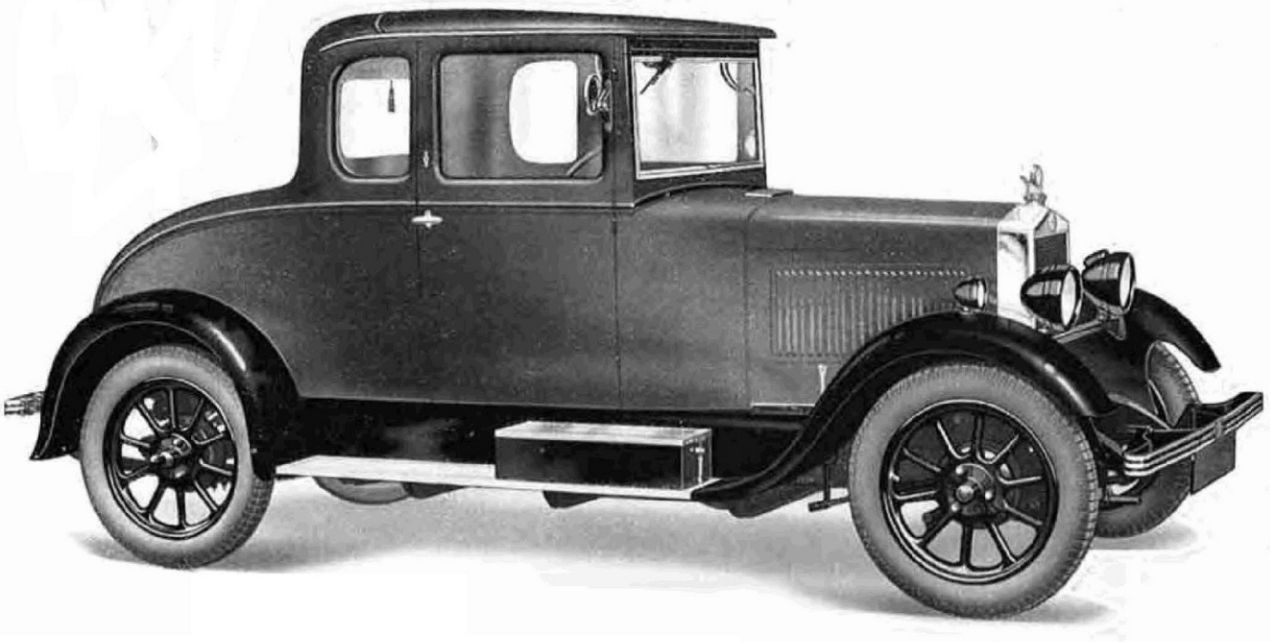
The

MORRIS-COWLEY COUPÉ

(FOLDING HEAD)

PRICE

£185



Finish:—Niagara blue or Morris brown cellulose with Karhyde upholstery, Triplex glass windscreen and windows, chromium plating.

A DIGNIFIED town carriage and touring car with an ingenious folding head incorporated. This neat fitment in a matter of seconds may be adjusted to offer all the fresh air associated with an open car. Undoubtedly our climate renders a normally weatherproof car the first consideration to many, and to such this Coupé must make a very strong appeal.

Added to these attractions is an undeniable smartness; the superstructure, with its roof gracefully curving to meet the back, enhancing the colour scheme.

The equipment includes :—

Private locks on doors, single-panel windscreen, speedometer, clock, oil gauge, petrol gauge (in tank), two-level petrol tap, automatic windscreen wiper, pressure lubricating pump, licence holder, calormeter and wings, driving mirror, progressive shock absorbers, spring gaiters, single bumpers, electric horn, dash-operated ventilator, electric lighting and starting, magneto ignition, five-lamp equipment, dashlamp, Lucas dipping headlights, plated hub nuts, five detachable steel wheels, five Dunlop reinforced balloon tyres, spare wheel carrier, toolbox and tool kit.

The folding head is drought-proof and very easily operated.

THE 11.9 H.P. MORRIS-COWLEY

TO the Morris-Cowley belongs the distinction of having made the roads of Britain British. At a time when this country, owing to the circumstance that British manufacturers had been busy with the war, was overrun by alien makes, the Morris-Cowley on sheer merit and value for money won back the English highways.

Equipped with a highly efficient engine of 11.9 h.p., having generous bearing surfaces and of sturdy construction throughout, the Morris-Cowley car over a period of ten years has led on merit.

