

MORRIS MOTORS (1926) LTD. : COWLEY : OXFORD

MORRIS

CARS for 1927

**Buy British
and be Proud of it**

This price list cancels all lists, prices and conditions issued prior to 11th Sept., 1926



PRICES *of* MORRIS CARS

11.9 H.P. MORRIS-COWLEY. With rear brakes and simplified equipment. In grey only.

| | | |
|--------------------|-------|-----------|
| Two-Seater | Price | £148 10 0 |
| Four-Seater | " | £158 10 0 |

11.9 H.P. MORRIS - COWLEY. With four-wheel brakes and full equipment. Open models grey or blue. Closed cars blue only.

| | | |
|---------------------------|-------|-----------|
| Two-Seater | Price | £160 0 0 |
| Four-Seater | " | £172 10 0 |
| Coupé (Fixed head) | " | £182 10 0 |
| Saloon (Two-door) | " | £195 0 0 |

14/28 H.P. MORRIS-OXFORD. With four-wheel brakes, full equipment, and choice of blue, grey, maroon or brown.

| | | |
|---|-------|----------|
| Two-Seater | Price | £220 0 0 |
| Four-Five-Seater | " | £240 0 0 |
| $\frac{3}{4}$ Coupé (Folding head) | " | £245 0 0 |
| Cabriolet | " | £295 0 0 |
| Saloon | " | £265 0 0 |
| Saloon Landaulet | " | £325 0 0 |

11.9 H.P. 8-CWT. VANS.

| | | |
|---|-------|-----------|
| Commercial Traveller's Car (Two-door) ... | Price | £165 0 0 |
| or with f.w.b. and full Cowley equipment | " | £175 0 0 |
| Standard 8-cwt. Van (improved) | " | £160 0 0 |
| or with f.w.b. and full Cowley equipment | " | £172 10 0 |

All prices are for delivery ex Works at Cowley.

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The name "Morris" is the Registered Trade Mark of Morris Motors (1926) Ltd.

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WHY MORRIS

An Explanation of Supremacy

A PART FROM COLD STATISTICS, a few minutes' observation on any main road in the United Kingdom shows that there are far more Morris Cars in use than any other make. Morris Cars to-day are being produced and sold in larger numbers than ever before—on a scale unequalled in the British motor industry.

So popular, in fact, are these cars that every thinking person must ask himself or herself: "What is the secret of the Morris popularity? Why have these cars forged ahead and been bought in such large numbers by the motoring public of this country?"

The answer would be quite obvious if the Morris were the lowest-priced car on the market. But this is not the case, and other reasons must be found. It will be appreciated that there must be very good reasons to have induced so many more people to part with hard cash for Morris Cars when there are so many different makes on the market.

The real reason is that the Morris represents the golden mean. There are cars cheaper in first cost, cars more expensive; there are cars which go faster, cars that carry more people, and there are smaller cars which travel a few more miles to every gallon of fuel. But by sound judgment on the part of its producers the Morris represents the ideal combination, in perfectly balanced proportion, of all those desirabilities that go to make up pleasant, care-free motoring. It conforms to a high standard of taste—a well-appointed and dignified vehicle, mechanically excellent, that operates at a reasonable cost. Ever since Morris Cars were first produced they always have been gentlemen's carriages, not hacks.

Their reasonable price is due to the fact that they are produced on a system that is very highly organised and in which there is no waste. It is recognised the world over that the Morris group of factories is a model of efficiency, and it is by thorough organisation that they are able to produce handsome, adequately powerful and thoroughly well-equipped cars at prices that are to-day within the reach of a wide circle of the public.

The Morris Cars that have been produced and sold in the past and which have built up the Morris reputation to what it is to-day, were



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An Explanation of Supremacy—contd.

good cars, soundly made. Their obvious popularity is adequate proof of their excellence. This year the Morris product is vastly improved, not only as regards appearance, but also in perfection of detail. It is sold at a lower price still, an extension of markets and the correct utilisation of past experience having made this possible. In brief, the Morris of to-day is better than ever.

While little alteration has been made in those vital points in design that ensure smoothness and longevity, better looks, greater comfort and greater convenience for the passengers as well as for the driver have been obtained.

Every Morris model has a willing, smooth-running engine (with self-starter) that gives ample power on a moderate petrol consumption. It can easily average twenty miles an hour over normal English main roads. Speed (for those who like speed) is there in sufficiency. Every Morris Car will attain fifty miles per hour after its newness has worn off. This possible speed, though seldom used by reasonable drivers, is a guarantee of power in reserve ; a reserve that may be called upon when a heavily-loaded car is required to perform a long journey in bad weather over hilly roads.

The comfort, both of driver and passenger, has been most carefully studied. Every Morris Car has a deep body that gives ample protection ; heavily-sprung and padded seats ; plenty of leg room for all occupants. There are on " open " or touring models rigid, transparent sidescreens, which may be erected in a few minutes, and which may be used by themselves or in conjunction with the hood, when they convert the car into a snug saloon.

MORRIS-COWLEY AND MORRIS-OXFORD : THE DIFFERENCE

As is known, there are two types of Morris Cars : the Morris-Cowley and the Morris-Oxford. To define the difference between them in the briefest form, one may say that if the Cowley model represents comfort, the Oxford model represents luxury. Both are of the same fundamental design, but the Oxford model is rather larger than the Cowley ; the engine is larger, so is the frame, so are the tyres. In consequence a larger body is fitted to the Oxford chassis, so that what on the Cowley is a four-seater body is on the Oxford a five-seater body. The Oxford has been made a car of luxury in every respect. It is not only larger than the Morris-Cowley, it is heavier and faster ; in details in which the Morris-Cowley is good and serviceable it is elaborated and reasonably ornate.

For the 1926-27 season the Morris range of models has been extended so that it now covers the needs of all types of motorists even more fully than was the case before. As straightforward, simple utility cars, there are the Morris-Cowley two- and four-seater touring models without four-wheel brakes which, not so fully equipped as are those Morris-Cowley models which are listed with four-wheel brakes, sell at appreciably lower prices, are sturdy, honest,



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An Explanation of Supremacy—contd.

thoroughly comfortable and serviceable cars. The four Morris-Cowley models listed with four-wheel brakes and full equipment (two-seater, four-seater, coupé, and saloon) will do all that any reasonable motorist wants. The larger, more powerful and more luxuriously appointed Morris-Oxford models (six in all) will fill not only the demands, but even the wishes of all discriminating motorists.

The interested reader is respectfully urged to visit a Morris dealer and inspect and compare the various Morris models. There is an accredited dealer in every town in the kingdom. These dealers are appointed by Morris Motors (1926) Ltd., not only to assist the purchaser to select the type of car best suited to his or her requirements; he is there also to give Service after Purchase, so that the owner may be sure of getting the best results from his car.

When, in course of time, a Morris Car needs attention or adjustment (and no machinery can run for ever without being looked to—though it is well known that many Morris Cars cover 50,000 miles before being touched by the engineer), then comes one more example of Morris efficiency of, and thoroughness in caring for the needs of the car owner, and safeguarding his interests. All accredited Morris dealers work to a standard scale of maintenance, adjustment and upkeep charges, so that the Morris owner can see for himself what the cost will be of any work he proposes to have done. A printed copy of this scale is furnished in the Comprehensive Instruction Manual, which is issued with every Morris Car.

Any one of the many accredited Morris dealers can extend to the prospective purchaser Deferred Payment Terms that have been officially approved by Morris Motors (1926) Ltd., and which enable the car to be obtained, should it so be wished, on very convenient terms. In accordance with the dictates of commercial etiquette these transactions are made on a basis that ensures no breach of confidence, and full details of the precise terms are printed elsewhere in this catalogue.

There are, also, many other advantages placed at the disposal of the Morris owner. Among them may be cited the free use of a Touring and Travel Bureau, which gives expert advice on road conditions and is willing and able to plan tours entirely free of charge. Then, again, the Morris owner has devoted solely to his interest the monthly publication, *The MORRIS Owner*, which presents in a readable and attractive form all the necessary information that he can require regarding the running of his car.

As the final link in the chain of Morris service to the purchaser, Morris Motors (1926) Ltd. supply well-made fireproof Motor Houses at very low prices to solve the problem of the car accommodation that is now so acute in many districts. Thus it can truly be said that

MORRIS SERVICE IS COMPLETE.

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Specification of

11.9 h.p. Morris-Cowley Models

GENERAL. The design of the 11.9 h.p. Morris-Cowley consists basically of a four-cylinder water-cooled engine built up in conjunction with an enclosed clutch and three-speed gearbox, the whole unit being mounted by four-point suspension in a sturdy frame, which is supported front and rear on long semi-elliptic springs. The back axle and torque tube are built up as a unit, attached to the power unit by means of a ball joint situated abaft the gearbox, thus totally enclosing all transmission.

ENGINE. With treasury rating of 11.9 h.p. (tax £12 per annum), the Morris-Cowley engine has a bore of 69.5 mm., and a stroke of 102 mm., giving a cubic capacity of 1550 c.c. The four cylinders are cast *en bloc*, with inlet and exhaust valves arranged on the near-side. The valve tappets are adjustable, and all valve stems and springs are enclosed by a detachable oil-tight cover-plate. All valves are of the same size. The cylinder head is detachable, to facilitate decarbonisation, and the three-bearing offset crankshaft has its bearings located on the cylinder block, giving great rigidity and ensuring correctness of alignment. The connecting rods are of steel, all crankshaft and connecting rods bearings being of white metal in bronze shells. Aluminium pistons are fitted. The clutch is of the four-plate type, fitted with cork insets. It requires no attention, and is automatically lubricated from the engine.

LUBRICATION. The Morris engine is automatically lubricated by a plunger pump, submerged in the oil sump and driven from an additional cam on the camshaft. An easily detachable gauze filter surrounds the pump intake, and an oil gauge is fitted to the dashboard to show that the pump is working. A lubrication tray ensures a constant level of oil for the big-ends.

GEARBOX. The gearbox provides three speeds forward, and reverse, with a direct drive on top; the control is effected by a centrally-situated lever. The gear wheels, of nickel-chrome steel, are mounted on short, stiff, castellated shafts, running on ball bearings, and the case containing the gears is of aluminium.

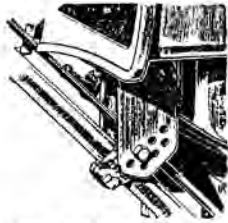
Gear ratios: top, 4.75 to 1; second, 8.17 to 1; bottom, 15.2 to 1; reverse, 18.5 to 1.

Engine speed on top gear at 20 m.p.h., 1200.

REAR BRAKES. Both hand and foot brakes operate side-by-side shoes in pressed-steel brake-drums, 9 in. in diameter, mounted on the rear hubs. These shoes are of the internal expanding type, and are lined with the highest quality friction material; shields are provided, to exclude all the dust and dirt. Wing nuts, accessible immediately at the ends of the brake-rods, are provided to enable quick brake adjustment to be effected.

FOUR-WHEEL BRAKES. On the four-wheel brake models the rear axle brakes are as above, but the pedal is interconnected to the brakes mounted on the front axle. The drums for these brakes are of the same size as those at the rear, and the actuating mechanism is so arranged that the total distribution of braking power is 50 per cent. front and 50 per cent. back. This has been found to give maximum stopping power, and the gear has now been considerably improved over previous models.

