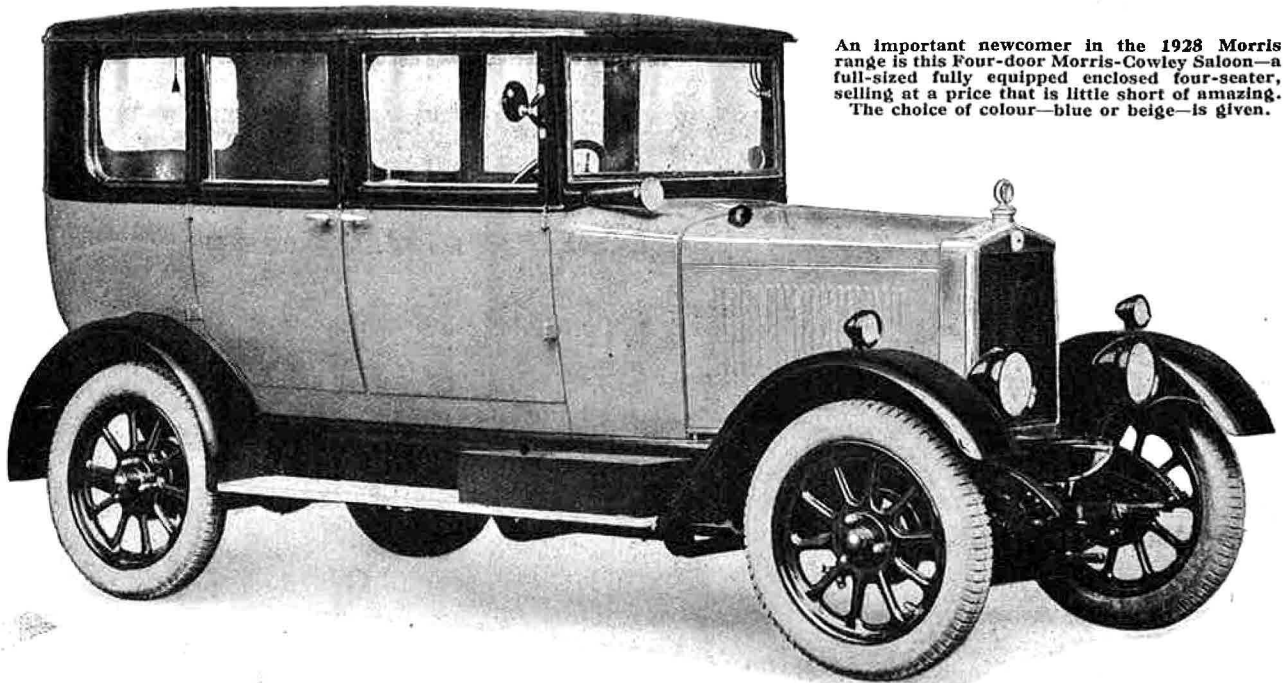


The Morris Programme for 1928

Amazing Value in Enclosed Cars. Important Detailed Improvements.
Two New Models. Better Cars than Ever

By W. M. W. THOMAS



An important newcomer in the 1928 Morris range is this Four-door Morris-Cowley Saloon—a full-sized fully equipped enclosed four-seater, selling at a price that is little short of amazing. The choice of colour—blue or beige—is given.

THE British motoring public, by their very definite numerical preference for Morris cars, have given adequate proof that the value offered by Morris Motors (1926) Ltd. has for a decade been superior to that presented by other car manufacturing and importing firms. Remarkable as has been the value for money presented in the past, the 1928 Morris programme bids fair completely to overshadow all records, and the now introduced range of cars at their new reduced prices literally represents a phenomenal example of what can be done by highly developed organisation.

The prices at which Morris cars now sell, as shown on the leaflet which is inset in this copy of *The MORRIS Owner*, speak for themselves. It is, however, necessary to consider those prices in conjunction with the improvements made to all the models, perhaps the most startling of which is the introduction of a full-sized Morris-Cowley four-door saloon at such a very attractive figure.

This car deserves more than average attention, not only to the matter of body design, but also in the completeness of its equipment, which is extraordinarily arresting. There is ample leg-room both in the back and front seats, and the front seat, as also fitted to the new Morris-Cowley open four-seater, is

particularly interesting in that it is not only adjustable for reach, as determined by its distance from the pedals, but the actual seat squab itself can be tilted up or down to give the precise amount of support required for the thighs of any individual driver, and the back squab also can be hinged and fixed in any desired position, so that no matter what stature the driver may be, he can adjust his seat until it gives an exact "made-to-measure" fit. Naturally this means comfort.

