



Oxford.

MORRIS LIGHT CARS



1919





PRELIMINARY ANNOUNCEMENT

of the

Morris - Oxford
and
Morris - Cowley
Light Cars.



Manufacturers :

MORRIS - MOTORS,
(W. R. MORRIS)

Head Office
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Telephone : 590 OXFORD (2 lines).
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FOREWORD.

NOW that hostilities have ceased and the piping times of peace are, we hope, not far distant, and our Works are released from the urgent call for Munitions, on which we have been so fully occupied throughout the last four years, we venture once again to draw attention to the Morris Light Cars.

We are now able to indicate the broad lines upon which the Post-War model Morris Light Cars will be produced, and a short perusal of the following pages will at once make apparent to even the uninitiated, the extreme simplicity, efficiency, economy, accessibility, and trustworthiness of our designs.

We would briefly explain that the Morris Light Cars will be turned out on the plan of concentration on one chassis only, but the superior models will be known as the Morris-Oxford Light Cars, and the one cheaper model, turned out as a two-seater only, will be called the Morris-Cowley Light Car, the difference in the two models will be easily grasped by reference to the specification detailed on the following pages.



This is the seventh year that our Light Cars have been on the market, we having always specialised in small cars, hence we do not hesitate to offer the same to both the public and the trade with the utmost confidence. Furthermore, we hope that with the extensions to our Works already complete and in progress, our output will soon reach a maximum large enough to provide quick deliveries, after the present reconstruction period has been satisfactorily covered, and our whole energy will thus be concentrated in gratifying the demands of the many Light Car enthusiasts both for business and pleasure.





SPECIFICATION OF MORRIS-OXFORD MODELS.

FRAME. Channel section pressed steel, straight throughout full length and designed to give maximum rigidity with lightness.

SUSPENSION. Semi-elliptic springs at the front, $\frac{3}{4}$ elliptic springs at the rear, the back axle being underslung. All spring shackle bolts are hardened and ground and are fitted with detachable oil caps. Wilcot spring gaiters included.

WHEELS. Detachable pressed steel, size 710 x 90.

TYRES. 710 x 90 grooved Dunlop on all five wheels.

CONTROL. Change speed lever and hand-brake are placed in the centre of the chassis immediately above the gear box and are operated by the left hand; this arrangement has the advantage of allowing easy entry to the front seat by the use of a door on either side of the body.

ENGINE. 11.9 h.p. bore and stroke 69 x 100, cylinders being cast *en bloc* integral with the top half of the crankcase and engine supporting arms, bottom half of crankcase is detachable



