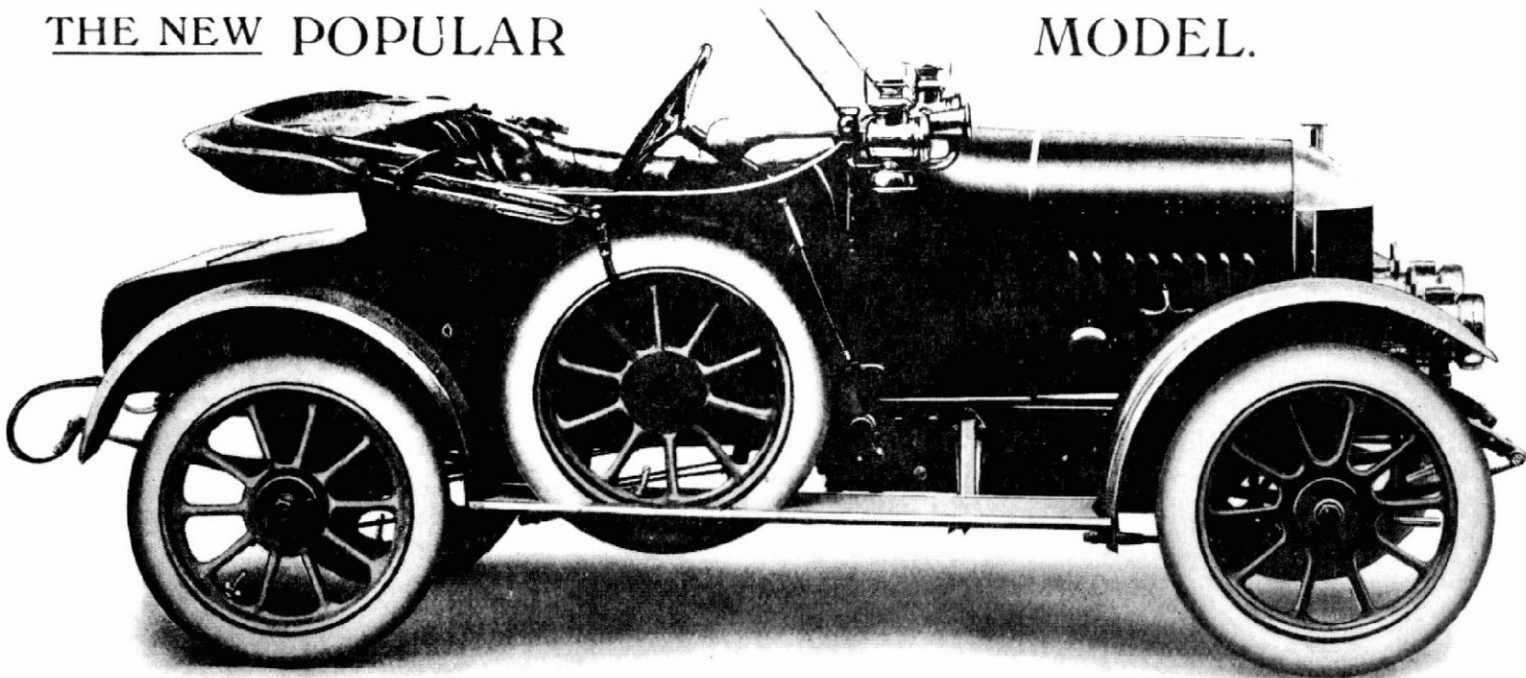


THE NEW POPULAR

MODEL.



The MORRIS-OXFORD LIGHT CARS

THE NEW POPULAR MODEL.

This new model has been put on the market this Season to meet the requirements of the discriminating buyer, who requires a thorough Up-to-date and Reliable Car at a very low price.

Engine.—10 h.p. specially designed **White & Poppe 4 cylinder water cooled Engine** of high efficiency, 60 m/m bore, 90 m/m stroke, cylinders cast en bloc, with inlet and exhaust manifolds cast integral with same. Valves fitted with adjustable tappets and enclosed in aluminium covers. Bottom half of crank case detachable. Government Tax £5 3s. 0d. Ignition by high tension magneto.

