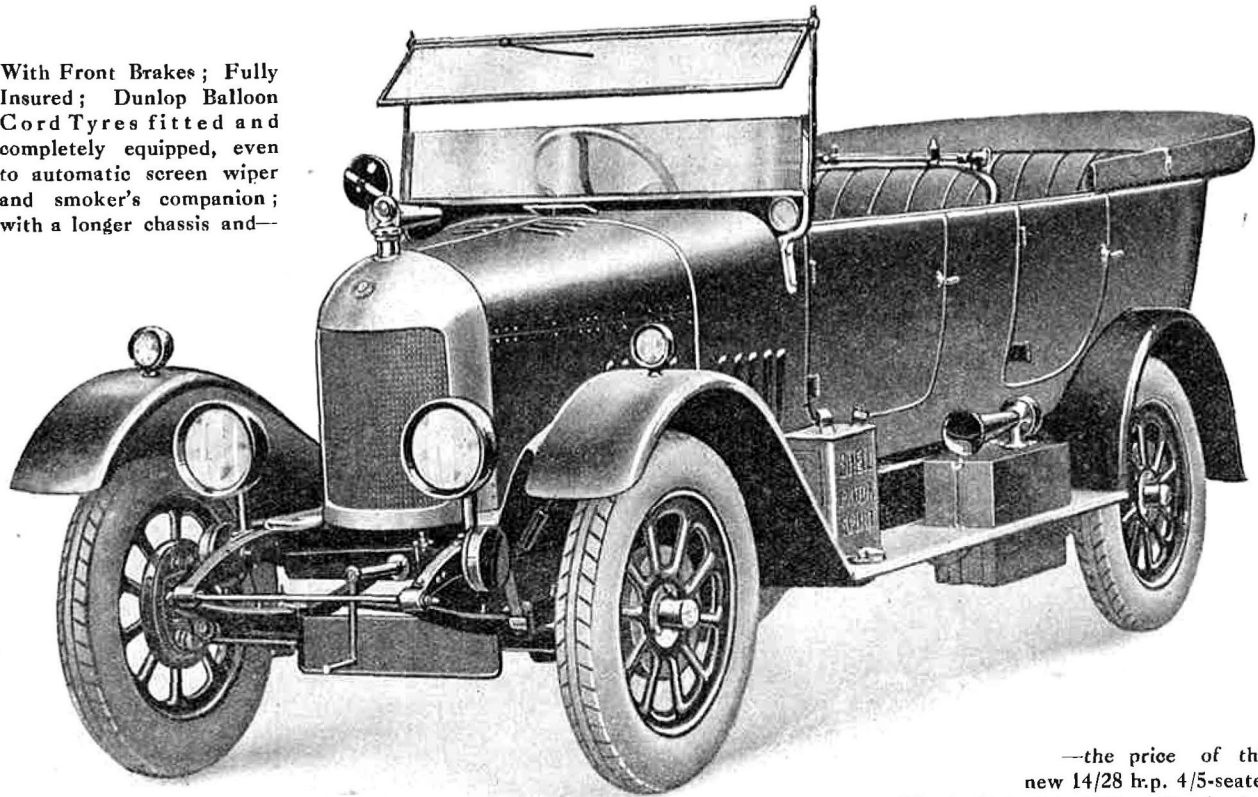


With Front Brakes; Fully Insured; Dunlop Balloon Cord Tyres fitted and completely equipped, even to automatic screen wiper and smoker's companion; with a longer chassis and—



—the price of this new 14/28 h.p. 4/5-seater Morris-Oxford is £285. How's that for value?

## The New Morris Programme

*Full Details. Balloon Tyres and Inclusive Insurance Policy on all models. Front wheel brakes on Morris-Oxford cars*

**T**HERE is no doubt that the announcement of the new Morris programme as effective from September 1st, 1924, is the most arresting that has ever been made in the annals of British automobilism. It has always been the policy of Morris Motors, Ltd., to give better value for money than can be obtained elsewhere, and the new programme as outlined hereunder means that the British public to-day can buy cars that represent better value than have heretofore ever been offered.