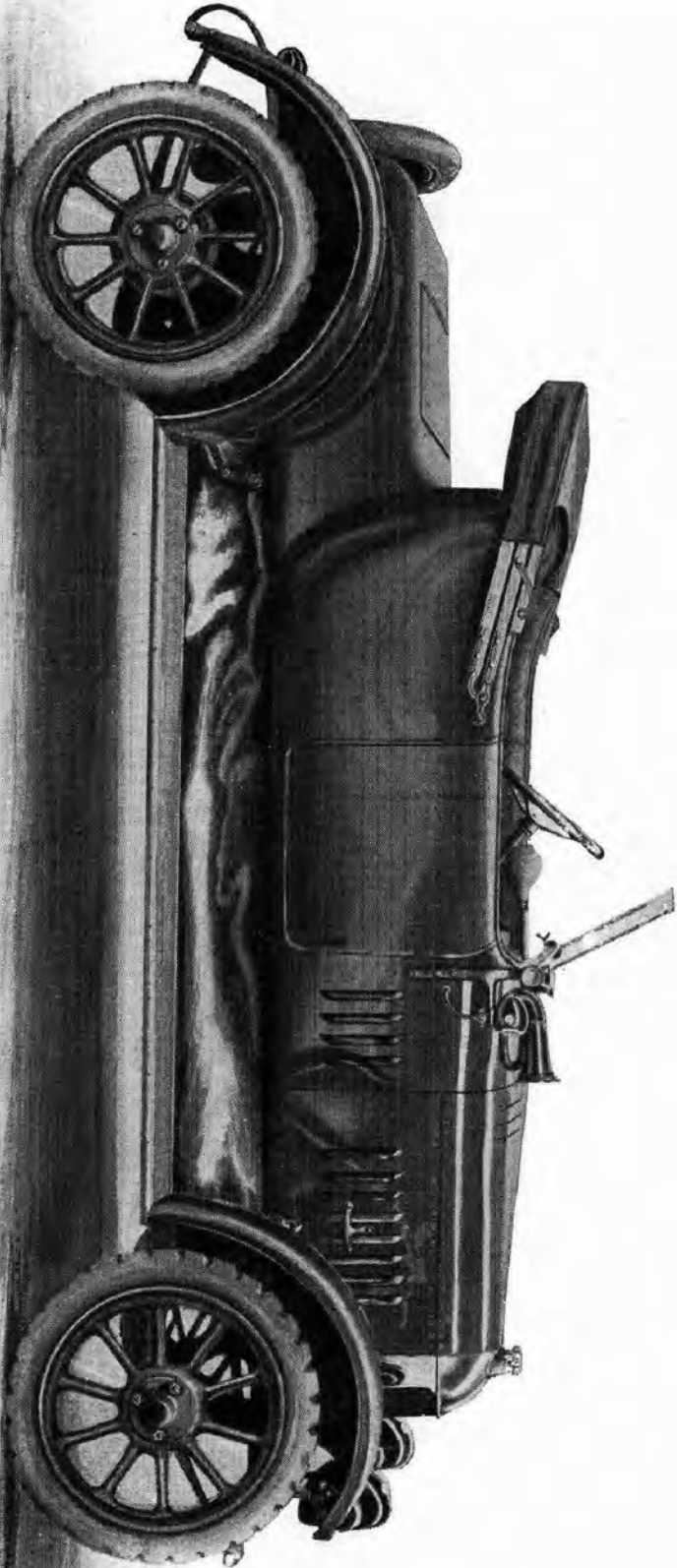
and of cast aluminium, it carries the starting handle and provides the sump and troughs for the oiling system. A detachable cylinder head is a feature. Valves are of large diameter and arranged all on the near side, and operated by a solid camshaft running in large bearings.

Adjustable valve tappets, all valves enclosed by quick detachable, oil tight, cover plate.

Crankshaft of ample dimensions and running in three bearings. The flywheel is enclosed in the housing to which the gear box is bolted.

CARBURETTOR. Zenith fixed direct to the offside of the cylinder, the control of the throttle being by a foot pedal only.

LUBRICATION is automatic and operated by a plunger pump driven off an eccentric on the camshaft. This pump being entirely submerged in the bottom half of the crankcase, and surrounded by an easily detachable gauze filter. The oil passes through the pump to the troughs, into which the connecting rods dip. The pistons are lubricated by splash, also the main bearings, which are provided with galleries to catch the oil. A test cock is fitted in the side of the crankcase to show if the pump is working, and a dipper gauge is provided to indicate the quantity of oil in the sump.



Morris-Oxford Two-Seater.





IGNITION by high tension, variable type Magneto of British make, situated high up in the front of the engine and driven by a cross shaft. This cross shaft is operated by skew gearing from the timing wheel. The control is fixed to the steering column to operate the advance and retard of the ignition.

GEAR BOX. This is bolted to the flywheel housing of the engine and thus forms a complete unit with the engine, it gives three speeds forward and reverse. Gear wheels are of ample proportions running on short stiff castellated shafts mounted on ball bearings.

CLUTCH This is of the four-plate type, two of the plates being lined on each side with a similar material to that used for brakes. The whole clutch runs in a separate compartment, which is formed between the engine and the gear box, and practically dry. A large inspection lid is fitted immediately above the clutch to aid inspection and adjustment of the clutch springs if necessary. A ball thrust is provided for the withdrawal motion of the clutch.

UNIVERSAL JOINT. This is situated inside the spherical housing immediately behind the gear box and is the only universal joint used, it is entirely enclosed and lubricated from the gear box, any surplus oil returning to the bottom of the gear box.

TRANSMISSION. This is by a propeller shaft, which is castellated into the universal



joint, and enclosed inside the torque tube. The final drive is by helical bevel gear. Gear ratio for the back axle being 4.75 to 1. This arrangement of transmission gives an entirely enclosed and weather-proof system, and the use of the helical bevel gives an absolutely silent and efficient drive.