Gear Box.—The Gear Box, Clutch and Engine are constructed as a single unit, suspended at three points from the main frame. Three speeds and reverse, direct drive on top. Gate change of the latest design. Ratios of Gears are as De Luxe model.

Clutch.—Latest pattern multiple Disc type running in oil.

Lubrication.—Forced feed throughout engine. Absolutely automatic. Level indicator at side of crank case.

Radiator.—Unique V shaped Radiator of special design, and very efficient. Thermo Syphon cooling with extremely large water channels.

Carburettor.—White & Poppe. Entirely automatic. Embodying all latest improvements.

Frame.—Pressed Steel of deep section and robust construction. **Control.**—By foot accelerator.

Chassis.—Wheelbase, 7ft. Track, 3ft. 6in. Length over all, 10ft. 5in. Width (over Hub Caps), 3ft. 11 inches.

Front Axle.—H Section forged steel of ample strength.

Rear Axle.—Worm drive of the very latest design. **Driving shafts and differential removable for inspection without dismantling axle. Propellor shaft and universal joints entirely enclosed in torque tube of large dimensions,** combining with engine and gear box in forming an entirely dust-proof and water-tight drive throughout the whole transmission. Ratio 4 $\frac{1}{2}$ to 1.

Bearings.—Hoffman Ball Bearings fitted to gear box, road wheels and axles.

Steering.—Worm and worm wheel, irreversible, 15in. steering wheel. Steering column raked to a comfortable angle.

Brakes.—Two sets of the internal expanding type, all contained in drums on rear wheels actuated by side lever and pedal.

Suspension.—Semi-elliptic springs to front, 32in. long, $\frac{3}{4}$ -elliptic to rear, 40in. long, giving great smoothness of running under all circumstances.

Wheels.—Steel Detachable, 700 x 80 m/m.

Tyres.—Five Dunlop Car Tyres, 700 x 80 m/m, fitted with bolt valves, plain type.

Body.—Smart 2-seated flush side Torpedo Body, with scuttle dashboard of the latest design. Painted pearl grey or green, upholstered green leather. Brass mounts. Wide spring cushion. Tool box fitted at rear. See illustration on opposite page.

Equipment.—High-class Cape Hood, and Auster all metal Wind Screen with best brass fittings, full set of five best English Lamps, comprising:—Two Acetylene Headlights, fitted with genuine Mangin Lens Mirrors, Oil Side and Tail Lamps, Horn, Pump, Jack, Tools, and Spare Wheel and Tyre. Weight: 11 $\frac{1}{2}$ cwt.



The MORRIS-OXFORD LIGHT CARS

THE MORRIS - OXFORD LIGHT CAR.

FOREWORD.

MESSRS. W.R.M. MOTORS, Ltd., consistent aim has been to produce a car of low price to meet every requirement of the most discriminating buyer. Quality is their first consideration—good materials in the construction of a car mean efficiency and durability in the working—careful design, by practical men who are also users with years of road experience, do undoubtedly help to eliminate all those small annoyances which are so often found on cars. Accessibility has been carefully studied, and is beyond reproach; every part of the Morris-Oxford Car is purchased from Specialists and assembled in our own Works under the careful supervision of Experts, after first undergoing rigid tests for accuracy in every detail; the result is a car of super-excellence at a moderate price.