The type of front brakes used are the Rubury Patent, and they are so made



The rake of the steering column is adjustable on all models to suit individual drivers



BUY BRITISH AND BE PROUD OF IT



that when rounding a corner the pressure on whichever is the outside wheel is automatically reduced, to ensure no ill-effects on the steering.

STEEL DASH. The pressed-steel dash is integral with the chassis, supporting a pressed-metal instrument (facia) board. This board carries a central panel in which all instruments are mounted, and it has also two recesses for small parcels.

PETROL TANK. The petrol tank has seven gallons capacity, and is held in position by four bolts in the pressed-steel dash. It is easily removable under the bonnet without disturbing the instrument board. The tank has large filler cap, and carries a dial gauge to indicate the amount of petrol. It has also a two-level petrol tap with a reserve capacity of one gallon.

CARBURETTER. The Morris-Cowley engine is supplied with its mixture by a Smith Straight-through Five-jet Type Carburetter. It has a hand adjustment for setting the slow running, and also a steering column operated mixture controlling device, which enables maximum economy in fuel consumption to be obtained, together with easy starting.

ELECTRICAL EQUIPMENT. Ignition is provided by a reliable high-tension Lucas Magneto. The contact breaker and distributor and the magneto are very accessible, and any adjustment can be carried out with the greatest ease. The advance and retard of the magneto timing is effected by a lever fixed to the steering column underneath the steering wheel, the advance position being when the lever is nearest the driver.

The lighting and starting equipment is of the 12-volt Lucas pattern. The combined dynamo and starter motor (dynamotor) is mounted alongside the gearbox, and coupled to the power unit by means of an inverted tooth silent chain which is totally enclosed and adequately lubricated, and has an accessible means of adjustment.

Five lamps are provided, controlled by a switch on the dashboard, and an ammeter on the dash shows the dynamotor is charging. The whole system is perfectly silent in action, there being no noisy engagements of pinions when the starter switch is pressed.

The electrical equipment has been considerably simplified for 1926-27. The cut-out and fuse are now separate from the switchbox, and are independent of each other.

WHEELS AND TYRES. Detachable pressed-steel wheels, 19 in. by 3½ in., with 27 in. by 4.40 in. Dunlop Reinforced Balloon Tyres, are fitted as standard on all Morris-Cowley models. The wheels are secured to the hubs by means of three studs, with nuts and spring washers.

TOOL KIT. The following are provided with every car:—Jack (with universal handle, enabling it to be operated in any position and to be withdrawn easily after use), Tyre pump, Wheel brace, 3 Tubular box spanners and tommy, 3 Double-ended spanners, Cold chisel, Half-round file, with handle; 9 in. Adjusting spanner, 6 in. Steel punch, Screwdriver, Magneto spanner, Jet key, Dynamotor adjusting spanner, Lubricating pump for chassis oiling system, Pair pliers, Hammer, Sparking plug box spanner, Cylinder head box spanner, 3 Tappet spanners, Tyre lever and Oilcan.

PRINCIPAL DIMENSIONS OF MORRIS-COWLEY CARS.

Track, 4 ft. 0 in.; Wheelbase, 8 ft. 9 in.; Ground Clearance, 8½ in.; Overall Width, 5 ft. 0 in.

Petrol Consumption. 30-35 m.p.g. when averaging 20 m.p.h. over normal roads.



Clutch and brake pedals are now both adjustable for length, thus ensuring perfect comfort



Showing the underslung rear spring and method of attachment of rear shock absorbers

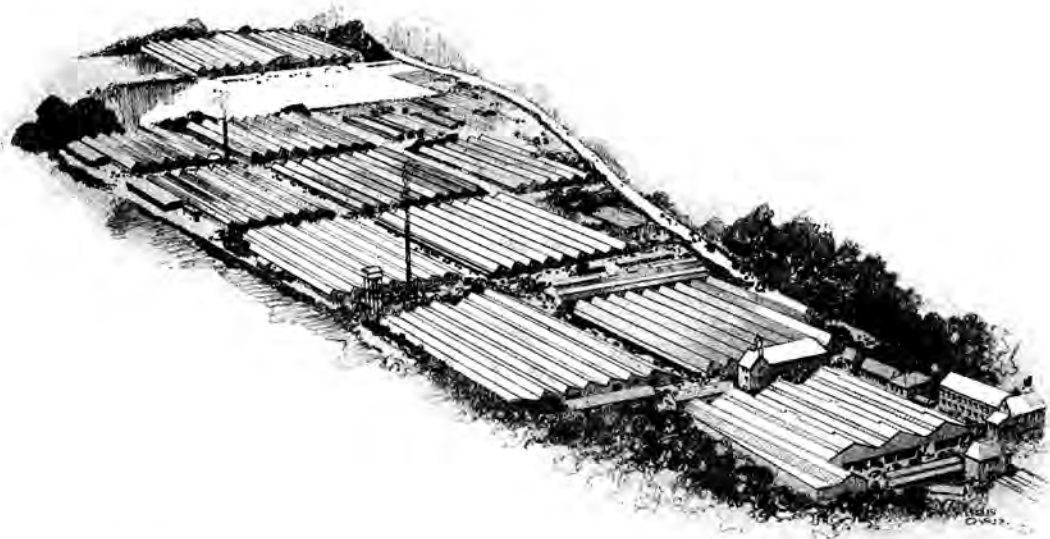


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The Morris Factory

ONLY by a personal visit to the Morris factory can any true idea of the immensity of its achievement be obtained. An open invitation thereto is extended to all, so that present and prospective Morris owners can see for themselves the vast and very efficient organisation that is engaged in the production of Morris cars. Covering more than forty-five acres, the Cowley factory of Morris Motors (1926) Ltd. is only one of seven big plants controlled by Mr. W. R. Morris, and a visit will explain, certainly in some degree, the reasons why such remarkable value in cars can be given at such attractive prices. The secret, if secret there be, is that all the equipment is of the latest type (much of it designed specifically for the particular operation it has to perform), and only the best raw material is used.



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ITEMS OF EQUIPMENT

PERHAPS one of the most attractive of the many attractive features of Morris cars is the completeness of their equipment. Many a car is sold to-day as just "a car," and its owner finds that he has to buy and be at considerable expense to have fitted those several useful accessories that do so add to the comfort and pleasure of motoring.

As they are listed and sold, the various Morris models are *completely* equipped for the various services they are intended to fulfil.

Thus every 11.9 h.p. Morris-Cowley model that is sold with four-wheel brakes has included in its specification these following items :

Open models have hood and sidescreens, the former easily erected and clipping firmly down on to the two-panel windscreen to form a weatherproof joint. The sidescreens can be quickly mounted, and can be left in position when the hood is either "up" or "down," as occasion demands. There is a hood-bag to protect the hood when it is folded down, and a hand-operated screen wiper is provided to give clear sight in rainy weather. There are also a speedometer, clock, switches, ammeter, oil gauge, and dash-lamp mounted on the instrument board. A bulb-horn is included, as are a dash-operated ventilator (for use when the car is "closed," to prevent stuffiness), a calorimeter to indicate the working temperature of the engine, shock absorbers and spring gaiters to ensure riding comfort, five driving lamps (two head, two side, and tail), a spare wheel and tyre, a driving mirror, and even a licence holder.

To enable the quantity of petrol available quickly to be ascertained, there is a petrol gauge on the tank, and an Enots Autoram lubricating pump is provided to enable all the important parts of the chassis to be oiled expeditiously. A full kit of tools, with a particularly easily operated jack, is provided. The hub nuts are nickel-plated, and, additionally, on the two closed models, Saloon and Coupé, there are carpets, roof parcel nets and smokers' companions. The Saloon also has a roof-lamp.

Complete as is the Cowley equipment, the accessories provided with the Oxford models are even more generous. In place of dash-lamps, the Oxford instrument boards are illuminated by hidden lamps on the "no-glare" system, the windscreen wipers are automatic, electric as well as bulb-horns are provided, and the speedometers have trip readings in addition to indicators for the total mileage.

Then, again, a commodious folding luggage grid is fitted on all Oxford models, while the headlamps are provided with the Barker dipping mechanism, the surest safeguard against the dazzle danger extant. There are also door-pockets in all doors, polished tool-boxes, and hub caps with nickel centres. The Saloon and Saloon Landaulets also have roof-lamps fitted, as well as the smokers' companions which are standard on all permanently enclosed models. Thus it will be seen that there is no item of equipment that can usefully be added to any Morris-Oxford car.

In addition to the range of Morris-Cowley cars fitted with front-wheel brakes, the Two- and Four-Seater models and Vans are also listed without front-wheel brakes at appreciably lower prices and with a simplified equipment, from which the following items are omitted: Speedometer, clock, spring gaiters, driving mirror, shock absorbers, calorimeter, windscreen wiper. On these models there are also provided, in lieu of the ordinary headlamps and sidelamps, a pair of combination sidelamps, having double filament bulbs which give either driving light or standing light at will. In all other respects these chassis and cars are identical with the other models in the Morris-Cowley range.

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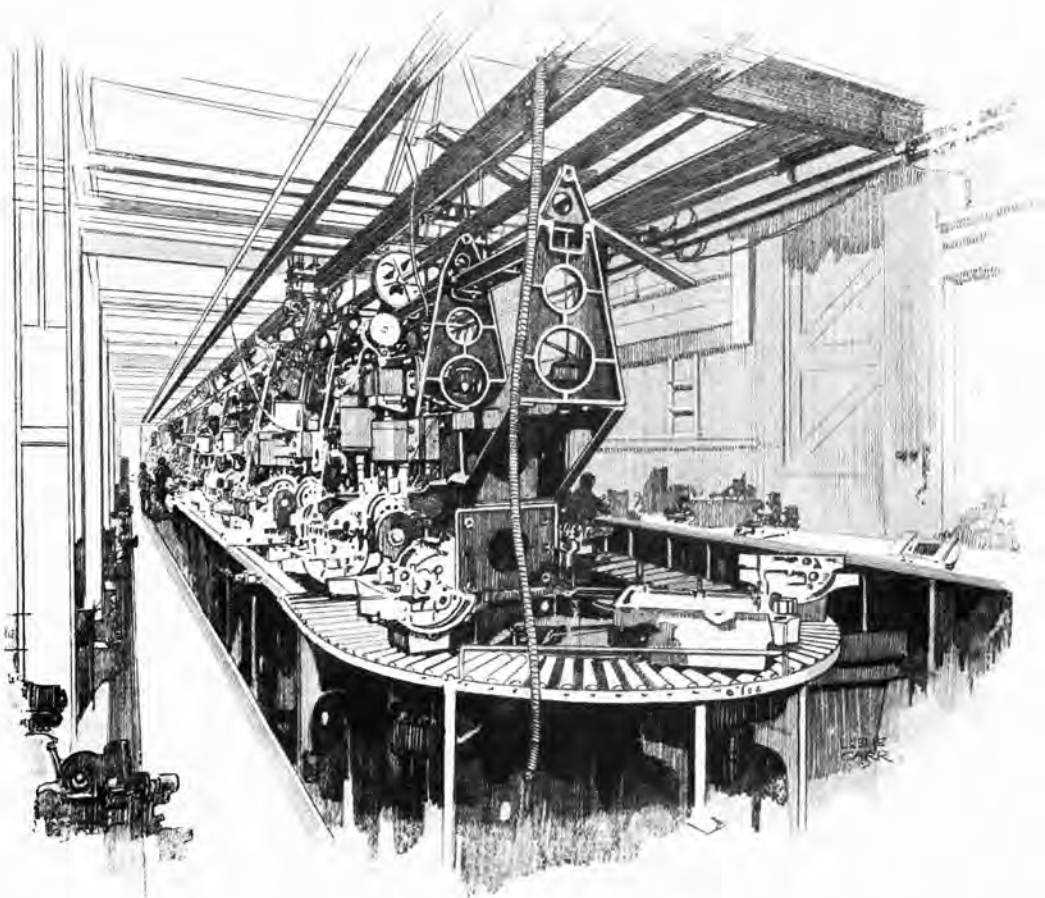




Where the Engine is Made

IN the Coventry factory of Morris Motors (1926) Ltd., where all the engines are made, are to be found the most highly-developed examples of machine tools in the country. Many of them designed by the Morris organisation, they have been claimed by experts to represent advances on anything to be seen even in America.

