



MORRIS OXFORD AND COWLEY CARS

M

1925

BUY BRITISH AND
BE PROUD OF IT

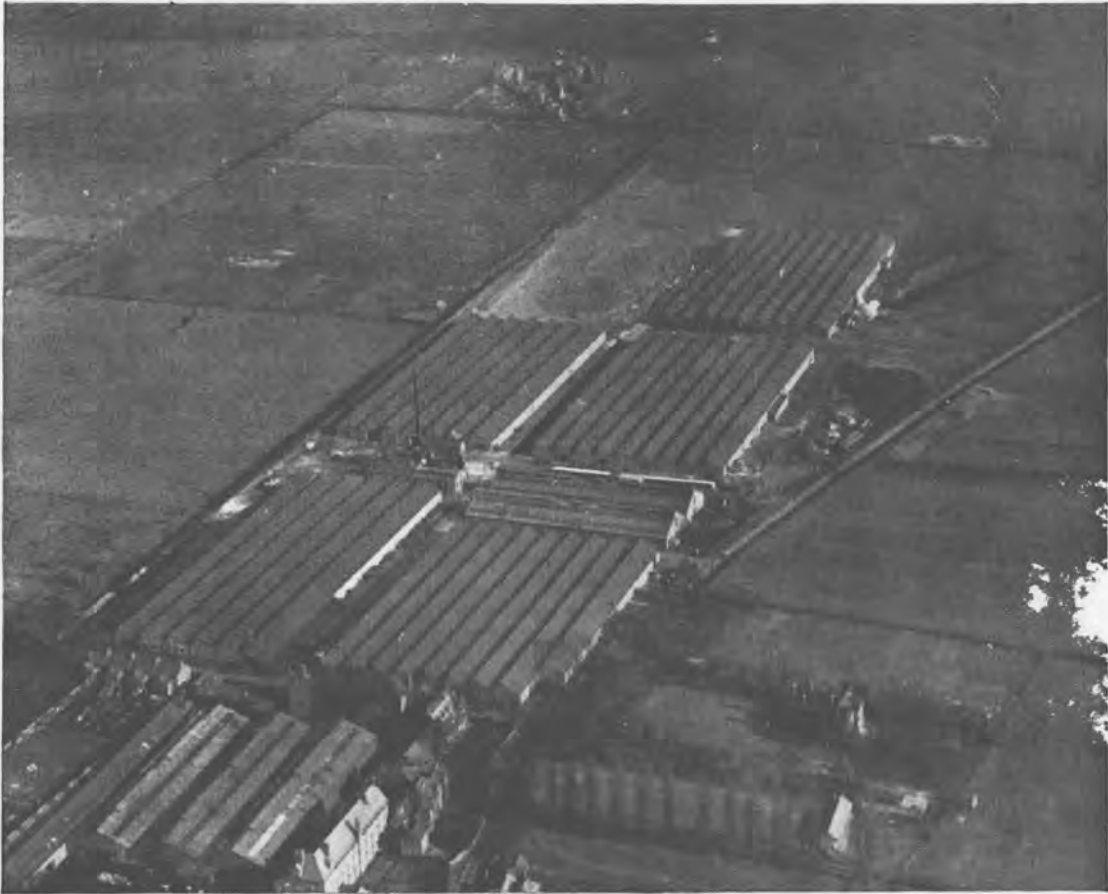
MORRIS MOTORS LIMITED
COWLEY, OXFORD, ENGLAND

'Phone : Cowley 2

'Grams : "Voiturette, Cowley, Oxon"

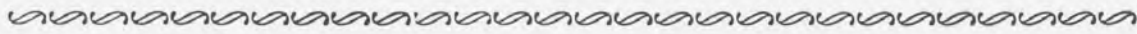


THE MORRIS FACTORY AT COWLEY, OXFORD



An aerial view of the works that produce the completed Morris Cars. All the plant is of the latest and best, ensuring highest quality in manufacture. Enormous as it is, this is only one of the six factories that are engaged in the making of Morris productions.

Every part of every Morris Car, Commercial Van and Truck is made in Britain by British Labour.



