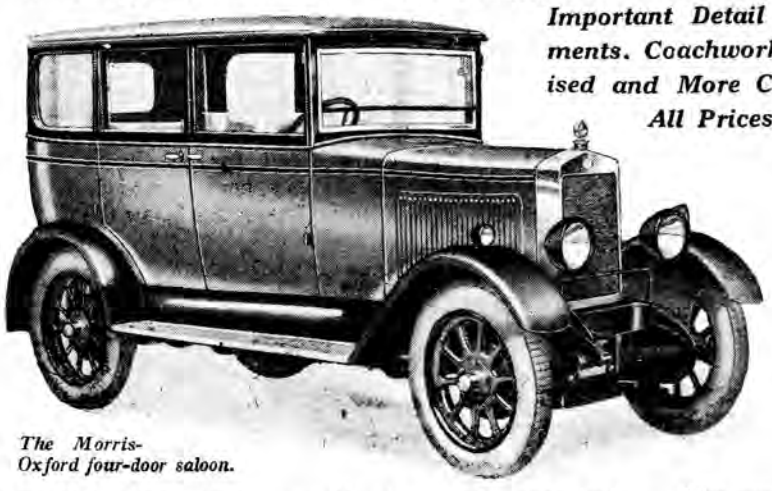
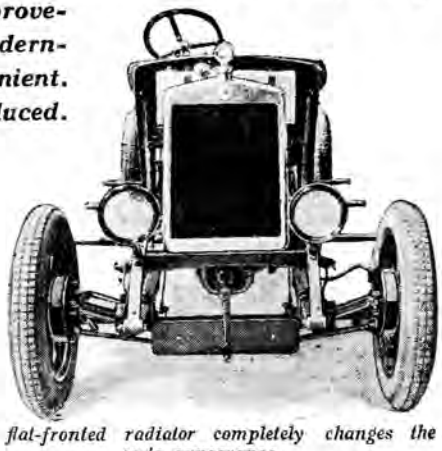
MORRIS 1927 PROGRAMME.

New Type Chassis with Stout Frame, Better Springing, Flat-fronted Radiator, and Many Important Detail Improvements. Coachwork Modernised and More Convenient. All Prices Reduced.



The Morris-Oxford four-door saloon.



A flat-fronted radiator completely changes the car's appearance.

OUTWARDLY the new Morris cars for 1927 look quite different, for the familiar rounded radiator has given place to an angular type which harmonises better with spacious coachwork. Inwardly the well proven features of the reliable four-cylinder engine, three-speed gear box with particularly easy change, quiet starting motor and so on, are retained, but the frame has been entirely redesigned and strengthened, the springing improved, and a host of details changed in pursuit of greater serviceability and convenience. More room has been secured in the coachwork, and comfort as well as appearance has been studied. Altogether the new cars are most attractive.

Prices for the Morris 1927 models are as follow :—

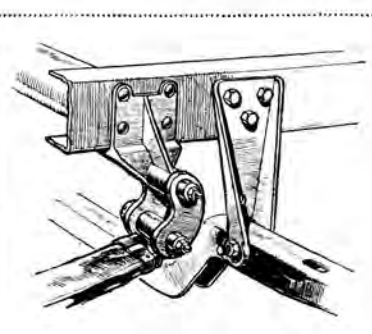
11.9 h.p.	Morris-Cowley	chassis £122 10s. 0d
,,	,,	chassis with four wheel brakes, £130.
14-28 h.p.	Morris-Oxford	chassis for open bodies £155.
,,	,,	chassis for closed bodies, £160.
11.9 h.p.	Morris-Cowley	two-seater £160.
,,	,,	four-seater £172 10s. 0d.
,,	,,	two-seater plain model, without f.w.b. £148 10s. 0d.
,,	,,	four-seater plain model, without f.w.b. £158 10s. 0d.
,,	,,	coupé £182 10s. 0d.
,,	,,	saloon £195.
14-28 h.p.	Morris-Oxford	two-seater £220.
,,	,,	four-five-seater £240.
,,	,,	three-quarter coupé £245.
,,	,,	saloon £265.

The new programme becomes operative from September 11th, by which date many dealers will have cars ready for inspection. It may be noted that the two cheaper Cowley models, the two-seater at £148 10s. and the four-seater at £158 10s., differ from the standard types in that the front wheel brakes are omitted, as are also speedometer, clock, spring gaiters, driving mirror, shock absorbers, Calormeter and windscreen wiper. On these cheaper models combined side and head lamps are used instead of the five-lamp set.

