

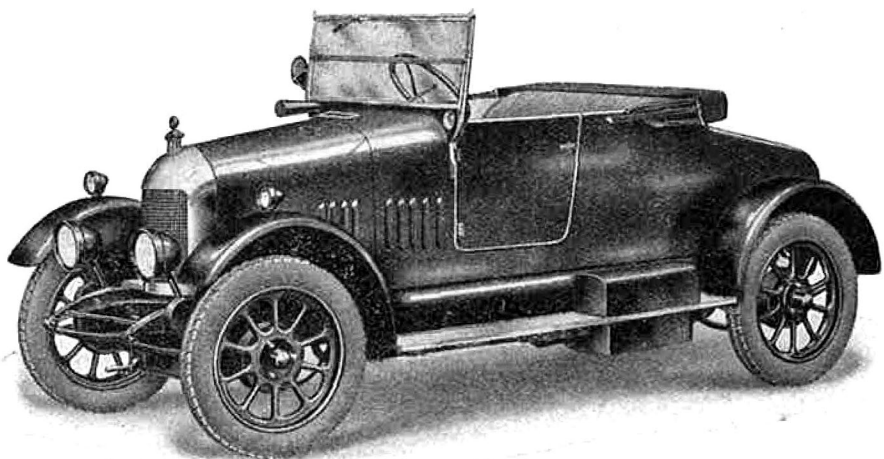
# The New Morris Programme

## FULL DETAILS

**Four-wheel brakes for Cowley models. All-round reductions in Prices. Balloon Tyres on all Models. Dipping Head Lamps and Thermostatic Engine Cooling Control on Morris-Oxford Cars. A New Morris-Oxford Three-quarter Coupé**

**M**OTORISTS the world over will be keenly interested in the 1925-6 programme of Morris Motors, Ltd. Remarkable value as were Morris cars last season, this value is now still further enhanced by reason of the reduced prices and improved equipment provided. The value presented in Morris cars during the past 12 months warranted a production and sales figure approaching 50,000. It is anticipated that this figure will be considerably increased during the present season, and production arrangements have been made accordingly.

Perhaps the most interesting innovation is the fitting of four-wheel brakes on Morris-Cowley models. The prices of the cars so equipped, moreover, are lower by some £5 than were the prices

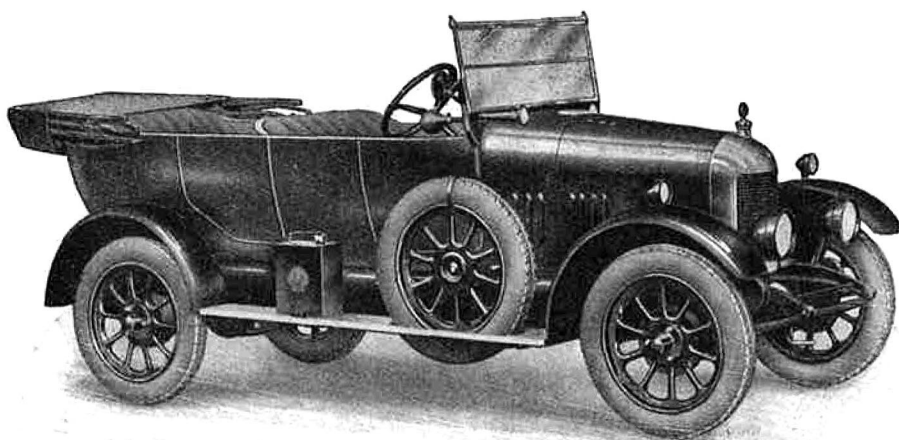


The improved two-seater Morris-Cowley with four-wheel brakes now sells at £170. The corresponding model without front brakes sells at £162 10s. These prices include one year's insurance, full equipment and the choice of coachwork colours (blue or grey) with upholstery to match.

of the corresponding rear-braked-only models last year, and reductions of £12 10s. have been made in the cases of the Morris-Cowley cars that are not fitted with four-wheel brakes. These figures at once give a key to the remarkable increase in value that is offered, but apart therefrom, very important improvements have been made throughout the whole Morris range.

