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The prices shown in this brochure are for Home Trade only. Export prices will be inflated by freight, packing, insurance, and import duty charges.
THE IMPORTANCE OF ADVERTISING

A vitally important part of the Dealer’s job is always to keep before the public eye a constant reminder of the Sales facilities and Service offered. To help Dealers in this way a wide range of sales promotion items have been produced which, although individually attractive, possess a uniformity that fits into the Nuffield Organization’s advertising scheme.

As you scan through these pages you will find that the vast majority of your advertising needs have been provided for—remember, the Central Publicity and Sales Promotion Departments are anxious to help you in your own publicity schemes and will gladly advise you and submit layouts on application.

Your inquiry will bring pleasure to us and profit to you.
DISPLAY SIGNS

THE MORRIS SIGN
In blue, cream, red, and white. Complete with hanging brackets. Price £3 15s. 0d.

THE M.G. SIGN
In brown, cream, and black. Complete with hanging brackets. Price £3 15s. 0d.

SERVICE WOLSELEY AND SALES

THE WOLSELEY SIGN
In maroon, chrome yellow, cream, blue, black, and silver. Complete with hanging brackets. Price £4 0s. 0d.

Exterior

ENAMELLED SHOWROOM SIGNS
Interior

1. THE MORRIS SIGN
In red, white, blue, and grey. Approximate measurements: 15 in. by 28½ in. Price £1 10s. 0d.

2. THE M.G. SIGN
In brown, cream, and silver. Approximate measurements: 16 in. by 16 in. Price £1 10s. 0d.

3. THE RILEY SIGN
In blue and white. Approximate measurements: 14½ in. by 27 in. Price £1 10s. 0d.
These signs are available to all officially appointed Nuffield Distributors and Dealers. They are strongly made with a stove-enamel finish in appropriate colours. Each sign is double-sided and drilled so that it may be either hung or fixed as desired. The Service and Sales signs are all 3 ft. in diameter and supplied complete with hanging brackets. All prices include carriage in the U.K.

**THE RILEY SIGN**
In cream, blue and white. Complete with hanging brackets. Price £3 15s. 0d.

**THE NUFFIELD TRACTOR SIGN**
Orange, black, and silver. Complete with hanging brackets. Price £3 15s. 0d.

**THE MORRIS-COMMERCIAL SIGN**
In black, silver, yellow, and cream. The export sign has the word TRUCKS in place of COMMERCIAL. Complete with hanging brackets. Price £4 10s. 0d.

**THE SERVICE AND SALES**
Riley AND SALES

**THE SERVICE**
MORRIS COMMERCIAL AND SALES

**THE NUFFIELD TRACTOR**
NUFFIELD TRACTOR

**WOLSELEY**

**THE MORRIS-COMMERCIAL SIGN 4.** In yellow, black and silver. Approximate measurements: 14 in. by 28 in. Price £1 10s. 0d.

**THE WOLSELEY SIGN 5.** In blue, cream, and silver. Approximate measurements: 13½ in. by 25 in. Price £1 10s. 0d.

**THE NUFFIELD TRACTOR SIGN 6.** In silver, black, and orange. Approximate measurements: 16 in. by 31 in. Price £1 10s. 0d.
ILLUMINATED SIGNS

MORRIS

These attractive showroom signs are finished in stove enamel in broken white and are 36 in. by 14 in. (frontal view). Available with either tungsten bulbs or fluorescent tubes, they are available for Morris, M.G., Riley, or Wolseley. The Morris sign has MORRIS in red with gilt edges. The M.G. sign has M.G. Safety Fast in reddish-brown with gilt edges. The Riley sign has the Riley emblem in blue with gilt edges. The Wolseley sign has WOLSELEY in green with gilt edges.

From the above specification you will see that not only are they very brilliant at night-time, but they are also excellent signs during the day.

The prices are as follows.

<table>
<thead>
<tr>
<th>Description</th>
<th>£ s. d.</th>
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<tr>
<td>If fitted with four 60-watt tungsten filament white bulbs</td>
<td>7 10 0*</td>
</tr>
<tr>
<td>If fitted with one 3-ft. 30-watt fluorescent tube together with control gear using tapped ballast unit to operate on either 200/210 volt, 220/230 volt, or 240/250 volt</td>
<td>8 10 0*</td>
</tr>
<tr>
<td>If fitted with twin fluorescent tubes, specification as above</td>
<td>10 10 0*</td>
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*Plus 10s. 0d. carriage and packing.

The above prices are subject to extra charge of 18s. 0d. to cover cost of insurance.

