

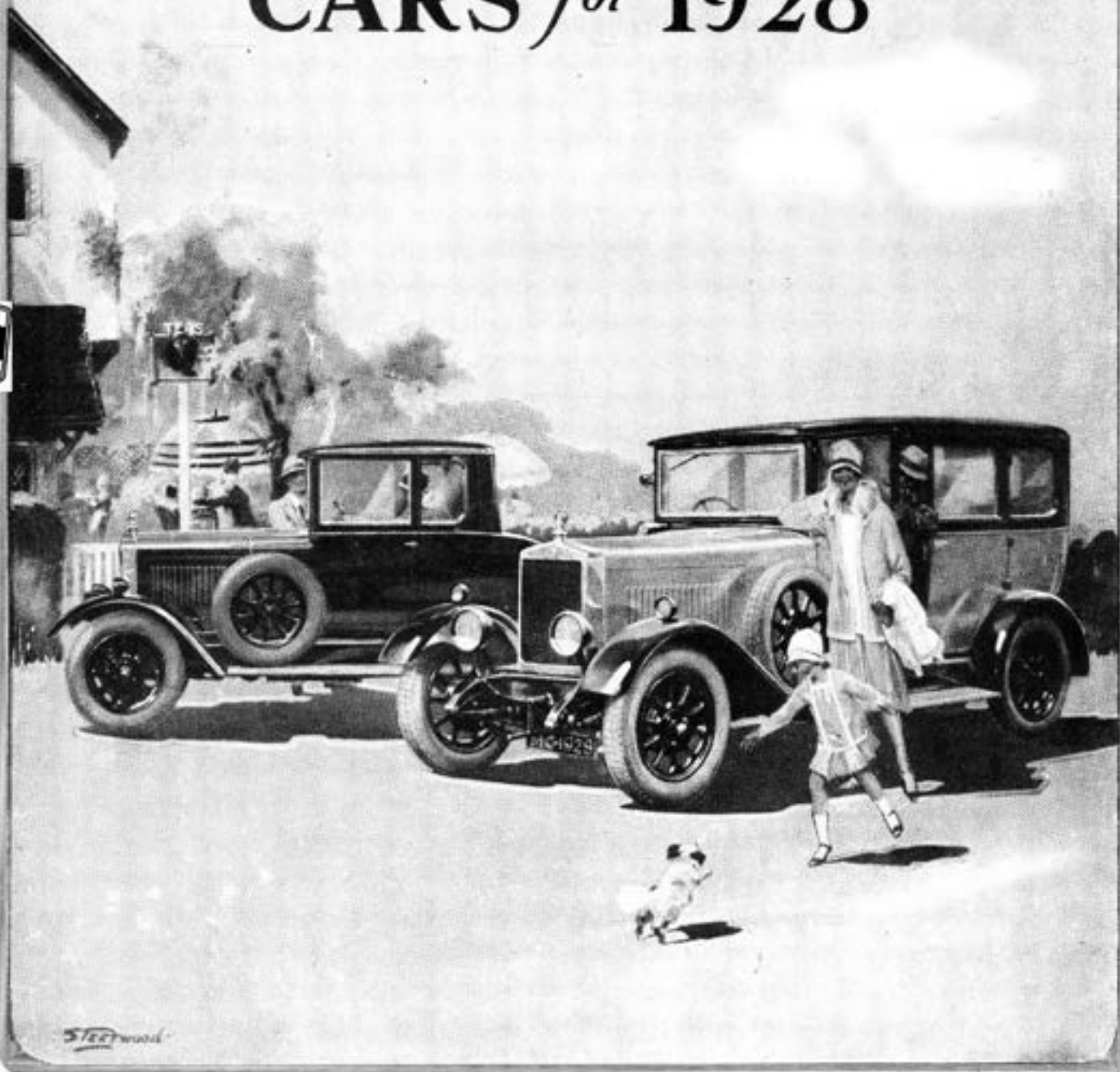


*This Price List cancels all lists, prices and conditions issued prior to 1st January, 1928*

1st March, 1928

# MORRIS

## CARS *for* 1928



*Steelwood*

MORRIS MOTORS (1926) LTD.

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

[WWW.MORRIS-ARCHIVE.CO.UK](http://WWW.MORRIS-ARCHIVE.CO.UK)



# Prices of 1928 Morris Cars

		<i>See descrip- on page</i>
11.9 H.P. MORRIS-COWLEY. With rear brakes and simple equipment. In blue only.		
Two-Seater .. .. .	.. Price £142 10 0	11
11.9 H.P. MORRIS-COWLEY. With four-wheel brakes and full equipment. In blue or beige.		
Two-Seater .. .. .	.. Price £152 10 0	12
Four-Seater (Four-door) .. .. .	.. " £170 0 0	13
Three-quarter Coupé (Fixed head) .. .. .	.. " £175 0 0	14
Saloon (Four-door) .. .. .	.. " £185 0 0	15
11.9 H.P. MORRIS-OXFORD. With four-wheel brakes and full equipment. In blue or maroon.		
Four-Five-Seater (Four-door) .. .. .	.. Price £205 0 0	16
Saloon (Four-door) .. .. .	.. " £215 0 0	17
14/28 H.P. MORRIS-OXFORD. With four-wheel brakes, full equipment, and choice of blue, beige, maroon or brown.		
Two-Seater .. .. .	.. Price £210 0 0	18
Four-Five-Seater .. .. .	.. " £225 0 0	19
Three-quarter Coupé (Folding head) .. .. .	.. " £230 0 0	20
Saloon (Four-door) .. .. .	.. " £250 0 0	21
Saloon de Luxe ( <i>Blue only</i> ) .. .. .	.. " £275 0 0	22
15.9 H.P. MORRIS-OXFORD. With four-wheel brakes and full equipment. In blue, grey, maroon or brown.		
Five-Seater (Four-door) .. .. .	.. Price £315 0 0	26
Saloon (Four-door) .. .. .	.. " £345 0 0	27
MORRIS SIX. With four-wheel brakes and full equipment. Duotone coachwork finish (beige-and-brown or blue-and-grey).		
Three-quarter Coupé (Fixed head) .. .. .	.. Price £385 0 0	32
Saloon (Four-door) .. .. .	.. " £395 0 0	33
VANS, ETC.		
11.9 h.p. Traveller's Car (Two-door), with f.w.b. and full Cowley equipment .. .. .	.. Price £167 10 0	36
11.9 h.p. Half-Ton Van, with f.w.b. and full Cowley equipment .. .. .	.. " £165 0 0	36
14/28 h.p. Morris-Oxford Traveller's Brougham .. .. .	.. " £255 0 0	37

*For prices of chassis and particulars of their equipment see page 34.  
For details of overseas models see special overseas catalogue.*

**MORRIS**  
Registered Trade Mark

## FACTORY VISITS

INVITATION is extended to all present and prospective Morris owners to visit the Cowley factory and see for themselves the actual processes of making Morris cars. Permission to view the Works can, however, be given by appointment only, and the Works tours will start at the undermentioned times.

10.30 a.m.            2.15 p.m.            3.45 p.m.

Parties are limited to twenty.

*Write for Appointment and Permit to  
Sales Dept., Cowley.*

## Selling Conditions

In no circumstances whatever can any discount be given off the published prices, which are fixed at the lowest level at which Morris cars can be satisfactorily placed in the hands of the public.

All prices are for delivery ex Works at Cowley.

A delivery charge to be arrived at and calculated on the basis of sixpence per mile freightage from the Company's Works to the Depot of the Dealer is authorised.

*For details of approved Hire-Purchase  
Terms see page 39.*



BUY BRITISH AND BE PROUD OF IT



# Why Buy a MORRIS?



BUYING a car is a matter of considerable importance, no matter who the person involved in the transaction may be. The customer should insist upon exploring every avenue that will ensure that he or she obtains maximum value for money, and in this word "value" is embraced a host of factors, any one of which the experienced motorist would recognise individually, but which are not all collectively apparent at first thought.

In addition to costs that come within the compass of his financial ability—and included in this are running costs as well as first costs—the motorist requires all the desiderata that go to make for comfortable travel and pride of car ownership. In the term "comfort" must be included reliability and ease of control, for these together help to make for physical contentment. In pride of ownership is a sense of individuality and also the assurance that one's choice of any particular car has not been misplaced, for without these mental comfort cannot be guaranteed.

With this outline in mind, let us then consider the case of the Morris. It is quite safe to say that there is no more popular car in this country. What is it then that has converted so many prospective motorists from people who merely thought about the Morris into men and women who have bought and become the satisfied owners thereof?

It is universally recognised that the factory which produces the Morris car is the largest undertaking of its kind in Europe to-day. It is also well known that there are far more Morris cars turned out weekly than is the case where other British cars are concerned.

This high numerical quantity of Morris cars that are produced in response to the public demand has induced in certain minds the idea that "mass production" is the method on which Morris cars are made. Nothing could be farther from the truth than this. Cars—usually of imported origin—that are actually made on "mass production" principles are easily recognisable as such. They bear the stamp of cheapness all over them and are afflicted with a similarity in appearance that is distressingly monotonous to the average Britisher.

## INDIVIDUALITY ASSURED

A consideration of the number of models offered in this catalogue shows that the Morris car is very distinct from the "mass produced" article. Not only is it offered

in five distinct and entirely separate types, but in each of these types there are also subdivisions of models which yet again are offered distinctively in a variety of coachwork finishes. Thus, although the basic principle on which all Morris cars are built and designed is the same, the range of models offered is sufficient to meet the precise needs of individual motorists, and



*Every Morris car has a tastefully finished and attractive interior, designed not only to be hard-wearing and durable, but artistically correct and dignified as well.*

BUY BRITISH AND BE PROUD OF IT







there is, in fact, a separate Morris model built to meet the exact requirements of "every person, purse and purpose." This perhaps will be more readily understood when it is realised that the lowest-priced Morris model costs less than half the sum charged for the most expensive in the range.

Apart from the foregoing, history itself proves that the Morris was never designed down to a price. Any engineer can trace back the progress that has been made in the design of the Morris chassis

is made. In point of fact, the employees of Morris Motors (1926) Ltd. are among the highest paid in the land.

Thus it will be realised that the car as a mechanical production is good. It now remains to be considered in what specific way it fulfils the needs of the careful motorist to-day.

#### THE COMPLETENESS OF THE MORRIS APPEAL

There have always been cars sold at lower prices than the Morris, and there have always been cars that would go faster, cars that would carry more people, or cars that would travel farther on a gallon of petrol; but there never has been a car that gives such a properly proportioned balance of these and other virtues in one corporate whole as does the Morris. Any Morris car will carry four adult people and their luggage over any road or by-road in the British Isles without strain or distress. It will do over 50 miles an hour on the level, and with ordinary driving at reasonable speeds will cover 30 miles per gallon of fuel. It will, moreover, do this day in and day out throughout the year without any attention other than minor adjustments and the replenishing of fuel and lubricant.

Moreover, the Morris chassis is *designed* to carry four people, even though the coachwork (as in the case of the two-seater models) may only provide specific accommodation for two people, with room for two more in the occasional or dickey seat. It must therefore be remembered that unlike some cars which are sold at slightly lower prices the Morris is in no sense being overloaded when four full-grown persons and luggage are aboard.

No extravagant claims are made for the Morris in the direction of ultra-low running costs. The factor—being one of very considerable importance—has been carefully considered by the manufacturers, and it has been reasoned that it is not possible to provide proper comfort and roadability, together with reliability over a long period of years, at lower running costs than those which the already very economical Morris imposes. The interested reader is invited to work out the difference in cost between a petrol consumption of 30 miles to the gallon and 40 miles to the gallon over a distance of 10,000 miles (a very good mileage to be undertaken by an owner-driver during the year, and involving a



*On every model, including even the lowest priced two-seater (here illustrated), which sells at £142 10s., full protection is provided for inclement weather. The equipment is designed so that it can be placed in position when required with the minimum exertion.*

from year to year during the past decade, and he will find that the original excellent features that were incorporated in the first Morris-Oxford car (which even at pre-war prices cost far more than does the corresponding model to-day) have been developed and improved from year to year until they have now reached a very high degree of perfection. The price at which the present Morris sells has only been made possible by clever factory organisation. At no period of its development has the design been changed or even modified to pander to a desire for cheapness. The Morris has always been a gentleman's carriage, and not a hack. The materials used in its construction have always been the finest that can be bought, and a metallurgical analysis carried out on any Morris car bought through ordinary channels will bear this out.

Additionally, a visit to the Morris factory at Cowley, Oxford (to which open invitation is freely extended), will show the prospective purchaser that there is nothing "cheap" about the way in which the car



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weekly mileage of approximately 200) and to see for himself or herself how little at the present price of petrol is the financial saving effected by a car which, although it may do 40 m.p.g., is undersized in many respects, and has nothing like the dignity and presence of the full-sized and substantially built Morris.

### ROAD PERFORMANCE

So much for the question of economy in running costs. Let us now turn to the other side of the picture—the way in which the Morris compares with other cars of larger horse-power denomination and higher price. In this connection we must look at the Morris range as a whole. Naturally, the person who purchases a 15.9 h.p. Morris-Oxford saloon or a Morris Six obtains for his money a car in which there is more comfort, power and style than will be found in the 11.9 h.p. Morris-Cowley two-seater, which costs less than half the sum charged for the first named.

The aim of the makers of Morris cars has ever been to produce roadworthy vehicles that are properly fitted for the services that they are intended to perform, and ample power and speed are inbred features of every one of them. Even the lowest-priced model will achieve 50 m.p.h. with certainty if the engine be properly run in, while the Morris Six, at the other end of the price range, is frankly an amazingly fast car with superb powers of acceleration, a car that is more than a match for many "sports" models costing far higher sums and possessed of not a tithe of its refinement and comfort. The roads of to-day bear evidence of the truth that Morris cars, as a whole, are faster than most other cars of their rating, but in no instance is their speed obtained at the expense of other virtues. Engine power there is in plenty—it may here, incidentally, be noted that Morris engines, on the test bed, give over double their rated horse-power—and this means speed on hills and the ability to overcome, when required, even those abnormal obstacles that occasionally set themselves in the paths of tourists and those who delight in that most fascinating of pastimes—exploring by car.

For normal use, any Morris will travel as fast as modern road conditions permit. The Morris Six has a reserve of power and speed that are very seldom used to the full, but which, by the mere knowledge of their latent existence, render the car a sheer exultation to

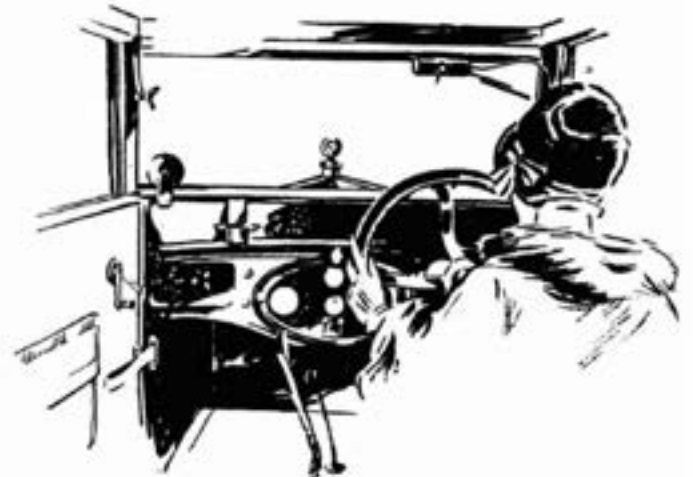
drive. The varying prices of the cars in the Morris range naturally give indication of the comparative capabilities of the models. The point to remember is that in no other make of car can the purchaser obtain such value in road performance.

The Morris possesses excellent powers of acceleration, and is in all senses of the word a lively car to handle. Its engine is always willing and responsive; it picks up speed quickly either on the level or up gradients, its brakes are excellent and its general character is one of easy controllability, so that the driver is not affected by any considerable fatigue even on the longest journey. Ladies, particularly, are fond of the Morris for its handiness and responsiveness.

The natural cruising speed of the 11.9 h.p. Morris cars is 30 to 35 m.p.h., that of the 14/28 h.p. range 35 to 40 m.p.h., that of the 15.9 h.p. models 45 to 50 m.p.h., while the Morris Six models are even "naturally" faster still. By "cruising speed" is meant the rate at which the car travels naturally and comfortably on a bare throttle opening. As has been said, every Morris car, after its newness has worn off, will attain a speed of over 50 m.p.h. on the level road without any difficulty or distress whatever. Every experienced motorist will agree that these speeds are ample.

### FULLNESS OF EQUIPMENT

It is interesting now to turn to the completeness of the Morris car. It was the custom not so long ago to list a large number of extras that had to be purchased



*Every instrument needed to give the driver the information normally and abnormally required is included in the "standard" equipment of the Morris car. They are neatly arranged and most conveniently fitted.*



BUY BRITISH AND BE PROUD OF IT





additional to the car itself, and for which a considerable sum was charged. These extras were really necessary, comprising as they did such items as electric lighting and starting set, speedometer, hood, windscreen, lamps, horn, carpets, etc. It is important, therefore, to observe that down to the very last detail every Morris model is sold completely equipped for the service for which it is intended. The lowest-priced car of the range, the 11.9 h.p. Morris-Cowley



*It should be noted that every Morris—even the two-seater—has a chassis designed to carry four people and a reasonable quantity of luggage. There is a margin of strength and power that is at all times ample and reassuring.*

that there shall be no buffeting on rough roads. These devices, together with the large-sized Dunlop balloon tyres that are fitted, ensure comfort even on the roughest roads. Then there is a radiator calormeter which shows the temperature at which the cooling water in the engine and radiator is circulating, and also an automatic wind-screen wiper which sweeps the raindrops off the screen in wet weather and thus secures proper driving vision.

