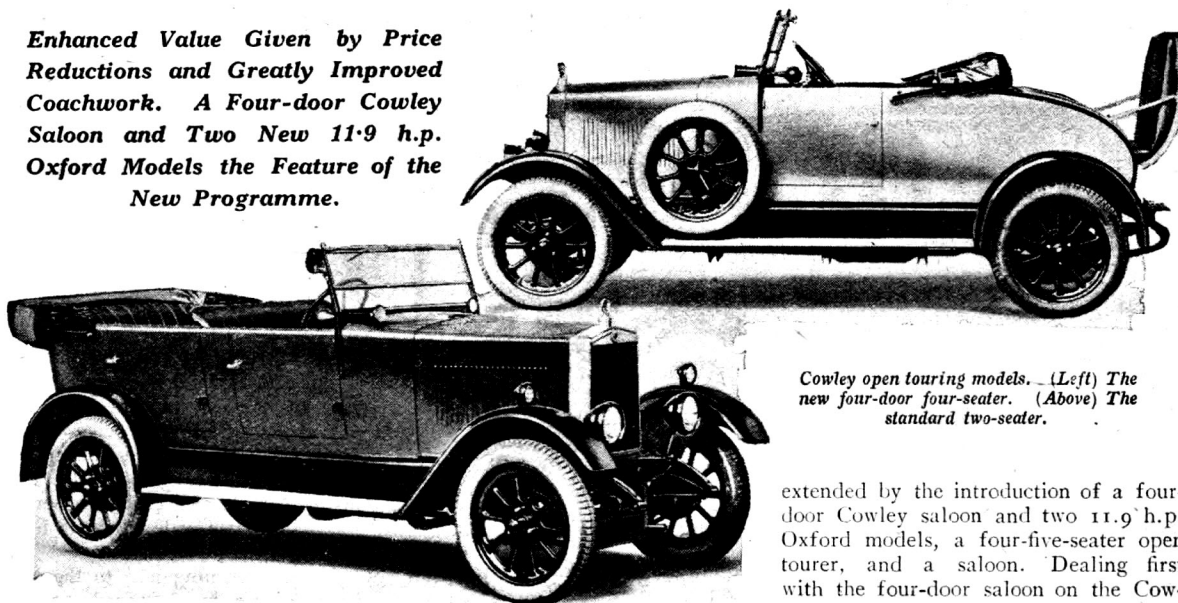


MORRIS RANGE FOR 1928.

Enhanced Value Given by Price Reductions and Greatly Improved Coachwork. A Four-door Cowley Saloon and Two New 11.9 h.p. Oxford Models the Feature of the New Programme.



Cowley open touring models. (Left) The new four-door four-seater. (Above) The standard two-seater.

FOLLOWING their usual procedure, Morris Motors (1926), Ltd., announced their 1928 programme on September 1st, yesterday, and the new prices are operative from that date. Not only do the new prices show material reductions, but considerable improvements have been effected in the coachwork of all models, so that the nett result is a greatly enhanced value for money. This policy has been made possible by manufacturing economies that have been effected during the year, coupled with the development of plant and experience gained.

Considering the Owner-driver.

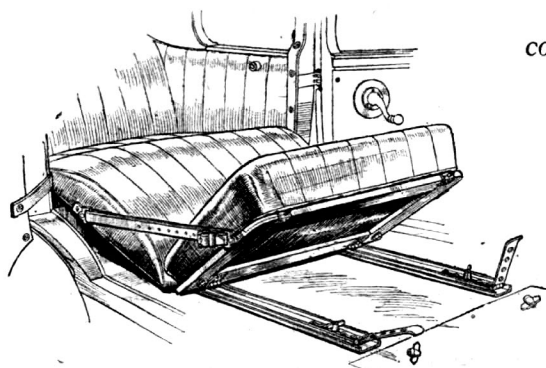
To appreciate the reduced prices at their full value it is necessary to consider them in relation to the improvements which have been effected as well. For example, on all except the lowest priced two-seater, automatic windscreen wipers are fitted, on all models improved tool lockers are provided, and on all four-seaters adjustable front seats are included. It is not difficult to realise that for sheer value for money, last year's models are far surpassed by these new productions.