The huge mechanical genius illustrated herewith is the machine that turns the raw casting of the cylinder block into the foundation of an engine, with all its parts machined to less than a thousandth part of an inch accuracy, the cylinder bores "rolled" and polished as well as machined, so that hard, brilliant wearing surfaces are obtained, and with all the bearings dead smooth and glossy. The work is done on the "flow-production" system, each operation taking a stated, regular time. Careful checking and gauging at every stage ensures high quality and an absence of wasted effort.





The MORRIS - COWLEY TWO - SEATER

Price (with four-wheel brakes) - - - £160

Price (with rear brakes and simplified equipment) £148 10s.

A HANDSOME, roomy car with a fine turn of speed, the Morris-Cowley Two-Seater fills the wants of a large circle of motorists. For occasional use there is a wide, upholstered dickey seat, and the boot is sufficiently commodious to take ample luggage for even an extended tour. Listed in blue or grey, with improved leather-cloth upholstery to match, the equipment includes a two-panel windscreen, and detachable rigid sidescreens which, in conjunction with the hood, give perfect weather protection. Two doors are provided—a big convenience for the driver—and the full Cowley chassis equipment of accessories is included.

This model is also supplied with rear brakes only, and with a simplified equipment (see page 7). The body and chassis features, screen, hood, etc., are identical with those of the higher-priced model. Coachwork in grey only.



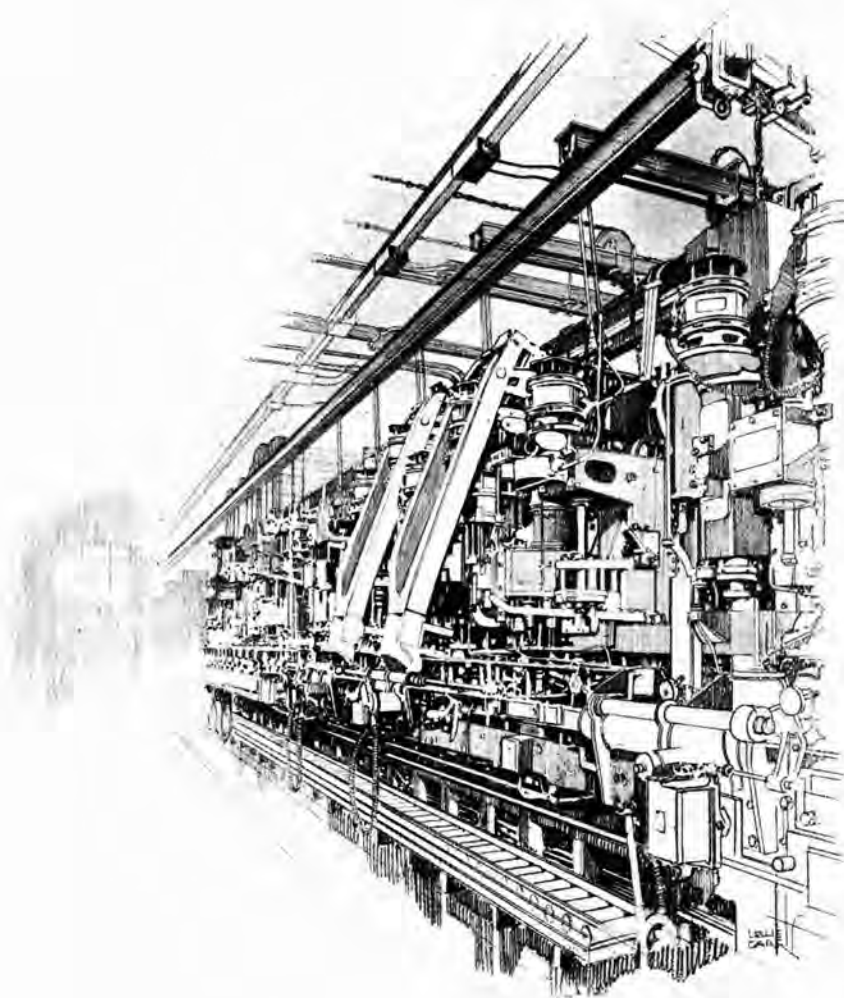
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Machining the Gearbox

ON the same highly specialised type of machine as is used for the cylinder block, the gearbox of the Morris car is made with the precision and accuracy that only can ensure longevity and quietness. The gears themselves are cut from specially selected steel in a manner that makes for absolute reliability, while the design of the gearbox as a whole is such that the task of gear-changing—so difficult on some cars—presents no terrors for even the absolute novice on a Morris. The clutch, too, is light in action and positive, while—consisting as it does of cork insets bearing against steel plates, the whole running in a bath of oil—its “take-up” is smooth and without jerk, thus adding considerably to the pleasure of driving the car.





The MORRIS - COWLEY FOUR - SEATER

Price (with four-wheel brakes) - - £172 10s.

Price (with rear brakes and simplified equipment) £158 10s.

THE number of Morris-Cowley Four-Seater models seen on the road is sufficient criterion of their value. This 1927 model is very greatly improved, a deeper and more roomy body being fitted. There is ample leg room in both front and rear seats, and a wide door is provided on each side, giving easy access in conjunction with the tipping front seats, which are of the semi-bucket type, deeply padded. The sidescreen equipment provides ample vision when it is in position, and the rear panels can be arranged to form a rear windscreen when desired.

The car is listed in blue or grey with improved leather-cloth upholstery to match, and equipment as specified.

This model is also listed with rear brakes only, and with a simplified equipment (see page 7). Coachwork in grey only.

A FOUR-DOOR MODEL



THE MORRIS-COWLEY FOUR-SEATER is now also available with a four-door body, as shown herewith. This model is listed with four-wheel brakes and full equipment only, coachwork and upholstery to match in grey or blue.

Price - £177 10s.

24th January, 1927



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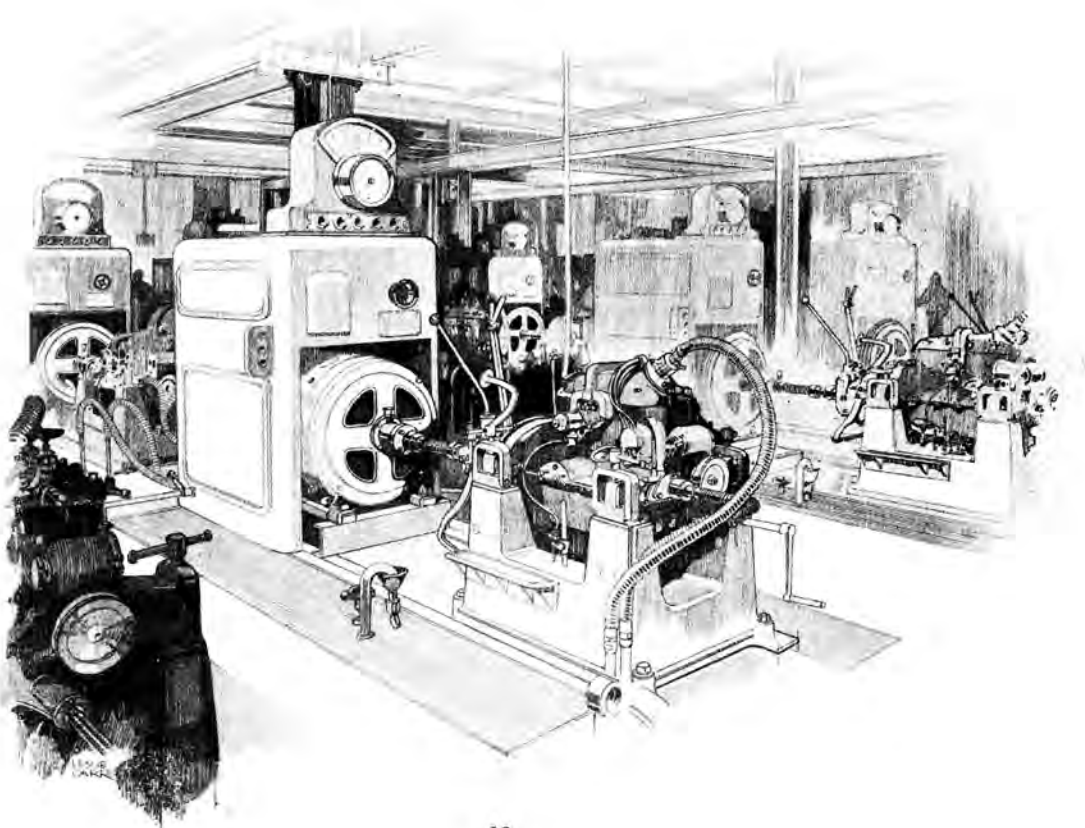


Testing the Engine

THE engine that is fitted to your Morris car had to bear the scrutiny of the vigilant eyes of many experts before it was even "passed" for testing. Every single component had to be absolutely correct for size, finish, and quality of metal. Then, when it was finally assembled, it was connected up to the testing plant here shown.

First of all, to allow the moving parts to settle in harmoniously, it was motored over by external power until it showed the requisite standard of freeness. Then it was started up and allowed to run gently under its own power, to allow all the working surfaces still further to "find" themselves. After that, it was given a full throttle power test, and had to show the necessary power output before it was deemed ready for the road.

Twice after that it was tested after being mounted in the chassis, and then it had its speed controlling washer fitted, to ensure that it was not marred by being over-driven before it got into the hands of its purchaser.





The MORRIS - COWLEY COUPÉ (Fixed Head)

Price £182 10s.

FOR those whose motoring needs demand complete protection from the weather, the Morris-Cowley Coupé is ideal. The winding windows in the wide doors, and the adjustable two-panel windscreen allow perfect regulation of the temperature of the interior. The coachwork includes a large upholstered dickey seat and capacious boot. A roof parcel net is provided, as are a smoker's companion and floor carpet, in addition to the usual full Cowley range of accessories. At the price quoted, four-wheel brakes are included. The standard coachwork colour is blue, with improved leather-cloth upholstery to match. The body lines are bold and striking, and the car is particularly light to handle, making it eminently suitable for ladies to drive.

Because of its ability to stand hard usage over a long period, also, the Morris-Cowley Coupé presents an attractive proposition to the medical man.