For use in hot weather there is a dash ventilator which is opened or closed by turning a small knob on the instrument board, and with further reference to this important question of ventilation it can be pointed out that on all models the wind-screens are adjustable, and on all enclosed models the windows in the doors are easily wound up or down by means of the neat handles provided. On all four-seater models the front seats are adjustable, so that drivers of different stature can accommodate themselves perfectly to the controls, and these, it may be noted, are all set in such positions that they fall conveniently to the driver's hands and feet, and therefore entail the minimum of effort.

On the question of engine control it may also be mentioned that the Morris is provided with as complete a system as that found on the most expensive cars, for in addition to the usual main controls (accelerator pedal and engine switch) there are separate controls for setting the slow-running or idling, the magneto timing and, last but not least, the strength of the carburetted gas mixture fed into the engine, so that easy starting and maximum economy under all climatic conditions can be assured.

On all "touring" models the front side-curtains are provided with flaps so that signalling in traffic is facilitated, and on all enclosed models double catches are fitted to the doors for safety.

Naturally, on the more expensive Morris models—the 14/28 h.p. and 15.9 h.p. Morris-Oxford cars and the Morris Six—an even more elaborate equipment is included, this incorporating such refinements as non-glare or rim-light illumination for the instruments and dipping mechanism on the headlamps to enable their beams to be lowered when approaching other cars—thus greatly minimising dazzle and at the same time giving intense illumination on the road

two-seater with rear brakes, admittedly does not incorporate all the instruments and accessories that are found on the other models. The reason for this, however, is that this car represents the concrete expression of comfortable and practical motoring in its most economical form. In addition to the weatherproof hood and side-curtain equipment which is included at the list price of the "open" models, every other Morris car is provided with the following accessories: There is a speedometer which tells how fast the car is travelling, and a clock with which to measure the duration of the journey; there is an oil gauge which shows that the lubrication system in the engine is working properly and that no lack of oil is imminent; there is an ammeter which tells that the dynamo is functioning correctly, and with these instruments (which are neatly grouped in the centre of the fascia board) are also found the switches which control the headlamps and sidelamps, the ignition and the rest of the electrical equipment. To preserve ease of riding the road springs are encased in greaseproof leathern gaiters, and shock absorbers (rebound dampers) are also fitted to ensure



BUY BRITISH AND BE PROUD OF IT





immediately in front of one's own car. Morris-Oxford models also are provided with substantial luggage grids which will be found to be of considerable use when touring.

Realising, moreover, that an adequate tool kit is a *sine qua non* of every owner-driver, the manufacturers of Morris cars have on their 1928 models provided really efficient accommodation for *all* tools. This takes the form of a toolbox fitted to the running-board and made in such a way that it is entirely weatherproof. In it the pump, jack, jack handle, oilcan, wheel brace and a very generous kit of tools are all housed in silent safety yet immediately accessible when required. This practical feature does away with the necessity for disturbing passengers when it is required to change a wheel, which incident, being a misfortune, always happens at the most inconvenient time.

### THE QUESTION OF SERVICE

The careful motorist must, however, think of the car that he purchases more than in terms only of mechanical excellence and completeness of equipment. He must consider the Service organisation that is behind his purchase.

In this respect the Morris owner is catered for to a degree that is unrivalled by the case of any other make of car, for, by virtue of its popularity, there has been established in Great Britain alone more than 1750 separate depots whereat any individual Morris owner can obtain advice, skilled assistance, spare parts service or have repairs carried out by men who are intimately acquainted with the Morris. Nor is this all. Realising that the varying charges made for upkeep adjustments and repairs by different garages has been a knotty problem for the owner-driver in the past, Morris Motors (1926) Ltd. instituted some two years ago a system whereby every individual repair or upkeep adjustment to a Morris car was priced at a definite labour figure, and the agreement of all authorised Morris Dealers to honour these charges has been obtained. The precise charges for the very large number of operations, ranging from so simple a matter as cleaning a sparking plug to a complete change of chassis frame, are all set out in detail in *The Morris Manual*, a copy of which is issued with every Morris car sold. Thus the purchaser knows exactly how much any

particular labour charge will be before he authorises the work to be done, and thereby is assured of his car being kept on the road for the lowest possible cost.

Every Morris car sold is covered by a generous guarantee which remains in force for a period of twelve months from date of purchase. This guarantee applies to all cars that are purchased through proper channels, and in this connection the customer is very strongly advised to obtain his car through one of the authorised Dealers in Morris cars. Every Dealer so authorised displays a notification, signed by officials of the Company, giving evidence of his appointment, and it may here be pointed out that the prices for Morris cars which are quoted in this catalogue for the 1928 season are the lowest at which the cars can satisfactorily be placed in the hands of the public. They are not subject to any discount, and any motor trader who offers discount in any shape or form cannot do so without breaking faith, and therefore cannot be relied upon to give the full measure of satisfactory service that the purchaser obtains if he buys his car through the proper authorised channels.

### SMALL DEPRECIATION AND HIGH SECOND-HAND VALUE

There is one further point of which sight must not be lost—the question of depreciation and second-hand values. Although the thought may only be dimly at the back of the mind when the actual purchase takes place, it is usually understood that one day—it may be in one year or ten—the car will sometime be sold.

Now actually the greatest cost involved in motoring is the rate of depreciation of the car—the difference between its new and



*Wide doors, giving ease of egress and ingress, are pleasing features of all models. No skimping of comfort has been effected to achieve economy at its loss.*



BUY BRITISH AND BE PROUD OF IT



second-hand prices. Some cars—particularly those of foreign origin—are apt to depreciate very rapidly indeed. The public, by their own valuations of second-hand cars of different makes, have actually set their own judgment on their quality of material and workmanship. In this respect the Morris scores heavily—because of that very high standard to which it is made. By a perusal of any lists of second-hand car prices it will quickly be proved that the rate of depreciation on a Morris is lower,

soundness and literary merit, become in four years the premier British monthly motoring magazine. The price is 4d. monthly, and copies may be obtained from any bookstall or newsagent and all authorised Morris Dealers.

Its features include a valuable information bureau and also a touring and travel bureau, which is always ready to supply—free of charge—information regarding roads, holiday routes, tours and technical matters of all kinds.

To deal with the problem of car storage—sometimes a difficulty in the path of car ownership—Morris Motors (1926) Ltd. have also organised the supply of staunchly-built and fire-resisting motor houses that can easily be erected on any flat piece of ground. The prices at which these houses are offered are so low that their cost is usually saved in less than a year by the weekly public garage charges that they eliminate.

Then again, for the convenience of those who prefer to spread payment for their cars over a period of months rather than disturb capital by purchasing outright, the Company has approved for the use of all authorised Morris Dealers a hire-purchase deferred payment plan that will be found to be extremely convenient. This plan is based on a sound financial foundation, and although the prospective customer may in the case of some other make of car be offered hire-purchase terms which involve a lower deposit than the 25 per cent. of the list price called for, it should be borne in mind that the Hire-Purchase Plan approved by Morris Motors (1926) Ltd. (the precise terms of which are set out on page 39 of this catalogue) is one that has given every satisfaction, and it does not, moreover, incorporate the undesirable element of unproved financial status that may be encountered elsewhere.

Thus it will be observed that the popularity of the Morris car is not built on any single feature alone. It is because it is a correctly balanced harmony of properly proportioned features that it represents the best value for money on the market to-day. As a car it is a fine piece of automobile engineering. It is also the product of a highly organised business concern that has the interests of each one of its customers at heart. And, last but not least, it is one hundred per cent. British—a car to be proud of.



*On all Morris models there is a door on the driver's side, so that no undue disturbance is occasioned by his egress. Similarly, all four-seater models, open and closed, have off-side doors for the passengers.*

by a very appreciable margin, in comparison with the majority even of the best British cars. Because of their good wearing qualities, Morris cars always command a good second-hand price, and there is always a brisk demand for them.

Thus the Morris owner has another advantage. He can rest assured that his car is always a saleable asset, and that the amount he will get for it when sold second-hand will be such as to make the actual "out-of-pocket" sum that he had paid for the period of use and ownership the lowest rate obtainable to-day for a car of good class and capability.

#### OTHER REAL ADVANTAGES

There are also many other advantages that accrue to the purchaser of a Morris. Not only is he provided with an instruction book which explains in detail the functioning of every part of the car and gives hints on its proper care and upkeep, but this manual also covers the whole subject of driving instruction and the rules of the road. Additionally, there is published each month *The Morris Owner*, a journal specifically devoted to the interests of those who drive Morris cars, and which has, because of its



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# Equipment

ONE of the many attractive features of the Morris car is the completeness of its equipment. Many a car to-day is sold 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 add so much to the comfort and pleasure of motoring.

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

## 11.9 H.P. MORRIS-COWLEY TWO-SEATER WITH REAR BRAKES

Metal-frame hood with clips to windscreen and hood-bag for use when folded. Rigid detachable sidescreens with signalling flaps. Two-piece adjustable windscreen. Hand windscreen wiper. Dash ventilator (adjustable). Ammeter. Switches. Oil gauge. Instrument lamp. Combined (double filament) head- and side-lamps. Tail-lamp. Spare wheel and tyre. Tyres 27 in. by 4.40 in. Dunlop balloon. Licence holder. Petrol gauge. Reserve two-way tap. Bulb-horn. High-pressure chassis lubricating grease gun (Enots system). Number-plates. Full kit of tools (fitted) in box. Tin of Shell oil.

Instrument lamp. Separate head- and side-lamps. Tail-lamp. Dash ventilator (adjustable). Licence holder. Bulb-horn. Spring gaiters. Radiator thermometer (Calormeter). Driving mirror. Spare wheel and tyre. Tyres 27 in. by 4.40 in. Dunlop balloon (four-door saloon 28 in. by 4.95 in.). High-pressure chassis lubricating grease gun (Enots system). Petrol gauge. Reserve two-way tap. Number-plates. Nickel-plated hub nuts. Full kit of tools (fitted) in box. Tin of Shell oil.

## 11.9 H.P. MORRIS-COWLEY FOUR-WHEEL BRAKE MODELS

Two- and four-seater (four-door) touring models have: Metal-frame hood with clips to windscreen and hood-bag for use when folded. Rigid detachable side-curtains with signalling flaps. Two-piece adjustable windscreen.

The three-quarter coupé and four-door saloon have: Winding windows in doors. Single-pane weatherproof windscreen (two-door saloon has two-piece screen). Double door catches. Floor carpets. Roof parcel net. Saloons have roof-lamps.

Equipment includes: Shock absorbers. Automatic windscreen wiper. Speedometer. Clock. Ammeter. Oil gauge. Switches.

## 11.9 H.P. MORRIS-OXFORD

The equipment for these models (four-door tourer and four-door saloon) is as for the corresponding 11.9 h.p. f.w.b. Cowley, with the addition of electric horn and luggage grid. Saloon also has smoker's companion. Tyres 28 in. by 4.95 in. Dunlop balloon.

## 14/28 H.P. MORRIS-OXFORD

The two- and four-seater touring models have: Metal-frame hood with clips to windscreen and hood-bag for use when folded. Rigid detachable side-curtains with signalling flaps. (On four-seater, rear panels form rear windscreen with apron when required.) Two-piece adjustable windscreen.

The three-quarter coupé and four-door saloons have: Four winding windows. Single-pane weatherproof windscreen. Double door catches. Floor carpets and smoker's companion. Additionally, the saloon has a roof-light, roof ventilator, parcel net and blind over rear light.



BUY BRITISH AND BE PROUD OF IT





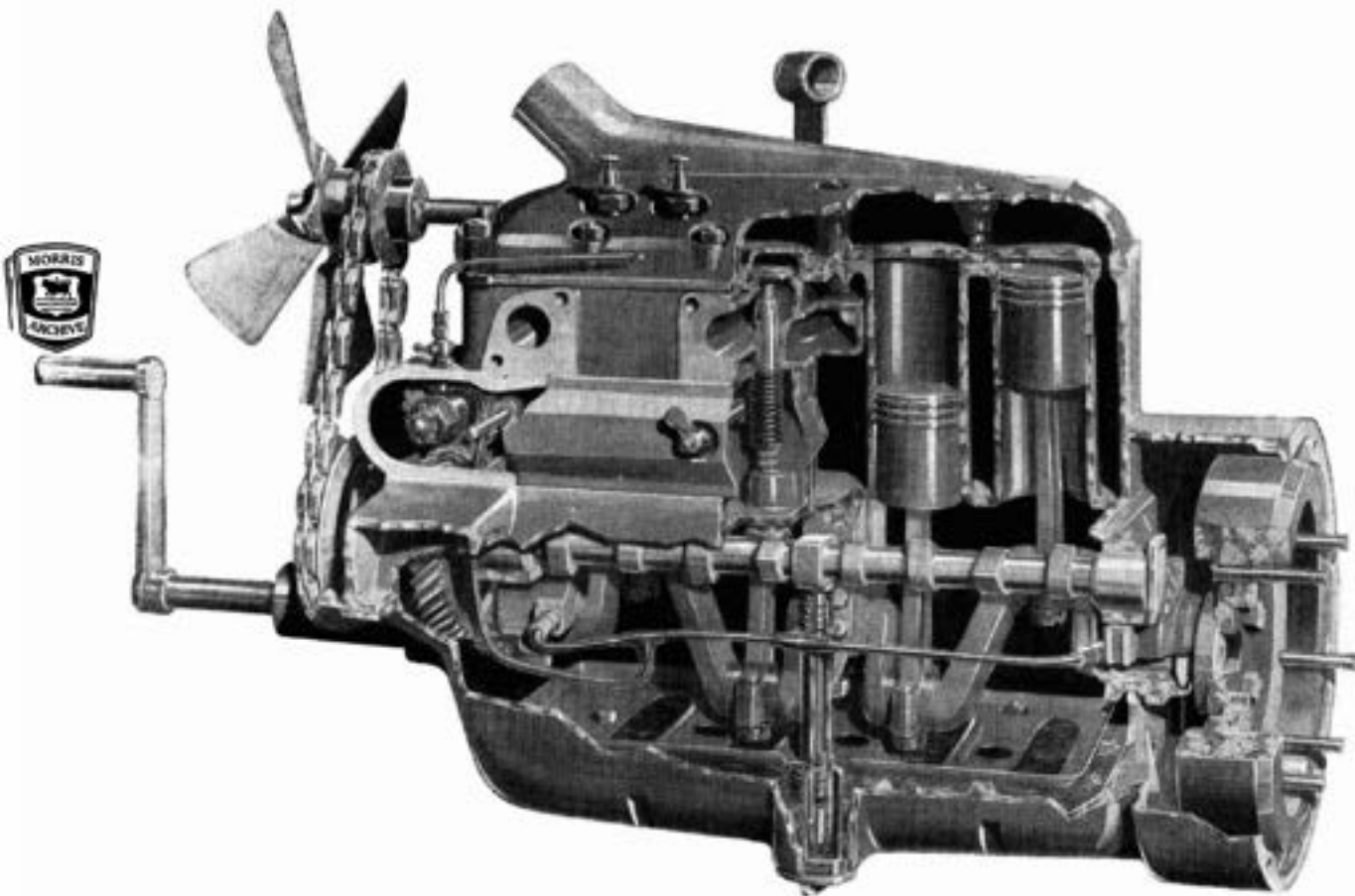
Equipment includes : Shock absorbers. Automatic windscreen wiper. Speedometer, with trip. Clock. Ammeter. Oil gauge. Switches. "No-glare" hidden instrument illumination. Separate head- and side-lamps. "Dipping" mechanism control for headlamps. Tail-lamp. Dash ventilator (adjustable). Licence holder. Electric horn. Bulb-horn. Spring gaiters. Luggage grid. Radiator thermometer (Calormeter). Driving mirror. Spare wheel and tyre. Tyres 28 in. by 4.95 in. Dunlop balloon (saloon 30 in. by 5 in.). High-pressure chassis lubricating grease gun (Enots system). Petrol gauge. Reserve two-way tap. Number-plates. Nickel-plated hub nuts. Full kit of tools (fitted) in box. Tin of Shell oil.

#### 15.9 H.P. MORRIS-OXFORD

The equipment for these models (open and closed) is as for the corresponding 14/28 h.p. types, with the addition of engine-driven tyre pump. The saloon also has blinds in all windows and internal as well as external driving mirror. Dash ventilator is omitted on tourer. Spare wheel and tyre. Tyres 31 in. by 5.25 in. Dunlop balloon.

#### MORRIS SIX

The equipment for these models is as for the corresponding 14/28 h.p. types, with the addition of an Autovac petrol feed system, step plates on running boards and pile carpets. A separate festoon dash-lamp is fitted in place of internal dial illumination. All models also have 30 in. by 5.25 in. Dunlop balloon tyres.



*This sectionised illustration of the Morris engine gives irrefutable proof of the soundness of its design and construction. It has justifiably been styled the finest example of automobile achievement of recent years, and its success more than emphasises the aptness of this title.*



BUY BRITISH AND BE PROUD OF IT



The  
11.9 h.p. &  
14/28 h.p.  
Chassis  
Specification

**GENERAL.** The design 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.** The 11.9 h.p. Morris-Cowley and 11.9 h.p. Morris-Oxford engines have a bore of 69.5 mm. and a stroke of 102 mm., giving a cubic capacity of 1550 c.c. Tax £12. The 14/28 h.p. Morris-Oxford engine has a bore of 75 mm. and a stroke of 102 mm. (1802 c.c. and £14 tax). 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 oiltight 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 in the 11.9 h.p. engines and duralumin in the 14/28 h.p. engine, all crankshaft and connecting rod 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 correct 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 a short, stiff, castellated shaft, 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. (The 11.9 h.p. Morris-Oxford models and Vans have a 5 to 1 top gear ratio and the others proportionately lower.)

