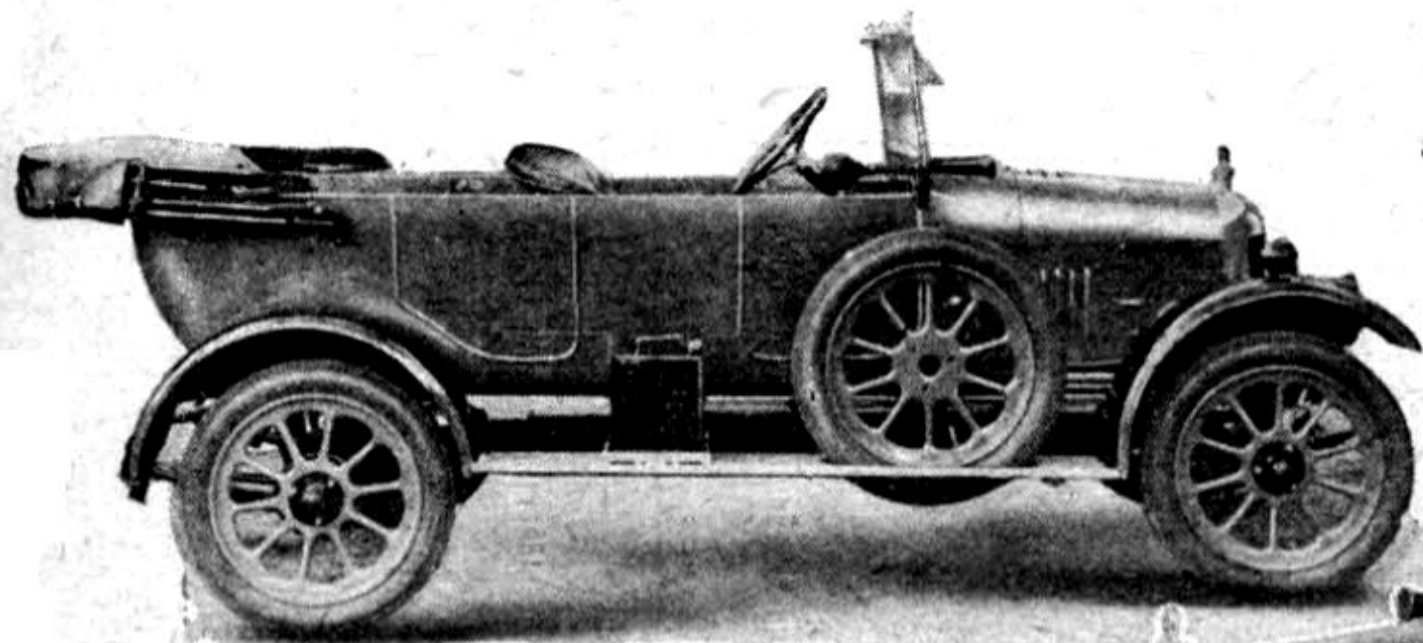
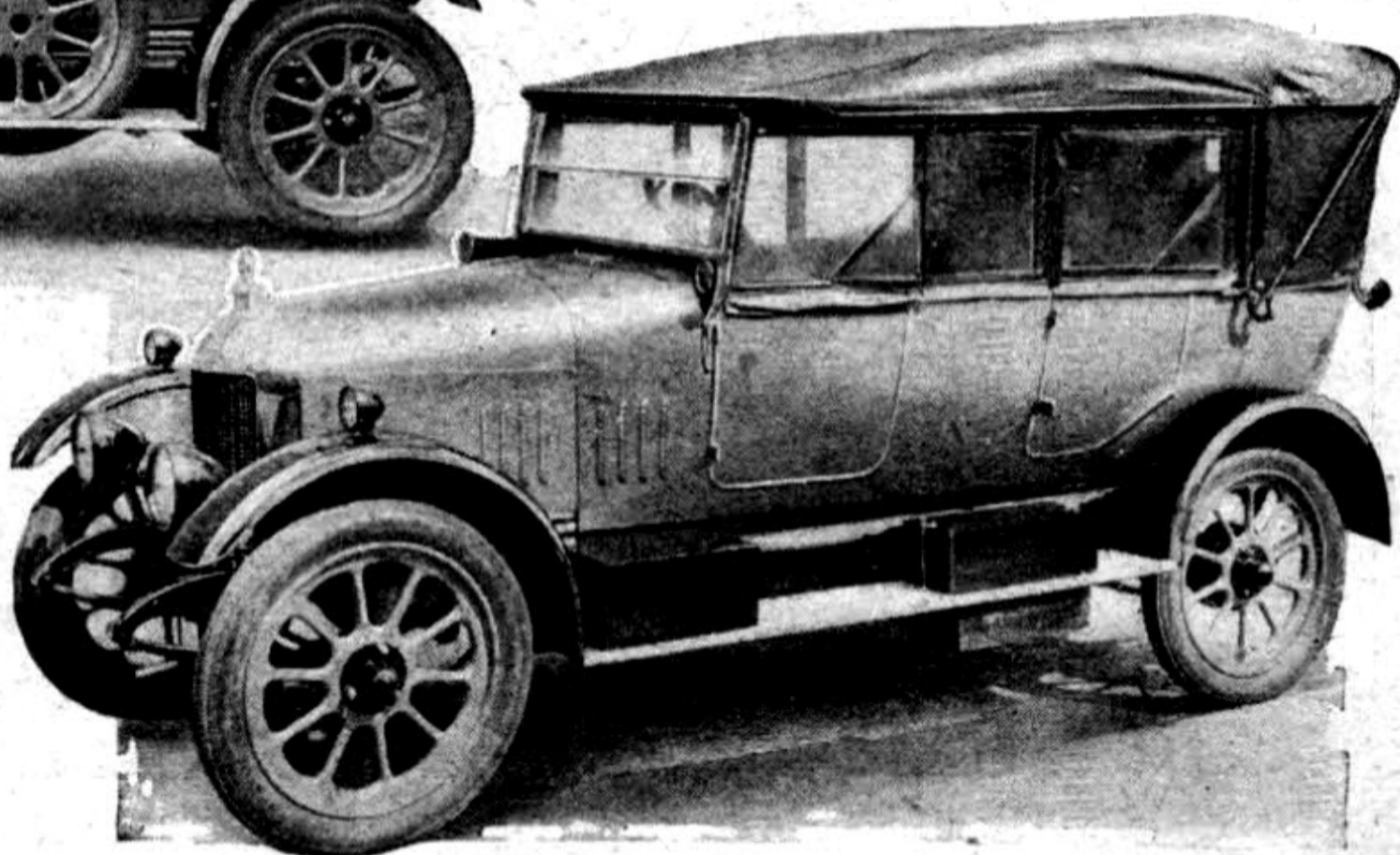