Outstanding in the new Morris programme is the inclusion of Dunlop cord balloon tyres on *all* models and the provision of twelve months' full insurance at catalogue prices. These, together with the full equipment that is now provided, means that the purchaser of a Morris car has absolutely no extras

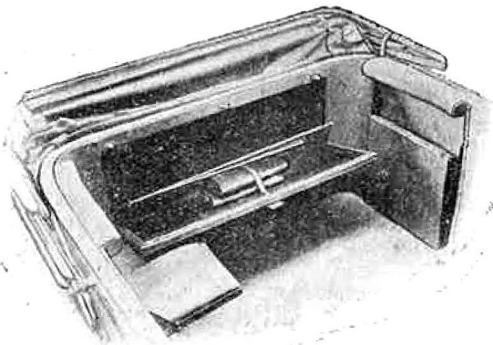
other than the licence fee to pay, for Morris cars as now sold are complete down to the last detail.

Commencing with the Morris-Cowley two-seater, which sells at the remarkable price of £175, the chief alterations in this model include the provision of balloon tyres, the addition of a windscreen wiper and a driving mirror, the inclusion of shock absorbers and a complete redesigning of the coach-work. The new model incorporates a very large and comfortable dickey seat which will accommodate two adult persons with ease and in comfort. The cushion of this dickey seat is detachable and when it is removed, it allows ample space for the transportation of considerable quantities of luggage. The back or folding portion of the seat is made high so that it prevents undesirable draughts from circulating round the shoulders of the occupants, while the

*New Morris Programme—contd.*

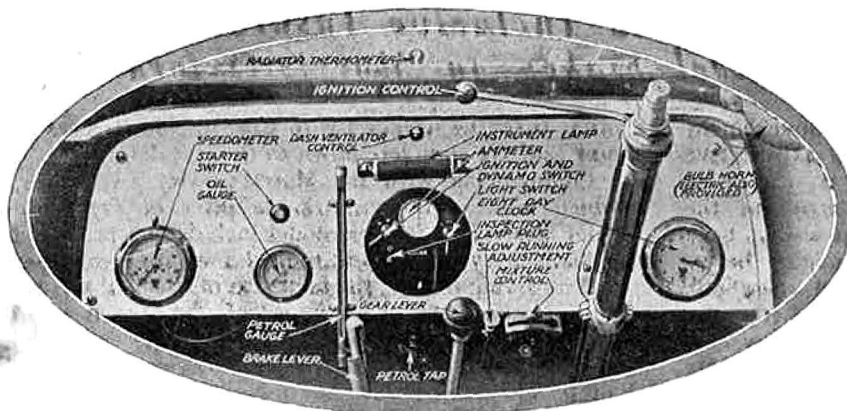
suspension is so arranged that although it is very comfortable when only two are carried on the car it is well up to the extra weight entailed when four persons are aboard. The balloon tyres and shock-absorbers, of course, add enormously to the comfort of the car. A double-panel screen is also now standard.

The Occasional Four-seater Cowley, beyond the addition of the windscreen wiper, shock-absorbers and the driving mirror, has not been very greatly



The folding rear seats and capacious locker on the Occasional Four-seater 11.9 h.p. Morris-Cowley.

altered, for it has been found that this model fulfils every need for which it was intended; but here again the additional riding ease brought about by the incorporation of balloon tyres will appeal very strongly to purchasers, and the advantage of having

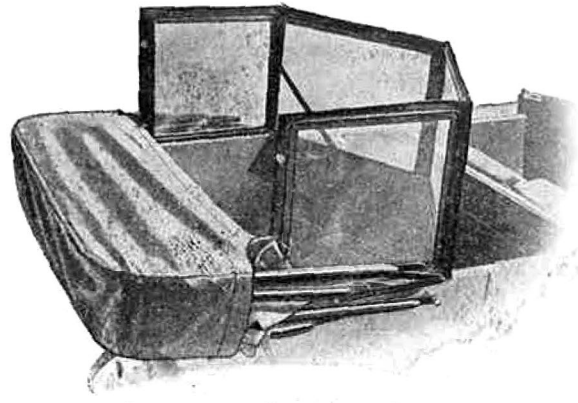


A small portion of the complete equipment that is provided on the Morris-Oxford models.

the "occasional" passengers or the luggage that is carried in the space behind the rear seats all under the hood in bad weather makes this model well

worth the extra price that is charged for it as compared with that of the two-seater.

