



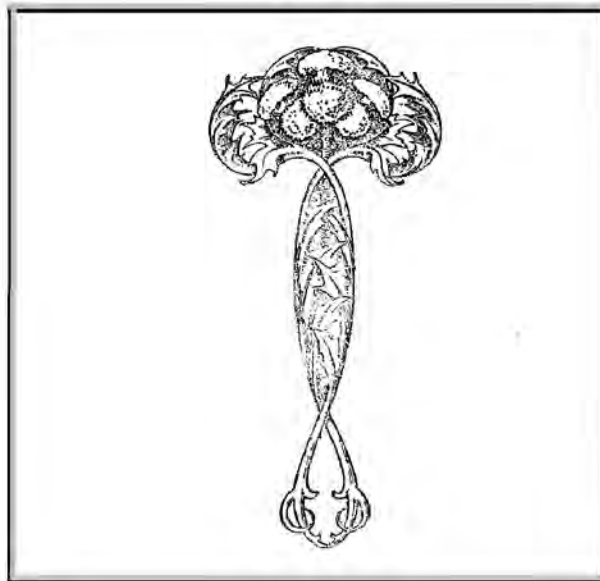
Morris-Oxford

AND

Morris-Cowley

LIGHT CARS,

1921.



Manufacturers :

MORRIS MOTORS, LTD.,

Head Office
and Works:

COWLEY, OXON,
ENGLAND.

Telephones : - - - 802, 803, 804 OXFORD (3 lines),
Private Branch Exchange.

Telegrams : - - - VOITURETTE, COWLEY-OXON.





SPECIFICATION of MORRIS-OXFORD MODELS.

ENGINE. Morris, manufactured by Hotchkiss et Cie of Coventry, to our designs and drawings. Four-cylinder monobloc, valves interchangeable arranged on the nearside, adjustable valve tappets, all valves enclosed by quick detachable oil-tight cover plate. Detachable Cylinder head.

CRANKSHAFT. Offset, runs in three bearings, flywheel enclosed, bore 69.5 m/m, stroke 102.167. Cubic capacity 1550.40 c.c. Die-cast bearings to Crank and Con rods.

CARBURETTOR. Zenith, gravity fed, control by foot accelerator pedal, adjustable stop provided for setting slow running. Special air cut-off valve combined with throttle opener, operated from dashboard, is provided for easy starting. Petrol supply from tank carried in the scuttle dash; capacity, 5 gals.

LUBRICATION. Automatic, by plunger pump driven from an additional cam on camshaft, the pump itself is submerged in the oil sump with an easily detachable gauze filter screwed into outside of sump. A test cock is fitted to prove that the oil pump is working. A graduated dipper gauge is situated in the side of the crankcase to indicate the quantity of oil in the sump, this gauge forms the central portion of a large filler orifice combined with crankcase breather, and it will be found on the offside front of the engine on lifting the bonnet. Oil passes from the pump to the main bearings, timing gear and cross shaft, and keeps up the level of oil in the troughs under the con rod big end dippers; all other bearings and pistons receive oil by splash, suitable galleries being arranged for the former. Provision is made in the troughs to ensure a full supply of oil when ascending steep hills, and when descending the oil level in troughs is decreased. This lubricating arrangement is simple and reliable and gives a practically smokeless exhaust and avoids complicated connections to the dashboard of the body of the car, thus avoiding mess and dirt.

IGNITION. High Tension Thomson Bennett Magneto, variable type by Lucas Electrical Company, located above the timing gear and driven by cross shaft, such shaft running by skew gearing, commutator and distributor of the magneto thus being very accessible for attention, as they face you immediately on opening the bonnet or hood of car. Advance and Retard to Magneto worked by Bowden control lever fixed to the Steering-gear column.

