

## THE NEW MORRIS PROGRAMME

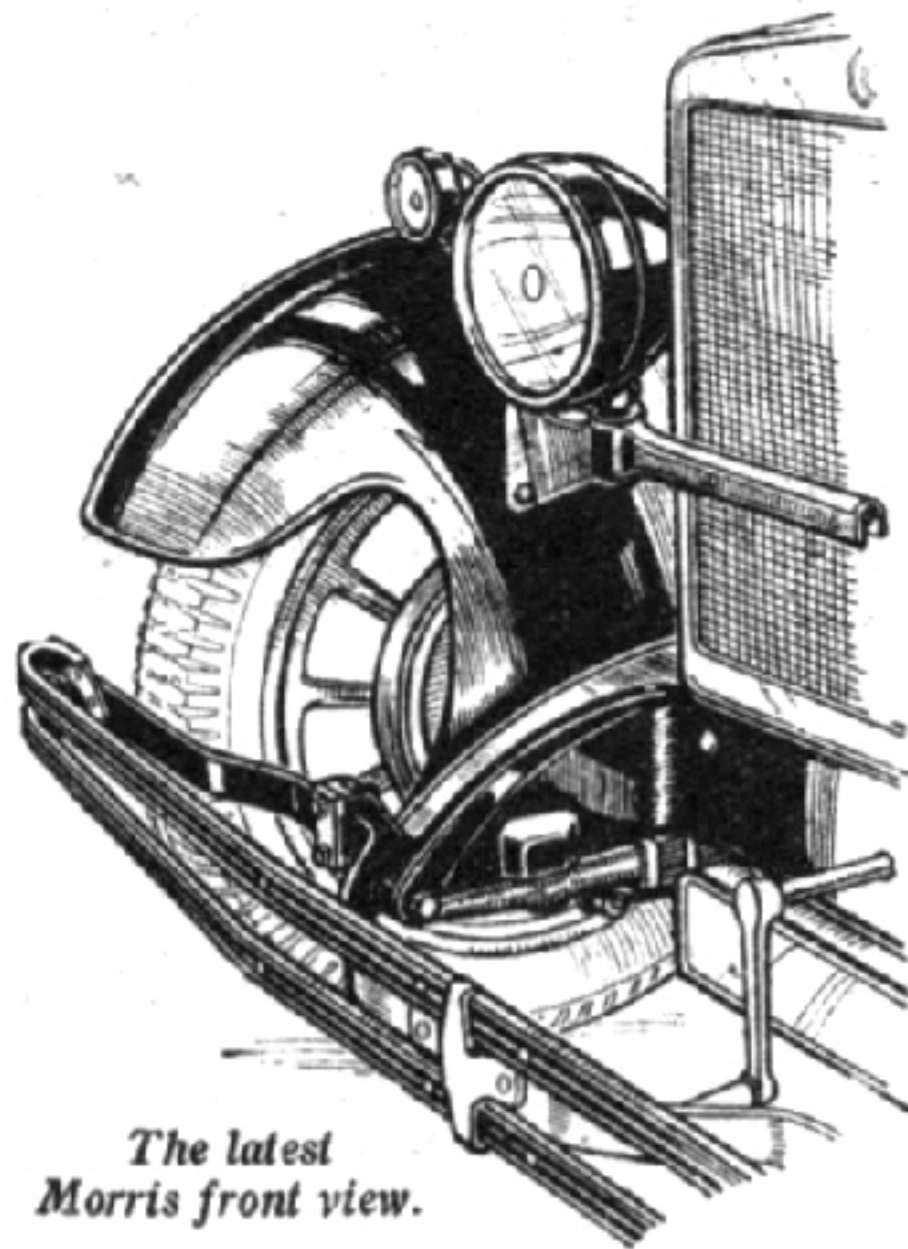
*Greatly Improved Appearance, Moderate Priced Unsplinterable Glass, and Comforts for the Owner-driver Main Points in a Comprehensive Programme.*

**I**N settling the details of the wide range of models provided for 1928-1929, those responsible for the design and production of Morris cars have obviously had the interests of the man or woman who looks after his or her own car very closely in mind. Such alterations as are to be found in the new models as contrasted with those which ceased to be current on August 31st, all tend towards simplification of upkeep, combined with convenience for the user, and improved appearance.