Exterior

Made from solid copper with an oxidized finish, this sign is exceptionally attractive and durable. It is supplied with glass panels bearing either the Morris, M.G., Riley, Wolseley, Morris-Commercial, or Nuffield Tractor trade name, and the small hanging panel provides space for your trading code. Illumination is by two standard filament bulbs. The size is 12 in. by 30 in. (name panel 3 in. by 24 in.). Price (without bulbs) £14 15s. 0d. Carriage paid in the U.K.
Exterior

This sign is available with fixing at the side so that the sign projects, or with swivel brackets each side allowing the sign to be mounted above or below a forecourt canopy. In the latter case the sign can be tilted at an angle and the panel on the reverse side used to floodlight the Dealer’s premises. For floodlighting the following colours are available: red, white, amber, blue, or green. Each sign is fitted with twin fluorescent 30-watt tubes, together with control gear suitable for 200/250 volts. The letters are of cut-out perspex and are superimposed on the panels. Colour of the letters is red with the bevelled edges finished with gold paint. Please state whether fixed or swivel fixing is required. Price of each type is £19 10s. 0d. with packing and carriage £1 16s. 0d. extra.

Cases will be charged £5 if not returned to suppliers within seven days.

Interior

These novel and effective tubular signs will add greatly to the attractiveness of your showrooms and window displays at night. The perspex tube, measuring 14 in. in length, has 4 in. diameter ends finished in black. An internal plate is illuminated by a tubular lamp in a trough above, giving a neon-light effect to the badge and wording. The signs are visible from a considerable distance. Price £2 10s. 0d. each, including lamp trough and holders (lamps and fittings are not supplied). Signs are available for Morris, M.G., Riley, and Wolseley. Carriage paid in the U.K.

Interior

Measuring 36 in. long by 14 in. deep, these signs are available for Morris, M.G., Riley, or Wolseley. (The M.G. sign is 37 in. long.) The coloured lettering is engraved in gradually increasing depth on the perspex panel to give an even brightness when illuminated by the 30-watt fluorescent strip lamp supplied with the sign. Hanging chains, flex, and ballast bulb are included in the price of £7 12s. 6d. Available for use with A.C. only, but please state voltage when ordering. Carriage paid in the U.K.
NEON SIGNS (Interior)

PLEASE NOTE: The signs shown on these pages are not available to overseas Distributors or Dealers.

MORRIS. The name MORRIS is signwritten in red with a thin black outline on the back perspex panel. The letters are picked out in red neon tubing. Approximate overall size of perspex case 36 in. long by 12 in. high by 2 in. deep. Price £18 10s. 0d., including packing and carriage.

M.G. Lettering and octagon are signwritten in yellow with a thin black outline. Yellow fluorescent neon tubing and border give illumination. Also supplied in red lettering with red neon if desired. Overall size: 20 in. long by 18 in. high by 2 in. deep. Price £18 10s. 0d., including packing and carriage.

RILEY. This sign is lettered in blue with a thin black outline. Lighting is in blue fluorescent neon tubing with a diamond border. Alternatively available with red lettering and tubing. Approximate size: 42 in. by 25 in. across corners by 2 in. deep. Price £25 15s. 0d., including packing and carriage.
All the brilliance—all the compelling display effect of neon—can now be yours, in your showroom at moderate cost. Totally enclosed in clear perspex cases, these attractive signs are dust-proof and damage-proof. All delicate neon glasswork is protected against accidental damage. Easy to install yet readily removed when required, they plug in direct to any A.C. lighting circuit. Each sign is supplied complete with its individual transformer, high-tension leads, and hanging chains. And every Brillite neon sign is guaranteed for six months. In most areas of the British Isles the signs will be delivered by the manufacturer's representative, who will be glad to advise on installation.

**WOLSELEY.** Signwritten in green on the back perspex panel. Powdered fluorescent green neon tubing illuminates the name. Also obtainable in red lettering and red neon for uniformity with Morris sign. Approximate dimensions: 42 in. long by 12 in. high by 2 in. deep. Price £11 15s. 0d., including packing and carriage.

**MORRIS-COMMERCIAL.** Name lettered in red with thin black outline illuminated by red neon tubing. The length of neon lettering necessitates the use of the slightly larger transformer supplied with this sign. Approximate overall dimensions: 36 in. long by 18 in. high by 2 in. deep. Price £25 10s. 0d., including packing and carriage.

**NUFFIELD UNIVERSAL TRACTOR.** The background is tractor red, with the word 'Nuffield' in white neon on black, the word 'Universal' is signwritten in black or white and the word 'Tractor' is in green neon. Overall size 30 in. long by 15 in. high by 2 in. deep. Price £36 0s. 0d. plus £1 6s. 0d. for delivery in England and Wales and £1 10s. 0d. in Scotland.

