

The
MORRIS
FOURTEEN - SIX
(SERIES III)

MORRIS INDUSTRIES EXPORTS LIMITED

The
MORRIS
FOURTEEN~SIX
(SERIES III)

THE MORRIS FOURTEEN (SERIES III) SALOON IS NOW FITTED WITH A SLIDING ROOF WELL-COVER AND EXTERNAL ACCESS TO THE LUGGAGE COMPARTMENT BY HINGED LID WHICH PROVIDES ADDITIONAL LUGGAGE SPACE WHEN LEFT OPEN. THIS NEW ARRANGEMENT ELIMINATES THE LUGGAGE GRID.

DECEMBER, 1937
THIS LIST CANCELS
ALL PREVIOUS LISTS

MORRIS INDUSTRIES EXPORTS LIMITED

LORD NUFFIELD - - - *Chairman*
OLIVER BODEN, O.B.E. - - *Vice-Chairman*
S. G. K. SMALLBONE - *Managing Director*

COWLEY - - OXFORD - - ENGLAND

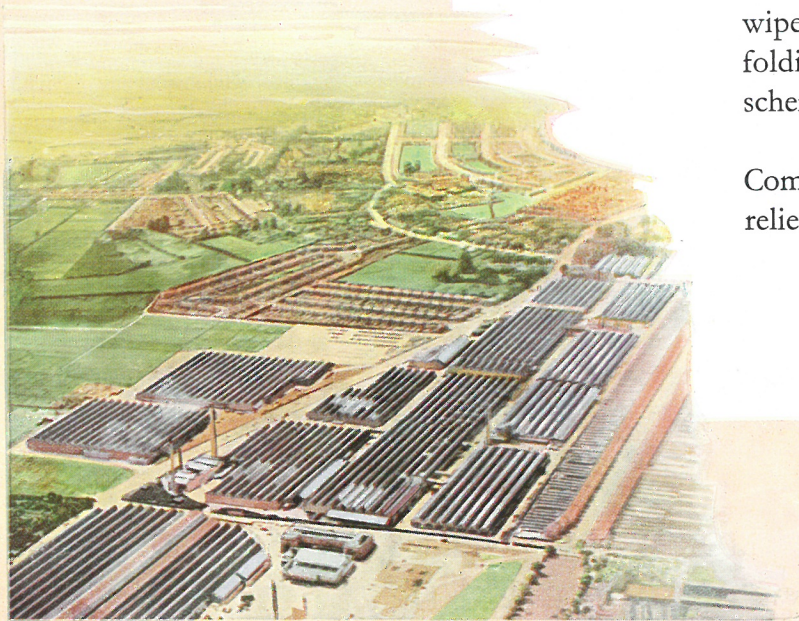
Foreword

ONE of the most attractive cars in the Morris range, the Morris Fourteen-Six has established a high reputation with the motoring public.

With a brilliant performance, exceptionally good road holding qualities, light steering and interior accommodation well above the average, it is a dignified car for every occasion, capable of holding its own with cars of much higher initial cost.

The Series III models have a much improved instrument board, twin windscreen wipers with remote silent drive and independently controlled passenger's arm, folding centre arm-rest to the rear seat and a choice of greatly improved colour schemes.

Compensated voltage control and self-cancelling Trafficators are fitted to further relieve the driver of some of the necessary duties.



Outstanding Features

O.H.V. engine.

Stylish modern appearance with wide choice of attractive 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.

Brilliant road performance.

Narrow body pillars and large windscreen giving an excellent range of vision.

Low centre of gravity with ample head room, particularly for rear passengers.

Luxurious seating accommodation and well-less floors, in combination with a particularly roomy body, providing outstanding comfort.

Spring steering wheel relieving the driver of all vibrations and road shocks.

Jackall hydraulic built-in jacks lifting all four wheels simultaneously or front and rear in pairs, and easily operated from inside the car (optional).

Draughtless ventilation by extractor type front door-windows with protecting louvres.

Extensive additional control over ventilation by top hinged windscreen, scuttle ventilator, and sliding head.

Carefully sloped windscreen giving maximum visibility with minimum air resistance.

Double windscreen wiper with silent drive and independent passenger's arm mounted at bottom of windscreen.

Built-in luggage accommodation at back of body. External folding luggage grid, for additional luggage.

S.U. carburetter.

Large air cleaner and engine fume consumer eliminating carburetter roar.

Large-capacity ventilated dynamo with compensated voltage control.

Five-point live rubber engine mounting isolating the rest of the car from engine vibrations.

Isolated accelerator pedal unaffected by engine vibrations.

Improved and practical instrument panel with particularly large speedometer dial and two exceptionally large cubby holes for personal etceteras.

12-volt coil ignition, with fully automatic advance and retard control. Accessibly mounted twin batteries. Positive earthing.

Four-speed synchromesh gearbox with dipstick oil level indicator and large accessible oil filler, fitted with dust-proof rubber cover.

Full five-lamp equipment with foot operated dip and switch mechanism by a special single-acting switch which dips the lights on one depression and raises them on the next.

Concealed direction indicators with self-cancelling steering wheel control and warning mirrors.

Adjustable internal sun visors.

Cushioned hub cork insert single-plate clutch running in oil and giving exceptionally smooth take-up.

Spicer balanced tubular propeller shaft with needle type universal joints.

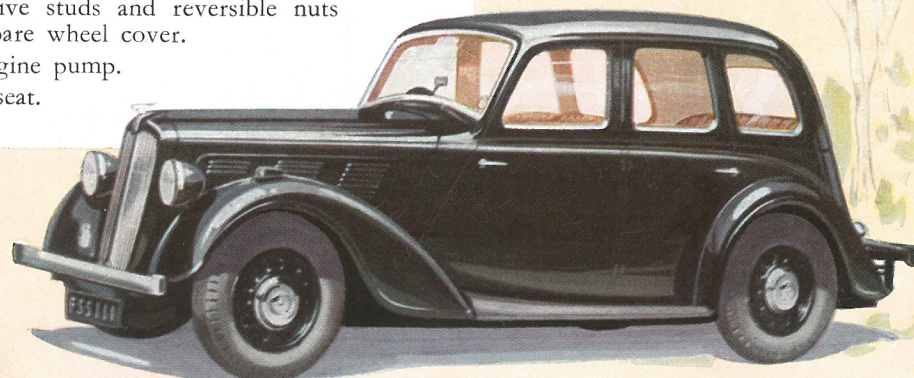
Improved Lockheed hydraulic four-wheel brakes with special provision against ingress of water and oil penetration.

Central hand brake with instantaneous adjustment from the driver's seat.

Easy-clean wheels with five studs and reversible nuts ensuring safety. Metal spare wheel cover.

