
TUNE IN TO HALFORDS
SELF SERVICE
so nice
when it's
yours!

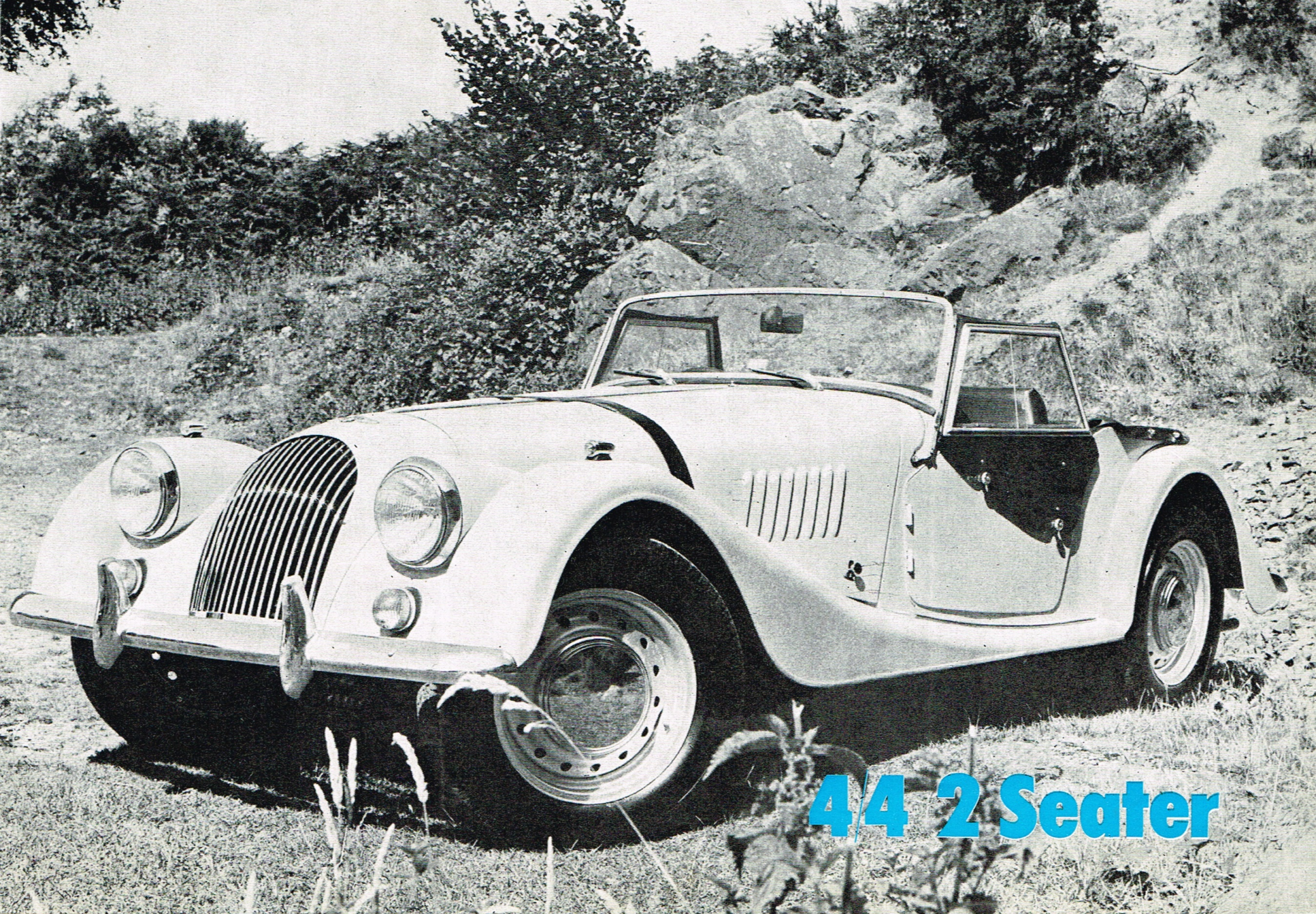
Morgan

Call it elegance, call it style,
call it good taste.
We don't know exactly what it is,
but its there alright
at the heart of every Morgan – so nice when its yours.
Why not set yourself free in a Morgan?