An important point is that the Morris range has been

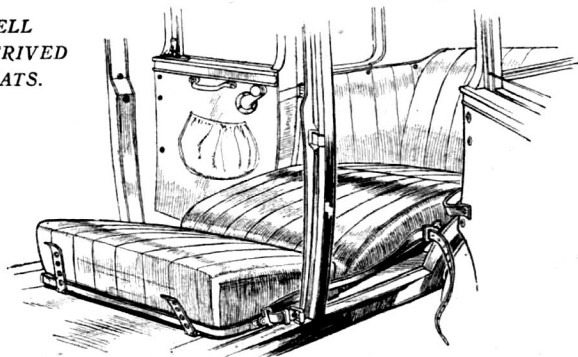
extended by the introduction of a four-door Cowley saloon and two 11.9 h.p. Oxford models, a four-five-seater open tourer, and a saloon. Dealing first with the four-door saloon on the Cowley chassis, it may be said that this is a comfortable, full size, four-passenger car with complete equipment at the very attractive figure of £185. The steel coachwork is produced by the most modern press plant and possesses good lines, with wide shallow windows giving the high waistline effect and a new type single-pane screen, which is hinged at the top, and, when closed, is truly weather-proof.

For Touring or Sleeping.

There is ample leg room in both compartments, and the front seat is of a new design which allows the utmost degree of comfort to be obtained. Not only is the seat as a whole adjustable fore and aft, *i.e.*, for leg room, but the squab can be tilted up or down to give the precise amount of support required for the thighs of any individual driver, while the rear squab also is hinged and can be fixed in any desired position to give the amount of support required for the back. There should be no feeling of fatigue, therefore, after a long day's run, either as regards the driver's legs or back. If the owner desires to camp out in the car he can let the rear squab down so that the upholstery forms a bed.



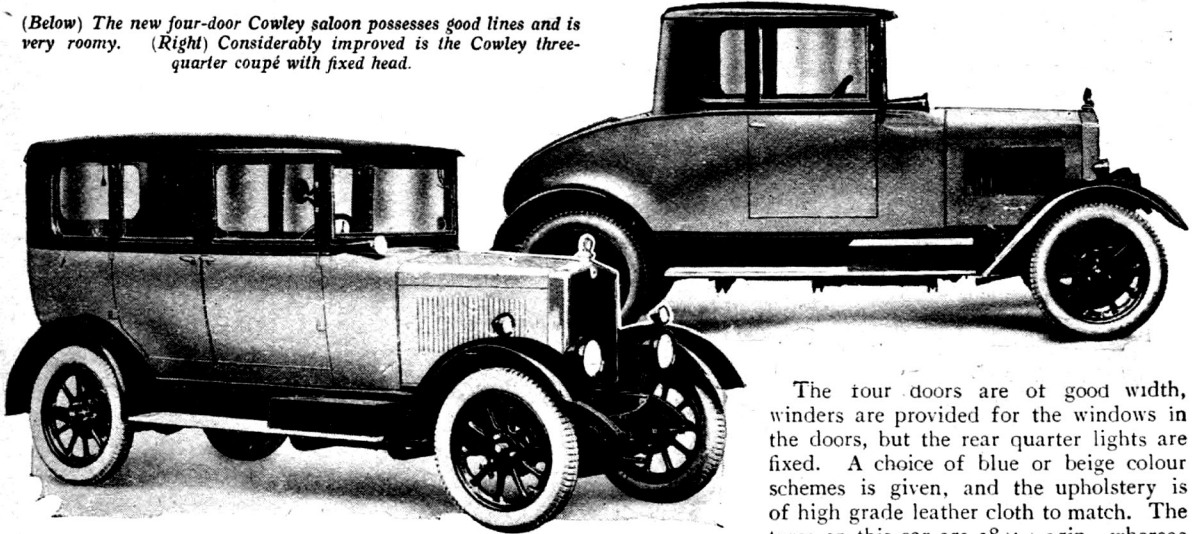
**WELL
CONTRIVED
SEATS.**



On the Cowley four-door saloon and tourer the front seat is adjustable for reach, tilt, and angle of back. The back can be let down to form a bed for camping.

Morris Range for 1928.

(Below) The new four-door Cowley saloon possesses good lines and is very roomy. (Right) Considerably improved is the Cowley three-quarter coupé with fixed head.