Floating oil intake for engine pump.

Folding arm-rest to rear seat.



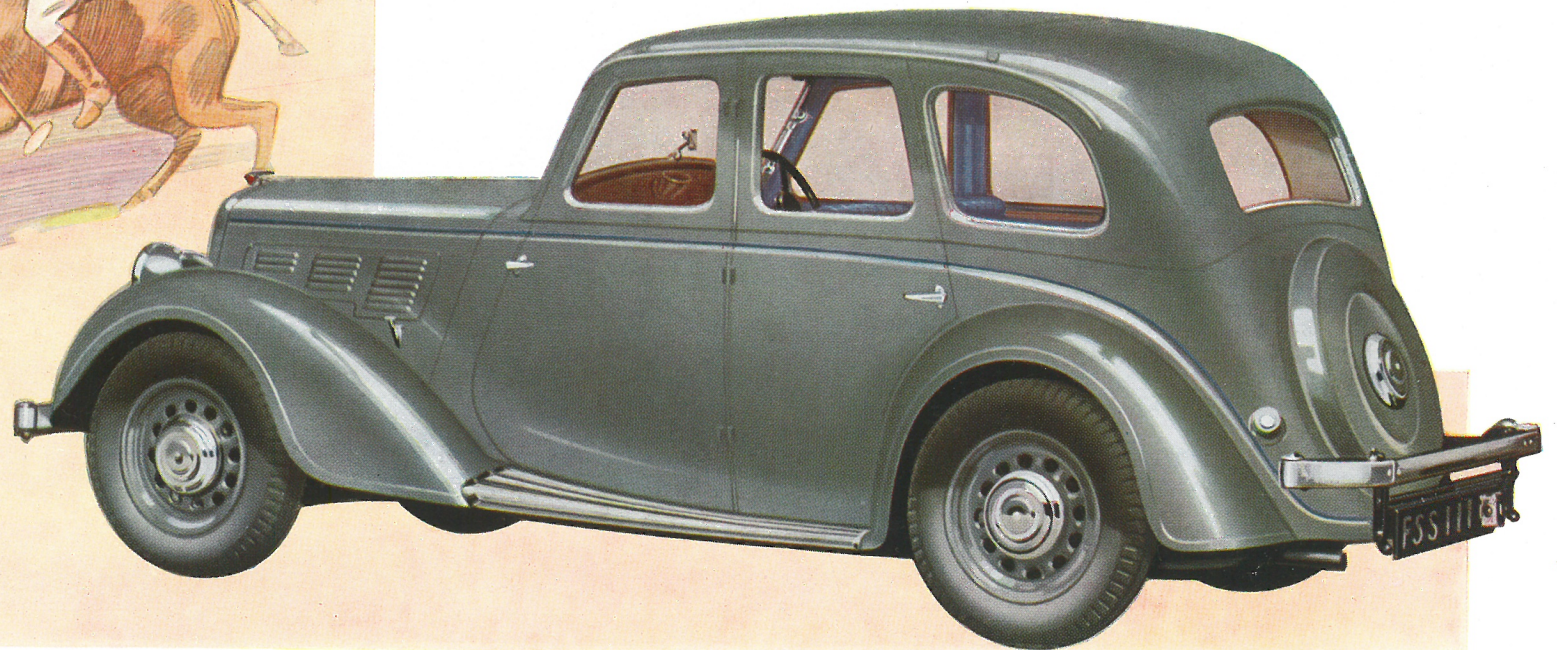
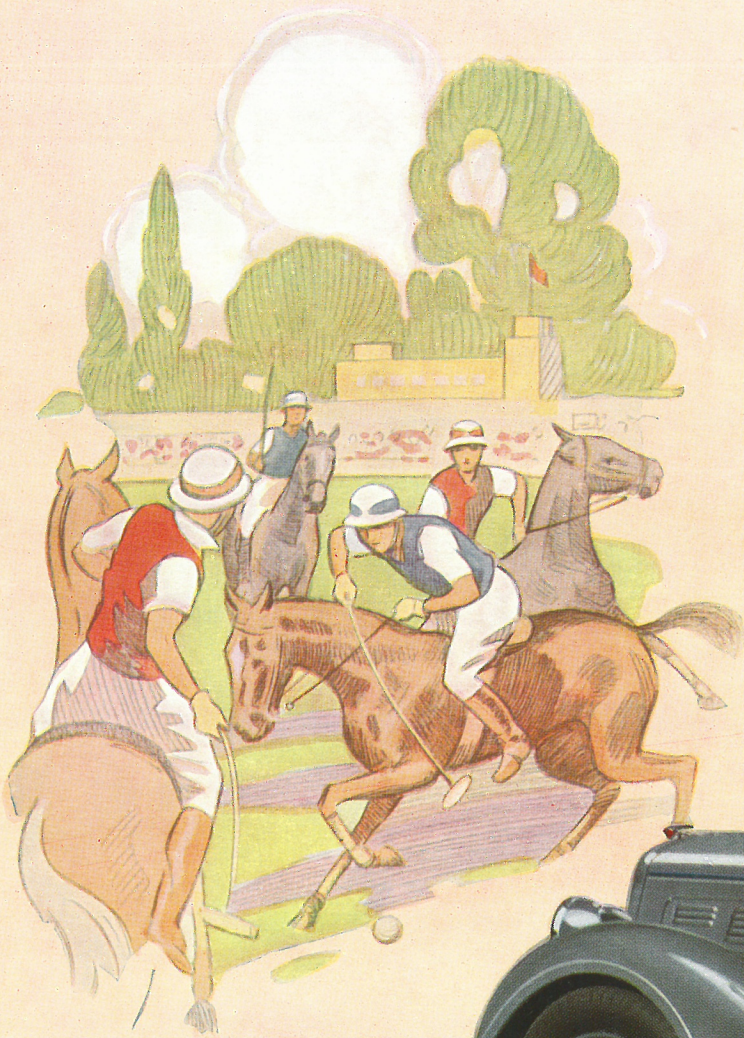
The Morris Fourteen

THE MORRIS FOURTEEN-SIX SALOON (SERIES III) provides fast and comfortable motoring for five people.

The powerful, silent and smooth-running overhead-valve engine, the four-speed synchromesh easy-change gearbox, and the exceptional road stability of this car render it a real pleasure to drive.

