



Morris Register of Queensland Inc.



A line of nine Minors belonging to members of Vintage Minor Register at the first Australasia Rally in the Hunter Valley. (Alex Dempster) See Page 3 for a Letter from Ian Grace, President of VMR,

February 2018

www.morrisregisterqld.org.au



Message from our President Col Schiller

Hi Members,

It's only a few weeks now until Easter and Jill has the Rally pretty well organised but we will need your help over the Easter weekend. Entries are closed and we have a good number of attendees, so maybe even if you haven't booked in, maybe come along, pitch in and help us get through this major Rally. Let either Jill or I know if you are willing to help out. Saturday and Sunday will be hectic and extra hands will be very appreciated.

As some of you will know, this year is also our 40th year and we would like to hold a special Birthday weekend, possibly in the Lockyer Valley or somewhere between Brisbane and Toowoomba where our older members can get to easily. This event will be in July as normal, what suggestions do you have?

On a negative/positive note a couple of our members are having health issues and wish to dispose of their cars. These are good cars and need to go to good homes where they can be maintained and enjoyed, remember we are only their custodians, they will keep going long after us. Keith has most of them listed in the For Sale section, but there are others as well. By the time you get this, the Toowoomba Swap and the run to Cambooya will be over, but I look forward to catching up with everyone soon.
Happy Morrising Col

NOTICE: Morris Register Latest Spares Price list (Electronic Magazine Members) is now available. Go onto the Morris Register UK morrisregisterspares.co.uk and on the home page see *Price List - Nov 17*

Morris Register of Qld Inc—Calendar of Events

- March 30th- Apr 2nd 21st National Morris Register Event at Hervey Bay
- May 20th David Hack Run – Toowoomba
- June/July 40th Year Celebrations for the Qld Morris Register
- July 15th RACQ Motorfest – Brisbane
- Aug 18th-19th Leyburn Sprints
- October Ormiston State School
- TBA All British Day More information on the events will be made available at a later date



Shirley's thought of the month:

*It is not enough to have a good mind,
the main thing is to use it well*

Committee 2017/2018			
President	Col Schiller	0419 686 254	colin.schiller@bigpond.com
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Magazine Deadline	27 th of each month
Magazine, photographs, website, stories, for sale/wanted submissions, preferably to be sent via the editor's email address	edkf44@gmail.com Morris Register of Qld. Inc. 36 Marlin Street, KAWUNGAN 4655 QLD
New Membership Application Forms OR print from website www.morrisregisterqld.com.au	Secretary - \$40 annually
Renewal Membership	Treasurer
UK Liaison contact: Tom Taylor	tomtaylo57@gmail.com

Morris Register of Qld. Inc. Meeting Cambooya 4 February 2018 – Attendees:

Member	Vehicle		
Gary Moore	Modern	Royce Lane	Modern
Dawn & John Wright	Mercedes	Carolyn & Graham Anderson	Morris Major Elite
Garry & Narelle Troth	Morris Major Elite	Greg Strathdee	Modern
Margaret & Gary Schulze	Morris Minor	Col & Christina Schiller	Morris 25
Barry Martin	Modern	Brian Close	Morris 8 Ser I
Ray & Colleen Bakes	Morris Traveller	Visitors	
Bruce Hamilton	Morris Minor Lowlight	Harold & Lorraine Schiller	Modern
		Neville & Laura Josman	Modern

Minutes: Open: 11am

Apologies

- Jim & Trish Robinson
- Shirley Leitch
- Alan & Sandra Klein
- Jill & Keith Fowlie
- Barry & Jan Clarke