As the full range embraces cars with four- and six-cylinder engines, and ranging from those demanding an £8 tax to £18, it can truthfully be said that there is something for everyone except the buyer of the very large automobile. The Morris Minor, which is likely to excite perhaps the greatest interest of all when Show time comes, was dealt with fully in *The Autocar* last week in the first complete illustrated description published of this fascinating car.

Suffice it to say now of this newcomer that the prices are as remarkable as is the specification, for it costs £125 as a two-door four-seater tourer, and £135 with a two-door four-light four-seater fabric saloon. For the full illustrated description of this car, those who have not already read it are referred to last week's issue of this journal.

What are the principal alterations in the Cowley and Oxford models? In the main they are to be found in equipment and appearance. The latter quality is particularly observable in the saloons on both the Cowley and Oxford chassis. Rounded and domed rear quarters, doing away with the somewhat severe squareness of the recent types, have added enormously to the appearance. Buffers are fitted fore and aft, the rear ones being half buffers to each wing, on all

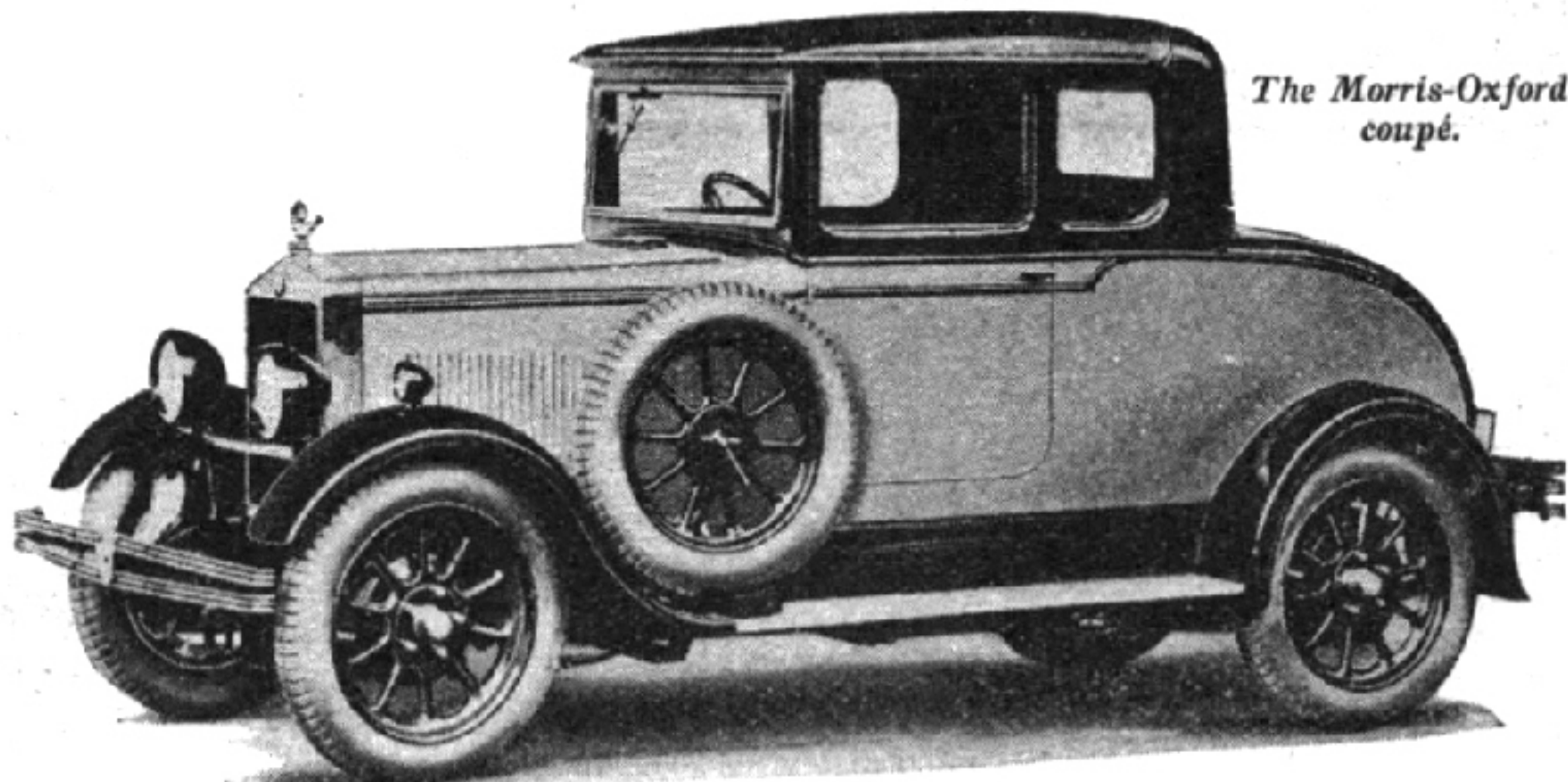


*The latest Morris front view.*

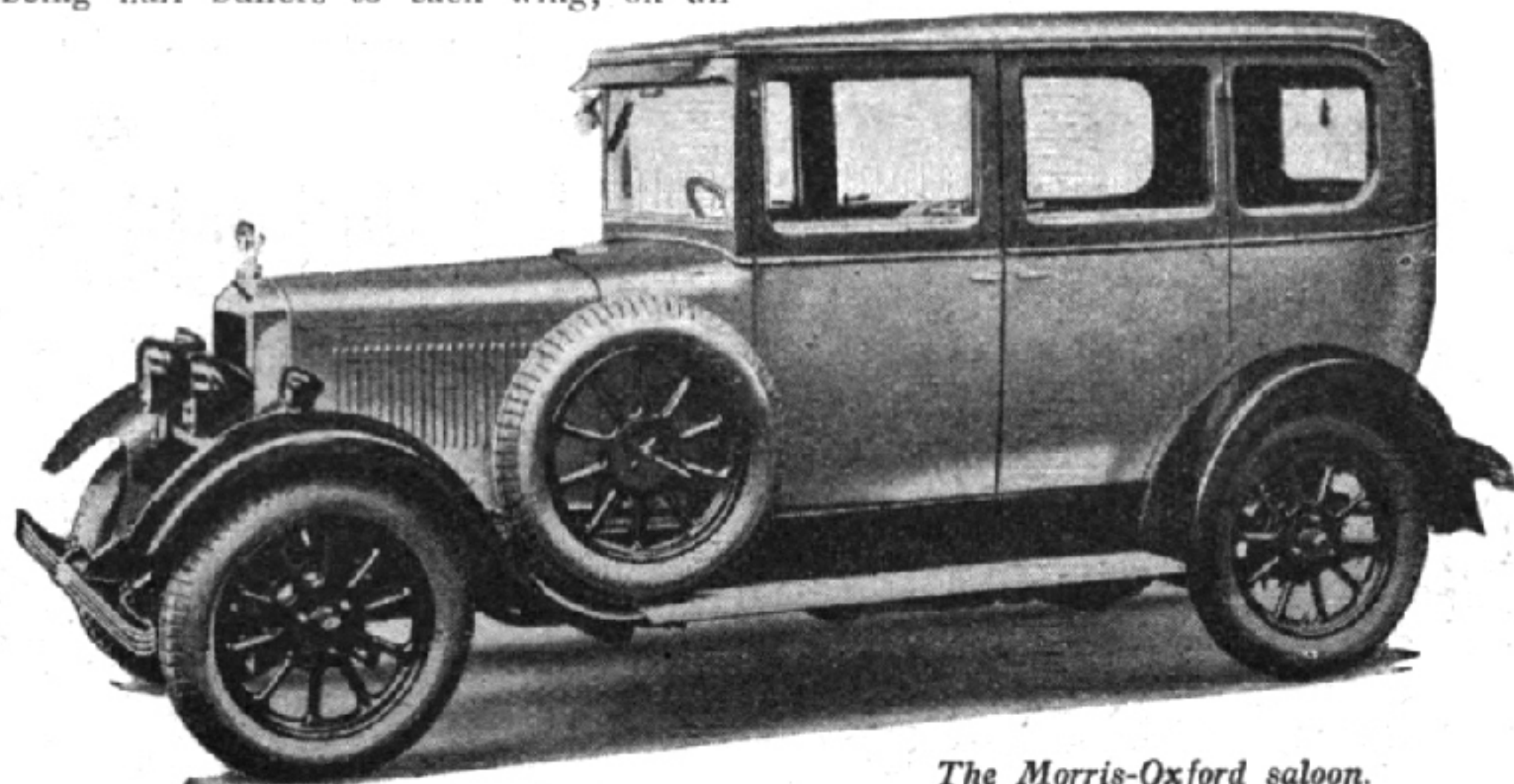
models throughout the range. A new type front axle beam results in the car being brought lower down between its wheels, and enhances appearance greatly. The wings are single-domed pattern in place of the previous fluted and built-up type.