MORRIS CARS IN 1924.



(Top) A spare petrol tin and carrier are fitted on the off side, the tool locker and battery being carried on the near side running board. Many of the items of equipment of the 1924 11.9 h.p. Morris-Cowley are shown in this view. Radiator thermometers are supplied with every car.

(Bottom) Completely equipped for all weathers and all emergencies, the 11.9 h.p. Morris-Cowley four-seater. A slight backward slope is given to the two-panel windscreen.



Very Complete Equipment and Considerably Reduced Prices. Introduction of a "Chummy" Body Model.

ON Monday last, September 3rd, the 1924 programme of Morris Motors, Ltd., came into action. Broadly speaking, it may be said that the 1923 policy is continued, and that the 1924 models differ from their predecessors only in the matters of equipment and price. Actually, however, the slight rearrangement of the various models has simplified the programme somewhat, for the Morris-Cowley model without a starter has been dropped owing to the almost universal demand for a starter, and a new "Cowley" model to be known as the "occasional four" and having a chummy body, as its name implies, makes its appearance. Furthermore, so complete is the equipment provided on both the two- and four-seater 11.9 h.p. "Cowleys," that the corresponding 11.9 h.p. "Oxford" models may prove unnecessary, and the programme would then appear likely to develop into 11.9 h.p. "Cowleys" and 13.9 h.p. "Oxfords." For the present both the sporting model and the six-cylinder car will not be listed, but it may be said that they remain in abeyance and have not actually been dropped. As regards the six-cylinder model, developments are, in fact, proceeding.

