



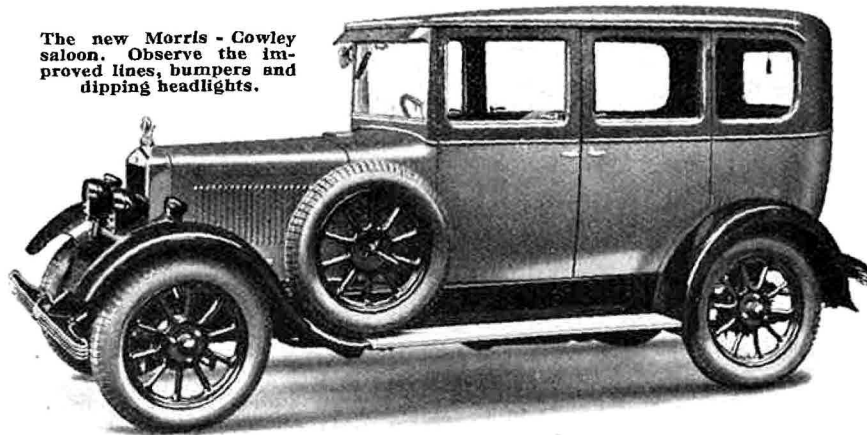
MORRIS MODELS for 1929

Many new models

A wider choice than ever

Bumpers standard on all cars

The new Morris - Cowley saloon. Observe the improved lines, bumpers and dipping headlights.



Prices from £125 to £375

Ever since the Revival of Motoring—as we may term the post-war years—Messrs. Morris Motors (1926) Ltd. have set the pace for the British motor industry. The broad range of cars herein described establishes new standards of value for the coming season

WIDE as the range of Morris cars has been hitherto, for the coming season it has been extended to a still greater degree. At one end of the price scale we have the Morris Minor, which sells for £125 and falls within the financial reach of every citizen who can afford to motor at all, and at the other the Morris Six saloon, a superb de luxe vehicle, which may veritably be said to bear comparison with any car of its horse-power upon the markets of the world, and finds its peers only in vehicles selling at a far higher figure.

Motoring for All

And between these twain we have a variety of medium powered cars, the numbers of which upon the road testify to their suitability to the needs of the discerning purchaser. It is now assuredly impossible to conceive of any motorist, existing or potential, who cannot find the car exactly to fulfil his requirements in the Morris programme for 1929.

Beginning with the Minor (the first full description appears in this issue) which, despite its modest dimensions and ease of storage, offers real motoring for four people in comfort, we have a vehicle for which thousands of would-be motorists have been waiting these many years, available as a saloon and open four-seater.

The Cowley range, while re-

taining the sterling characteristics which have made them unreservedly the most popular cars in the British Isles, have many detailed improvements, noteworthy among which may be cited: cellulose duotone finish in two colours, a still more roomy body, bucket adjustable front seats, bumpers, dipping headlights and pressed-steel panels, while the all-weather equipment on the four-seater has been modified so as to give the addition of two quarter-lights, a matter of some convenience to the rear passengers in wet or cold weather. Nor must we forget the improved lines of the metal-frame khaki hood.

Enclosed Cars

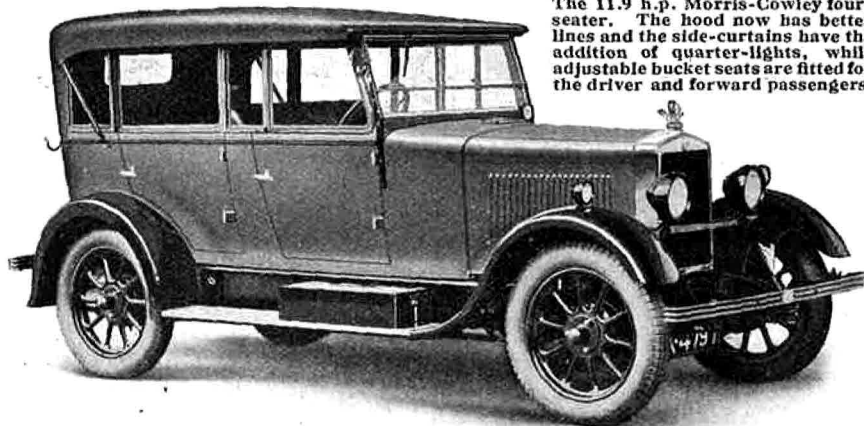
On the coupé the superstructure has been re-designed; its graceful lines yet further enhanced. It has the addition of locks on the doors, a refinement embodied in the Cowley saloon, which also has a more roomy interior. The top of the saloon body at the rear has been rounded off, affording it, in conjunction with its large quarter-lights, a sense of beauty comparable with any car upon the road.