**REAR BRAKES.** Both hand and foot brakes operate side-by-side shoes in pressed-steel brake-drums (9 in. in diameter on Cowley models, 12 in. on Oxfords) 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. The 1928 type brakes are improved to give quiet operation.

**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.

**WHEELBASE**

11.9 h.p. Morris-Cowley	8 ft. 9 in.
11.9 h.p. Morris-Oxford	8 ft. 10 1/2 in.
14/28 h.p. Morris-Oxford	8 ft. 10 1/2 in.

**TRACK**

All models .. .. . 4 ft.

For full list of dimensions and weights see page 55.

For details of overseas models see special overseas catalogue.

BUY BRITISH AND BE PROUD OF IT







The  
 11.9 h.p. &  
 14/28 h.p.  
 Chassis  
 Specification  
 (continued)

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 engine is supplied with its mixture by an automatic piston-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 Lucas magneto. The contact breaker and distributor of 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 the 12-volt Lucas type. The combined Lucas 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 Lucas lamps are provided (except on the rear-braked two-seater Cowley model), 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 engagement of pinions when the starter switch is pressed.

**WHEELS AND TYRES.** Detachable pressed-steel wheels, 19 in. by 3½ in. with 27 in. by 4.40 in. Dunlop balloon tyres, are fitted as standard on Morris-Cowley models except the four-door saloon, which, like the 11.9 h.p. and 14/28 h.p. open Morris-Oxford models, has 28 in. by 4.95 in. Dunlop balloon tyres. The 14/28 h.p. Morris-Oxford saloon cars have wheels 20 in. by 4 in. fitted with 30 in. by 5 in. tyres. The detachable wheels are secured to the hubs by means of three studs in the case of Cowley models, five studs on Oxford models, 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. All the above-named are housed in a substantial weatherproof toolbox, immediately accessible.



BUY BRITISH AND BE PROUD OF IT



# The Morris-Cowley Two-Seater

Price . . . £142 10s.

*With rear brakes and simple equipment (see page 7). Coachwork and upholstery in blue.*

MANUFACTURED with the same scrupulous care as every other model in the Morris range, and incorporating precisely the same chassis and coachwork as are found on its more expensive counterpart, the Morris-Cowley Two-Seater with rear brakes and simple equipment can be described as the lowest-priced car that gives truly satisfactory motoring. There is ample seating accommodation for two in the deeply upholstered body, and room for two more full-grown "occasional" passengers in the well-upholstered dickey. While there is not the wealth of equipment found on the other Morris cars, yet for the services that many drivers demand this model will more than meet the need. The all-weather equipment provided is complete, while the two-door body gives immediate access to both seats.

The car is listed with coachwork in blue with improved leather-cloth upholstery to match.



*The Morris-Cowley Two-Seater, with rear brakes and simple equipment*

BUY BRITISH AND BE PROUD OF IT



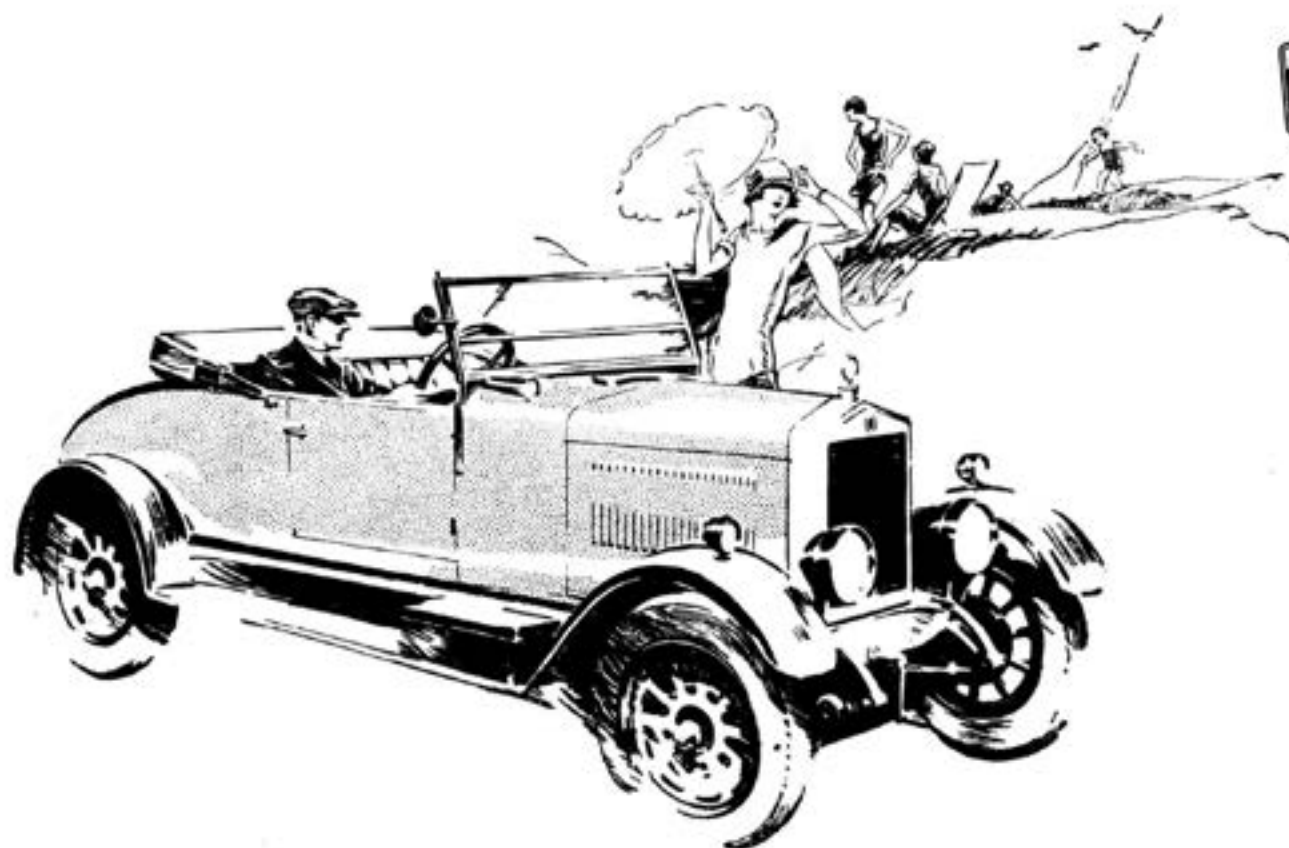


# The Morris-Cowley Two-Seater

Price . £152 10s.

*With four-wheel brakes and full equipment (see page 7). Coachwork and upholstery in blue or beige to choice.*

A GOOD-LOOKING, roomy car with a fine turn of speed, the Morris-Cowley Two-Seater fills the wants of a large circle of motorists. Ample accommodation is provided, with plenty of leg-room. 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 beige, 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.



*The Morris-Cowley Two-Seater, with four-wheel brakes and full equipment*



BUY BRITISH AND BE PROUD OF IT



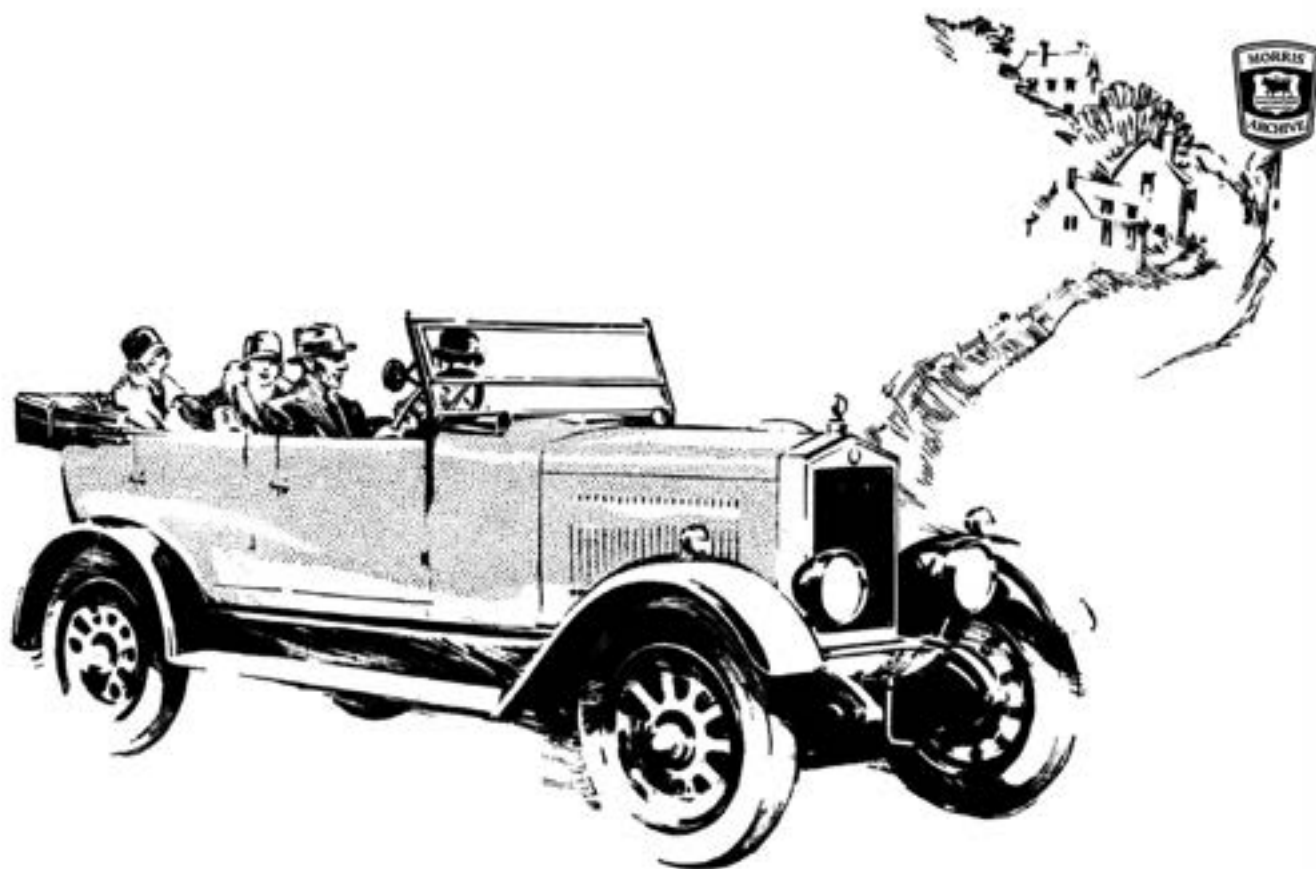


*The*  
**Morris-Cowley**  
**Four-Seater**  
*(Four Doors)*

Price . . . £170

*With four-wheel brakes and full equipment (see page 7). Coachwork and upholstery in blue or beige to choice.*

THE number of Morris-Cowley Four-Seater cars seen on the roads of the world is ample criterion of their value. This 1928 model is very greatly improved, a wider and more roomy body being fitted. There is ample leg-room in both front and rear seats, the front seats being adjustable not only for reach but for tilt as well. The sidescreen equipment provides ample vision when it is in position, and perfect weather protection is assured. The body is fitted with four doors of exceptionally generous dimensions which provide easy access to each seat. The car is listed in blue or beige with improved leather-cloth upholstery to match.



*The Morris-Cowley Four-Seater, with four-wheel brakes and full equipment*

BUY BRITISH AND BE PROUD OF IT





# The Morris-Cowley Three-quarter Coupé

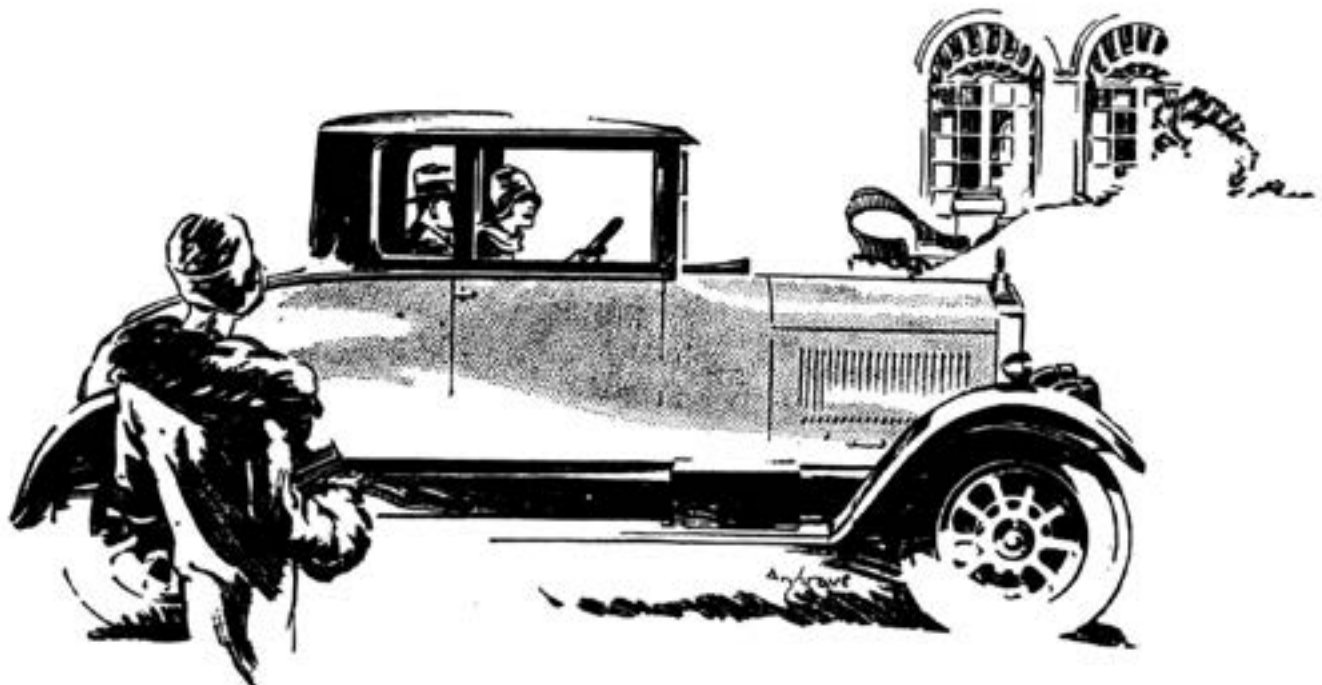
(Fixed Head)

Price . . . £175

*With four-wheel brakes and full equipment (see page 7). Coachwork in blue or beige with upholstery to match.*

FOR those whose motoring needs demand complete protection from the weather, the Morris-Cowley Three-quarter Coupé is ideal. The winding windows in the wide doors and the adjustable single-pane wind-screen allow perfect regulation of the temperature of the interior. The coachwork includes a large upholstered dickey seat and capacious boot. The seat is adjustable, ensuring maximum driving comfort. Standard coachwork colours are blue or beige to choice, 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, the Morris-Cowley Coupé also presents a very attractive proposition to the medical man.



*The Morris-Cowley Three-quarter Coupé, with four-wheel brakes and full equipment*



BUY BRITISH AND BE PROUD OF IT



# The Morris-Cowley Four-Door Saloon

Price . . . £185

*With four-wheel brakes and full equipment (see page 7). Coachwork in blue or beige to choice.*

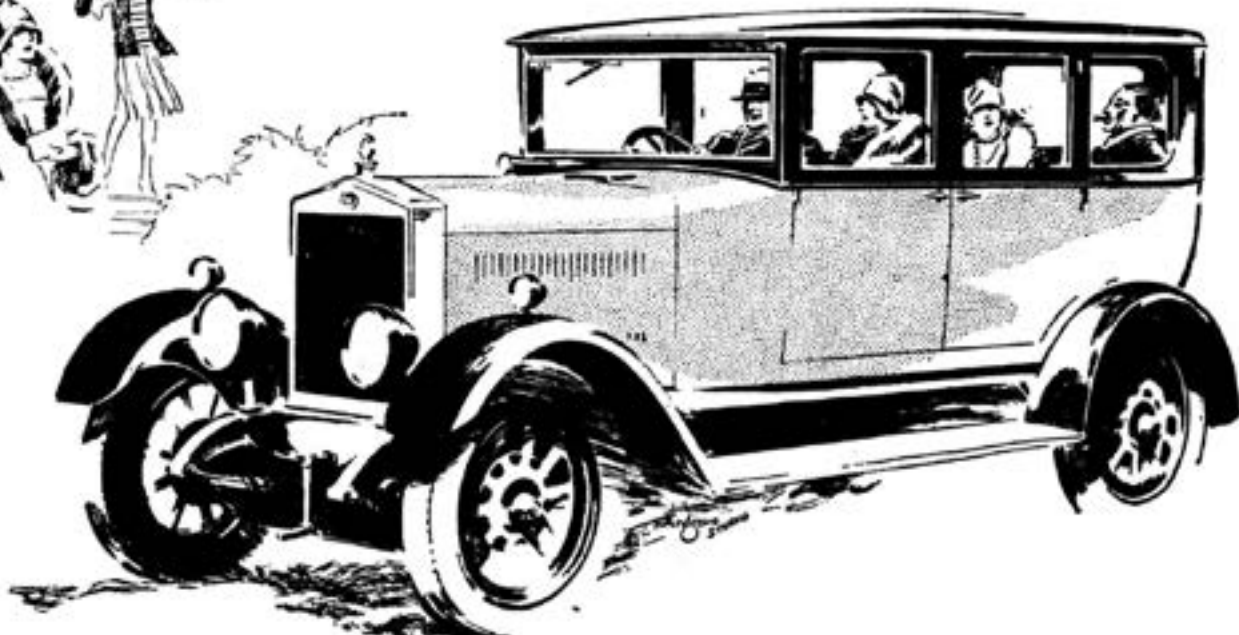
*Two-Door Model (blue only)*

Price . . . £177 10s.