**B.M.C. WARRANTED USED CARS.** Name lettered in red with thin black outline illuminated by red neon tubing. The length of neon lettering necessitates the use of the slightly larger transformer supplied with this sign. Approximate overall dimensions: 30 in. long by 15½ in. high by 2½ in. deep. Price £26 5s. 0d., including packing and carriage.
A clock is a showroom must! So why not a **Morris** or **Wolseley** electric clock? They not only are attractive but also provide a reliable time indication to all using or viewing your showroom.

The movements are by Smiths and the clocks are supplied complete with flex and hanging chains.

**Supplied for use with 200/250-volt 50-cycle A.C. mains only.**

(Oversized, 110-volts to special order.)

The **Morris** clock has a white design on a blue perspex panel. Price **£4 15s. 0d.** including packing and carriage in the U.K.

**Clocks**

The **Wolseley** clock has a white design on a blue perspex background. Price **£4 15s. 0d. including packing and carriage in the U.K.**
Rubber mats are a useful item of equipment in your showrooms and offices, providing an indication of your franchises, while protecting floors at vital wearing points. The Nuffield Organization mats illustrated below represent exceptional value. They are in attractive colours and are of the inlaid type, the design passing through the mat, thus ensuring years of useful service.

Size 36 in. by 20 in. Carriage paid in the U.K.

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**MORRIS CARS**

THE MORRIS MAT
In black rubber, with red letters outlined in white. Price £1 5s. 0d.

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**SAFETY MG FAST!**

THE M.G. MAT
In chocolate-coloured rubber with a cream panel. Price 19s. 6d.

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Showroom Rubber Mats

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**RILEY**

FOR MAGNIFICENT MOToring

THE RILEY MAT
In dark-blue rubber with white lettering. Price 19s. 6d.

---

**WOLSELEY**

THE WOLSELEY MAT
In dark-blue rubber with cream oval panel. Price 19s. 6d.

---

**MORRIS COMMERCIAL**

THE MORRIS-COMMERCIAL MAT
In black rubber with black lettering on a grey ground, the globe in yellow with grey ribbing. Price £1 2s. 6d.

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**SHOWROOM STRIP MAT**
In blue rubber with lettering in cream. Size 10 ft. long by 2 ft. wide. The names Morris, M.G., Riley, and Wolseley in characteristic design are inlaid in the mat. Your own name can be included in place of the words THE NUFFIELD ORGANIZATION.

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**THE NUFFIELD ORGANIZATION**

ORGANIZATION, if required. Price £4 5s. 6d. including purchase tax—standard. £4 14s. 6d. including purchase tax—personalized. Packing and carriage paid in U.K.
SHOWROOM FURNISHINGS

You are cordially invited to come in and examine the selection of cars covered by the BMC hand on Warranty.

Soundly constructed in light oak, these double-sided poster stands are complete individual units for use on the showroom floor. The vertical stand takes the standard size 20 in. by 30 in. announcement posters, price £1 12s. 6d. plus 7s. 6d. packing and carriage. The horizontal stand will take the standard size showroom poster of 25 in. by 35 in. price £2 5s. 0d. plus 7s. 6d. packing and carriage.

Oak poster frames to take the standard size 25 in. by 35 in. posters are available, price £1 10s. 0d. each. Glass is not included. An easel is also available, price £1 10s. 0d. to take three poster frames. The overall height of the complete unit is approximately 8 ft. Packing and carriage included in the U.K.

BANNERS

These banners are made in nylon material, size 33 in. deep by 23 in. wide with a 9 in. deep ‘V’ point at base. The special wooden pole is 5 ft. long and sets in a bronze metal tripod stand with rubber feet. Banners may be purchased separately if desired. Price complete £3 14s. 6d. each plus packing and carriage.

- Morris, white banner with crimson M.G. emblem. Crimson fringe and cords.
- MG, cream banner with red lettering, ox and shield in red and blue. Red fringe and cords.

WIZARDRY ON WHEELS!

Revolutionary

MORRIS
MINI-MINOR
SALES LITERATURE
The Nuffield Organization produces a series of catalogues, folders, leaflets, reprints of articles and other sales literature, covering the entire range of cars, commercial vehicles, and tractors. The judicious use of this literature published will serve to remind the public of the franchises which you hold. We will gladly dispatch supplies of current sales literature on request. Inquiries for literature concerning commercial vehicles should be addressed to Morris Commercial Cars Ltd., Adderley Park, Birmingham 8.

LITTER BINS
This litter container is attractively finished in a bronze colour with the franchise names stamped on the lid. The lid is removable to ensure easy emptying and cleaning. Measurements are 12 in. by 9 in. by 6½ in. high. Price £1 15s. 0d.

POSTERS
We always have a large stock of posters of bold design, well printed in a number of colours. The standard size is 25 in. by 35 in. They are issued free of charge. New posters are issued from time to time. For those dealing with Morris-Commercial vehicles please apply direct to Morris Commercial Cars Ltd., Adderley Park, Birmingham 8.