In the closed cars separate adjustable front seats of an extraordinarily comfortable type are fitted, and the adjustment is instantaneous and over a wide range. The rear brake drums are now ribbed, and this, it is claimed, will entirely obviate any tendency to squeak, owing to the ribs greatly stiffening the drums. The front dumb irons are now neatly valanced, and an alternative position for the front number plate is provided, either on the axle or between the head lamps.

Lucas dipping reflectors on the now well-proved pneumatic principle are provided, and last, but by no means least from the driver's point of view, is the lengthening of the change speed lever



*The Morris-Oxford coupé.*



*The Morris-Oxford saloon.*

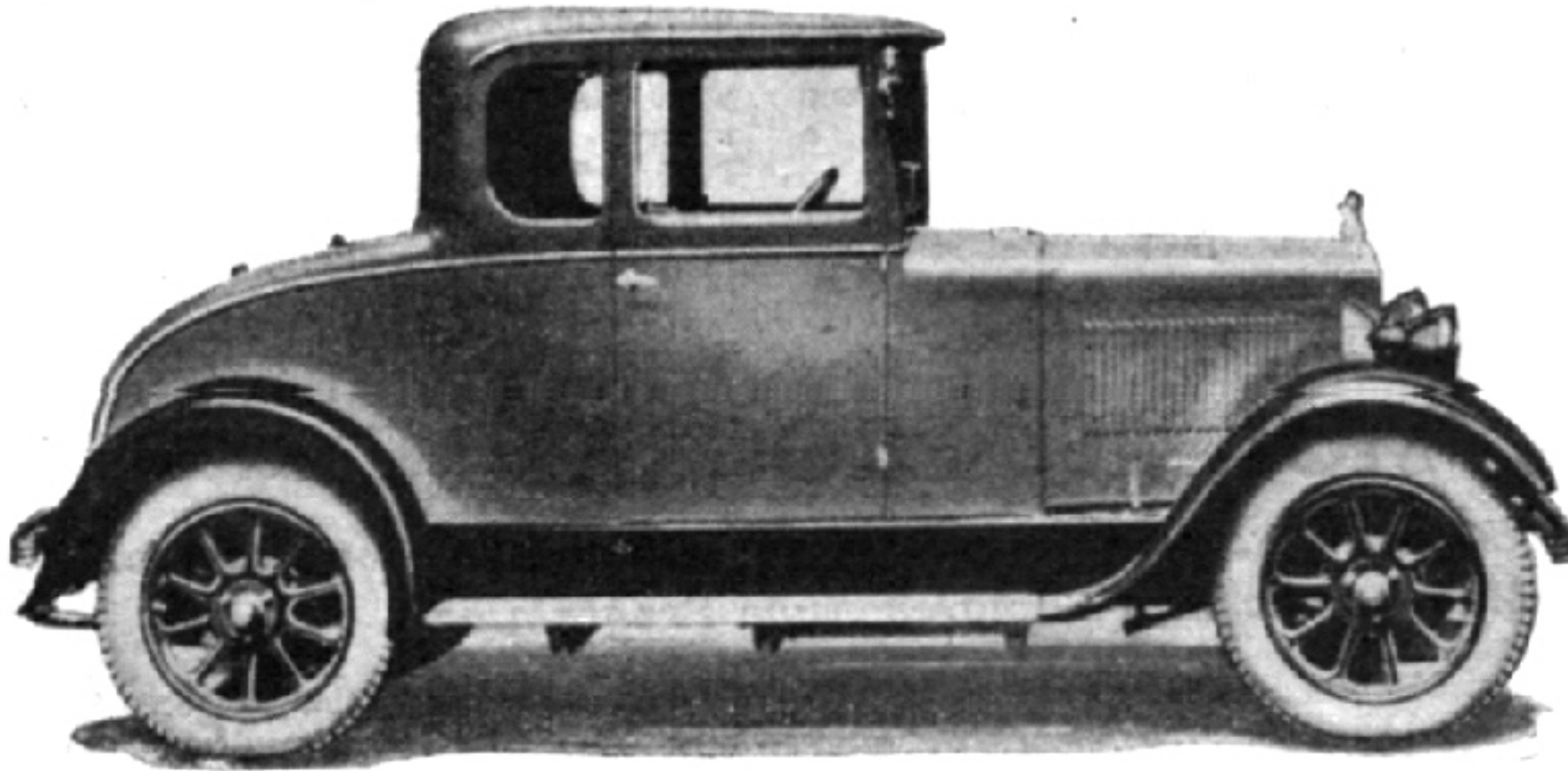
in order to bring it close to the hand, even if the driver is very tall and has the seat in its most backward position.