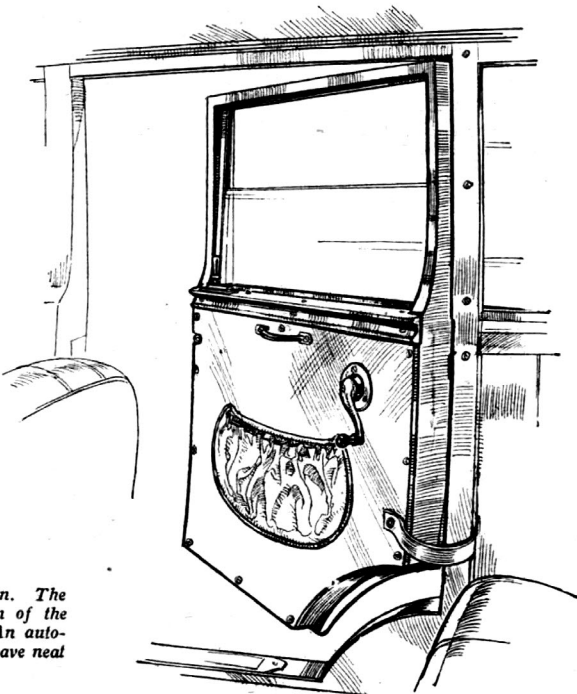
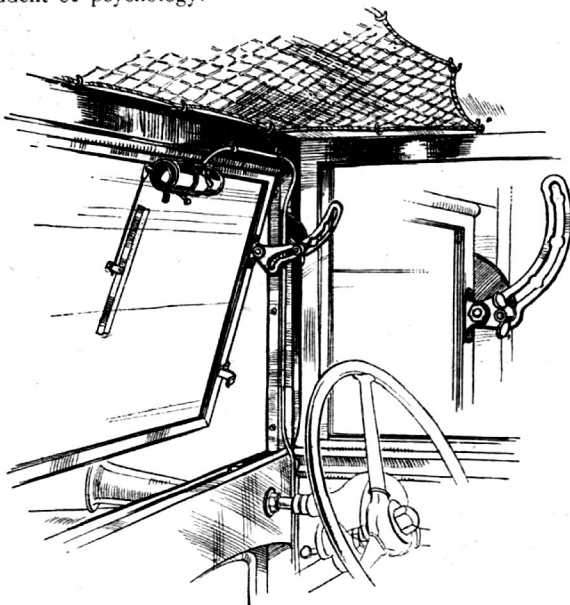
The four doors are of good width, winders are provided for the windows in the doors, but the rear quarter lights are fixed. A choice of blue or beige colour schemes is given, and the upholstery is of high grade leather cloth to match. The tyres on this car are 28 x 4.95in., whereas other Cowley models have 27 x 4.40in. tyres.

There is ample room in the body for four passengers of normal size, and all occupants are given a good view, as the body pillars are not obtrusive, while the sides of the head are not extended down to any degree. Care has been taken in the choice of the cloth for the head lining, which is light enough not to induce any feeling of depression; the modern coach-builder is undoubtedly a student of psychology.

MORRIS 1928 MODELS AND PRICES.

11.9 h.p. Morris-Cowley.		14.28 h.p. Morris-Oxford.	
	£ s. d.		£ s. d.
Two-seater (simplified)	142 10 0	Two-seater	210 0 0
Two-seater	152 10 0	Four-five-seater ..	225 0 0
Four-seater	170 0 0	Three-quarter coupé	230 0 0
Three-quarter coupé	175 0 0	Saloon	250 0 0
Saloon, two-door ..	177 10 0	Saloon-landaulet ..	285 0 0
Saloon four-door ..	185 0 0		
11.9 h.p. Morris-Oxford.		15.9 h.p. Morris-Oxford.	
Four-five-seater ..	205 0 0	Five-seater	315 0 0
Saloon	215 0 0	Saloon	345 0 0

Turning now to the new 11.9 h.p. Oxford models, it may be said that these have been introduced to give the comfort of the Oxford with the running costs of the Cowley. The chassis has the 8ft. 10½in. wheelbase of the Oxford models, the Cowley wheelbase being 8ft. 9in., while the engine is the Cowley unit with a bore and stroke of 69.5 x 102 mm. (1,550 c.c.). The



One of the most interesting new models is the four-door Cowley saloon. The single-pane screen is hinged at the top and is adjustable, the design of the quadrant fasteners securely locking the screen in the closed position. An automatic wiper and a roof net are amongst the many fittings. The doors have neat expanding pockets and winders for the windows.

