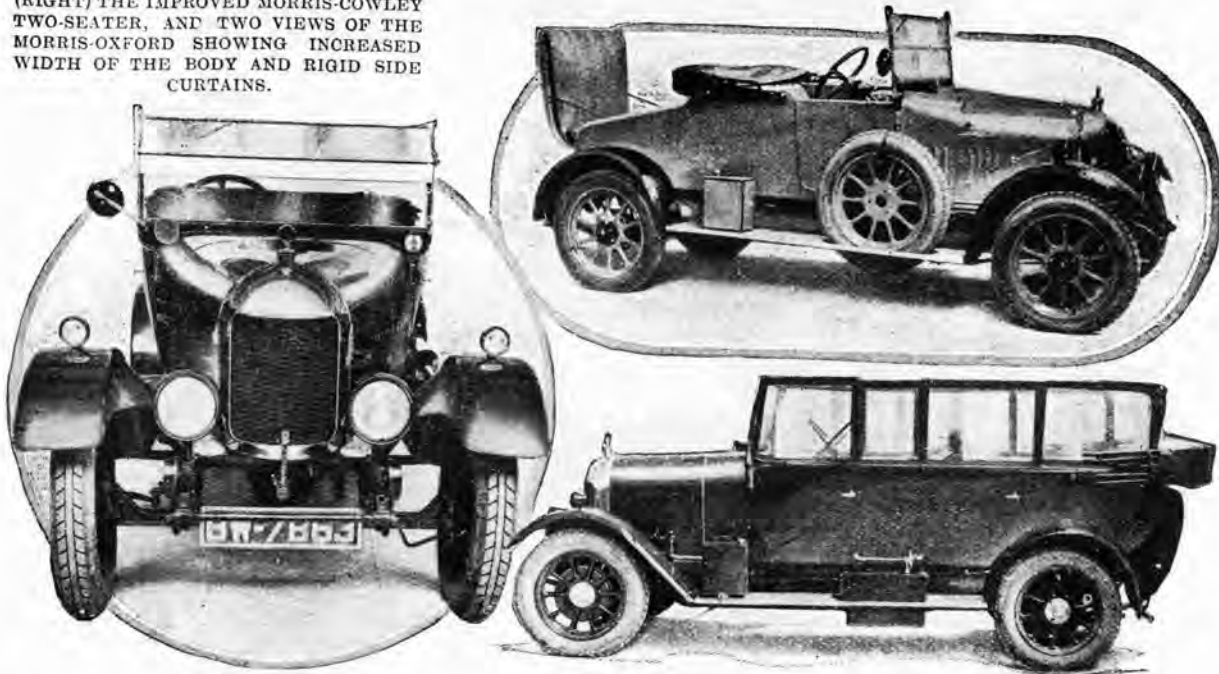


Morris Programme for 1925.

Reductions in Prices. Inclusive Insurance Policy for a Year. Additional Equipment. Numerous Detail Alterations, and Front-wheel Brakes on Morris-Oxford Models.

(RIGHT) THE IMPROVED MORRIS-COWLEY TWO-SEATER, AND TWO VIEWS OF THE MORRIS-OXFORD SHOWING INCREASED WIDTH OF THE BODY AND RIGID SIDE CURTAINS.



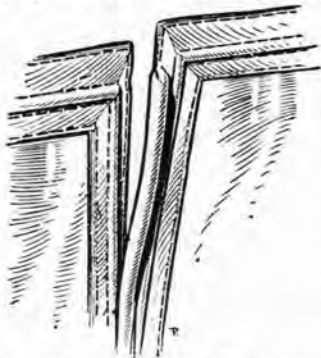
THE interest of all motorists and prospective motorists will be aroused by the announcement which *The Motor* is able to make regarding the Morris programme for 1925. Primarily, we would refer to the fact that further substantial reductions have been effected in the prices of all Morris cars. These will be found set forth at the end of this article. The popular 11.9 h.p. Morris-Cowley two-seater is now offered at £175 instead of £198, while the 4-5-seater 14-23 h.p. Morris-Oxford with front-wheel brakes now sells at £285, as against £320 formerly.