An important feature in this connection is the use of a light tube in place of a solid rod for the change speed lever. This renders it very light and prevents any tendency to dither.

A visor is fitted to all closed models, and perhaps the most striking feature of all is the offer of Triplex glass at extremely attractive prices. For instance, it only costs £2 extra for a Triplex screen on the Morris Minor tourer. On the Cowley saloon, Triplex screen and windows involve but £7 10s. extra, and on the Oxford saloon the extra involved is equally moderate. This innovation of providing a celebrated unsplinterable glass at so very small an additional outlay must tend greatly towards increased



### Advance Details of 1929 Cars.

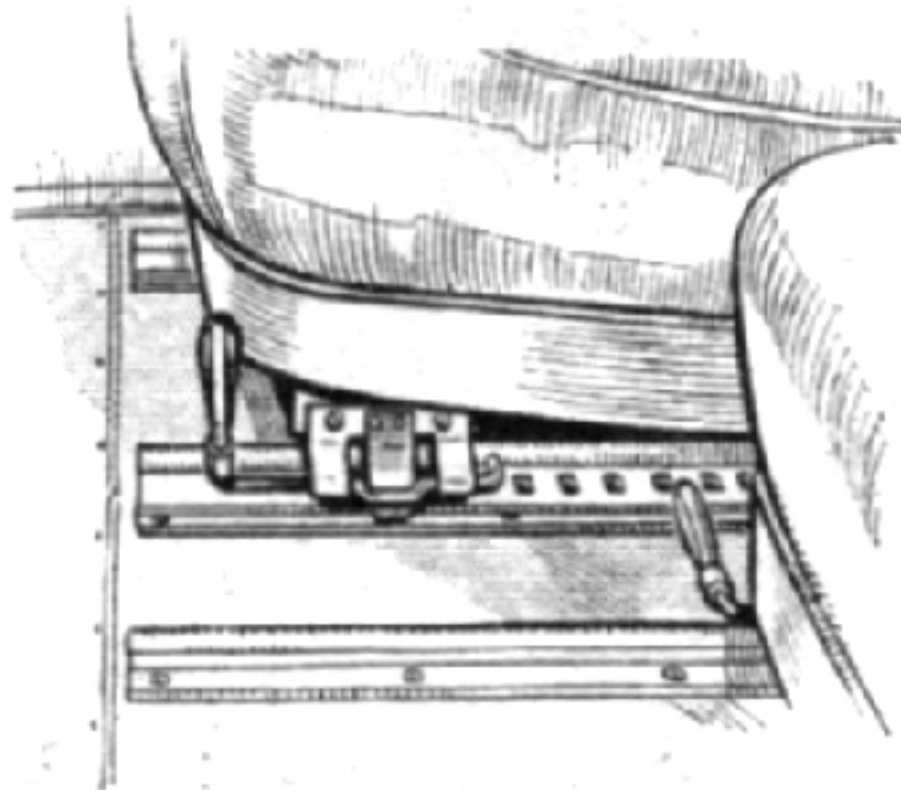


*The Morris-Cowley coupé.*

safety on the roads, and it is certain that a large proportion of Morris buyers will not fail to take advantage of it. It would really appear that the day of inexpensive unsplinterable glass of the best quality has come.

Everyone is familiar with the rather harsh exhaust note of the Cowley and Oxford cars when the engine is turning fast on full throttle. An alteration to the silencer has resulted in the exhaust note being of a much deeper pitch than previously, and it will be generally agreed that it is a pleasanter note in every way.

With regard to the highest-powered car in the range, the 17.7 h.p. Morris Six, all the coachwork improvements incorporated in the Oxford model are to be found here, together with a very much



*Quickly adjustable front seats are a feature of all models*

a variety of four colours, while a saloon and a handsome coupé, either finished in Duotone cellulose in a choice of four colours, should meet the requirements of widely differing tastes.

The vast new body-building shop, drying ovens, and cellulose-spraying installations at Cowley are now in full working order. They may be said to be the very last word in factory equipment, and the resulting finish on the steel-panelled coachwork may fairly be described as superb, and challenges comparison with the very highest finish produced by specialist coachbuilders.

The most popular colours are likely to be a combination of stone-brown, wine-maroon, deep maroon-bronze, or blue-black. The finish of the closed cars is in monochrome cloth or leather, while the inside upper quarters are finished in very attractive fawn cloth, which gives a bright light and airy feeling inside the cars.

The well-tried and long-proven main components of the Cowley and Oxford chassis remain, to all intents and purposes, unchanged. Specially designed for use overseas, the four-cylinder 16-40 h.p. Morris-Oxford, with a four-speed gear box, is retained, and is offered with a touring body or with steel or fabric saloon. It is a large, commodious, and handsome four-cylinder carriage, selling at attractive prices.

It is impossible in the space at our disposal to give the full list of prices of every model, but the following will serve as representative examples of the value offered:—

The Morris Minor tourer, £125; saloon, £135.