STEERING GEAR of the worm and worm-wheel type, bolted directly to the side of the engine, and supported again higher up on an adjustable bracket fixed to the flywheel housing. This bracket also forms the foot accelerator pedal support. Steering is irreversible and adjustable.

FRONT AXLE. This is an H section forging of high tensile steel. The swivel axle arms work on hardened and ground pins, and the necessary lubrication is arranged for. The front wheel ball bearings are of large diameter and well protected.

BACK AXLE. This is of the true $\frac{3}{4}$ floating type, and is constructed by the use of steel pressings for the main casing, which gives lightness with rigidity. The driving shafts can be withdrawn without disturbing the brakes, brake drums, or shaft bearings. This allows easy removal of the differential without removing the whole axle from the car. The differential is of the bevel type, with four pinions, and runs on special large load and thrust ball bearings. Castellated driving shafts are used.



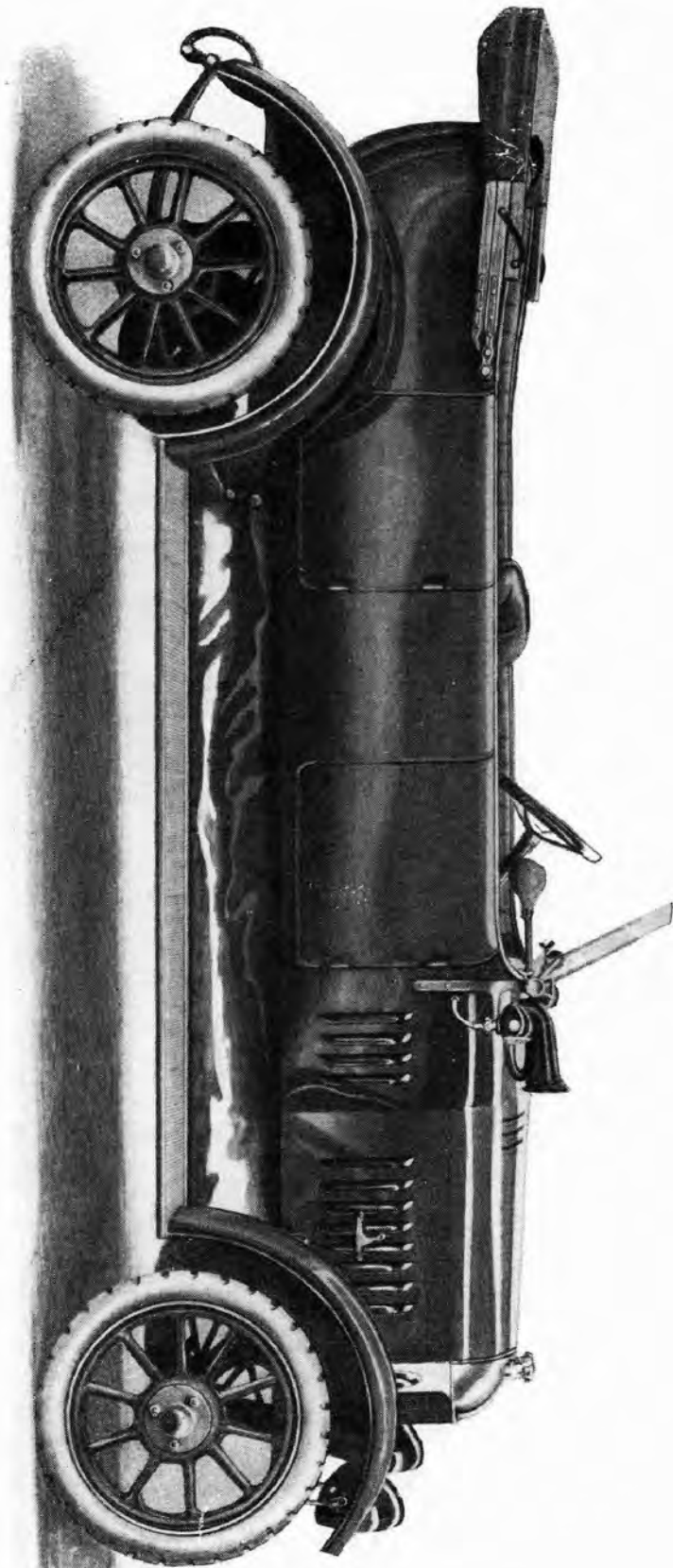
RADIATOR. This has been re-designed, but is still of our distinctive V shape, so well-known on Morris Light Cars. It has a high efficiency, and a fan is provided driven off the engine camshaft by a leather link belt.