The purchaser is now offered a choice of three colour schemes. These will be a combination of stone and brown, blue and black, or maroon and stone, the first colour constituting the body and the second (in the case of the closed models) the superstructure.

For 1929

- All models have bumpers.
- Powerful and silent four-wheel brakes on all cars.
- Dipping headlights on all Morris-Cowley and Morris-Oxford models.
- Electric horns throughout the range.
- Lowered chassis with improved springing on 11.9 h.p. and 14/28 h.p. models.
- Locks to the doors of closed cars.
- Colour range considerably extended. A wide choice of cellulose duotone harmonies available.
- Improved all-weather equipment on tourers.
- Roomier and still more elegant coachwork.
- And many other important refinements.





The 11.9 h.p. Morris-Cowley four-seater. The hood now has better lines and the side-curtains have the addition of quarter-lights, while adjustable bucket seats are fitted for the driver and forward passengers.

incorporated, and on the two-seater, four-seater and coupé, double sliding front seats are fitted.

Colour Choice

The duotone colour range will be stone and brown, wine and maroon, deep maroon and bronze, or blue and black. Leather upholstery will be fitted to all open models and monochrome cloth in the case of the saloon and coupé, with leather as a standard extra. These enclosed models have had their lines still further improved, and an entirely new model is introduced in the Morris-Oxford fabric saloon. This latter boasts all the refinement of

High-grade "Karhyde" upholstery to match the bodywork will be standard.

The convenience of dipping headlights in the Oxford range has been so much appreciated that the same facilities have been adopted for the Cowley group and will take the form of Lucas dipping reflectors. These have the merit of being extremely easy of operation. An electric horn is now a standard fitting and, needless to add, such items as speedometer, clock, oil gauge, ammeter, automatic windscreen wiper, calorimeter and wings, driving mirror, dash ventilator, and running-board toolbox will be features of 1929 models.

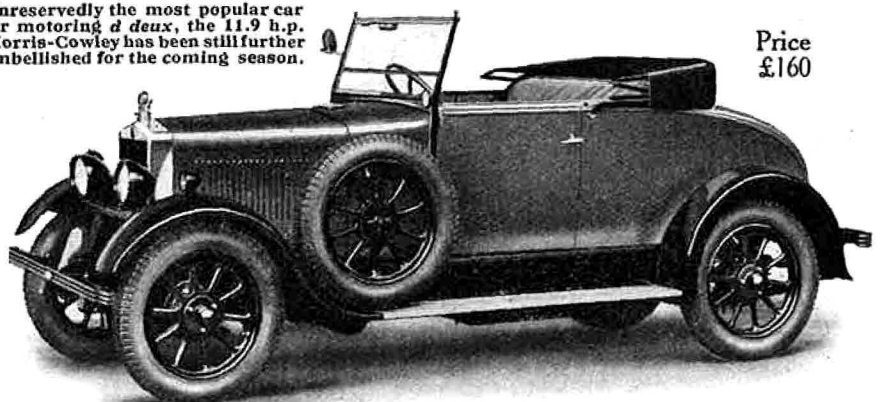
Chassis Features

In keeping with the new coachwork, the chassis frame has been lowered, adding something to the smart appearance, especially as regards the closed models, and to stability.

On the Oxford models, too, the centre of gravity has been lowered and Lucas dipping reflectors replace the dipping headlamps of 1928. Double bumpers are