Augmented equipment is being provided in the form of Dunlop balloon

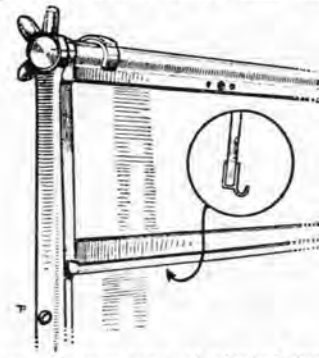
Cowley touring cars and commercial vans, and the 14-23 h.p. Morris-Oxford models, thus disposing of a rumour that has been current to the effect that an entirely new model Morris chassis was to be introduced. The new policy, of which we are able to publish the first

zation and specialization, coupled with the belief that the manufacturer of a vehicle which fulfils the requirements of the average motorist or potential owner means quantity-production and distribution of overhead charges.

In the new programme the Morris-Cowley and Morris-Oxford models are rendered more distinct than has been the case heretofore, and they are now equipped with every fitment calculated to add to the efficiency of the chassis or to meet the convenience of the owner. The additions in the case of the Morris-Cowley models comprise Gabriel rebound snubbers, Lucas driving mirror and a Lucas hand screen



(ABOVE) THE MIXTURE CONTROL ON THE MORRIS-OXFORD. (LEFT) DRAUGHT-EXCLUDING FLAP ON SIDE CURTAINS. (RIGHT) WATER GUTTER ON THE TWO-PANEL SCREENS.



cord wired-on tyres on all models, the provision of a 12-month insurance policy (effected in conjunction with the General Accident, Fire and Life Assurance Corporation), and, on the Morris-Oxford models, the fitting of front-wheel brakes as standard.

The present programme embraces, and is confined to, the 11.9 h.p. Morris-

full details, constitutes a great tribute to the ability of Mr. W. R. Morris, founder and governing director of Morris Motors, Ltd. It has been his aim to provide the public with a low-priced, high-quality, completely equipped car which is easy and economical to run and maintain. This has only been possible by intensive organi-

wiper. A new type of pleated detachable upholstery is provided on the two-seater and the four-seater. This is more comfortable than was the old button type, and is easier to keep clean. In the case of the four-seater removal of the squabs and side pieces renders the car suitable for the conveyance of goods when desired.

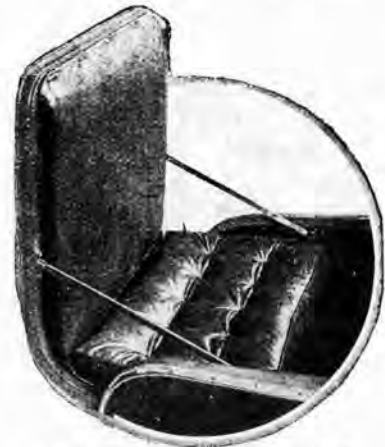
MORRIS PROGRAMME FOR 1925.—Contd.

The body of the two-seater has been entirely redesigned, a comfortably upholstered sunken dickey seat being provided, while the windscreen is of the two-panel type instead of the single panel previously fitted. As will be seen in our illustration, the back of the car is much bigger, forming a capacious boot, while the back of the dickey seat,

with the standardization of Gabriel rebound snubbers.

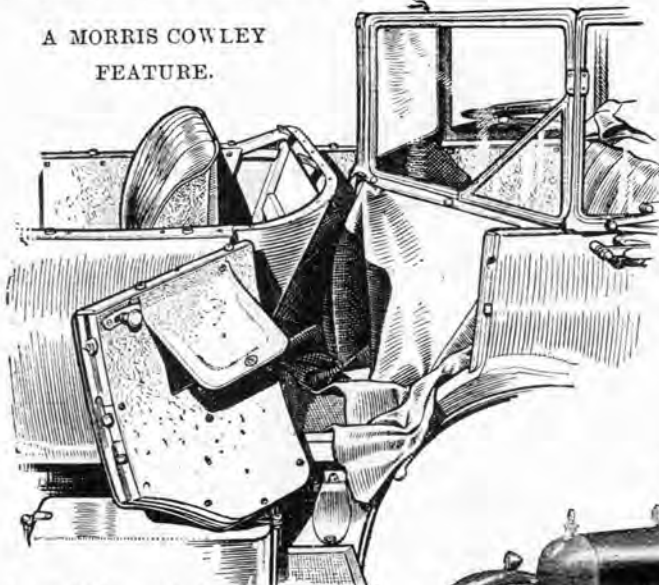
We are informed that the power output of the 11.9 h.p. Morris-Cowley engine has been appreciably improved in the new models by the adoption of a new type of camshaft and detail modifications to its internal construction.

