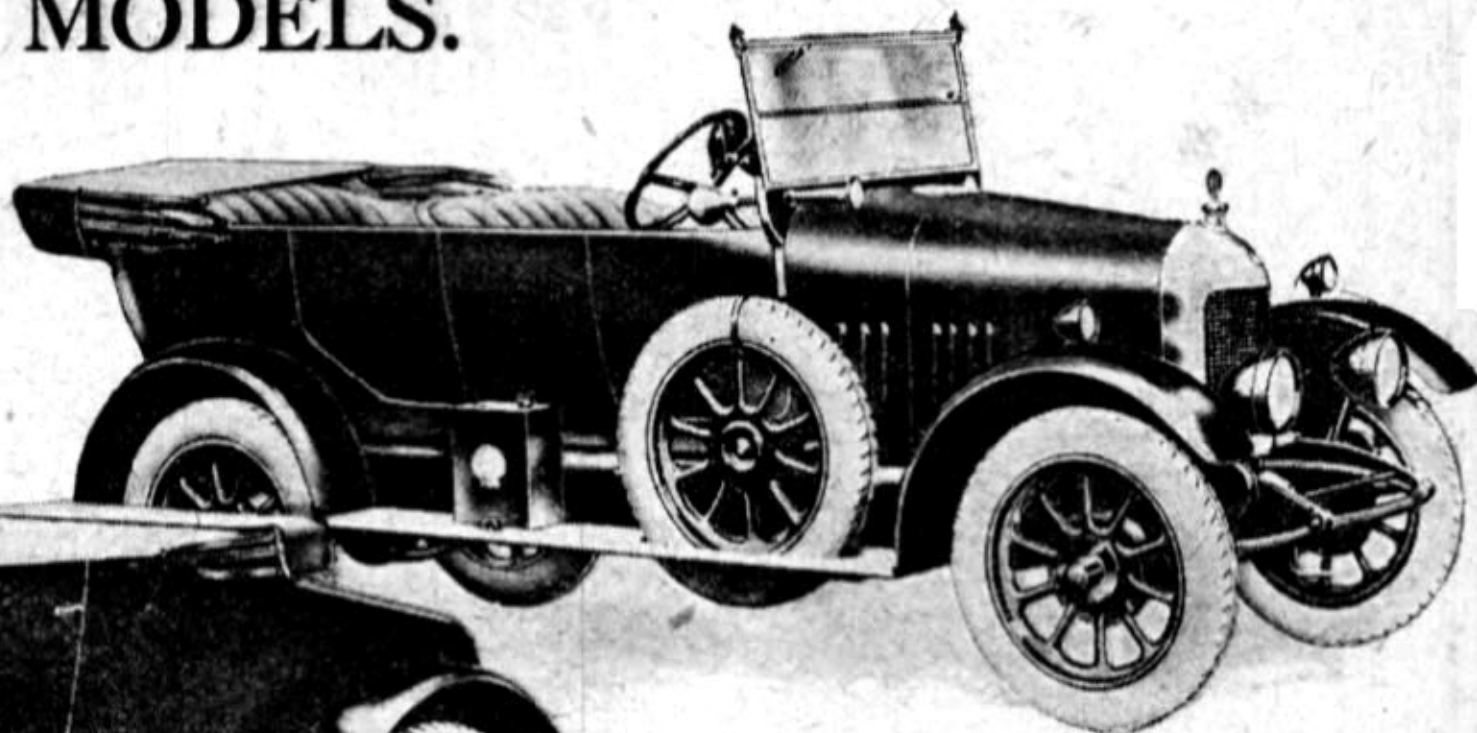