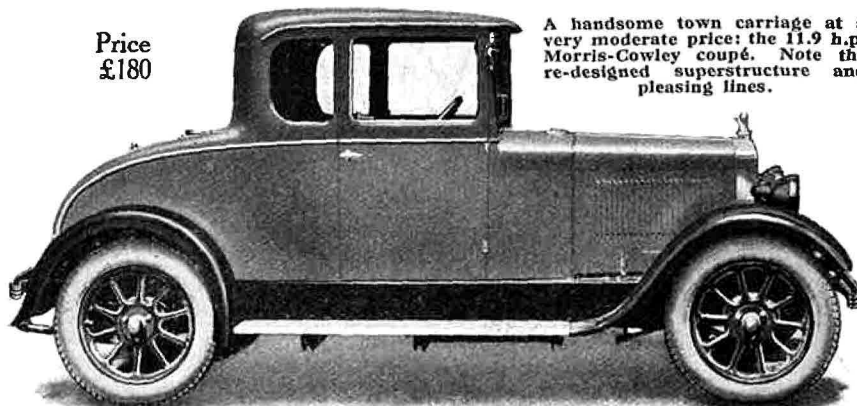
the Oxford models with a fabric body, having winding windows in the rear doors and those of the sliding type forward. Capacious in its interior (equipped with period furniture) and distinctive in appearance,

Unreservedly the most popular car for motoring *à deux*, the 11.9 h.p. Morris-Cowley has been still further embellished for the coming season.



Price
£160

Price
£180



A handsome town carriage at a very moderate price: the 11.9 h.p. Morris-Cowley coupé. Note the re-designed superstructure and pleasing lines.

this newcomer to the Morris company of cars will assuredly find favour among those whose preference is for fabric coachwork.

In the 16/40 h.p. Morris-Oxford, which replaces the 15.9 h.p. in this year's list, we have a real go-anywhere car; "go anywhere" in this instance having a world-wide application. Possessed of a 56 in. track as standard, and a four-cylinder engine measuring 80 mm. by 125 mm., four-speed gearbox, ten-gallon petrol tank, Autovac, mechanical tyre pump, among other refinements, it is virtually a car in a class by itself, without a competitor. It has a power curve at low speeds which is the admiration of every automobile engineer, and must assuredly appeal to buyers, both at home and abroad.





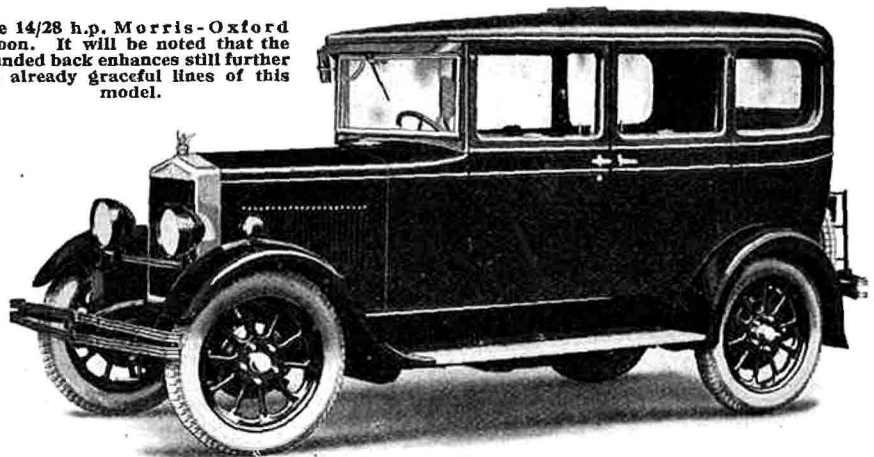
who anticipate doing their motor-ing over rough country where sheer speed is a secondary con-sideration.

That its forerunner of this year was driven from Bombay to London by a totally disinterested private owner, and that in his diary he recorded the journey through Europe as being "with-out incident" will serve as an index to what a "go-anywhere" car means in the Morris sense. It is available as an open tourer, a metal-body saloon with duotone finish or as a fabric saloon with four-door, four-light body.

The Morris Six

The Morris Six is offered in two models, a coupé and a saloon. Luxury carriages with all that is associated with this hackneyed phrase, these two models may fully claim to be "all purpose" cars representing among higher-priced vehicles the

The 14/28 h.p. Morris-Oxford saloon. It will be noted that the rounded back enhances still further the already graceful lines of this model.



a vehicle which assuredly approaches as close to the ideal family car as is possible, and this at a distinctly moderate price.