GEAR BOX. Three speeds, forward and reverse, direct drive on top, speeds operated by central or left-hand control lever, gear wheels are mounted on short stiff castellated shafts running on ball bearings, the box containing the gears is all cast aluminium, and bolted direct to the flywheel housing of the engine, thus forming a complete power unit. All Gear Wheels made from K.E. 805 oil-hardening steel. Gear ratios—1st, 15.2 to 1; 2nd, 8.17 to 1; top, 4.75 to 1; reverse, 18.5 to 1.

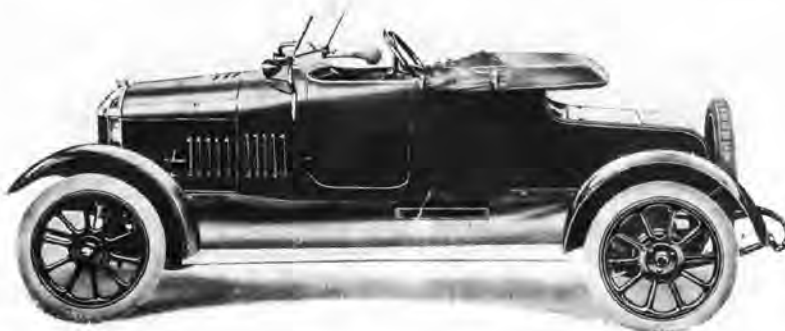
CLUTCH. This runs in a separate compartment formed between the engine and the gear box and requires no attention, it is of the four-plate type, fitted with cork insets automatically lubricated from the engine. An Inspection Lid is fitted immediately above the clutch casing, a ball thrust is provided for the withdrawal motion. The spigot for the clutch shaft runs in a self-aligning ball bearing in the end of the crankshaft.

UNIVERSAL JOINT. Of the ring and stud type, running in the spherical housing immediately behind the gear box, thereby enclosed and lubricated from the gear box.

CONTROL. Change speed lever and hand brake are situated in the centre of the chassis, or on the left hand of the driver immediately above the gear box attached to same.

TRANSMISSION. By Propellor Shaft entirely enclosed in Torque Tube, thus forming a weather and dust-proof system. The final drive of the back axle being by helical bevel gear.

STEERING GEAR. Worm and wheel type, ball thrusts provided at top and bottom of column, hardened worm wheel shaft carried in two bearings, one on either side. The whole gear bolted to the side of the engine and supported higher up from the flywheel housing, such bracket also forming the foot accelerator pedal support, and making the whole gear adjustable for rake, the steering is extremely light and irreversible.





COOLING. Thermo syphon, with extra large water pipes. Radiator is of our distinctive vee shape, and has been redesigned with greater capacity, a three-blade cast aluminium fan running on ball bearings assists the cooling, this fan is driven from a pulley on the engine camshaft by flat leather belt; easy adjustment of the belt is obtained by an eccentric mounting of the fan shaft.

FRONT AXLE. H. section forging of high tensile steel, swivel axle arms mounted on hardened and ground pins fitted with lubricator caps. The front wheels are fitted with large diameter Journal Ball Bearings, special provision being made for exclusion of dirt and damp. Steering arms are bushed with hardened and ground steel for the steering cross rod bolts, this cross rod is screwed to provide easy adjustment for wheel alignment. All forgings are heat treated in pyrometer controlled furnaces.

BACK AXLE. Three-quarter floating type constructed by the use of steel pressings of banjo shape, thus providing great rigidity with lightness. The driving shafts are mounted on ball bearings and can be withdrawn without disturbing the brakes and brake drums, thus allowing easy removal of the differential gear, and avoiding taking the whole back axle away from the car. The differential is of the bevel type with four pinions and runs on specially constructed large load and thrust ball bearings. An oil filler is provided in an accessible position in the centre of the back casing cover, and also acts as an oil level gauge.