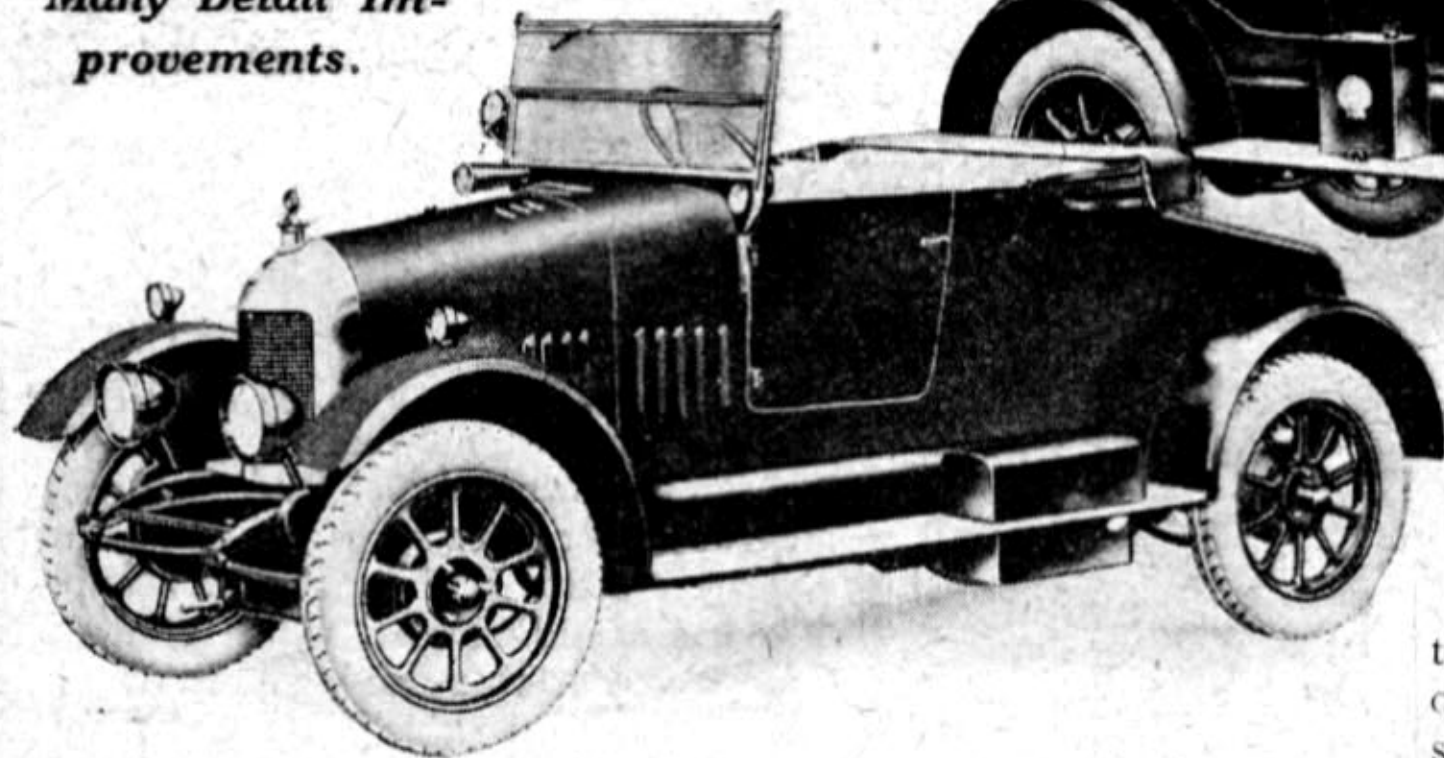


