

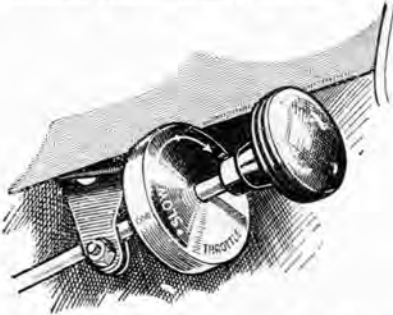
The Morris 1926 Programme.

Considerable Price Reductions in all Models. Four-wheel Brakes for the Morris-Cowley. Barker Dipping Headlamps and Thermostatic Control of Engine Cooling System on Oxford Models. A New Coupe Model.

THE Morris programme for 1926 reveals even better equipment and improved coachwork than were presented on the 1925 cars. The outstanding features, in addition to an all-round reduction in prices, are four-wheel brakes as optional equipment on Cowley models and on the Morris-Oxford Barker dipping headlamps, thermostatic control of the engine cooling system, black enamelled wheels, electric horn mounted underneath the bonnet, and moulded ebonite battery box sunk into



The Morris-Cowley two-seater with front-wheel brakes and improved coachwork which now sells at £170; without front-wheel brakes the price is £162 10s.



The new slow-running indicator and control

the running board. Features common to both models are the fitting of Dunlop reinforced balloon tyres, that is, four-ply instead of two-ply, day-and-night reading radiator thermometer, improved slow-running throttle control and parcel net and smoker's companion on enclosed cars.

The Cowley Front-wheel Brakes.

One of the most interesting features is the provision of four-wheel brakes for the Cowley, the all-in price for the four-seater being £190, or, in other words, £5 less than the price of the 1925 car with only a rear-wheel braking system. Should the four-wheel brakes not be required, the price of the four-seater is £182 10s. The brakes are of the same type as fitted to the Oxford, although the drums are 9 ins. in diameter as against the 12 ins. in diameter of the larger car. They are made under Rubury patents designed so as to give a distribution of braking power of 40 per cent. on the front wheels and 60 per cent. on the back wheels. Provision is also made that

when taking a corner the pressure on whichever is the outside wheel is reduced automatically. In order to take the increased stresses of the front-

tension steel. The braking gear has also been strengthened considerably.

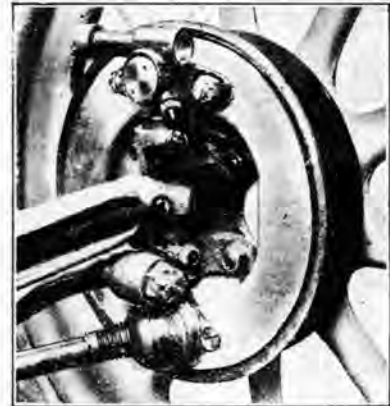
The engine has been modified in various details, notable among which is the fitting of special alloy pistons. These improvements have resulted in an additional power output. The coachwork has also been improved, and both two and four-seaters are now fitted with outside door handles. An improved appearance has been given to the two-seater by raising the top door edge so that it is now streamlined with the rest of the body. With regard to the upholstery, the open cars now have either blue or grey upholstery to match whichever colour scheme is chosen, and the four-seater has a tonneau footrest.

Considerable changes have been effected in the bodywork of the Cowley

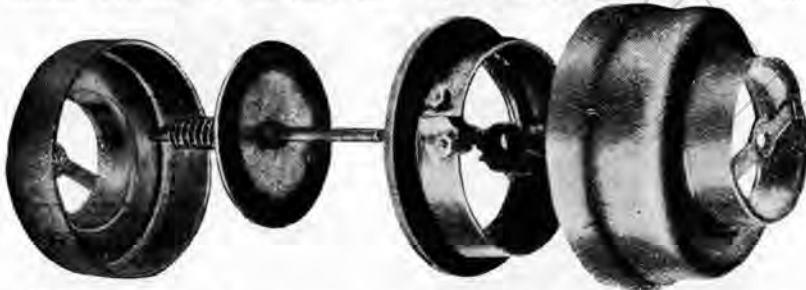


The Calometer, a temperature-recording device which is readable equally as well by night as in the daytime. It is a new fitment on all models.

wheel braking the channel-section frame is now of heavier gauge, while a stiffening cross-bar unites the front dumb-irons. The front axle on the Cowley is an H-section forging of high-



The Morris-Cowley front-wheel brake, also showing the speedometer drive.



