



The
MORRIS-OXFORD
&
MORRIS-COWLEY
BOOK



Morris Motors Limited
Cowley, Oxon





September 9th, 1922.

NEW MORRIS CAR PRICES

On and after this date the prices of Morris-Cowley and Morris-Oxford 11.9 Cars are as follows:—

MORRIS-COWLEY Standard - 2-seater, complete	- -	265 guineas
MORRIS-COWLEY Standard - 2-seater, complete with starting set and dickey seat	- -	275 guineas
MORRIS-COWLEY Standard - 4-seater, complete	- -	300 guineas
MORRIS-COWLEY Standard - 4-seater, complete with starting set	- -	310 guineas
MORRIS-COWLEY Sports Car 2-seater, complete	- -	300 guineas
MORRIS-COWLEY Chassis - with wheels, tyres and lighting set	- -	240 guineas
Do., with starting set - - -	- - -	254 guineas
MORRIS-OXFORD De Luxe - 2-seater, complete with all-weather hood	- -	365 guineas
MORRIS-OXFORD De Luxe - 4-seater, complete with all-weather hood	- -	390 guineas
MORRIS-OXFORD Coupé - 2-seater, complete	- -	425 guineas
MORRIS-OXFORD Chassis - with wheels, tyres, lighting and starting set, etc.	- -	265 guineas

MORRIS MOTORS, LTD.,
COWLEY, OXON.

Wires : "Voiturette," Cowley, Oxon. *Phone* : Cowley (Oxon) 2, 3 5 +



A CAR *of* GOOD REPUTE

IN purchasing a car, it is preferable to use the experience of others rather than to experiment.

Morris-Oxford and Morris-Cowley Cars are backed by a weight of authoritative evidence as to quality that is undoubtedly unique. Petrol Corporations such as the "Shell" and "British Petroleum" have recently purchased large fleets of Morris Cars and testify as to the unvarying excellence of the results obtained.

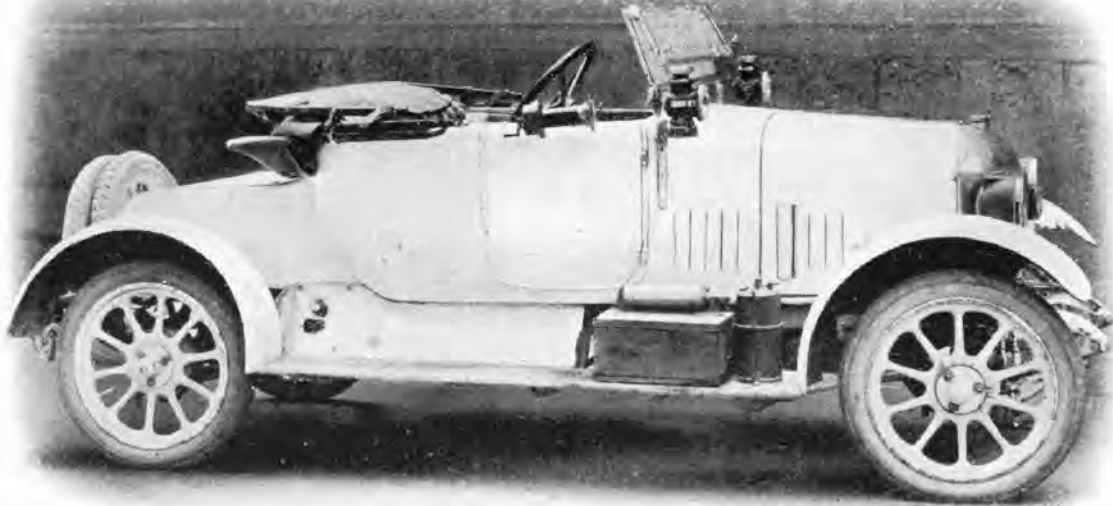
Many members of the nobility use the little Morris Car. Professional men, sporting men, leaders in finance and politics—scores of well-known names occur in the lists of Morris owners.

It is unusual to find such figures of note amongst small car enthusiasts. But the Morris has a standing and a cachet of its own, and to possess an example of the make is at least an evidence of sound taste.

The Morris Car is of extraordinarily good repute.

*You probably know a "Morris" owner—
please consult him before purchasing.*





“IMSHI”

MR. JOHN PRIOLEAU of the 'Daily Mail' undoubtedly carried out the most severe trial ever inflicted upon a light car, when he took his Morris-Oxford "Imshi" (which had already completed 12,000 miles) over a 6 months' tour of 7,000 miles of mountain, desert and mud in the South of Europe and Northern Africa. Here is the gist of his summing-up:—

"I find it very difficult to write calmly about Imshi's record—I doubt if any light car has ever been asked to go through such experiences and has emerged without a serious collapse—she has done days of literal plough-work, over mud, rocks and sand—days when I expected every moment would bring a smash."

"I think that the British industry owes a great debt of gratitude to Mr. Morris. He, in the person of Imshi, has shown unmistakably the super-excellence of the British light car."

The *largest* repair carried out on this STOCK model during a total of about 20,000 very strenuous miles was the fitting of two new springs.

*Every Morris-Car is
as good as "Imshi."*





Morris Price Reductions

THE PRICE of the famous 11.9 h.p. Morris Car is so far below that of other cars of a similar type that some explanation of Morris *costs and sales* methods appears necessary.

The Morris price stood on a par with others at the end of 1920. But it was found that by close costing on a falling steel and material market, and by exercising the courage necessary to giving the public the benefit of quantity output economies **BEFORE** such benefit should actually be due, a large reduction might be effected.

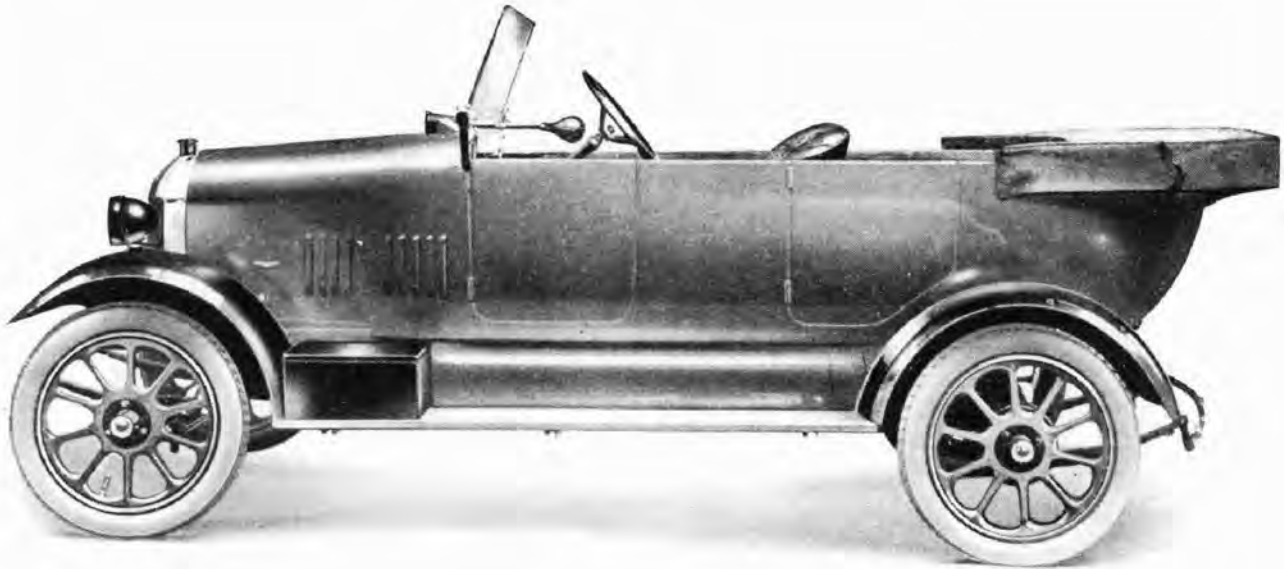
In February, 1921, therefore, the price was reduced by £100 per car—a unique feat at that period. The response on the part of the public was immediate, and an output of about 100 cars per week was closely held until the November of the same year. A small profit on a large turnover vindicated the new sales policy.

The firm now stood in an enviable position as regards financial solidity and purchasing power, and was enabled to exploit that position to the further benefit of Morris Car purchasers by making another reduction of nearly £100 on the standard model, with the result that at the Exhibition of November last the famous 4-cylinder, water-cooled Morris was offered at the normal price of 2-cylinder air-cooled models.

To-day, with better material and many minor improvements, the Morris is selling at half its 1920 price and at a 50% better figure than any other light car of any nationality.

Foresight and Courage—these added to low overhead and capital charges and sound credit have achieved the Morris Price Reductions.