Dealing primarily with the Morris-Cowley chassis, the frame has been strengthened and its appearance slightly changed by the adoption of a tie-bar between the two front dumb irons.

The power unit has been modified slightly in various details, which, while not being apparent to the eye, are nevertheless very real. For instance, pistons of a special alloy are now employed. The coachwork,

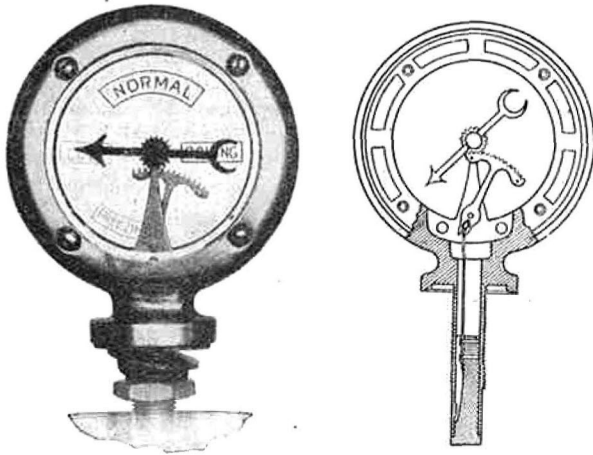


The price of the Morris-Cowley four-seater with four-wheel brakes is now £190. From this view the appearance of the new black "Shell" petrol tin can also be appreciated.



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too, has been greatly improved, particularly by the fitting of outside door handles, which are



External and sectional views of the "Calometer" or day and night reading radiator thermometer that is being fitted as standard on all 1926 Morris models.

at once an increased convenience to the open models. The popular 2-seater Cowley has also been improved by the raising of the top door edge so that it now is streamlined with the rest of the body. Open Cowley models, again, now have either grey or blue upholstery to match whichever paint-work (grey or blue) is chosen.

#### Improved Closed Model Cowleys

It is in the closed model Cowleys, however, that the greatest changes have been made. The fixed head Morris-Cowley Coupé is now really a three-quarter coupé, inasmuch as additional windows are fitted behind the main side windows. These extra "lights," as they are known, not only very considerably enhance the appearance of the car but they also greatly increase the driving comfort, for the driver has a wider range of vision, which is particularly useful on corners and at cross roads. This model now also has been improved so that no chassis noises whatsoever are echoed by the coachwork.

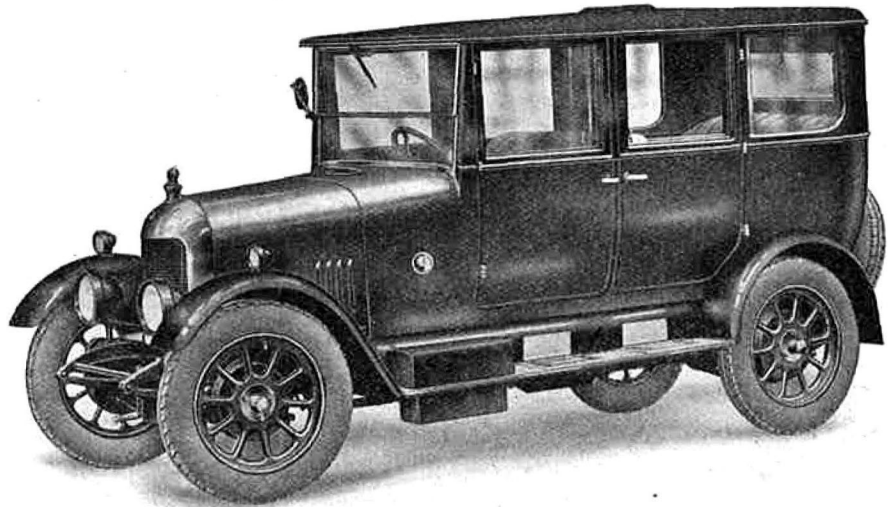
In the case of the Morris-Cowley Saloon, this again has been vastly improved; for instead of having one door on each side opposite the front seats, the body now has two doors on the near side, which give far easier access for both the front and rear seat passengers. The two front seats are slideably adjustable, enabling drivers of different heights to accommodate themselves to the controls

with the maximum comfort. On both closed models a parcel net in the roof is fitted, as are smokers' companions.