Treasurers Report: Garry Troth

The Treasurer's Report was read and approval by all

Incoming Mail

- Sale advert for Morris 12-4 Series 3 service Manual (contact Ross Mierendorff 0419635319)
- Wanted ad looking for 1958 Morris Baker Van Mudguards (contact Mrs Chris Billingham chrisbillingham61@gmail.com) – member of Wagga Wagga Veteran & Vintage Car Club Australia
- Morris collection belonging to member Barry Clarke for sale
- New member in bayside Brisbane looking for a morris minor
- Morris 63 Morris Major Elite for sale
- 3 invites received from Motor Classica (Melbourne) 12-14th October 2018, 2. CHMC Capricornia Rally to be held in Biloela Central Qld 16 -17th June 2018 (advertised to members in attendance) & Queensland Heritage Rally Bioela Central Qld 20-22nd July 2018



Editors Report/General Business

- Advertised current events upcoming & members were invited to submit further ideas for club
- Mentioned upcoming club magazine
- 40th Club Birthday event: mentioned that founding members were invited to attend to help celebrate club milestone
- Secretary mentioned idea of purchasing gifts to honour founding members, ideas including certificates be presented at event. One member thought of idea of clock with plaque attached. Currently the Qld Morris Register has 2 life members (Jim & Trish Robinson, Dawn Leigh), club currently has 63 members. To be investigated is rules regarding "Life Membership"
- Rally committee announced car badges are currently sold out, Garry Schulze to get quote on ordering 2nd supply – costing to be mentioned at next meeting
- Reports given by 2 members on Allora Heritage Weekend (180-200 cars attended) and Ormiston (600+ cars)

Rally Report: Gary Schultze

- Rally Regalia Order has arrived
- Spare regalia for sale, steel badges will be a 1 off purchase, can buy patches, lapel pins etc. Orders will be taken at the Easter rally. See regalia officer
- 2 flags will be on display at rally
- Jill Fowlie has attendees Lanyards
- Rally Entries have now closed, Saturday Display Day is now at venue capacity and formal dinners are also now at capacity

Meeting Closed: 11:46am



The Morris Major Elites belong to Gary & Narelle Troth (green), and Carolyn & Graham Anderson. Gary & Margaret Schulze have their yellow Morris Minor, and Ray & Colleen Bakes have their black Morris Traveller and the Morris 25 belongs to Col & Christina Schiller. Bruce Hamilton owns the lovely Low Light. Good to see everyone again.



Looking for Parts—1959 Morris Sedan

We have a 1959 Morrie sedan purchased 5 years ago and around 12 months ago we decided to give it a full body restoration, Peter had carried out the mechanical previously but has discovered that whilst stripping the paint both front guards are very rusted and having exhausted our contacts in our local area and are wondering if anyone within your club would have or know of anyone that has some guards available.

We also have a 1958 Morrie baker van which we purchased 2 years ago having been off the road for 40+ years and will require a full restoration. Long term, we are requiring 4 (2 sets) as the van has had odd bits and pieces added to it over the years, and we are wanting to restore that vehicle to its original glory.

Peter & Chris Billingham
Email: chrisbillingham61@gmail.com



Following is Jim and Tricia Robertson’s End of Year Report which regrettably was missed from our last Christmas monthly newsletter. It is a pleasure to now include the report in this January / February issue. Sincere apologies Jim and Tricia.

Event Directors Report

Hi everyone, Happy New Year, we hope you all had a lovely Christmas and Santa brought you what you wanted.

Well our Christmas party is over for another year. Thank you to everyone who was able to make it a such a special day. We had members from the Gold Coast, Jimboomba, Clifton, Toowoomba, Ipswich, Brisbane and Hervey Bay, so you can see how spread out we are over the State.

We appreciate that some of you had to travel such a long way, but that is something we have no control over. When the club started in 1978 most of the members came from in and around the Brisbane area, now we hardly see anyone from there. It was nice to see Alan Klein there after his recent health problem and that Alan and Rosemarie Finden were able to join us after a long absence from club outings. It was lovely to meet Petra Beaver and we hope to see you and your husband on future events. On page 2 in the magazine is a list of events for 2018.
Happy Morrising from Jim and Tricia.