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Morris Range for 1928.

wheels and tyres are 28 x 4.95 in., and the brake drums are of 12 in diameter, these being Oxford dimensions. A lower back axle ratio, 5 to 1, is fitted, the standard ratio for both Cowleys and Oxfords being 4.75 to 1. An even better top-gear performance than formerly will thus be possible with the latest cars.

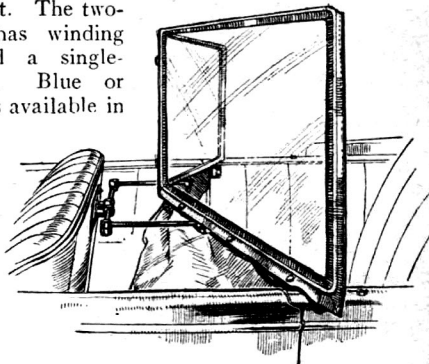
Both the tourer and saloon are of distinctive appearance, with roomy steel coachwork finished in cellulose in blue or maroon colour schemes, with Karkyde upholstery to match. The touring model has full all-weather equipment and a two-panel sloping screen with very rigid side pillars set neatly on the scuttle. The bulb horn is fitted in the lower off-side corner of the screen. The saloon is roomy, and has a single-pane screen, winding windows, and complete interior fittings. The front seats are adjustable on both models, and the equipment is very complete, including electric and bulb horns and luggage grid.

The Simplified Cowleys.

Reverting to the Cowley range, the simplified two-seater is available in blue only, and has no front wheel brakes. Its equipment includes hand windscreen wiper, bulb horn, combined head and side lamps, but no speedometer, clock, Calormeter, or spring gaiters. In other respects it is the same as the standard two-seater, having two doors, a well-upholstered and comfortable dickey seat, and

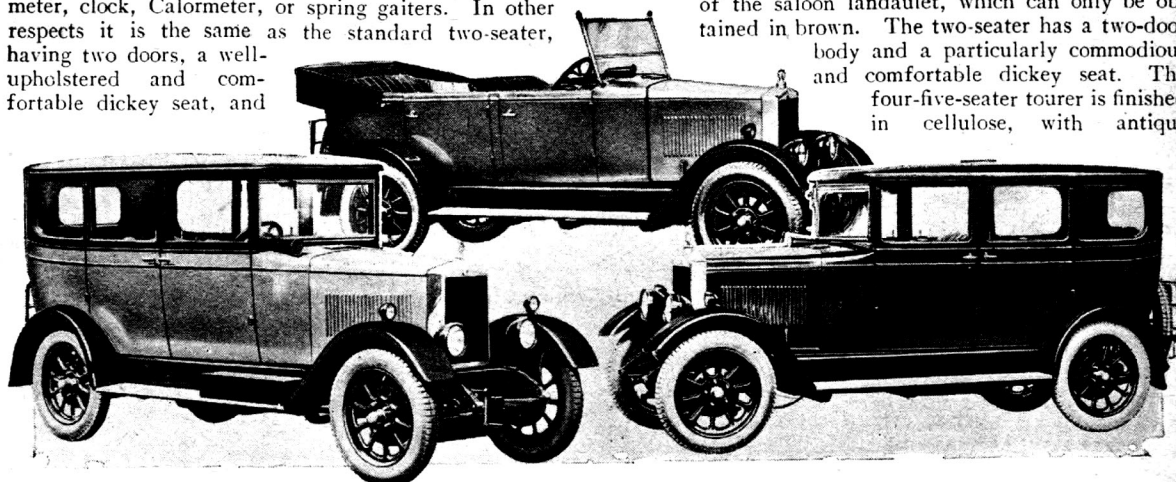
The threequarter fixed head coupé also shows much improvement, the rear quarter lights adding to the appearance, while the seat, adjustable for reach and tilt, adds to the comfort. The two-door body has winding windows and a single-pane screen. Blue or beige finish is available in

On the 14-28 h.p. Oxford tourer the side all-weather panels can be arranged to form a rear screen.