In the Morris-Oxford range we find corresponding price reductions, and great improvements, together with the addition of a new model. In the first place, Barker dipping head lamps are standard on all Morris-Oxford cars and chassis, and so is thermostatic control of the engine cooling system. The incorporation of these two refinements bring the Morris-Oxfords into line with the highest grade cars produced to-day, and are in keeping with the policy of Morris Motors, Ltd., to make the Morris-Oxford range equal in appeal to cars of many times their price. The Barker dipping head lamps mean very greatly increased comfort in night driving, inasmuch as when meeting another car the beams from the head lamps can be dipped downwards, thus at once demanding courtesy from the other driver in respect of control of his lights, which means greater comfort for the driver of the car fitted with the dipping lamps. There is no doubt that this so far is the only practical solution to the glaring head lamp problem that has been evolved.

#### Thermostatic Control of Cooling System

The incorporation of the thermostatic control of the engine cooling water is another important innovation, for it means greater engine efficiency, reduced petrol consumption and added convenience. Briefly, the thermostat—which will be found fitted in the top water connection between the engine and the radiator—is actually a heat-controlled water valve. When the engine is cool this valve is shut. It stops the water circulating between the engine and the radiator and thus ensures that the water in the cooling jackets of the engine warms up very quickly, enabling the engine to reach its proper working temp-



At £350 the new Morris-Oxford Saloon with four-wheel brakes, dipping head lamps and thermostatic control of the water-cooling system represents the zenith of value in the luxury car class. The coachwork has been considerably improved for the present season.



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erature in a very short space of time. So soon as the desired temperature is reached the valve gradually opens and allows the cooling flow of water through the radiator to commence. Should the engine while running, for any reason, become too cool the valve shuts, and thus the prescribed correct working temperature of the power unit is automatically maintained without any effort or attention on the part of the driver at all. This thermostatic control is a feature that is becoming increasingly popular on all the world's best cars, and it will be found to be of great benefit.

Turning now to the actual models in the Morris-Oxford range, and, beyond the general improvements herein specified, the appearance of the coachwork on all cars has been revised in detail and the new model, the Morris-Oxford three-quarter coupé, has been introduced. Like its counterpart in the Morris-Cowley range, this car has additional windows behind the main door windows, and these smaller windows, moreover, slide up and down instead of being fixed as is the case on the Morris-Cowley. The same increase in driving comfort and vision is obtained, and other attractive attributes of the Morris-Oxford three-quarter coupé are very greatly improved body lines, the provision of adjustable seats, and a capacious boot, which allows a surprising quantity of luggage to be carried. The Morris-Oxford three-quarter coupé is truly a 2-seater de luxe in which no refinement of any kind is absent. The previous type coupé is still retained, but at a lower price.

In common with the other models, the saloon has been considerably altered in detail, and all closed models now are fitted with a gravity type direct reading petrol gauge in place of the type previously fitted.