The 2nd Australasian Rally, Easter 2018

by Ian Grace, President Vintage Minor Register



Jayne and I cannot wait to join many Australian and New Zealander members and their families over Easter. Entries are now closed for the weekend, but there is a tremendous entry list including about 20 Minors and several M Types and MGs, among a total entry of around 200 participants.

Andrew Stewart has extremely generously arranged for the loan of his recently-restored 1929 Properts Minor roadster to us for the rally, while he will be entering his 1931 OHC tourer. The main public display day and vehicle parade will be on Saturday 31st March, concluding with a dinner at the Beach House at Scarness, Hervey Bay in the evening, where I

understand I am required to sing for my supper!

The whole rally is being most ably being organized by the Morris Register of Queensland and VMR member Jill Fowlie. She has put in a truly incredible amount of effort over the past year to bring this major event together. Thanks also go to Col Schiller who has also been working hard on our behalf and who is planning to enter three or four of his Minors! Jayne and I are really looking forward to meeting as many members as possible on our first ever visit to Australia.



Above: Andrew Stewart acquired 1931 Minor tourer M33458 from our Regalia Officer, Gary Schulze in May 2015 who had owned it since 2001. Registered as 31 MMM in Gary's ownership, it is now registered as 52051H. (This information came from Alex Dempster taken from the Vintage Minor Register Magazine Winter 2016 edition).





A word from the National Event Coordinator Jill Fowlie

By the time you receive this monthly newsletter the 21st National Morris Registers of Australia event will only be six weeks away. With the program set and all parties aware of expectations it should run smoothly. By not be travelling on any highway the drives should be less stressful, the longest round-trip being 80ks. The Sunday in Maryborough is being organised by the Maryborough Antique District Motor Car Club beginning with an 8am Church Service in the grassed courtyard of Gatakers Artspace in the Historic Wharf Street Precinct . Many activities are being planned for this Easter Sunday.

Thursday 29 March— Hervey Bay Community Centre, 22 Charles St, Pialba

2pm to 5pm Headquarters Open

Friday 30th March

9am to 1.30pm Headquarters Open

10.30am Opening Ceremony

12 noon Picnic Lunch

1.30pm Drive to Howard for a QCWA afternoon tea—80ks round trip

Evening Dinner at Kondari Resort, Urangan



Saturday 31st March—Static Display Day—Hervey Bay Cultural Centre, Cnr Old Maryborough Rd & Charles St, Pialba. We invite you to wear period attire today, and again for the evening dinner. Prizes will be presented to the winners tonight.

7.00am Officials to Prepare Grounds for the Judging Categories & Presentation

8am Start of Model Group Assembly

9am to 2.30pm Static Display opens to the public

3pm Promenade of vehicles along Charlton Esplanade to Urangan—7ks

Evening Dinner at The Beach House, Scarness. Dress 'period dress' & 'smart evening attire'.

Sunday 1st April—'A Day in Maryborough' - A big day is being arranged by the Maryborough District Antique Motor Car Club President, Ken Ashford and members. Venue is the Historic Wharf St Precinct

8.00am Church Service at Gatakers Art Space in Maryborough

9.15am Arrival of the Morris Register cavalcade from Hervey Bay

9.30am Morning Tea provided by the Baddow Scout Group

11am A cannon salute welcome will be fired by Maryborough's Town Crier

12.30pm BBQ Lunch

Return Journey via Historic Drive around Maryborough

Evening Dinner: The RSL, Pialba. Dress 'period dress' & smart evening attire'

Monday 2nd April

9am to 12noon Headquarters Open

10.00am Official Closing Farewell

10.30am Director's Meeting

11pm Drive to Burrum Heads. Park along Burrum St. The main reason holiday makers come to Burrum Heads, apart from fishing and just relax, is to have a pleasant walk along the fore shore pathway from the Lions Park to the estuary, about a 600mtrs one way.

1pm Lunch at the Burrum Heads Bowls Club where members of the public are invited to come and view the cars.