BRAKES. Foot and hand brakes. Both operate on the back wheels by internal expanding shoes placed side by side. The brakes are lined with suitable material. They are also provided with shields to exclude all dust and dirt. The brake drums are of ample dimensions, and a very powerful braking effect is obtained with the minimum of exertion by the driver.

PRINCIPAL DIMENSIONS.

Length over all	- -	12 ft. 9 in.
Width	„ - -	4 ft. 10 in.
Cubic capacity	- -	1,495.
Ground clearance (front)	-	8½ in.
„ „ (back)	-	7½ in.
Weight (2-seater)	- -	15 cwt. (approx.)
„ (4-seater)	- -	16 cwt. „
Speed of Car on direct gear	-	4 to 45 m.p.h.
Petrol consumption	- -	30 to 35 m.p.g.
Wheel base	- - -	8 ft. 6 in.
Track	- - -	4 ft.
Width of Frame	- -	2 ft.
Body space	- - -	6 ft. 4 in.

BODY. Elegant flush-sided Torpedo type, and of best materials obtainable, well finished, painted dark sage green, and upholstered in leather to match.



Morris-Oxford Four-Seater.





LUCAS LIGHTING & STARTING. By single unit Dynamotor, mounted above the flywheel, with enclosed drive and eccentric adjustment for the silent chain. This combination set has been fitted after very careful and extensive tests, and we feel sure it will give every satisfaction.

GENERAL. Mudguards are of the new D shape, affording ample protection. Metal parts are all nicked. An unusually complete Tool Kit is provided in a stiff leather handbag.

PRICE.

Two-seater	- (approx.)	£335	} Orders only accepted on the understanding that the price paid is to be that ruling at the time of delivery, plus transit charges. One-third deposit required with order.
Four-seater	- ..	£365	
Coupe	- ..	£425	
Chassis	- ..	£310	

Delivery at Works, Oxford.

The specification and prices in this list are subject to alteration without notice.

All previous lists cancelled.

The Morris Oxford Chassis comprises the following, all of which are included in the Chassis price:—5 wheels, 5 tyres, Lucas dynamo lighting and starting set (unwired, but with all necessary cables, etc.), bonnet, bonnet fasteners, bonnet rest, petrol tank, with full kit of tools as with complete car, 2 head-lamp brackets, 1 tail-lamp bracket, 1 set of mudguards, 1 set of running-board brackets.





SPECIFICATION OF MORRIS-COWLEY LIGHT CAR.

This model, to be known as the MORRIS-COWLEY, is practically the same as the MORRIS-OXFORD, but turned out in a modified form to cater for the purchaser who does not require the additional refinements.

The following points are exactly the same as the Morris-Oxford:— Frame, Suspension, Control, Engine, Carburettor, Lubrication, Gear Box, Clutch, Universal Joint, Transmission, Steering Gear, Front Axle, Back Axle, Brakes, Principle dimensions.

The following alterations from the Morris-Oxford show where the price has been reduced.

WHEELS, 700 x 80. **TYRES**, 700 x 80 plain. Dunlop.