Possibly the most popular of all Morris models is the Morris-Cowley four-seater. An important



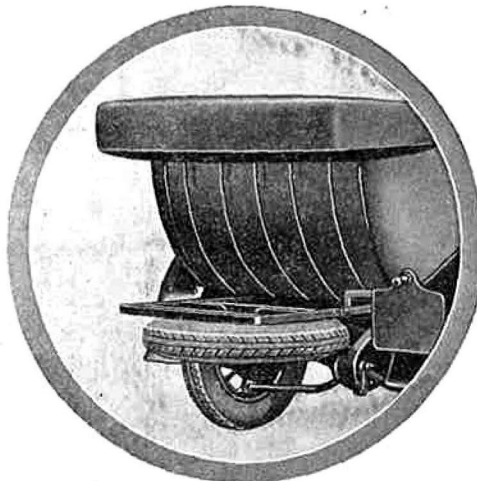
The rear side-screen on the new 11.9 h.p. four-seater Morris-Cowley forms a rear windscreen as shown when the car is "open."

alteration that has been made in this for the forthcoming season is the changing of the upholstery from the button to the pleated type, as has also been done on the two-seater. This upholstery is detachable so that it can be readily cleaned, and at the same time the pleats mean that no dust can accumulate, and thus the coach-work retains its pristine condition for long periods of use. Purchasers again will appreciate the advantages of increased comfort provided by the balloon tyres and shock-absorbers, and a slight modification of the side curtain equipment has resulted in the two rear side panels being adaptable as a V-shaped rear wind-screen when the car is used with the hood down. This means that in summer weather both the front and back passengers are adequately protected from draught and dust. This car, selling at £195, is truly wonderful value.

Turning now to the 14/28 h.p. Morris-Oxford cars, we venture to suggest that no matter what other models on the market today be considered—whether they be of British or foreign manufacture—no better value can possibly be obtained than that which is offered by the 4/5-seater 14/28 h.p. Morris-Oxford. This car, complete with front wheel brakes, a lengthened chassis, balloon tyres, full insurance

### New Morris Programme—contd.

policy and equipment replete down to such details as an automatic Lucas windscreen wiper and a smoker's companion, sells at the remarkable figure of £285. The choice of four colours is given in the coach-work and in this car the prospective buyer is presented with a proposition that will carry five persons in comfort over any country where there are roads or even semblances of roads. It is capable of 55 m.p.h., will do over 30 miles to the gallon with full load, is luxuriously comfortable, and once the dealer is given a cheque for the catalogue price of this car there are absolutely no extras to buy. Everything that the human mind can conceive is fitted, even a dash-operated ventilator and spare tins for carrying petrol and oil. The lengthening of the chassis by six inches has enabled far more room to be provided in the rear seats, while the reversion from separate front seats to those of the fixed pattern means



The luggage grid, body protecting strips and spare wheel carrier on the 4/5 seater Morris-Oxford

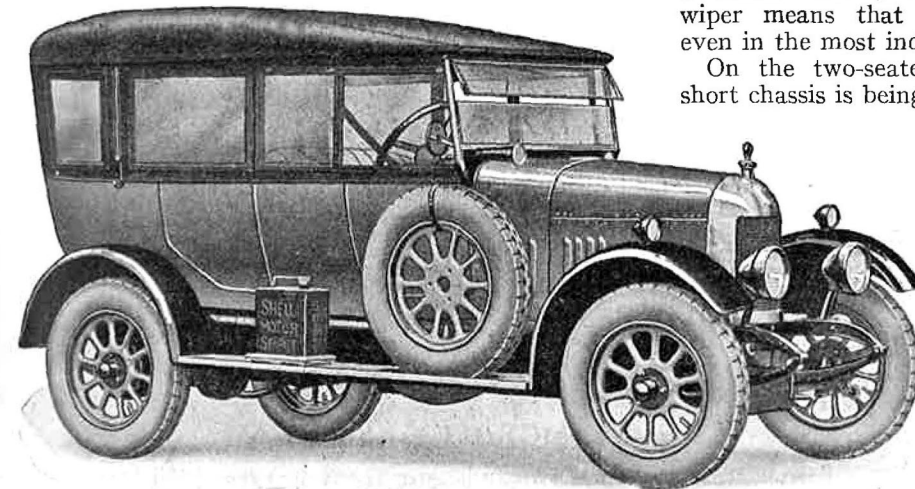
has been so arranged that by an ingenious adaptation of cushion angles persons of either long or short stature can drive this car in absolute comfort. There is no space available here to give a complete list of every accessory that is fitted to this car, but we venture to suggest that there is no practical refinement that can be added by even the most knowledgeable motorist.