Better Driving Vision

A new type single-pane windscreen is fitted which, besides being completely weathertight, gives a much better view for the driver, and also adds a suggestion of roominess to the interior of the car which is not contradicted on closer inspection.

Still dealing with the Cowley range, it should be noted that on all except the two-seater model fitted with rear brakes only, and which has therefore the corresponding "simple" equipment, automatic windscreen wipers are fitted. Another added attraction of the range, too, is the introduction of a new body colour which takes the place of the old grey shade. This new colour, which has been chosen with very considerable care, is known as beige, a light, hard-wearing and very good-looking biscuit

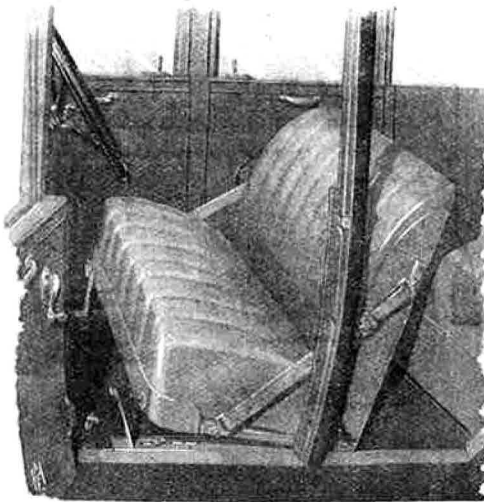
Morris Programme—cont.

shade, and in conjunction with the black fittings it produces an extremely smart effect. Naturally, in matters of car colours tastes differ, and there can be no unanimity on any particular shade. Therefore, while the popularity of the blue models will doubtless remain undiminished, there is equally little doubt but that the new shade of beige will find many firm adherents. Ladies particularly are loud in its praises.

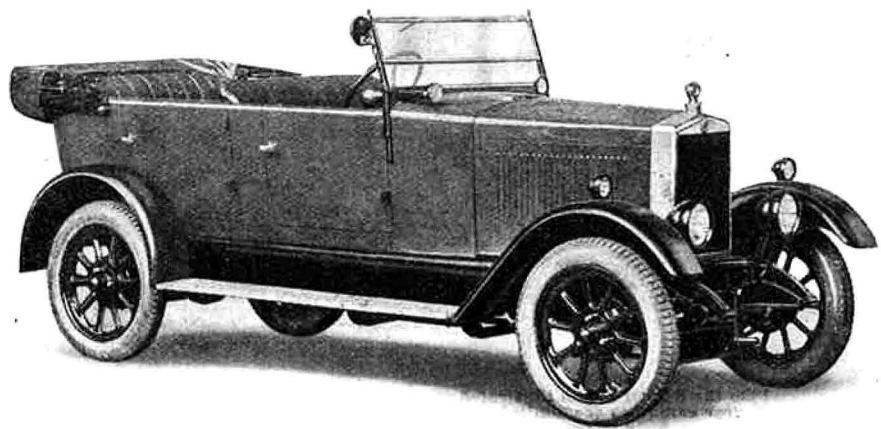
The New Cowley $\frac{3}{4}$ Coupé

Another very attractive model in the Cowley range is the new Morris-Cowley three-quarter coupé. This model has been very considerably improved, both as regards appearance and comfort. The seat is now adjustable as for reach and tilt, as previously described, and the rear quarter-lights add to the looks of this car until it is certainly one of the most attractive enclosed two-seater models on the road to-day. Here, too, the price at which the car is offered is little short of amazing, and, as in the other four-wheel braked Cowley cars, the choice of blue or beige coachwork with upholstery to match is given.