RILEY. Blue banner with white diamond and lettering. White fringe and cords.

WOLSELEY. Yellow banner with maroon lettering. Maroon fringe and cords.

HELP YOURSELF TO A NUFFIELD CATALOGUE

Constructed in light oak, the stand is readily collapsible for transport or storage. The convenient shelves will hold literature of any size. Overall measurements are 45 in. high by 36 in. wide. Price £4 0s. 0d. packing and carriage extra.

This catalogue stand, constructed from heavy gauge steel wire, will stand firmly on the floor, or hang from the wall. Stands approximately 4 ft. high and finished in Nuffield blue and cream. Price £1 10s. 0d. plus 7s. 6d. carriage and packing.
SHOWROOM FURNISHINGS

TRANSFERS

A continuous striped design is available as a foundation, which can be broken up by the marque names. The keystone pieces can be used either to centre the general design or to divide it into as many sections as desired. A number of individual designs can be easily worked out. The transfers are supplied free of charge, together with an instructional leaflet.

WALL PLAQUES

These wall plaques are cast in a special plaster and the designs are in the appropriate colours. The Morris plaques are 14 in. in depth, and the rest are in proportion.
Trapinex paint transfers are attractively designed, patented transfers which will add to the appearance of your showroom or other windows, as well as announce to the public in a very effective manner the franchises you hold. They are simple to place in position and being weather-proof and fast to light, will give long service without deterioration or loss of colour.

Trapinex transfers for the Nuffield Universal Tractor are also available to fall in line with the above scheme. There are also smaller (12 in.) tractor transfers for van rear door panels.

NOTE.—B.M.C. transfers are supplied only to those Distributors and Dealers where the use of the official B.M.C. Service and Sales sign has been approved by the respective Service Departments.

The prices are as follows: **MORRIS 17s., M.G. 17s. 6d., B.M.C. ROSETTE 35s., WOLSELEY 17s. 6d., RILEY 17s. 6d.**

As these wall plaques are liable to damage in transit they are not recommended for overseas.

Also available are **B.M.C. ROSETTES** made in fibre glass for exterior use, approximately 21 in. diameter. Price **£3 10s. 0d.**
FLAGS and PENNANTS

THE MORRIS FLAG
The ox is in red on a white ground with blue bars, the rest of the flag being blue with white lettering. Price (sewn) £2 2s. 6d., roped and toggled ready for use.

THE M.G. FLAG
The M.G. badge is in red and the words SAFETY FAST! are in black on a yellow ground. Price (sewn) £2 7s. 6d., roped and toggled ready for use.

THE RILEY FLAG
The Riley badge is in white and blue on a dark-blue ground. Price (sewn) £2 15s. 0d., roped and toggled ready for use.

THE WOLSELEY FLAG
The word WOLSELEY is in blue on a yellow ground. Price (sewn) £2 6s. 9d., roped and toggled ready for use.
A flag provides an interesting touch of colour in the showroom and can also be effectively used to form a background to a window display. Flown from a mast, a flag or a pennant distinguishes at a distance a building such as a garage or a showroom. Flags are, of course, invaluable at shows and for use at special displays. All flags are available with sewn or printed designs, except the B.M.C. House Flag.

Standard price for the printed flags £1 18s. 9d. Size 6 ft. by 4 ft. approximately.

**The Morris-Commercial Flag**
The lettering is in yellow on a blue ground. Price (sewn) £2 12s. 6d., roped and toggled ready for use.

**The Nuffield Tractor Flag**
The lettering is in black and white on a Tractor orange ground. Price (sewn) £3 0s. 6d., roped and toggled ready for use.
FLAGS and PENNANTS

MORRIS

These pennants form an attractive decoration whether used interiorly or exteriorly. They are individual pennants that can be attached to form any of the franchise names. The letters are blue on yellow and the spacer pennants are blue and white. Prices: with letter 7s. 6d., spacers 5s. 0d.

THE MORRIS-COMMERCIAL PENNANT

The wording is in yellow on a blue ground. Approximate measurements: 5 ft. wide at the toggle rope by 12½ ft. in length. Please apply for particulars direct to Morris Commercial Cars Ltd., Adderley Park, Birmingham 8.

PLEASE NOTE.—The Morris-Commercial pennant and the Tractor banner are not available for overseas.