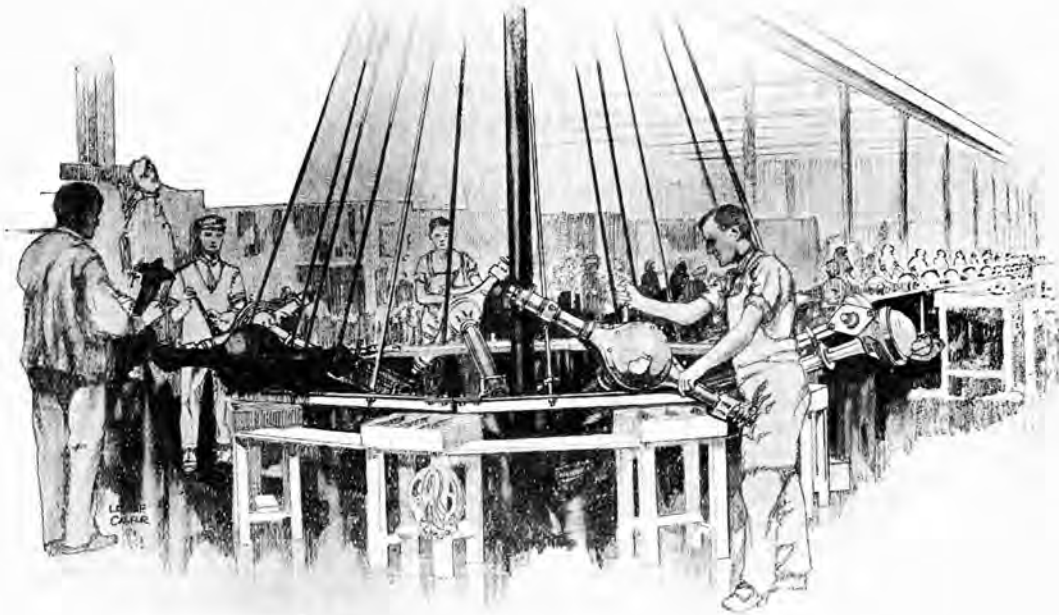
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In the Assembly Shops

ONE of the basic principles of the Morris method of manufacture is the provision of the best time-saving machinery, and the subdivision of labour so that every workman is a specialist at his own particular job. Thus, in the assembly of the back axle, here shown, the large roundabout illustrated carries the back axle cases at its base, where the men, working in the most convenient attitudes physically, each add their quota—item by item in proper sequence—until all the individual pieces of metal complete the final whole. There is no hurry (the roundabout is not mechanically turned; it allows each man to do his job thoroughly and well), and thus every single part is surely and correctly assembled, never again to need attention in normal use.

The same principle is followed throughout the factory at Cowley. It is economical because it is, first and last, efficient.



BUY BRITISH AND BE PROUD OF IT



The MORRIS - COWLEY TWO-DOOR SALOON

Price £195

PRESENTING as it does astounding value for money, the Morris-Cowley Saloon for 1927 is a full-sized, fully equipped enclosed car at a very remarkable price. A wide, triple-hinged door on each side of the body, in conjunction with the tip-up bucket-type front seats, give easy access for driver and passengers. The winding windows in the doors, dash ventilator and adjustable wind-screen allow perfect control of the internal temperature. The deeply sprung upholstery is thoroughly comfortable, and this new improved body gives ample leg room both in the front and rear seats.

Extra to the full Cowley equipment are floor carpets, roof light and roof parcel net. The standard coachwork colour is blue, with upholstery in improved leather-cloth to match.

Either for town motoring, where cleanliness and comfort are essential, or for long-distance touring the Morris-Cowley Saloon will be found to be equally attractive. The car is fully powered to carry a load of four adults at a good average speed, while its economy is a marked feature.



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Specification of

14/28 h.p. Morris-Oxford Models

GENERAL. The design of the 14/28 h.p. Morris-Oxford consists basically of a four-cylinder water-cooled engine built up in conjunction with an enclosed clutch and three-speed gearbox, the whole unit being mounted by four-point suspension in a sturdy frame, which is supported front and rear on long semi-elliptic springs. The back axle and torque tube are built up as a unit, attached to the power unit by means of a ball joint situated abaft the gearbox, thus totally enclosing all transmission.

ENGINE. With treasury rating of 14/28 h.p. (tax £14 per annum), the Morris-Oxford engine has a bore of 75 mm., and a stroke of 102 mm., giving a cubic capacity of 1802 c.c. The four cylinders are cast *en bloc*, with inlet and exhaust valves arranged on the near-side. The valve tappets are adjustable, and all valve stems and springs are enclosed by a detachable oil-tight cover-plate. All valves are of the same size. The cylinder head is detachable, to facilitate decarbonisation, and the three-bearing offset crankshaft has its bearings located on the cylinder block, giving great rigidity and ensuring correctness of alignment. The connecting rods are of duralumin, all crankshaft and connecting rods bearings being of white metal in bronze shells. Aluminium pistons are fitted. The clutch is of the four-plate type, fitted with cork insets. It requires no attention, and is automatically lubricated from the engine.

LUBRICATION. The Morris engine is automatically lubricated by a plunger pump, submerged in the oil sump and driven from an additional cam on the camshaft. An easily detachable gauze filter surrounds the pump intake, and an oil gauge is fitted to the dashboard to show that the pump is working. A lubrication tray ensures a constant level of oil for the big-ends.

GEARBOX. The gearbox provides three speeds forward, and reverse, with a direct drive on top; the control is effected by a centrally-situated lever. The gear wheels, of nickel-chrome steel, are mounted on short, stiff, castellated shafts, running on ball bearings, and the case containing the gears is of aluminium.

Gear ratios : top, 4.75 to 1; second, 8.17 to 1; bottom, 15.2 to 1; reverse, 18.5 to 1.

Engine speed on top gear at 20 m.p.h., 1160.

REAR BRAKES. Both hand and foot brakes operate side-by-side shoes in pressed-steel brake-drums, 12 in. in diameter, mounted on the rear hubs. These shoes are of the internal expanding type, and are lined with the highest quality friction material; shields are provided, to exclude all the dust and dirt. Wing-nuts, accessible immediately at the ends of the brake-rods, are provided to enable quick brake adjustment to be effected.

FOUR-WHEEL BRAKES On the four-wheel brake models the rear axle brakes are as above, but the pedal is interconnected to the brakes mounted on the front axle. The drums for these brakes are of the same size as those at the rear, and the actuating mechanism is so arranged that the total distribution of braking power is 50 per cent. front and 50 per cent. back. This has been found to give maximum stopping power, and the gear has now been considerably improved over previous models.



The trinity of long gaitered springs, Smith shock absorbers and Dunlop balloon tyres, ensure comfort on the worst roads



BUY BRITISH AND BE PROUD OF IT



The type of front brakes used are the Rubury Patent, and they are so made that when rounding a corner the pressure on whichever is the outside wheel is automatically reduced to ensure no ill effects on the steering.

STEEL DASH. The pressed-steel dash is integral with the chassis, supporting a pressed-metal instrument (facia) board. This board carries a central panel in which all instruments are mounted, and it has also two recesses for small parcels.

PETROL TANK. The petrol tank has seven gallons capacity, and is held in position by four bolts in the pressed-steel dash. It is easily removable under the bonnet without disturbing the instrument board. The tank has large filler cap, and carries a dial gauge to indicate the amount of petrol. It has also a two-level petrol tap with a reserve capacity of one gallon.

CARBURETTER. The Morris-Oxford engine is supplied with its mixture by a Smith Straight-through Five-jet Type Carburetter. It has a hand adjustment for setting the slow running, and also a steering column operated mixture controlling device, which enables maximum economy in fuel consumption to be obtained, together with easy starting.

ELECTRICAL EQUIPMENT. Ignition is provided by a reliable high-tension Lucas Magneto. The contact breaker and distributor and the magneto are very accessible, and any adjustment can be carried out with the greatest ease. The advance and retard of the magneto timing is effected by a lever fixed to the steering column underneath the steering wheel, the advance position being when the lever is nearest the driver.

The lighting and starting equipment is of the 12-volt Lucas pattern. The combined dynamo and starter motor (dynamotor) is mounted alongside the gearbox, and coupled to the power unit by means of an inverted tooth silent chain which is totally enclosed and adequately lubricated, and has an accessible means of adjustment.

Five lamps are provided, controlled by a switch on the dashboard, and an ammeter on the dash shows the dynamotor is charging. The whole system is perfectly silent in action, there being no noisy engagements of pinions when the starter switch is pressed. The instruments are illuminated on the rim-light, non-glare principle.

The electrical equipment has been considerably simplified for 1926-27. The cut-out and fuse are now separate from the switchbox, and are independent of each other.

WHEELS AND TYRES. Detachable pressed-steel wheels, 19 in. by 3½ in., with 28 in. by 4.95 in. Dunlop Reinforced Balloon Tyres, are fitted as standard on all Morris-Oxford models. Saloon models and the Cabriolet have 20 in. by 4 in. wheels and 29 in. by 4.95 in. tyres. The wheels are secured to the hubs by means of five studs, with nuts and spring washers.

TOOL KIT. The following are provided with every car:—Jack (with universal handle, enabling it to be operated in any position and to be withdrawn easily after use), Tyre pump, Wheel brace, 3 Tubular box spanners and tommy, 3 Double-ended spanners, Cold chisel, Half-round file, with handle; 9 in. Adjusting spanner, 6 in. Steel punch, Screwdriver, Magneto spanner, Jet key, Dynamotor adjusting spanner, Lubricating pump for chassis oiling system, Pair pliers, Hammer, Sparking plug box spanner, Cylinder head box spanner, 3 Tappet spanners, Tyre lever and Oilcan.

PRINCIPAL DIMENSIONS OF MORRIS-OXFORD CARS.

Track, 4 ft. 0 in.; Wheelbase, 8 ft. 10½ in.; Ground Clearance, 8½ in.; Overall Width, 5 ft. 0 in.

Petrol Consumption. Approximately 30 m.p.g. when averaging 20 m.p.h. over normal roads.



New improved magneto and carburetter controls on steering column



A folding luggage grid is now fitted as standard on all Morris-Oxford models



BUY BRITISH AND BE PROUD OF IT



The Morris Chassis

BY reason of the excellence of their design, combined with their reasonable prices, Morris Chassis present, to those who wish to own cars fitted with coachwork made according to their individual taste, very attractive foundations therefor. When sold as Chassis, at the prices quoted, the following items of equipment are included in the specification :

11.9 H.P. MORRIS-COWLEY CHASSIS, WITH REAR BRAKES

Lucas 12-volt electric lighting and starting equipment, complete with combination head and side lamps, tail-lamp and dash-lamp, all cables, switchbox and junction box. Spare wheel with tyre. Combined magneto and mixture control. Throttle control (slow-running adjustment). Dash-operated ventilator. Nickel-plated hub nuts. Chassis lubricating pump and nipples. Tool-bag and set of tools. Bonnet. Bonnet fasteners. Bonnet rod and bonnet rod bracket. Petrol tank and piping. Petrol gauge (in tank). Two-level petrol tap. Running-board bracket and cross stays. Battery box. Oil gauge. Manufacturer's name-plate. Number-plates.

11.9 H.P. MORRIS-COWLEY F.W.B. CHASSIS

The 11.9 h.p. Morris-Cowley Chassis with four-wheel brakes includes, additional to the above, Smith's shock absorbers, calorimeter, and spring gaiters (fitted). Instead of combined head and side lamps, separate headlamps (with brackets) and sidelamps are provided.