GENERAL Mudguards of the new Dee shape give ample protection. All metal parts, including Radiator, are nickel finish. An unusually complete Tool Kit is provided, including all necessary special spanners, tyre levers, etc., carried in a stiff leather hand-bag. A force feed oil gun fits all lubrication caps throughout the car; it is sent out with each vehicle. Valances of black material (not metal) fitted between the body and running boards. A lifting jack and tyre footpump is included. The bulb horn which is supplied is a single twist and black finish. The lamps are of black ebony finish.

PRICES.

Two-Seater	-	-	-	-	-	-	£535
Four-Seater	-	-	-	-	-	-	£590
Coupe Two-Seater	-	-	-	-	-	-	£675
Chassis	-	-	-	-	-	-	£445

Orders only accepted on the understanding that the price paid is to be that ruling at the time of delivery, plus transit charges. One-third deposit required with order.

Delivery at our Works, Cowley, near Oxford.

The specification and prices in this list are subject to alteration without notice.

All previous lists cancelled.

The Morris-Oxford Chassis comprises the following, all of which are included in the Chassis price: Five Wheels, Five Tyres, Lucas Dynamo Lighting and Starting Set (unwired, but with all necessary cables, etc.), Five Lamps, Battery, Switchbox and Junction Box, Bonnet, Bonnet Fasteners, Bonnet Rest, Petrol Tank, with full Kit of Tools as with complete car, Two Head-lamp Brackets, One Tail-lamp Bracket, One set of Mudguards, One set of Running-board Brackets.

The following approximate extra charge is made by London Firms for packing in Export case, and placing f.o.b. London, complete Car £20, Chassis £17.



BRAKES. Operated by hand lever, both on the back wheels, placed side by side they are of the internal expanding type lined with highest class material, and shields are provided to exclude all dust and dirt. The operating shafts are surface-hardened and ground, mounted in phosphor bronze bushes. Brake Drums are of ample dimensions, a very powerful braking effect is obtained with the minimum of effort by the driver. An arrangement is fitted to the torque tube to support all the brake rods to eliminate rattles.

FRAME. Channel section pressed steel, straight throughout full length, designed to give rigidity and lightness.

SUSPENSION. The front springs are semi-elliptic, back springs three-quarter elliptic, attached to the rear axle by underslung spring pads. The springs are bolted to the frame and shackles with hardened and ground steel shackle bolts, these being fitted with detachable oil caps. All Springs are covered with WILCOT Leather Gaiters.

WHEELS. Goodyear, detachable pressed steel, spoked type, size 710 × 90. A hand brace is included in the Tool Kit to facilitate the quick removal of the wheels, same being mounted on three studs with nuts and spring washers.

TYRES. 710 × 90 Dunlop Magnams on all five wheels.

PRINCIPAL DIMENSIONS, &c.

Overall length, 12ft. 9in. Overall width, 4ft. 10in.
 Engine bore, 69.5 m/m. Engine stroke, 102.167 m/m.
 Number of Cylinders, 4 (four).
 Cubic Capacity, 1550.40 c.c.
 Ground Clearance (front) 8½. Ground Clearance (back) 7½.
 Weight of chassis, 14½ cwt.
 Weight of Two-seater Car, complete, 15½ cwt. ; weight of Two-seat Coupe, 16½ cwt.
 Weight of Four-seater Car, complete, 16¾ cwt.
 Speed of Car on direct gear, 4 to 45 m.p.h.
 Petrol consumption, 30 to 35 m.p.g.
 Wheelbase, 8ft. 6in.
 Track of road wheels, 4ft.
 Diameter of turning circle, approximately, 35ft.
 Width of chassis frame, 2ft.
 Body space from dashboard to end of frame, 6ft. 4in.

BODY DIMENSIONS.

Width of front seat, 40in.
 Width of back seat, 40in.
 Distance from foot pedals to squab of front seat, 38in.
 Distance from the ground to highest point of hood when up, 5ft. 11in.