Stats on numbers attending the various functions (3 more entrants are yet to be processed)

To Date No. Entrants: 102

Nos attending: Fri dinner: 147

Sat dinner: 157

Sun dinner: 198

Attending the tour to Hinkler Hall of Aviation (Bundaberg) with VMR President, Ian Grace : 29

Attending Church Service: 62 Entrants for Vehicle judging 29

To date the response for meal orders, regalia orders and a questionnaire has been 97%

For Sale

Contact: Barry Clark for more details 0411 553 907



Sell a manifold to suit twin carby's to suit a Morris '8' side valve motor.
Contact Jim on 0458134376.



Sell a windscreen frame with posts. They have been chromed and a new laminated tinted glass fitted. Also comes with a cowl/shuttle body maker unknown, doors hinge from the cowl, to suit a 1936 Morris '8'.
Contact Jim on 0458134376

One of our members wishes to dispose of his car collection:

Morris E Sedan 4 door restored
Morris E Sedan 2 door restored
Morris E Tourer Hope Body restored
Morris Z Utility restored
1937 8 hp Tourer (cutdown doors)
1929 Morris Minor OHC Roadster original
1929 Morris Minor OHC 4 door sedan
1983 Suzuki Serria Tray back
9 foot wooded tug boat (electric motor)

Some of the cars will be available for viewing at the National Rally and the rest are stored near Biggenden (1 hour from Hervey Bay).

Contact Col Schiller for further information on mobile 0419 686 254 or email: colin.schiller@bigpond.com

Jim Robertson has painstakingly taken the time to sort information on technical and background stories for the monthly newsletters issues. The next four pages explains why there was a reorganisation of Morris Motors Ltd in the 1930s.
Thanks Jim

NOTICE FOR ALL 'MORRIS' VEHICLE OWNERS. An invitation is extended to any one who drives a Morris to come and join our Easter Fraser Coast event on runs around the Fraser Coast. Check the itinerary and take the opportunity to meet up with us. You are more than welcome to attend the day events just bring your chair and BYO lunch/tea. Be a part of the Easter Sat Charlton Esplanade promenade at 3.00pm.....this is your opportunity!

NOTE: Those of you who are on limited rego' are invited to attend. It will be a registered event so there is no excuse. Come on lets give them a parade to remember.



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Dave Cox Ph: 0402 400 256

sdcagencies@gmail.com

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Email: sdcagencies@gmail.com David Cox

Advertisements must be submitted in writing or by mail to ensure accuracy and will run for three issues unless the editor is otherwise advised. edkf44@gmail.com

Reminder:

Please advise of any changes or edits to email addresses or if you no longer wish to receive correspondence.

Why was Morris Motors Ltd. Reorganised during the mid-1930's?

By Peter Seymour

Between 1920 and 1927, Morris Motors Ltd. had expanded rapidly. During the 1920 Season, the company made a total of 1994 vehicles, or just under 40 a week, but within seven years annual production had risen to a staggering 61,632 vehicles, or over 1,200 a week. During the early 1920's, W. R. Morris was still in his 40s and he was at the height of his abilities but from 1928 things started to slip downhill.

In 1928 annual production of Morris vehicles fell for the first time since 1920, even though total U.K. production had increased:

YEAR	Production of Cars and Taxies	No. of Cars Produced by	Morris Motors
1920	1,500	40	310/0
1927	164,553	61,632	37%
1928	165,352	55,480	34%
1929	182,347	63,662	35%
1930	169,669	58,486	34 ³ / ₄
1931	159,997	43,582	270/0
1932	171,244	50,337	29%
1933	220,779	44,049	20%
1934	256,866	58,248	23%
1935	311,544	96,512	310/0

Pre-tax profits also declined between 1928 and 1931, and as shown, the U.K. market share for Morris cars dropped from 37% in 1927 to 20% in 1933. The era of rapid growth for Morris Motors Ltd. was over and would not reappear for nearly 10 years. The reasons for the decline after 1928 was *mainly* due to competition from the other motor manufacturers **and** the Morris product range.