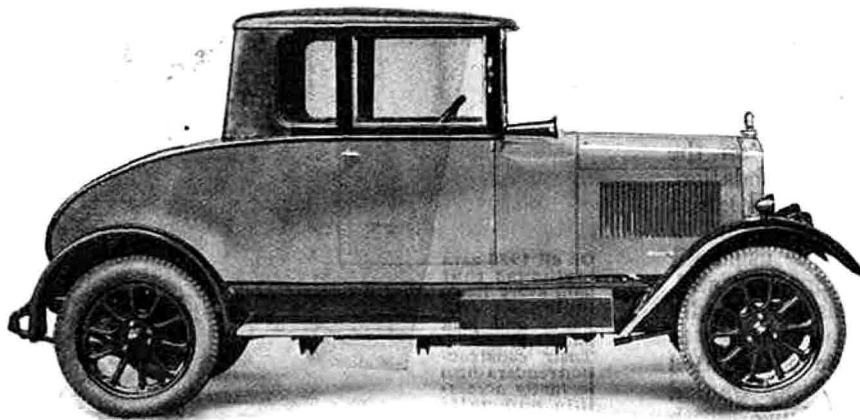
We can now turn to the two new models that have been introduced: the 11.9 h.p. Morris - Oxford tourer and saloon. It has been felt by



The seat fitted to the Morris-Cowley Saloon, Four-seater and Coupé is of this ingenious and eminently comfortable type, adjustable for reach, tilt and the angle of the back squab.



This is the improved Morris-Cowley Four-seater, which is now obtainable in either blue or the new colour—beige.



The Morris-Cowley Coupé is now of the three-quarter type—improved greatly in appearance and also as regards comfort.

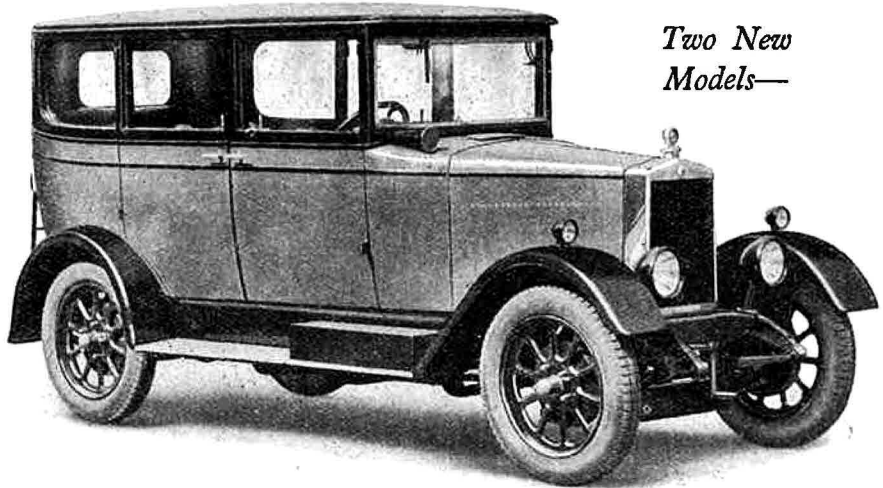
prospective purchasers of Morris cars for a considerable time that there was the need for a car that possessed the roominess of the Morris-Oxford models, and yet was not fitted with quite such a powerful engine. In other words, there was a demand for Morris-Oxford comfort at Morris-Cowley running costs. To meet this demand the Company has produced the 11.9 h.p. Morris-Oxford models. Their specification includes large, substantial four-door bodies, 12 in. brake-drums, and, in fact, a considerable number of the refinements that are found on Morris-Oxford cars. The power unit is the 69 mm. bore engine (11.9 h.p.) which, while being amply powerful to give a good road performance and the ability of

touring at a reasonable speed anywhere in the British Isles, involves a tax of £12 per annum only, has a lower petrol consumption, and is therefore correspondingly more economical to run.

These 11.9 h.p. Morris-Oxford models are offered as tourer and saloon only, and the choice of blue or maroon coachwork and upholstery to match is given. One of the reasons for their introduction into the 1928 programme has been the desire of the Company to produce a range of cars that shall meet the requirements of motorists of all

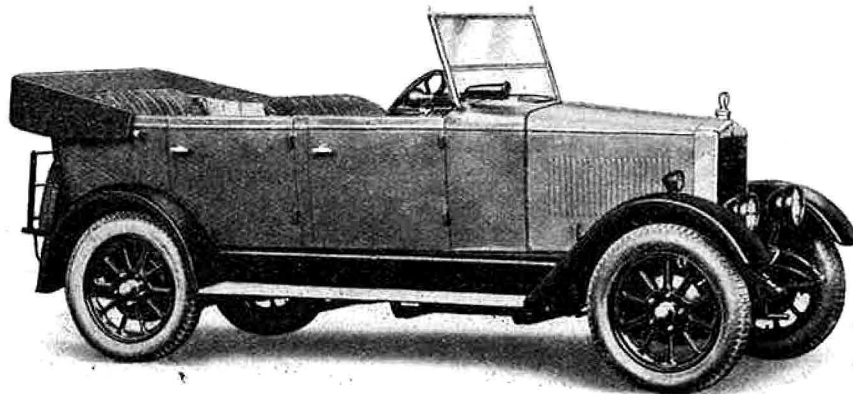
Morris Programme—cont.