PRESENTING astounding value for money, the Morris-Cowley Saloon for 1928 is a full-sized, fully equipped enclosed car at a very remarkable price. Two wide, triple-hinged doors on each side of the body give easiest access for driver and passengers. The winding windows in the four doors, dash ventilator and adjustable windscreen 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.

The front seat is adjustable not merely for reach but for tilt as well, so that individual drivers can suit themselves to the controls to a nicety. Additionally, the back of the front seat can be folded down to meet the rear seat, thus forming a bed.

The car is fully powered to carry a load of four adults at a good average speed, while its economy is a marked feature.



*The Morris-Cowley Four-door Saloon, with four-wheel brakes and full equipment*

BUY BRITISH AND BE PROUD OF IT







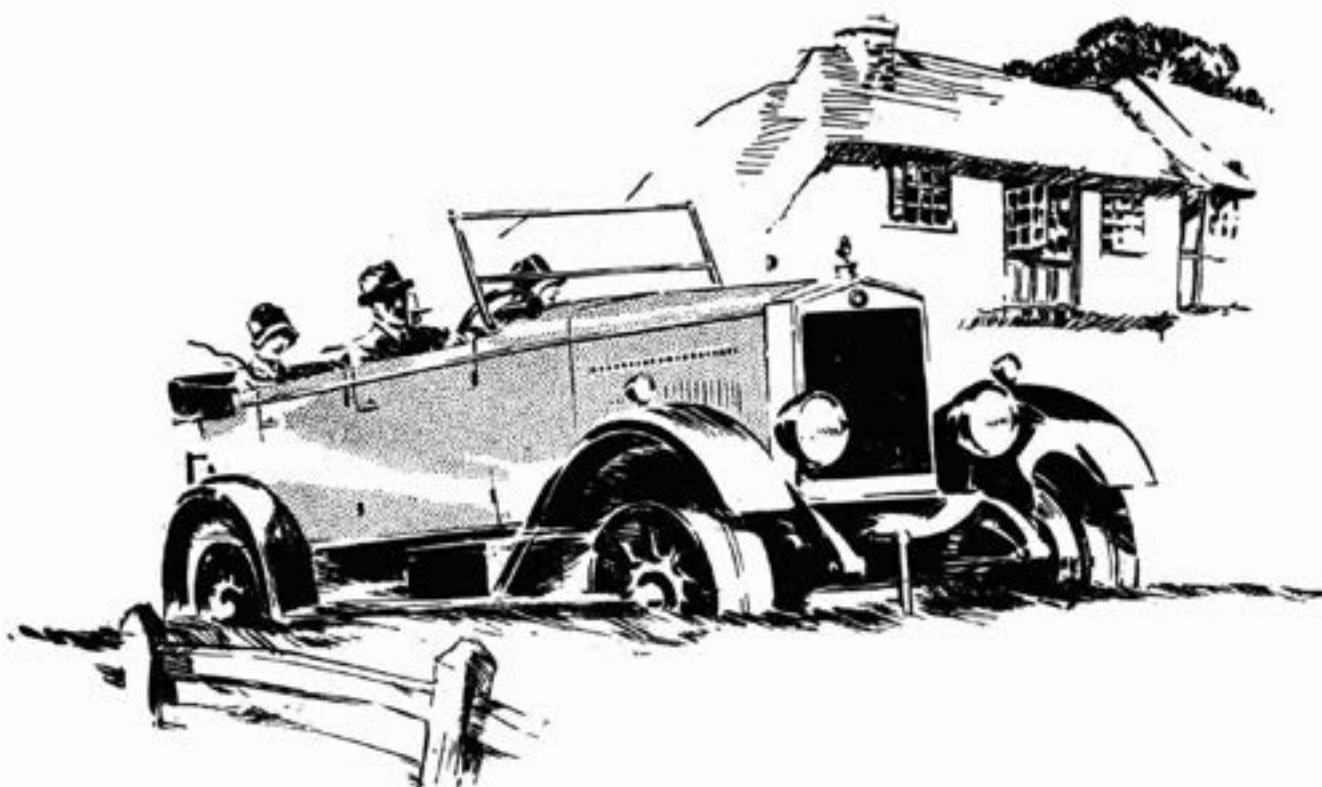
The  
11.9 h.p.  
Morris-Oxford  
Four-Five-  
Seater

Price . . . £205

*With four-wheel brakes and full equipment (see page 7). Coachwork and upholstery in blue or maroon to choice.*

FOR those motorists who require a touring car with a slightly larger accommodation than that offered by the popular Morris-Cowley Four-Seater, the 11.9 h.p. Morris-Oxford model illustrated here-with will be found eminently suitable. The engine, being of 11.9 h.p. rating, is subject to a tax of only £12 per annum, and the petrol consumption is appropriately low.

Thus in this car the purchaser is presented with a model that provides "Oxford" roominess with a very attractive standard of running costs and performance. The coachwork is finished in cellulose, blue or maroon to choice, and the upholstery is in "Kathyde" to match. The all-weather equipment provided is complete down to the last detail, and the car, being fitted with large wheels and tyres, luggage grid, etc., is well suited for long-distance touring in comfort.



*The 11.9 h.p. Morris-Oxford Four-Five-Seater, with four-wheel brakes and full equipment*



BUY BRITISH AND BE PROUD OF IT



The  
11.9 h.p.  
Morris-Oxford  
Saloon

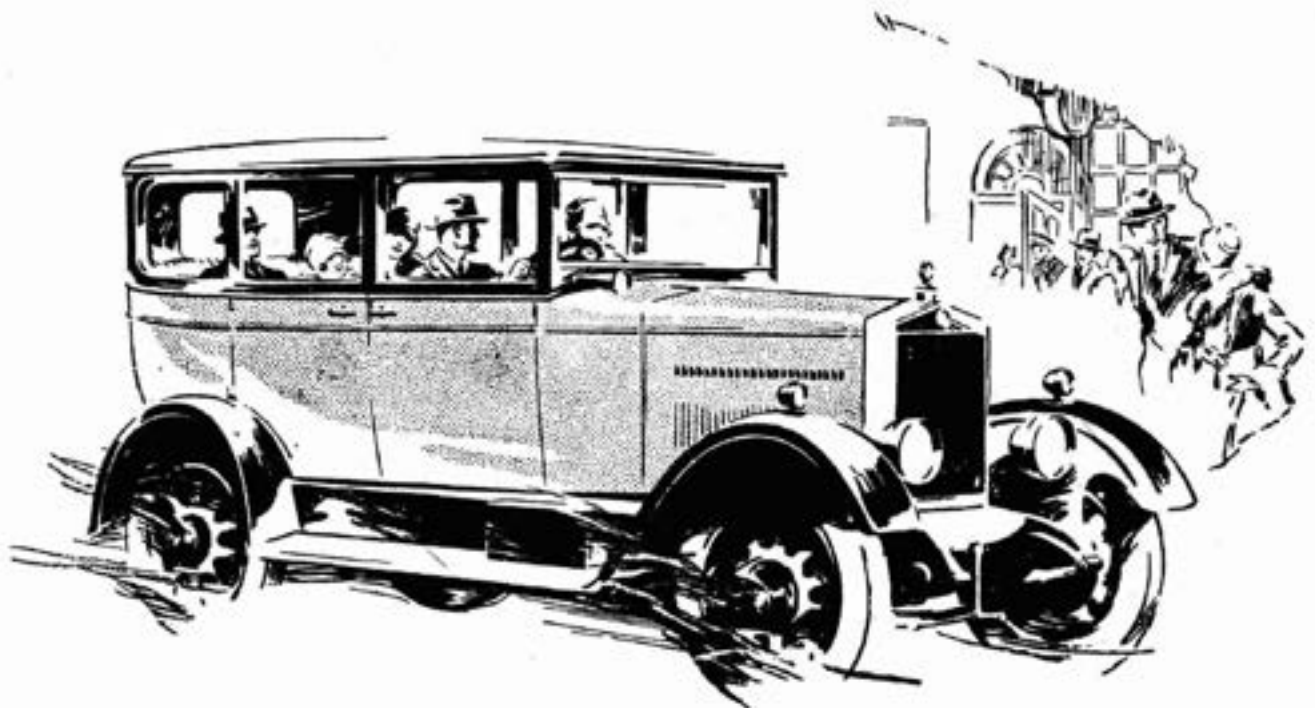
Price . . . £215

*With four-wheel brakes and full equipment (see page 7). Coachwork and upholstery in blue or maroon to choice.*

*The choice of self-patterned moquette upholstery is also given at no extra charge.*

FITTED with coachwork of ample dimensions, this 11.9 h.p. Morris-Oxford Four-door model will be found to fulfil the desires of the "family" motorist who is insistent on ample seating accommodation together with low running and low upkeep costs. The four doors have winding windows in them. The single-pane windscreen is adjustable, and comfort is assured by the large wheels and tyres fitted. The coachwork is finished in cellulose, blue or maroon to choice, and the upholstery is in "Karhyde" to match. The specification includes all accessories, luggage grid and floor carpets.

This car has ample power for all ordinary motoring needs, is capable of a good average speed, and combines utility and economy in an incomparable degree.



*The 11.9 h.p. Morris-Oxford Saloon, with four-wheel brakes and full equipment*

BUY BRITISH AND BE PROUD OF IT





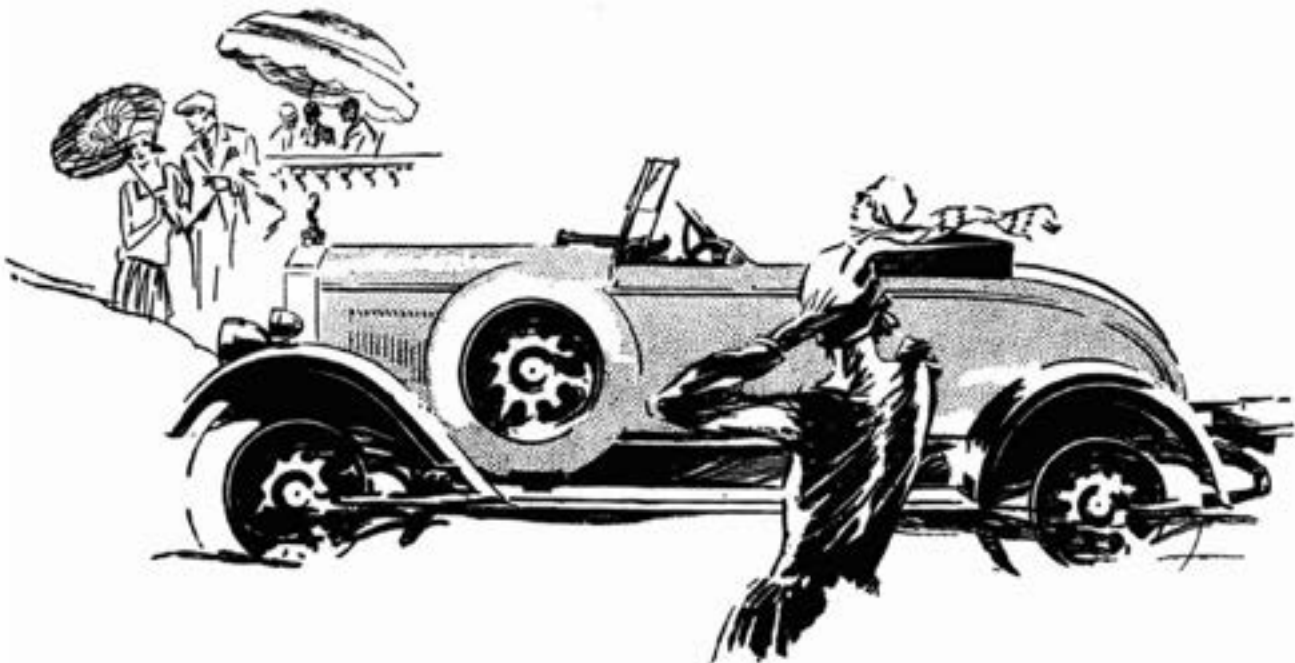
The  
14/28 h.p.  
Morris-Oxford  
Two-Seater

Price . . . £210

*With four-wheel brakes and full equipment (see page 7). Coachwork and upholstery in blue, maroon, brown or beige to choice.*

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, beige, 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 desire a full-powered and luxurious yet economical two-seater touring car.



*The 14/28 h.p. Morris-Oxford Two-Seater, with four-wheel brakes and full equipment*



BUY BRITISH AND BE PROUD OF IT

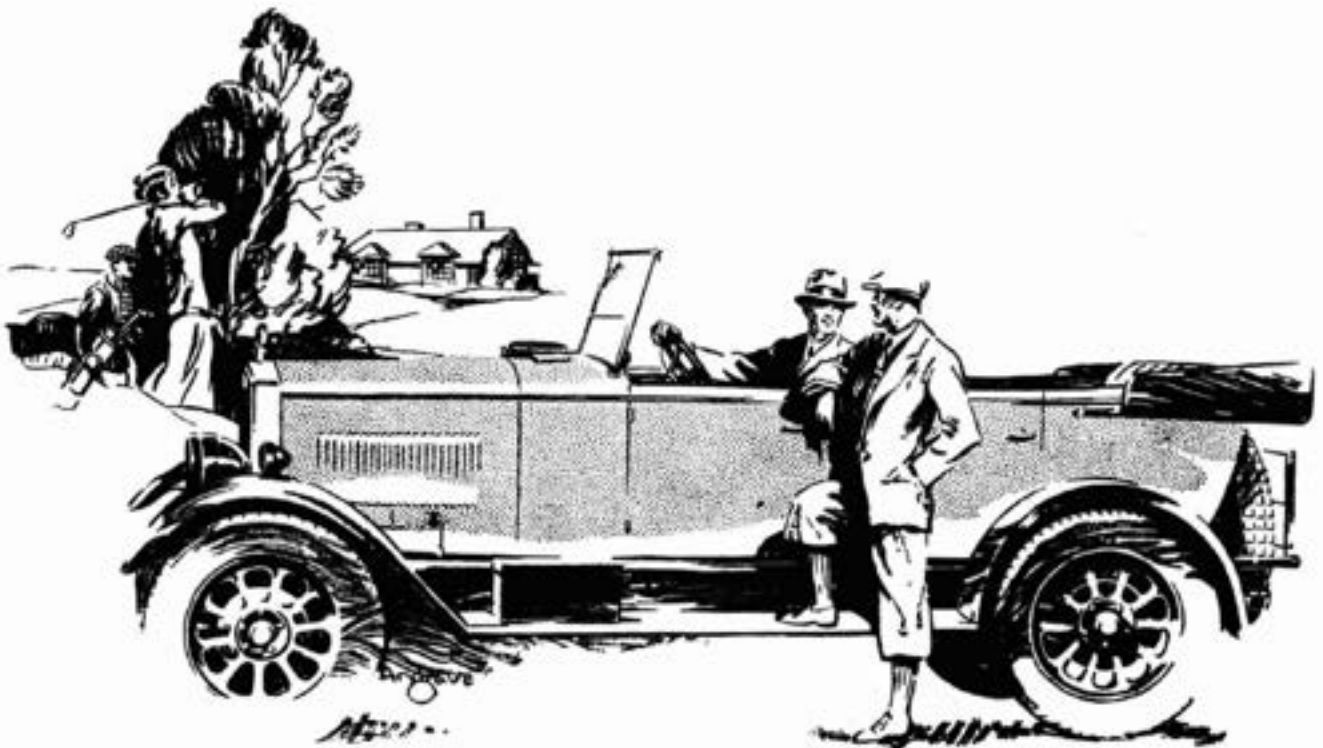


The  
14/28 h.p.  
Morris-Oxford  
Four-Five-  
Seater

Price . . . £225

*With four-wheel brakes and full equipment (see page 7). Coachwork and upholstery in blue, maroon, brown or beige to choice.*

A FULL-SIZED touring car, capable of high average speeds, comfortable on all surfaces of road, and with accommodation for three abreast in the rear seat, the Morris-Oxford Four-Five-Seater has won for itself an enviable reputation. Down to the last detail the accessories provided make the car, as bought, absolutely complete, and the luggage grid that is fitted as standard enables a suitable quantity of kit to be carried. With its four-wheel brakes, easy control, adjustable front seats 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 coachwork is cellulose finish, and choice of four colours—blue, beige, maroon or brown—with antique leather upholstery to match, is given at the price quoted above.