During the early 1930's Morris was the price leader in the medium size car sector and his competitors were always trying to catch up with him or alternatively, they gave up and decided to concentrate on a different size of car. Those manufacturers who tried to compete directly with Morris tended to do so badly and *many* fell by the wayside. In 1922 there had been 96 car producing firms in the U.K. but by 1926 this figure had fallen to 47.

Morris's rapid growth over this period was mainly as a result of the reliability, popularity and especially the pricing of the "Bullnose" Morris Oxfords and Cowleys. In October 1920 a 2 seater Morris Cowley cost £465 but its price was

reduced each year until 1926 (the last year of "Bullnose" production) when a similar but improved 2 seater Morris Cowley could be bought for £162-10-0. These reductions had been brought about because of Morris's production methods and careful control of costs.

However, by the late 1920's some of those car manufacturers that remained had begun to catch up with Morris's methods and their products became more competitive. Also, Morris's prices could not be endlessly deflated.

In addition, the end of the 1920's saw the emergence of a small group of manufacturers whose output was significantly higher than average - they became known as the "Big Six", being Morris, Austin, Ford, Standard, Rootes and Vauxhall (General Motors). In 1929, Morris vehicles accounted for 51% of the total "Big Six" production but this had dropped to 39% in 1930 and 27% in 1933, which was smaller than Austin's share and only 9% greater than Ford's.

The U.K. Motor Industry was therefore changing dramatically, partly as a result of increasing American influence from Ford and Vauxhall. Ford's share of the U.K. market grew from 5% in 1929 to 16% in 1933 while Vauxhall's grew from 1% to 8% over the same period. Moreover, their products often competed directly with Morris and they had American capital and technical/mass production **expertise** behind them.

The individual and unintegrated structure of W. A. Morris's Companies was unable to respond quickly to these changes. By 1926 the "Bullnose" Cowleys and Oxfords were getting old-fashioned. "Flatnose" versions of the Cowley and Oxford were introduced for the 1927 season and although they had newly designed chassis frames, radiators and bodywork, their mechanical components were similar to those of the "Bullnose", so they began to fall behind their competitor's specifications.

Competition was now no longer based mainly on price. Style and quality became important along with reliability, performance and economy. Also the volume of sales for '11hp and 14hp' sector of the market (the sector for "Flatnose" Morris Oxfords and Cowleys) declined by nearly 50% between 1927 and 1933, as a result of the depression and the re-imposition of a tax on petrol on 25th April 1928, after a lapse of 7 years, which added 4d (approx 1³/₄p). Morris Motors Ltd. therefore needed to introduce new models to suit the newly important "up to 10hp" sector of the market, the only sector to rise each year between 1927 and 1933. The introduction of the 847cc Morris Minor in late 1928 was a step in the right direction and although it was a better car than the Austin 7 in many respects, especially after hydraulic brakes were fitted for the 1934 season, it failed to dislodge the Longbridge product as market leader of the small car class.

However, Morris Motors sometimes gave little respect to market trends and demands. The 25hp Morris at the top of the range, appeared in 1932 when the annual registrations for this size of car was only 193. After the rather basic side-valve £100 Morris Minor, which was introduced in 1931, it

PERCENTAGE OF TOTAL UK SALES BY MARKET SECTOR

RATING	1927	1928	1928	1930	1931	1932	1933	1934	1935	1936		
	1937	1938										
Up to 10	22	26	35	36	42	48	60	57	61	60	59	63
11 TO 14	55	47	31	24	22	31	23	25	21	25	26	25
15& over	22	28	28	40	35	22	18	18	18	15	15	13