The MORRIS INCLUSIVE INSURANCE

(Effected in conjunction with the General Accident Fire and Life Assurance Corporation, Ltd.)

Operative from September 1st, 1924, on every Morris Touring Car

PROSPECTIVE purchasers of new Morris cars naturally will desire to know exactly what claims are covered by the insurance policy that is included at the catalogue price of every Morris touring car sold in the United Kingdom and the Irish Free State on and after September 1st, 1924.

In brief, the Morris policy includes the usual Full Cover for Public Liability (Third Party), Damage to Car, Fire, Theft and Transit Risks. Under Personal Accident benefits the owner of the car and his wife are covered; usually only the owner is covered. The Morris policy also covers medical expenses up to £20 for each person involved in an accident in the Insured's car; ordinarily only 10 gns. per person is allowed under this heading. The Morris policy also covers loss of rugs, coats, etc., although under ordinary policies 20/- additional premium is required for this cover. Again, the Morris policy covers towage charges and the cost of re-delivery of the car to the insured after repair.

The no-claim bonus on the Morris policy is cumulative from year to year from 10% to 20%, against other policies cumulative only to 10%.

In brief, this "General Accident" policy, included at the catalogue price of every Morris car, is complete down to the last detail and is superior to the majority of policies for which the purchaser has to pay extra after he has bought his car.

The inclusion of this insurance policy with Morris cars gives the purchaser extra value of approximately £11. Remember this when comparing Morris prices.

The insurance on a Morris is fully effective from the moment the purchaser pays for the car, whether the car be bought outright or on a deferred payment system.

MORRIS MOTORS, LTD. (W. R. Morris, Governing Director),
Cowley, Oxford.

Sept. 1st, 1924.



This List Cancels all Previous

1st September, 1924

MORRIS CARS

The Finest Motoring Value in the World

MORRIS MOTORS, LIMITED, present their new range of Cars and Prices to the public, secure in the knowledge that better value than is to-day presented by Morris cars cannot be obtained. The world-wide Morris reputation has been built up on the principle of giving the best possible value for money to the public, and the latest Morris programme, as set out herewith, will go far to enhance that reputation.

THE main features of Morris cars always have been: (1) The incorporation of the highest possible quality of material and design in their construction; (2) Their incontestable economy in operation; (3) Their absolute reliability over extended periods of use; (4) The completeness of their equipment; (5) Their backing of a world-wide Service Organisation that helps the Morris owner to get the best results, not only from his car, but, also, from motoring in all its phases.

THE Morris is not a cheap car in the accepted sense of the word. Its first cost is comparatively low because it is manufactured in a group of factories that are very efficiently organised, and where nothing but the best, both in men and machinery, is employed. Every individual Morris car is given as much skilled attention as other models costing hundreds of pounds more, but highly developed production methods and the complete systematisation of routine enables the Morris to be sold to the public as a good, honestly-built and entirely British made car, at a price that is extremely attractive. It is worth remembering that the factories that make the Morris car are the best-organised in Great Britain.

THE outstanding features of the present programme are the inclusion of full insurance (General Accident, Fire and Life Assurance Corporation policy), at catalogue prices, the provision of Dunlop Cord Balloon Tyres as standard, the incorporation of a still more comprehensive equipment and—on three Oxford models—the lengthening of the wheelbase, which enables much more roomy and comfortable coachwork to be fitted. In addition, the Oxford models are now equipped with much more powerful brakes than has been the case heretofore, this change corresponding with the increased power delivered by the engine and the increased weight of the coachwork.