*The 14/28 h.p. Morris-Oxford Four-Five-Seater, with four-wheel brakes and full equipment*

BUY BRITISH AND BE PROUD OF IT



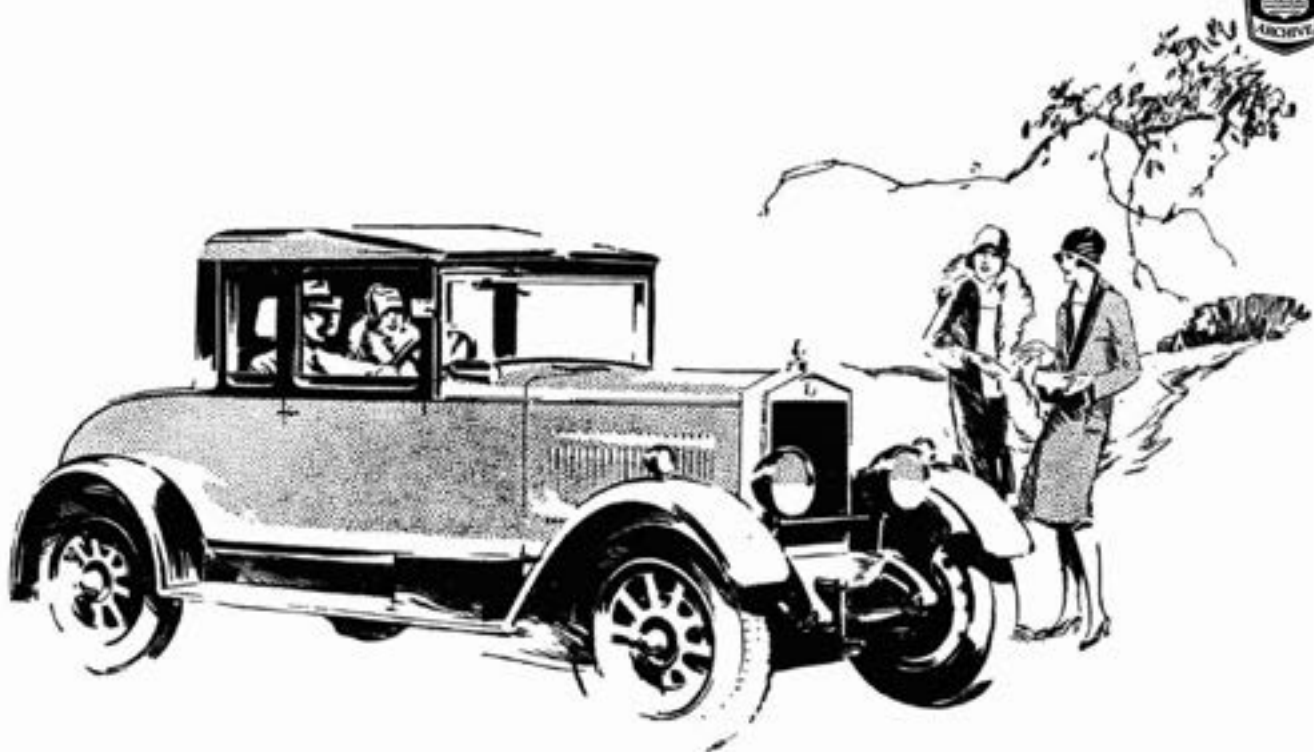




The  
14/28 h.p.  
Morris-Oxford  
Three-quarter  
Coupé  
(Folding Head)

Price . . . £230  
With four-wheel brakes and full  
equipment (see page 7). Coach-  
work and upholstery in blue,  
maroon brown or beige to choice.

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 head can be folded or erected at will enables the varying conditions of climate to be met and properly accommodated. All four windows are of the automatic winding type and the equipment includes leather upholstery and carpet. The choice of four colours—blue, beige, brown or maroon—with upholstery to match, is given. The seat is adjustable for reach. The screen pillars are narrow yet strong, and, in conjunction with the single-pane screen fitted, give maximum driving vision.



The 14/28 h.p. Morris-Oxford Three-quarter Coupé, with four-wheel brakes and full equipment



BUY BRITISH AND BE PROUD OF IT



The  
14/28 h.p.  
Morris-Oxford  
Saloon

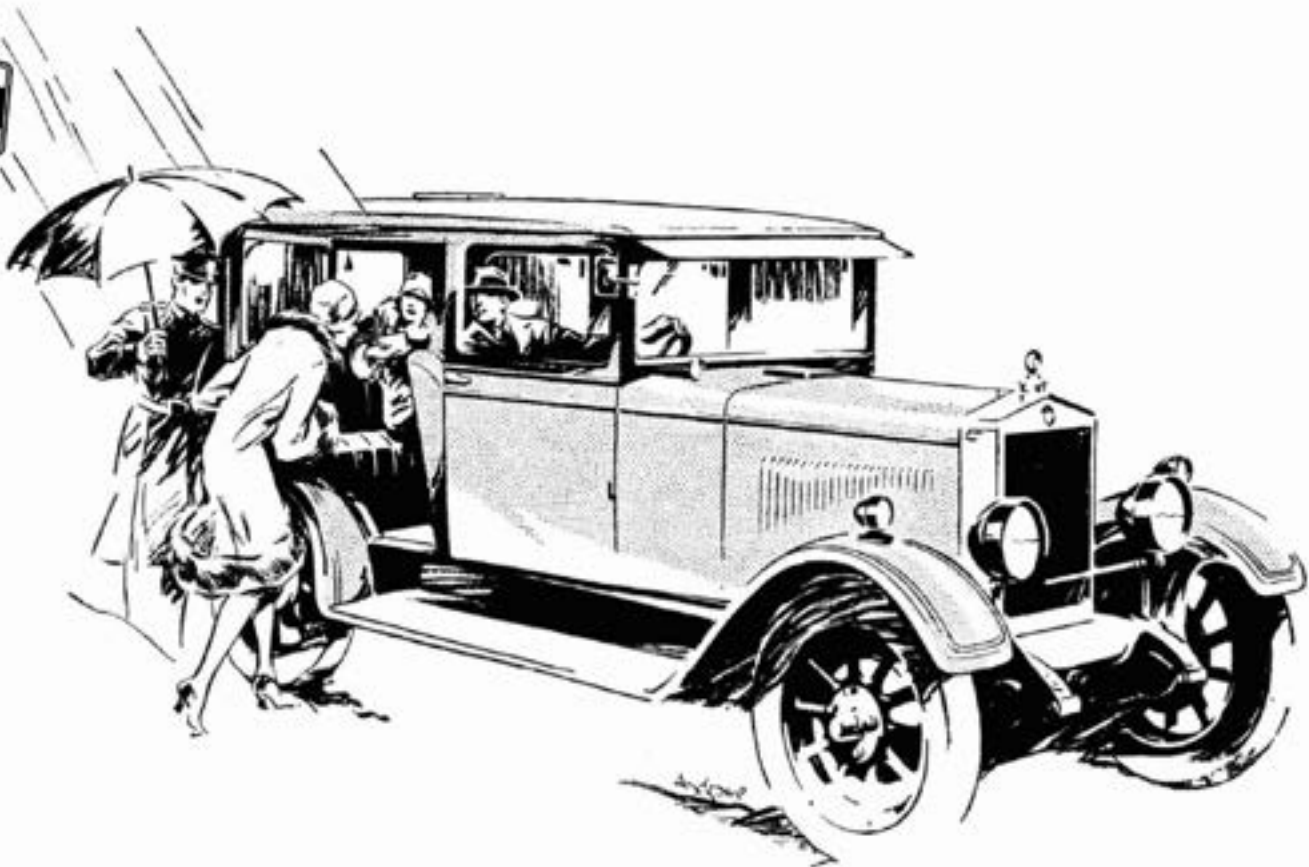
Price . . . £250

*With four-wheel brakes and full equipment (see page 7). Coachwork in blue, maroon, brown or beige, with leather upholstery to match.*

*The choice of self-patterned moquette upholstery is also given at no extra charge.*

WITH its handsome four-door body, tasteful scheme of internal finish and natural grain leather 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-lamp, roof ventilator, roof parcel net, carpets to match the upholstery, and, in fact, every desirable detail. The choice of blue, beige, brown or maroon coachwork with cellulose finish is given. A luggage grid is fitted as standard. Large tyres (30 in. by 5 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.

It is safe to say that no other car of its type offers such outstanding value as does this accepted masterpiece of British automobile achievement.



*The 14/28 h.p. Morris-Oxford Saloon, with four-wheel brakes and full equipment*

BUY BRITISH AND BE PROUD OF IT





The  
14/28 h.p.  
Morris-Oxford  
Saloon de Luxe

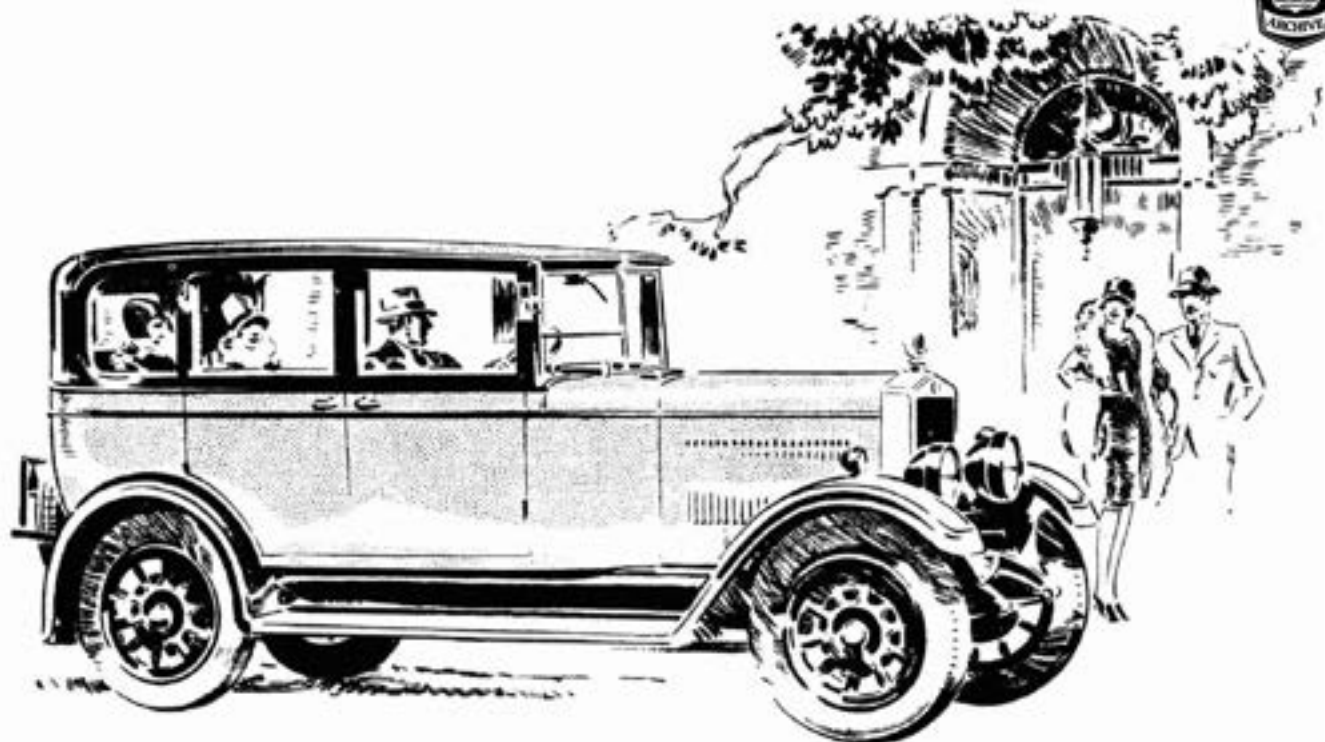
Price . . . £275

*With four-wheel brakes and full equipment (see page 7). Coachwork in blue, with brown leather furniture hide upholstery.*

WHILE the standard 14/28 h.p. Morris-Oxford Saloon fulfils the needs of a wide circle of motorists, there still exists a demand for a model which, while being virtually of the same type, presents greater body space and a scheme of interior decoration and upholstery which is luxurious almost to the point of being ornate. This four-door Morris-Oxford Saloon de Luxe has a "D" back body, giving a most effective appearance, and a "V"-fronted windscreen. Separate adjustable front seats are fitted, and the whole of the interior is upholstered in high-grade furniture hide leather.

Additional refinements in the shape of remote control for the rear blind, blinds over the rear quarter windows, glove pockets and garnish fillets in mahogany are included, while particular attention has been given to obtain a very high coachwork finish.

The body being wider and somewhat heavier than that fitted to the £250 model, naturally imposes a greater load on the chassis, and to some extent, therefore, performance is admittedly sacrificed for comfort and appearance. A personal examination of the cars side by side will enable the individual customer to decide which model more nearly fulfils his requirements.



*The 14/28 h.p. Morris-Oxford Saloon de Luxe, with four-wheel brakes and full equipment*



BUY BRITISH AND BE PROUD OF IT

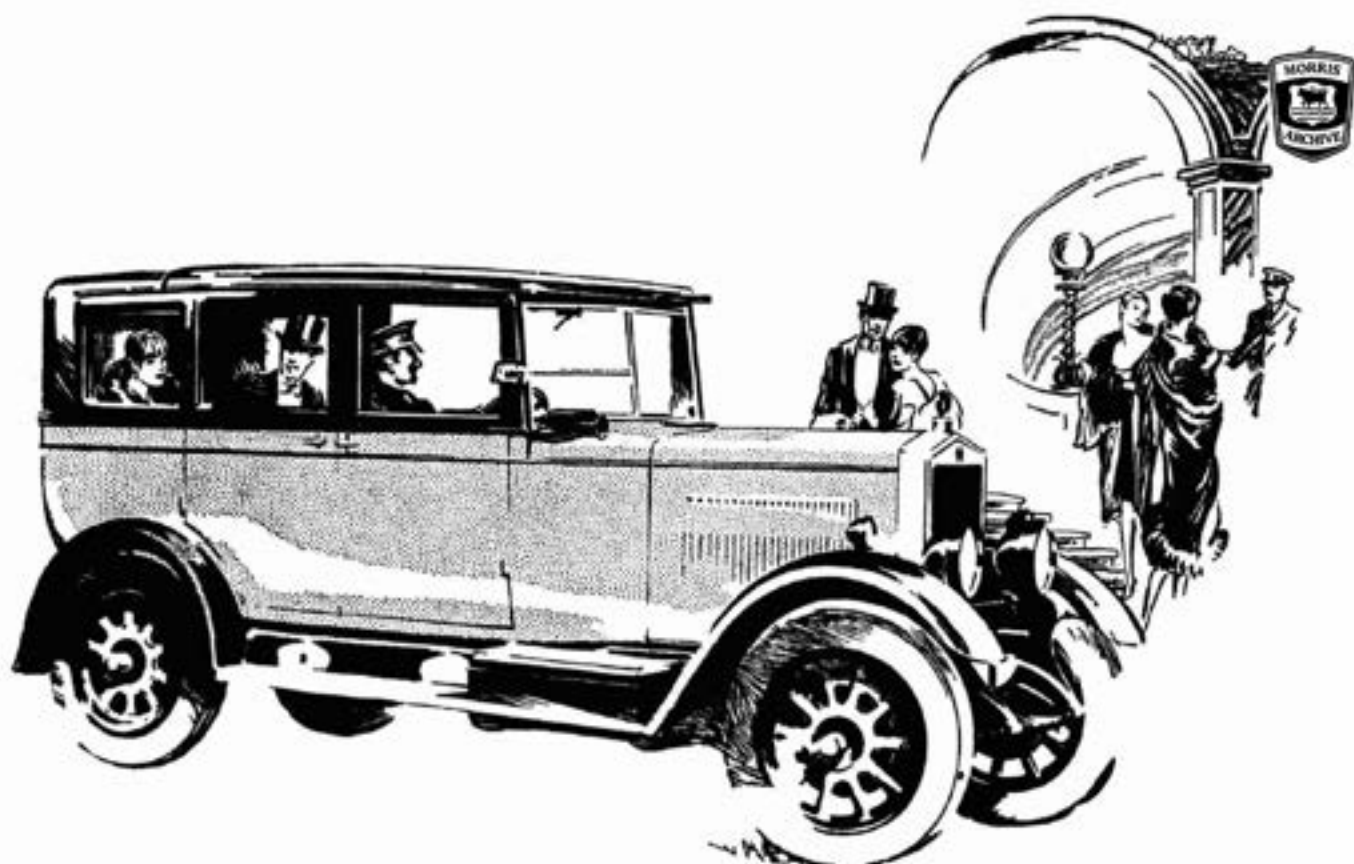


The  
14/28 h.p.  
Morris-Oxford  
Saloon  
Landaulet

Price . . . £285

*With four-wheel brakes and full equipment (see page 7). Coachwork and upholstery in brown.*

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 equipment includes a roof-lamp, 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.



*The 14/28 h.p. Morris-Oxford Saloon Landaulet, with four-wheel brakes and full equipment*

BUY BRITISH AND BE PROUD OF IT







# The 15.9 h.p. Chassis Specification

**GENERAL.** The design consists basically of a four-cylinder water-cooled engine built up in conjunction with an enclosed clutch and four-speed gearbox, the whole unit being mounted by three-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 sliding ball joint situated abaft the gearbox, thus totally enclosing all transmission.

**ENGINE.** The 15.9 h.p. Morris-Oxford engine has a bore of 80 mm. and a stroke of 125 mm. (2513 c.c. and £16 tax). 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 oiltight 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 rod bearings being of white metal in bronze shells. Aluminium pistons are fitted. The clutch is of the single-plate type, of ample size to transmit full engine torque.

**LUBRICATION.** The Morris engine is automatically lubricated by a plunger pump, eccentrically driven from the camshaft, submerged in the oil sump and providing forced feed to the three main bearings, the big-ends via the hollow crankshaft, and also the camshaft bearings. 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.

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

Gear ratios: top, 4.5 to 1; third, 7.65 to 1; second, 10.8 to 1; bottom, 15.75 to 1; reverse, 19.025 to 1.

**REAR BRAKES.** Both hand and foot brakes operate side-by-side shoes in pressed-steel brake-drums (14 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. The 1928 type brakes are improved to give quiet operation.

**FRONT-WHEEL BRAKES.** The pedal is interconnected to the brakes mounted on the front axle. The drums for these brakes are of 12 in. diameter, 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

15.9 H.P. MORRIS-OXFORD  
Wheelbase .. .. 9 ft. 6 in.  
Track .. .. 4 ft. 8 in.

For full list of dimensions and weights see page 35





The  
15.9 h.p.  
Chassis  
Specification  
(continued)

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 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 ten gallons capacity, and is mounted at the rear of the chassis. 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 engine is supplied with its mixture by an automatic piston-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. The advance and retard of the magneto timing is effected by a lever fixed to the steering column on top of the steering wheel, the advance position being when the lever is farthest from the driver.

The lighting and starting equipment is of the 12-volt Lucas pattern, separate dynamo and starter motor being employed.

Five lamps are provided, controlled by a switch on the dashboard, and an ammeter on the dash shows the dynamotor is charging.