MORRIS MINOR SALES COMPARED WITH ITS MAIN COMPETITOR, THE AUSTIN 7

	Morris Minor OHC	Morris Minor Side Valve	Total Morris Minor	Austin 7
1929	12278		12278	26447
1930	14264		14264	23826
1931	7697	5435	13132	21282
1932	4487	14765	19252	20121
1933		13478	13478	20475
1934		13552	13552	22542

tailed to open up a new era in mass motoring, as W. R. Morris had hoped, because first buyers preferred to purchase a second hand car with a better specification. From producing 2 basic model types of car (ie; the 11.9hp Cowley and 13.9hp Oxford) in 1927 with 10 body styles, the scramble to improve safes resulted in Morris Motors Ltd. offering 9 basic model types, with 25 body styles in 1933.

By 1930 W. R. Morris was approaching his mid 50's and he had lost some of the drive that he had a decade earlier.

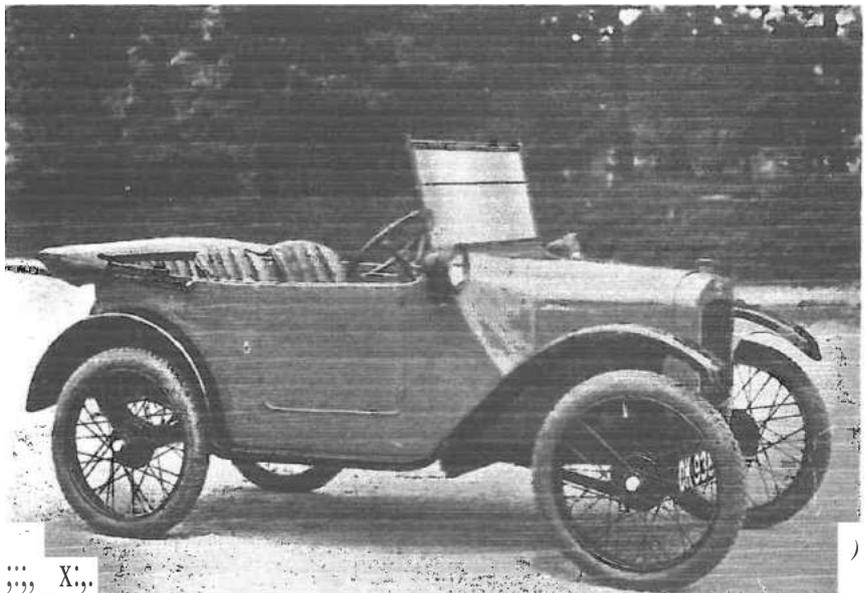
In addition, he started his charitable work and also went on long sea voyages to develop his export trade. Consequently, from the late 1920's W. R. Morris often spent many months away from the U.K. each year, during which time his companies were without proper leadership.

Morris Motors Ltd. was therefore in crisis. The company displayed the classic symptom of expanding too quickly in one sector and then failing to adapt properly to changing trends. Nevertheless, by 1933, Sir William Morris (soon to become Lord Nuffield), realised that drastic action was required to save his business from further decline. He therefore appointed Leonard P. Lord during April 1933, as Managing Director of Morris Motors Ltd., Cowley, with 'full management control', to implement a rescue plan.

Leonard Lord was once described as 'one of the greatest living production engineers' and after his appointment at Morris Motors in 1933, he was to dominate the British Motor Industry until he retired in 1961. Although often described as a Yorkshireman, Leonard Lord was in fact born and bred in Coventry. He succeeded in obtaining a place at Coventry's Bablake Public School, and on leaving joined Courtaulds, where he served an engineering apprenticeship. During the First World War, Lord moved to the Coventry Ordnance Works, but after a short time left to join Daimlers. In 1919, Lord joined Hotchkiss et Cie of Gosford Street, Coventry as a draughtsman, soon after the company had