It is found in the garage of the nobility, taking its share with large vehicles in the four-figure class; it outnumbers all other cars in the ranks of doctors, solicitors, surveyors, journalists and other professional men to whom economical, reliable and presentable transport is essential; it is the vehicle of thousands of happy families throughout the length and breadth of the land. Every model in the range has carefully chosen lines with the stamp of refinement upon them, while the adequately sprung and durable Karhyde upholstery ensures an interior in keeping with the dignity of the exterior. The generous equipment includes Triplex safety glass throughout, bumpers, automatic windscreen wiper, large dipping headlights, electric horn, shock absorbers, chromium plating and, indeed, everything the modern motorist has been accustomed to demand in a high-class car.

THE MORRIS-COWLEY SPECIFICATION

GENERAL . . Constructionally, the Morris-Cowley consists of a four-cylinder water-cooled engine built in unit construction with an enclosed clutch and three-speed gearbox, the complete power unit being mounted by four-point vibrationless attachments to a sturdy deep-sectioned frame supported front and rear on long semi-elliptic springs. The back axle and torque tube are built up as a single unit attached to the power unit by a universal joint of the divided ring pattern, totally enclosed in a spherical housing. The transmission is thus completely enclosed. The track is 48 in. and wheelbase 8 ft. 9 in.

ENGINE . . The 11.9 h.p. Morris-Cowley engine possesses a bore of 69.5 mm. and a stroke of 102 mm., producing a cubic capacity of 1550 c.c., and a Treasury tax of £12. The four cylinders are cast *en bloc* with the upper half of the crankcase, which carries the crankshaft main bearings, thus ensuring rigidity. The inlet and exhaust valves are both arranged on the near-side of the unit. Adjustable valve tappets actuated by a large diameter camshaft operate the valves, the complete valve gear being enclosed by a detachable oiltight cover. Decarbonisation is facilitated by a readily detachable deep-sectioned cylinder head. Steel "I" sectioned connecting rods with white metal bearings in generous bronze shells are fitted, together with aluminium pistons. All the crankshaft main bearings are also of white metal in heavy bronze shells. The clutch is of the four-plate type with cork inserts in light alloy driven plates. It is automatically lubricated from the engine and requires positively no attention.

LUBRICATION Lubrication is by a plunger pump submerged in the oil sump and driven from an additional four-throw cam on the camshaft. It is entirely automatic. The pump intake is surrounded by a readily detachable wire gauze filter, and an oil gauge is fitted to the dashboard to show that the pump is functioning. The big-end bearings and cylinder walls are lubricated from a dipper trough designed to maintain a suitable oil level under all conditions.

CARBURATION The working mixture is supplied by an automatic S.U. piston-type carburetter, feeding the heads through ports cast integral with the cylinder block. Hand adjustment for mixture strength is provided on the steering column, enabling maximum economy in fuel consumption to be achieved, in addition to ease of starting. Hand adjustment for slow running is also provided.

ELECTRICAL EQUIPMENT Ignition is provided by a Lucas magneto mounted transversely, thus placing the contact breaker and distributor in a very accessible position where necessary adjustments can be carried out with ease. Advance and retard of the timing is controlled by a lever conveniently situated on the steering column. The starting and lighting equipment is of the twelve-volt Lucas type with a combined dynamo and starter motor (dynamotor). The dynamotor is mounted alongside the gearbox and coupled to the power unit by a silent chain of the inverted tooth pattern totally enclosed, adequately lubricated, and with a simple means of adjustment.

Five Lucas lamps are provided, all of which are controlled by a single switch on the dashboard, and an ammeter on the dash gives clear indication of the dynamotor output and battery discharge.

The entire electrical system is of Lucas manufacture.

PETROL TANK A petrol tank of seven gallons capacity is mounted by straps and four bolts to the all-steel dash. It is easily removable from under the bonnet without in any way disturbing the instrument board. It has a large quick-action filler-cap and carries a dial gauge indicating its contents. A two-level petrol tap giving a reserve supply of one gallon provides fuel for emergency.

GEARBOX . . The unit-construction gearbox provides three forward speeds and a reverse, with a direct drive on top. The gears are controlled by a centrally disposed lever and are of case-hardened nickel-chrome steel.

BRAKES . . The foot brake operates internal expanding shoes in reinforced pressed-steel drums, mounted on all four wheels. The brake-shoes are lined with finest quality friction material, and adequate shields are provided to exclude all dust and dirt. A single cross shaft, mounted on self-aligning bearings, ensures equality of braking pressure. All four brakes can be adjusted simultaneously, and individual adjustment for equalising purposes is also provided. The hand brake operates additional internal expanding shoes in the rear brake-drums. All brakes are silent in operation.