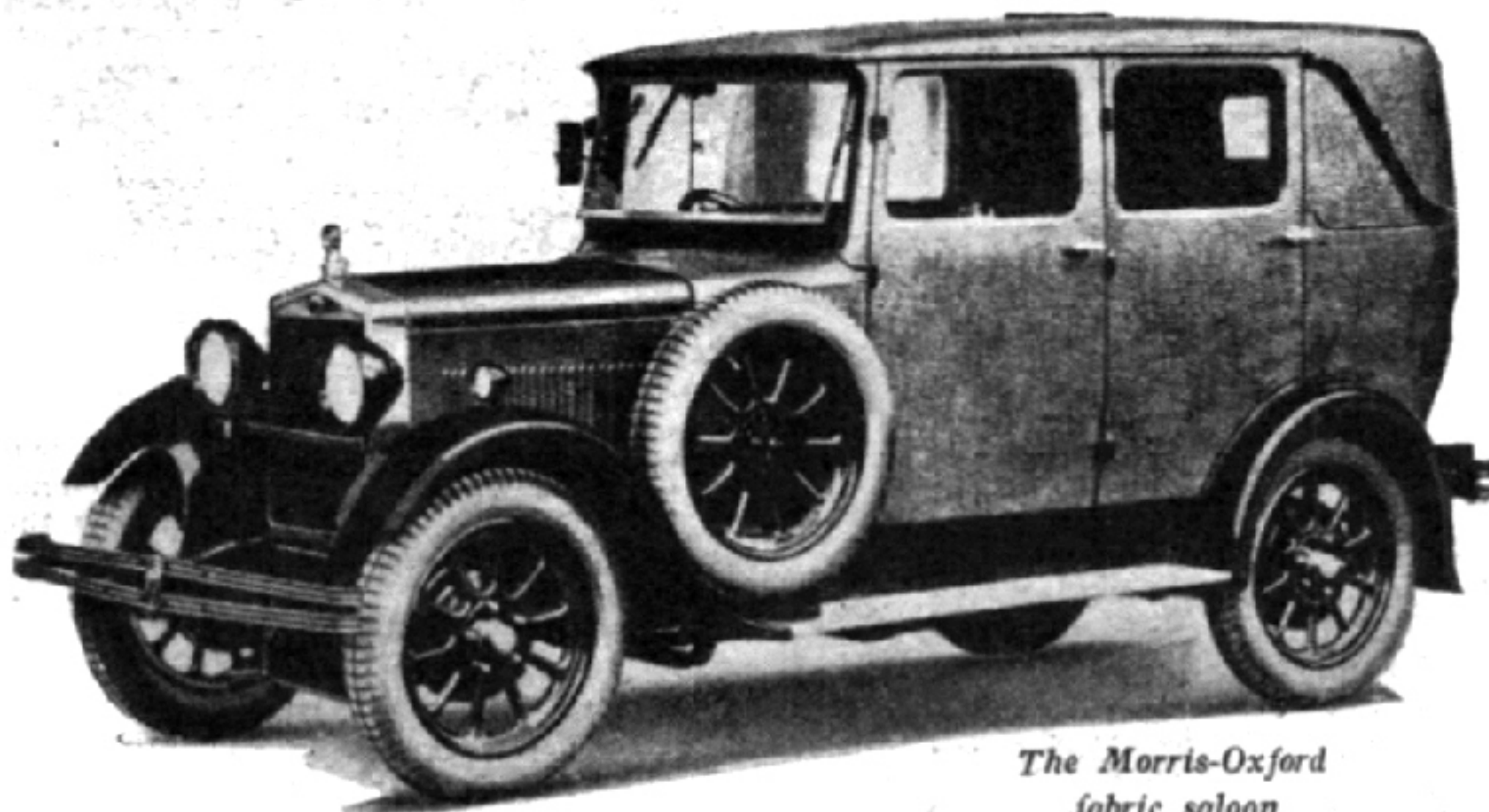
The 11.9 h.p. Morris-Cowley two-seater, £160; four-seater, £175; coupé, £180; saloon, £190.

The 14.28 h.p. Morris-Oxford four-seater, £215; coupé, £225; saloon, £240.

The 16.40 h.p. Morris-Oxford tourer, £295; saloon, £310; fabric saloon, £320.

The 17.7 h.p. Morris Six coupé, £365; saloon, £375.