Code Word : 'ABCAR'

THE 11.9 h.p. MORRIS-COWLEY
Standard Model 4-seater

PPRICE, with Hood and Cover, Screen, 700×80 mm. Dunlop Magnum Cord Tyres, Detachable Steel Wheels, Spare Wheel and Tyre, Electrical (3-Lamp) Lighting and High-tension Magneto Set, Dynamo, Horn, complete Set of Tools, etc. Painted grey with grey upholstery (no choice).

325 guineas.

As above, but fitted with first grade 12-volt dynamotor lighting and starting set.

340 guineas.

Code Word :
'BACAR'





The 299 - GUINEA CAR

THIS model is the only 4-cylinder water-cooled car with self-starting and lighting set offered to the public at such a price, though it is of extraordinarily high repute and by no means "cheap" in the accepted sense of the term.

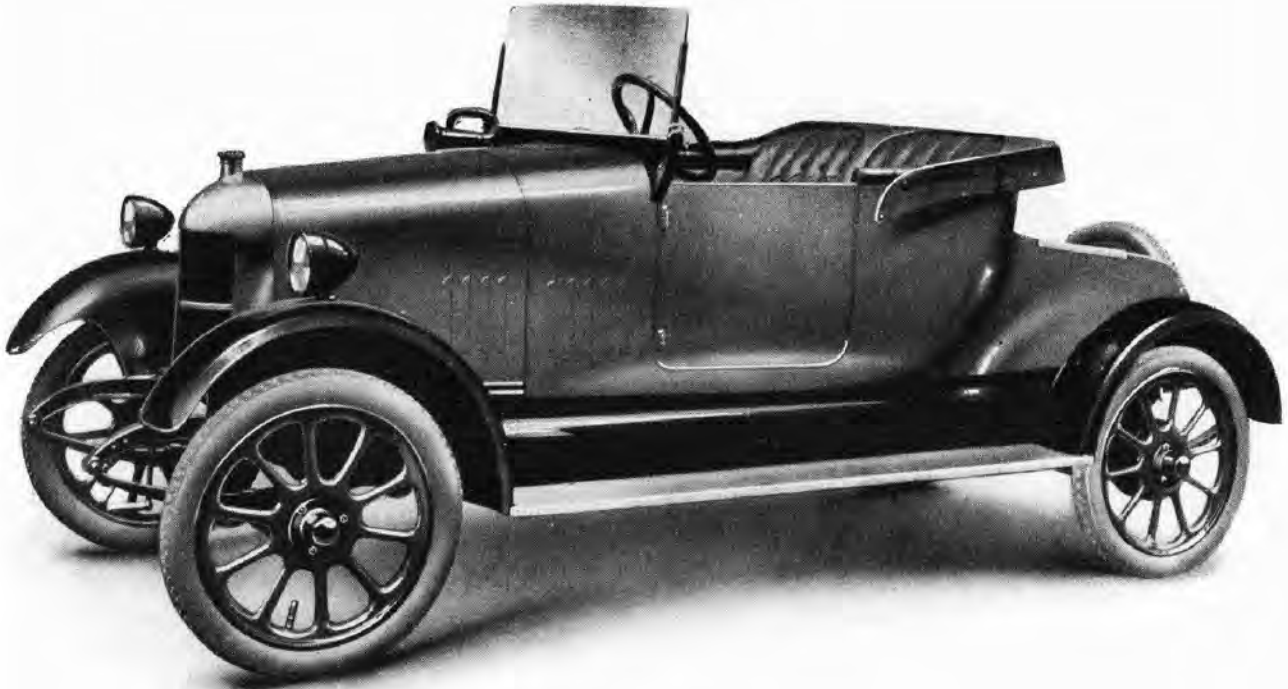
It carries the actual "Imshi" chassis with many minor improvements; it is built of better material than was this great "Daily Mail" type; it is good for over 100,000 road-miles and will always fetch a high figure when sold second-hand.

The 11.9 h.p. engine will really stand up to a family load; the yearly tax is but £12; the repairs and spare parts bill will average abnormally low; the tyres are Dunlop Magnums and will last many thousands of miles.

The coachwork finish is excellent and far from being shoddy; the Specification is the most generous of light car specifications; and the owner will always be able to enter local Club events with an excellent chance of success.

The buyer of this car need never have a doubt or qualm as to the wisdom of his investment.





Code Word : 'CANAR'

THE 11.9 h.p. MORRIS-COWLEY
Standard Model 2-seater

PPRICE, with Hood and Cover, Screen, 700 x 80 mm. Dunlop Magnum Tyres, Detachable Steel Wheels, Spare Wheel and Tyre, Electrical (3-Lamp) Lighting and High-tension Magneto Set, Horn, complete Set of Tools, etc. Painted grey with grey upholstery (no choice).

285 guineas.

As above, but fitted with 12-volt dynamotor lighting and starting set, and dickey seat.

299 guineas.

*Code Word :
'DALAR'*





The Difference between the Morris-Oxford and Morris-Cowley Cars



MANY people have written at various times to enquire as to what constitutes the difference between the Morris-Oxford and Morris-Cowley Cars.

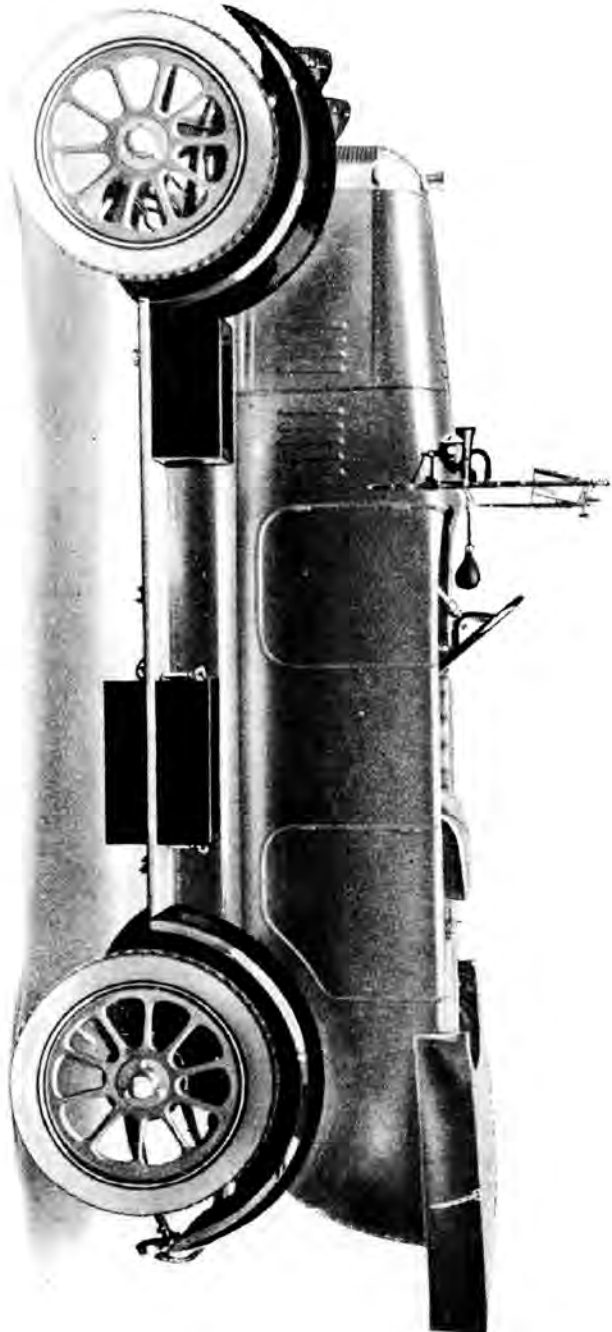
As to engine and chassis, there is no difference whatever save in size of wheels. The chassis material is precisely similar in both types.

The Cowley Model lacks a few of the luxury fittings displayed by the Oxford Model. It is sold in this fashion because a large demand exists for an intrinsically sound small car devoid of expensive fittings.

On the other hand, there also exists an extensive demand for a small car of considerable refinement: and the Morris-Oxford, with its very complete equipment, has perhaps even a larger following than has its sister-model. (See full specification.)

An argument between owners of the two differing types is usually a very complete education as to Morris value.