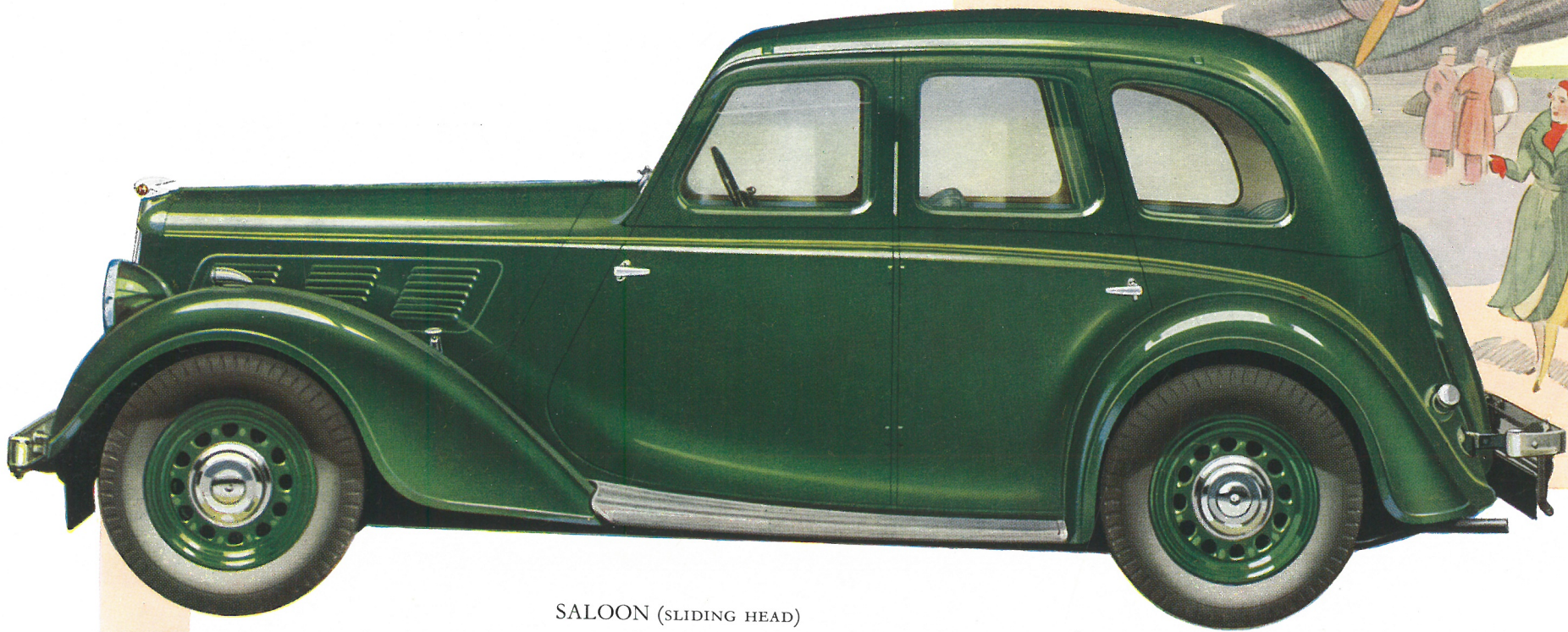
The roomy body is devoid of footwells and luxuriously appointed, while the upholstery is beyond criticism.

The new figured walnut facia board greatly enhances the homely comfort of the car, while closed compartments on each side ensure tidy accommodation for personal etcetera.



Six (Series III) Saloon

THE MORRIS FOURTEEN-SIX SALOON (SERIES III) is obtainable finished in black with brown leather upholstery, blue with blue leather upholstery, green with green leather upholstery, grey with blue leather upholstery or maroon with red leather upholstery.



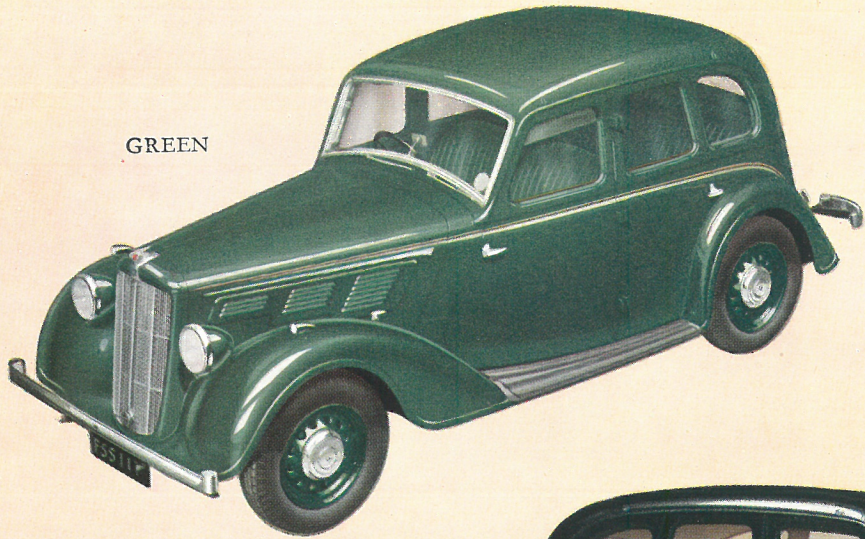
SALOON (SLIDING HEAD)

JACKALL JACKS - - - - - EXTRA

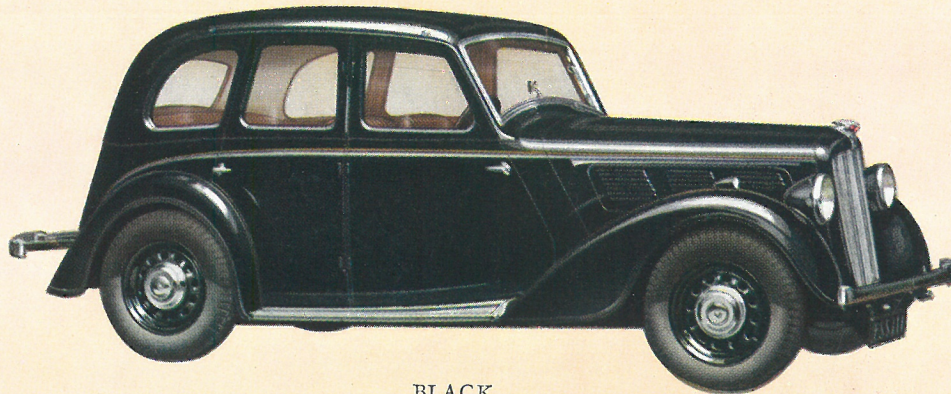
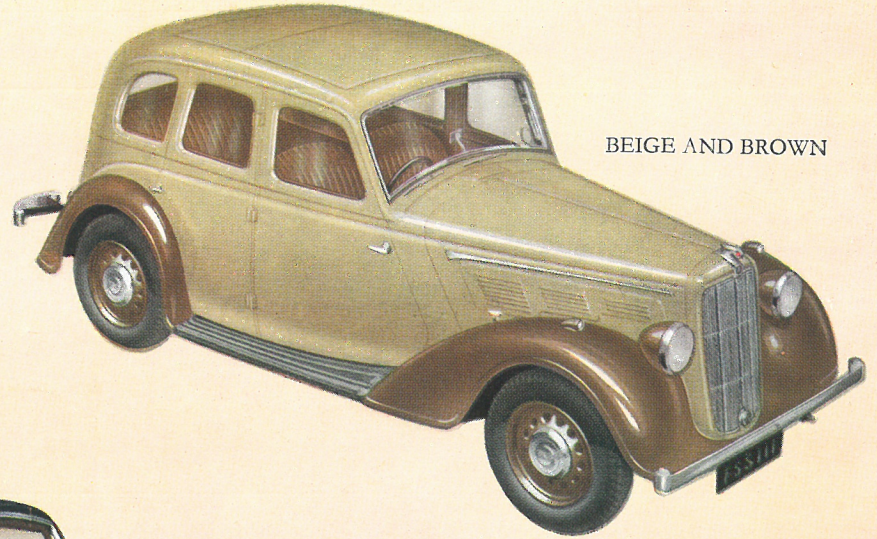