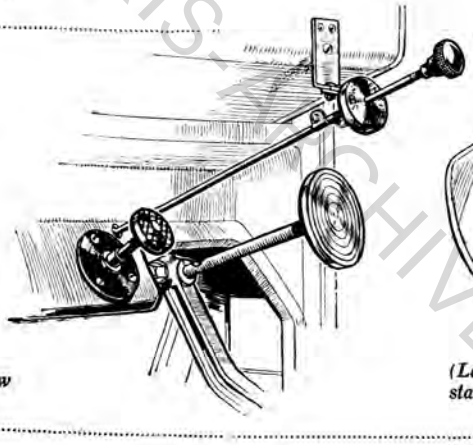
Where Oxford and Cowley Types Differ.

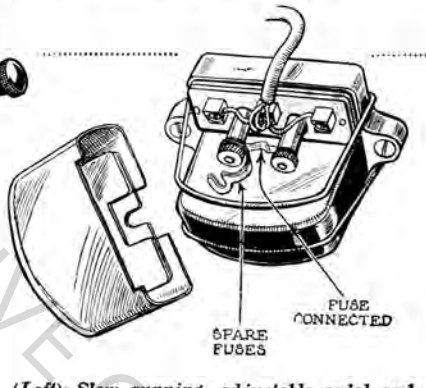
Between the Cowley models and the Oxfords the differences are that the latter have a larger engine —the bore and stroke of the Cowley engine is 69 × 102 mm. (1,526 c.c.) and of the Oxford 75 × 102 mm. (1,802 c.c.)—more body space, longer wheelbase and springs, larger tyres, 12in. brake drums, luggage grid, self-illuminating instrument board, windscreen wiper, door pockets, dipping head lamps, trip speedometer, nickel centre hub caps, leather upholstery, and choice of four colours. Other than two-seaters, the new Cowleys have a wide door on each side of the body, and Oxfords have four doors.

The reason that the chassis for the Morris-Oxfords intended for closed bodywork costs more than that for the open coachwork is that the former has heavier springs, and also 29 × 4.95in. tyres instead of the



Neat pressed steel spring shackles are now employed.





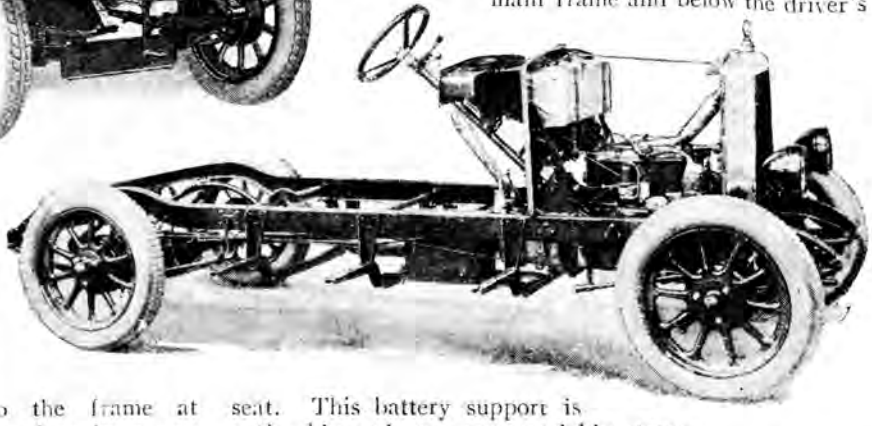
(Left) Slow running, adjustable pedal and starter button. (Above) New fuse box accessibly mounted under the bonnet.

The new four-five-seater Morris-Oxford is extremely attractive in its latest guise. Both this chassis and that of the Morris-Cowley incorporate many interesting new features.

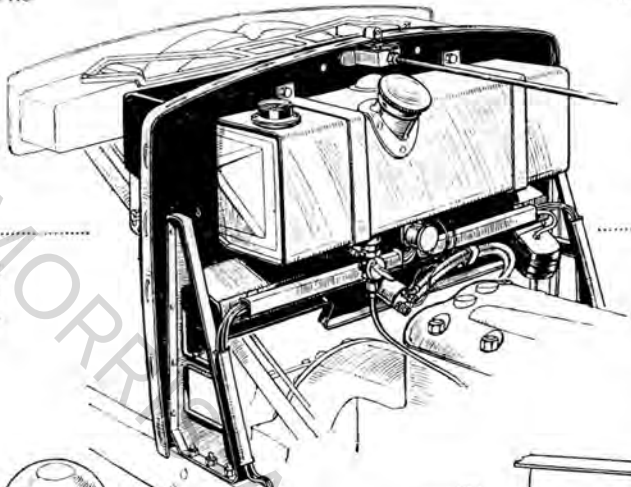
28 × 4.95in. on the latter. Free insurance is not now included in the price of the cars.