Code Word: 'ENAR'

The 11.9 h.p. MORRIS-OXFORD De Luxe 4-SEATER

PRICE, with new All-Weather Hood complete, Double Screen, 2 Head-lights, 2 Side Lamps, 1 Tail Lamp, Electrical Self-Starting and Lighting Set, 28 x 3½-inch Dunlop Magnum Cord Tyres, Steel Detachable Wheels, Spare Wheel and Tyre, Horn, Foot Pump, Lifting Jack, complete Set of Tools, etc. **425 guineas.**





ALL-WEATHER Hood *gratis*

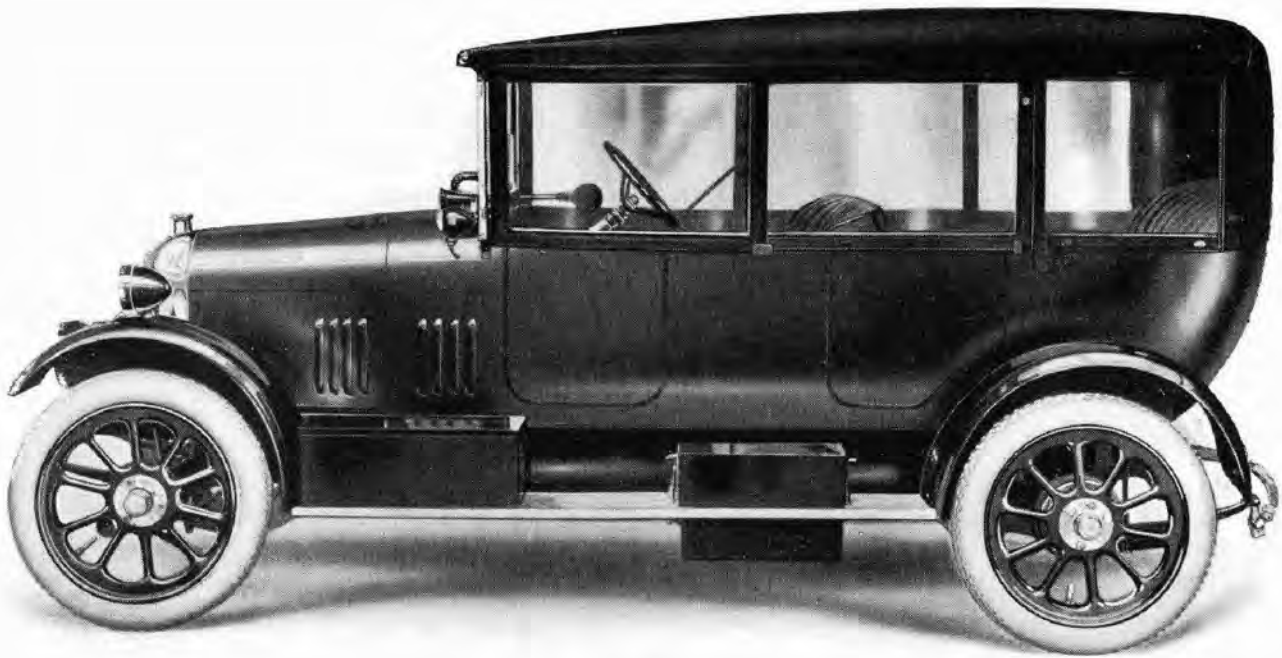
WITH our 4-seated Morris-Oxford Car at 425 guineas, we now supply a very high-grade and complete All-Weather Hood, of a new and exceedingly efficient design.

This addition to the equipment not only adds some Twelve Pounds in actual value to one of the most sought-after cars ever produced: it also affords to the purchaser the satisfaction of owning an All-Weather Hood of a type generally acknowledged to be *neater* in appearance than the average, *more conveniently carried*, *more quickly fitted* and certainly *snugger* and *more draught-proof* in operation.

This All-Weather Hood is our own Patent, and cannot be reproduced upon other car models.

*The final touch
of car comfort.*





Code Word : 'ENAR'

THE 11·9 h.p. MORRIS-OXFORD
*De Luxe 4-Seater, with All-Weather
Hood erected*

THIS All-Weather Hood fitting is erected in one moment without alighting from car. The head springs forward at a touch, the mica windows slide securely into place, and the side pieces are easily but firmly clamped. No draught can penetrate the "Morris" All-Weather Hood, and its durability is assured by highest-grade materials

425 guineas.

This All-Weather Hood is now supplied as standard with all 4-seated Morris-Oxford Cars.





COMMERCIAL TRAVELLERS *and* MORRIS CARS

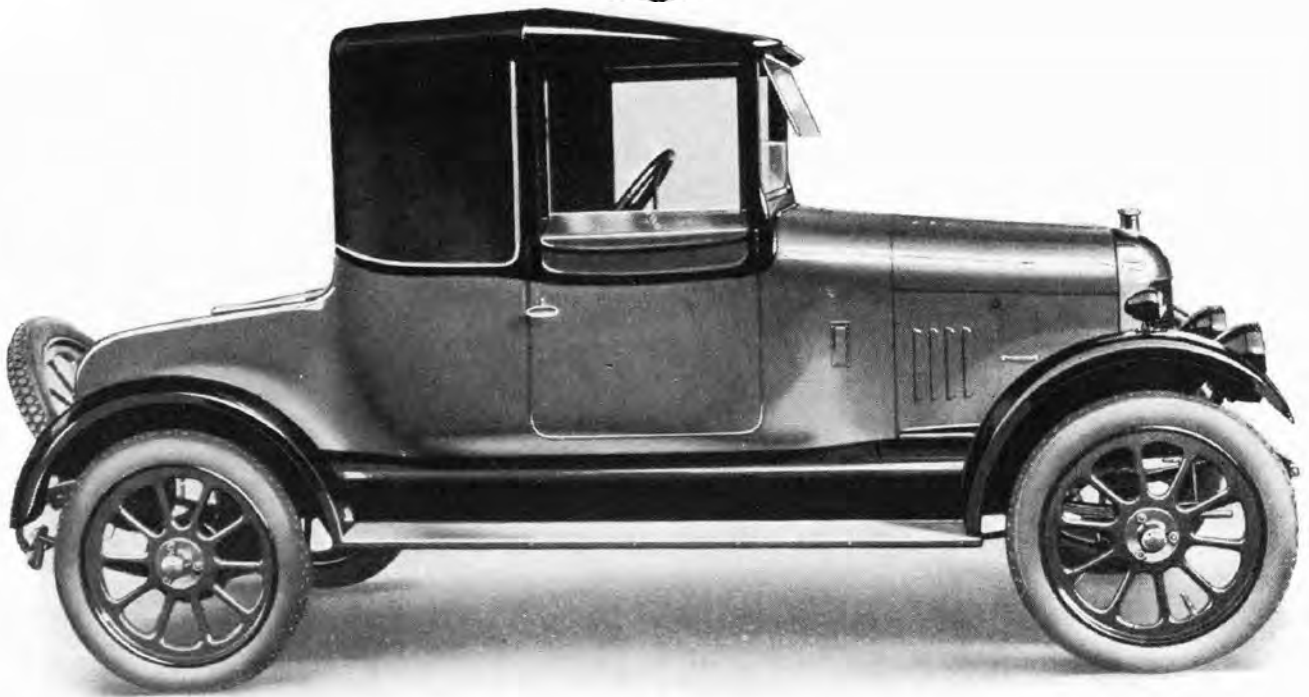
JUST how suitable the Morris Car is for business use of a trying and continuous nature is evidenced by the fact that many large firms—outside the petrol corporations previously mentioned—employ numbers of these cars for the convenience of their travellers.

Simply because Morris-Oxford and Morris-Cowley Cars have an absolutely safe reputation for year-in-year-out stability, are impervious to hard usage, and average a petrol consumption of 30/40 m.p.g.

The roads of Great Britain are very far from perfect, nowadays, and an extensive investment in cars for travellers should be insured by a reputation such as that possessed by the Morris.

A representative will wait upon any Business House interested, without delay.





Code Word: 'FANAR'

THE 11·9 h.p. MORRIS-OXFORD
Coupé de Luxe

PPRICE, with highly-finished Coupé Body, with fully upholstered built-in dickey seat, 2 Headlights, 2 Side Lamps, 1 Tail Lamp, Electrical Self-Starting and Lighting Set, 28 × 3½-inch Dunlop Magnum Tyres, Steel Detachable Wheels, Spare Wheel and Tyre, Horn, Foot Pump, Lifting Jack, complete Set of Tools, etc. Colours—Green, Grey, or Blue. Upholstery—Grey Cord Cloth.

460 guineas.