NUFFIELD

SIX WAY POWER

THE TRACTOR BANNER

These banners are offered on loan for use at Agricultural Shows. The words NUFFIELD UNIVERSAL are in white on a black ground; the rest of the banner is in Tractor orange, all other wording being in green. Approximate measurements: 14 ft. by 2½ ft. Roped and toggled ready for use. These banners must be promptly returned after each Show to Central Publicity Department.
SERVICE STATION CLOTHING

A range of smartly tailored overalls is offered for the use of service station and showroom personnel. Hard-wearing and washable, the overalls are vic-dyed a sand colour. A special order form is provided in the pocket at the back of this catalogue. All prices shown include packing and carriage in the U.K.

BERET
Made in good quality, hard-wearing, dark-blue material, the berets are smart in appearance. They are available in the usual hat sizes. Price 7s. 6d.

OVERALLS
suitable for mechanics and service station personnel. Single-piece boilersuit style. Price £1 15s. 6d. each.

COATS
suitable for foremen and overseers. Coat style with belt. Single breasted. Price £1 13s. 6d. each.

OVERGOWNS (not illustrated)
for ladies. Coat style in lighter weight. Prices (each) £1 8s. 6d.

POCKET BADGES
for Morris, M.G., Riley, Wolseley, Morris-Commercial, and Nuffield Universal Tractor embroidered in appropriate colours of franchise. Supplied separately. Price 5s. 6d. each.

BERET PLASTIC BADGES
These badges are available for all Nuffield franchises in the same design as the coat pocket badges. Made of plastic, they are 1½ in. dia. and have pin fixing. Price 1s. 0d. each.
SALES AIDS

LAPEL BADGES

These badges are neat and well made, with an enamel finish in appropriate colours. These badges are available, with brooch or button-hole attachment. All prices are carriage paid in the U.K.

THE MORRIS BADGE
Price £1 10s. 0d. per dozen.

THE MORRIS COMMERCIAL BADGE
Price £1 0s. 0d. per dozen, carriage paid.

THE M.G. BADGE
Price 13s. 6d. per dozen.

THE RILEY BADGE
Price 12s. 6d. per dozen.

THE WOLSELEY BADGE
Price 13s. 6d. per dozen.

CELLULOID TRACTOR BADGE
Pin fixing only. Price 1s. 6d. per dozen.

CUFF-LINKS

Cuff-links are available for Morris, M.G., Riley, Wolseley, Morris-Commercial, and Nuffield Universal Tractor. They are chromium-plated and enamel finished in the appropriate colours. Price 3s. 6d. per pair (Morris-Commercial cuff-links 4s. 0d. per pair). Individually boxed. Morris, M.G., Riley and Wolseley cuff-links with acetate dust cover. Price 3s. 9d. per pair.

THE NUFFIELD UNIVERSAL TRACTOR BADGE
Price £1 10s. 0d. per dozen.

 Those ‘Lightwing’ cigarette cases have an engraved gold finish with the franchise names engraved on the inside. The flat type—price 16s. 6d. including tax, packing and postage.

The box type—price 13s. 6d. including tax, packing and carriage. Gilt ashtrays to match 5s. 6d. each.

These attractive playing cards are printed in four colours on linen-grained card. Price 4s. 3d. per pack.
The Nuffield Neck-ties
The ties are offered in two materials, Macclesfield silk and terylene, and are available in the following colours:

Silk—Morris blue, M.G. maroon. Price 1s. 6d. including P.T. (Home).
Terylene—Morris blue or maroon, Wolseley green, Riley blue. Price 11s. 0d. (Home).

TORCH KEY FOBS
In addition to the fobs illustrated below there is available a novel Torch Key Fob made of coloured plastic and measuring only 1 1/2 in. by 1 in. These fobs may be obtained in red, ivory, blue and green die-stamped respectively ‘MORRIS’, ‘M.G.’, ‘RILEY’, and ‘WOLSELEY’, in gold. Each has a gift chain and lanyard ring for keys. Quantities should be ordered direct from—Elk & Co. Ltd., Elkian Works, Down Street Factory Estate, West Molesey, Surrey. Price 6s. 4d. each. Refill batteries 1s. 3d. each.

IGNITION KEY FOBS
Three designs of key fobs are available, the above have a cream plastic medallion with the franchise name embossed in gold on dark-blue leather matching the strap, Price 1s. 6d. each.
(Left) These fobs are made of leather with enamelled and chromium-plated key labels, Price 2s. 3d. each.
(Right) These new key fobs have another clip to hold the second key. Price 2s. 9d. each.
Overprinting of Dealers’ names and addresses can be executed for an extra charge of 1s. 0d. for any quantity, packing and postage included.

BOOK MATCHES
Each book has a panel for your name and address. In cartons of 1,000, 2,500, and 5,000 books, each book contains 18 matches printed alternately with franchises. Price £4 10s. 0d. per 1,000 books, carriage paid.

RONSON SENATOR TABLE LIGHTER
These table lighters are covered with genuine pigskin and engraved Morris, M.G., Riley, Wolseley. Individually boxed. Price £2 7s. 6d., including packing and carriage in U.K.