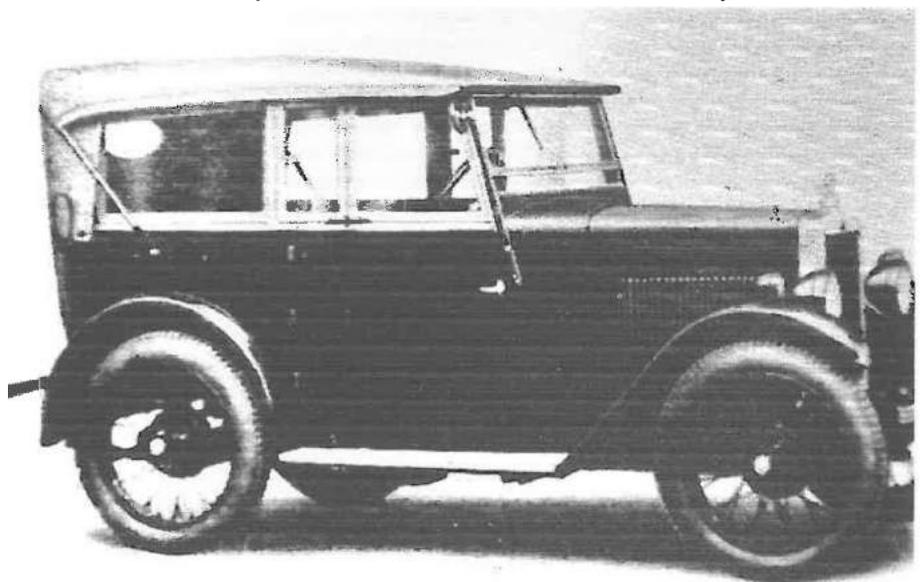
obtained a contract from Morris Motors Ltd. for the manufacture of engines and gearboxes.

Shortly after Lord Nuffield bought Hotchkiss et Cie in 1923, Leonard Lord was promoted to take charge of the design and purchase of machine tools and he was responsible, amongst other things, for the advanced



... X.

The Austin Seven dominated the small car market from 1922 and the production figures were never overtaken by its rival, the Morris Minor, introduced six years later.



W. Thornton, Andrew Walsh, Cecil Kimber and Miles Thomas.

Manis Motors Ltd. held an extraordinary general meeting on 1st July 1935 where it was resolved to increase the capital of the company by creating 269,000 ordinary shares of £1-0-0 each. Morris Motors Ltd. then bought the following - Wolseley Motors Ltd. for £250,000 and The M.G. Car Co. Ltd. for £19,000. In October 1936 a further 3381,000 ordinary shares was created when Morris Motors Ltd. bought Morris Commercial Cars Ltd. together with Morris Industries Export Ltd. for 300,053, and S.U. Carburettors for £50,000. In this way the total nominal issued ordinary share capital of Morris Motors Ltd. had been increased to £2,650,000.

Shares in the Nuffield Organisation, as the amalgamated companies soon became known, were offered on the London Stock Exchange during October 1936. Morris

Garages Ltd. and Wolseley Aero Engines Ltd. were then the only companies left in Lord Nuffield's personal ownership.

By 1936, Morris Motors Ltd. had been transformed into the largest and technically the most advanced vehicle manufacturer in Europe, with the Cowley factory capable of producing 2,000 vehicles a week, which was more than the entire German motor industry. In addition, there was one strong personal factor that, more than anything else, probably influenced Lord Nuffield to sell his companies in 1935 - taxation or more specifically, Super Tax.

Super Tax, which was first imposed in 1909, was levied against persons whose incomes were above a set figure (£1,000 as from 1922). Super Tax was paid in addition to ordinary Income Tax and unlike Income Tax, which was levied at a fixed rate, it rose progressively with rising income.

Companies paid only at the standard Income Tax rate, there were more advantages in leaving money in the company. The 1922 Finance Act had attempted to close this loophole by a stipulation that if the Inland Revenue judged that a company had not paid out a reasonable part of the retained income within a reasonable period, the whole income could be treated as if paid out to shareholders and effectively became liable to the much higher rate of Super Tax.

