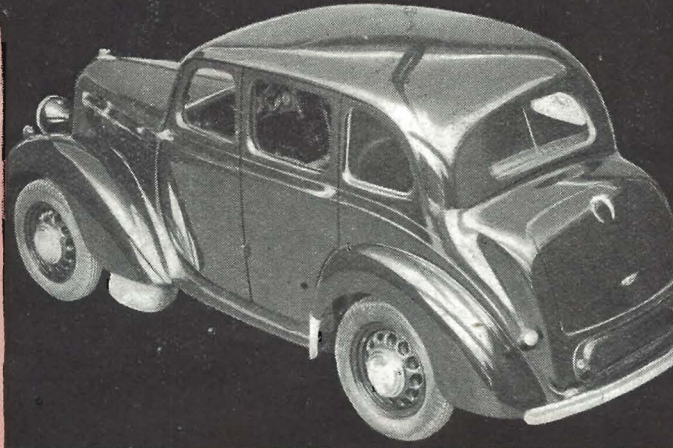
Polished roof opening fillets.

New style door trimming.

Improved draught-free doors.

Watertight trunk lid.

Anti-corrosive, water-proofed floor.



A CHANGE is taking place at Cowley. Car assembly lines which were torn up nearly six years ago to facilitate war production for which they were not designed, are being replaced. Factory roof black-outs are being removed. Where aircraft wings, mines, torpedoes and a variety of other war material were being assembled, car bodies and chassis are now appearing—though not by the hundred as in August, 1939.

With the first trickle of new cars there has returned something of the old atmosphere of expectancy. Something really worth while is being done again—cars for commerce and for pleasure are once more in the making.

They are two of Britain's most popular cars—the Morris Ten and the Morris Eight. Deliveries have already commenced, though there remain at the moment the shadows of the Ministry of War Transport permits to acquire and the uneconomic, restrictive purchase tax. It is not too much to hope that these restrictions will soon be removed, so that when the factories regain their full stride there may be no hold-up of deliveries or accumulations of finished motorcars.

The Series "M" Morris Ten made its first public appearance at the Earl's Court Motor Show in 1938. Production in quantity began early in 1939. When war contracts put a stop to car manufacture, over 25,000 of these machines had been delivered. Orders then in hand for future deliveries would have kept the factories busy for many months.

The wartime record of this car has been remarkable. There are many examples of really stupendous mileages. I have seen letters from enthusiastic owners telling of total mileages well in excess of 100,000 despite the indifferent servicing inseparable from wartime labour shortages and other difficulties.

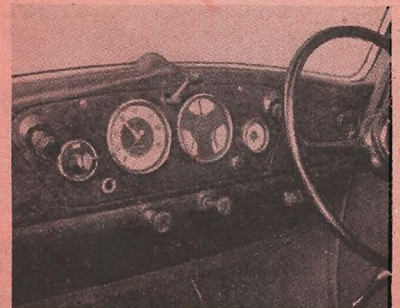
This car has a popular appeal because of its performance, which is above the average, its roominess and its very reasonable running costs. This combination of qualities was achieved largely by a new *principle* of design.

Morris designers broke away from the original separate chassis and body construction, and introduced in the Ten a *combined* body and chassis where the main underframe and body units are welded and fused together. The greater rigidity and reduced weight arising from this combination result in more strength. This feature of the car was put to a dramatic test when a "crash" was staged at the Factory in the presence of engineers and Press representatives before the car was marketed.