With regard to the Morris-Oxford models, certain alterations in these 14-28 h.p. cars have been introduced. To correspond with the increased weight of the type of coachwork now being



THE SUNKEN DICKEY OF THE MORRIS-COWLEY.

A MORRIS COWLEY FEATURE.



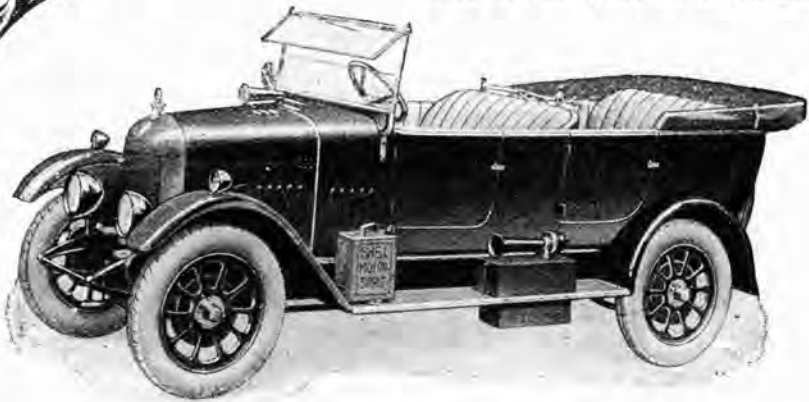
THE SIDE CURTAINS FOLD ACROSS TO FORM A V-TYPE REAR SCREEN, AND THE WHOLE OF THE UPHOLSTERY IS DETACHABLE ON ALL OPEN MODELS.

being listed as an "extra." On all Oxford models the brake drums are 12 ins. in diameter front and rear, the front brakes being made by the Morris organization under Rubery patents (Alford and Alder). The actuating mechanism is on the axle, the adjustment being very accessible, and the brake rods and joints are so arranged

being high, precludes draughts from swirling round the necks of its occupants. An accessibly placed step renders entry to the dickey seat easy.

On the Morris-Cowley four-seater an important alteration has been carried out, a new type of hood being fitted. This has only a single stick at the rear, the side curtains now incorporating an extra light, and being so arranged that when the car is open the rear side curtains form a very efficient, and at the same time easily opened, rear windscreen, providing complete protection for the back passengers.

No radical alteration has been made in the occasional four-seater, its body being regarded as satisfactory for general-utility purposes. It should be found that considerable improvement is effected in the suspension of all Morris-Cowley models by the provision of Dunlop cord balloon tyres in conjunction



THE 14-28 H.P. MORRIS-OXFORD FIVE-SEATER WHICH SELLS AT £285.

fitted and the increased power of the engine, brakes on all four wheels are standardized on all models, although rear brakes only are optional at a reduced price. In conformity with the policy of the concern, however, the standard price quoted is the figure that includes the full equipment, nothing

that when rounding a turn the outer wheel is braked less than the inner wheel, thus rendering any possibility of skidding remote. We are informed that in tests of the stopping power of cars fitted with and without front-wheel brakes, a 4-5-seater Morris-Oxford with front-wheel brakes pulls up in 14 ft., compared with 25 ft. taken by a similar car with back-wheel brakes only under the same conditions of road surface, speed and weight. Corresponding with the standardization of front-wheel brakes, the chassis has been strengthened, a heavier-gauge metal being utilized, and a tie-bar between the front dumb-irons stiffens the fore part of the frame. There are two ranges of Oxford chassis, the two-seater and the coupé models being mounted on frames, which give the same wheelbase as hitherto provided. The four-seater, the saloon and the cabriolet have frames which are 6 ins. longer, full use being made of this extra space to provide better accommodation, and consequently greater comfort, in the coachwork. All Morris-Oxford models are now full-sized touring cars.