A Wide Choice.

The complete range of the 1924 models is as follows:—11.9 h.p. Morris-Cowley two-seater £198, four-seater £225; 11.9 h.p. Morris-Oxford two-seater £275, four-seater £290, coupé £330; 13.9 h.p. Morris-Oxford two-seater £300, four-seater £320, coupé £355, while the new chummy body model of the "Cowley" is listed at £215. In addition, the various chassis are also listed, the "Cowley" two-seater at £160, and the four-seater at £165, the 11.9 h.p. "Oxford" at £180, and the 13.9 h.p. at £195.

Substantial price reductions have, therefore, been effected, and in the case of the two-seater Cowley, which now has a starter and a greatly enhanced equipment, it may be said that the reduction is over £50, or over twenty per cent. Regarding equipment, the "Cowley"

models are painted grey with grey leather-cloth upholstery. Five wheels with Dunlop cord tyres are included together with 12 volt Lucas dynamo lighting and starting five lamps, bulb horn, Enots pump system of chain lubrication, spring gaiters, all-weather hood with curtains and hood cover, a double adjustable Auster windscreen, speedometer, clock, petrol and oil gauges, a complete tool kit carried in a substantial locker on the near side running board, a spare petrol can and carrier on the off side running board, a Boyce Motometer on the radiator cap, and a half-gallon tin of Shell lubricating oil. The equipment is, therefore, complete.

With the "Oxford" models a choice of grey, bronze-green, blue or claret coloured paintwork is given, and the upholstery is of mottled grey leather. The two-seater has a double dickey-seat built into the body, fully upholstered, and provided with a folding windscreen for the passengers. In addition to the equipment given on the "Cowley" models, a dashboard lamp, driving mirror, electric horn, and Gabriel snubbers back and front are fitted. The four-seater also has adjustable front seats and an Auster rear screen.

Increased Comfort.

In response to the demand for a more commodious four-seater body the 13.9 h.p. model will carry a body which will be capable of accommodating five passengers with a fair amount of comfort. Additional leg room is provided on this model, and the same complete equipment will be provided as on the other "Oxford" models.