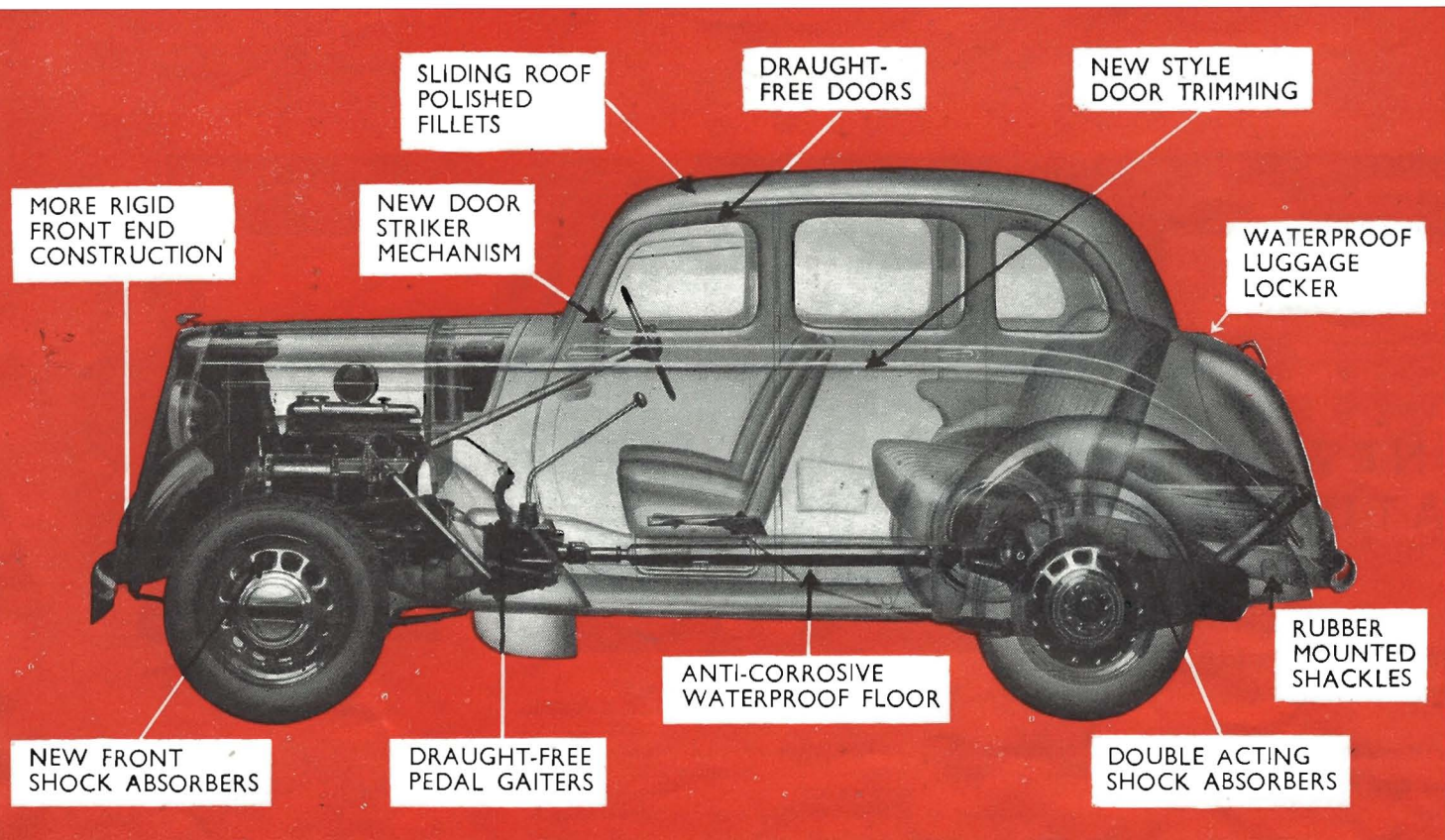
The Series "M" Ten and its forerunner, the Series II type, fitted with remote electric control, were driven at each other to meet at speed in a spectacular three-quarter front collision. The earlier type was wrecked. The Series "M" saloon body was practically intact.

Now this type comes back with many developments in detail.

The POST-WAR **MORRIS** TEN



The car-width parcel rack under fascia board allows plenty of room for all necessities of your journey.



Some of the detail improvements of the MORRIS Ten are shown in section above

The construction of the front end of the machine has been improved by additional bracing to provide still greater rigidity, and a starting handle guide has been incorporated. Special anti-corrosive measures have been taken in regard to the body floor, which has also been more completely waterproofed; continuous anti-draught piping has been fitted round the doors, the luggage locker lid has improved sealing rubbers, and there is a new style of door trimming. Polished fillets have been fitted for the roof opening, and rope pulls for the rear seat passengers have been replaced by pillar loops. A new door striker mechanism has eliminated the "slam" effect and made door closing almost finger-light. New pedal gaiters effectively eliminate draughts through the floor openings.

Modifications in the suspension system include double-acting shock absorbers mounted on the rear axle, improved front shock absorbers, rubber mounted shackles on the front and rear springs, and the rear springs themselves are of improved design. The sum total of these developments is perfect shock-free suspension under all normal conditions, adding to the high measure of riding comfort inherent in this well-upholstered, amply dimensioned car.

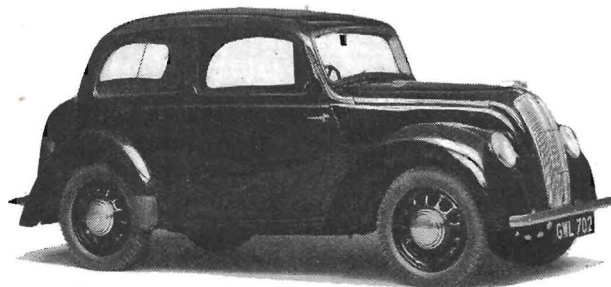
Air circulation with freedom from draughts is obtained by the careful disposition of window louvres and the window

form, while the windscreen opens outwards by means of a single winding type control. The double bulkhead at the body scuttle prevents the entry of engine fumes and heat.

The body is a comfortable four-seater, without footwells, and has a large luggage locker at the rear. The spare wheel is accessible independently without disturbing the luggage arrangements. The petrol tank capacity of seven gallons gives a pleasing sense of security when starting on a long journey, enabling one to travel well over 200 miles without the worry of wondering whether to re-fuel.

The four-cylinder overhead-valve engine has a cubic capacity of 1140 c.c., the annual tax being £12 10s. under the existing rating.

The synchromesh gearbox has four forward speeds, while the Lockheed hydraulic brakes ensure effective but smooth and balanced stopping on all four wheels.



The MORRIS Eight, as evidenced by its tremendous sales, is the most popular light car in the world. Its reappearance was also announced a few days ago. This 2-door Saloon model will be fully described in a subsequent issue.

MODELS & PRICES

SERIES "M" TEN

(4-DOOR)

FIXED HEAD SALOON - - - - £295

Purchase Tax £82 13s. 11d.

SLIDING HEAD SALOON - - - - £305

Purchase Tax £85 9s. 5d.

SERIES "E" EIGHT

(2-DOOR)

FIXED HEAD SALOON - - - - £235

Purchase Tax £66 0s. 7d.

SLIDING HEAD SALOON - - - - £245

Purchase Tax £68 16s. 1d.