14/28 H.P. MORRIS-OXFORD "OPEN" AND "CLOSED" CHASSIS

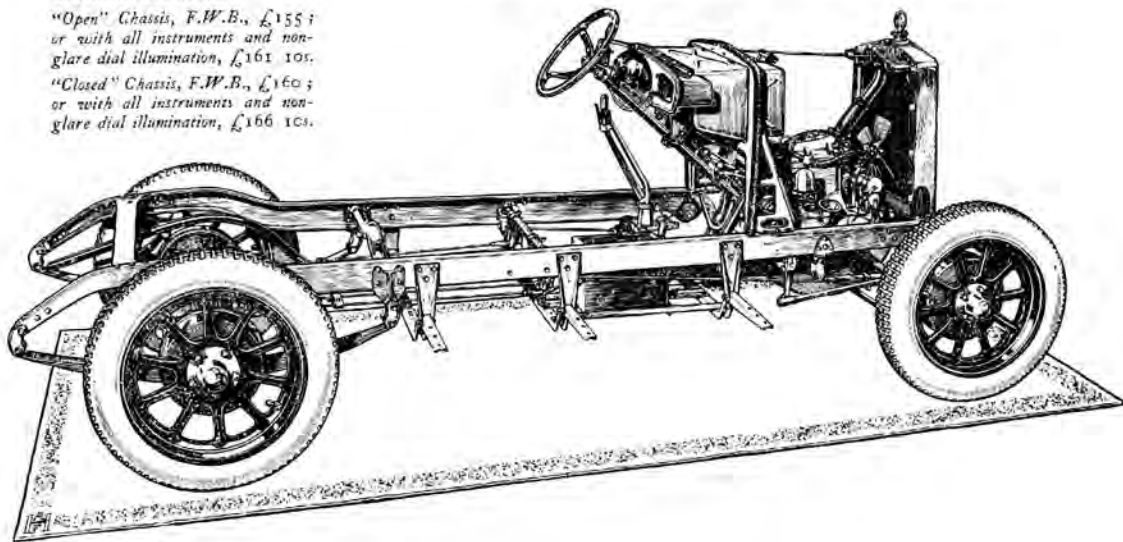
The 14/28 h.p. Morris-Oxford Chassis includes, additional to all the foregoing, dipping headlamp mechanism, nickel centre hubs, luggage grid, and pedal rubbers. The "Closed" chassis have 29 in. by 4.95 in. tyres, instead of the 28 in. by 4.95 in. size.

MORRIS-COWLEY—

With rear brakes only £122 10s.
With four-wheel brakes - £130

MORRIS-OXFORD—

"Open" Chassis, F.W.B., £155 ;
or with all instruments and non-
glare dial illumination, £161 10s.
"Closed" Chassis, F.W.B., £160 ;
or with all instruments and non-
glare dial illumination, £166 10s.



BUY BRITISH AND BE PROUD OF IT



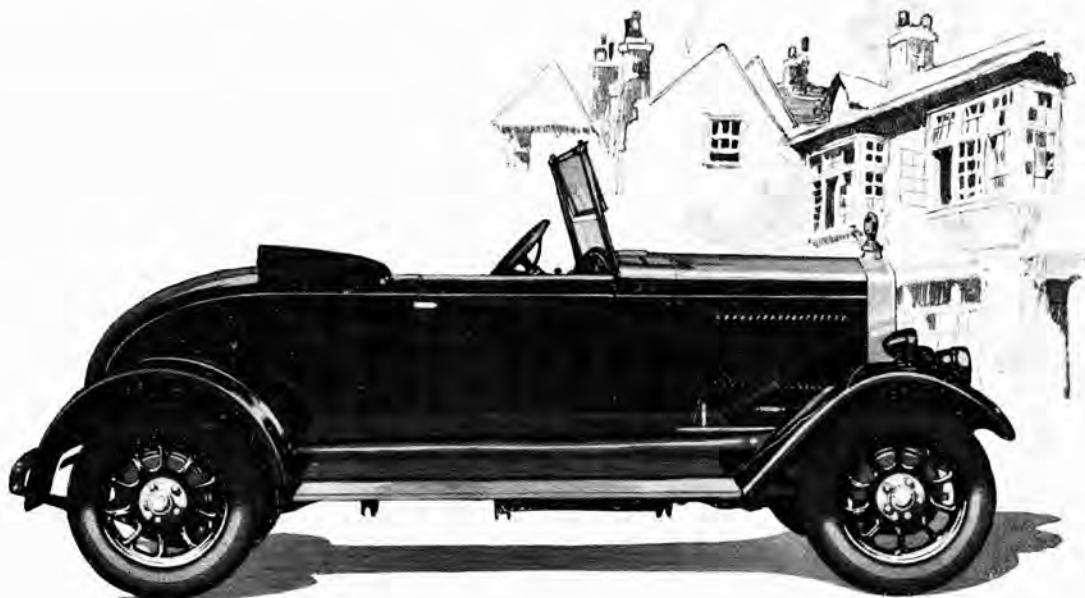


The MORRIS - OXFORD TWO - SEATER

Price £220

LARGER, faster, and more roomy than the Morris - Cowley Two - Seater, the Morris - Oxford Two-Seater fills the requirements of those who want a fast and economical touring car that has all the refinements that the most fastidious might require. The two-door body has very generous accommodation ; the dickey seat and boot are equally commodious. The luggage grid that is fitted as standard makes the car eminently suitable for long-distance touring.

It is listed as standard in blue, grey, maroon or brown to choice, with leather upholstery to match. The equipment includes rigid detachable side-curtains, hood, and floor carpets, while the extra refinements that are found on this car, together with its larger body and engine, make it essentially of great appeal to those who want a full-powered two-seater touring car.

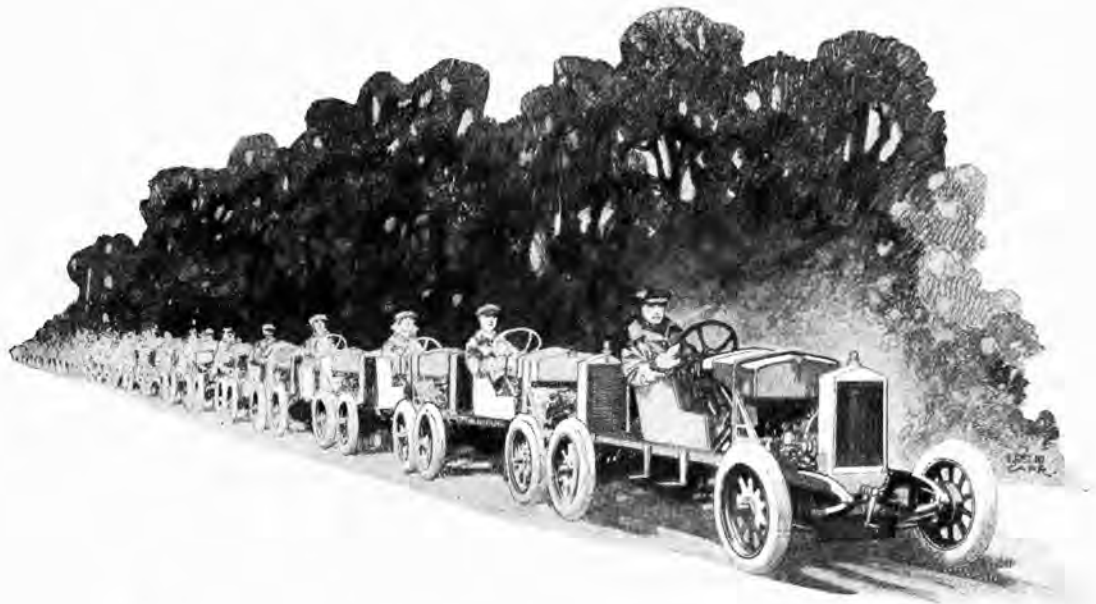


BUY BRITISH AND BE PROUD OF IT



The Testing of Chassis

AFTER the chassis that forms the foundation of your Morris car had been assembled, painted, and had its road wheels fitted, it had placed on it a rough body and was taken for a searching road test by an expert driver who literally lives in Morris cars. To his trained ear any slight noise—one that your unpractised senses would utterly fail to distinguish—would, if it existed, have become immediately apparent; any slight mis-adjustment of brakes, clutch, or steering would have instantly shown itself, and back for rectification until every single part was working properly would that chassis have gone. Because of the intensely careful scrutiny, gauging and re-gauging, that the parts undergo before they reach the assembly line, comparatively little time and money are spent on rectifying Morris chassis. But the searching road test is continued with *every* chassis. It makes certainty more sure.



BUY BRITISH AND BE PROUD OF IT



The MORRIS - OXFORD FOUR - FIVE - SEATER

Price £240

A FULL-SIZED touring car, capable of high average speeds, comfortable on all surfaces of road, and with ample accommodation for three abreast in the rear seat, the Morris-Oxford Four-Five-Seater has won for itself an enviable reputation. The luggage grid that is fitted as standard enables a suitable quantity of kit to be carried, and with its four-wheel brakes, easy control and many refinements, this car has no rival at its price. Standard equipment includes well-finished detachable rigid sidescreens, hood, hood-bag, and floor carpets, and, of course, the standard Morris-Oxford chassis equipment. The choice of four colours—blue, grey, maroon or brown—with real leather upholstery to match, is given at the price quoted above.

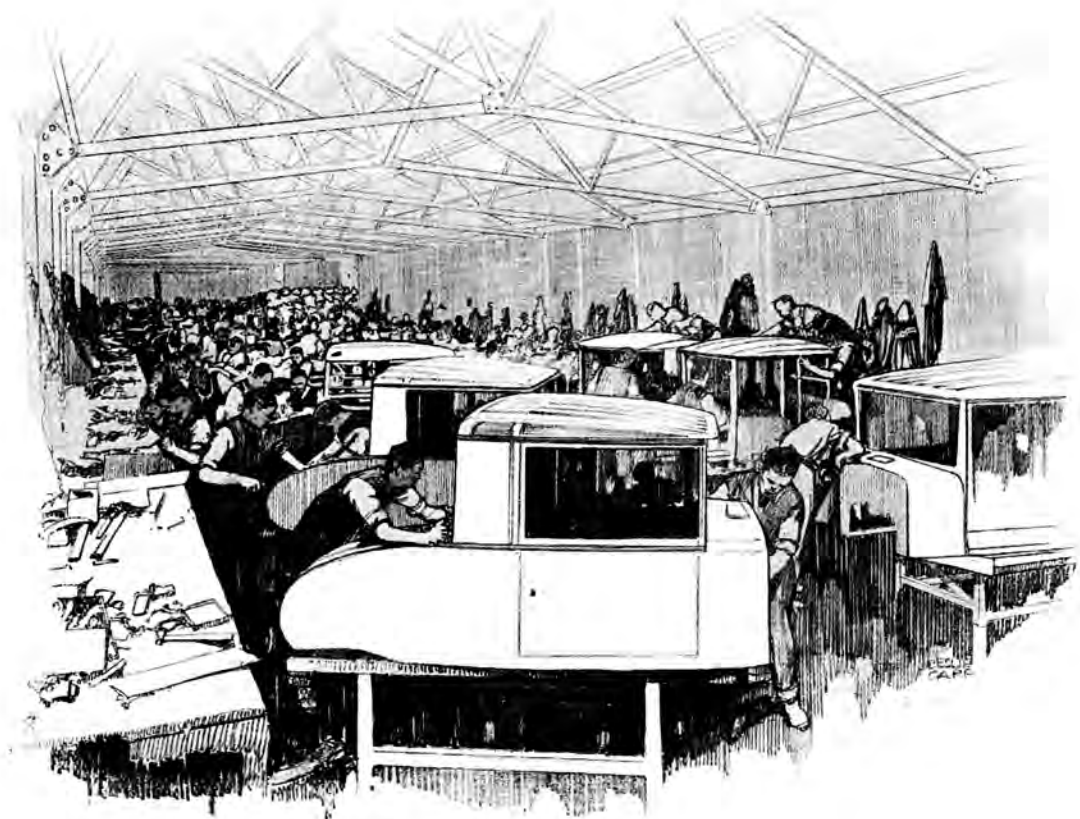


BUY BRITISH AND BE PROUD OF IT



The Coachbuilding Shops

HUGE saws that bite cleanly along baulks of straight-grained, well-seasoned timber ; nimble cutters, whizzing round at a terrific speed and sending their streams of shavings swirling as they fashion billets into gracefully curved body-members ; the clatter of hammers that turn the edges of smooth, flush-sided steel panels over the edges of the framework—these form some of the outstanding impressions of the ever-busy coachbuilding shops at Cowley and Coventry. Everywhere is the mark of the craftsman. You see it here in the clean sweep of a body line, there in the careful fitting of a door so that it shall shut with a quiet snick instead of demanding a forceful slam. Everywhere there is speed of production ; but everywhere, also, the care in construction that ensures long life, silence, and good looks. The old-time artist and the modern "production" expert have combined to make the coachbuilding departments that produce Morris bodies the finest in the world.