## MORRIS 1926 MODELS.

**No Radical Alterations, but Substantial Reductions in Price, Accompanied by an Enhanced Equipment and Many Detail Improvements.**



*Four wheel brakes are now fitted on all models, although the two- and four-seaters, here shown, and the chummy model may be obtained with rear brakes only*

**A** TWO-SEATER with four wheel brakes at £170 and a roomy four-seater saloon at £235 are the outstanding features of the Morris programme which came into effect on Tuesday, September 1st. In brief, the former models are continued without radical alterations, although many detail improvements have been effected and the prices are reduced considerably.

In addition, the Morris-Cowley range now has four wheel brakes fitted as standard, although the open cars can be obtained without front brakes if desired. Thus the two-seater with rear brakes only is obtainable at £162 10s., as against the former figure of £175, and with four wheel brakes at £170, thus showing a reduction in price of £5 in addition to the provision of the most up-to-date form of braking.

Similar price reductions have been made in other models, and at the other end of the scale mention may be made of the Morris-Oxford four-door saloon at £350, as this undoubtedly represents extraordinarily good value in covered coachwork.

### The Cowley Improvements.

To deal in detail with the alterations and improvements: in the first place, the front wheel brakes now fitted on the Cowley models are of similar design to those which have proved so satisfactory on the 1925 Oxfords. It should, however, be noted that the fitting of front brakes has been accompanied by a change in the section of the frame, and by the provision of a cross-member uniting the front dumb irons, so that early model Cowleys cannot be converted to front brake equipment, as the old type frame is not considered suitable.

In addition, the coachwork of all Cowley models has been materially improved, and on the two-seater the body line has been made more graceful by raising the top of

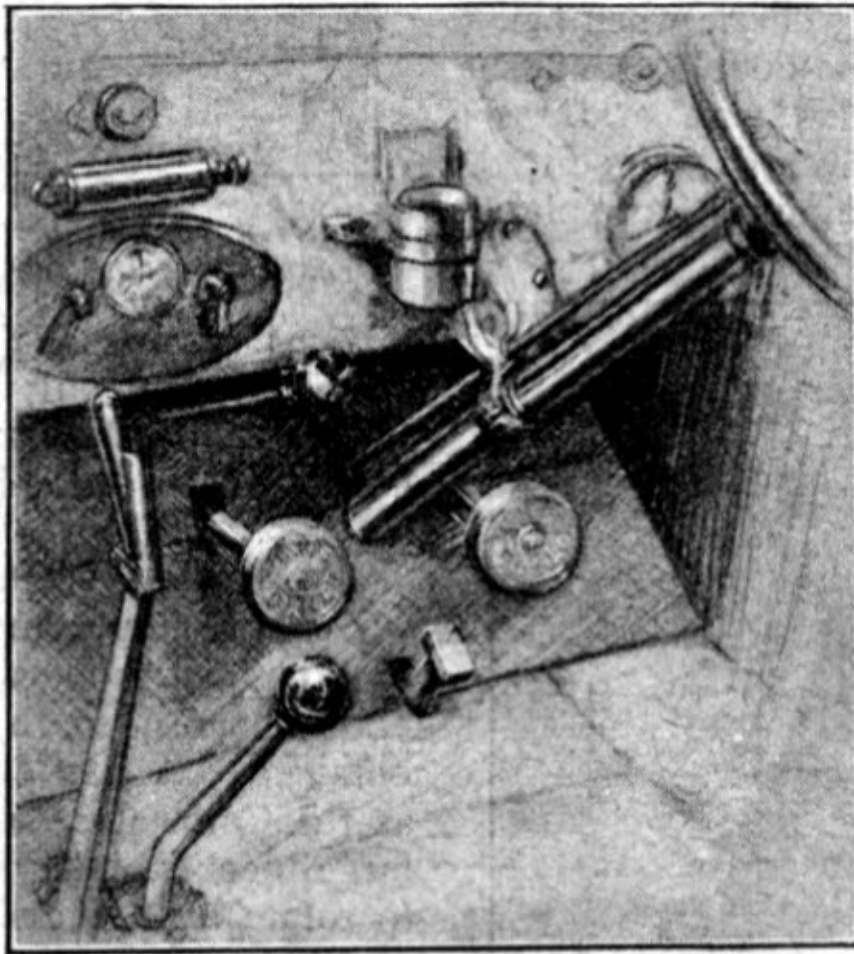
the door. The three open models may be obtained in grey or blue finish, but the upholstery is now made to match, and outside door handles are fitted, the four-seater, which sells at £190, or at £182 10s. with rear brakes only, having two doors on the near side. The all-weather equipment of this model has an additional side light in the rear panel, thus giving better visibility for the passengers when the hood is erected. The occasional four-seater, or chummy model, is priced at £180, or £172 10s. when supplied with rear brakes only.