**WHEELS AND TYRES.** Detachable pressed-steel wheels, 21 in. by 4 in., with 31 in. by 5.25 in. Dunlop balloon tyres, are fitted as standard. 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, 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. All the above named are housed in a substantial weatherproof toolbox immediately accessible.



BUY BRITISH AND BE PROUD OF IT



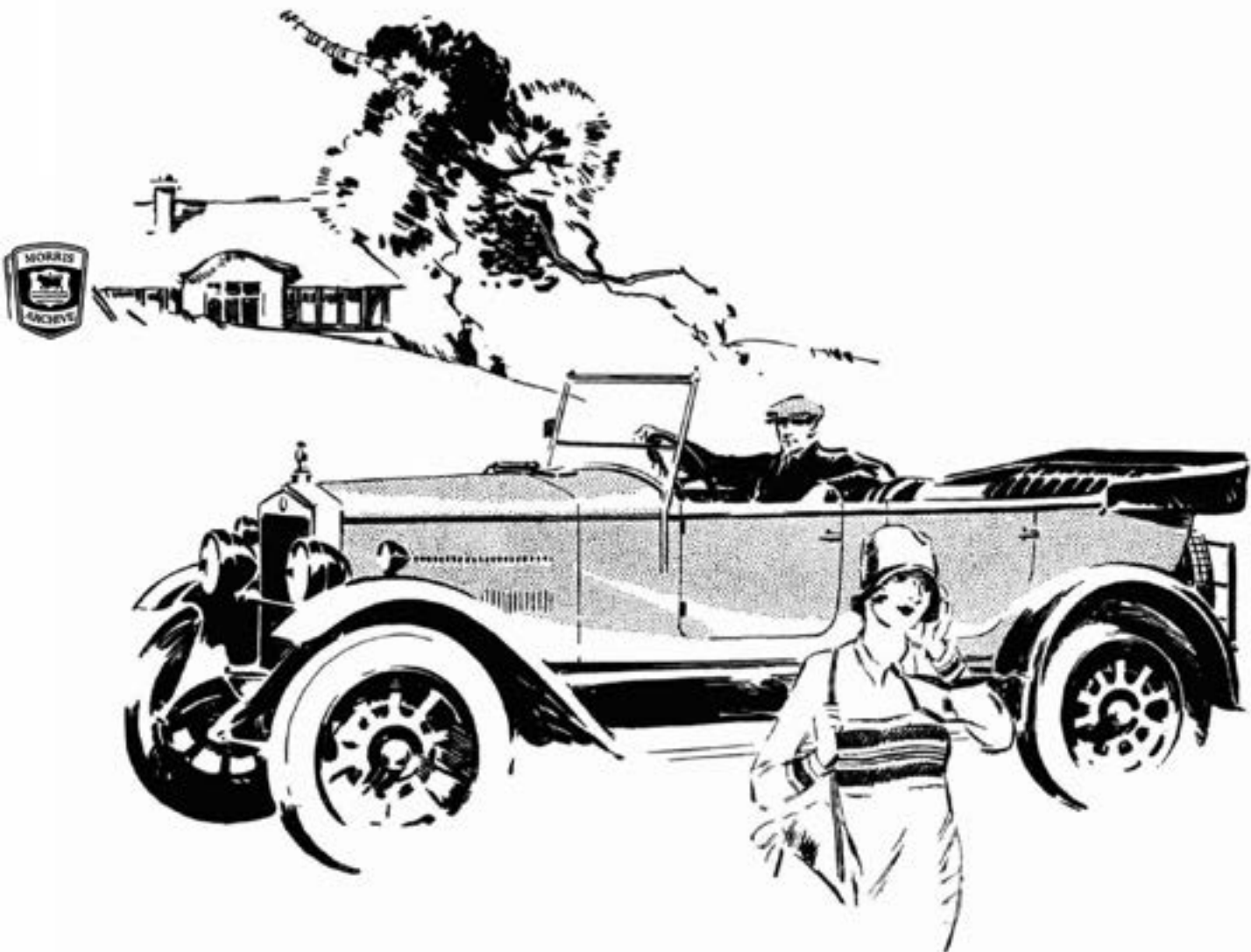


The  
15.9 h.p.  
Morris-Oxford  
Tourer

Price . . . £315

*With four-wheel brakes and full equipment (see page 7). Coachwork and upholstery in blue, maroon, brown or grey to choice.*

IN every sense a larger and more robust car than the other four-cylinder models offered, the 15.9 h.p. Five-Seater tourer is a particularly pleasing mount for the motorist who habitually covers very long distances over roads of varying surfaces, and needs, therefore, a thoroughly staunch and sturdy car, one that has big margins of power and yet is light to handle. There is accommodation provided in this 15.9 h.p. tourer for five adult persons. The two front seats are separately adjustable, and, with its four-speed gearbox, this model is truly a "go-anywhere" car. The four-door coachwork is finished in blue, grey, maroon or brown to choice, with leather upholstery to match, and the equipment includes, besides particularly complete all-weather protection, all accessories, luggage grid and engine-driven tyre pump.



*The 15.9 h.p. Morris-Oxford Tourer, with four-wheel brakes and full equipment*



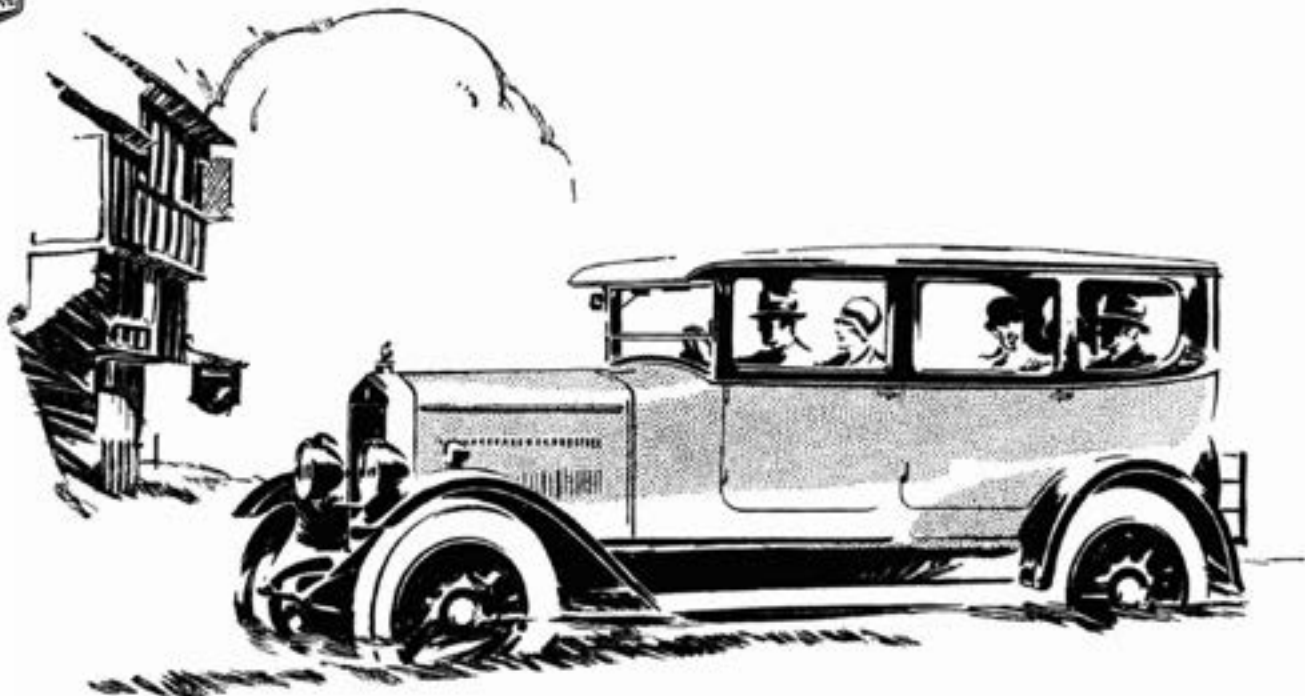


The  
15.9 h.p.  
Morris-Oxford  
Saloon

Price . . . £345

*With four-wheel brakes and full equipment (see page 7). Coachwork and upholstery in blue, maroon, brown or grey to choice.*

OF particularly attractive appearance, with pleasing lines and well-blended proportions, the 15.9 h.p. Morris-Oxford Saloon has been designed for the motorist who must have an all-purpose car of which he is proud on all occasions. The roomy body, deeply upholstered, is equally as suitable for long-distance touring as it is for dignified motoring in town. The four wide doors give easy ingress and egress, and the soft, brown furniture hide upholstery is luxurious. With an excellent top-gear performance, the car also has the attributes of a "go-anywhere" model, its four-speed gearbox giving it large reserve. The coachwork is finished in blue, grey, maroon or brown to choice. Blinds are fitted to all windows, and a luggage grid and engine-driven tyre pump are included, with all other accessories, in the specification.



*The 15.9 h.p. Morris-Oxford Saloon, with four-wheel brakes and full equipment*

BUY BRITISH AND BE PROUD OF IT







# The MORRIS SIX

THE Morris Six, for the first time in the history of motoring, brings a luxury car within the reach of the man in comfortable but not affluent circumstances. In performance, comfort and appearance its competitors are only to be found among cars approaching the four-figure class; yet the Morris Six is offered at a strictly moderate price. Possessed of truly remarkable acceleration; smooth, confident speed; climbing powers which have to be experienced to be believed; brakes so good as to render a cruising speed of forty miles an hour perfectly safe and reasonable, it is marketed at a price for which in the six-cylinder class one has hitherto been able to purchase only stereotyped mediocrity. In making a comparison with other cars it is definitely unfair to compare it with those at the same figure. Place it alongside its *legitimate* competitors, cars costing approximately *twice* as much.

The genesis of the Morris Six is interesting in that considerations of price, in the initial stages, were positively ignored. The instructions to the designing staff were to produce a six-cylinder car which in the aggregate should be better of its type than anything upon the markets of the world.

The astoundingly low figure at which it is offered to the discerning motoring public is only possible because the car is produced in Europe's most highly developed factory where costing has become an exact science.

The power unit is a sturdy job yet without an ounce of superfluous metal in its reciprocating parts. It embraces all that is best in modern internal combustion engine design with the addition of numerous refinements which raise it high above its peers. The technical automobile engineer immediately enthuses over the many ingenious features in the layout; the way in which the overhead valves are operated, the clever design that allows the cylinder to be removed without disturbing the camshaft drive, the sensible and accessible location of the engine auxiliaries, the camshaft driving chain with self-contained automatic tensioning device which postpones attention indefinitely, and a host of other marks of superiority of which the narrow confines of the printed page preclude description.

Yet there is not a single fitment in the entire engine—or the entire chassis for that matter—which can be picked upon and described as freakish or untried.

The suspension is in keeping with the rest of the car, and has the effect of reducing the most ill-cared-for highway to billiard-table smoothness. Moreover, the rear passengers are as comfortably accommodated as the driver. This, in combination with the deep resilient and

yielding upholstery, positively negates fatigue; and even after a two-hundred-mile journey the entire complement of passengers emerge fresh and untired.

Nor have the needs of the owner-driver been overlooked. Accessibility and long life to wearing parts and an unswerving adhesion to simplicity of maintenance, oiling and greasing are characteristic notes in the design.

No matter how congested the highway the driver is comfortable at his wheel, both physically and mentally. He knows that a touch of the accelerator will impel the car forward immediately a momentary opening in the traffic presents itself, and is reassured by the knowledge that pressure of the right foot will bring it to a standstill just as readily. These features, in combination with light and delicate steering, place it among the safest cars upon the road.

And additional to this exceptional performance we have a car which can take its place in any company; a thoroughbred from stem to stern; a car to be proud of and one which the owner may use on the most important occasion.

The equipment of the car is naturally in keeping with the very high standard set for the designers and embraces every useful device and instrument the driver can possibly need, including four-wheel brakes, dipping headlamps, illuminated instrument dial, furniture hide upholstery, front seats with a wide range of adjustment, duotone finish in cellulose, balloon tyres, and ventilators carefully placed to give freedom from draught.

In short, although it is possible to *pay* more—much more—it is a categorical impossibility to *buy* more than this latest comer to the honourable and exclusive company of British cars—the Morris Six.



BUY BRITISH AND BE PROUD OF IT



# The Morris Six Specification

**GENERAL.** The design of the Morris Six consists basically of a six-cylinder water-cooled engine built in unit construction with an enclosed clutch and three-speed gearbox, mounted in a very sturdy tapering frame, to which axles giving a wheelbase of 9 ft. 9 in. and a track of 4 ft. 8 in. are attached by long and supple semi-elliptic springs fore and aft.

**CAPACITY AND TAX.** With a treasury rating of 17.7 h.p., tax £18 per annum, the Morris Six engine has a bore of 69 mm. and a stroke of 110 mm., giving a cubic capacity of 2468 c.c. (approx. 2½ litres).

**THE ENGINE.** The six cylinders are cast *en bloc*, and the skirt of the crankcase is carried well below the crankshaft centre, thus providing a very deep girder structure, which is further reinforced by generous cross members of box section.

A crankshaft of the four-bearing type, having the largest possible dimensions, is employed. It is machined all over and accurately balanced statically and dynamically by the Olsen method.

The main bearings are unusually substantial in order to ensure the greatest possible length of life and all reciprocating parts are individually balanced to a high degree of accuracy.

Thus is obtained a no-trouble engine which is sweet in action and exceptionally free from vibration.

The valve gear incorporates an overhead camshaft, operating inclined valves which have their seatings in a completely machined combustion chamber of unique design (patent applied for).

The valves are actuated by means of rockers, having spatulate ends on which the camshaft operates. Oil is fed under pressure between the spatula and the cam during the period of operation. This ensures smooth silent operation and long life.

The valve mechanism is entirely enclosed, with a detachable oiltight cover. All valves are of the same size and are made of silchrome steel.

A roller chain fitted with an automatic tension device, to which has been added a patented feature to simplify dismantling and reduce backlash, drives the camshaft, dynamo and water impeller.

The half-time gear is carried by the head in such a fashion as to make it possible to remove the head for decarbonising without upsetting the timing or necessitating any chain detachment or readjustment. This arrangement has also been covered by Letters Patent.

The connecting rods are of steel, machined all over. The big-end bearings, of the full-ring type, are of white metal in heavy bronze shells. Aluminium pistons of the three-ring style are fitted, the lower ring being of the oil-seal pattern. The gudgeon pins are clamped in the connecting rod. They are ground and lapped to a very high degree of accuracy. Each piston and rod assembly is equalised in weight to less than 0.2 oz. and the connecting rods are also individually balanced.

**ACCELERATION.** The induction pipe is built into the head and feeds independent ports, the passages being as short and direct as possible. The mixture is supplied by an S.U. carburetter bolted direct to the head. This is fitted with a horizontally

Wheelbase .. .. 9 ft. 9 in.  
Track .. .. 4 ft. 8 in.  
For full list of dimensions and weights see page 35.

BUY BRITISH AND BE PROUD OF IT





# The Morris Six Specification

(continued)

pivoted throttle to secure distribution without bias. Effective cooling permits the use of a normal type of sparking plug to give regular and efficient ignition.

**AUTOMATIC LUBRICATION.** The lubrication system is full forced feed by a spur gear pump, readily get-at-able, as it is outside the engine. The construction of the oilpump carrier is such that the pump is always flooded with oil, and there is therefore no danger of failure due to lack of priming. A tray pattern filter gauze of large dimensions is fitted to the sump. The oil suction pipe is arranged to prevent the ingress of air, and in conjunction with the drain hole cover-plate forms a trap for any foreign matter.

**COOLING.** An impeller, driven from the tail end of the dynamo shaft, circulates the cooling water from the bottom of the cylinder jacket upwards. The water is in contact with every part of the heat-generating surface in the head, and leaves the cylinder head by three ports to ensure even distribution. This system is ample for temperate countries, and provision has been made for a fan, if required, for tropical regions.

**ELECTRICAL EQUIPMENT.** The distributor for the coil and battery ignition runs at one-half the engine speed. It is placed vertically at cylinder head level, an excellent position for service and negotiating flooded areas. The dynamo is driven by a flexible disc coupling and is situated alongside the engine, readily accessible and detachable.

The starter motor is of the gear type, and when removed discloses the timing positions marked on the toothed flywheel.

The electrical units are supplied by Joseph Lucas Ltd.

**TRANSMISSION.** The clutch is of the multi-plate type, having cork inserts for the friction surfaces, the corks being fed with oil to ensure sweetness of action and long life.

The gearbox, which is of cast iron, has three speeds, the gears being of case-hardened nickel-chromium steel. The tail end of the mainshaft and the sturdy one-piece layshaft are mounted on roller bearings instead of the more usual plain bushes. Large ball bearings are fitted in the usual positions. The sliding gears are mounted on a splined shaft, which is ground all over. The back axle gear ratio is 4.77 to 1, providing a first gear ratio of 14.83, second gear ratio of 8.06 and a reverse gear ratio of 18.03.

The selector mechanism is provided with a simple but positive interlocking device, and is operated by a central ball-type change-speed lever.

The universal joint is of the divided bronze ring type, of generous proportions. It carries the speedometer drive gear and is surrounded by a spherical housing.

**FOUR-WHEEL BRAKES.** Both hand and foot brakes operate side-by-side shoes in 12 in. reinforced brake-drums 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. Accessible nuts are provided to enable quick brake adjustment to be effected. The brakes are powerful and quiet in operation.