PIN TRAY
These new-styled glass pin trays are made by a new process. The outline illustration of the world and the franchise names are in gold, and are fused permanently into the glass. The colour, turquoise, is pleasant to the eye and allows the gold lettering etc., to stand out. Size 5 1/2 in. square. Price 3s. 0d. including R.T., packing, and carriage.
CORKSCREW COMPENDIUM
This corkscrew compendium is made of steel and heavily plated. The franchise motifs are set in the sides. Price 18s. 6d. each, packing and postage included.

PENKNIFE
This penknife has an imitation mother-of-pearl handle with the names Morris, M.G., Riley, and Wolseley engraved in blue in the sides. Price 5s. 3d. each, packing and postage included.

CIGAR-CUTTER
Solidly made with sharp cutter. Individually boxed. Price 19s. 0d. each, including P.T. and postage in U.K.

PLASTIC BRIEFCASE
This plastic briefcase is made from light-brown P.V.C. material with the names Morris, M.G., Riley, and Wolseley printed on the side in black. Size 11 in. by 15 in. Price 6s. 3d. each. Also available are plastic treasury note cases. Price 3s. 6d. including postage and packing in the U.K.

This charming china model of an early Morris Bull-nose is hand-painted with a choice of two bodycolours—light grey and yellow. Overall size 5 in. by 3 in. One side of the base bears the words ‘Quality First’ MORRIS and the other BULL-NOSE MORRIS. Price including ornamental box with felt protection 17s. 0d. including P.T.
Full particulars and prices of these model cars can be obtained from Victory Industries Limited, Sales Department, Barlax Works, Worplesdon Road, Guildford, Surrey. Overseas inquiries to Mr. C. E. Aldridge, I Scuitchey Lane, Oxford.

These price panels are made of strong card in several colours and fitted with a superimposed name panel. The slide-in price ticket is printed in two colours. The cards can be provided as stand-up types or with a rubber-sucker fitted for affixing in position. Available for all Nuffield franchises. Dealers in the U.K. should apply direct to Morris Commercial Cars Ltd. for M.C.C. price panels.

Nuffield Tractor price cards, size 12 in. by 8 in., price 5s. 6d. (clip in). All other price cards, size 9 in. by 6½ in., price 4s. (stand up) 5s. 6d. (suction type).

P.V.C. Windshield Price Panels (self-adhesive) for all Nuffield Models price 1s. 6d. each.

This authentic ¼ scale model of the Nuffield Universal Four Tractor is made of tough plastic and packed in a very attractive box. It is fully steering and has massive Dunlop Fieldmaster tyres. The model can be taken apart and reassembled - instructions are enclosed with each model. Price 7s. 10d. plus 1s. 8d. P.T. Packing and postage extra.

DUSTERS
These dusters are offered in attractive colours, and facilities are provided for overprinting with the name and address of the purchaser. Four franchises are available, the Morris dusters are printed red on yellow; the Wolseley dark green on light green; the Riley dark blue on light blue; the M.G. (gross only) brown on buff. Price, excluding Dealer’s name, 14s. 0d. per dozen. Prices including overprinting, Packing and carriage paid in the U.K.

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DISPLAY UNITS

The Central Publicity Department has available various exhibits which may be had on loan by Distributors and Dealers for special showroom displays during service weeks, local exhibitions, and similar occasions. They are supplied for use only on the conditions contained in the Exhibition Bond of the Society of Motor Manufacturers and Traders and it is the responsibility of every Distributor or Dealer accepting the loan of these display units to ensure that the conditions of the Bond are complied with. Private transport is the only satisfactory way of moving many of these items and the provision of transport to and from Cowley should be arranged by Distributors and Dealers, with special attention to sizes of exhibits. Please note—the display items offered on this page can be supplied to overseas Distributors only in special circumstances.

SECTIONED ENGINES

Working sectioned engines of various models and other units on suitable stands, turntables, sectioned cars, also chassis such as were exhibited at the London Motor Shows, can be had on loan by special arrangement. For full details write to Central Publicity Department.

VETERAN CARS

Several veteran and historic cars are available on loan to Distributors and Dealers for their showroom displays. These include a 1912 Morris Oxford, 1896, 1899, and 1923 Wolseley; a 1914-18 Wolseley Stellite Chassis; the M.G. No. 1; a 1903 and a 1907 Riley; and a 1914 Morris Commercial one-ton truck. Full details of these vehicles may be had on application to Central Publicity Department.