Little or no alteration has been made in the engine and gear box unit, and this is still attached to the frame at four points. The frame itself, however, is quite a new one. It is of deep section, becomes broader towards the rear of the car so as to give a wide body platform, and is swept up and then down over the rear axle. Semi-elliptic road springs are fitted in the front, the front axle being considerably forward of the centre of each spring, and semi-elliptic underslung springs are adopted at the rear. The latter, in the case of the Cowley, are 44in., and in that of the Oxford 47in. long. As Smith shock absorbers are now fitted all round, the Morris car becomes 100 per cent. British, since the shock absorbers previously fitted were made in the United States.

Besides the usual cross members, the new frame is rendered exceedingly rigid by the fitting of three channel-sectioned cross stays that lie some little distance below the main frame, to which they are attached by pressed steel brackets. Incidentally, there is quite a lot of interesting pressed steel work on the new car. These cross stays are used primarily to carry the running boards, but they are also employed to give a rigid mounting for the silencer on the left side of the car and for the Lucas battery box, which has now been placed inside the main frame and below the driver's seat. This battery support is noticeably and very commendably strong.

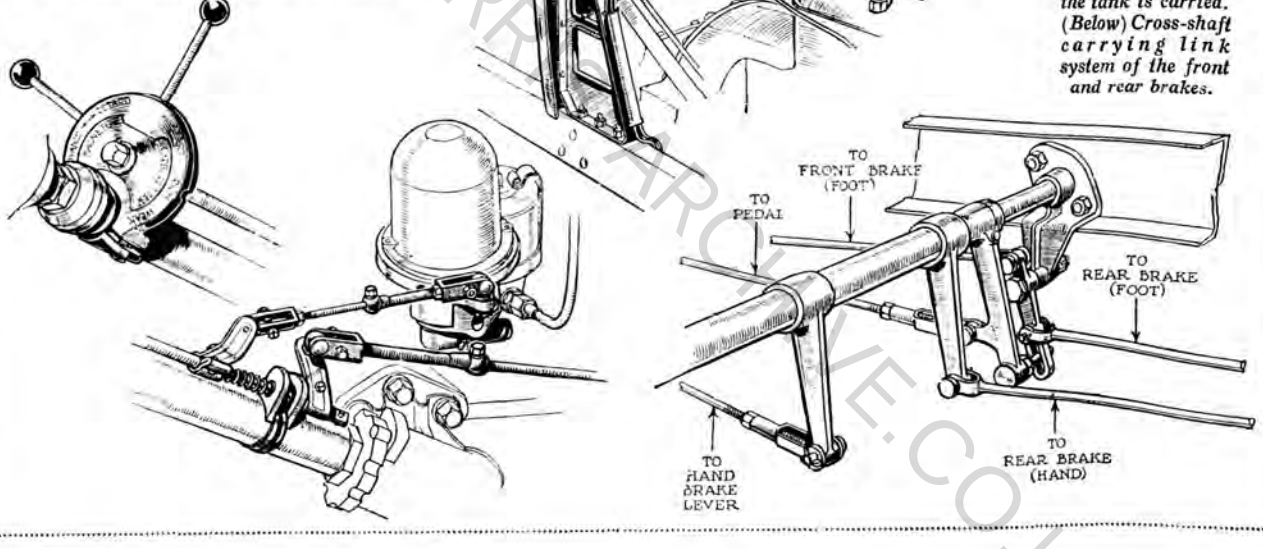


Whilst the rear axle remains unchanged in its essentials—indeed, there is no need to change it, for, like the engine unit, it is a most satisfactory component—there has been a considerable revision of the four wheel brake operating tackle. Towards the centre of the car there is a cross-shaft to which the pedal is connected. This cross-shaft carries drop levers, which engage secondary levers, the latter being coupled up on each side to the front and rear brakes. Fifty per



(Left) Forward side of the pressed steel dash, showing how the tank is carried. (Below) Cross-shaft carrying link system of the front and rear brakes.

(Below) The control levers work in a dial under the steering wheel, and the links to the carburetter and magneto are adjustable.



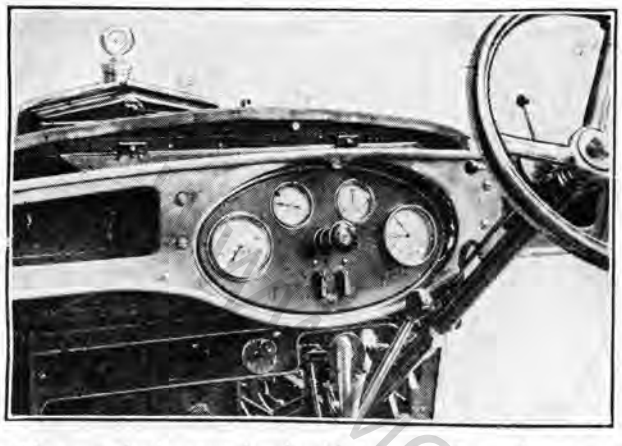
cent. of the braking effect is applied to the front and fifty to the rear wheels. Brake drums of 9in. diameter are fitted on the Cowleys, and 12in. drums on the Oxfords. Separate shoes in the rear wheel drums are applied by the hand brake.