Morris-Cowley and Morris-Oxford Models—The Difference

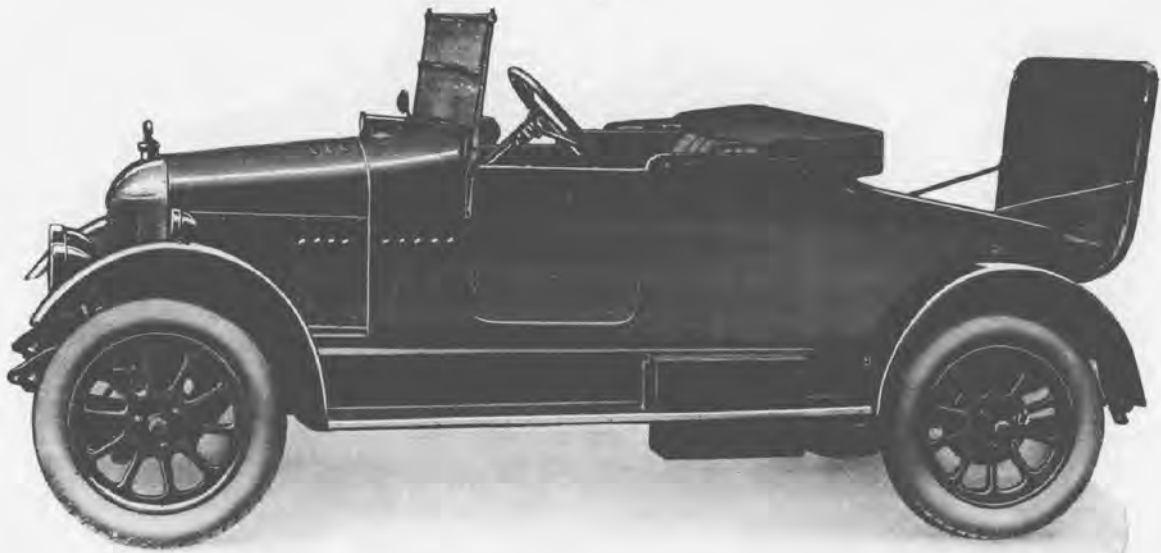
MORRIS cars are divided into two types, known as the Morris-Cowley and the Morris-Oxford models respectively. Some confusion has existed in the past as to the difference between these two models. While both are built on the same fundamental "Morris" principles and design, the Morris-Oxford, with its 14/28 h.p. engine, longer wheelbase, larger body, larger-sized tyres and more powerful brakes, is a full-sized touring car with a big reserve of power, capable of very high average speeds. It is, in short, a luxury model—a better four-cylinder car being unobtainable or, indeed, necessary.

The 11.9 h.p. MORRIS-COWLEY cars are fully capable of satisfying every need of the ordinary motorist, and a standard Morris-Cowley will climb any hill in Great Britain, with power to spare. Their equipment, also, is complete down to the last detail, but, essentially, the Morris-Cowley is the "Economy Car" of to-day. While nothing is skimped, either in its chassis or in its coachwork, the purchaser does not have to pay for those extra refinements such as are to be found on the Morris-Oxford model. In short, while the Morris-Cowley can do everything you want, the Morris-Oxford is capable of anything the most discriminating motorist could even wish for.

MORRIS CAR PRICES

11.9 h.p. MORRIS COWLEY		14/28 h.p. MORRIS-OXFORD	
Two-seater ...	£175	Two-seater	£260 or without front brakes £250
Occasional		Four-seater	£285
Four-seater	£185	" "	£275
Four-seater ...	£195	Coupé ...	£295
		Cabriolet...	£365
		Saloon ...	£385
		" "	£375

All prices are for delivery at the works at Cowley and are subject to alteration without notice. For prices of Chassis see page 15.