The family motorist will no doubt be most interested in the 4-5-seater. On

MORRIS-OXFORD FOUR-DOOR SALOON.



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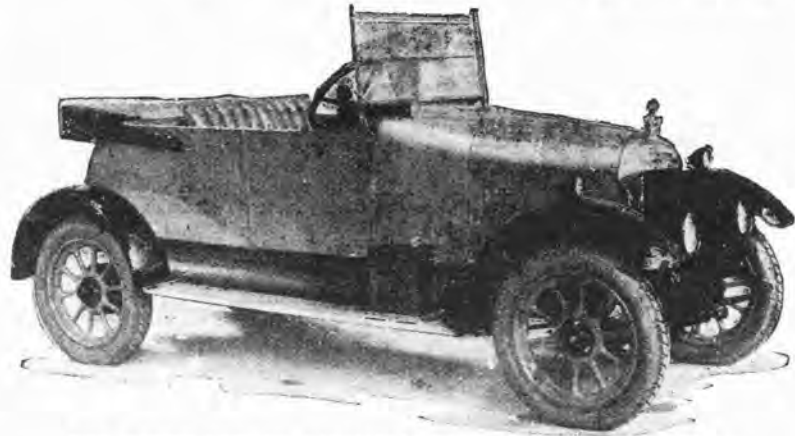
MORRIS PROGRAMME FOR 1925.—Contd.

this car the separate folding front seats have been replaced by fixed pattern seats very deeply upholstered, and the cushions are arranged at such an angle that drivers of differing statures are accommodated with equal comfort. The inclusion of a Lucas suction-operated windscreen wiper has rendered the fitting of the old-type three-panel screen unnecessary, and two-panel screens are now provided. Further equipment details include a smoker's companion, a dash-operated scuttle ventilator, Wefco spring gaiters, bulb horn, electric horn, clock, speedometer, graduated petrol gauge, oil gauge, double reading ammeter, mixture control (now fitted on the steering column), Boyce motometer, shock absorbers, rear screen, all-weather side curtains with draught-excluding flaps, floor carpets front and rear, an extra toolbox for accommodating tyre pump, oilgun chassis lubrication, spare petrol can and carrier and spare oilcan.

Increased Power Output.

The power output of the engine has been augmented by the adoption of aluminium-alloy pistons and Duralumin connecting rods, the bore and stroke, 75 mm. and 102 mm., being unaltered. The gear ratios on both Morris-Oxford and Morris-Cowley cars have been slightly modified in consequence of the increased power output. The back-axle reduction is now 4.42 to 1 on all models.

With regard to the closed models, no material alteration has been made in the coupé mounted on the short chassis. The fitting of Dunlop cord balloon tyres, the inclusion of the insurance policy and the fitting of front-wheel



THE MORRIS-COWLEY OCCASIONAL-FOUR NOW PRICED AT £185.

brakes, taken in conjunction with the reduction in price, make this model excellent value at £305, a reduction of £50. The new cabriolet, on the longer chassis with front-wheel brakes, has four sliding windows operated by automatic window lifts, and also represents sound value at £365, a reduction of £20.

The lengthening of the chassis has enabled a four-door saloon body to be fitted to the Morris-Oxford, and this is now offered at £385, a reduction of £10.

With regard to the Morris inclusive policy, we understand that this gives the usual full cover for all ordinary risks, and provides for medical expenses up to £20 in case of accidents. It covers the owner's wife as well as the owner, rugs and coats, and also includes a clause enabling Morris owners to have repairs started immediately by any authorized Morris dealer.

The address of the manufacturers is Morris Motors, Ltd., Cowley, Oxon, while the London distributors are Stewart and Arden, Ltd., 103, New Bond Street, W.1.

For purposes of reference, we give the new and old Morris prices.