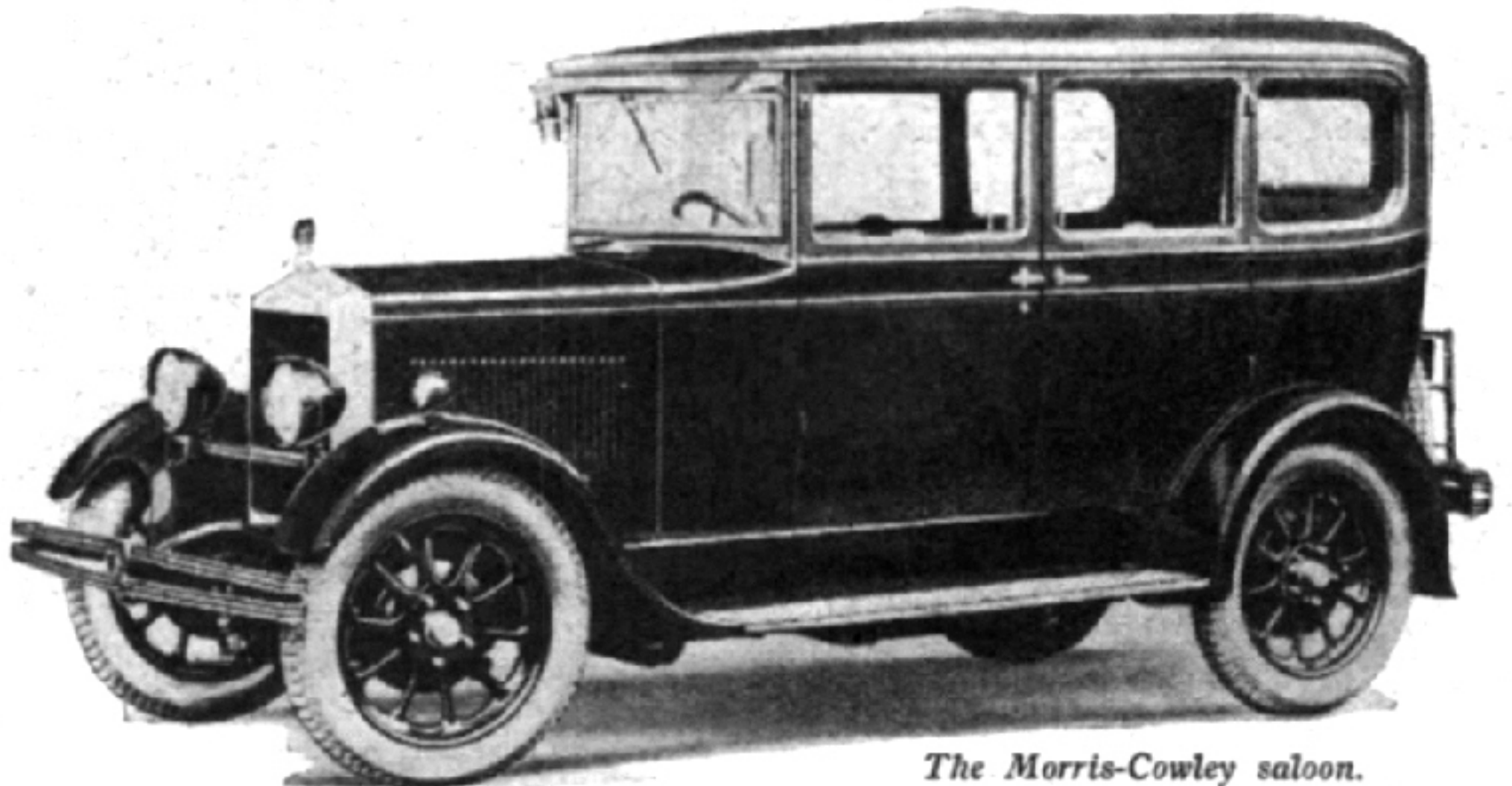
The above prices do not include the extras charged for Triplex glass, and on the Morris Six wire wheels are obtainable at £10 extra. It will be observed that in some cases the prices are, apparently, increased as compared with those which have just ceased to be current. In other cases there is a reduction. Where the prices are up it will be found that the extra equipment and superior finish more than counterbalance the apparent increase.



*The Morris-Oxford fabric saloon.*

cleaned up and improved chassis. The saloon, with its six side windows, four wide doors and very roomy interior is a most imposing carriage. It possesses every conceivable fitting that the most fastidious can require, including two driving mirrors, Barker type dipping head lamp mechanism, automatic electric windscreen wiper, and in this case an extra of £15 is required to obtain Triplex glass throughout. Considering the extent of the glass involved, this extra is quite as startling in the moderation of its price as in all the other models.

As an indication of how complete is the range, the Cowley chassis is obtainable with four different types of body, each of which carries the option of three colour schemes. Six different bodies are offered on the Oxford chassis, each in



*The Morris-Cowley saloon.*