The roomy, comfortable and well appointed interior of the Morris Fourteen-Six is the result of long experience and careful attention to every detail.

GREEN

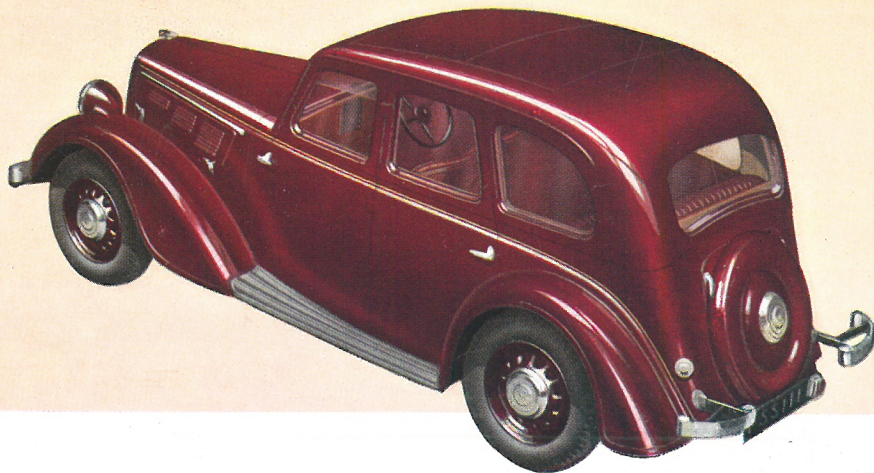


BEIGE AND BROWN

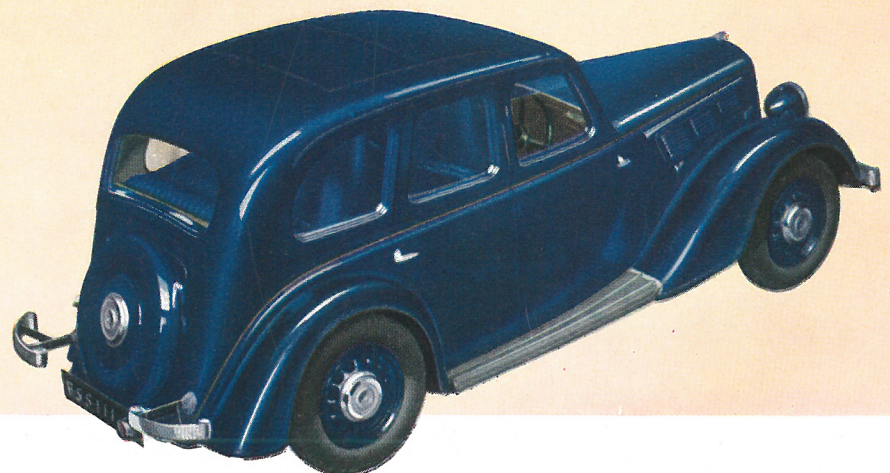


BLACK

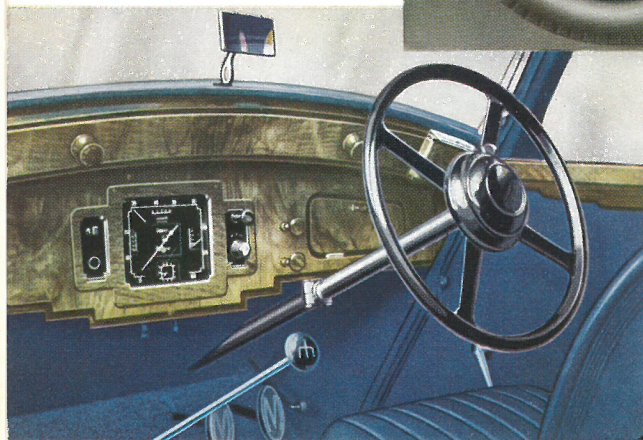
MAROON



BLUE



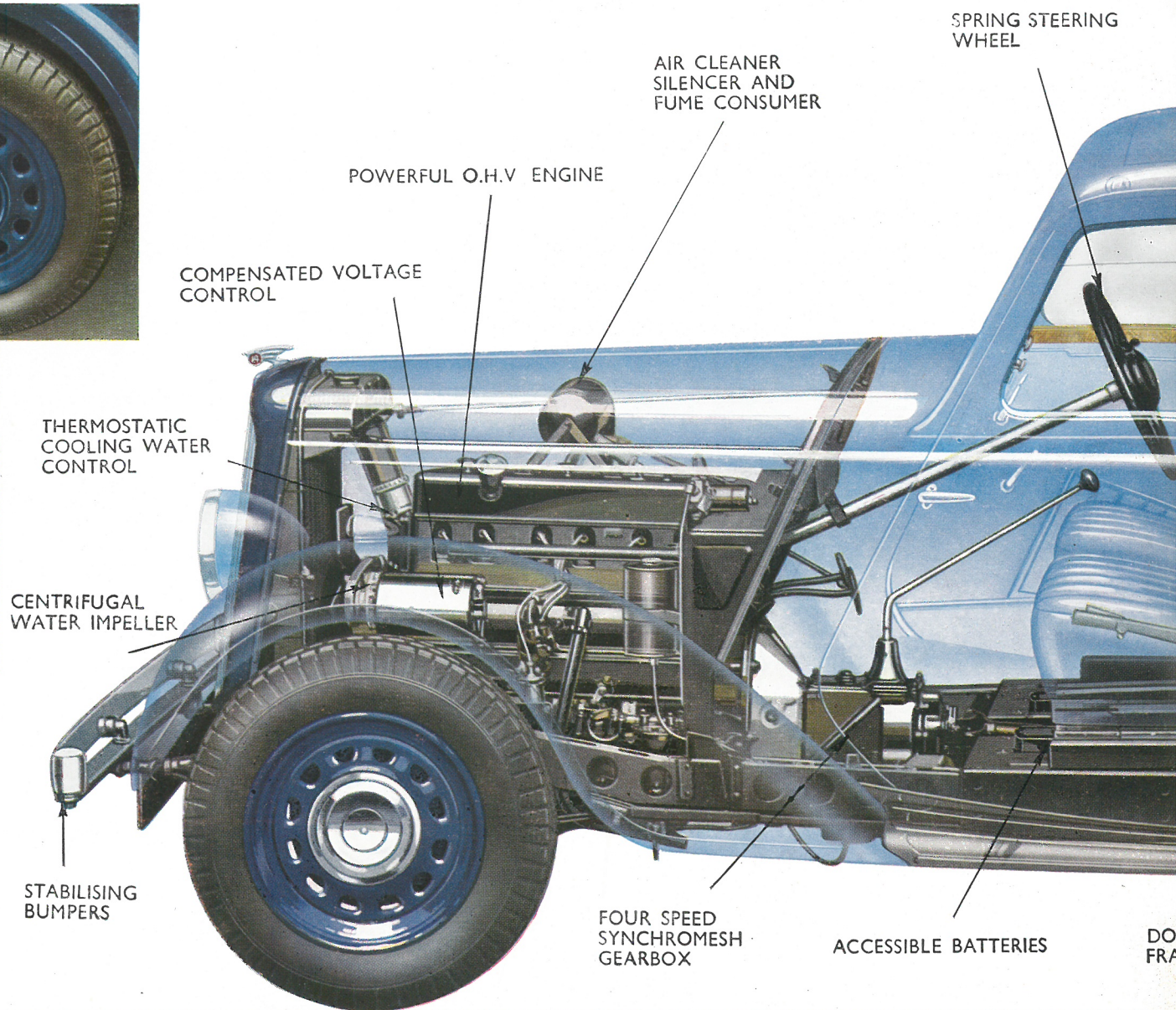
Improved easy-clean wheels with modified spokes, giving better appearance and additional strength, are fitted.



The handsome fascia board is finished in figured walnut and neatly accommodates the instruments and dash controls. Note the closed cubby holes on either side.



The floor of the Morris Fourteen-Six is devoid of wells and perfectly flat except for the small, central propeller shaft tunnel, thus ensuring maximum possible comfort for all passengers.



POWERFUL O.H.V ENGINE

AIR CLEANER
SILENCER AND
FUME CONSUMER

SPRING STEERING
WHEEL

COMPENSATED VOLTAGE
CONTROL

THERMOSTATIC
COOLING WATER
CONTROL

CENTRIFUGAL
WATER IMPELLER

STABILISING
BUMPERS

FOUR SPEED
SYNCHROMESH
GEARBOX