The Lady and the Morris-Oxford



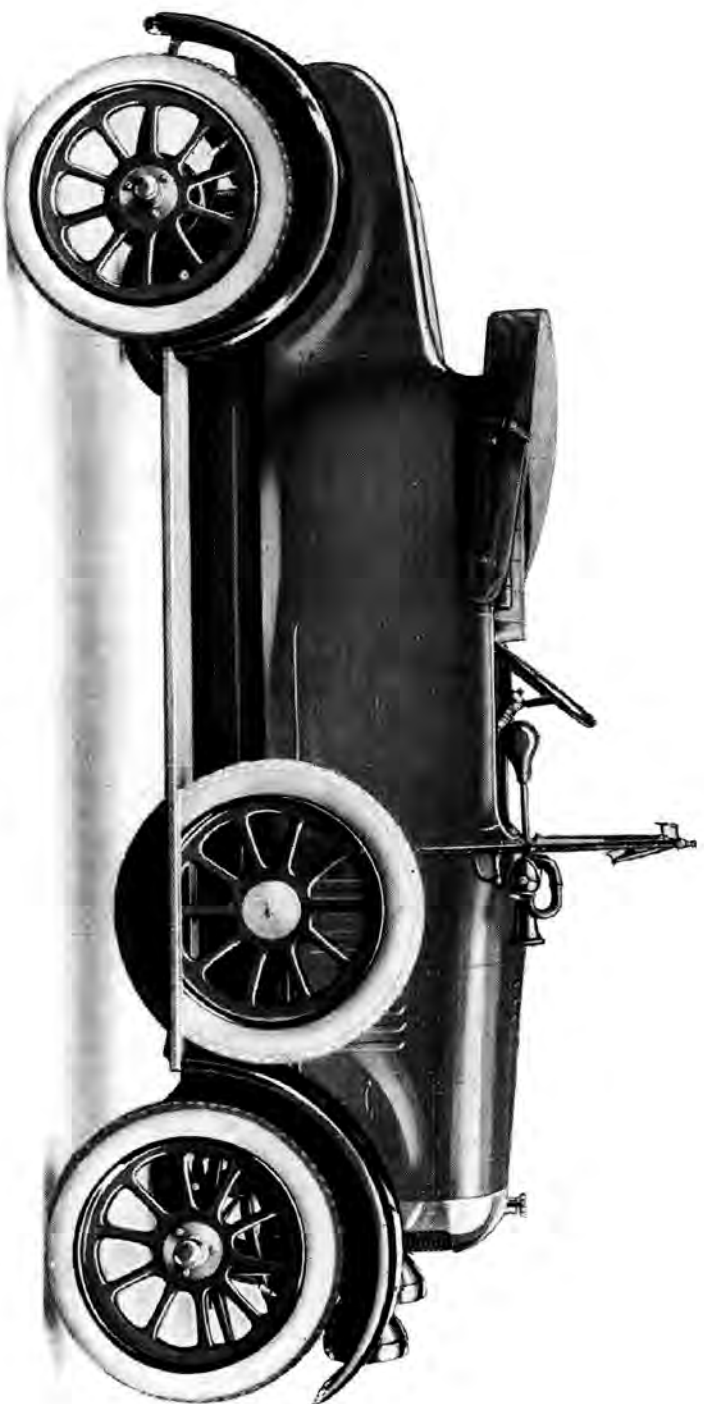
THE Morris-Oxford Car with its self-starter, very light steering, easy gear-change and full windscreen protection is particularly suitable for the lady driver.

One starts or lights up by pushing a button. Lubrication is automatic, the exhaust is smokeless, the brakes are about the most effective on the market and operate on a touch of the hand or foot, the rake of the steering-column is adjustable to suit the driver, and the vibration so noticeable in many small cars is agreeably absent.

Underslung springing and a noteworthy excellence of finish in coachwork render the "Oxford" type of car a possession of easily demonstrable high quality, whilst the KNOWN reputation of the chassis is in itself a full guarantee against mechanical trouble in that portion of the model which is not in full evidence.

Any lady can handle and run a Morris-Oxford Car without assistance and without mechanical perplexity, year in and year out.





Code Word: 'HANAR'

The 11.9 h.p. MORRIS-OXFORD De Luxe 2-SEATER

PRICE, with Hood and Cover, Curtains and Double Screen, and fully Upholstered built-in Dickey-seat, 2 Headlights, 2 Side Lamps, 1 Tail Lamp, Electrical Self-Starting and Lighting Set, 28 x 3½-inch Dunlop Magnum Tyres, Steel Detachable Wheels, Spare Wheel and Tyre, Horn, Foot Pump, Lifting Jack, complete Set of Tools, etc. **395 guineas.**





The **MORRIS SPORTS MODEL**

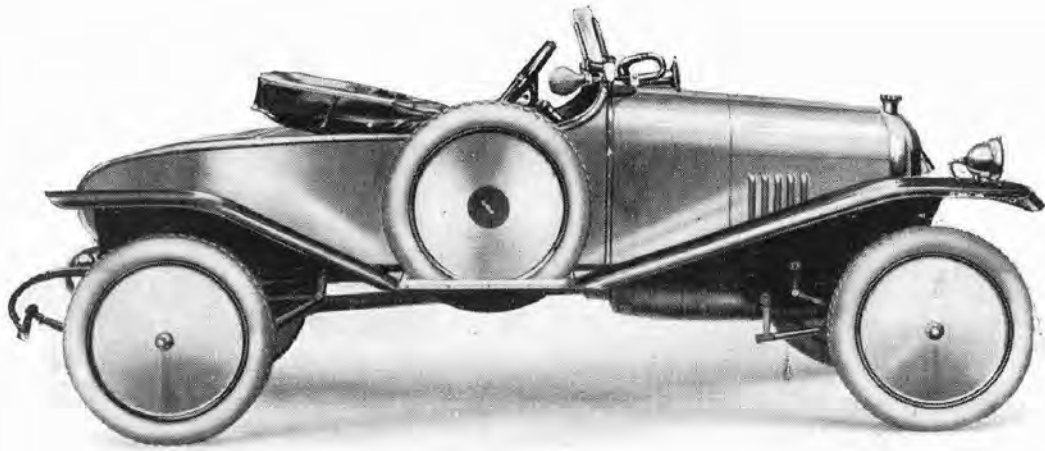
THE beautiful little 11.9 h.p. Morris Sports Model is not only suitable and successful for competition purposes, but is also a light, economical and lasting two-seated roadster of very considerable comfort.

This Model consists of a standard Morris chassis, with back axle gear ratio raised to 4.4 to 1 and specially-tuned engine, fitted with an extremely handsome and lasting body of polished aluminium and with racing wings.

THE PETROL CONSUMPTION of this car is guaranteed to average 40 miles per gallon at normal speeds: as to its capacities or hill climbing and speed, it has gained an award in practically every Club competition in which it has been entered, and, on account of its dependable character, is often selected as Marshal's car in such events.

The equipment includes adjustable windscreen, hood, detachable disc wheels, 700 by 80 mm. Dunlop Magnum Cord Tyres, three electric lamps, spare wheel and tyre, etc.



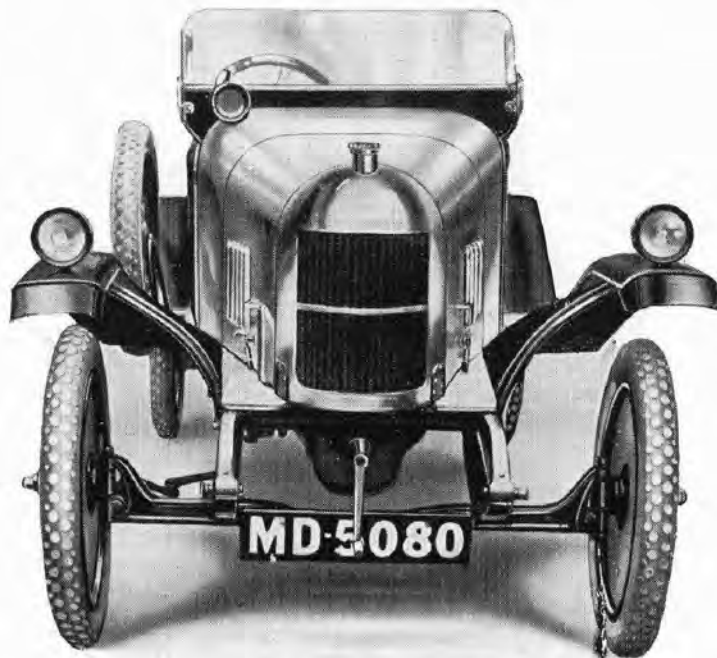


Code Word: 'ILAR'

The 11.9 h.p. **MORRIS-COWLEY**
Sports Model

PRICE, with Aluminium Body in high-grade detail finish, and full equipment.

335 guineas.





The Morris is a **BRITISH CAR**

MORRIS - OXFORD and Morris - Cowley Cars are British Cars, and purchasers have the satisfaction of rendering definite aid against the peril of Home unemployment and discontent.

These models are of the LASTING British type that renders service for many years : authorities place the life of an average standard Morris Car at considerably over 100,000 miles.

In this connection it may be mentioned that second-hand Morris Cars fetch a higher price relatively to first cost than do any other automobiles—a fact which is easily verified and which needs no comment.

First cost is only one factor in car buying. It is the cost spread over the years of use, and the second-hand price obtainable, that really constitute the cash layout.

On this basis, the Morris is by far the cheapest model on the market.





The Morris-Oxford Car SPECIFICATION

ENGINE—

Morris. Four-cylinder monobloc, valves interchangeable arranged on the nearside, adjustable valve tappets, all valves enclosed by quick detachable oil-tight cover plate. Detachable Cylinder head.