BODY. Elegant flush-sided streamline torpedo, manufactured from finest possible materials, upholstered best quality green or black leather, painted sage green or elephant grey to choice. Produced in our own Works. Single adjustable windscreen and one man type hood, covered black twill with hood bag. Side curtains of a novel design, and totally enclosing the body, are included. In the four-seater body the front seats are built separately and screw to the floor of the body, and can therefore be altered to suit length of driver. Both backs are hinged to allow same to fall forward when required for easy entry to the tonneau. Four doors are provided, the driver being able to enter from either side. The spare wheel is carried on the off-side running board on the four-seater, and in a carrier fixed to the back of the frame in the two-seater. The Coupe body is upholstered in cord cloth, and will be painted to choice,

ELECTRIC LIGHTING AND STARTING BY MESSRS. LUCAS ELECTRICAL CO., LTD. By use of their single unit dynamotor, mounted centrally above the flywheel, the drive being by silent chain, entirely enclosed, automatically lubricated, and the eccentric mounting of the dynamotor allows easy adjustment for the chain. This method of drive and situation of dynamotor has been adopted after very careful tests. Five lamps (12 volt.) are included, also flush type switchbox mounted on the dashboard of the body ; all cables are armoured. The battery is carried suspended in a special cradle from the frame close to the near-side running board ; this is very accessible for removal or inspection. Charging rate is normally 10. amperes.





SPECIFICATION of the MORRIS-COWLEY CARS.

THESE Models, to be known as the Morris-Cowley, are practically the same as the Morris-Oxford, but turned out in a modified and cheaper form to cater for the purchaser who does not require the additional refinements and luxury.

The following points in the specification are exactly the same as the Morris-Oxford :— Engine, Crankshaft, Carburettor, Lubrication, Gear Box, Clutch, Universal Joint, Control, Transmission, Steering Gear, Cooling, Front Axle, Back Axle, Brakes, Frame, Suspension, Principal Dimensions, also all material used in the Chassis construction.

The following alterations from the specification of the Morris-Oxford model show how the price of the Morris-Cowley has been brought down in comparison with the Morris-Oxford :—

IGNITION. By high tension Lucas Electrical Company Magneto, with which is combined a Lighting Dynamo, known as the Magdyno.

WHEELS. Size, 700 × 80. **TYRES.** Size, 700 × 80, Dunlop Magnum.

BODY. This is the same as the Morris-Oxford, but upholstered in pegamoid instead of leather, Painted a special shade of buff (no choice of colour is given).

LAMPS. Three electric supplied (6 volt), with current from Dynamo and Battery. The two front lamps are mounted on the mudguards.

MUDWINGS, Dome shaped.

PRICE £390, Chassis.

PRICE £465, Two-Seater.

PRICE £525, Four-Seater.

Subject to the same conditions of sale as those set for the Morris-Oxford model. There will be no deviation made from the specification, even of tyres. The weight of Two-seater car complete is 13 $\frac{3}{4}$ cwt. ; weight of Four-seater, 15 $\frac{1}{2}$ cwt.

SELF-STARTER (Electric) can be fitted at an extra cost of **£35.**





TERMS OF BUSINESS.

CONDITION OF PURCHASE. Purchasers of Morris Light Cars will note that the cars are sold subject only to the Terms of Guarantee, and to the General Conditions of Sale hereir. contained, and on the distinct understanding that the vehicle purchased shall not be exhibited, either directly or indirectly, at any exhibition in the United Kingdom of Great Britain and Ireland, without the written authority of Morris Motors, Ltd.

PAYMENT. Net Cash. One-third of total cost with order, and balance upon receipt of invoice when Car is ready at Works.

DELIVERY. The prices quoted are for delivery at our Works at Cowley, near Oxford, and are strictly net on the following terms:—One-third of the purchase money to accompany order, balance to be paid on advice that the Car is ready for delivery. Packing for shipment is not carried out by us, but by packing specialists, we take no responsibility for their work. Any time of delivery named in any of our Contracts or correspondence is absolutely contingent upon war, strikes, lock-outs, trade disputes, accidents, fire, delay or failure of sub-contractors to complete their contracts, or any other unforeseen circumstances, and should delivery be delayed in consequence of any, or either, of the foregoing contingencies, the Company will not be responsible for any damages caused by such delay.