ACCESSIBLE BATTERIES

DO
FRA

SELF-CANCELLING
TRAFFICATORS

ADJUSTABLE
BUCKET SEATS

FOLDING CENTRE
ARM REST TO
REAR SEAT

INBUILT
LUGGAGE
CONTAINER
WITH EXTERNAL
ACCESS

BOX SECTION
CONSTRUCTION

WELL-LESS
FLOOR

SEMI-ELLIPTIC
SPRINGS WITH
HYDRAULIC SHOCK
ABSORBERS



The rear seat is fitted with a folding arm-rest ensuring maximum comfort for the rear passengers.



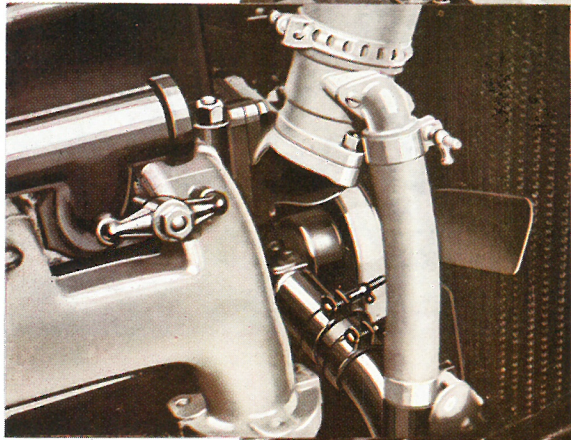
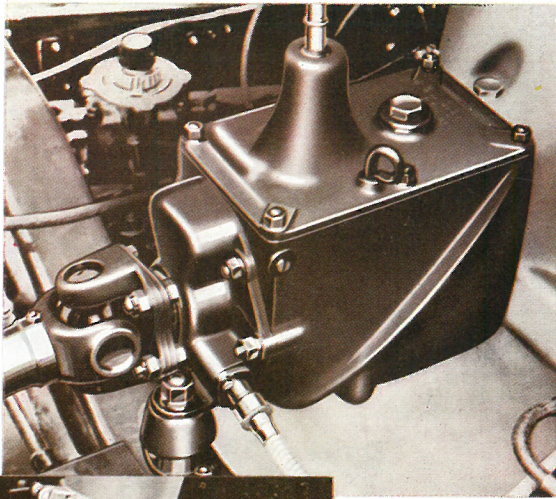
Ventilation has received special attention, and the door-windows are of the ventilating type which extract the vitiated air without draught, while additional ventilation is provided by the top hinged windscreen with easy adjustment, and scuttle ventilator.



The twin batteries of the Morris Fourteen-Six are mounted in balance on each side of the chassis, and are particularly accessible. It is only a moment's work to slide back the seats and release their

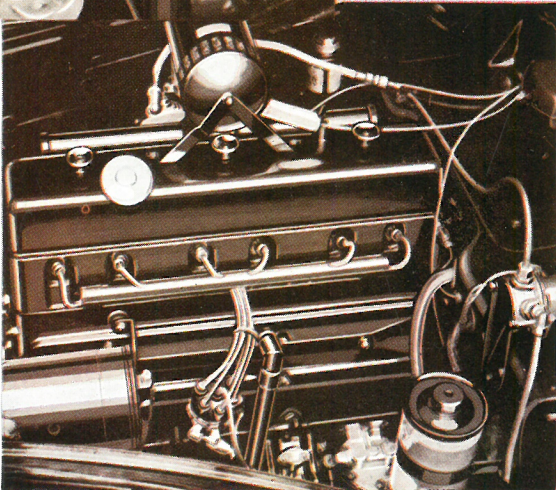
Specification

The sturdy four-speed synchromesh gearbox with helical gears ensures silent running and easy gear changes.