With regard to the covered Cowley models, which only listed with four wheel brakes and blue finish, two-seater is now a three-quarter coupé, the additional lights making for still greater comfort and ease of driving. The bodywork is of improved design, so that drumming is eliminated, and the price is £195. The saloon has two doors on the near side, instead of one on each side as formerly, and the price is £235, which represents extraordinary value. Both these covered cars also have parcel nets fitted in the roof.

### Oxford Refinements.

We now come to a consideration of the Oxford models, on which Barker dipping head lamp fittings have been adopted as standard. Another refinement is the incorporation of thermostatic control in the cooling system. This takes the form of a cylindrical case inserted in the top connection between the radiator and engine, and the fitting, while extremely ingenious, is very simple. Reference to the illustration on the next page will show how a plain disc valve is lifted off its seat by suitable levers connected to toggle links which join the ends of a split ring. This ring is composed of two strips of dissimilar metals, and as it becomes heated the gap between the ends of the ring increases considerably.

The choice of four colours is given for the Oxford model, these being blue, claret, brown, and grey. The

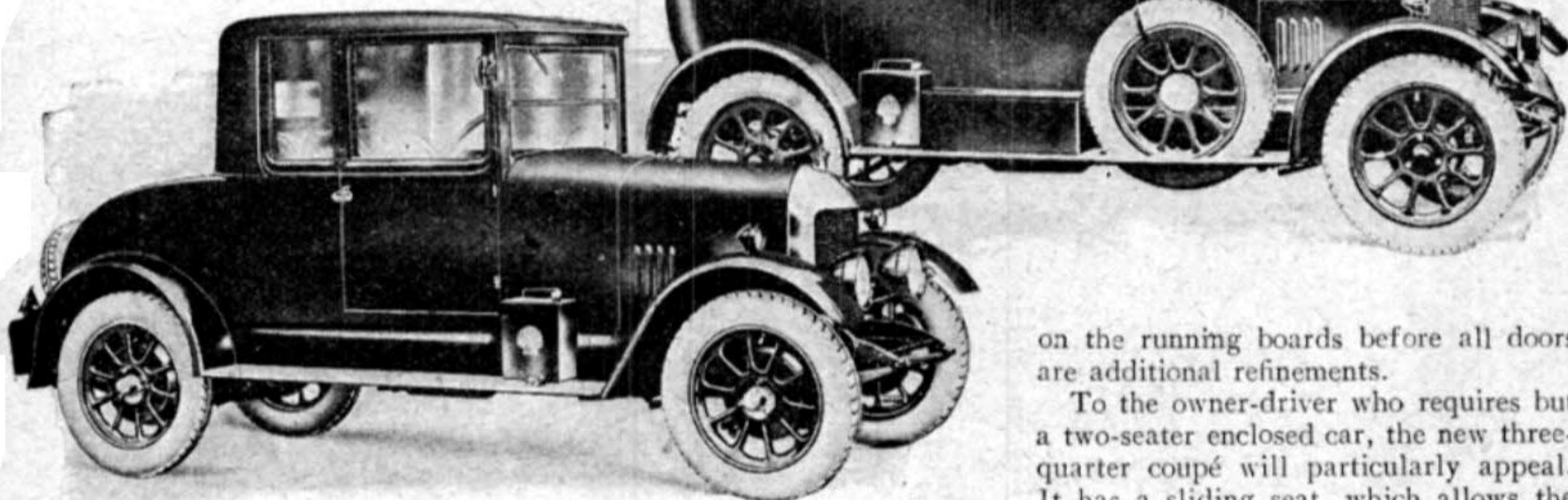


*Rubber-covered pedals and an improved slow-running control are minor modifications.*





Examples of the covered coachwork range. (Left) the Oxford three-quarter coupé, a new model, and (right), the Cowley two-door saloon.