LIGHTED DISPLAYS

Also available on loan to Distributors and Dealers are lighted displays of various designs, illustrating the latest vehicles. A list of these and other exhibits can be obtained from Central Publicity Department.
GAZETTEERS

These Gazetteers deal individually with the counties of the British Isles, each containing 80 to 100 pages of detailed information and a large folding road map. Price—standard edition 3s. 6d. and the double* edition 5s. 0d. plus postage. Gazetteers are so far available for the following:

1. CORNWALL
2. DEVON
3. SOMERSET
4. WILTSHIRE AND DORSET
5. HAMPSHIRE AND THE ISLE OF WIGHT
6. SUSSEX
7. LAKE DISTRICT
8. GLoucester, MONMOUTH, AND HEREFORD
9. NORTH WALES
10. YORKSHIRE
11. KENT
12. SURREY
13. LANCASHIRE AND THE ISLE OF MAN
14. NORFOLK AND SUFFOLK
15. NORTHERN IRELAND
16. BERKS, BUCKS, AND OXON
17. SOUTH WALES
18. ESSEX
19. CENTRAL SCOTLAND
20. LINCOLNSHIRE
21. CUMBERLAND AND WESTMORELAND
22. WARWICKSHIRE AND WORCESTERSHIRE
23. EDINBURGH AND THE BORDERLAND
24. NORTHUMBERLAND AND DURHAM
25. LEICS, NORTHTONS, RUTLAND AND HUNTINGDONSHIRE
26. MIDDLESEX, HERTS, Beds, AND CAMBRIDGESHIRE
27. GLASGOW AND WEST LOWLANDS
28. SALOP, RADNOR, and MONTGOMERYSHIRE
29. DERBYSHIRE AND NOTTINGHAMSHIRE
30. HIGHLANDS AND ISLANDS

NUFFIELD ATLAS

The Nuffield Atlas of Great Britain is a combination of road maps, gazetteers, and guide. There are 29 pages (9 in. by 11 in.) of nine miles to the inch road maps in colour, 48 strip routes between London and provincial centres, gazetteers against each page of maps showing places of historical interest, two-page through-way map of London and pictorial map showing places of interest, and index by grid squares to some hundreds of place-names shown in main maps. Price 8s. 6d. plus 1s. 0d. postage.

Rouge Marker Cases to hold the Nuffield Road Atlas are available at 12s. 6d. plus postage.

NUMBERED ROAD TOURING MAPS OF GREAT BRITAIN

These maps are published in six sheets as follows:

SHEET 1. SOUTH-EAST COUNTIES
SHEET 2. SOUTH-WEST COUNTIES
SHEET 3. MIDLANDS AND WALES
SHEET 4. NORTHERN COUNTIES
SHEET 5. CENTRAL AND SOUTHERN SCOTLAND
SHEET 6. HIGHLANDS OF SCOTLAND

Also available is a map of England and Wales, and a map of Scotland. Price in cloth 7s. 6d. per sheet plus postage, paper edition 4s. 9d. per sheet plus postage.

MAP OF LONDON

Price 3s. 6d. plus postage.

THE ABBEYS, CASTLES, GREAT HOUSES AND GARDENS OF BRITAIN

Third edition. Price 3s. 6d. plus 7d. postage.

TOURING ATLAS AND GUIDE TO THE CONTINENT

This useful atlas is available, price 12s. 6d. plus 1s. 0d. postage.

TRADE DISCOUNT

All these cartographic publications carry a trade discount of 25 per cent.

COLOUR FINISH CARDS

Colour Finish Cards are available to help with inquiries concerning the colour finishes of Nuffield cars. These are obtainable in limited quantities at 10s. 0d. per hundred.

ALBUMS

Colour Finish Albums. These albums show really large samples of body colours and upholstery used on Nuffield cars. Luxuriously bound in blue leather with padded and gold-blocked cover, these albums are an essential piece of showroom equipment. The pages are loose-leaved, size 9 x 11 in. by 13 in., and are automatically replaced as new colour schemes are announced. Albums are priced at £1 0s. 0d. each to cover part cost of manufacture.

CALENDARS

The Nuffield Calendar is printed in full colour from direct photographs of Oxford colleges and scenes. Measuring 9 x 13 in., the calendar consists of separate leaves with an illustration on each side together with a calendar of the month, and a caption describing the picture. There is a separate cover and stiffener at the back.

Calendars are boxed individually and sent ready for immediate dispatch, complete with a special label. A space is provided on the cover for overprinting with the name and address of the purchaser. An illustrated leaflet is circulated each year to all Distributors and Dealers, and delivery of calendars ordered is made well before the end of the year.

PERPETUAL CALENDAR

The perpetual calendar has a black base with a brass tumbler engraved with the words Morris, M.G., Riley, and Wolseley. Height 3 in. approx. Individually boxed. Price £1 4s. 6d., including P.T., packing, and carriage in U.K.