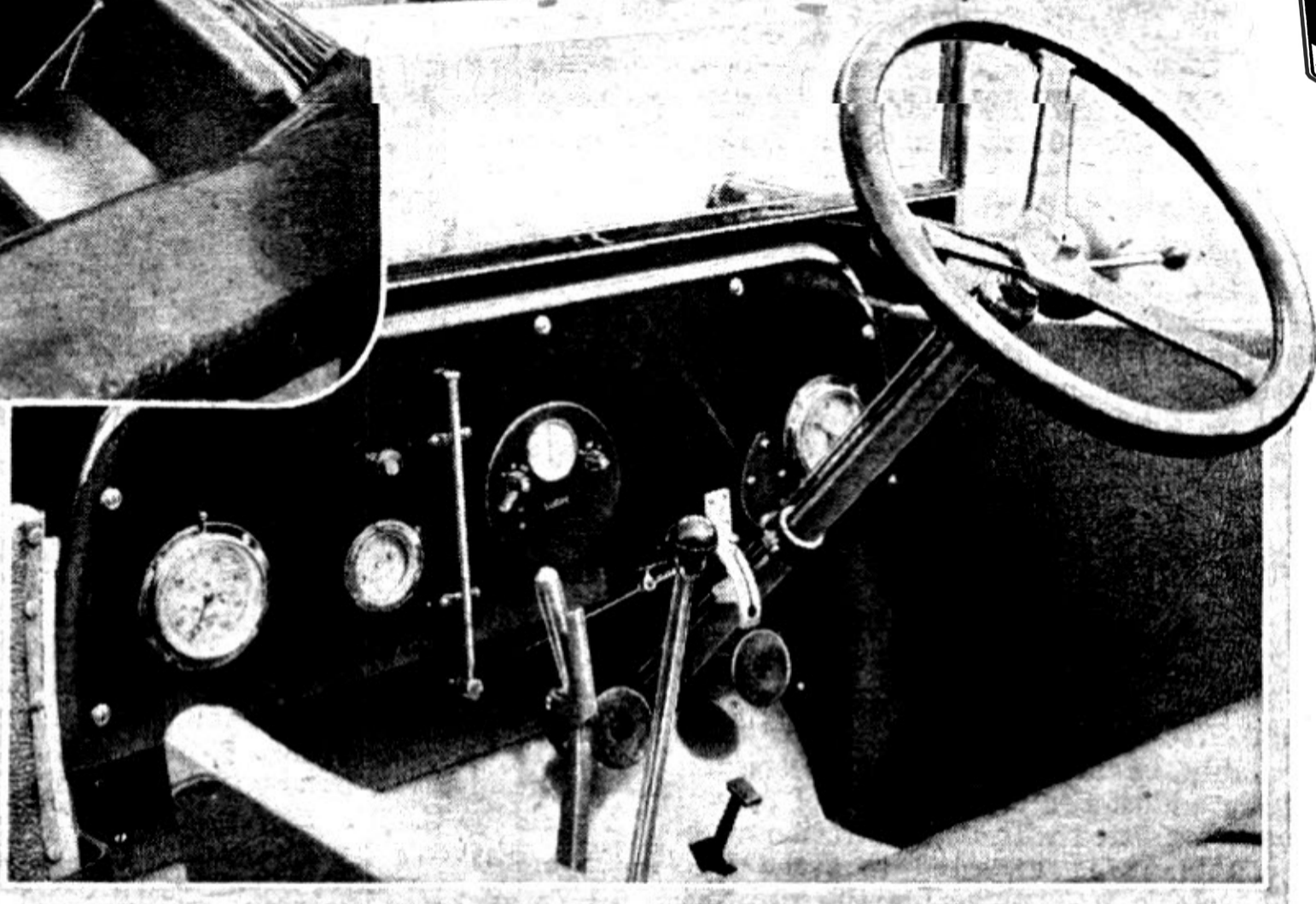
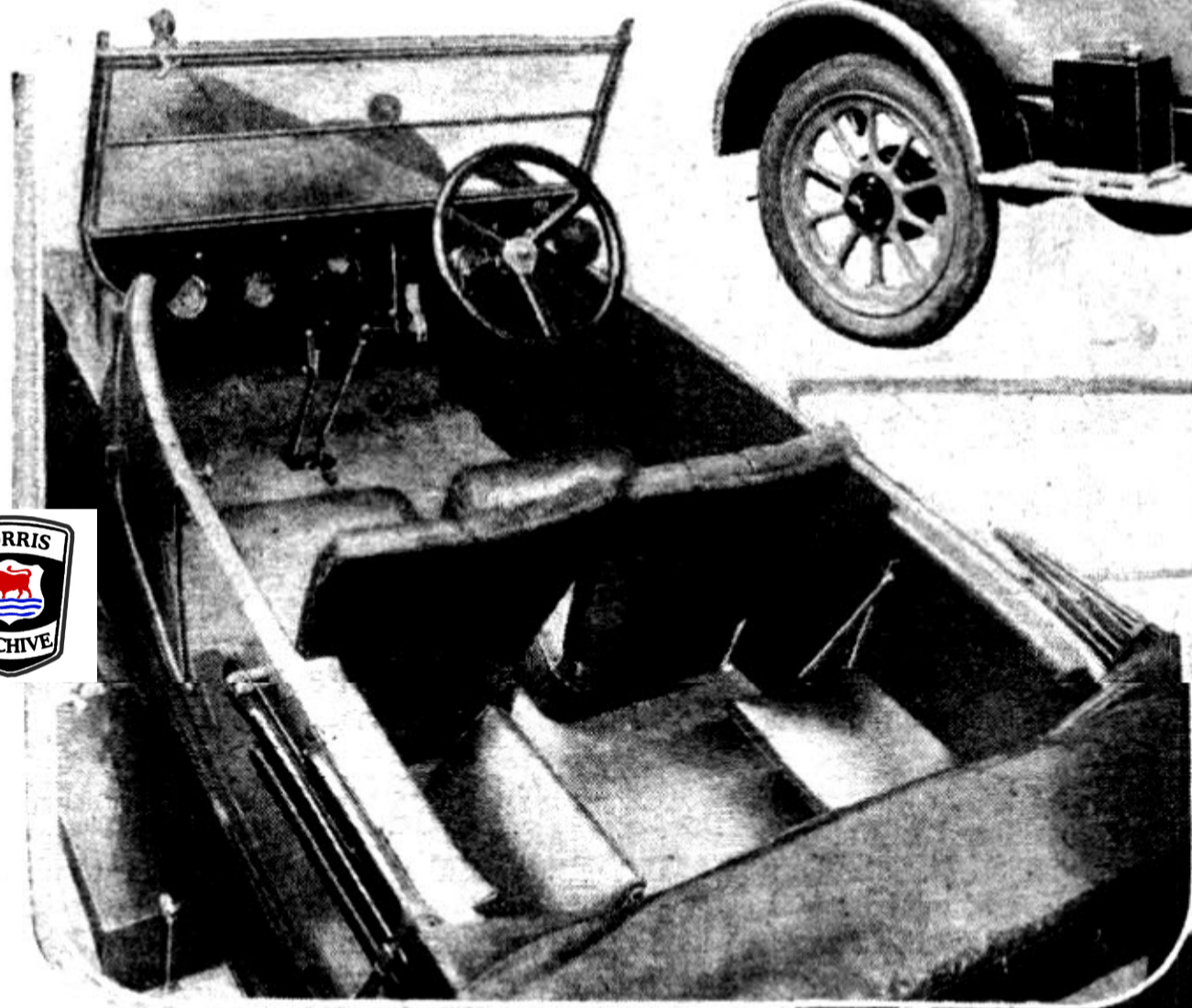
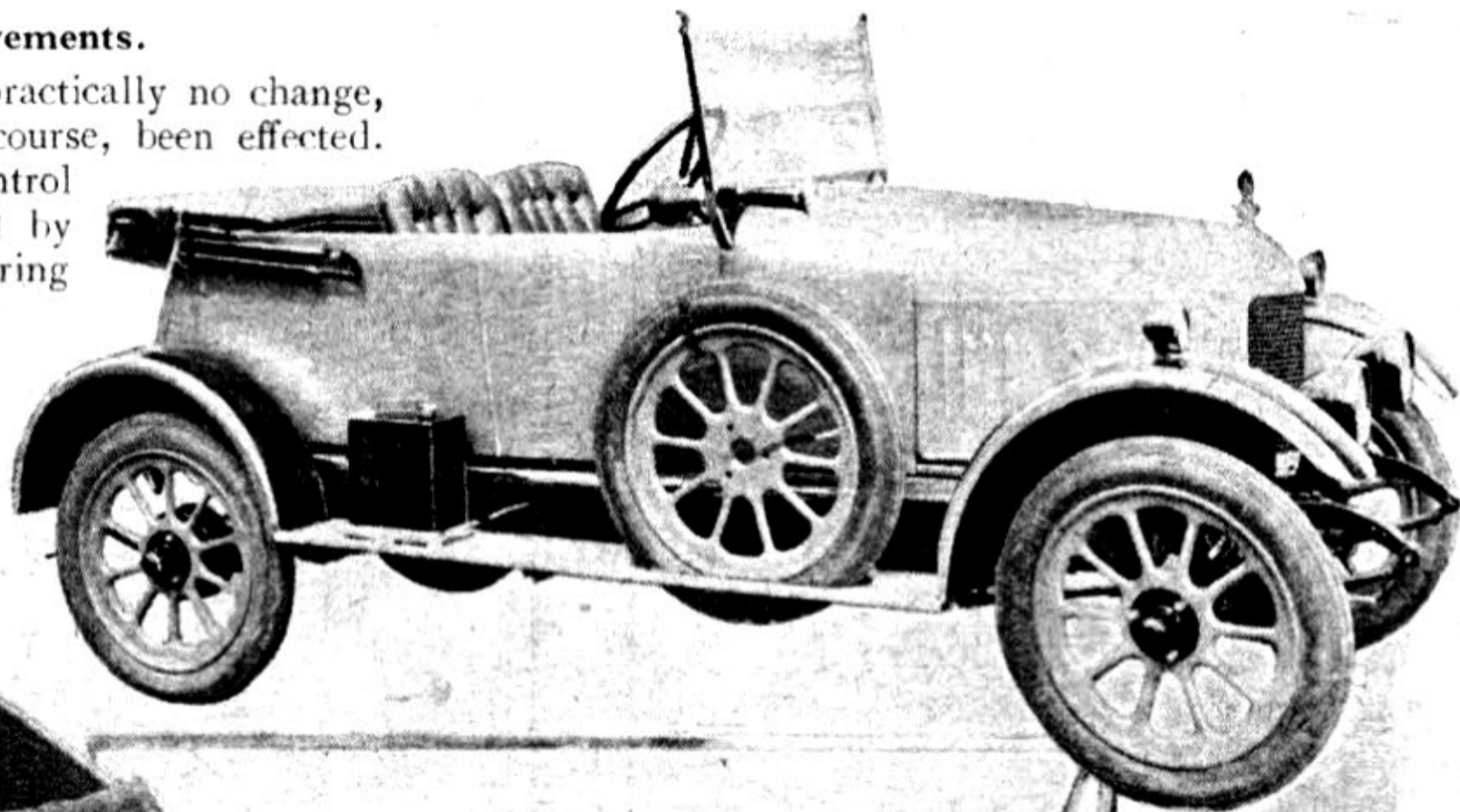
It seems probable, owing to the growing popularity of "chummy" bodies, that a considerable demand will be experienced for the new "occasional four" "Cowley" model. As regards equipment and specification, this is on the same lines as the two- and four-seater "Cowleys," but the front seats are separate and are arranged to fold up in order to give easy access to the rear compartment. The two rear seats are situated at each side of the rear compartment and are arranged to