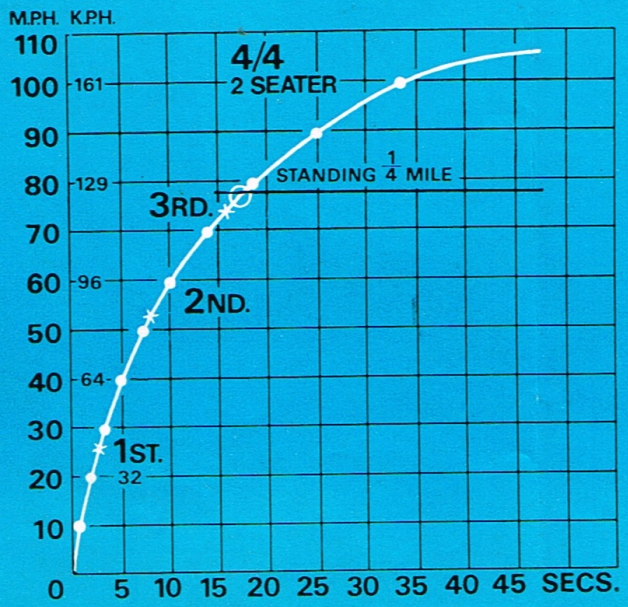
First of the Real Sports Cars



plus 8

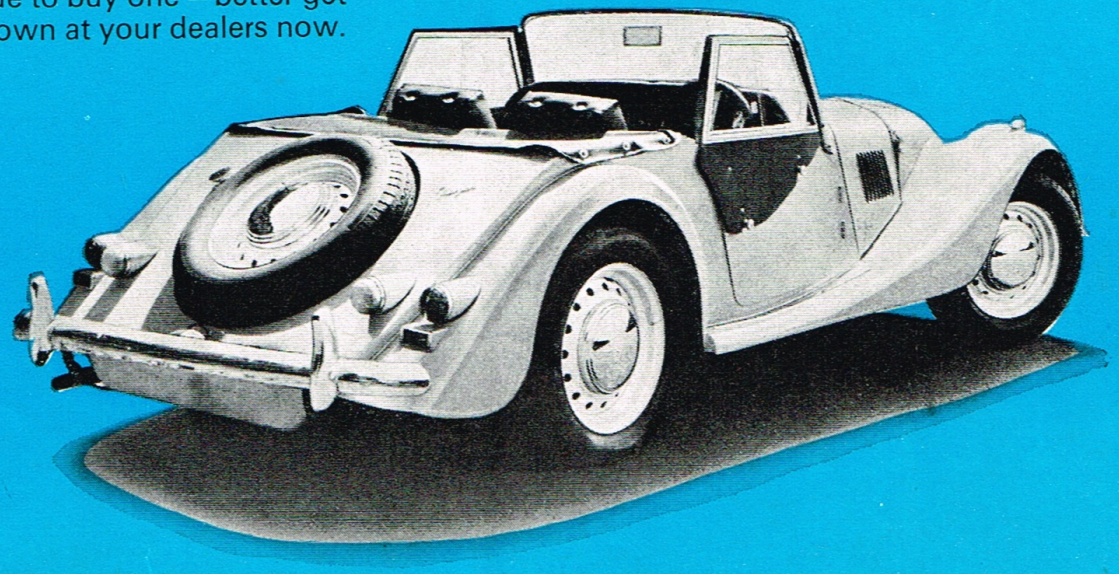

4/4 2 Seater

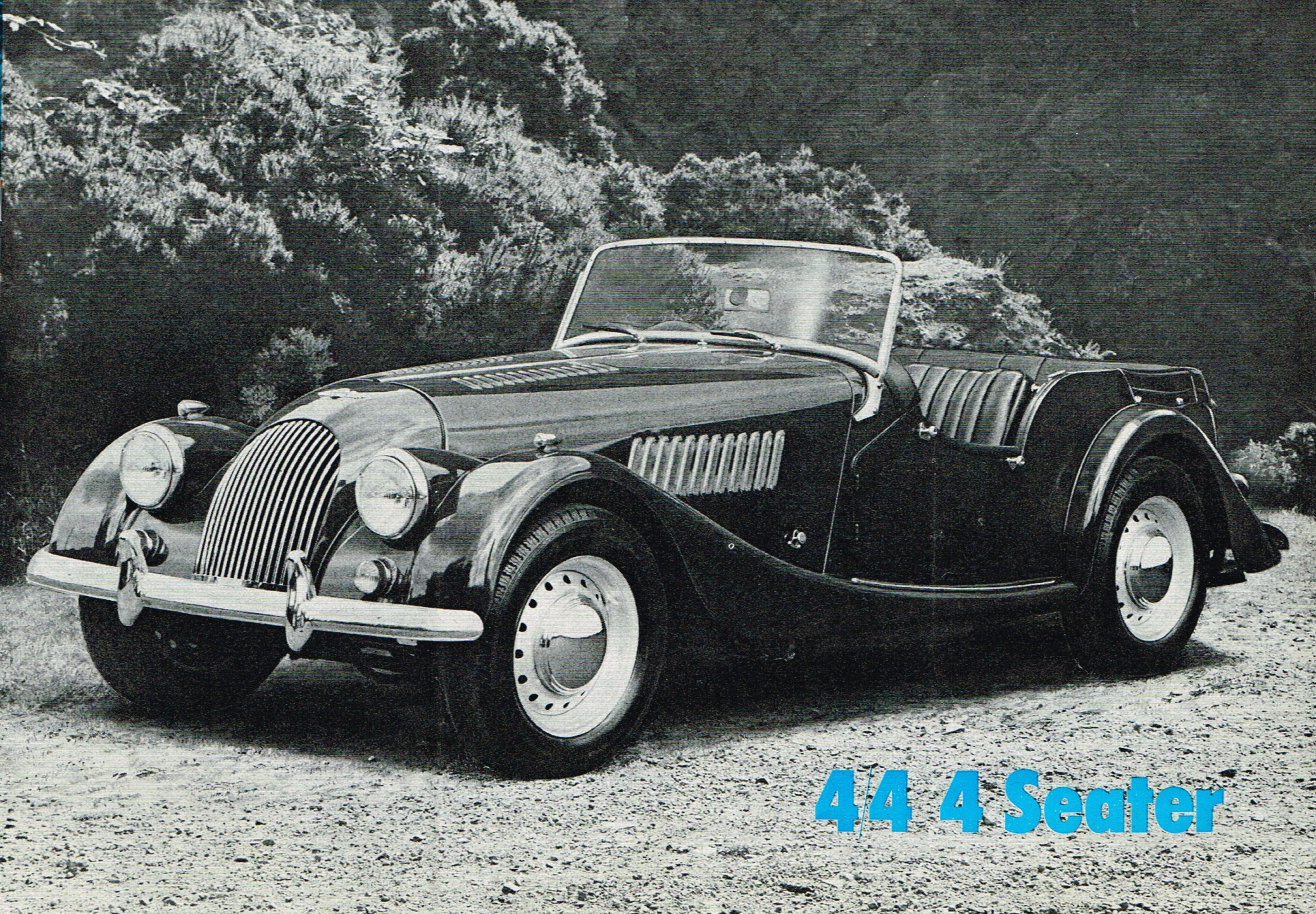
Morgan 4/4 performance data



The Morgan 4/4 1600, a true sports car. Sure-footed control, powerful brakes. 4-speed synchro box, remote gear change, full weather protection. The 4/4 1600 is lively, safe and will provide you with excellent fuel economy. The crossflow engine of the 1600 range delivers flexible power and with an all-up weight of 14½ cwts., 740 kg, gives the 2-seater lively acceleration. This model embodies a mild stage of tune. Sorry there's a bit of a queue to buy one – better get your name down at your dealers now.

Cubic Capacity – 97·6 cu. ins. (1,599 c.c.).
Bore and Stroke – 3,188" × 3·060" (81 mm × 77·62 mm).
Compression Ratio – 9 : 1.
B.H.P. – 84·5 B.S.I. at 5,500 r.p.m.
Torque – 100 lb. ft., 13·8 mkg, at 3,600 r.p.m.
Type of Carburettor – Weber Twin Choke 32/36 downdraught.
Number of Cylinders – Four.
Firing Order – 1, 2, 4, 3.
Oil Capacity – 7·5 pints (4·25 l.), 7 pints (4.1 l.), refill.
Petrol capacity – 8½ gallons, 39 litres.