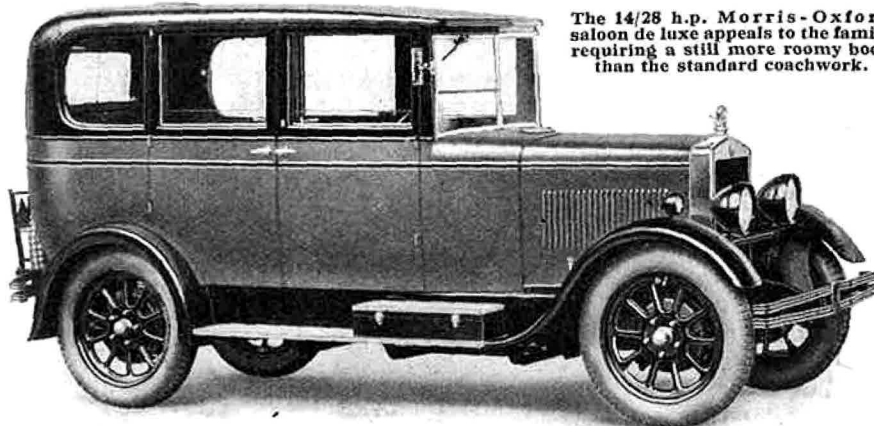
Business folk will be interested to hear that the Morris-Cowley Traveller's Car still retains its pre-eminent position in its class, and that the 11.9 h.p. Morris Light Van has had the body capacity increased, while the 14/28 h.p. Traveller's Brougham now has bumpers. These three models may be relied upon to fulfil the needs of the trader and spread business up and down the coun-try as they have in the past.

Triplex Glass

At a slight extra charge all models may now be fitted with Triplex glass. The cost ranges from £2 in the case of the Morris Minor Tourer to £15 for the Morris Six Saloon. Many will be in-

terested to learn that there has been a modification in the hire-purchase facilities whereby any reasonable sum is now accepted as a deposit, although twenty-five per cent. of the total cost is recommended whenever possible.

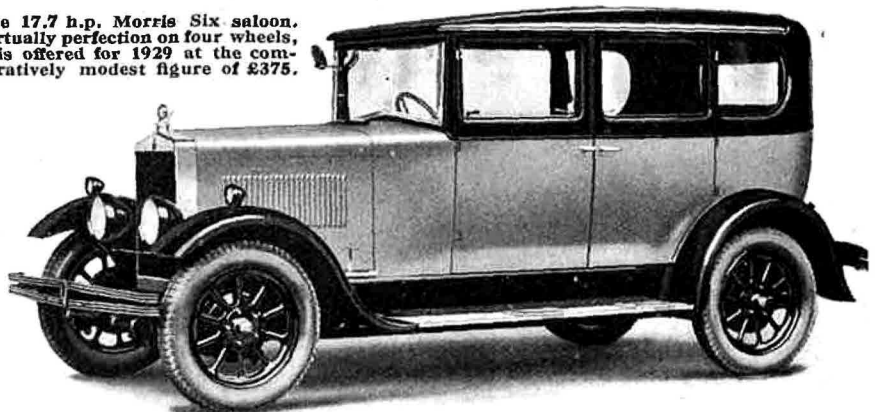
The 14/28 h.p. Morris-Oxford saloon de luxe appeals to the family requiring a still more roomy body than the standard coachwork.



outstanding value associated with the Cowley and Oxford models in their respective spheres. Possessed of a six-cylinder engine of surging power, yet docile on small throttle openings to an almost unbelievable extent, these cars are ready for duty as town carriages in any company, or to travel to the farthest ends of the earth penetrated by a highway of any quality.

The coupé behind its adjustable leather-upholstered bucket seats has two folding ones, and such is the broad expanse of the roof that two full-sized passengers on these rear seats can be transported in comfort and, of course, when not in use, the seats, folding upward, leave the space available for luggage on tour. In the saloon, whether we regard it from the points of view of appearance, performance or comfort, we have

The 17.7 h.p. Morris Six saloon. Virtually perfection on four wheels, it is offered for 1929 at the comparatively modest figure of £375.