CRANKSHAFT—

Offset, runs in three bearings, flywheel enclosed, bore 69.5 mm., stroke 102.167. Cubic capacity 1550.40 c.c. White-metal bronze-backed bearings to crank and con rods.

CARBURETTOR—

Highest grade, gravity fed, control by foot accelerator pedal. Petrol supply from tank carried in the scuttle dash ; capacity, 5 galls., filling orifice situated inside bonnet.

LUBRICATION—

Automatic, by plunger pump driven from an additional cam on camshaft, the pump itself is submerged in the oil sump with an easily detachable gauze filter screwed into outside of sump. A test cock is fitted to prove that the oil pump is working. A graduated dipper gauge is situated in the side of the crankcase to indicate the quantity of oil in the sump, this gauge forms the central portion of a large filler orifice combined with crankcase breather, and it will be found on the offside front of the engine on lifting the bonnet. Oil passes from the pump to the main bearings, timing gear and cross shaft, and keeps up the level of oil in the troughs under the con rod big end dippers ; all other bearings and pistons receive oil by splash, suitable galleries being arranged for the





The Morris-Cowley Car SPECIFICATION



former. Provision is made in the troughs to ensure a full supply of oil when ascending steep hills, and when descending the oil level in troughs is decreased. This lubricating arrangement is simple and reliable and gives a practically smokeless exhaust and avoids complicated connections to the dashboard of the body of the car, thus avoiding mess and dirt.

IGNITION—

High Tension First Grade Magneto, variable type, located above the timing gear and driven by cross shaft, such shaft running by skew gearing, commutator and distributor of the magneto thus being very accessible for attention, as they face you immediately on opening the bonnet or hood of car. Advance and Retard to Magneto fixed to the Steering-gear column

GEAR BOX—

Three speeds, forward and reverse, direct drive on top, speeds operated by central control lever, gear wheels are mounted on short stiff castellated shafts running on ball bearings, the box containing the gears is cast aluminium, and bolted direct to the flywheel housing of the engine, thus forming a complete power unit. All Gear Wheels made from B.N.D. steel. Gear ratios—1st, 15·2 to 1; 2nd, 8·17 to 1; top, 4·75 to 1; reverse, 18·5 to 1. Large oil level plug is provided.

CLUTCH—

This runs in a separate compartment formed between the engine and the gear box and requires no attention, it is of the four-plate type, fitted with cork insets automatically lubricated from the engine. An Inspection Lid is fitted immediately above the clutch casing, a ball thrust is provided for the withdrawal motion. The spigot for the clutch shaft runs in a self-aligning ball bearing in the end of the crankshaft.





The Morris-Oxford Car SPECIFICATION



BRONZE UNIVERSAL JOINT—

Of the ring and stud type, running in the spherical housing immediately behind the gear box, thereby enclosed and lubricated from the gear box.

CONTROL

Change speed lever and hand brake are situated in the centre of the chassis, immediately above the gear box and attached to same

TRANSMISSION—

By Propellor Shaft entirely enclosed in Torque Tube, thus forming a weather and dust-proof system. The final drive of the back axle being by helical bevel gear.

STEERING GEAR—

Worm and wheel type, ball thrusts provided at top and bottom of column, hardened worm wheel shaft carried in two bearings, one on either side. The whole gear bolted to the side of the engine and supported higher up from the flywheel housing, such bracket also forming the foot accelerator pedal support, and making the whole gear adjustable for rake, the steering is extremely light and irreversible

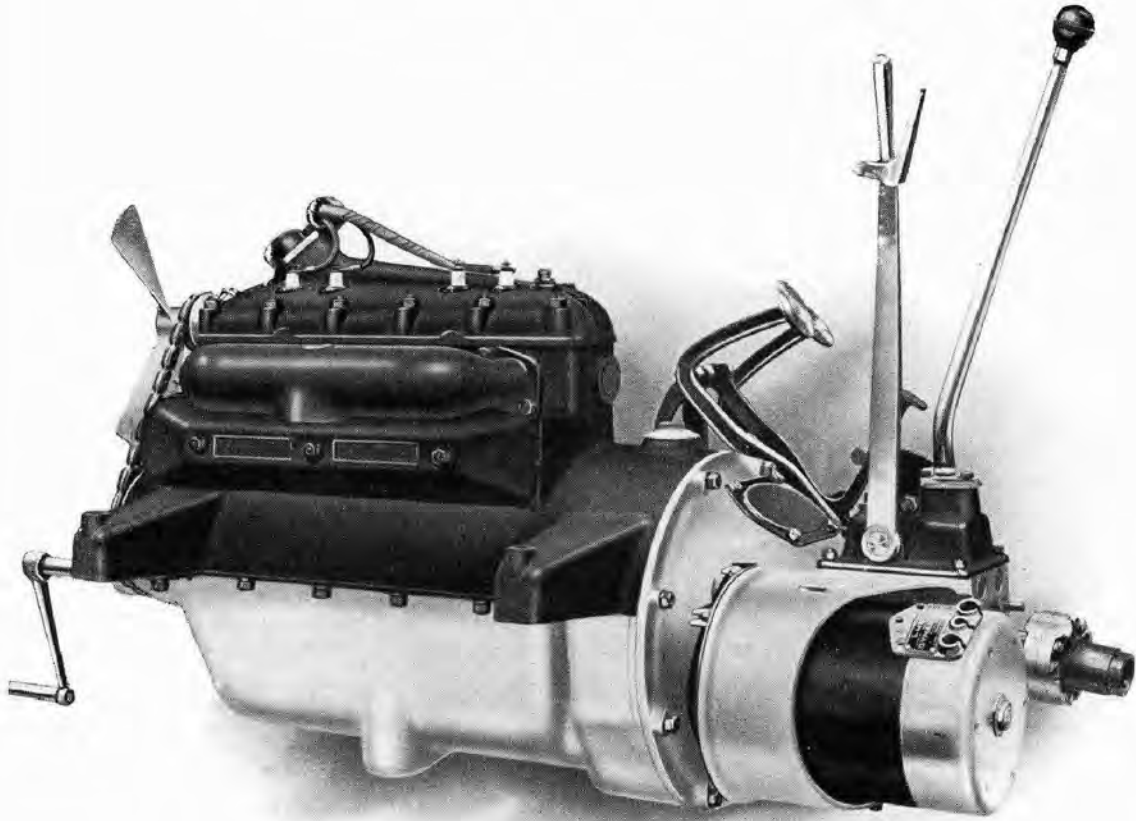
COOLING—

Thermo syphon, with extra large water pipes. Radiator is of our distinctive vee shape, and has been redesigned with greater capacity, a three-blade cast aluminium fan running on ball bearings assists the cooling, this fan is driven from a pulley on the engine camshaft by vee belt; easy adjustment of the belt is obtained by an eccentric mounting of the fan shaft.





The
**MORRIS CAR
POWER UNIT**



NOTE the general clean design, the Valve Tappet Cover Accessibility, the Removable Oil Filter under oil sump, the design of the Exhaust Manifold and the position of the Dynamotor Starter.





The Morris-Oxford Car SPECIFICATION



FRONT AXLE—

H. section forging of high tensile steel, swivel axle arms mounted on hardened and ground pins fitted with lubricator caps. The front wheels are fitted with large diameter Journal Ball Bearings, special provision being made for exclusion of dirt and damp. Steering arms are bushed with hardened and ground steel for the steering cross rod bolts, this cross rod is screwed to provide easy adjustment for wheel alignment. All forgings are heat treated in pyrometer controlled furnaces.