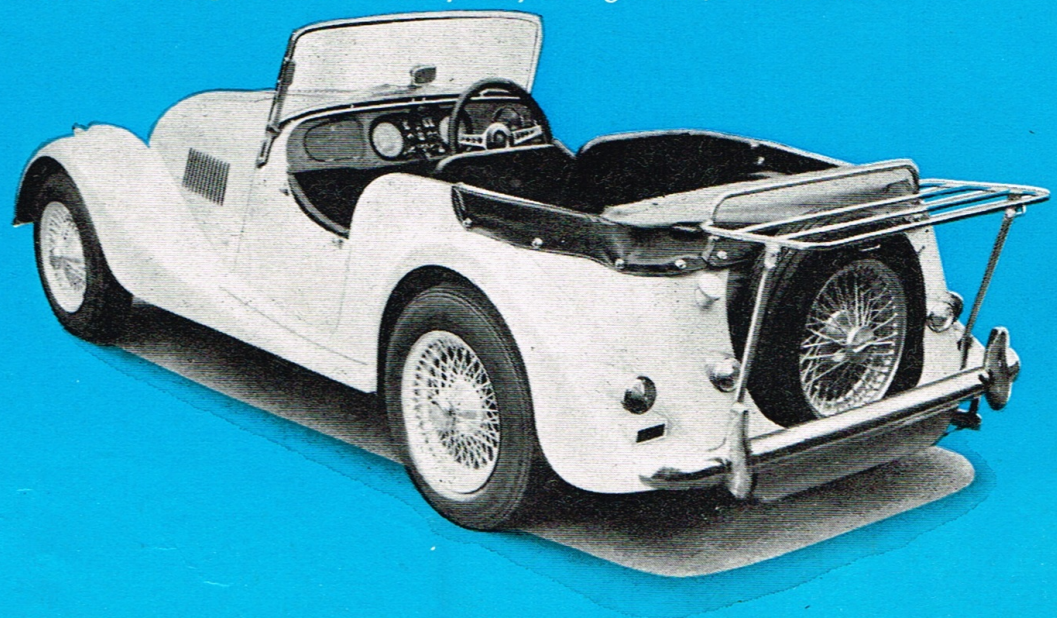


4/4 4 Seater

Morgan 4/4
4 Seater

The 4/4 4-seater combines
the sporting performance of the 2-seater
with the advantages of a family car.
There is plenty of leg and headroom in the back seat
when the weatherproof hood is raised,
a fresh air heater for cold wintry mornings
and opening side windows for all four passengers.

Cubic Capacity – 97·6 cu. ins. (1,599 c.c.).
Bore and Stroke – 3·188" × 3·060" (81 mm × 77·62 mm)
Compression Ratio – 9 : 1.
B.H.P. – 84·5 B.S.I. at 5,500 r.p.m.
Torque – 100 lb. ft., 13·8 mkg. at 3,600 r.p.m.
Type of Carburettor – Weber Twin Choke 32/36 downdraught.
Number of Cylinders – Four.
Firing Order – 1, 2, 4, 3.
Oil Capacity – 7·5 pints (4·25 l.), 7 pints (4 l.) refill.
Petrol Capacity – 10 gallons, 45·5 litres.



Plus 8 and 4/4 General Specification

Plus 8

Chassis Frame —
The side members are deep Z-shape, arranged to give maximum width for seating along with a low floor and saving in weight. There are five cross members of boxed or tubular section, the rear members giving a realignment of the rear springs to improve adhesion of tyres. The front axle assembly is detachable following usual Morgan practice.

Gearbox —
Four speed and reverse Synchromesh on all forward gears. The Rover Motor Co. gearbox is mounted directly behind the engine, and driven by a 9′ ½″ (240 mm) dia. Borg & Beck clutch. Hydraulically operated.

Overall ratios —
Top 3·31-1, 3rd 4·6-1, 2nd 7-1, 1st 11·9-1, Reverse 11 3-1. Top ratio gives 23·6 m.p.h. (38 k.p.h.) at 1,000 r.p.m. with 185 x 15 high speed tyres on aluminium alloy wheels of 5½″ (140 mm) rim width.

Transmission and Rear Axle —
A propellor shaft with needle roller bearing universal joints transmitting power from the gearbox to the Salisbury Limited Slip axle which is of the built-up tubular type fitted with Hypoid gears having a ratio of 3·31-1.

Wheels and Tyres —
Cast Aluminium with wide base rims fixed with five studs. Tyres fitted are 185 x 15″.

Brakes —
Girling hydraulic, servo assisted. Eleven inch diameter disc brakes on front wheels; 9″ x 1¾″ drum brakes on rear wheels. The fly-off handbrake is operated by cable with compensating rods.