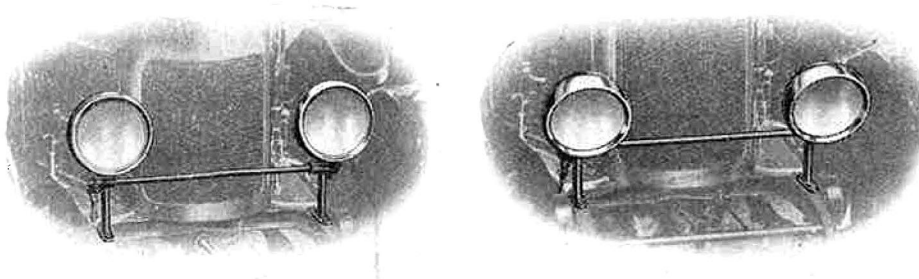
The popularity of the four-wheel brakes on Morris-Oxford cars in the past has decided Morris Motors, Ltd., not to offer the option of these fittings thereon in future. That is to say, four-wheel brakes are standard equipment on all Morris-Oxford cars from now on, as distinct

from the case applying to the Morris-Cowley range in which what are virtually the same models can be obtained either with or without four-wheel brakes, this policy having been pursued by reason of the fact that there may be a number of motorists who regard absolute low first cost as of greater importance than the incorporation of these fittings.

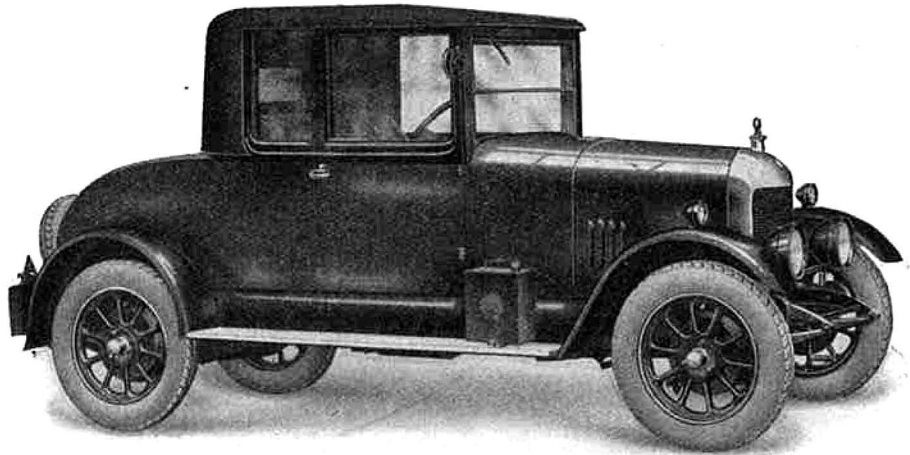
Turning now to the general detail refinements that have been made, one that is immediately noticeable to the eye is that the familiar red petrol can has been replaced by a can enamelled black and ornamented with a golden "Shell" seal. This, undoubtedly, improves the general appearance of the cars as delivered new,

but it must be borne in mind that no alteration in the brand of spirit (Shell) recommended and approved by Morris Motors, Ltd., for their cars is implied or intended. The change in colour of the can is merely a gesture of acquiescence to the aesthetic taste of the public.

Another visible improvement is the incorporation of a new type of radiator thermometer. While this new instrument, which is known as a "Calometer," performs virtually the same functions as did the



Details of the Barker Dipping Head lamps as now fitted to all Oxford models. By means of these fittings the driver can keep the beam of his headlamps out of the eyes of oncoming traffic and thus demand courtesy from approaching drivers.



This additional model has been added to the Morris-Oxford range. As illustrated herewith, is a three-quarter Coupé and sells at £295. The additional side lights slide, and the seats are also adjustable.

previously fitted type, its readings are more plainly visible, and, what is more, the temperature of the engine can easily be seen at night, for the large black pointer in its circular glass housing can clearly be seen against the beam of the head lights,