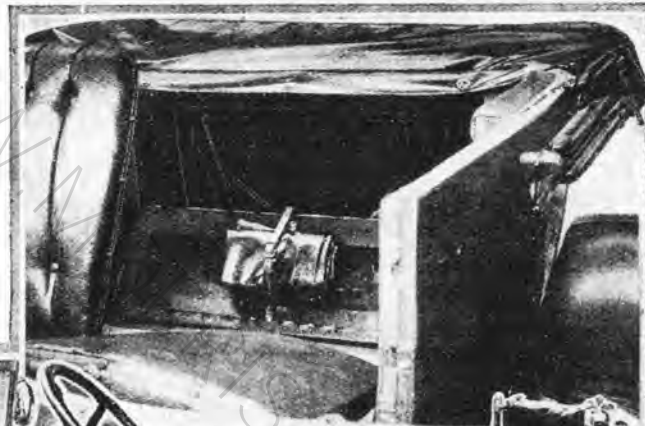
11.9 h.p. Morris-Cowley Models.

	Old price.	New price.
Two-seater ...	£198	£175
Occasional 4-seater	£215	£185
4-seater ...	£225	£195

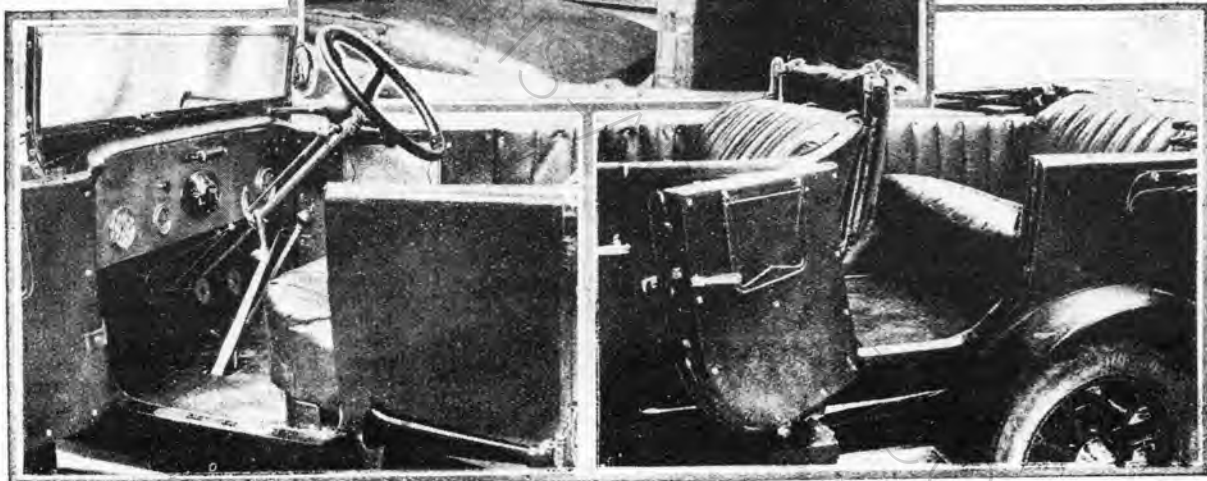
14.28 h.p. Morris-Oxford Models.

	Old price. Without front brakes.	New price. With front brakes.	New price. Without front brakes.
2-seater ...	£300	£260	£250
4-seater ...	£320	£285	£275
Coupé ...	£355	£305	£295
Cabriolet ...	£385	£365	£355
Saloon ...	£395	£385	£375

(BELOW) THE VERY REPLETE INSTRUMENT BOARD OF THE MORRIS-OXFORD FIVE-SEATER. THE FITMENTS INCLUDE CLOCK, SPEEDOMETER, OIL GAUGE, LIGHTING AND STARTING SWITCHBOARD, DOUBLE-READING AMMETER, DASH LAMP, AND SLOW-RUNNING CONTROL. THE CENTRAL CONTROLS ARE ALSO SHOWN.



(LEFT) THE SIDE-CURTAIN LOCKER ON THE MORRIS-COWLEY OCCASIONAL FOUR. IT CAN ALSO BE USED FOR STORAGE OF PARCELS. THE TOOL ROLL IS STRAPPED TO THE LID. (BELOW) THE ROOMY REAR COMPARTMENT OF THE MORRIS-OXFORD, SHOWING WIDE REAR DOORS AND RIGID REAR SCREEN.



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