All Morris-Oxford models are now fitted with this type of thermostat which is placed in the top water connection between the engine and radiator.

closed models. The fixed-head coupé, which was only introduced a very short time ago, suffered from the defect that no windows were embodied in the rear quarter, thus rendering driving in traffic a none too easy matter. This has been overcome by the fitting of win-

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dows, with the result that this model is in reality a three-quarter coupé. The saloon, which sells at £235, has now two doors on the near side instead of having one door on each side opposite the driver's seat as formerly. This improvement, of course, does away with the need for tipping seats and makes entry and exit to both compartments much easier. Both front seats are adjustable fore and aft, so enabling drivers and passengers of varying stature to seat themselves in the most comfortable position. Owing to the fact that the closed models are naturally heavier than the open cars, the front-wheel brakes are not optional in these instances. In both coupé and saloon a parcels' net in the roof and a smoker's companion are additional refinements.

A Thermostat as Standard.

The Morris-Oxford range comprises two open and five enclosed models, together with the inclusion of an entirely new model, a three-quarter folding-head coupé, which sells at £295. Mechanically, the chassis has only undergone detail modifications, the most important refinement being the fitting of a thermostat in the engine-cooling system. The thermostat, placed in the top water connection between the engine and radiator, incorporates a

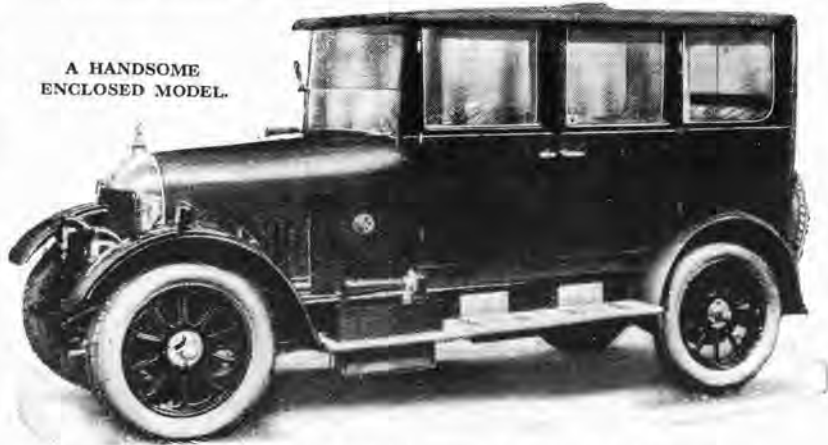
The rod which controls the tilt of the lamps is encased in a tube, and provision for lubrication is achieved by means of a self-closing oil nipple situated midway in the tube through which the rod runs.

On previous models the electric horn

suit cases. The windows in the rear quarter are also provided with mechanical window lifts, which provides an easy means of signalling. Glove boxes are fitted at the back of the seats.

The saloon is of symmetrical and handsome outline, with four doors and

A HANDSOME ENCLOSED MODEL.

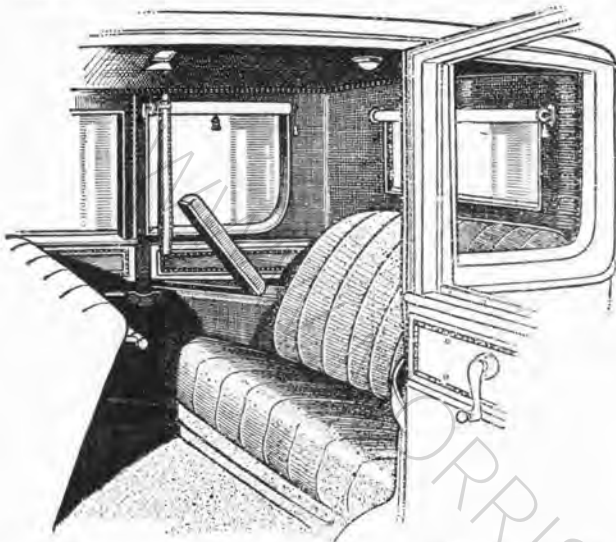


The Morris-Oxford four-door six-light saloon, the price of which has been reduced by £35. It sells for £350.