Steering Gear —
Cam Gear through universal joints to a collapsible column with security steering lock ignition switch, 14½″ (37 cm) leather covered spring alloy steering wheel, giving 2¼ turns lock to lock. Turning circle 38′ (11·5 m). Track Rod and drag-link are fitted with Thompson Ball ends.

Suspension —
The front wheels are independently sprung by vertical coil springs and telescopic hydraulic shock absorbers. Rear springs are semi-elliptic with lever type hydraulic dampers.

Electrical Equipment —
Lucas 12-volt equipment with hazard warning, flashing indicators, instrument panel lighting, 2-speed wipers and washer. Twin spotlights and fresh air heater.

Instrument Panel —
The instruments are neatly grouped on a steel panel. They include Speedometer with trip mileage, revolution counter; oil, fuel gauges, ammeter and water temperature gauge.

Bodywork —
Is constructed of sheet steel panels on a robust ash wood frame. It is individually produced and has the advantage of being easily repaired if accidents should occur. Upholstery is carried out by hand in good quality ambla material. Seating is individual bucket seats with ample fore and aft adjustment. A detachable hood is fitted which can be stored in the 36″ x 20″ x 12″ (92 x 51 x 30·5 cm) high luggage compartment.

Standard Finish —
Deep Brunswick Green, Signal Red, Dark Blue, Light Orange or Royal Ivory. Upholstery—Black. Any deviation from the above will entail extra charge for paintwork and upholstery if carried out in leather or special colour (see price list).

Dimensions (approx.) —
Wheelbase 8′ 2″ (249 cm). Track, front 4′ 3″ (130 cm), rear 4′ 4″ (132 cm). Overall length 12′ 2″ (371 cm). Overall width 4′ 11″ (150 cm). Ground clearance 7″ (18 cm). Height 4′ 4″ (132 cm). Weight 1876 lbs. (851 kg).

MORGAN the car for the specialist

Your Morgan is made by hand, with care. Each is road-tested before delivery —that means your particular car is pre-delivery checked at the factory before it is sent to your dealer. Just another rare virtue of the Morgan sports car range—appreciated by the discerning few.

4/4

Chassis Frame —
A special feature of the car and is a patented design. The side members are deep Z-shape; arranged to give ample steering lock, together with maximum width. This arrangement also permits a low floor at the same time saving weight. There are five cross members of boxed or tubular section. The front end is easily detachable and follows usual Morgan practice.

Gearbox — 4/4
Four-speed and reverse. Synchromesh on all forward gears. The gearbox is mounted directly behind the engine and the gears are changed by means of a conventional remote control.

Overall ratios —
Top 4·1; 3rd 5·7; 2nd 8·3; 1st 12·2; reverse 13·6 to 1.

Transmission and Rear Axle —
A propeller shaft with needle roller bearing universal joints transmits power from the gearbox to the Salisbury rear axle, which is of the built-up tubular type fitted with Hypoid gears having a ratio of 4·1 to 1.

Wheels and Tyres —
Pressed steel with wide base rims fixed with four studs and covered with a chromium plated disc. Tyres fitted are Radial 165 x 15″. Centre lock wire wheels are available as optional extra.

Brakes —
Girling hydraulic type dual brake system operating on four wheels. Eleven-inch diameter disc brakes on front wheels, 9″ x 1¾″ drum brakes on rear wheels. The handbrake is operated by cable with compensated linkage.

Steering Gear —
Cam Gear through universal joints to a collapsible column with security steering lock ignition switch, 14½″ (37 cm) leather covered spring alloy steering wheel, giving 2¼ turns lock to lock. Turning circle 32′ (9·7m). Track Rod and draglink are fitted with Thompson Ball ends.

Suspension —
The front wheels are independently sprung by a system patented by the Morgan Motor Company comprising vertically mounted coil springs on a sliding axle pin. Double-acting tubular type shock absorbers are fitted to the front springs. The rear springs are semi-elliptical with Silentbloc bushes fitted at both ends, the springing being controlled by Armstrong hydraulic dampers.

Electrical Equipment —
Lucas 12-volt equipment with hazard warning, flashing indicators, instrument panel lighting, 2-speed windscreen wiper and fresh air heater.

Instrument Panel —
The instruments are neatly grouped on a steel panel. They include speedometer with trip mileage, revolution counter, oil, fuel gauges, ammeter and water temperature gauge.