fold up into the body sides, thus giving a large unencumbered space for accommodation of luggage. In the back of the body is arranged a large locker in which are accommodated the side-curtains, and this could also be utilised for soft articles such as coats, which would not be likely to damage the lights in the curtains.

screen, the side-curtains, which consist of three panels on each side in the case of the four-seaters, fit accurately and well and do not present gaps through which rain and wind may enter, while the lower edge of the upper panel of the windscreen carries a light aluminium gutter, so that rain may drain away immediately.

Minor Chassis Improvements.

Regarding the chassis, there is practically no change, but minor improvements have, of course, been effected. Thus the former Bowden wire control of the magneto has been replaced by a pivoted lever beneath the steering



(Top) A notable addition to the Cowley range is the occasional four or "chummy." Separate folding front seats give access to the rear compartment.

(Left) The rear seats of the "chummy" body fold up into the sides leaving a clear space for luggage. A large locker in the rear panel houses the side curtains.

(Bottom) The completely equipped instrument board of the 11.9 h.p. Morris-Cowley models. Observe the new magneto control under the steering wheel.

wheel, while the steering column has been rendered more rigid by a stay which secures it to the instrument board. On the 13.9 h.p. "Oxfords," a slightly larger radiator is employed.

In spite of the price reductions and the many additional fittings which are now included on all models, considerable attention to detail has been expended throughout the range of cars. Thus the hood is provided with a draught-excluding flap where it meets the top rail of the wire

Broadly speaking, it may be said that the complete range is evolved from one chassis, for the 13.9 h.p. engine really involves only a different cylinder casting with larger water spacing and a slightly larger radiator. During 1924 it is expected that the production will attain a figure of one thousand cars per week, and the large output, coupled with the standardisation of design into practically one chassis, makes possible the new prices for very complete specifications.