BACK AXLE—

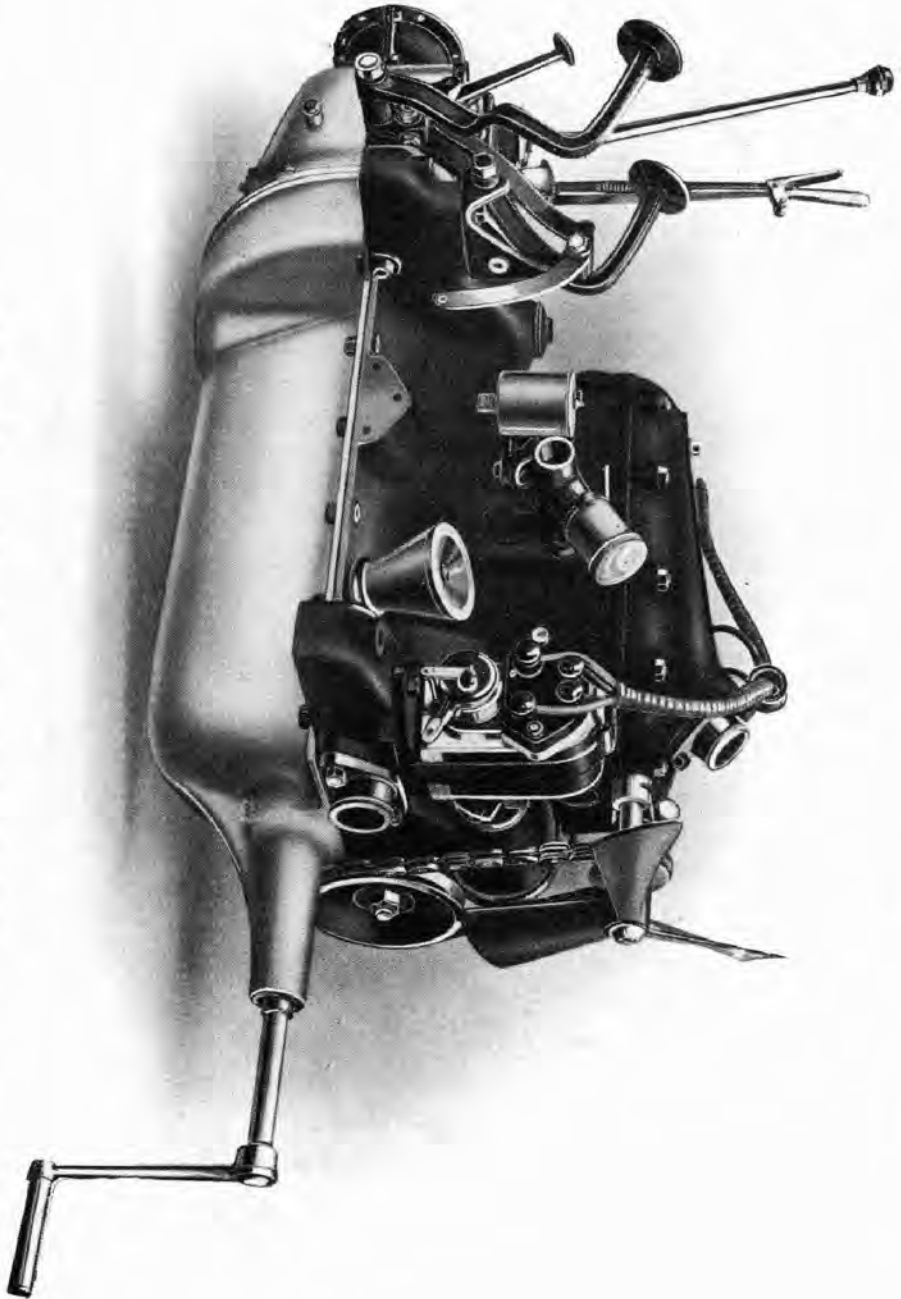
Three-quarter floating type constructed by the use of steel pressings of banjo shape, thus providing great rigidity with lightness. The driving shafts are mounted on ball bearings and can be withdrawn without disturbing the brakes and brake drums, thus allowing easy removal of the differential gear, and avoiding taking the whole back axle away from the car. The differential is of the bevel type with four pinions and runs on specially constructed large load and thrust ball bearings. An oil filler is provided in an accessible position in the centre of the back casing cover, and also acts as an oil level gauge. A drain plug is also provided.

GENERAL—

Mudguards of the new Dee shape give ample protection. All metal parts, including Radiator, are nickel finish. An unusually complete Tool Kit is provided, including all necessary special spanners, tyre levers, etc., carried in a stiff leather hand-bag. Metal valances fitted between the body and running boards. A lifting jack and tyre footpump is included. The bulb horn which is supplied is a single twist and black finish. The lamps are of black ebony finish. The tools for the four-seater model are carried in a special locked tool box mounted on the running board.

Polished dashboard is included.





THE MORRIS CAR POWER UNIT

NOTE the Adjustable Fan Belt Drive, the Foot Throttle Lever Connectors, Magneto and Drive, the Flanged Water Connection, High Tension Wiring, Foot Pedal Controls, etc.





The Morris-Oxford Car SPECIFICATION

BRAKES—

Operated by hand lever and foot pedal, both on the back wheels, placed side by side they are of the internal expanding type lined with highest class material, and shields are provided to exclude all dust and dirt. The operating shafts are surface-hardened and ground, mounted in phosphor bronze bushes. Brake Drums are of ample dimensions, a very powerful braking effect is obtained with the minimum of effort by the driver. An arrangement is fitted to the torque tube to support all the brake rods to eliminate rattles. Turnbuckles fitted to rods provide quick adjustment.

FRAME—

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

SUSPENSION—

The front springs are semi-elliptic, back springs three-quarter elliptic, attached to the rear axle by underslung spring pads. The springs are bolted to the frame and shackles with hardened and ground steel shackle bolts, these being fitted with detachable oil caps. All Springs are covered with Leather Gaiters.

WHEELS—

Detachable, pressed steel, spoked type. size $28 \times 3\frac{1}{2}$ inch. A hand brace is included in the Tool Kit to facilitate the quick removal of the wheels, same being mounted on three studs with nuts and spring washers.

TYRES—

$28 \times 3\frac{1}{2}$ -inch Dunlop Magnums on all five wheels. On the 4-seated Model, $28 \times 3\frac{1}{2}$ -inch Dunlop Magnum Cord Tyres.





The Morris-Cowley Car SPECIFICATION



PRINCIPAL DIMENSIONS, Etc.—

Overall length, 12ft. 9in. Overall width, 4ft. 10in.
 Engine bore, 69.5 mm. Engine stroke, 102.167 mm.
 Number of Cylinders, 4 (four).
 Cubic Capacity, 1550.40 c.c.
 Ground Clearance (front), 8½. Ground Clearance (back), 7½.
 Weight of chassis, 14½ cwt.
 Weight of Two-seater Car, complete, 15½ cwt.; weight of
 Two-seat Coupe, 16½ cwt.
 Weight of Four-seater Car, complete, 16¾ cwt.
 Speed of Car on direct gear, 4 to 45 m.p.h.
 Petrol consumption, 30 to 35 m.p.g.
 Wheelbase, 8ft. 6in.
 Track of road wheels, 4ft.
 Diameter of turning circle, approximately, 35ft.
 Width of chassis frame, 2ft.
 Body space from dashboard to end of frame, 6ft. 4in.

BODY DIMENSIONS—

Width of front seat, 40in.
 Width of back seat, 40in.
 Distance from foot pedals to squab of front seat, 38in.
 Distance from the ground to highest point of hood when up,
 5ft. 11in.
 Distance from edge adjustable seat (Oxford Model) to pedals,
 28 to 15in.
 Width of dickey seat (Oxford Model), 29in.
 Depth of seat, front to rear, 17½in.

WEIGHTS—

	Cwt.	Qrs.		Cwt.	Qrs.
All-Weather Car,	19	1	Cowley 2-Seater,	14	2
Oxford 4-Seater,	17	2	(with Starter),	15	2
Oxford 2-Seater,	17	0	Cowley 4-Seater,	15	2
Oxford Coupé,	17	2	(with Starter),	16	1





The Morris-Oxford Car SPECIFICATION



BODY—

Elegant flush-sided streamline torpedo, manufactured from finest possible materials, upholstered best quality black and grey leather, painted bronze, green, elephant grey, or blue, to choice. Produced in our own Works. Double adjustable windscreen and one man type hood, covered black twill with hood bag. Side curtains of a novel design, and totally enclosing the body, are included, with pile carpets to floor boards. In the four-seater body the front seats are built in one unit and slide on the floor of the body, and can therefore be altered in a moment to suit length of driver. Four doors are provided, the driver being able to enter from either side. The spare wheel is carried on the off-side running board on the four-seater and in a carrier fixed to the back of the frame on the two-seater. The Coupe body is upholstered in cord cloth, and will be painted to choice, in green, grey or blue. Number plates are provided.