Bodywork —
Is constructed of sheet steel panels on a robust ash wood frame. It is individually produced and has the advantage of being easily repaired if accidents should occur. Upholstery is carried out by hand in good quality black vynide material, alternative colour or leather can be specified at extra cost. Detachable tops are fitted, which can be stowed when open in the luggage compartment or behind the rear seats in a four-seater.

Colours —
Deep Brunswick Green, Signal Red, Dark Blue, Light Orange, or Royal Ivory. Other colours are available at extra charge mentioned in price list of extras.

Dimensions (approx.) —
Wheelbase 8′ (244 cm). Track, front 3′ 11″ (119 cm), rear 4′ 1″ (124 cm). Overall length 12′ (366 cm). Overall width 4′ 8″ (142 cm). Ground clearance 7″ (18 cm). Height 4/4 2 str. 4′ 3″ (129 cm). Weight 4/4 2 str. 1,624 lbs. (735 kg). 4/44 seater 1,680 lbs. (760 kg).

U.K. Agents and Overseas Distributors

U.K.

Allon White & Son (Cranfield) Ltd.,
The Garage,
High Street, Cranfield,
Beds.

Bolton of Halifax Ltd.,
Salterhebble Hill,
Halifax, Yorkshire.

John Britten Garages Ltd.,
Barnet Road, Arkley,
Barnet, Herts.

Burlen Services,
Greencroft Garage,
The Greencroft
Salisbury, Wilts.

John Dangerfield Sports Cars,
115, Staple Hill Road,
Fishponds, Bristol.

F. H. Douglass,
1a, South Ealing Road,
Ealing, London W5.

Mike Duncan Ltd.,
92 Windmill Hill,
Colley Gate,
Halesowen, Worcs.

Robin Kay,
1a Ceylon Place,
Eastbourne, Sussex.

Lifes Motors Ltd.,
32-36 West Street,
Southport, Lancs.

I. & J. MacDonald,
Maiden Law Garage,
Lanchester,
Co. Durham.

Malvern Sports Car Company,
42 Howsell Road,
Malvern,
Worcs. WR14 1TH.

Parker Bros. (Stepps) Ltd.,
53 Cumbernauld Road,
Stepps,
Glasgow G33 6LS.

Phoenix Motors,
The Green,
Woodbury,
Exeter, Devon.

David Silverstone Ltd.,
1339 London Road,
Leigh-on-Sea,
Essex.

Mike Spence Ltd.,
Reading Road,
Henley-on-Thames,
Oxfordshire.

Sports Motors (Manchester) Ltd.,
250 Plymouth Grove,
Manchester M13 0BG.

Morris Stapleton Motors,
6 Kendrick Place,
Reece Mews,
London SW7.

Vicarage Auto-mobiles Sales Ltd.,
Vicarage Lane Garage,
Hailsham, Sussex.

Overseas Distributors

AUSTRALIA
K. C. Ward Enterprises,
464 Concord Road,
Rhodes, N.S.W.

Morgan Sports Car Distributors (Australia),
P.O. Box 140,
Gisborne,
Victoria 3437.

AUSTRIA
Max Bulla,
2371 Hinterbruhel,
Hauptster 122.

BELGIUM
Jacques Elleboudt,
25 Avenue de
Boetendael,
Bruxelles 18.

CANADA
Sterne Motors,
3712 Grandview
Highway, Burnaby, 2,
Vancouver, B.C.

DENMARK
Torben Krogh
Toppen 26,
7100 Vejle.

FINLAND
Kai-Risto Import,
Pihlajatie 12-14,
00270 Helsinki 27.

FRANCE
Jacques Savoye,
237 Boulevard Pereire,
Paris XVII.

GERMANY
Kenneth W. Flaving,
475 Unna,
Hochstrasse 4.

Merz & Pabst,
7 Stuttgart 1,
Alexanderstrasse 46.

HOLLAND
BV Nimag
Postbus 6,
Veursestraatweg 280,
Leidschendam.

ITALY
Dilia
16143-Cia. C.N.,
Rosselli 18-20,
Genova.

Rome Foreign Cars,
14 Via Sardegna
00187, Rome.

IRELAND
William P. Ryan Ltd.,
52 Thorncastle Street,
Ringsend, Dublin 4.

JAPAN
Toshio Takano
2064-8 Tsumada
Atsugi-Shi, Kanagawa.