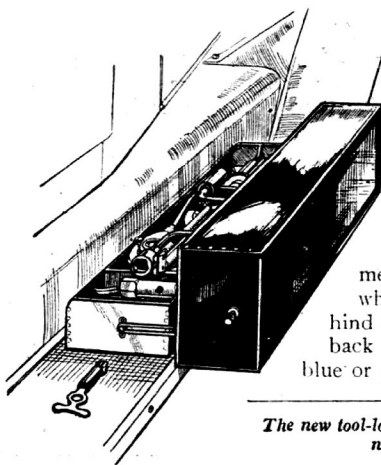
this case also, but the two-door saloon is only available in blue.

Regarding the 14-28 h.p. Oxfords, a choice of blue, maroon, brown, or beige finish is given, except in the case of the saloon landaulet, which can only be obtained in brown. The two-seater has a two-door body and a particularly commodious and comfortable dickey seat. The four-five-seater tourer is finished in cellulose, with antique



Two new models are the 11.9 h.p. Oxford saloon (left), and open tourer (centre). The 14-28 h.p. Oxford saloon (right) is considerably improved.

leather upholstery to match, and has four doors and adjustable front seats. The side panels of the all-weather equipment are designed to fit into special brackets to act as an efficient V-shaped rear screen, an apron being attached to the lower edges of the two panels by press studs. Cellulose finish is employed also for the four-door saloon, which is, perhaps, the most interesting model with its handsome steel coachwork. The corners of the windows are now rounded off, a single-pane screen is used, and a new type adjustable front seat is fitted. The door latches incorporate locks, a Yale lock being provided in the rear front door.



The new tool-locker which is fitted on new models.

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Finally, the 15.9 h.p. models are also improved and are available in blue, maroon, brown, or grey. The open tourer has separate adjustable front seats, four doors, and full all-weather equipment, while the roomy four-door saloon is very fully equipped and forms a handsome carriage affording the maximum comfort.

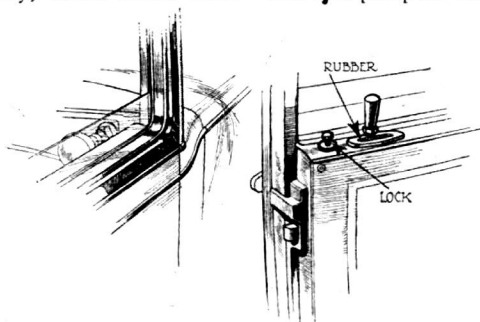
As regards chassis alterations, there is none of prime importance, for the 1927 design has proved eminently satisfactory. Minor modifications are made as they are found desirable while the cars are coming through the

Morris Range for 1928.

works, and thus a new design of exhaust manifold giving an easier flow for the gasses has made its appearance during the past few weeks. Similarly, brake drums have been stiffened up to secure silence of operation, and slight changes have been effected in the steel dash assembly to avoid drumming. Apart from such minor details, both Cowley and Oxford chassis are unchanged.

The Cowley equipment now includes speedometer, clock, oil gauge, ammeter, and instrument lamp on the fascia board, automatic windscreen wiper, spring gaiters, five lamps, radiator Calormeter, and bulb horn. On 11.9 h.p. Oxfords an electric horn and luggage grid are included in addition, and on 14-28 h.p. Oxfords the speedometer has a trip mileage, the instruments are illuminated by a concealed light, and dipping headlights are fitted.

All models have the new tool locker on the running board, and this is designed to take the jack, jack handle, and tyre pump as well as the ordinary tool kit. The construction of this tool box renders it quite weatherproof, and its convenience cannot be doubted. The lid of the box is hinged at the ends in such a manner that it can be readily opened or replaced.



(Left) The corners of the 14-28 h.p. Oxford saloon windows are rounded. (Right) The doors have neat locks with rubber mouldings for the lever slots to prevent rattle.

In conclusion it may be said that the new Morris programme provides a car for the motorist of modest means whatever his requirements may be. There are, for example, fifteen different models available, from the simple two-seater at £142 10s. to the 15.9 h.p. saloon at

£345, and of all it is undoubtedly true to say that they represent a very high standard of value for the prices asked for them.