The MORRIS - OXFORD THREE-QUARTER COUPÉ

Price £245

A LUXURIOUS and dignified car, the Morris-Oxford Three-quarter Coupé is an ideal form of transport for the motorist who requires an any-weather car with accommodation for two. The dickey seat also allows occasional extra passengers to be carried, and the fact that the hood can be folded or unfurled at will enables the varying conditions of climate to be met and properly accommodated. The door windows are of the automatic winding type and the equipment includes carpet and smoker's companion. The choice of four colours—blue, grey, brown or maroon—is given, with the upholstery in a pleasing shade of self-toned moquette. The seats are adjustable for reach.

*EXTRA FOR LEATHER
UPHOLSTERY—*

*Any standard "Oxford" colour - £10
Any special colour - - - - £15*



BUY BRITISH AND BE PROUD OF IT

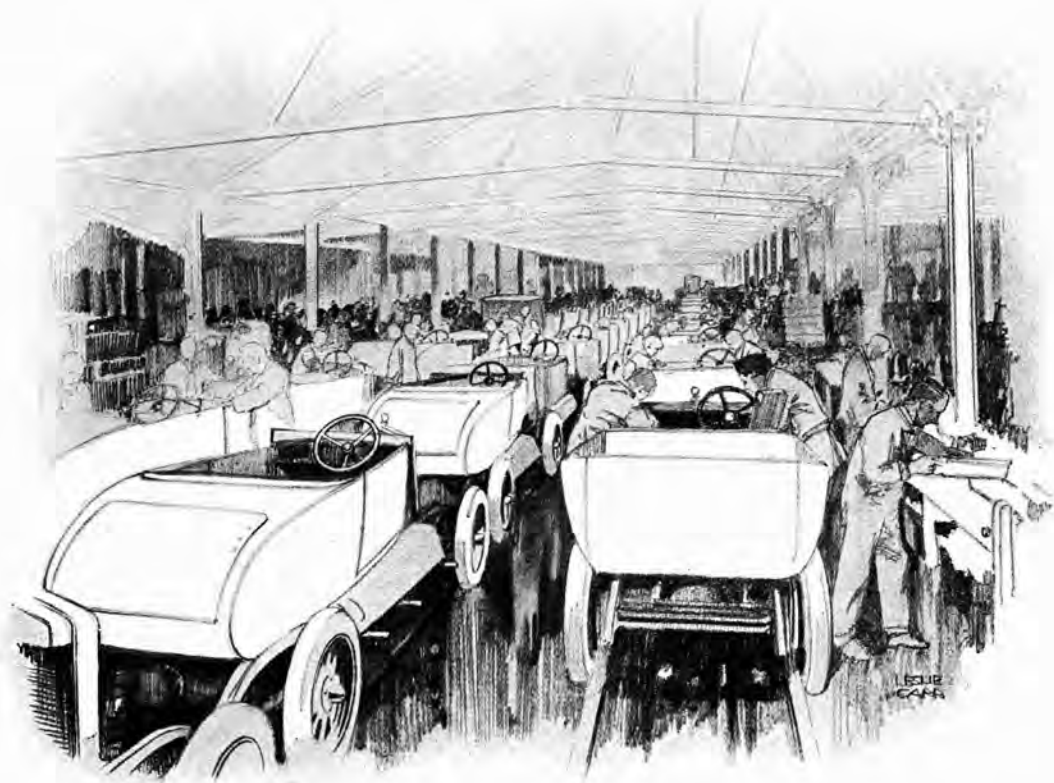




Upholstering & Finishing

AFTER the body has been mounted on the chassis, painted and varnished (during which two last-named processes it passes time and time again through long tunnels of heated humid air to ensure a hard, brilliantly finished surface to the paintwork), the stove-enamelled mud-guards are fitted, and the work of upholstering and finishing is carried out.

Deep cushions, each sprung with innumerable small divan springs, and padded with best quality hair, are used. The upholstering material is of a pleasing texture, and of a shade to conform with the particular colour scheme of the model concerned. All items such as windscreens, ventilators, etc., are carefully fitted, and the complete car is then taken for its final road test to ensure that there shall be no body noises, and to see that everything is as near perfect as humanly possible before it is taken to the dispatch department, and thence finally to the new Morris owner.





The MORRIS - OXFORD
: : SALOON : :

Price £265

WITH its handsome four-door body, tasteful scheme of internal finish and self-patterned moquette upholstery, the Morris-Oxford Saloon is a high-grade enclosed car that presents truly remarkable value. Its equipment is replete to the last detail, and includes, additional to the full Oxford chassis equipment, roof light, roof parcel net, carpets to match the upholstery, and, in fact, every desirable detail. The choice of blue, grey, brown or maroon coachwork is given. A luggage grid is fitted as standard. Large tyres (29 in. by 4.95 in. Dunlop reinforced cord balloon) ensure perfect comfort. The car combines all the attributes of a handsome enclosed carriage with the hard-working and hard-wearing capabilities of the famous Morris chassis. Thus is luxury combined with economy.

*EXTRA FOR LEATHER
UPHOLSTERY—*

*Any standard "Oxford" colour - £15
Any special colour - - - - £20*



BUY BRITISH AND BE PROUD OF IT



Motor Houses for Morris Cars

Fire-resisting and fire-proof types, easily erected and of robust construction

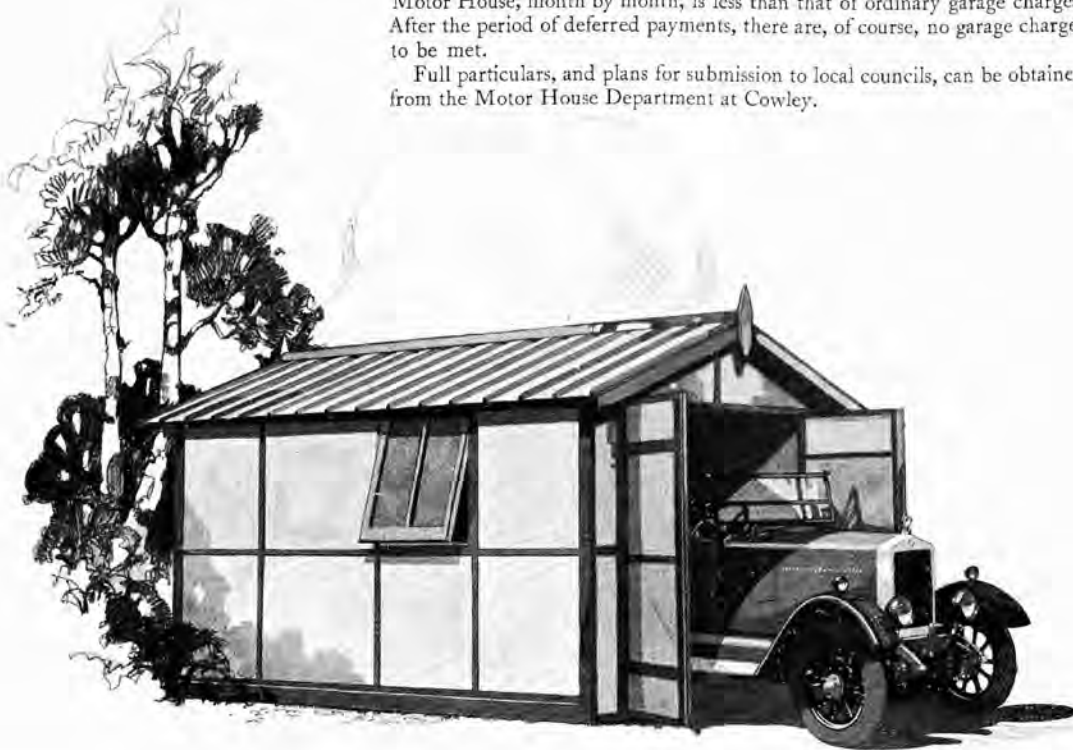
TO overcome the difficulties of accommodating cars which are experienced in so many districts, Morris Motors (1926) Limited have arranged the supply of well-made, robust Motor Houses that can be erected on any suitable flat piece of ground. These Motor Houses can easily be assembled by the owner-driver, with a handy-man's help, and they are dispatched in sections with complete instructions for erecting.

Three types of houses are made. Two of these are fire-resisting, consisting of asbestos-cement panels mounted in a sturdy wooden framework. This type is made in a size suitable for the Morris-Cowley range of cars (14 ft. by 8 ft.) and is sold at £15 15s. od., and also in the size suitable for the Morris-Oxford range of cars (16 ft. by 8 ft.) and sold at £17. All these prices are Carriage Forward.

Because the by-laws in some districts require that portable Motor Houses should be built entirely of non-inflammable material, Morris Motors (1926) Limited recently introduced, in the Oxford size only, a Motor House constructed on the same owner-erection principle as the wooden-framed houses, but with an all-steel frame of "angle" and "tee" shaped metal. The simplicity and ease of erection are fully retained, and, like the two other types, this house is designed to stand upon a flat earth floor or concrete. All metal work that is not galvanised is painted with anti-rust compound, and in many districts these will be found to be the *only* portable buildings allowable under the local by-laws. The price of this House is £27 (carriage forward).

All Morris Motor Houses have a pleasing appearance, the colours being harmoniously blended. They look what they are, sturdy, well-made and long-lived productions. Any Morris Dealer can supply one of these Motor Houses, and, if it be bought at the same time as the car is being bought on hire-purchase terms, the hire-purchase facilities can be extended to cover its price. It is interesting to note that under these conditions the cost of the Motor House, month by month, is less than that of ordinary garage charges. After the period of deferred payments, there are, of course, no garage charges to be met.

Full particulars, and plans for submission to local councils, can be obtained from the Motor House Department at Cowley.