types. This policy is interesting in as far as it is a distinct contradiction to the idea of mass production. Cars that are produced on mass production principles and which are designed down to a price are easily recognisable as such. The Morris is not and never has been one of these. It has always been the aim of the Morris Company to produce a range of cars that shall fill the individual requirements of purchasers of all classes. Thus there are embraced in this 1928 programme types of cars ranging from a very reasonably priced two-seater model to a luxurious 15.9 h.p. five-seater



Two New Models—

The 11.9 h.p. Morris-Oxford Saloon has been introduced to fill the demand for a car that provides "Oxford" roominess and "Cowley" running costs. Its handsome appearance is evident from this illustration.



Like the Saloon model illustrated above, the 11.9 h.p. Morris-Oxford Tourer combines economical performance with more than ordinary body space. Both models have cellulose finish.

Turning back to the programme in detail, in the 14/28 h.p. Morris-Oxford range we find equally important improvements and equally astonishing price reductions.

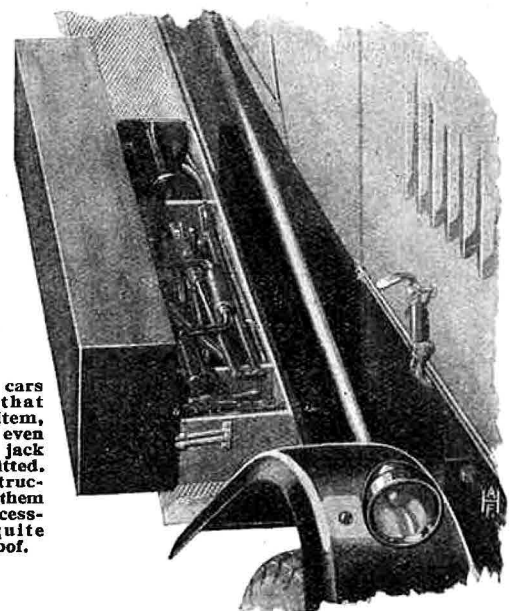
The 14/28 h.p. Morris-Oxford saloon, perhaps, provides the greatest interest. Leather upholstery is now standard on this model at the reduced price, and the body has been improved both as regards appearance and comfort. The windows, instead of having square corners, now are

saloon which is complete with all the requirements even the most discriminating motorist might desire.

Better Tool Accommodation

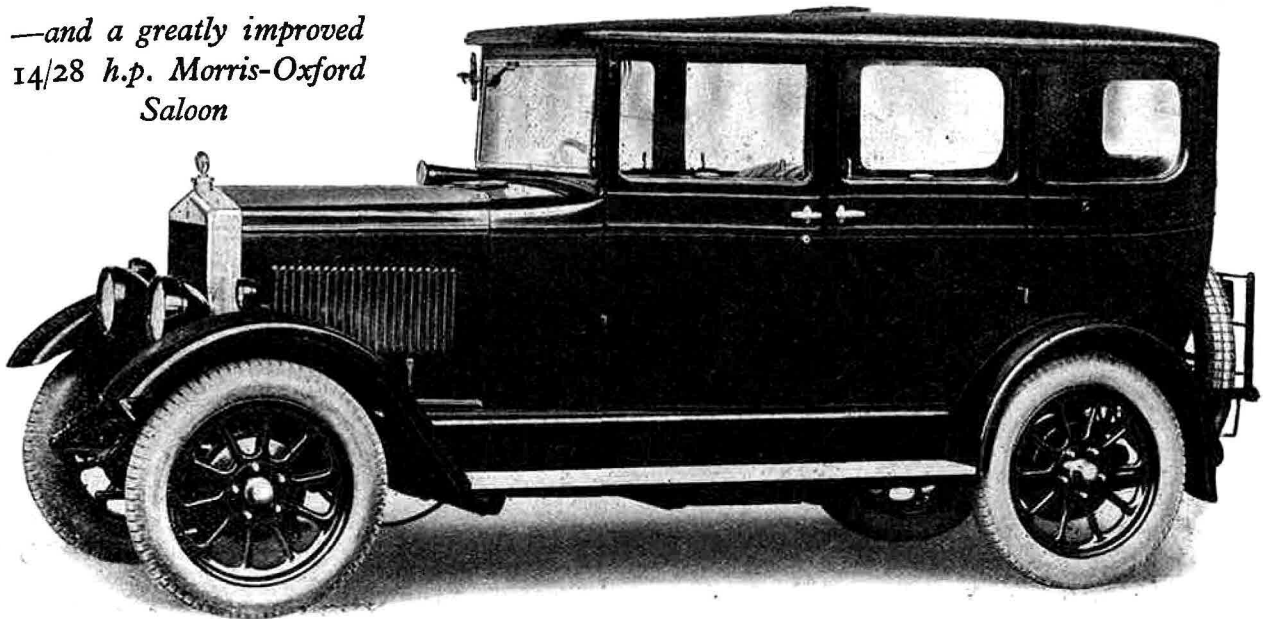
Among other improvements which, although they do not appear to be particularly striking, are actually very important from the view-point of the owner-driver, we may mention the incorporation on the 1928 Morris models of improved tool accommodation.