Immense wealth can bring its problems, which in the case of Lord Nuffield included claims for Super Tax. The Inland Revenue claimed that Lord Nuffield had used his position of dominant shareholder to retain most of the profits in his companies in order to avoid the Super Tax that would have been due if the profits had been distributed and became



Leonard Percy Lord.

(Photo: G. J. Barnes).

part of his income. Lord Nuffield maintained that that the profits had been retained in the interest of the business. Nevertheless, two directions for assessment of Super Tax were made, on the case of Morris Motors Ltd., for the financial years of 1922/23 and 1927/28. The appeals against these assessments were heard in the High Court during November 1926 and December 1929, with both the appeals being won by Morris Motors Ltd.

Interestingly, one of the expert witnesses called by Morris Motors was Mr. E. L. Payton, then the Finance Director, but later the Chairman of the Austin Motor Company.

The first appeal made Lord Nuffield more conscious for the need for a sound, tax-efficient, corporate structure so in June 1926 Morris Motors Ltd. was acquired by a new company Morris Motors (1926) Ltd.

At that time, this company also absorbed Osberton Radiators Ltd., Morris Engine Ltd. (previously Hotchkiss & Co) and Hallick and Pratt Ltd., until then all separately owned by Lord Nuffield, and they then became known as Morris Motors Radiators Branch, Engines Branch and Bodies Branch, respectively. Also, on 27th June 1927, a holding company was registered, Morris Industries Ltd., to take over Lord Nuffield's personal interests. Morris Industries Ltd. succeeded the Morris Company Ltd., a previous holding company, and its purpose was to enable Lord Nuffield to move more funds between his personally owned companies without incurring tax liabilities. However, after the second appeal, Lord Nuffield became concerned about the situation for the future, as explained by his official biographers:-

"The second Super Tax case gave him (Lord Nuffield) pause. He became convinced that, by changes of the law or for other reasons, it would eventually be impossible to

continue his rigorous policy of keeping back profits, if the equity continued to be his personal property. His retained profits were then to be adjudged liable for Super Tax, Morris Motors' reserves might suffer a very heavy and sudden depletion. At the same time, the main lines of his business were well established and it would not, he thought, be long before a more usual type of organisation might be suitable....."

The need for sweeping changes to Lord Nuffield's companies during the early 1930's is clear and the reorganisation that he implemented during 1933, to reverse the downward trends, proved to be successful because by 1936 Morris Motors Ltd. had seen record levels of both sales (which nearly doubled from £11,379,000 in 1933 to £21,124,000 in 1936) and pre-tax profits.

PRE TAX PROFITS OF THE BUSINESSES CONTROLLED BY LORD NUFFIELD

1920	£ 50,000	1926	£1,042,000	1932	£ 971,000
1921	£ 145,000	1927	£1,290,000	1933	£ 844,000
1922	£ 252,000	1928	£1,595,000	1934	£1,168,000
1923	£ 927,000	1929	£1,571,000	1935	£1,442,000
1924	£ 870,000	1930	£1,527,000	1936	£2,182,000
1925	£1,556,000	1931	£ 751,000		

(These figures, some of which have been rounded to nearest whole £, should be multiplied by 35 to arrive at an APPROXIMATE 1997 value).



Morris Register of Qld. Inc. 2018 – 2019 Membership Form

Names:.....

Phone: Mobile:

Email: for magazines

Postal: Address:
.....
.....

Morris Cars Owned:Year
.....Year
.....Year
.....Year

Do you agree to published your details in the club records Yes / No

Please enclose \$40.00 for your membership and \$50.00 for a new car badge (if required) totaling \$90.00 and send to:

Garry Troth
Treasurer – Morris Register of Qld. Inc.
39 Allanadale Court,
Forestdale 4118
Queensland

Direct Deposit to:

NAB BSB 084150
Account: 207917254
Please use surname
as the reference.