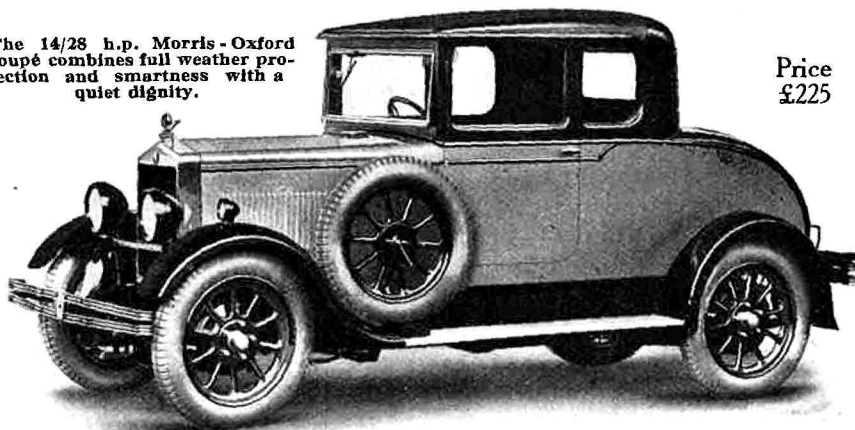




1929 Models

The 14/28 h.p. Morris-Oxford coupé combines full weather protection and smartness with a quiet dignity.

Price
£225



PRICES and COLOUR RANGES

THE MORRIS MINOR

	£	s.	d.
Tourer	125	0	0
" with Triplex windscreen	127	0	0
Saloon	135	0	0
" with Triplex windscreen and windows	141	10	0

11.9 h.p. MORRIS-COWLEY

Two-seater	160	0	0
" with Triplex windscreen	162	10	0
Four-seater	175	0	0
" with Triplex windscreen	177	10	0
Coupé	180	0	0
" with Triplex windscreen and windows	185	0	0
Saloon	190	0	0
" with Triplex windscreen and windows	197	10	0

14/28 h.p. MORRIS-OXFORD

Two-seater, with leather upholstery	200	0	0
" with Triplex windscreen	205	0	0
Four-seater, with leather upholstery	215	0	0
" with Triplex windscreen	220	0	0
Coupé, monochrome cloth upholstery	225	0	0
" with leather upholstery	230	0	0
" monochrome cloth, with Triplex windscreen and windows	235	0	0
" leather, with Triplex windscreen and windows	240	0	0
Saloon (All-Steel), monochrome cloth	240	0	0
" leather	247	10	0

14/28 h.p. MORRIS-OXFORD—contd.

	£	s.	d.
Saloon (All-Steel), monochrome cloth, with Triplex windscreen and windows	252	10	0
" leather, with Triplex windscreen and windows	260	0	0
Saloon de Luxe, leather upholstery	265	0	0
" with Triplex windscreen and windows	277	10	0
Fabric saloon	255	0	0
" with Triplex windscreen and windows	265	0	0

16/40 h.p. MORRIS-OXFORD

Tourer, leather upholstery	295	0	0
" with Triplex windscreen	300	0	0
Saloon, leather upholstery	310	0	0
" with Triplex windscreen and windows	325	0	0
Fabric saloon	320	0	0
" with Triplex windscreen and windows	330	0	0

17.7 h.p. MORRIS SIX

Coupé, leather upholstery	365	0	0
" with Triplex windscreen and windows	377	10	0
Saloon, leather upholstery	375	0	0
" with Triplex windscreen and windows	390	0	0

Wire wheels £10 extra on Six-cylinder models

MORRIS LIGHT TRANSPORT

11.9 h.p. Morris Light Van	165	0	0
11.9 h.p. Traveller's Car	167	10	0
14/28 h.p. Morris-Oxford Traveller's Brougham	245	0	0

COLOUR RANGES

Morris Minor : Blue or brown duotone cellulose on tourer. Blue or brown fabric on saloon. Rexine upholstery to match.

11.9 h.p. Morris-Cowley : Blue and black, stone and brown, or stone and maroon. "Karhyde" upholstery to match body colour.

14/28 h.p. Morris-Oxford : Other than fabric saloon and saloon de luxe; blue and black, deep maroon and bronze, stone and brown or wine and maroon duotone cellulose. Fabric saloon; grey, with natural-grained blue leather upholstery. Saloon de luxe; blue and black, with blue leather upholstery.

16/40 h.p. Morris-Oxford : Tourer; wine and maroon, blue and black, or deep maroon and bronze duotone cellulose. Saloon; stone and brown or deep maroon and bronze duotone cellulose. Fabric saloon; brown with beige leather upholstery.

Morris Six : Blue and grey, blue and black, brown and beige, wine and maroon, or deep maroon and bronze duotone cellulose, with leather upholstery to match.

An addition to the Oxford range, the 14/28 h.p. Morris-Oxford fabric saloon may be assured of a large following among those who prefer this type of coachwork.