NEW GUINEA
Tellimark Pty. Ltd.,
P.O. Box 472,
Lae.

SPAIN
Albion S.A.,
Martinez Izquierdo 45,
Madrid 28.

SOUTH AFRICA
Mrs. A. Heinz,
6 Munro Drive,
Houghton,
Johannesburg.

SWEDEN
A.B. Wendels,
Bil & Motor
Musketorgatan 9-11
21222 Malmo.

SWITZERLAND
Rolf Wehrlin,
Hauptstrasse 132,
Aesch BL.

PLUS 8 EXTRAS

Special Colour Paintwork
Upholstery carried out in Leather (Black or Colour)
Reclining Front Seats
Luggage Carrier
Spare Wheel Cover
Headrests

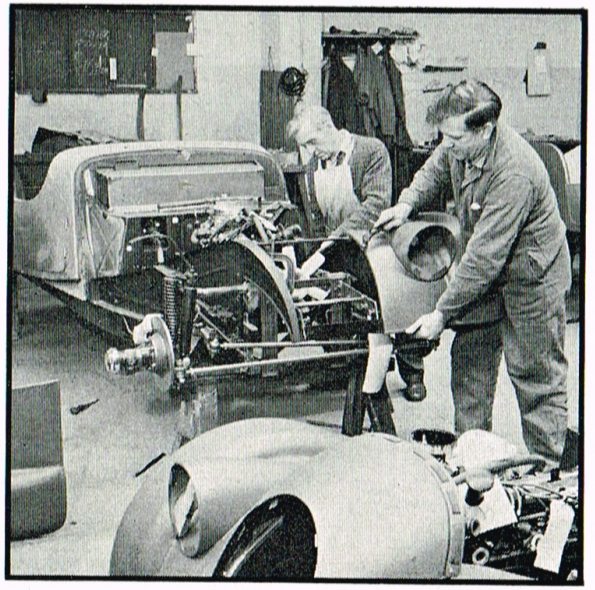
4/4 EXTRAS

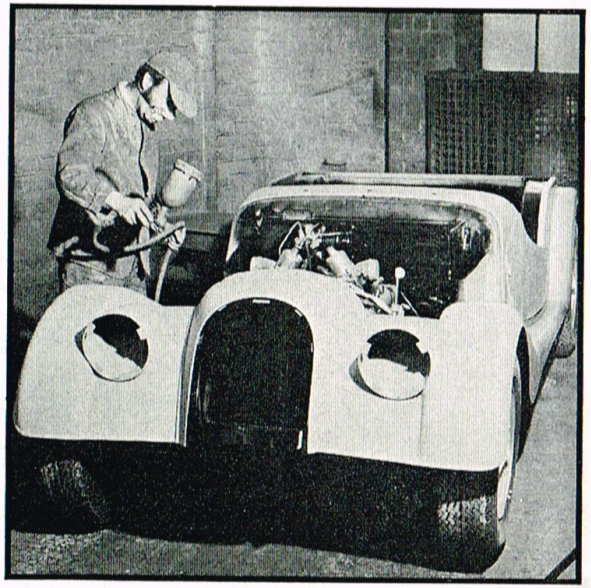
Wire Wheels
Air Cleaner
Special Colour Paintwork
Upholstery carried out in Leather
(Black or Colour) 2-Seater
Upholstery carried out in Leather
(Black or Colour) 4-Seater
Tonneau Cover 2-Seater
Tonneau Cover 4-Seater
Long Range Light (each)
Badge Bar only
Luggage Carrier tubular painted (4-Seater)
Luggage Carrier tubular painted
(Wire Wheeled 2-Seater)
Luggage Carrier flat steel painted
(Disc Wheeled 2-Seater)
Bucket Seats (Restall) 2-Seater only
(including Tonneau Cover)
Reclining and Folding Seats 2-Seater
(including Tonneau Cover)
Reclining and Folding Seats 4-Seater
Plus 8 type Spot Lights (pair)
Headrests (Restall and Reclining Seats only)

EXTRAS APPLICABLE TO ALL MODELS

Seat Belts
Rear Bumper
Undersealing
Reversing Lights
Towing Bracket
Locking Petrol Cap
Door Handles
Bonnet Strap











Morgan Motor Co. Ltd.
Malvern Link, Worcs., England. Tel. Malvern 3104/5

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