Thermostatic control for the circulation of the cooling water ensures that the engine is always working at its optimum temperature, thus providing maximum efficiency and long life.

The powerful engine with overhead valves possesses a brilliant performance and ensures rapid acceleration and high average speeds.



FRAME. The chassis frame is of unique design and incorporates a portion of the body flooring, forming an exceptionally rigid structure which is further strengthened by three pressed steel cross members and one central cross tube. The body is rigidly attached to the chassis, and the two together form a double box-sectioned structure of outstanding strength.

The track is 4 ft. 8 in. and the wheelbase 8 ft. 10 in.

ENGINE. The six-cylinder engine of the Fourteen has a bore of 61.5 mm. (2.58 in.), a stroke of 102 mm. (4.01 in.) and a cubic capacity of 1818 c.c. (110.9 cu. in.). Treasury rating 14 h.p. The cylinders are cast in one with the skirt of the crankcase, which is extended well below the crankshaft centre and liberally reinforced with internal webs to provide a structure of great strength and rigidity. The crankshaft is of the four-bearing type, with bearings of large diameter and generous length. Every crankshaft is carefully balanced to very close limits. The main bearings are steel-backed white metal. The steel connecting rods are equipped with white metal big-end bearings of the full-ring type, and are individually balanced to a very high degree of accuracy. The aluminium pistons are fitted with four rings, and the complete assemblies of rods and pistons are equalised in weight to within .2 oz. (best aero engine practice). The overhead valves are operated by a large-diameter four-bearing camshaft through push rods and rockers. The cylinder head is detachable. The camshaft is driven by duplex roller chain from the crankshaft. An important feature of the induction system is the A.C. air cleaner and silencer, which also collects and consumes all fumes discharged from the crankcase breather, so that they are prevented from finding their way into the car interior.

SYNCHROMESH GEARBOX. The four-speed gearbox is provided with synchromesh mechanism for top and third gears. The gearbox is provided with an accessible filling orifice and dipstick oil level indicator and protected by a thick dustproof rubber cover.

LUBRICATION. A spur gear pump, driven from the camshaft by inclined shaft, supplies oil under pressure to all main and big-end bearings, camshaft bearings and clutch. The oil is filtered

before recirculation by the floating intake and a large-capacity Tecalemit external filter. Chassis lubrication is by Enots high-pressure oilgun in conjunction with accessible nipples.

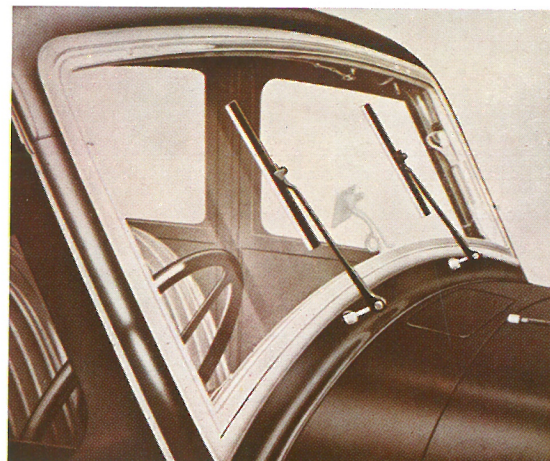
COOLING SYSTEM. The cooling water is circulated by centrifugal pump and is controlled by thermostat. The cylinder head has carefully positioned ports which ensure an even temperature distribution. The radiator is fan assisted.

ELECTRICAL EQUIPMENT. The distributor for the 12-volt coil and battery ignition is driven from the camshaft through helical gears, and has fully automatic advance and retard with micrometer adjustment. The large dynamo is belt driven and of the ventilated type with compensated voltage control. The starter motor is of the sliding pinion type and located on the side of the gearbox. Two 6-volt batteries in series are fitted in a particularly accessible position under the front seats. Full five-lamp equipment is provided, including headlamps with dip and switch mechanism with single acting foot-operated switch which dips the lights with one depression and raises them on the next depression. All switches are accessibly mounted on the instrument panel with the exception of the horn push and self-cancelling Trafficator switch, which are conveniently mounted in the centre of the steering wheel. An easily controlled electric windscreen wiper with remote drive is mounted on the lower screen rail, with additional independently controlled arm on passenger side, ensuring clear vision in bad weather. The positive earth system is employed for the wiring, ensuring long life for the ignition components.

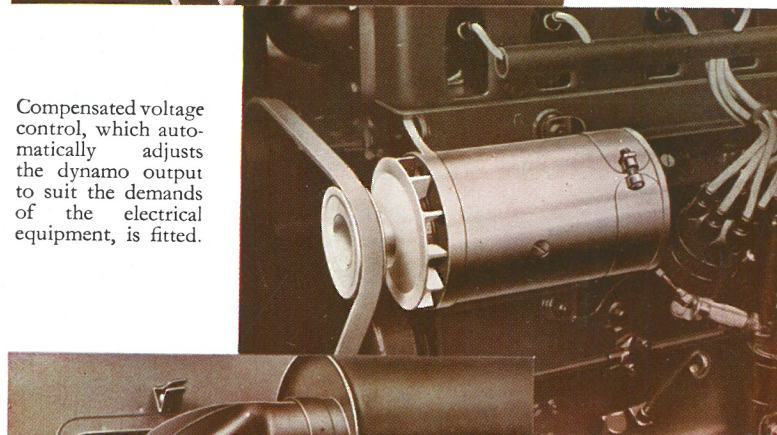
CARBURATION. An S.U. automatic brass (non-corrosive) piston-type carburetter with adequate control over mixture strength supplies the mixture. The controls are conveniently situated on the fascia board. The petrol feed is by a large S.U. automatic electric pressure pump.

PETROL TANK. The petrol tank is mounted at the rear of the chassis and has a capacity of $8\frac{1}{2}$ gallons. Its contents are clearly indicated to the driver by an electrically operated scale on the instrument panel.

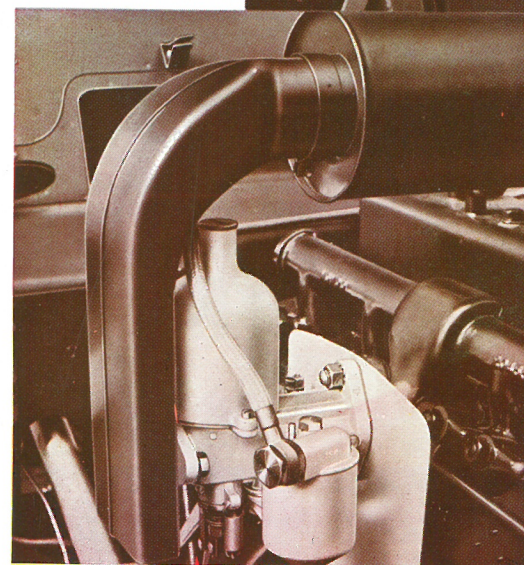
TRANSMISSION. A clutch of the cushioned hub single-plate type with cork inserts in the driven plate, automatically fed with oil from the crankcase, provides smooth engagement with the minimum of attention. A Spicer tubular propeller shaft, with Spicer needle type universal joints at each end, transmits the drive to the silent spiral bevel final reduction gears and differential in the rear axle. The axle shafts are of the three-quarter floating type.