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# The Morris Six Specification

(continued)

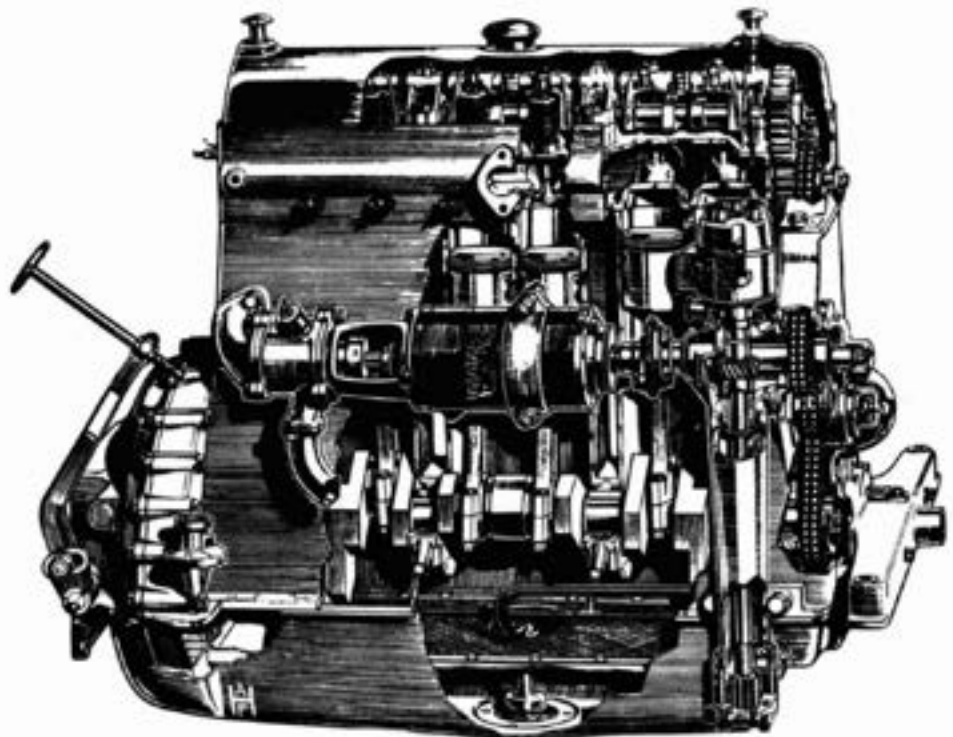
The pedal is also interconnected to the brakes mounted on the front axle. The drums for these brakes are of the same size as those at the rear, and the actuating mechanism is so arranged that the total distribution of braking power is 50 per cent. front and 50 per cent. back, which provides maximum braking power.

**DASH.** The aluminium dash has incorporated with it an aluminium sloping foot-rest. It supports the instrument board, which carries a central panel on which all instruments and electrical switches are mounted. A polished wood facia board is fitted.

**PETROL TANK.** The petrol tank has eleven gallons capacity, and is mounted at the rear of the chassis. The tank has a large filler-cap, and carries a dial gauge to indicate the amount of petrol. The petrol feed to the carburetter is by Autovac tank.

**WHEELS AND TYRES.** Detachable pressed-steel wheels, 20 in. by 4 in., with 30 in. by 5.25 in. Dunlop balloon tyres, are fitted. The detachable wheels are secured to the hubs by means of five studs, with nuts and spring washers.

**TOOL KIT.** A full kit of tools is provided with every car. All are housed in a substantial weatherproof toolbox, immediately accessible.



*Incorporating the latest and most up-to-date features, the Morris Six power unit has overhead valves operated from an overhead camshaft, highly advanced cylinder head and valve port design, a particularly fine system of drives for the engine auxiliaries, and is at once compact and accessible. It develops over 52 b.h.p. on the brake, and proof of its slow speed pulling power is given by its output of 19 b.h.p. at 1000 r.p.m.*

BUY BRITISH AND BE PROUD OF IT







# The Morris Six Coupé

(Fixed Head Four-seater)

Price . . . £385

*With four-wheel brakes and full equipment (see page 7). Coachwork in brown-beige or blue-grey duxtone, with furniture hide upholstery to match.*

THE Morris Six fixed-head Coupé is a car that fulfils a variety of requirements. While as a coupé it is designed primarily to carry two passengers with maximum comfort in the deeply upholstered and separately adjustable bucket seats, there are behind these seats two occasional seats inside the fixed head, while a further two passengers can, if required, be carried in the dickey.

In place of passengers a large quantity of luggage can conveniently be stored, both behind the main front seats and in the dickey seat well, thus conveniently meeting the needs of a wide range of occasions.

A very full equipment is provided, and the quarter-lights, as well as the windows in the doors, are operated by winding mechanism, so that complete airiness for fine weather use is obtained. Particular attention has been paid to the weatherproofness of this body; and as a high-speed car for use on any occasion by those whose general requirements are for driver and passenger only, but who sometimes require to carry four or even six as a total complement, this Morris Six Coupé is ideal.



*The Morris Six Coupé (fixed head), with four-wheel brakes and full equipment*

BUY BRITISH AND BE PROUD OF IT



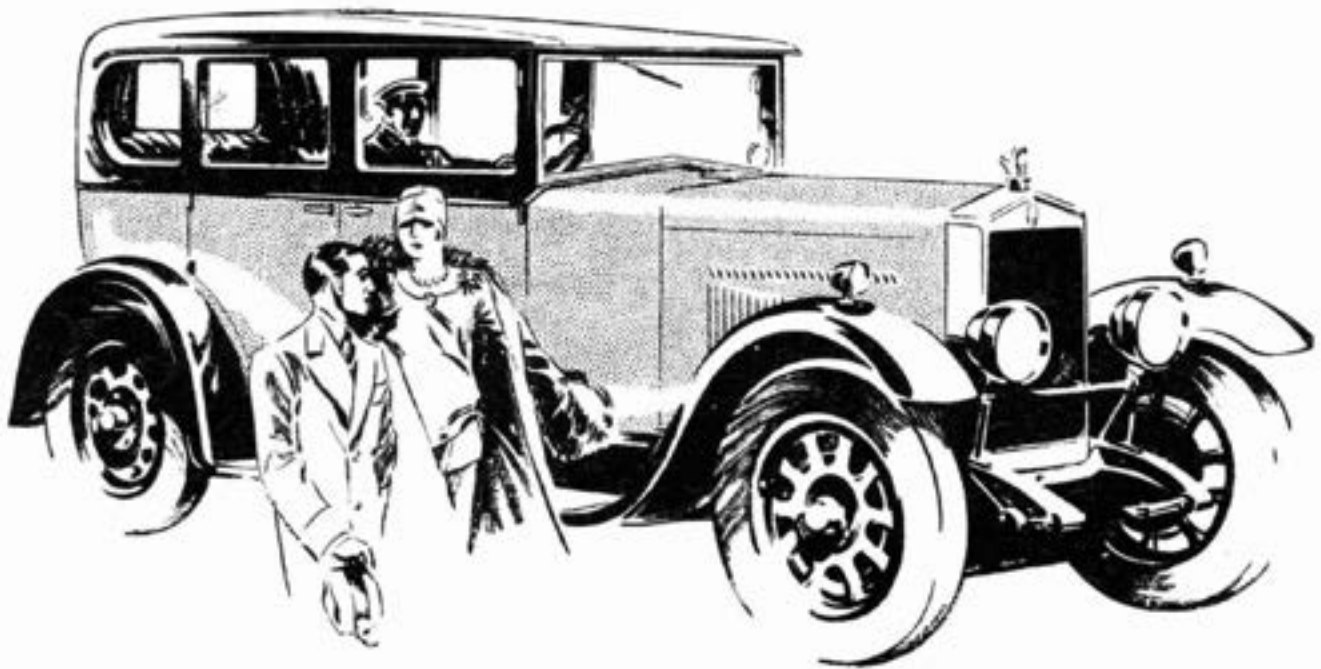


# The Morris Six Saloon

Price . . . £395

*With four-wheel brakes and full equipment (see page 7). Coachwork in blue-grey or brown-beige duntone, with upholstery in furniture hide to match.*

THE Morris Six Saloon has justly been described as a car that has been desired by a very large number of motorists who hitherto have been unable to gratify their desires on account of price. Selling at a strictly moderate figure, this car gives a performance, comfort, appearance and reliability of models costing very much larger sums. Its roomy body, extremely smooth engine and supple springing rank it with cars of far greater power rating. Its interior appointment consists of two bucket seats (separately adjustable) and deeply sprung rear cushions. The whole of the upholstery is in furniture hide leather with polished mahogany panelling. There is ample room for three abreast in the rear seat. A specially substantial luggage grid is fitted, the equipment is replete down to the last detail, while the verve, easy control and economy of the car make it an extremely attractive proposition to those who have graduated through the ordinary types of motoring and are, in every sense of the word, connoisseurs.



*The Morris Six Saloon, with four-wheel brakes and full equipment*

BUY BRITISH AND BE PROUD OF IT





# 1928 Morris Chassis

FOR the convenience of those who wish to have cars built with coachwork to follow their own ideas, Morris chassis are listed at the prices quoted herewith. The wealth of equipment included at these prices will be appreciated from the details given hereunder.

## Prices

11.9 h.p. MORRIS-COWLEY  
With four-wheel brakes and all instruments. Tyres 27 in. by 4.40 in. . . . . £130

14/28 h.p. MORRIS-OXFORD  
Standard Chassis, F.W.B., with all instruments and non-glare dial illumination. Tyres 28 in. by 4.95 in. . . . . £156 10s.  
Heavy Closed Body Chassis, F.W.B., with all instruments and non-glare dial illumination. Tyres 30 in. by 5 in. . . . . £161 10s.

15.9 h.p. MORRIS-OXFORD  
F.W.B., with all instruments and non-glare dial illumination. Tyres 31 in. by 5.25 in. . . . . £225

## MORRIS SIX

Standard Chassis, F.W.B., with all instruments. Tyres 30 in. by 5.25 in. . . . . £295

## HALF-TON VAN CHASSIS

With four-wheel brakes and all instruments. . . . . £130

## 11.9 H.P. MORRIS-COWLEY CHASSIS

With four-wheel brakes and all instruments. Lucas 12-volt electric lighting and starting equipment, complete with head- and side-lamps, with headlamp brackets, tail-lamp and dashlamp, all cables, battery, switchbox and junction box. Spare wheel with tyre. Combined magneto and mixture control. Throttle control (slow-running adjustment). Nickel-plated hub nuts. Facia board. Instrument panel. Chassis lubricating pump and nipples. Tool-bag and set of tools. Smith's shock absorbers. Calormeter and spring gaiters (fitted). Clock and speedometer. 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. Oil gauge. Ammeter. Manufacturer's name-plate. Number-plates.

## 14/28 H.P. MORRIS-OXFORD STANDARD CHASSIS AND HEAVY CLOSED BODY CHASSIS

The 14/28 h.p. Morris-Oxford Chassis includes, additional to all the foregoing, dipping head-lamp mechanism, nickel hub centres, luggage grid and pedal rubbers. The Standard Chassis has 28 in. by 4.95 in. tyres and Heavy Closed Body Chassis has 30 in. by 5 in. tyres.

## 15.9 H.P. MORRIS-OXFORD CHASSIS

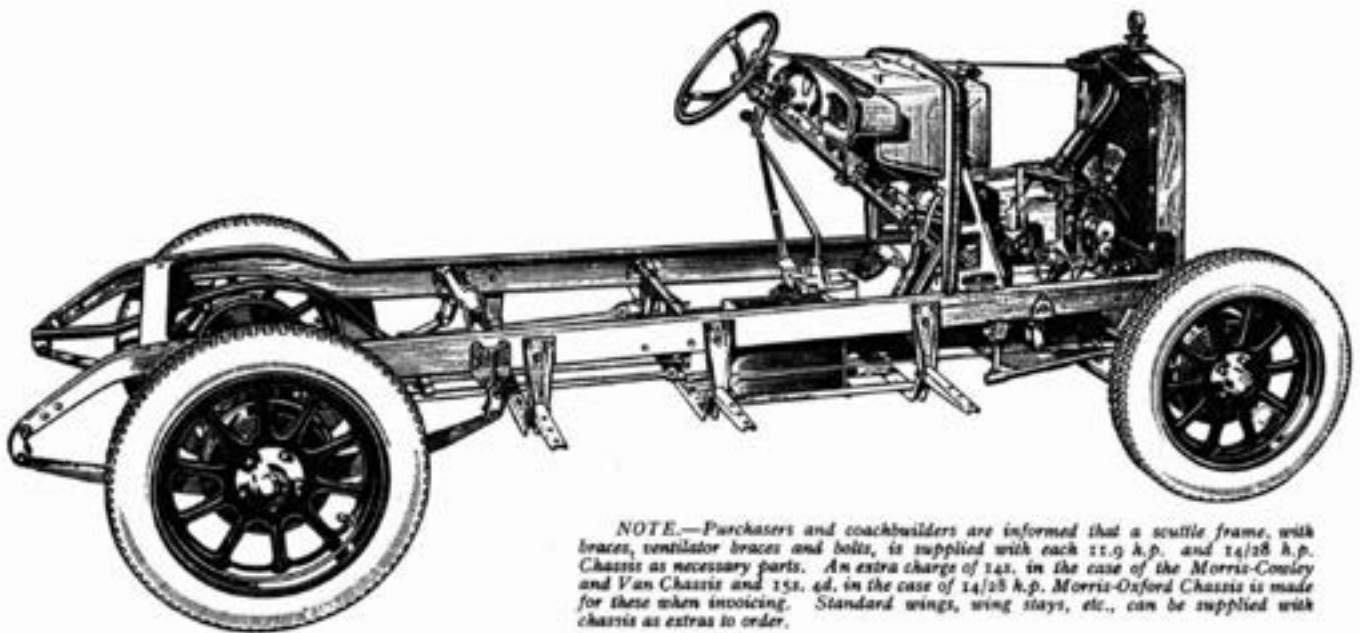
Additional to all the foregoing, the 15.9 h.p. Morris-Oxford Chassis includes an engine-driven tyre pump, Autovac tank and spare wheel carrier.

## MORRIS SIX CHASSIS

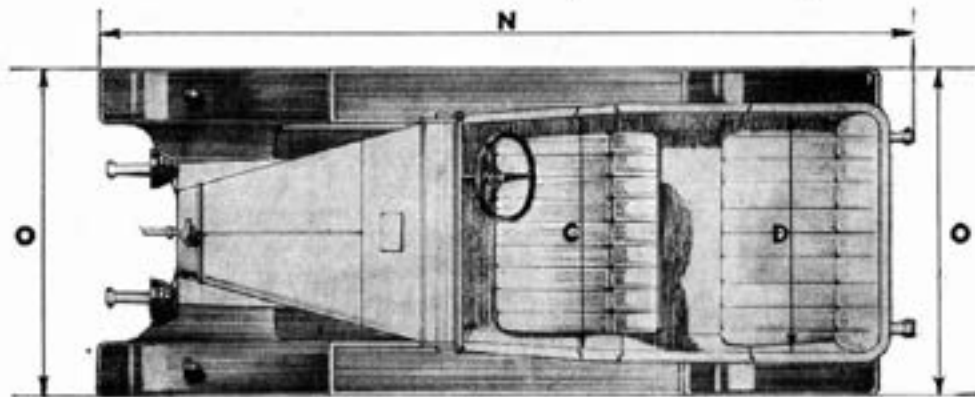
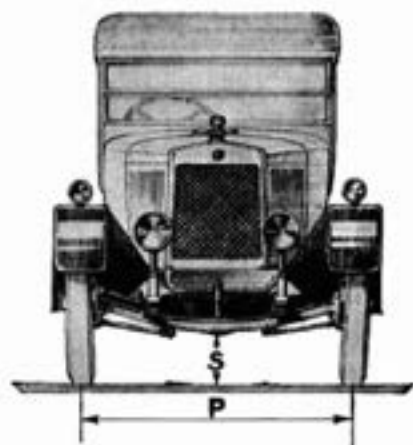
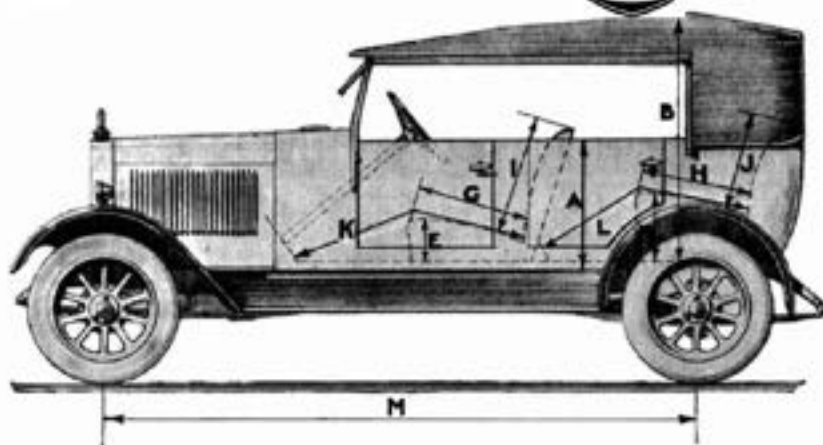
Equipment as for 14/28 h.p. Chassis less facia board but with addition of Autovac tank. Tyres 30 in. by 5.25 in.

## HALF-TON VAN CHASSIS

The equipment provided with the Half-Ton Van Chassis is the same as that supplied with the 11.9 h.p. Morris-Cowley Chassis.



NOTE.—Purchasers and coachbuilders are informed that a scuffle frame, with braces, ventilator braces and bolts, is supplied with each 11.9 h.p. and 14/28 h.p. Chassis as necessary parts. An extra charge of 12s. in the case of the Morris-Cowley and Van Chassis and 15s. 6d. in the case of 14/28 h.p. Morris-Oxford Chassis is made for these when invoicing. Standard wings, wing stays, etc., can be supplied with chassis as extras to order.