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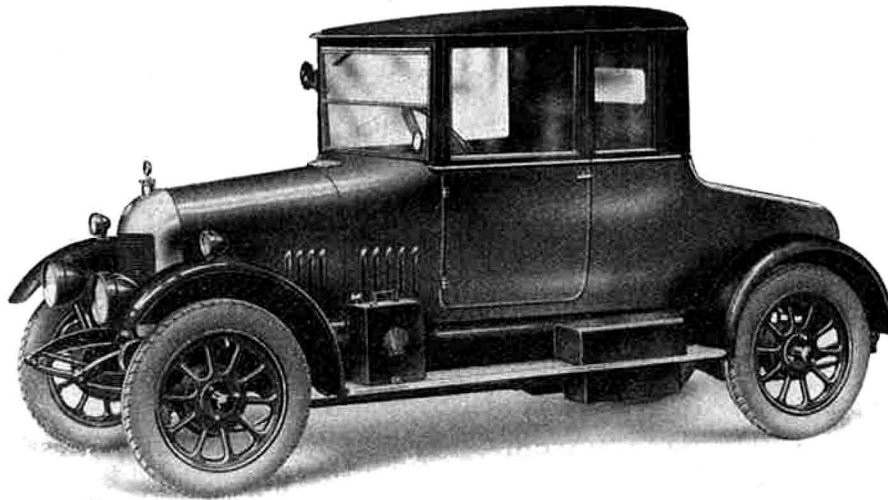
This may be thought to be a comparatively small refinement, but it is one nevertheless that makes for added convenience and ease of mind on night runs. A new type of battery box, also, is now fitted, this being of moulded ebonite instead of wood, and naturally is more durable. All Morris-Oxford models have their electric horns placed under the bonnet instead of mounted externally as heretofore, and on Oxford models black stove enamelled wheels are fitted, giving a considerably improved appearance. On all cars a new type of dashboard throttle slow-running control is employed, this being made of moulded ebonite and marked instead of being plain metal as before, and on all permanently closed models, Oxford and Cowley types, smokers' companions and parcel nets in the roofs are standard equipment.

The fitting of Dunlop Reinforced Balloon tyres means that an even longer tyre mileage than before will be obtained, while no diminution of comfort will be experienced. It should also be noted that

none of the items of equipment that have gone to make the Morris car so overwhelmingly superior in the past are omitted from the programme. In every case, still better and more lavishly equipped cars are being offered to the public at reduced prices.

There is no doubt that this new Morris programme sets the seal on the supremacy of the British car not only in this country but all the world over. It has been openly stated that a prominent American manufacturing concern which bought a standard Morris car and took it to Detroit for examination, came to the decision that such a car could not be produced at such a price in America. Mr. Morris's

decision to embark upon such a remarkable value-for-money programme as is now offered, has naturally largely been influenced by political happenings during the past twelve months, the increased stability given to the trade in this country by the introduction of the last Budget being an important factor in this respect. There is now every encouragement for motorists all the world over to follow the well-known Morris slogan—Buy British and be Proud of it.



At £195 (with four-wheel brakes) the new Morris-Cowley Coupé can have no rival on the market as an economical closed two-seater. As distinct from the Oxford model, this Coupé has a fixed head and the rear windows also are fixed. • The main windows, however, are controlled by automatic lifters.



THE NEW PRICES

11.9 h.p. MORRIS-COWLEY.

	New Price	Old Price
	£ s.	£
Two-seater, without four-wheel brakes .. ..	162 10	175
Two-seater, with four-wheel brakes .. ..	170 0	—
Occasional four-seater, without four-wheel brakes .. ..	172 10	185
Occasional four-seater, with four-wheel brakes .. ..	180 0	—
Full four-seater, without four-wheel brakes .. ..	182 10	195
Full four-seater, with four-wheel brakes .. ..	190 0	—
Fixed head Coupé, with four-wheel brakes .. ..	195 0	210
Two-door Saloon, with four-wheel brakes .. ..	235 0	250

*These prices include one year's insurance.*

14/28 h.p. MORRIS-OXFORD.

	New Price	Old Price
	£	£
Four-wheel brakes fitted to all models.	—	—
Two-seater .. .. .	240	260
Four-five-seater .. .. .	260	285
Coupé (folding head) .. .. .	285	305
Three-quarter Coupé (folding head) .. .. .	295	—
Cabriolet .. .. .	330	365
Saloon (four-door) .. .. .	350	385
Landaulette .. .. .	360	395

*All prices are for delivery at our Works at Cowley, Oxford.*