Twin windscreen wipers with a remote silent drive and with the passenger's arm independently controlled are provided to ensure clear vision in bad weather.



Compensated voltage control, which automatically adjusts the dynamo output to suit the demands of the electrical equipment, is fitted.



A balanced intake pipe is employed to ensure good distribution, and the unpleasant fumes that are usually discharged into the interior of the body are consumed by the engine and expelled through the exhaust system. The large air cleaner and silencer eliminate carburetter roar.

THE FOUR-WHEEL BRAKES. Fully compensated four-wheel brakes of the internal expanding type, operating in alloy cast iron drums and actuated by the Lockheed hydraulic system, ensure the maximum braking efficiency. Their certainty of action is maintained under all conditions as there are no bearings to wear or need lubrication. The centrally disposed horizontal hand brake lever operates independently on the rear wheels, and possesses instantaneous adjustment from the driver's seat.

STEERING. The steering gear is of the Bishop cam type, providing extremely light and safe operation with accurate controllability. A spring steering wheel reduces shocks on the driver to a minimum. The track rod bearings are self adjusting.

CONTROLS. The accelerator pedal is located on the extreme right, and the brake pedal and clutch pedal are positioned to provide ample foot clearance. All controls are conveniently placed and easy to operate.

SUSPENSION. Long, semi-elliptic springs, specially reinforced for export conditions, are fitted fore and aft and are controlled by Luvax hydraulic shock absorbers. The spring eyes are provided with flanged non-squeak bushes to reduce side play. Stabilising bumpers are fitted at the front to counter periodic vibrations.

WHEELS. Five spoked disc easy-clean wheels fitted with 6.00—16 Dunlop extra low pressure tyres are provided. They are held in position by five studs with nuts of the reversible type. The spare wheel is carried at the rear of the car, protected by a metal cover, and is sunk into the panelling.

VENTILATION. Particular care has been taken to ensure adequate and draughtless ventilation. The windscreen has top hinges, is infinitely adjustable up to a wide angle, and is carefully sloped to give maximum visibility with the minimum air resistance. The front door-windows are of the extractor type providing a vertical opening behind the door pillar and are fitted with louvres. Additional ventilation is provided by the scuttle air scoop.

SEATING ACCOMMODATION. Generous seating accommodation is provided for five people, with a well-less floor, ensuring the highest possible comfort. The rear seat has a folding centre arm-rest.

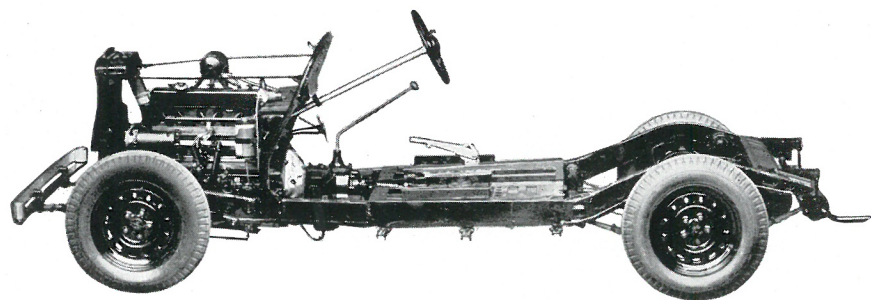
BUILT-IN JACKING SYSTEM. The Morris Fourteen is permanently fitted, when desired, with Jackall hydraulic jacks, which enable all four wheels to be lifted from the ground simultaneously, or alternatively the front wheels or back wheels only when desired. They can be actuated comfortably from inside the car and without effort or difficulty.

LUGGAGE ACCOMMODATION. The Morris Fourteen is provided with generous luggage accommodation behind the rear seat, access to which is achieved by raising the hinged seat back, and a folding luggage grid is standard.

GENERAL EQUIPMENT. Toughened Triplex glass single-panel adjustable windscreen; sun visors; winding ventilating door-windows; sliding head; toughened Triplex glass door, quarter-light and rear windows; folding luggage grid; folding centre arm-rest to rear seat; Jackall permanent hydraulic jacks (if desired); steering wheel controls for self-cancelling direction indicators and horn; direction indicator warning mirrors; Lockheed hydraulic four-wheel brakes; rubber inserted pile carpets; pedal rubbers; gearbox draught excluder; pedal draught excluders; large speedometer; oil gauge; dash-reading electric petrol gauge; clock; ammeter; S.U. electric pressure petrol pump; double electric windscreen wiper with bottom mounting and remote drive; interior driving mirror; concealed rear blind with remote control; pillar pull cords; private locks on doors; adjustable bucket type front seats; roof-lamp; bumpers front and rear; inbuilt luggage container; pressure chassis lubricating pump; ashtray; high-frequency electric horn; electric lighting and starting; tail and stop light; headlamps with foot-operated dip and switch mechanism; sidelamps; ignition warning light; scuttle ventilator; hydraulic shock absorbers of constant pressure type; door pockets; five detachable spoked disc easy-clean wheels; five Dunlop extra low pressure cord tyres; spare wheel carrier; metal spare wheel cover; tyre pump; kit of tools.

This specification is liable to alteration at any time.