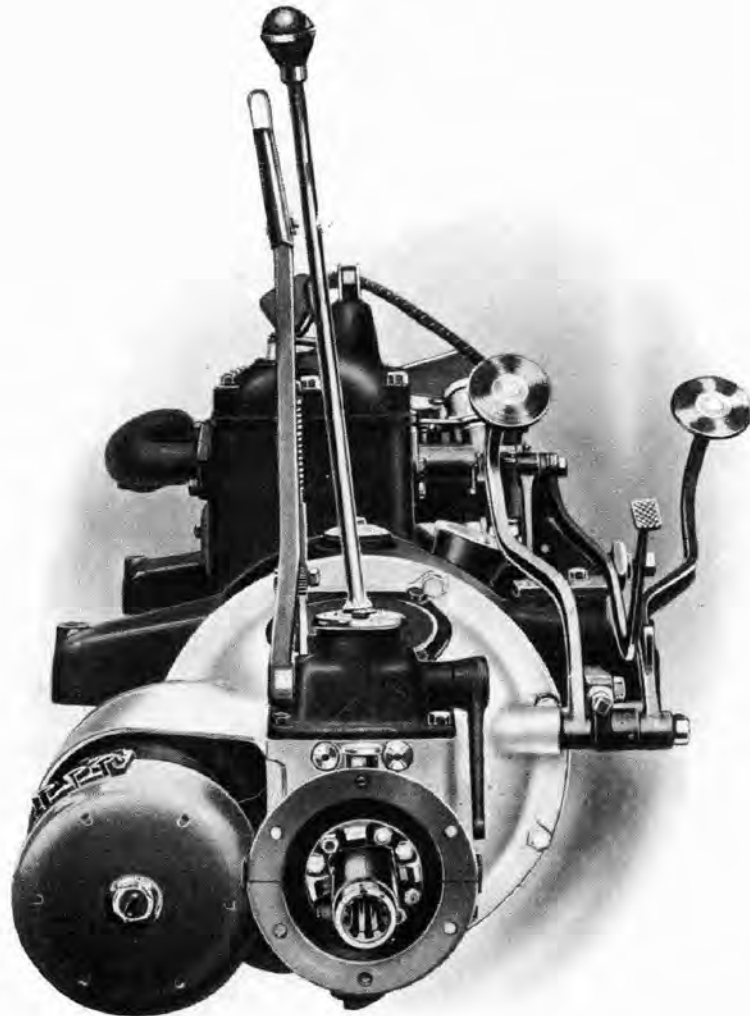
ELECTRIC LIGHTING & STARTING—

By use of the single unit dynamotor, mounted on an extension of the gearbox casing, the drive being by silent chain, entirely enclosed, automatically lubricated, and the eccentric mounting of the dynamotor allows easy adjustment for the chain. This method of drive and situation of dynamotor has been adopted after very careful tests. Five lamps (12 volt) are included, also flush type switchbox mounted on the dashboard of the body; all cables are armoured. The battery is carried on the near-side running board; this is very accessible for removal or inspection. Charging rate is normally 10 amperes.





The
**MORRIS CAR
POWER UNIT**



NOTE the accessibility of the Magneto, the Chain-Driven Dynamotor Starter placed alongside Gearbox, Central Control Levers, Dustproof Housing for Universal Joint, Inspection Lid to Clutch Casing, Combined Oil Filler and Breather, Carburettor directly attached to Cylinders, Detachable Cylinder Head, etc.





The Morris-Oxford Car SPECIFICATION



THE Models known as the 11.9 h.p. Morris-Cowley Cars are practically the same as the Morris-Oxford, but turned out in a modified and cheaper form to cater for the purchaser who does not require the additional refinements.

The following points in the specification are exactly the same as the Morris-Oxford: Engine, Crankshaft, Lubrication, Gear Box, Clutch, Universal Joint, Control, Transmission, Steering Gear, Cooling, Front Axle, Back Axle, Brakes, Frame, Suspension, Principal Dimensions, also all material used in the Chassis construction.

The following alterations from the specification of the Morris-Oxford model show how the price of the Morris-Cowley has been brought down in comparison with the Morris-Oxford:

IGNITION—

By high tension Magneto, with which is combined a Lighting Dynamo (separate Magneto used when Starter is fitted). Carburettor Automatic.

WHEELS—

Size, 700 × 80 mm. (Detachable steel).

TYRES—

Size, 700 × 80 mm. Dunlop Magnum on the two-seater, and 700 × 80 mm. Dunlop Magnum Cord on the four-seater.

BODY—

This is somewhat similar to the Morris-Oxford, without rounded tops to sides and is upholstered in grey pegamoid instead of leather. Painted a special shade of grey (no other choice of colours is given). Side Curtains and Carpets are not included. Hood Bag is provided.





The Morris-Cowley Car SPECIFICATION



SELF-STARTER (Electric)

And single dickey seat fitted, if desired, at extra cost as price list.

LAMPS—

Three electric supplied (6 volt), with current from Dynamo and Battery. The two front lamps are mounted on the mudguards.

MUDWINGS—

Dee shape.

Subject to the same conditions of sale as those set for the Morris-Oxford model. There will be no deviation made from the specification, even of tyres. The weight of Two-seater car (without starter) complete is $13\frac{3}{4}$ cwt.; weight of Four-seater, $15\frac{1}{2}$ cwt.

TOOLS—

- | | |
|--------------------|--|
| 1 Jack. | 1 Jet Key. |
| 1 Jack Handle. | 1 $\frac{1}{2}$ -in. Dynamotor adjusting
Spanner. |
| 1 Pump. | 1 Box Assorted Pins. |
| 1 Wheel Brace. | |
| 1 Magneto Spanner. | |

TOOL KIT—

- | | |
|---------------------------------------|------------------------------|
| 1 Tool Bag. | 1 6-in. Steel Punch. |
| 1 Tool Box. | 1 Screwdriver. |
| 3 Tubular Box, Spanners
and Tommy. | 1 Pair Pliers. |
| 3 Double-ended Spanners. | 1 Hammer. |
| 1 Cold Chisel. | 1 Sparking Plug Box Spanner. |
| 1 Half - round File with
Handle. | 1 Cylinder Head Box Spanner. |
| 1 9-in. Adjusting Spanner. | 3 Tappet Spanners. |
| | 3 Tyre Levers. |
| | 1 Oil Can. |





The Page of Prices

MORRIS-OXFORD

De Luxe

MORRIS-OXFORD 2-seater Car, -	Complete	395 gns.
MORRIS-OXFORD 4-seater Car (Fitted with All-Weather Hood), - - - -		425 gns.
MORRIS-OXFORD Coupé, - - - -		460 gns.
MORRIS-OXFORD Chassis (with Fittings),		290 gns.

The Morris-Oxford Chassis comprises the following, all of which are included in the Chassis price: Five Wheels, Five Tyres, Dynamo Lighting and Starting Set (unwired, but with all necessary cables, etc.), Five Lamps, Battery, Switchbox and Junction Box, Bonnet, Bonnet Fasteners, Bonnet Rest, Petrol Tank, with full Kit of Tools as with complete car, Two Head-lamp Brackets, One Tail-lamp Bracket, One set of Mudguards, One set of Running-board Brackets.

MORRIS-COWLEY

Standard

MORRIS-COWLEY 2-seater Car, -	Complete	285 gns.
MORRIS-COWLEY 2-seater Car (Fitted with Starting Set and Single Dickey Seat), - -		299 gns.
MORRIS-COWLEY 4-seater Car, -		325 gns.
MORRIS-COWLEY 4-seater Car (Fitted with Starting Set), - - - -		340 gns.
MORRIS-COWLEY Sports Car (with fittings and equipment as Morris-Cowley Standard, but with specially designed Aluminium Body and Racing Wings), - - - -		335 gns.
MORRIS-COWLEY Chassis (M.C. Fittings),		255 gns.
With Starter, - - - -		269 gns.

The fittings and equipment of the Morris-Cowley Chassis are similar to those of the Morris-Oxford, with the exception of Lighting and Ignition which comprise the High Tension Magneto and 3-Lamp Lighting Set Combination in the Morris-Cowley Car. The tyres are 700 by 85 mm. as compared with the 28 by 3½-inch tyres supplied with the Morris-Oxford model.

Delivery at Works, Cowley.

The following approximate extra charge is made by London Firms for packing in Export Case and placing f.o.b. London, *complete Car* £20, *Chassis* £17.





FULL SEATING AND OTHER MEASUREMENTS ON EACH MODEL

MORRIS-OXFORD 4-SEATER.

A = 14in. (seat in normal position). E = 28½ in to 15in. Sliding seat.
 B = 20in. Width of Front Seat = 38in.
 C = 11½ in. Width of Back Seat = 38in.
 D = 11in. Height, Hood up = 5ft. 9 in.
 Height, Hood down (ground to top of screen) = 5ft. 2in.
 Weight = 17 cwt. 2 qr.

MORRIS-OXFORD 2-SEATER.

A = 14in. D = 11in. Width of Seat = 38in.
 B = 23in. E = 19in. Height, Hood up = 6ft.
 C = 17½ in. G = 41in. Height, Hood down (ground to top of screen), 5ft. 10in.
 Weight = 17 cwt. Width of Dickey Seat = 29in.

MORRIS-OXFORD ALL-WEATHER.

A = 14in. (seat in normal position). Width of Front Seat = 39in.
 B = 20in. Width of Back Seat = 34in.
 C = 17in. Front Seat to Roof = 36in.
 D = 11in. Width of Door = 29in.
 E = 22in. to 15½ in. Sliding Driver-seat. Height, Hood up = 6ft. 2in.
 Weight = 19 cwt. 1 qr.

MORRIS-OXFORD COUPE.

A = 14in. C = 17in. E = 19in. Height = 6ft. 2in.
 B = 23in. D = 11in. Weight = 17 cwt. 2 qr.
 Width of Front Seat = 38in. Dickey Seat as Morris-Oxford 2-Seater.