### SEATING DIMENSIONS AND WEIGHTS OF ALL MODELS

DESCRIPTION	11.9 h.p. MORRIS-COMLEY				11.9 h.p. MORRIS-OXFORD		14/28 h.p. MORRIS-OXFORD					15.9 h.p. MORRIS-OXFORD		MORRIS SIX		
	2 Seater	4 Seater	4 Coupé	4-1000 Saloon	4/5 Seater	Saloon	2 Seater	4/5 Seater	Saloon	4 Coupé	Saloon Land.	Saloon Deluxe	5 Seater	Saloon	4 Coupé	Saloon
WIDTH OF FRONT DOORS ...	in. 24	in. 24	in. 25½	in. 26	in. 25	in. 26½	in. 29½	in. 25	in. 26½	in. 25½	in. 26	in. 26	in. 25	in. 30	in. 28½	in. 28½
WIDTH OF REAR DOORS ...	—	24	—	24	25	26½	—	25	26½	—	26	26	25	30	—	24½
WIDTH OF QUARTER-LIGHT ...	—	—	10	10½	—	22	—	—	22	12	19	19	—	20	12	14½
HEIGHT OF DOOR-LIGHT & QUARTER-LIGHT ...	—	—	15	15	—	14½	—	—	14½	18	15½	15½	—	15½	15	15
HEIGHT TO TOP OF WAISTRAIL "A" ...	23	23	27	27	24	26	24	24	28	25	29½	28½	24	28	29½	29½
HEAD ROOM "B" ...	44	45	45	45	48	46	46	48	46	45½	47½	47½	48½	46½	46	47
WIDTH OVER FRONT SEAT "C" ...	44	43	41	43	46	42	46	46	42	45	43	43	48	45	45	45
WIDTH OVER REAR SEAT "D" ...	*34	45	*34	45	47	47	*36	47	47	*36	46	46	50	47	*39	48
HEIGHT OF FRONT CUSHION "E" ...	8	Sto11½	10	Sto11½	11	11	9	11	11	11½	10½	10½	10	10½	11	11
HEIGHT OF REAR CUSHION "F" ...	*10	12	*10	12	11½	11½	*11	11½	11½	*11	11½	11½	11½	11½	*14	12
DEPTH OF FRONT CUSHION "G" ...	18	18	19	18	15	15	19	18	18	21	20	20	21	21	20	20
DEPTH OF REAR CUSHION "H" ...	*21	19	*21	20	21	21	*20	21	21	*18	20	20	21	21	*18	20
HEIGHT OF FRONT SQUAB "I" ...	21	21	20	21	22	24	22	22	24	22	19½	19½	20	21	22	22
HEIGHT OF REAR SQUAB "J" ...	*24	19	*24	22	23	22	*25	23	22	*23	22	22	20	23	*23	20
LEG ROOM FRONT (MAX.) "K" ...	42	46	50	47	48	46	47	48	46	53	52	52	47	52	51	51
LEG ROOM FRONT (MIN.) "K" ...	42	42	44	43	43	41	43	43	41	45	45	45	38	44	42	42
LEG ROOM REAR (MAX.) "L" ...	*41	40	*43	41	46	46	*43	46	46	*46	42	42	46	45	*36	45
LEG ROOM REAR (MIN.) "L" ...	*41	36	*37	37	41	41	*39	41	41	*36	35	35	37	37	*36	36
WHEELBASE "M" ...	105	105	105	105	106½	106½	106½	106½	106½	106½	106½	106½	114	114	117	117
OVERALL LENGTH (Luggage grid closed) "N" ...	145	145	145	145	159	159	159	159	159	159	159	159	164	164	163	163
OVERALL LENGTH (Luggage grid open) "N" ...	—	—	—	—	172	172	172	172	172	172	172	172	179	179	177	177
TRACK "P" ...	48	48	48	48	48	48	48	48	48	48	48	48	56	56	56	56
OVERALL WIDTH "O" ...	60½	60½	60½	60½	60	60	60	60	60	60	60	60	70	70	70½	70½
GROUND CLEARANCE (under back axle) "S" ...	8	8	8	8½	8½	8½	8½	8½	8½	8½	8½	8½	9½	9½	9½	9½
FRONT AXLE WEIGHT (UNLADEN) ... (cwt.)	9½	9½	9½	9½	9½	10½	10½	10	10½	10½	10½	10½	12½	12½	13½	13½
REAR AXLE WEIGHT (UNLADEN) ... (cwt.)	8½	8½	8½	9½	10½	11	9½	10½	11	10½	12½	12½	14½	15½	14½	15
TOTAL WEIGHT (UNLADEN) ... (cwt.)	17½	18½	18½	19½	20½	21½	20	20½	21½	21	23½	23½	26½	28	28	28½
TYRE SIZE ...	27 x 4.40	27 x 4.40	27 x 4.40	28 x 4.95	28 x 4.95	28 x 4.95	28 x 4.95	28 x 4.95	30 x 5	28 x 4.95	30 x 5	30 x 5	31 x 5.25	31 x 5.25	30 x 5.25	30 x 5.25
OVERALL HEIGHT ...	70	70	70	70	75	72	75	75	72	71	73	73	74	74	72	74

\* Dickey Seat





## The Morris Half-Ton Van

Price . . . £165

With four-wheel brakes and full Cowley equipment (see page 7).



The Morris Half-Ton Van  
(Winding windows are fitted to front doors.)

TRADESMEN the world over have found in the Morris Light Van a vehicle that is in every sense of the words a true profit-earner. With its full load of half a ton it is speedy, smooth-running, and does 25-30 miles to the gallon of fuel. Robustly built, it stands up well to hardest work, requires the minimum of time to be spent on attention, and, being well-proportioned and handsome, is an excellent advertisement for its user.

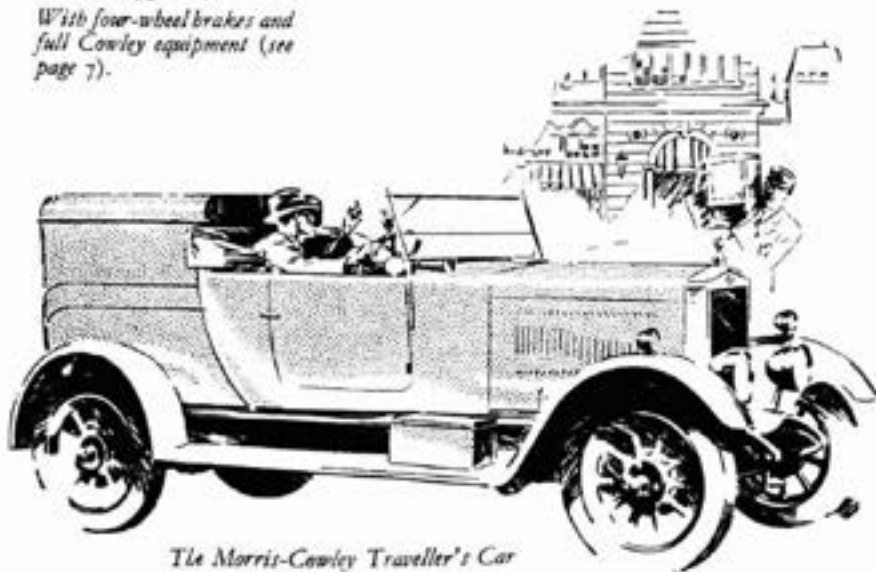
The body gives 75 cubic ft. of load-space, being 4 ft. 9 in. long, 4 ft. wide and 4 ft. 3 in. high. The equipment, as sold, includes speedometer, clock, all other instruments, automatic windscreen wiper and full kit of tools. The vehicle is delivered in shop grey, so that the purchaser can choose whatever scheme of colour finish suits his individual requirements.



## The Morris-Cowley Traveller's Car

Price £167 10s.

With four-wheel brakes and full Cowley equipment (see page 7).



The Morris-Cowley Traveller's Car

THE Morris-Cowley Traveller's Car has been particularly designed for carrying samples and light loads, and to provide at the same time full comfort to the driver and passenger. The chassis is the same as that used on the 11.9 h.p. touring cars. The upholstery, in leather-cloth, is deeply sprung and comfortable—the same as that fitted to the Morris-Cowley two-seater touring model. The weather protection is complete, a hood and rigid side-curtains being provided, together with an automatic screen wiper. A net load of 8 cwt. can be carried in the enclosed portion of the body, which is coachbuilt and is 2 ft. 11 in. long, 2 ft. 10 in. wide and 2 ft. 10 in. deep. The vehicle is sold at the price quoted with the coachwork in grey ready for painting and lettering.



BUY BRITISH AND BE PROUD OF IT



# The Morris-Oxford Traveller's Brougham

Price . . . £255

*Coachpainted in blue, maroon or brown, on 14/28 h.p. Morris-Oxford chassis, with four-wheel brakes and full equipment (see page 7).*

THE continued success achieved by the Morris-Cowley Traveller's Car and the insistent demand for a vehicle possessing accommodation for an extensive selection of samples of a bulky nature has led Morris Motors (1926) Ltd. to introduce a Traveller's Brougham, whose capacity must assuredly fulfil the most exacting needs.

Providing accommodation for the driver equal to that found in saloon cars, the bodywork is of sufficiently ample dimensions to provide exceptional facilities for the orderly disposal of a multitude of goods or samples. Yet in spite of this, so carefully considered, well-balanced and elegant are its proportions that no external indication is given of its interior roominess, and the appearance of the vehicle is particularly pleasing.

The chassis is fitted with the full Morris-Oxford equipment.

At the attractive price at which it is offered it represents a high achievement in value, and no more economical or attractive vehicle, for the purpose for which it is designed, is produced.



*The Morris-Oxford Traveller's Brougham, with four-wheel brakes and full equipment*

BUY BRITISH AND BE PROUD OF IT





# Motor Houses for Morris Cars

*Fire-resisting and fireproof types, easily erected and of robust construction.*

*Prices from £14 10s.  
(Carriage forward)*

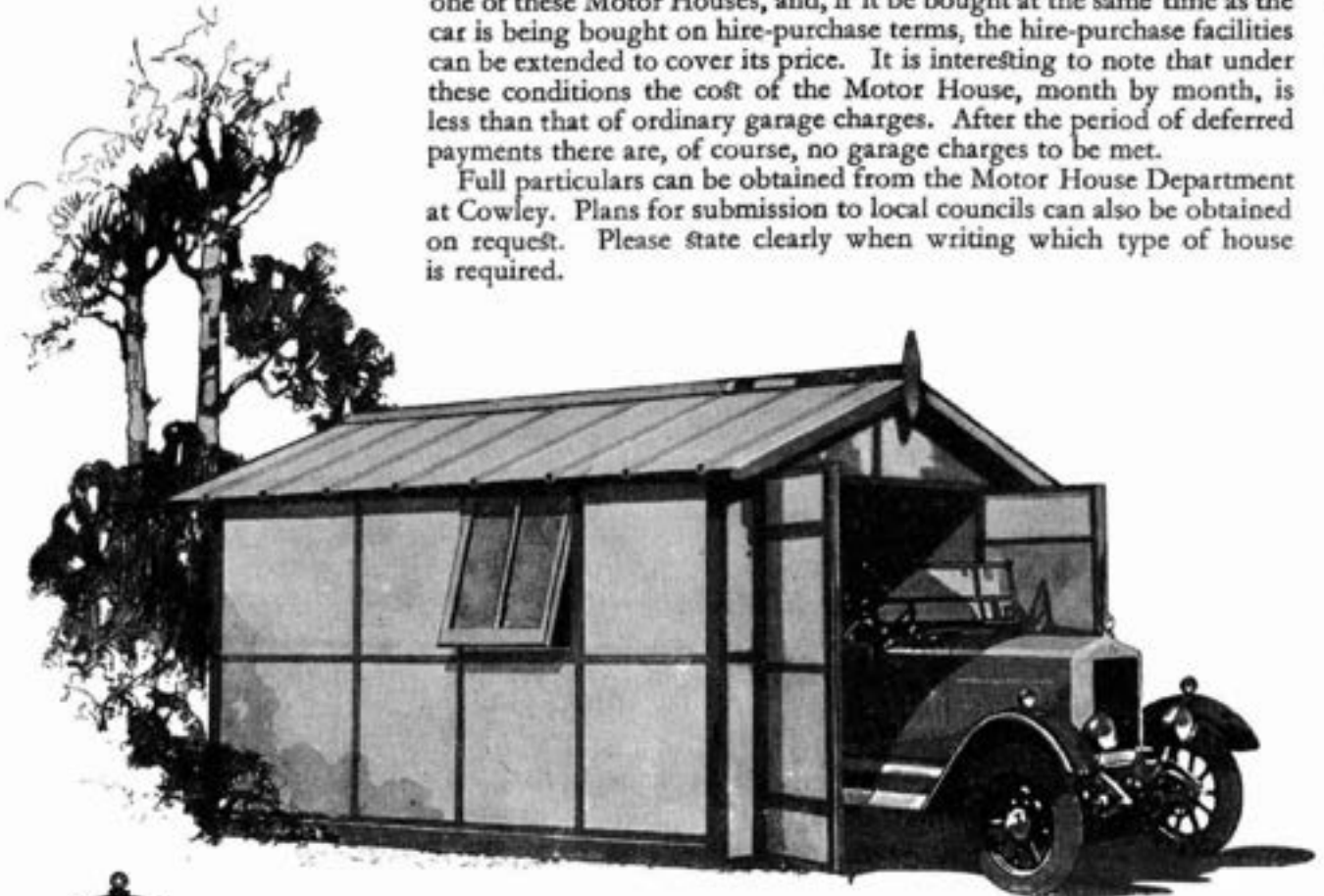
TO overcome the difficulties of accommodating cars which are experienced in so many districts, Morris Motors (1926) Limited have arranged the supply of well-made robust Motor Houses that can be erected on any suitable flat piece of ground. These Motor Houses can easily be assembled by the owner-driver,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

Two types of houses are made, and there are nine different models. Five 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.), sold at £14 10s., and also in the size suitable for the Morris-Oxford range of cars (16 ft. by 8 ft.) and sold at £15 15s. The three larger sizes are at proportionate prices. 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 and larger sizes only, Motor Houses 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 prices of these Houses are from £24 10s. (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 can be obtained from the Motor House Department at Cowley. Plans for submission to local councils can also be obtained on request. Please state clearly when writing which type of house is required.



BUY BRITISH AND BE PROUD OF IT





## 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.

MODELS	Prices	HIRE-PURCHASE TERMS				Colours available (see below)
		Deposit	12 monthly payments of	18 monthly payments of	24 monthly payments of	
11.9 h.p. Morris-Cowley	£ s. d.	£ s. d.	£ s. d.	£ s. d.	£ s. d.	
Two-seater, with rear brakes and simplified equipment .. .. .	142 10 0	35 12 10	9 9 8	6 10 11	5 1 6	(a)
Two-seater .. .. .	152 10 0	38 3 0	10 3 0	7 0 1	5 8 8	(b)
Four-seater (4-door) .. .. .	170 0 0	42 10 6	11 6 3	7 16 2	6 1 1	(b)
½ Coupé .. .. .	175 0 0	43 15 1	11 13 0	8 0 9	6 4 8	(b)
Saloon (2-door) .. .. .	177 10 0	44 7 6	11 16 4	8 3 1	6 6 6	(a)
Saloon (4-door) .. .. .	185 0 0	46 4 6	12 6 4	8 10 0	6 11 10	(b)
11.9 h.p. Morris-Oxford						
Four-five-seater .. .. .	205 0 0	51 5 0	13 12 11	9 8 4	7 6 1	(f)
Saloon (4-door) .. .. .	215 0 0	53 15 6	14 6 2	9 17 6	7 13 2	(f)
14/28 h.p. Morris-Oxford						
Two-seater .. .. .	210 0 0	52 10 9	13 19 6	9 12 11	7 9 7	(c)
Four-five-seater .. .. .	225 0 0	56 5 4	14 19 6	10 6 8	8 0 4	(c)
½ Coupé .. .. .	230 0 0	57 10 3	15 6 2	10 11 4	8 3 11	(c)
Saloon (4-door) .. .. .	250 0 0	62 9 9	16 12 10	11 9 8	8 18 2	(c)
Saloon de Luxe .. .. .	275 0 0	68 15 0	18 6 1	12 12 8	9 16 0	(a)
Saloon Landaulet .. .. .	285 0 0	71 5 0	18 19 5	13 1 10	10 3 1	(d)
15.9 h.p. Morris-Oxford						
Five-seater .. .. .	315 0 0	78 15 2	20 19 4	14 9 5	11 4 5	(e)
Saloon (4-door) .. .. .	345 0 0	86 5 0	22 19 3	15 17 0	12 5 10	(e)
17.7 h.p. Morris Six						
½ Coupé .. .. .	385 0 0	96 6 4	25 12 5	17 13 8	13 14 3	(g)
Saloon .. .. .	395 0 0	98 15 3	26 5 10	18 2 11	14 1 5	(g)
11.9 h.p. Morris Half-Ton Van .. .. .	165 0 0	41 5 0	10 19 8	7 11 7	5 17 7	(b)
11.9 h.p. Morris-Cowley Traveller's Car .. .. .	167 10 0	41 16 6	11 3 1	7 14 0	5 19 5	(b)
14/28 h.p. Morris-Oxford Traveller's Brougham .. .. .	255 0 0	63 15 6	16 19 5	11 14 3	9 1 8	(k)

Colours—(a) blue only, (b) blue or beige, (c) blue, beige, brown or maroon, (d) brown only, (e) blue, grey, brown or maroon, (f) blue or maroon, (g) duotone upholstery and coachwork, (h) shop grey only, (k) blue, maroon or brown.

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 or 24 months' transactions a larger deposit may be required. Each proposal is dealt with on its merits.

## 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 the labour charges for such work 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. It is thus at the disposal of the Morris owner whether he be at home or on tour.