STEREOS

Advertisement stereos available in various sizes for all marques are supplied on request. Complete stereos are available, free of cost, designed to help to stimulate sales in your area. Each layout includes a panel for you to insert your own name and address. If you wish to use space a little larger or a little smaller than the advertisement, it is a very simple matter for your local paper to cut the block and reset the type to suit your particular requirements. Write for separate booklet illustrating the advertisements to Central Publicity Department (Home), Nuffield Export Ltd. (Overseas).
SALESMA N
A confidential magazine produced for the information and assistance of those engaged in the direct or indirect selling of B.M.C. products.

NEWS EXCHANGE
Produced at two-monthly intervals to provide Nuffield Distributors, Dealers, and other friends at home and overseas with news of general interest.

SIDELIGHTS
This, the magazine of the B.M.C. Drivers' Club, is sent to all members every other month—membership and the magazine being entirely free.

TRANSPORT EFFICIENCY
Together with technical details and fresh ideas on commercial bodybuilding, this bi-monthly helps the commercial vehicle operator to keep up-to-date with the trade and all problems in Road Transport Law.

SAFETY FAST
The official magazine of the M.G. Car Club, published monthly at 1s. 6d. per copy.

MOTORING
Increase the interest in Nuffield cars by making Motoring better known. Arrange for copies with your name and address attached to be placed in the lounges and waiting-rooms of local clubs, hotels, doctors, and dentists. This, by the way of cost, a form of publicity for you. You can take out a six-month postal subscription to Motoring for purchasers of new cars. Write for particulars to Motorings, Cowley, Oxford.

MAINTAINING THE BREED
Maintaining the Breed, a saga of M.G. racing cars (price 11s. 6d.) by John Thornley, traces in outline the development of the M.G. from its modest beginnings to the period of its all-conquering supremacy in its class, and the effect of racing experience upon the design of the sports car.

WOLSELEY SAGA
Wolseley, a Saga of the Motor Industry (price 5s. 0d.) by St. John C. Nixon is a detailed account of the development of Wolseley cars from the earliest times. Beginning with the Wolseley Sheep Shearing Company, the book describes in great detail how the car business evolved and how it developed up to 1930. The Wolseley car was not only one of the first petrol-driven vehicles ever to be designed and manufactured in a British factory, but it has survived the passage of more than half a century, and still today has the reputation for being outstanding in its own class.

NOTE PADS
An extremely handy pocket note pad in semi-stiff imitation leather with the B.M.C. Rosette in gold. Price: covers 12s. 0d. per dozen, pads for insertion 3s. 6d. per dozen.

DIARY
The Nuffield Motoring Diary is an inexpensive means of publicity. Distributors and Dealers can order supplies for complimentary distribution to their customers at Christmas. The diary is supplied bound either in pliex or leather, and amongst its many useful features are a double page to the week, columns for recording mileage and petrol used; a set of maps; a memorandum of maintenance, giving routine tasks at their correct mileage; instruction for locating and correcting faults; and hints on maintenance of Morris, M.G., Riley, and Wolseley cars.

PLASTIC DRIP MATS
Carry your local advertising unobtrusively into the hotels and clubs in your area at a low cost with attractive plastic drip mats. They are finished in white with the franchise names printed in gold on the raised flange. Size 4½ in. in diameter. Price 6s. 6d. per dozen, overseas packing and carriage extra.

SERVIETTES
Nuffield Paper Serviettes are available at the following prices, including P.T., packing, and carriage:
12s. 6d. for 250, £1 3s. 0d. for 500, £2 5s. 0d. for 1,000.

POLYTHENE BAGS
Clear polythene bags are available suitable for 'give-aways' to your customers and callers. They are 12 in. by 18 in. and have the franchise names Morris, M.G., Riley and Wolseley printed on the front in gold. Due to their water-proof properties, these bags make excellent receptacles for a chamois leather, and washing tackle. They also make good dust covers for small articles carried in the car. Price £1 0s. 0d. per 100.

CINEMA SLIDES
Fully coloured cinema slides are available for the following franchises: Morris, M.G., Riley, Wolseley, and Morris-Commercial. A space is provided at the base of each slide for the name and address of the exhibitor. The slides are supplied free of charge, the cost of exhibition being borne by the exhibitor. Full details will be supplied on application to Cine and Photographic Unit, The Nuffield Organization, Cowley, Oxford.

FILL IN THE ORDER FORMS NOW

All cheques for payment of material shown in this book should be made payable to Morris Motors Ltd. or Nuffield Exports Ltd. If you have an account with Morris Motors Ltd. this will appear on your monthly statement.

Owing to the fluctuating cost of raw materials the prices quoted in this publication are subject to revision at any time without notice.

We are always pleased to provide you, on request, with the prices ruling at the time you place your order, but the right is reserved to invoice goods at prevailing prices.