In this particular matter, on both Morris-Oxford and Morris-Cowley cars there is now found a large toolbox which includes not only the usual kit of tools but also the jack and, more important still, the jack handle and pump. These items have usually been the source of considerable annoyance to motorists, because whenever they were not wanted they were in the way, or when they were wanted they were artfully tucked out of the way underneath several passengers, luggage and seat squabs. The new Morris toolbox completely solves this problem.



On all 1928 cars toolboxes that hold every item, including even pump and jack handle, are fitted. Their construction renders them instantly accessible and quite weatherproof.

—and a greatly improved
14/28 h.p. Morris-Oxford
Saloon



Rounded windows, leather upholstery, a single-pane screen and other improvements render the 1928 14/28 h.p. Morris-Oxford Saloon amazing value at its new price.

Morris Programme—cont.

rounded off, a single-pane windscreen is fitted, and a new type adjustable seat. The extraordinary value offered in this car can only be compared to that presented by the Morris-Cowley four-door saloon in its different class, and it is very safe to say that there is certainly no other manufacturer of cars who provides the public with enclosed four-seater full-sized models at anything like the values at which the Morris models are offered.

The 15.9 h.p. Models are also Improved

The 15.9 h.p. Morris-Oxford tourer and saloon—the big brothers of the Morris family—are likewise improved, particularly as regards appearance; and prices have been substantially reduced. The success that has been achieved by this car in competition in all parts of the world proves that for hard driving—for those who like to put up good average speeds over mediocre roads—there are few cars that can compare with the 15.9 h.p. Morris-Oxford.

In the commercial field, as in the touring car range, improved value is also being offered. The famous 8-cwt. Morris Light Van has its place taken by a new Morris Half-ton Van which, besides having a greater carrying capacity, has also a much larger body. The actual size of the body is 75 cubic ft., which should be ample for carrying loads even of large bulk up to the full capacity of the chassis. Detail improvements, together with reduction in price, are also operative in the case of the Morris-Cowley Traveller's Car, which is again an added attraction.

Nor has the question of reduced car-housing costs been overlooked. Reductions in the prices of the

popular motor houses sold by Morris Motors (1926) Ltd. have been made, the Morris-Cowley size, with improved roof, now selling at £14 10s., as against £15 15s. last year, while the Morris-Oxford size sells at £15 15s., carriage forward in both cases. Full particulars of the easily erected, yet substantial and fire-resisting motor houses will be gladly sent on application to the Motor House Department at Cowley.

A very wide range

It can thus be seen that on all counts the 1928 Morris car programme is one that will interest motorists of all classes and set a new standard of value in automobiles, not only in Great Britain, but in all parts of the world. The way in which export business in Morris cars is developing is a sure criterion of their sturdiness and value. A tremendous amount of development is being done even in markets where the protection of high tariff walls is given, and it is gratifying to know that in countries where on the price basis the Morris does not compete with other cars anything like so favourably as it does at home, it is steadily winning adherents to itself. This is more than adequate proof of its value at home.

Arrangements have been made for early delivery of 1928 models, and by the time these words appear in print authorised Morris Dealers throughout the country will have them in stock for inspection and sale.

As before mentioned, a leaflet inset into this issue of *The MORRIS Owner* gives full details of prices and also hire-purchase facilities on the plan that has been officially approved for the use of all authorised Morris Dealers in Great Britain and Northern Ireland.