Very much the same applies to the four-doored saloon model Morris-Oxford and the cabriolet, which are mounted on the same long wheelbase chassis. Here again we find front wheel brakes and equipment that is complete down to the last detail, and the four-seater saloon in particular represents the zenith of value obtainable to-day in closed cars. The upholstery is of hair-lined cloth, luxurious carpets are fitted and particular care has been taken to ensure

that the upholstery is such that it will ensure maximum comfort under all conditions. A roof ventilator is provided to overcome any tendency towards stuffiness that might be experienced in a closed model, and the automatic windscreen wiper means that driving comfort is provided even in the most inclement weather.

On the two-seater and four-seater Oxford the short chassis is being retained and owing to the fact that these cars are considerably lighter than are the four-seater, the saloon, and the cabriolet, front wheel brakes are not included, it having been ascertained that sufficient stopping power is provided by the rear brakes.

The coupé is the ideal car for the doctor or the business man who has to motor in all weathers. It is absolutely weatherproof and again reverting to the needs of the medical man the quietness of the Lucas self-starter is undoubtedly



This car costs £195. It is the new Morris-Cowley Four-seater, and at that figure is complete for service at all times on any roads. Note the extra "light" in the side-screens and the "Balloon Tyres."

that the coachwork is very much stronger and deeper, and better sprung upholstery is possible. Although the adjustment of the front seats has had to be sacrificed, the rake of the front seat cushions

a point of appeal, for it means that he can get to and leave a patient's house without any undesirable noises being made.

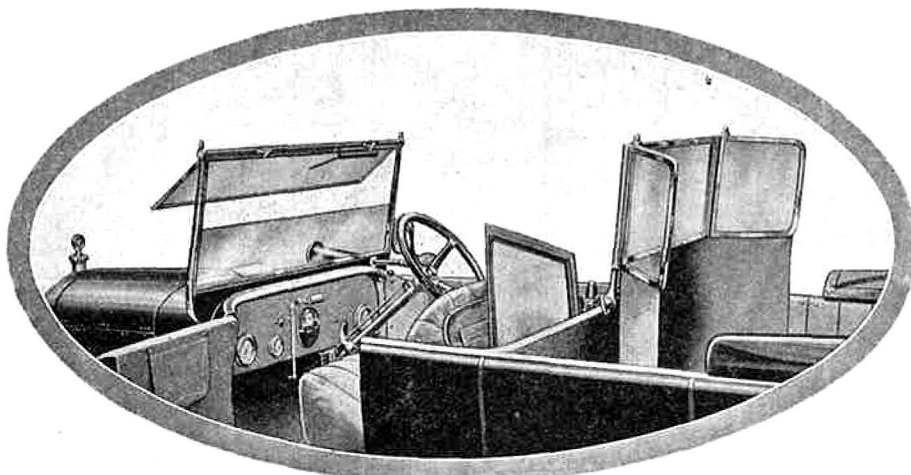
The two-seater Morris-Oxford has justly been



*New Morris Programme—contd.*

described as *the* car for the lady owner-driver and while this certainly is true it can with equal justification be said that the model has a far wider appeal. Eminently comfortable, powerful and capable of negotiating hills with even freak gradients, it is a go-anywhere and do-anything car of the highest grade. While it is not meant to have the accommodation of the 4/5-seater Oxford, its dickey seat is rendered more comfortable in inclement weather as well as at other times by the inclusion of a three-piece folding windscreen which thoroughly protects the occupants when the car is in motion, and on this car again we find a replete equipment more than which nothing can be desired. In short, the new Morris programme presents the public of Great Britain with such value in automo-

biles as has heretofore been undreamed of and there is no doubt that as Britishers we ought to feel extremely proud that the combination of brains and labour that has been gathered together by Mr.



On the 4/5 seater Morris-Oxford the side-screens are stored behind the front seat. The rear screen folds down when not required

W. R. Morris can produce goods that meet the menace of foreign competition in so practical a manner.



## THE NEW MORRIS PRICES

*Effective September 1st., 1924, and including Comprehensive Insurance*

### 11.9 h.p. MORRIS-COWLEY

Two-seater .. ..	£175
Occasional Four-seater .. ..	£185
Four-seater .. ..	£195

### 14/28 h.p. MORRIS OXFORD

Two-seater ..	£260 or without front brakes	£250
Four-seater ..	£285	£275
Coupe ..	£305	£295
Cabriolet ..	£365	£355
Saloon ..	£385	£375