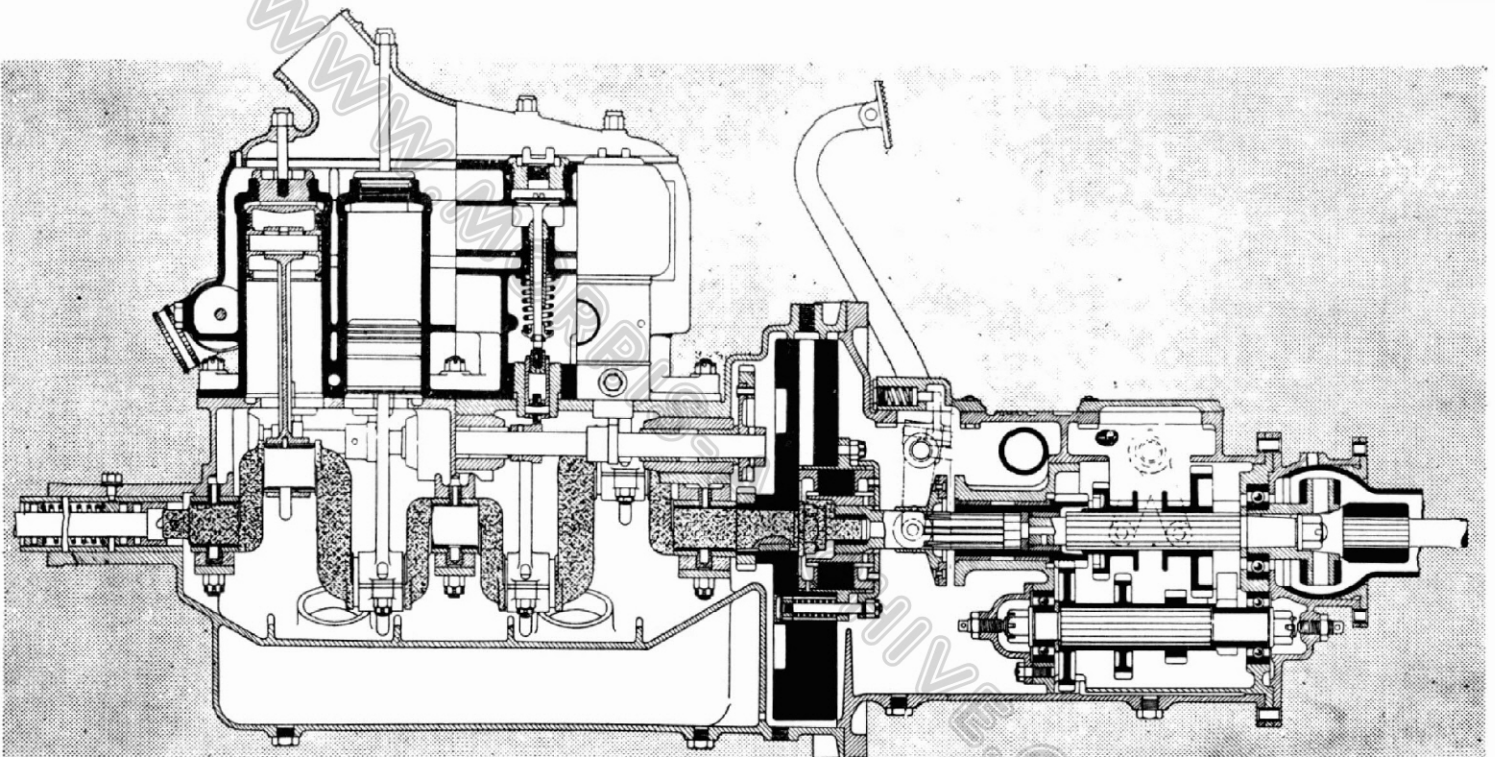
The price paid for good material, which in our case is always the highest price, is bound to prove finally to be an investment yielding interest, because the car lasts very much longer and requires little or no repairs, as it bears the names of many firms of high repute in the Automobile industry, and backed by our reputation acquired by careful study of the users' requirements, the great question of depreciation becomes almost nil. To dwell in detail on all the notable features of our car would involve much repetition concerning the care taken in every process, and through all the stages of manufacture, so it must suffice to say that the best materials obtainable are used in its construction.

Those who have been conversant with our car during 1914 will not find any radical change in design in the following pages, not that we would discourage innovation, as every modification or change that promises for the better receives most careful consideration, but we will not make changes for the sake of coming into line with others, after having produced in the previous year a car which has proved so successful from every point of view. It must not however be imagined that we are reposing on a reputation gained from past achievement; we realise that the keenness of modern competition must be dealt with in one of two ways, namely—by a reduction in price, or by improvement in the hundred and one details of a car and increased value—and we feel confident we are right in choosing the latter, therefore your careful perusal of the following pages is bound to

repay you, and furthermore, the whole of the reading matter has as far as possible been couched in non-technical terms.



The MORRIS-OXFORD LIGHT CARS



Sectional elevation of complete power-unit.

as fitted to both De Luxe and Popular Models.