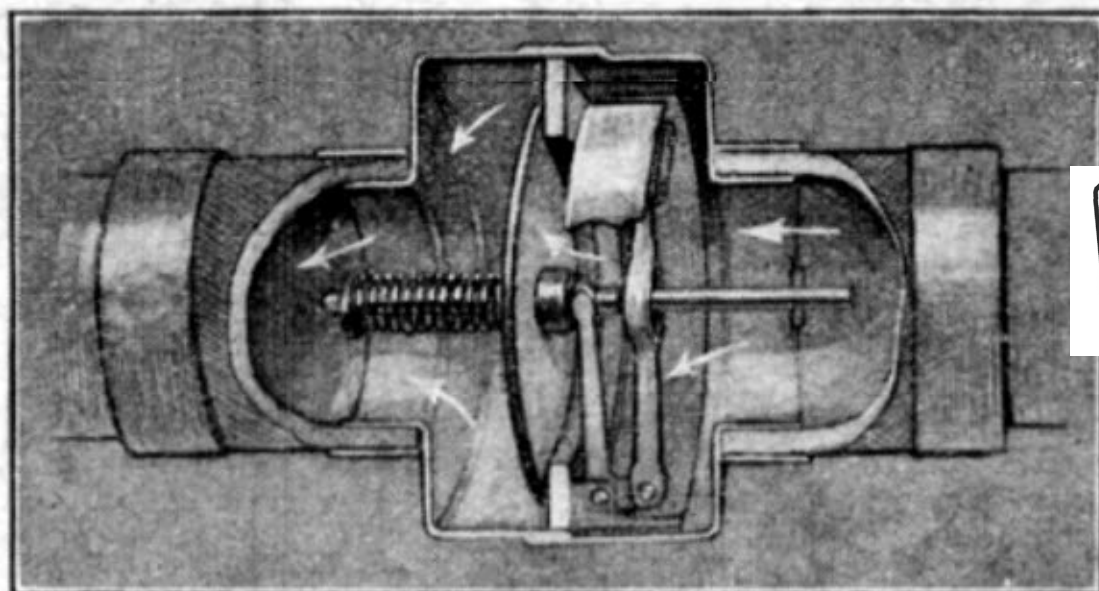
two-seater is priced at £240, and the open four-five-seater at £260, while the range of covered coachwork—on which, incidentally, Morris Motors, Ltd., Cowley, Oxon, are concentrating in both the Cowley and Oxford range—includes the coupé at £285, a new model in the shape of a three-quarter coupé at £295, a cabriolet at £330, a saloon at £350, and a landaulet at £360.

**Luxurious Travel at Moderate Cost.**

The four-door, six-light saloon is, in fact, particularly equipped and finished. Locks are now fitted on all doors, which are quarter panelled in polished walnut. Bedford cord upholstery is luxuriously sprung and padded, and the rear window has a spring blind which the driver will find useful in preventing dazzle when being followed by another car at night. The double front seat is adjustable, the rear seat is provided with arm rests which form glove boxes, and a roof ventilator is fitted. A nickel-plated rug rail, and aluminium foot plates

on the running boards before all doors are additional refinements.

To the owner-driver who requires but a two-seater enclosed car, the new three-quarter coupé will particularly appeal. It has a sliding seat, which allows the most comfortable driving position to be chosen, and the Bedford cord upholstery, mechanical window raisers, and other interior fittings give a high degree of comfort and refinement. The space behind the seat allows small luggage items to be carried in the car, while the large dicky will accommodate a surprising