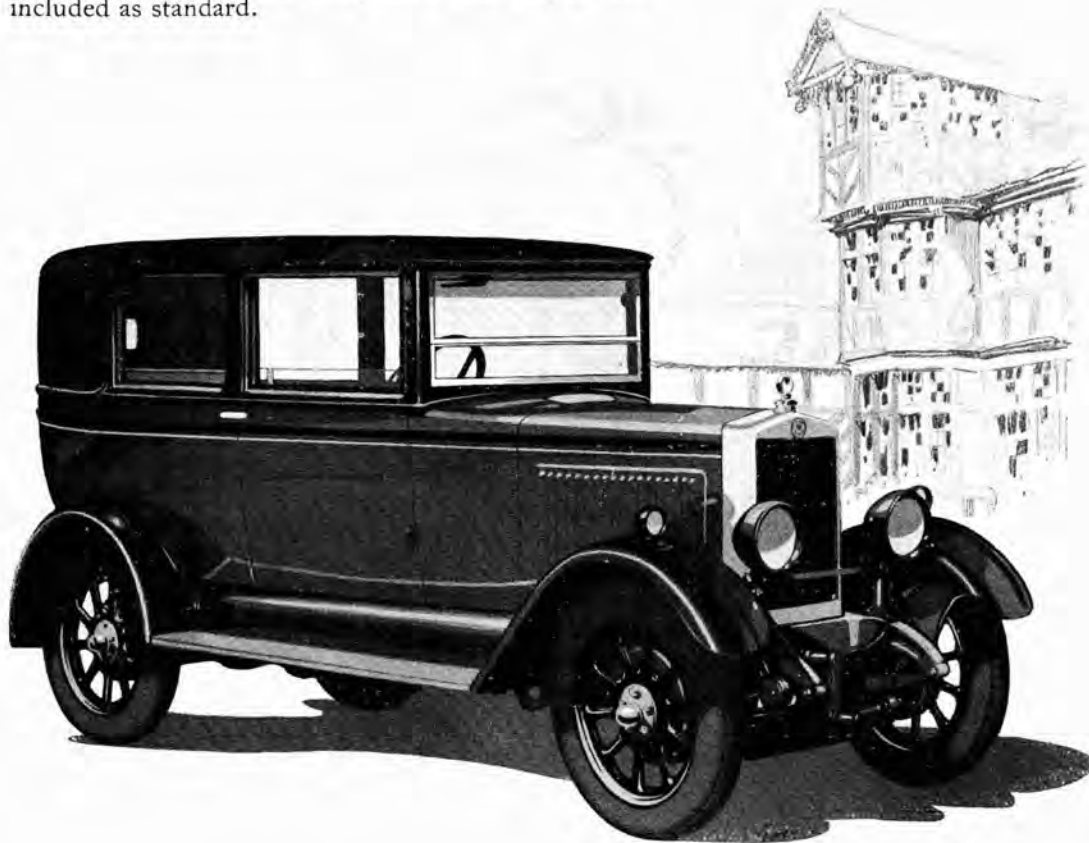




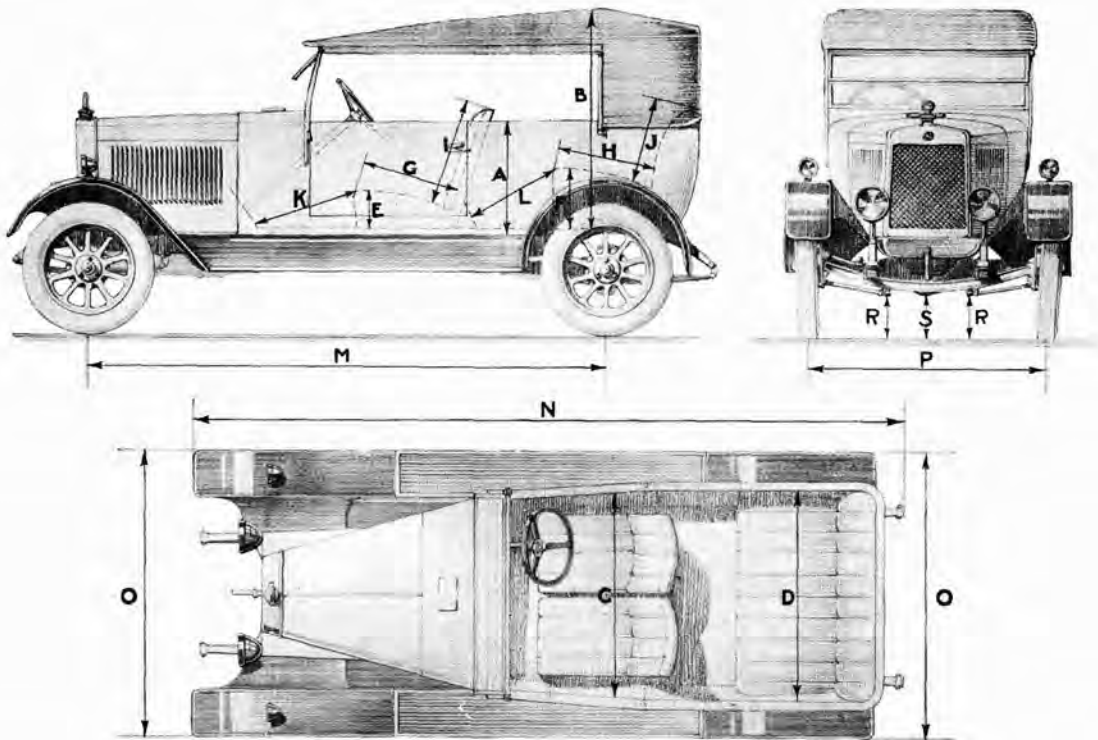
The MORRIS - OXFORD : : CABRIOLET : :

Price £295

THERE are many attractions in a car that can be used either open or totally enclosed at will, and the Morris-Oxford Cabriolet presents these attractions *in excelsis*. Two wide doors give immediate access to the seating accommodation, and the leather upholstery that is provided as standard is a match with any of the four colours (grey, blue, brown or maroon) that are listed for the coachwork. The folding head, when down, has pleasing lines, and the body is so designed that it is free from rattles over long periods of service. A luggage grid, smoker's companion and carpets are included as standard.



BUY BRITISH AND BE PROUD OF IT



SEATING DIMENSIONS OF ALL MODELS

| DESCRIPTION | MORRIS-COWLEY | | | | MORRIS-OXFORD | | | |
|--|---------------|----------|--------|--------|---------------|----------|---------|----------|
| | 2-Seater | 4-Seater | Coupé | Saloon | 2-Seater | 4-Seater | Coupé | Saloon |
| WIDTH OF FRONT DOORS | in. 24 | in. 32 | in. 30 | in. 32 | in. 29½ | in. 25½ | in. 25½ | in. 26 ⅜ |
| WIDTH OF REAR DOORS | — | — | — | — | — | 25½ | — | 26 ⅜ |
| WIDTH OF QUARTER LIGHT | — | — | — | 28½ | — | — | 12 | 22½ |
| HEIGHT OF DOOR LIGHT & QUARTER LIGHT | — | — | 16½ | 16½ | — | — | 18 | 14 ⅝ |
| HEIGHT TO TOP OF WAIST RAIL "A" ... | 23 | 23 | 25½ | 25½ | 24 | 24 | 25 | 28 |
| HEAD-ROOM "B" | 44 | 45 | 45 | 45 | 46 | 48 | 45½ | 46 |
| FRONT SEAT WIDTH "C" | 44 | 42 | 41 | 39 | 46 | 46 | 45 | 46 |
| REAR SEAT WIDTH "D" | 34 | 43 | 34 | 43 | 32 | 47 | 36 | 47 |
| HEIGHT OF FRONT CUSHION "E" | 7½ | 7½ | 8 | 7½ | 8 | 11½ | 11½ | 11½ |
| HEIGHT OF REAR CUSHION "F" | 9½ | 10½ | 9½ | 11 | 10½ | 11½ | 11 | 11½ |
| DEPTH OF FRONT CUSHION "G" | 18 | 20 | 19 | 20 | 21 | 17 | 20 | 17 |
| DEPTH OF REAR CUSHION "H" | 21 | 19 | 21 | 19 | 17 | 21 | 18 | 21 |
| HEIGHT OF FRONT SQUAB "I" | 21 | 19 | 21 | 19 | 24 | 22 | 22 | 22 |
| HEIGHT OF REAR SQUAB "J" | 26 | 19 | 26 | 21 | 24 | 22 | 26 | 22 |
| LEG-ROOM (FRONT) "K" | 24 | 22 | 24 | 22 | 22 | 23 | 22 | 23 |
| LEG-ROOM (REAR) "L" | 20 | 19 | 19 | 19 | 20 | 23 | 22 | 23 |
| WHEELBASE "M" | 105 | 105 | 105 | 105 | 106½ | 106½ | 106½ | 106½ |
| OVERALL LENGTH "N" (Luggage Grid Closed) | 145 | 145 | 145 | 145 | 158 | 158 | 158 | 158 |
| OVERALL LENGTH "N" (Luggage Grid Open) | — | — | — | — | 169 | 169 | 169 | 169 |
| OVERALL WIDTH "O" | 58 | 58 | 58 | 58 | 60 | 60 | 60 | 60 |
| TRACK "P" | 48 | 48 | 48 | 48 | 48 | 48 | 48 | 48 |
| GROUND CLEARANCE (FRONT) "R" ... | 7½ | 7½ | 7½ | 7½ | 7½ | 7½ | 7½ | 7½ |
| GROUND CLEARANCE (REAR) "S" | 8½ | 8½ | 8½ | 8½ | 8½ | 8½ | 8½ | 8½ |



The MORRIS - OXFORD SALOON LANDAULET

Price £325

THE Morris-Oxford Saloon Landaulet, while fulfilling all the services of the Saloon model, has, as an additional attraction, a folding portion to the rear of the "head" that enables the freedom of the open touring car to be enjoyed at will, as well as the secure weather protection given by a totally enclosed car. All six windows of the Saloon Landaulet are easily controllable; there are blinds to the three rear lights; the front seats are adjustable, and the four-door body gives maximum ease of ingress and exit. The standard colour scheme for the Saloon Landaulet is brown, and the upholstery is in brown furniture hide to match. The choice of blue, grey or maroon, with furniture hide upholstery to match, is also given. The equipment includes a roof light, roof parcel net, carpet, and luggage grid, and, in short, the Morris-Oxford Saloon Landaulet is a high-grade all-purpose car that is eminently suitable for any and every occasion.



BUY BRITISH AND BE PROUD OF IT



The MORRIS 11.9 h.p. COMMERCIAL TRAVELLER'S CAR

Price (with rear brakes only and simplified equipment) - £165

Price (with four-wheel brakes and full Cowley equipment) £175

THE Morris Commercial Traveller's Car has been particularly designed for carrying samples and light loads, while giving at the same time full comfort to the driver and passenger. The upholstery, in grey leather-cloth, is the same as that fitted to the Morris-Cowley Two-Seater touring model. The weather protection is complete, and a net load of 8 cwt. can be carried in the enclosed portion of the body. The vehicle is



sold with the coachwork ready for painting and lettering at the prices quoted.

The MORRIS 8-CWT. VAN

Price (with rear brakes only and simplified equipment) - - £160

Price (with four-wheel brakes and full Cowley equipment) £172 10s.

TO meet the needs of those who require a neat, handsome van, combining low running costs with speed in operation, the Morris 8-cwt. Van was introduced some years ago, and it has won for itself a very enviable reputation in all commercial fields. The new model is considerably improved, a larger body being fitted. The radiator, distinctive from that of the touring cars, has an ample cooling capacity for the work it is called upon to perform. Two doors are fitted at the rear. The driver's seat is well

upholstered, and ample protection is given. At the prices quoted, the body is sold ready for painting and lettering to the customer's choice.