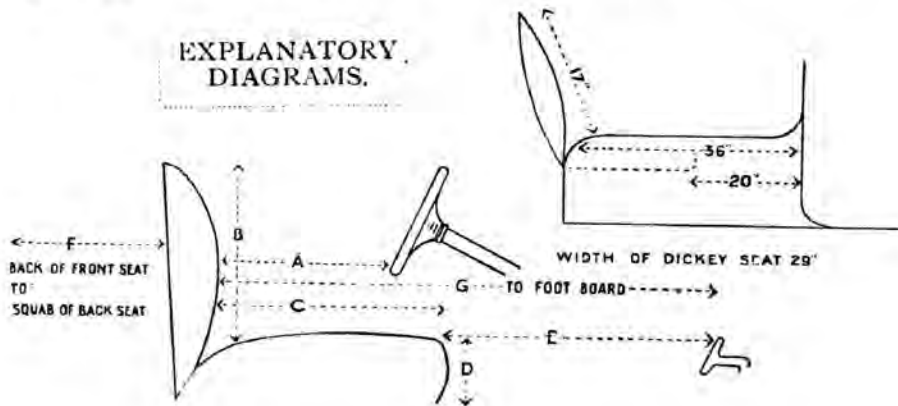
MORRIS-COWLEY 4-SEATER.

A = 14in. E = 19in. Width of Back Seat = 38in.
 B = 17in. F = 34in. Height, Hood up = 5ft. 9in.
 C = 17½ in. G = 41in. Height, Hood down = 5ft. 2in.
 D = 11in. Width of Front Seat = 38in. Weight = 15 cwt. 2 qr.

MORRIS-COWLEY 2-SEATER.

A = 14in. E = 19in. Height, Hood up = 6ft.
 B = 23in. G = 41in. Height, Hood down = 5ft. 10in.
 C = 17½ in. Width of Seat = 38in. Weight = 14 cwt. 2 qr.
 D = 11in.

EXPLANATORY DIAGRAMS.





A few selected TESTIMONIALS



From J. P. FLETCHER, Esq., O.B.E., A.M.Inst.C.E., A.M.Inst.E.E., *H.M. Admiralty.*

"I have in the last fifteen years had about twelve different makes of cars, and I have never found anything in its class to approach the Morris."



From Sir HARRY C. W. VERNEY, Bart., *Claydon House, Steeple-Claydon, S.O. Bucks.*

"I should like to tell you that the new 1921 car, with which you have just provided me, is in my opinion the best of the four Morris cars I have driven. This is intended to be the highest praise, because I know of no car which is pleasanter to drive than yours, and *the change of gear is the quietest and easiest I have come across.* It is good to be able to record that all my friends to whom I have recommended your car (and the number is becoming quite a large one), hold the same high opinion of it that I do."



From D. BOLAND, L.A.C.P. and S.I.L.M.R.A.H., Physician and Surgeon,
12 Idrone Terrace, Blackrock, Dublin.

"As a Medical Practitioner I have used the Car constantly since the day of its delivery, and being an owner driver, it has not been very lavishly cared for. Notwithstanding this she 'has stood up to it all,' and save for an occasional chassis adjustment, has come through with flying colours, and has recently completed a tour of the West of Ireland. Over roads without any surface, pot holes and partly filled-in trenches, nothing but pieces of granite for her to travel over. In fact, at times I *thought it unfair to expect any Light Car to do it,* but she seems to thrive on it. I might add that this is the third time she has been on such a trip.

"It is the Engine, I think, that gains the laurels. The Car was delivered to me in March, 1919, and has been running every day since then. Her mileage is somewhere *about 40,000 miles,* and that *engine has never yet been down once, even for decarbonising.* In fact, it is only about a month ago since I changed three of the original plugs (A.C. Titan, to which a tribute must also be paid) supplied with her. This is all that has been done to the Engine as regards overhauling, yet she runs as sweetly as the day I got her, and to make her knock seems impossible. *No hill has terrors for her,* while on the level I fear nothing of my own H.P. and often nothing above it. The car, in my opinion, has no rival in its class, and for the owner-driver the Cowley is par excellence the Car—or in fact any Owner who wants a Car in which he can place *implicit confidence* at all times."





From ERNEST A. BAKER, Esq., *The Chantreys, Horsham, Sussex.*

"I have driven your cars for many years until this summer, when in a weak moment I bought a far more expensive make. After driving it (and having endless trouble) for three months, I sold it and purchased at the late Show one of your Morris-Oxford models, my fourth of the make, and now feel confident that all my troubles are over."



From W. WALES, Esq., 31 Leonard Avenue, Sherwood, Nottingham.

"I have much pleasure in saying how satisfied I am with my Morris-Oxford 1920 car, after running it twelve months, and have covered 21,000 miles, without a mechanical replacement (not a bolt or nut), and she runs as sweet as ever. The engine has never seen daylight since new and is about as perfect as can be made. Its smoothness, acceleration and hill-climbing properties are simply marvellous. The gear change is so simple a child can use it. Free from noise or vibration. Springs delightful, steering easy, perfect control. My tyres have averaged 10,000 each and two are still running. I am averaging 40 miles to gal. Shell and Benzole after following your instructions. There is no other car I know of in its own class to compete with it for safety, economy, and comfort, and I could recommend it to anyone as the best light car."



From DOUGLAS CHAS. CASTELL, Esq., Putney, S.W.

"Since my demobilisation in 1918 I have owned and driven some ten different small cars, and at Easter time this year, Messrs. Morris being one of the first to make a very substantial reduction in the price of their latest model, I was persuaded to try the 11.9 h.p. Morris-Cowley. The capabilities of this smallish car were to me really amazing. The flexibility of the engine, with its truly extraordinary power on hills, coupled with the simplest of gear changes combine an easiness of control which is delightful to experience."



From Messrs. DAY, SON & HEWITT, Ltd., 22 Dorset Street, W. 1.

"We feel sure you will be interested to hear of the excellent results obtained by the two Morris-Cowleys you recently supplied to us. The former was allotted to our North Wales Representative and has been in constant use since delivered to him. He informs us that he has not experienced the slightest trouble, and has found the Car most responsive to the controls and economical to run. This appears to be highly satisfactory, for, in the course of his business in calling on the local farmers, he has incidentally to traverse some of the worst roads and steepest hills in North Wales. The latter was only quite recently delivered to another of our Representatives, who, although he has only been able to give the Car a comparatively short test, expresses himself as highly pleased with its performance, and further states that it has enabled him to gain access to parts that were previously inaccessible for him—thus providing a substantial increase in his returns. In conclusion we should like to thank you for the courtesy and consideration you have shown in delivering these two cars, and hope that we may be able to do further business together in the future."





From E. HANDFORD, Esq., 2 Sunnymead, Barnstaple.

"It certainly is a wonderful Car and has given me every satisfaction. I use it for business, averaging 200 miles per week, and cover probably the most hilly and roughest roads there are in the country, certainly in the West, that is, the whole of West Somerset and North Devon, including Porlock and Lynton districts. The Engine seems to be running as smooth as when I had it, and I might add up to now I have not had occasion to even remove a plug. Am writing this as I think it is only fair that you should know."



From I. THORP, Esq., Roversmead, Bridport, and High West Street, Dorchester.

"I have now travelled 1000 miles. I desire to express my joy and delight with its running, so different and powerful in this hilly country to a similar one that I had, and I would not exchange for any Light Car on the market, irrespective of price. Thanking you again to express my appreciation of the time, study and forethought in so many details for the benefit of your clients."



From CHARLES T. COTHAY, Esq., (Messrs. Cothay & Boulton, Colliery Agents and Chartered Shipbrokers), 65 John Street, Sunderland.

"I am exceedingly pleased with the performances of the Morris-Cowley I bought from you in March last, especially with regard to comfort, hill-climbing and consumption. With regard to the latter point, it may interest you to know that wishing to make an exact test I commenced my journey home from Cleator Moor on Monday last, carrying two up and luggage, with exactly 2 gal. of a half and half mixture of Petrol and Benzole. The route followed was by Distington, Cockermouth, Keswick, Penrith, Alston, Haydon Bridge and Chollerford to Heddon on the Wall, where the spirit gave out, a distance of 101 miles. As you know I have a Bowden extra air fitted, of which I took full advantage, but beyond this I made no adjustment to the carburettor, which is as it was set on delivery. Incidentally the car climbs Westgate Hill Road, Denton Bank and Hartside from both directions, on top gear, and in a fortnight in the Lakes, I have only been in bottom gear on one hill, Irton Fell from the Eskdale end. In my ten years' experience during which time I have owned other three cars and driven many others, I have never handled one I like so well."



From "SHELL" MARKETING COMPANY, LIMITED.

"Now that we have received from you delivery of a LARGE NUMBER of 2-seated Morris-Cowley Cars, we think you will be pleased to learn that these cars are giving us EVERY SATISFACTION. They are easily handled and economical to run, and have quite come up to our expectations should also like to say how much we appreciate your prompt attentions."