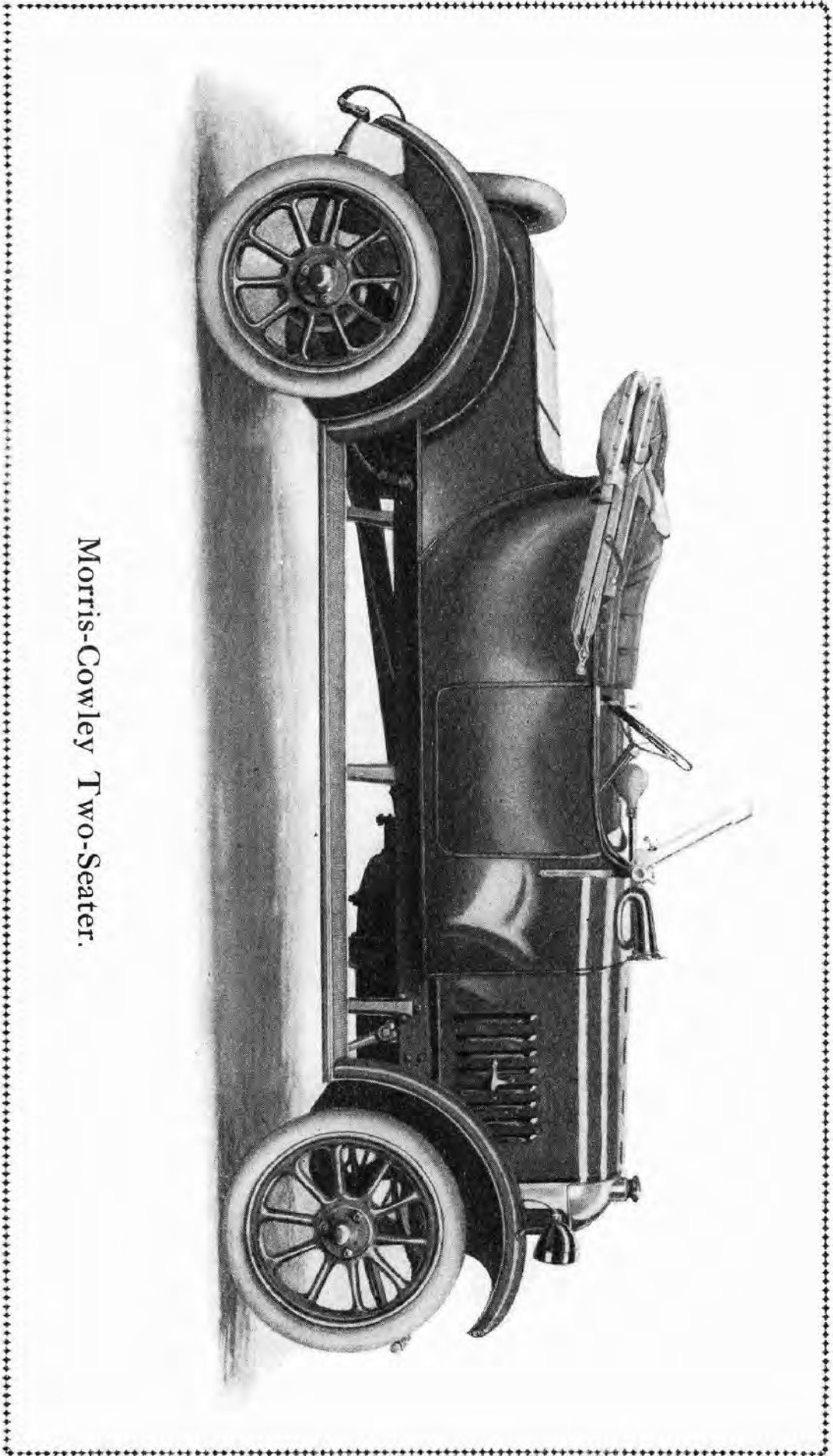
IGNITION, high tension British Magneto with which is combined a Lighting Dynamo. **RADIATOR** generally the same design as the Morris-Oxford, but not so well finished. **BODY** has no rounded tops to the sides, is upholstered in Pegamoid, roughly painted in grey varnish colour only. No valances are provided between the body and running-boards.



LAMPS, three Electric supplied, with current from the dynamo and battery. Two of these lamps are mounted on the front mudguards, and the third lamp is the tail-lamp.

PRICE, two-seater, approximate £285, subject to the same conditions of sale as those set out for the Morris-Oxford model, and it must be noted that this Morris-Cowley is only turned out as a two-seater. There will be no deviation made from specification even of tyres; no extras will be fitted, and it cannot be supplied as a chassis only, neither will a Self-Starter be fitted.





Morris-Cowley Two-Seater.