BUY BRITISH AND BE PROUD OF IT



STANDARDISED REPAIRS AND UPKEEP MAINTENANCE CHARGES

ONE of the variable expenses that ownership of a car entails is the amount of money that will be spent on upkeep or running adjustments that have to be carried out from time to time. In order to ensure confidence, and also to keep upkeep charges on Morris cars at a minimum, Morris Motors (1926) Limited have arranged with their authorised Dealers a standardised scheme for such repair charges. A copy of this list will be sent, on request, from Cowley; or your

nearest Dealer can give you details thereof. Under this scheme such jobs as decarbonising, the adjustment of brakes and other similar items are definitely priced so that the owner-driver knows precisely what he is going to spend *before* he authorises the work to be put in hand.

This scheme will be found to be of the greatest benefit, particularly as it is used by Morris Dealers all over the country, so that it is at the disposal of the Morris owner whether he be at home or on tour.

HIRE-PURCHASE FACILITIES FOR MORRIS CARS

EVERYONE has a natural disinclination to part with a considerable amount of capital in a lump sum, and, realising that there must be many people of sound financial standing to whom possession of a car would entail a long period of saving, Morris Motors (1926) Limited have arranged, in conjunction with United Dominions Trust Limited, a Hire-Purchase Plan, which will be found to be generous and equitable.

This officially approved Hire-Purchase Plan is used by authorised Morris Main and Sub-Dealers. Under

the dictates of commercial etiquette, all transactions connected therewith are carried out on a basis that ensures no breach of confidence. We give herewith the precise terms that are made for 12, 18, and 24 monthly instalments for each model in the Morris range.

It is thus not necessary to defer the purchase of a Morris car until a long period of saving has elapsed. Your nearest Morris Dealer can immediately extend these terms. Simply tell him which model you wish to obtain, and these facilities are at your complete disposal.

| MODEL | List Price | Deposit | 12 Monthly Payments of | | 18 Monthly Payments of | | 24 Monthly Payments of | |
|---|------------|---------|------------------------|-------|------------------------|-------|------------------------|-------|
| | | | £ | s. d. | £ | s. d. | £ | s. d. |
| Morris-Cowley two-seater | 148 10 0 | 37 2 11 | 9 | 18 7 | 6 | 17 4 | 5 | 6 9 |
| Morris-Cowley two-seater with four-wheel brakes | 160 0 0 | 40 0 0 | 10 | 14 0 | 7 | 8 0 | 5 | 15 0 |
| Morris-Cowley four-seater | 158 10 0 | 39 12 6 | 10 | 12 0 | 7 | 6 7 | 5 | 13 11 |
| Morris-Cowley four-seater with four-wheel brakes | 172 10 0 | 43 2 1 | 11 | 10 9 | 7 | 19 7 | 6 | 4 0 |
| Morris-Cowley Coupe with four-wheel brakes | 182 10 0 | 45 12 6 | 12 | 4 1 | 8 | 8 10 | 6 | 11 2 |
| Morris-Cowley Saloon with four-wheel brakes | 195 0 0 | 48 14 9 | 13 | 0 10 | 9 | 0 5 | 7 | 0 2 |
| Morris-Oxford two-seater | 220 0 0 | 55 0 0 | 14 | 14 3 | 10 | 3 6 | 7 | 18 2 |
| Morris-Oxford four-seater | 240 0 0 | 60 0 0 | 16 | 1 0 | 11 | 2 0 | 8 | 12 6 |
| Morris-Oxford 3 Coupe | 245 0 0 | 61 5 3 | 16 | 7 8 | 11 | 6 8 | 8 | 16 1 |
| Morris-Oxford Saloon | 265 0 0 | 66 4 3 | 17 | 14 6 | 12 | 5 2 | 9 | 10 6 |
| Morris-Oxford Cabriolet | 295 0 0 | 73 15 9 | 19 | 14 6 | 13 | 12 10 | 10 | 12 0 |
| Morris-Oxford Saloon Landauler | 325 0 0 | 81 5 3 | 21 | 14 8 | 15 | 0 7 | 11 | 13 7 |
| Morris-Cowley Commercial Traveller's Car | 165 0 0 | 41 5 3 | 11 | 0 8 | 7 | 12 7 | 5 | 18 7 |
| Morris-Cowley Commercial Traveller's Car with four-wheel brakes | 175 0 0 | 43 15 9 | 11 | 14 0 | 8 | 1 10 | 6 | 5 9 |
| Morris 8-cwt. Standard Van | 160 0 0 | 40 0 0 | 10 | 14 0 | 7 | 8 0 | 5 | 15 0 |
| Morris 8-cwt. Standard Van with four-wheel brakes | 172 10 0 | 43 2 1 | 11 | 10 9 | 7 | 19 7 | 6 | 4 0 |

Hire-Purchasers may pay down any amount in excess of 25% and the period of transactions may be anything from 1 to 24 months, the charges being based on the actual amount financed. Special quotations will be gladly given for periods not shown above. The hire-purchase charge is embodied in the monthly payments. There are no extra charges. In 18 months' and 24 months' transactions a larger deposit may be required. Each proposal is dealt with on its merits.

BUY BRITISH AND BE PROUD OF IT





GUARANTEE

Morris Motors (1926) Ltd. (hereinafter called "the Company") hereby guarantee that all precautions which are usual and reasonable have been taken by them to secure excellence of materials and workmanship in their cars. This guarantee is applicable only to new cars or chassis or parts thereof, and is to be in force for a period of *Twelve Months* only from the date when the car or chassis is delivered new to the customer.

The Company only holds itself liable under this guarantee for the replacement or repair of any part or parts which may have proved to be defective. The Company will not be responsible for any expense which the purchaser may incur in removing or having removed or in replacing or having replaced any part or parts to be sent for inspection or in fitting or having fitted any new parts supplied in lieu thereof.

In the case of the sale of second-hand cars or cars which have been used for "hiring out" purposes no guarantee of any kind is given or is to be implied.

The liability of the Company is limited to the replacement (free at the Company's Works) of any part or parts found to be defective. No guarantee is given in respect of alleged defects caused by wear and tear, accident, misuse or neglect.

The Company guarantee only those cars or chassis which are bought either direct from one of their duly authorised Main Dealers or Sub-Dealers or through a bona fide motor dealer who has been supplied by the Company's authorised Dealer in his territory.

Chassis supplied by the Company are intended to be fitted with bodies similar in weight and character to those shown in the Company's catalogue. Should a purchaser fix a body materially differing therefrom he does so at his own risk. The Company accepts no responsibility if the total weight of the car with body, complete and ready for the road, but without driver and passengers, exceeds 19 cwt. in the case of the Morris-Cowley chassis, or 22 cwt. in the case of the Morris-Oxford chassis.

CONDITIONS OF GUARANTEE

If a defective part should be found in a Morris car it must be sent to the Company, carriage paid, with an Advice Note under separate cover stating the numbers of the engine and chassis of the car from which the part was taken as shown by the Company's number-plate, the name of the Dealer from whom the car was purchased, the date of purchase and an intimation from the sender that he desires to have the alleged defective part replaced or made good free of charge under this guarantee. Parts returned to the Works without such advice will be at the risk of the sender, and this guarantee and any implied guarantee shall not be enforceable in respect thereof.

The equipment of the Morris car is of the highest grade obtainable, but the Company does not guarantee any proprietary fittings whatsoever (whether tyres, lamps, magnetos, electrical equipment, or any other proprietary fitting of any type) supplied with its cars or otherwise. Such proprietary fittings are covered by the guarantee (if any) issued by their separate manufacturers and will be serviced direct by them. Neither does the Company guarantee any component part supplied by the Company to the order of the purchaser which differs from the usual specification of the part supplied with the Company's cars or by the Company in connection therewith. This guarantee shall not apply to any vehicle repaired or altered in any way which in the judgment of the Company shall affect its stability or reliability.

This guarantee is given in lieu and in exclusion of all other warranties, conditions and obligations imposed or implied by Statute or otherwise in respect of the Company's cars or chassis, and no modification of the terms hereof is authorised whether the purchaser at the time of purchase shall receive a copy of the Company's guarantee or not. The Company does not give any guarantee in respect of second-hand goods sold by them.

MORRIS MOTORS (1926) LTD.

W. R. MORRIS - - - - *Managing Director*
E. H. BLAKE - - - - *Deputy Managing Director*



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TERMS *of* BUSINESS

CONDITIONS OF PURCHASE Purchasers of Morris cars are hereby informed that such cars are sold subject only to the terms of the guarantee and to the general conditions of sale herein contained, and on the distinct understanding that the vehicle purchased shall not be exhibited, either directly or indirectly, at any exhibition or show held in the United Kingdom other than an exhibition or show held or approved by the Society of Motor Manufacturers and Traders for the exhibition of motor goods by its Bond Signers. Any breach of this provision shall render the purchaser liable to indemnify the Company in respect of their liability to the Society aforesaid to pay such damages not exceeding £25c, as the Committee of the Society aforesaid or its Council on appeal may award.

PAYMENT Net cash. One-third of the total purchase money to accompany order. Balance to be paid on advice that the car is ready for delivery.

DELIVERY The prices quoted in the Company's catalogue are for delivery at the Company's Works at Cowley, in the County of Oxford in England, and are strictly net on the above-mentioned terms.

Any time of delivery named in the Company's contracts or correspondence is absolutely contingent upon war, strikes, riots, lock-outs, trade disputes, accidents, fire, delay or failure of sub-contractors to complete their contracts, or any other unforeseen circumstances, and should delivery be delayed in consequence of any of the foregoing contingencies the Company shall not be responsible for any damages caused by such delay.

Cars will be delivered to purchasers by the Company's authorised Dealers at a charge to be arrived at calculated on the basis of sixpence per mile freightage.

SPARE PARTS The Company endeavours to keep in stock for immediate delivery a full series of all parts for its vehicles that are liable to wear or to damage by accident. When ordering spare parts the identification number of the parts should be quoted if possible (see separate spare parts list), but in every case the chassis and engine numbers of the car, for which such parts are required, must be given. Full instructions concerning this matter will be found in the Spare Parts List issued by the Company. The Company reserves the right at any time to alter as may be considered advantageous or necessary any part that may be returned.

The Company reserves the right to revise without notice the prices and/or specifications as set out in this catalogue.

Any person, firm or company which the Company styles its authorised Main Dealers or Sub-Dealers are not authorised to advertise, incur any debts, or to transact any business whatsoever on behalf of the Company. Nor are they authorised to give any warranty or to make any representation on behalf of the Company other than those contained in the above guarantee.

The Company reserves the right to hand over orders placed direct with the Company to authorised Main Dealers or Sub-Dealers in the appropriate territories.

The Company does not undertake the fitting of additional accessories of any kind, nor will it deviate from its standard specifications of cars owing to such action interfering with the general work of its factory.

Should the Company cease to manufacture a car of the type or model ordered (whether the estimated date of delivery has arrived or not) the Company shall be at liberty to return the deposit paid on the order of the purchaser and declare its contract to be at an end without any further liability.

All previous catalogues and terms of any previous guarantee are hereby cancelled.

1st December, 1926

MORRIS MOTORS (1926) LIMITED

W. R. MORRIS - *Managing Director*
E. H. BLAKE - *Deputy Managing Director*

COWLEY :: OXFORD

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Phone 2, 3, 4 & 5 Cowley, Oxon
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