A Radiator Innovation.

Pleasantly familiar though the old-fashioned curved radiator had become, nevertheless it did exercise a detrimental effect upon the art of the coachbuilder, for the low shoulders and narrow width made it very difficult to combine it with a scuttle of any size and a wide body. This is the reason why the new radiator with its high shoulder line has been adopted. The altered radiator has made room for what is, perhaps, the most important improvement of the car, in the form of an ingenious pressed steel dashboard structure.

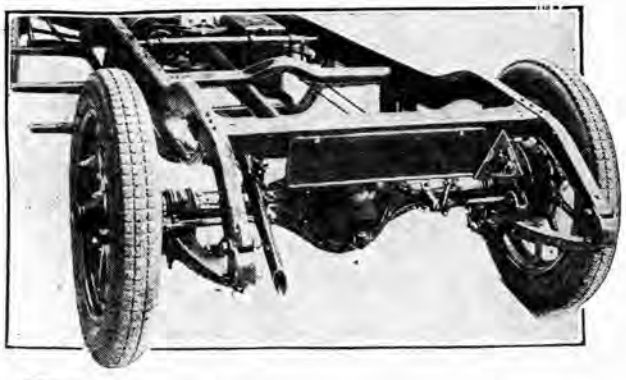
This dashboard, although light, is so strong and so rigidly attached that it gives definitely a very firm support to the front of the body. The outer edge of the dashboard is, by the way, covered with thick rubber, and the result should be complete absence of rattle or squeak as the cars grow old. A deep recess is provided in the front of this dash, into which a seven-gallon tank is placed and secured by straps. The tank itself has a really large filler, and carries a level gauge on the top. At the bottom is a two-way tap, so that there is normally a reserve of one gallon of fuel in the tank, and there is no longer any need to carry a spare tin. The new tap is cork-faced and operates easily.

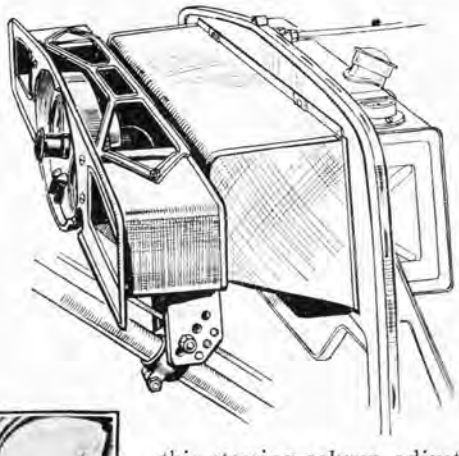
(Below) The instruments are neatly grouped in an oval recess with a cubby hole on either side.



At the back of the housing of the tank a pressed steel framework carries a new instrument board. This board is not only very neat and attractive in its design, but is a most interesting manufacturing proposition. In the centre the instruments are grouped in a sunk oval well, whilst at the sides are cubby holes. The board on the Cowley carries speedometer, oil gauge, ammeter, clock, and electric light controls, together with a dashboard lamp. On the Oxford cars, however, the complete dashboard is self-illuminating from within.

This same stiff dashboard structure is used to lock the steering column in position, and now a bracket is provided which allows a choice of seven different settings. In order to make the car readily suitable to people of different heights, not only is this steering column adjustment provided, but the pedals also are now made, for the first time, with an adjustment for varying the reach.





(Above) Underslung half-elliptic rear springs are now fitted and the whole frame has been strengthened considerably. (Left) Dashboard of the new Morris, showing how the pressed steel instrument board is attached to the framework supporting the fuel tank. This frame also supports the steering column in a bracket which provides seven adjustments for steering rake.

Underneath the steering wheel is mounted a new type of control, the dial having two levers—one for ignition and the other for throttle setting. The controls from this dial are provided at the bottom of the steering column with a simple adjustment, so that the controls themselves can be made to do exactly their work from one end of the necessary travel to the other. The very useful dashboard structure also carries on its ramp a button for the engine starter, which thus can be operated by foot. On the forward side, too, are to be found, in an accessible position, the main fuse of the lighting system and also the cut-out. A Lucas twelve-volt electric lighting and starting set is fitted, and also a new type of Lucas magneto. The carburetter is the Smith five-jet type.

The new flat-fronted radiator.

Incidentally, the new radiator has a 60 per cent. greater cooling surface, and contains three gallons of water; the fan is now provided with four blades instead of three. The underlying idea of the alterations to the Morris chassis has been all along towards making it stronger and fit for use in any conditions of motoring to be found in any country in the whole world. In a word, the stout frame and springs, the strong support of the running boards, wings, battery, silencer, and so forth, besides the rigid dash structure, render the car most suitable for overseas conditions.