Chassis



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

THE MORRIS FOURTEEN CHASSIS

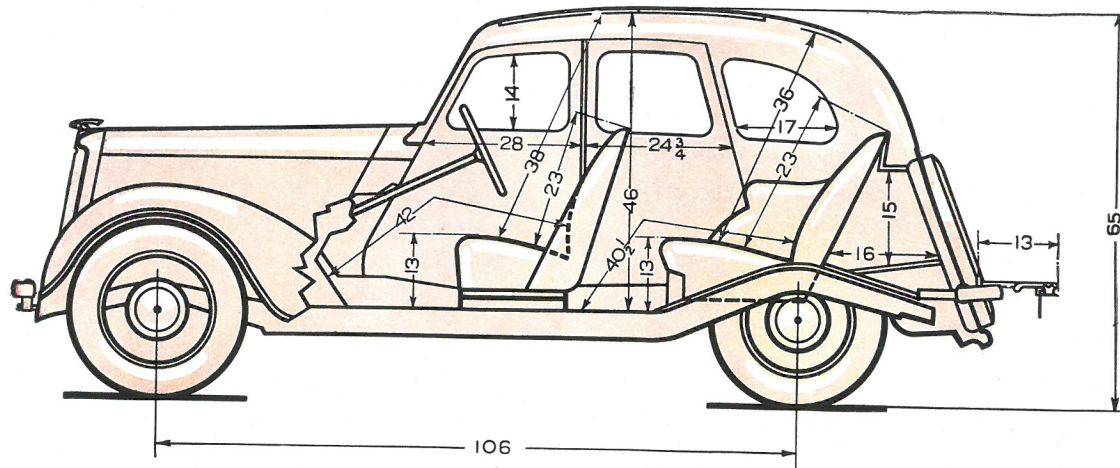
General specification as on pages 10, 11 and 12. The chassis equipment includes:— Steel dash, instrument panel, clock, speedometer, electric petrol gauge, splashers, pedal rubbers, front wings, stays and rear wings (primed), headlamps with dipping mechanism, sidelamps, rear lamp with stop light, batteries, front and rear bumpers, front and rear number-plates, oil gauge, ammeter, electric horn, kit of tools, spare wheel and tyre, hydraulic shock absorbers front and rear, bonnet complete with fasteners, running-boards.

Data

		MORRIS FOURTEEN-SIX	
Bore..	61.5 mm.
Stroke	102 mm.
Cubic capacity	1818 c.c.
Treasury rating	14 h.p.
Wheelbase	106 in.
Track	56 in.
Tyre size	6.00—16
Wheel size	4.00 × 16
Gear ratios—First..	21.75
Second	12.15
Third	7.89
Fourth	5.33
Reverse	27.17
Sparking plugs	Champion L.10
Petrol tank capacity	8½ gallons
Engine oil capacity	1½ gallons
Gearbox oil capacity	2 pints
Rear axle oil capacity	2¾ pints

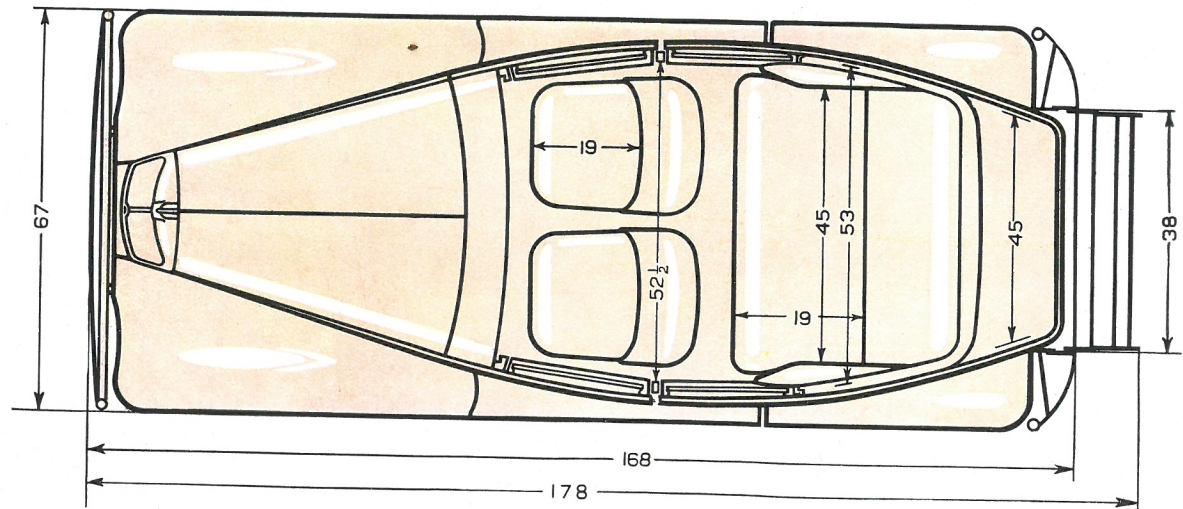
Purchasers of Morris chassis are requested carefully to note paragraph 3 (f) of Guarantee. No variation in the above chassis specification can be made

Seating Dimensions



THE MORRIS FOURTEEN-SIX
(SERIES III)

THE front seats are provided with a range of adjustment of eight inches and are shown midway in this range in the illustrations. The legroom is therefore capable of considerable adjustment on either side of the dimensions indicated.



Service

MORRIS SERVICE is as thoroughly specialised as the car production. Morris Industries Exports Limited retain their interest in their cars after they are sold and want to know that you are obtaining the utmost satisfaction and pleasure from their products. The vast Morris Dealer organisation is always at your service. During the early life of the car, soon after it has completed 500 miles, you are entitled to have it inspected, free of charge, by the Morris Dealer from whom you purchased it. This attention given during the critical period in the life of the car makes all the difference to its subsequent life and performance. This service includes :—

- (a) Drain sump, gearbox and back axle, and refill with one of the approved oils (see *Manual*).
- (b) Oil and grease vehicle throughout.
NOTE.—New lubricants chargeable to customers.
- (c) Check and, if necessary, adjust :—
 - (1) Ignition timing.
 - (2) Tappet clearances.
 - (3) Carburetter control gear, mixture setting and slow-running.
 - (4) Dynamo drive belt.
 - (5) Correct clearance for clutch pedal.
 - (6) Alignment of front wheels.
 - (7) All steering controls.
 - (8) Tyre pressures.
- (d) Adjust brakes and check level of Lockheed fluid in supply tank.
- (e) Check correct functioning of Jackall system (where fitted).
- (f) Look over and tighten all nuts, particularly cylinder head, wheels, spring clips and body bolts.
- (g) Top-up battery and check working of all electrical equipment.
- (h) Clean external filter.

All this first service is free, only material used being charged for.

The issue of this list does not constitute an offer. The right is reserved to alter prices and/or specifications without notice.

Guarantee

1. For a period of SIX MONTHS from the date on which a new Morris Vehicle or Chassis is delivered to the first owner-user thereof Morris Industries Exports 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 authorised Distributor in the Territory in which the Car or Chassis was purchased 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 Industries Exports 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 manufactured by Morris Motors Limited 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 sold by Morris Industries Exports Limited has been affixed.
- 4. The liability of Morris Industries Exports 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.

Sole Exporters :

MORRIS INDUSTRIES EXPORTS LIMITED

LORD NUFFIELD - - - - - *Chairman*
OLIVER BODEN, O.B.E. - - - - - *Vice-Chairman*
S. G. K. SMALLBONE - - - - - *Managing Director*

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ENGLAND

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