was mounted on top of the toolbox on the near-side running board, but this has now been placed underneath the

six lights. The four front windows have mechanical window lifts, and a large oblong rear light is provided with a silk blind, while blinds are also fitted to the windows of the rear compartment. In the roof is a ventilator in addition to the three in the scuttle, and there is a dome-shaped roof light. The rear seats are provided with armrests, in which are incorporated boxes suitable for carrying small parcels, maps, etc., and the upholstery is in Bedford cord. In addition to the standard

(Below) The facia board on the Morris-Oxford saloon is now sunk into the scuttle, a feature which gives additional leg room.



(Above) Interior of the Oxford saloon showing the silk blinds, pockets in the armrests, coat rail on the rear of the front adjustable seat, roof ventilator and light, and inlaid doors.



valve which is opened or closed according to engine temperature. When the engine is cool the valve is shut and thus water is stopped from circulating between the radiator and engine. This results in the engine quickly warming up to its work. The device, which is illustrated, consists of a circular metal strip, which, when subjected to the warm water, expands and causes the valve to rise off its seat, while if for any reason the water should become too cool, the valve is closed. Thus the best working temperature of the engine is maintained automatically.

The next feature of interest is the fitting of the Barker system of dipping headlamps. This system, which is so well known as to require no description, enables the driver at will to dip the headlights by means of a lever situated conveniently on the right-hand side.

bonnet. The appearance has also been enhanced by substituting the wood battery box, which was also carried on the running board, by a moulded ebonite battery box, which is now sunk into the running board.

Dealing with the coachwork, the new three-quarter coupé is a very attractive model. The seats, which are upholstered in Bedford cord, are adjustable for reach, and when they are in normal driving position there is ample room behind them for carrying a couple of

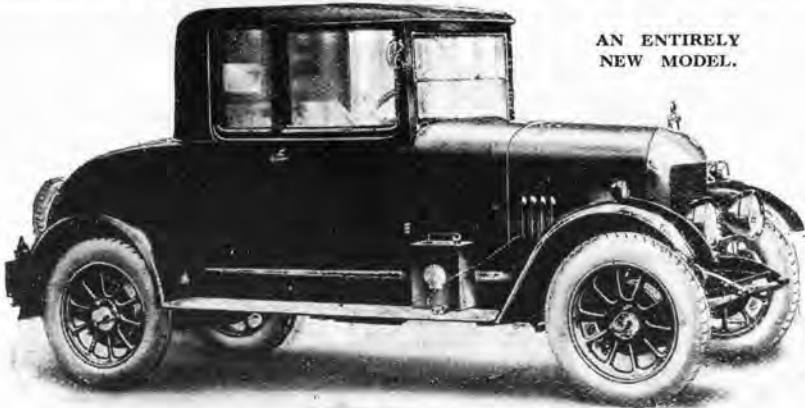
Morris-Oxford equipment there is a smoker's companion, a luggage net in the roof, carpets to match the upholstery and, so as to give additional leg-room, the facia board has been sunk. The other enclosed models include a folding-head coupé, a two-door cabriolet and a landaulet. The last-mentioned model, together with the saloon and cabriolet, are also equipped with rubber step mats, scrapers and kick plates.