SPARE PARTS. We endeavour to keep in stock for immediate delivery a full series of all parts of our vehicles that are liable to wear or to damage by accident. When ordering spares, the number of the parts should be quoted, if possible, and in every case the number of the Engine and Car. Full instructions concerning this matter will be found in our Spare Parts List.

We reserve the right to, at any time, alter any part which may be sent to us as may be considered advantageous or necessary, or to revise List Prices and Specifications contained in this Catalogue without notice, also to hand over the order to our local agent in your district.

Morris Motors, Ltd., beg to point out the fact that they do not, under any circumstances, undertake the fitting of additional accessories of any kind, nor will they deviate from their standard specifications, owing to such details interfering with the general output.

Should Morris Motors, Ltd., cease to manufacture a car of the type or model ordered (whether estimated date of delivery has arrived or not), Morris Motors, Ltd., shall be at liberty to return the deposit paid on the order to the purchaser, and declare their contract to be at an end without any further liability.

GUARANTEE.

We give the following guarantee with our Motor Cars instead of the guarantee imposed or implied by statute, or otherwise, as to the quality or fitness of such machines for the purpose required; any such guarantee being in all circumstances excluded. On the sale of Cars which have been used for "hiring out" purposes, and on the sale of second-hand Cars, no guarantee of any kind is given or is to be implied.

We guarantee, subject to the conditions mentioned below, that all precautions which are usual and reasonable have been taken by us to secure excellence of materials and workmanship, but this guarantee is to extend and be in force *twelve months* only from the date of delivery from our Works, and damages for which we make ourselves responsible under this guarantee are limited to the replacement of any part which may have proved defective. In the case of a purchase from an Agent, the guarantee dates from the day of delivery to the Agent from our Works. We undertake, subject to the conditions mentioned below, to make good at any time, within twelve months, any defects in these respects. As Motor Cars are easily liable to derangement by neglect or misuse, this guarantee does not apply to defects caused by wear and tear, misuse, or neglect.

For the information of those who fit their own bodies to our Chassis, we accept no responsibility if the total weight of the Car, with body, exceeds 17½ cwt. complete and ready for the road.

CONDITIONS OF GUARANTEE.

If a defective part should be found in a Morris Light Car it must be sent to us by passenger train, carriage paid, and accompanied by an intimation from the sender that he desires to have it repaired free of charge under our guarantee, and he must also furnish us at the same time with the number of the Car and Engine, the name of the Agent from whom he purchased, and the date of the purchase. Failing compliance with the above, no notice will be taken of anything which may arrive, but such articles will lie here at the risk of the senders, and this guarantee, and any implied guarantee, shall not be enforceable.

We guarantee only those Cars which are bought either direct from us, or from one of our duly authorised Agents, and under no other conditions.

We do not guarantee the specialities of other firms, such as tyres, lamps, magneto, electrical equipment, etc., or any component part supplied to the order of the purchaser differing from our standard specification, supplied with our Motor Cars, or otherwise. The condition of this guarantee is such, that if the motor vehicle to which it applies is altered or repaired outside our factory or the shops of our authorised Agents without our permission, in writing, all our liability under this guarantee shall cease.

The purchaser understands and agrees that no guarantee of the Morris Light Car is made, or authorised to be made by the Company, other than that herein above set forth. Morris Motors, Ltd.

THE TERM AGENT is used in a complimentary sense only, and those firms whom we style our Agents are not authorised to advertise, incur any debts, or transact any business whatsoever, on our behalf, other than the sale of goods which they may purchase from us; nor are they authorised to give any warranty or make any representation on our behalf other than those contained in the above guarantee.