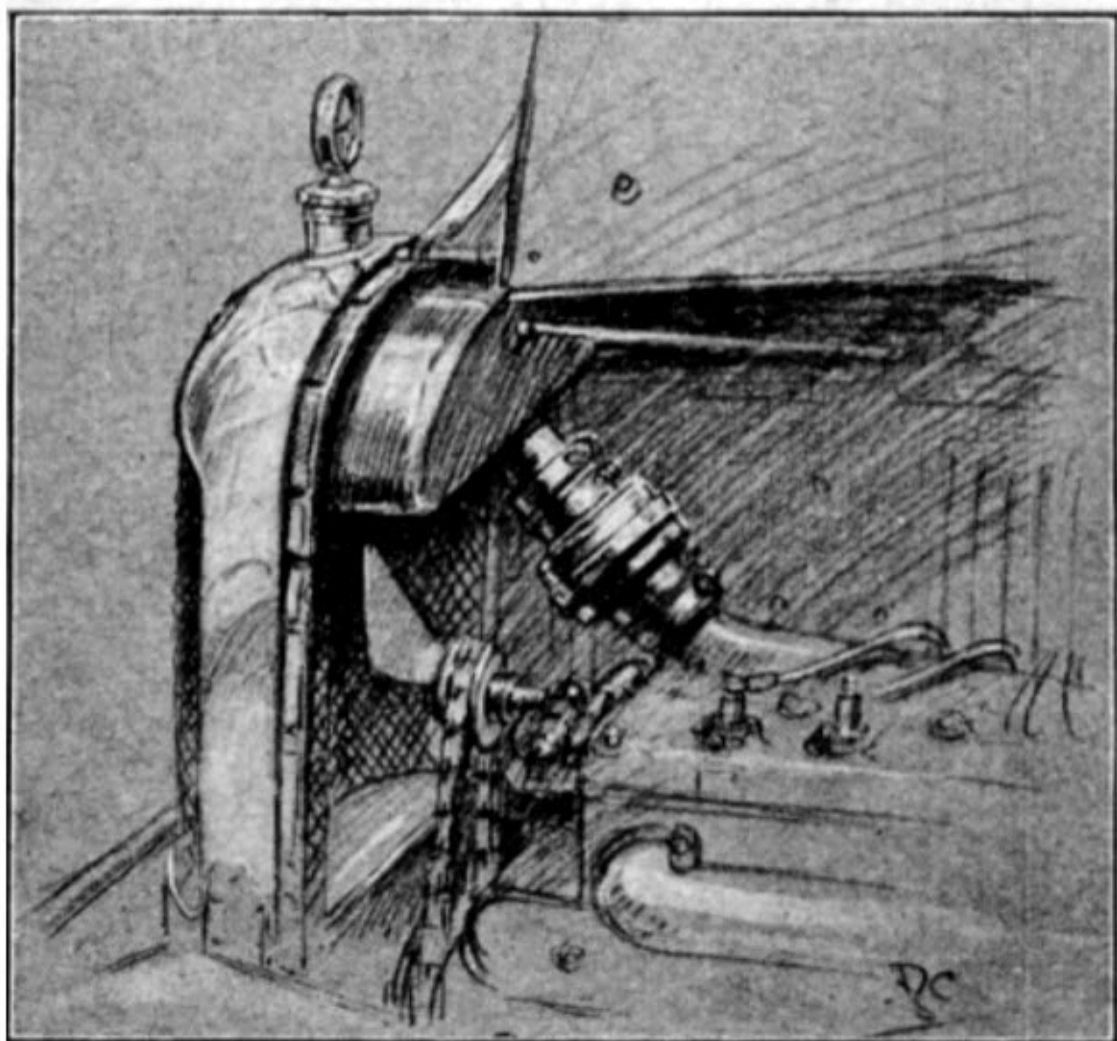
Internal view of the thermostatic water control, in which the expanding ring moves a flat disc valve through suitable levers.

amount of luggage of a bulkier nature. This model should undoubtedly make a considerable mark amongst doctors and other professional men requiring a compact car for all-weather use.

**Thermostatic Water Control.**

Amongst important alterations which affect both Cowley and Oxford models is the fitting of Dunlop reinforced balloon tyres, so that a greater tyre mileage should be obtained. A new form of radiator thermometer, known as the Calometer, is also used on all models. In this a large black pointer in a circular glass housing is caused to rotate by a rack and pinion operated by the bending of a compound strip of two metals. This has the advantage that the pointer may be seen at night against the beam of the head lights just as easily as by day. Rubber-covered pedals and an improved slow-running control for the carburetter are other features which will appeal to owner-drivers.

With the equipment it is impossible, owing to considerations of space, to deal in detail, but it will be sufficient to record that none of those items which have helped to give Morris cars a reputation for completeness in the past is omitted from the present programme. Thus all chassis



On all Oxford models a thermostat water control is fitted in the upper water connection.