Now, with regard to features that are

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incorporated in both Morris-Cowley and Morris-Oxford models. The old slow-running throttle control has been replaced by a neater type. With the

Dunlop balloon tyres of the new reinforced pattern, that is, with four-ply instead of two-ply construction, are standardized. The familiar red spare petrol can has been replaced by an enamelled black can ornamented with a gold "Shell" seal, a small item, but



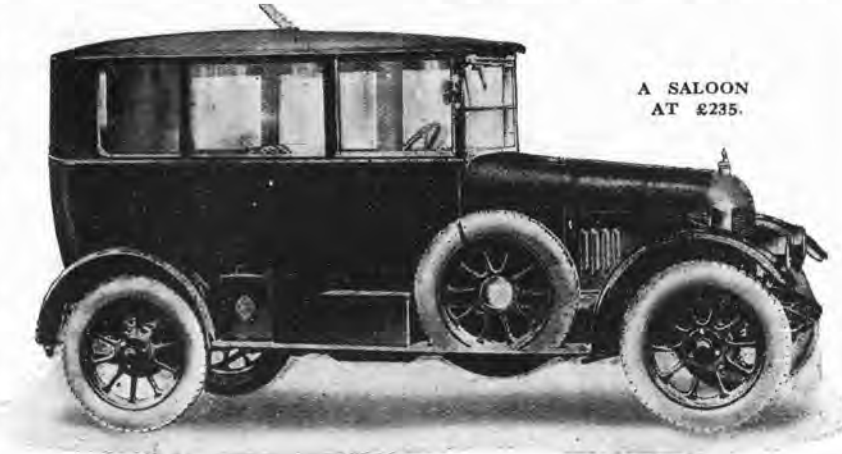
AN ENTIRELY NEW MODEL.

The Morris-Oxford three-quarter folding head coupe, price £295. Mechanical lifts are fitted to the windows and quarter lights.

old one, it will be remembered, there was no indication as to which way to turn the knob for slow or fast running. This has been overcome by fitting an ebonite disc of approximately the size of a five-shilling piece. On this disc, which is attached to the fascia board, are arrows and lettering "slow" and "fast" showing the proper direction in which to turn the control (now fitted with an ebonite instead of a metal knob) so as to achieve the correct engine speed.

A New Temperature Indicator

A fitment of considerable interest is the new type of radiator thermometer, which is known as a calometer. As the temperature of the water rises the increase in heat causes a toothed arm to move, and this in turn transmits the motion to a toothed wheel which is mounted on the indicating pointer. On the dial are the words "freezing," "cool," "normal" and "boiling," and the pointer, according to the heat of the cooling water, indicates to the driver at once as to whether the engine is functioning satisfactorily. The outstanding feature of this device, however, is that it is transparent, and the readings are visible equally as well at night as by day, the black pointer in a circular glass housing being clearly seen against the beams projected from the headlamps.



A SALOON AT £235.

This Morris-Cowley model has two doors on the near side instead of one door on each side of the driver's seat as formerly.

one which undoubtedly improves the general appearance of the cars. All other equipment that appeared on 1925 models has been retained.

The following are the new prices, together with the old figures, showing the reductions made:

The New Prices.

11.9 h.p. Morris-Cowley

	New Prices. £ s.	Old Prices. £
Two-seater, without f.w.b. ...	162 10	175
Two-seater, with f.w.b. ...	170 0	—
Occasional four-seater, without f.w.b. ...	172 10	185
Occasional four-seater, with f.w.b. ...	180 0	—
Four-seater, without f.w.b. ...	182 10	195
Four-seater, with f.w.b. ...	190 0	—
Fixed head coupé, with f.w.b. ...	195 0	210
Two-door saloon, with f.w.b. ...	235 0	250

14-28 h.p. Morris-Oxford.

	New Prices. £ s.	Old Prices. £
Two-seater ...	240 0	260
Four-five-seater ...	260 0	285
Folding-head coupé ...	285 0	305
Folding-head three-quarter coupé ...	295 0	—
Cabriolet ...	330 0	365
Four-door saloon ...	350 0	385
Landaulet ...	360 0	395

Four-wheel brakes are fitted to all Morris-Oxford cars, and the prices include one year's insurance on all models of the Morris-Cowley and the Morris-Oxford.

The manufacturers are Morris Motors, Ltd., Cowley, Oxford.



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