WHEELS AND TYRES . . Detachable pressed-steel wheels, equipped with Dunlop reinforced cord balloon tyres, are fitted as standard.

TOOL KIT . . The following kit of tools is provided with every car and housed in a large toolbox on the running-board, where they are readily accessible:—

Jack (with universal handle enabling it to be operated in any position and to be withdrawn easily after use), tyre pump, wheel brace, three tubular box spanners and tommy, three double-ended spanners, cold chisel, half-round file with handle, 9 in. adjusting spanner, 6 in. steel punch, screwdriver, magneto spanner, dynamotor adjusting spanner, lubricating pump for chassis oiling system, pair of pliers, hammer, sparking plug box spanner, cylinder head box spanner, three tappet spanners, tyre lever and oilcan.

MORRIS CARS *for* 1930

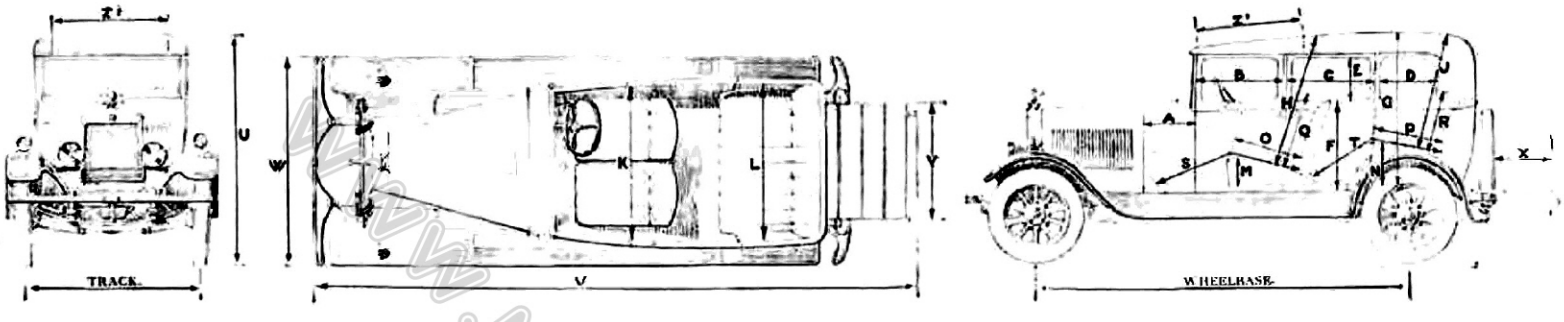
THE whole world is ready to acknowledge that the standards laid down by British car manufacturers as regards reliability and durability are of a very high order. We can feel justified, therefore, in taking a full measure of satisfaction that a discriminating British public has, in the comparatively few years which have elapsed since the war, shown an overwhelming preference for Morris cars as compared with any other one make.

The present range of models represents an advance on anything previously attempted. We offer a range of cars which cover the needs of every motoring member of the community. The standardisation of Triplex safety glass and chromium plating on all models, in addition to other desirable equipment, will be widely appreciated.

The Morris Minor, which has now had a matter of twelve months to prove its mettle, has shown itself to be a highly successful car.

At the other end of the scale we have the new Isis Six, which virtually offers the zenith of motoring pleasure at a price within the reach of very large numbers of people. Between these we have the ubiquitous Cowleys and the new six-cylinder Oxford models, each very attractive in appearance, performance, and supreme value in its class.

In every Morris chassis, irrespective of price, the standard of quality of material, design, workmanship and all-round efficiency is the same. Ever since the days of the first Morris-Cowley, only the best has been good enough for Morris designers and engineers. Over ten thousand skilled and enthusiastic workmen—working under ideal conditions and living in healthy surroundings—man the factories, in which no expense is spared to make Morris cars the best possible value for money.



SEATING DIMENSIONS AND WEIGHTS OF ALL MODELS

DESCRIPTION	Morris Minor			11.9 h.p. Morris-Cowley					15 h.p. Morris-Oxford				Isis Six		
	Tourer	Fabric Saloon	C'built Saloon	2-Seater	4-Seater	Saloon	Fdg. Hd. Saloon	Coupé	Tourer	Fabric Saloon	C'built Saloon	Coupé	Tourer	Saloon	Club Coupé
DASH TO HINGE SIDE OF FRONT PILLAR "A" ...	in. 9½	in. 9½	in. 9½	in. 13⅞	in. 16¼	in. 13⅞	in. 13⅞	in. 13⅞	in. 18	in. 14½	in. 14½	in. 14¼	in. 8¼	in. 8½	in. 12
WIDTH OF FRONT DOORS "B"	26	26	26	25	25¼	25	25	25	26	28	27½	36	27½	28½	37
WIDTH OF REAR DOORS "C"	—	—	—	—	25¼	25	25	—	26	26¼	27½	—	27½	28½	—
WIDTH OF QUARTER-LIGHT "D"	—	23	23	—	—	18	18	11	—	12	17½	21½	—	16½	22
HEIGHT OF DOOR AND QUARTER-LIGHTS "E" ...	—	12½	12½	—	—	14 7/16	14 7/16	14 7/16	—	14	14½	14	—	13	13
TOP OF FRAME TO TOP OF WAIST-RAIL "F" ...	24	28	28	25½	24	27½	27½	27½	24	27½	27½	27½	24	27	27½
FLOOR TO ROOF "G"	46	47	47	44	47	45	45	44	47	45	45	46	49	48	44
FRONT SEAT CUSHION TO ROOF "H"	36	37	37	37	40	39	39	38	40	39	38	39	42	40	38
REAR SEAT CUSHION TO ROOF "J"	36	34	34	—	38	36	36	—	37	37	35	36	40	38	35
WIDTH OVER FRONT SEATS "K"	41	40	40	45	43	41	41	42	49	47	47	46	49	49	49
WIDTH OVER REAR SEATS "L"	40	40	40	34	47	43	43	34	51	49	51	47	52	50	52
HEIGHT OF FRONT CUSHION "M"	12	12	12	10	10	10	10	10	11	11	12	12	11	10	12
HEIGHT OF REAR CUSHION "N"	14	14	14	12	11	12	12	12	13	13	14	11	14	12	14
DEPTH OF FRONT CUSHION "O"	18	18	18	19	19	19	19	19	19	19	19	19	19	21	22
DEPTH OF REAR CUSHION "P"	16	16	16	17	21	20	20	17	21	20	22	19	21	20	21
HEIGHT OF FRONT SQUAB "Q"	17	17	17	21	21	20	20	21	22	24	22	24	21	21	20
HEIGHT OF REAR SQUAB "R"	19	19	19	24	20	22	22	24	20	21	20	20	21	21	22
LEG ROOM (FRONT) "S" ... ... Max.	42	42	42	47	43	47	47	47	43	45	45	43	42	46	48
LEG ROOM (FRONT) "S" ... ... Min.	37	37	37	40	39	40	40	40	39	39	39	37	39	39	44
LEG ROOM (REAR) "T" ... ... Max.				40	39	40	40	48	44	42	48	30	41	46	35
LEG ROOM (REAR) "T" ... ... Min.	35	35	35	39	35	38	38	39	39	36	42	34	38	39	33
OVERALL HEIGHT "U"	60	63	63	70	72	71	71	71	70	69	70	71	75	73	70
OVERALL LENGTH (LUGGAGE GRID CLOSED) ...	121	121	121	152	152	152	152	152	164½	171	164½	170	172	172	172
OVERALL LENGTH (LUGGAGE GRID OPEN) "V"	—	—	NO	LUGGAGE GRID			—	—	171	—	171	—	186	186	186
OVERALL WIDTH "W"	50	50	50	61	61	61	61	61	69½	69½	69½	69½	66½	66½	66½
LUGGAGE GRID DEPTH "X"	—	—	—	—	—	—	—	—	19	—	19	—	18	18	18
LUGGAGE GRID WIDTH "Y"	—	—	—	—	—	—	—	—	33	—	33	—	40	40	40
ROOF OPENING LENGTH "Z1"	—	—	24	—	—	—	28	21½	—	—	30	24	—	—	25
ROOF OPENING WIDTH "Z2"	—	—	36	—	—	—	40	40	—	—	36½	35	—	—	37½
WHEELBASE	78	78	78	105	105	105	105	105	114	114	114	114	114	114	114
TRACK	42	42	42	48	48	48	48	48	56	56	56	56	56	56	56
GROUND CLEARANCE	8½	8½	8½	8	8	8½	8½	8	8½	8½	8½	8½	8½	8½	8½
UNLADEN WEIGHT (in Cwt. and Qr.)	11 2	11 3	12 1	19 0	19 1	20 1	20 1	19 2	24 2	25 0	25 3	25 1	26 3	28 2	26 2