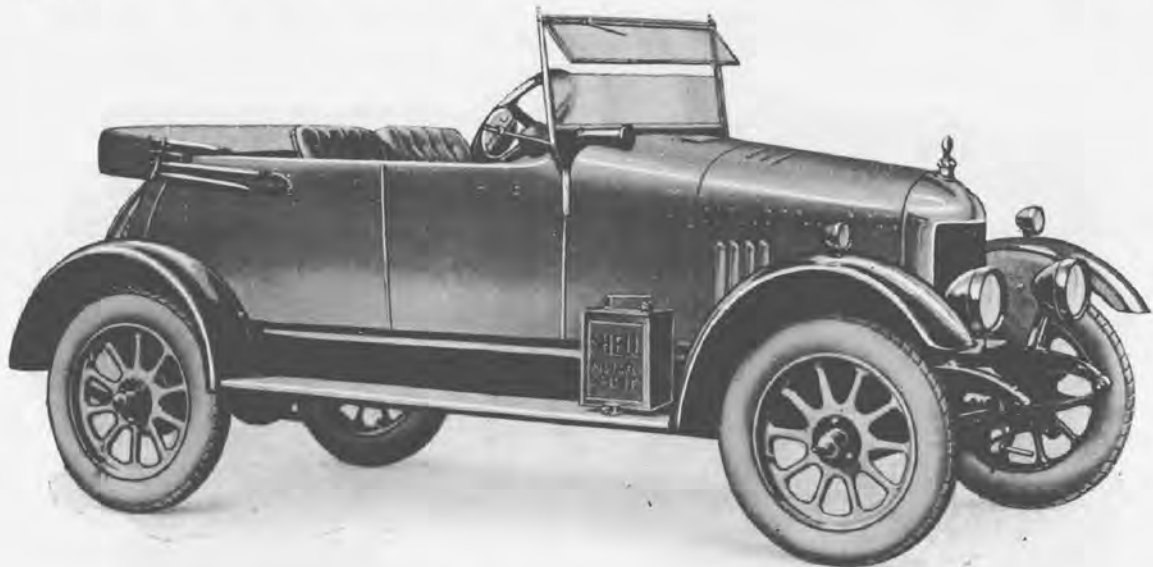
The Morris-Cowley 2-Seater

Price £175

Coachwork and upholstery in grey.

Complete with full chassis equipment, as specified, and 12 months' full insurance (General Accident policy).

THE Morris-Cowley two-seater, while being the lowest priced car in the whole of the Morris range, is complete down to the last detail. It is a sturdy "go anywhere" car that will run for many thousands of miles without calling upon its owner for any attention, other than filling up with petrol, oil, water, and occasional greasing of the chassis. Its two-seater body, as now fitted, includes a large dickey seat, fully capable of accommodating two adults if necessary, while the main seats give ample width and leg reach for the longest distance touring in comfort. The angle of the upholstery has been carefully studied to ensure maximum driving ease, while side-curtain equipment in conjunction with the two-panel windscreen now fitted, and the easily-erected hood, mean absolute immunity from the effects of the worst weather. Tools are located in a box in the boot of the car, while the detachable cushion of the dickey seat means that the rear portion of the car can be used to carry a very large supply of goods. The upholstery, in grey, is well padded, and is made pleated, so that it will not collect dust. The car as sold, at its catalogue price, represents the zenith of economical motoring for two persons.



The Morris-Cowley Occasional Four

Price £185

Coachwork and upholstery in grey.

Complete with full chassis equipment, as specified, and 12 months' full insurance (General Accident policy).

THE Occasional Four-seater Morris-Cowley was put on the market to fill the needs of the motorist who, while normally requiring only a two-seater car, desires occasionally to carry more than one passenger. Behind the two main seats of the Occasional Four are two folding seats, which provide ample accommodation for children or short-distance accommodation for adults. When folded, the space behind the rear seats is eminently suitable for carrying luggage, commercial traveller's samples, golf clubs, etc., etc., and other items that are normally out of place in the boot of a two-seater; and one of the chief claims of the Occasional Four-seater or "Chummy" model, is that the space at the rear—whether it be occupied by passengers or packages—is under the hood in rainy weather, thus ensuring proper protection. This makes a big appeal to the man with a young family. Children, moreover, are safer in a "Chummy" model than they are in the dickey seat of a two-seater.

Side curtains are provided with the hood, the latter clipping down on to the windscreen supports to form a weather-tight joint between the front of the hood stick and the top of the windscreen. The side-panels can be left in position when the hood is down, if desired.



MORRIS-COWLEY MODELS

SPECIFICATION

11.9 h.p. Morris-Cowley Models

GENERAL

THE design of the 11.9 h.p. Morris-Cowley consists, basically, of a four-cylinder water cooled engine, built up in conjunction with an enclosed clutch and three speed gear box, and mounted by four-point suspension, in a sturdy frame, which is supported, on the front axle, by semi-elliptic springs, and, the back, by three-quarter elliptic springs. The back axle and torque tube are built up as a unit, and are attached to the power unit by means of a ball joint situated abaft the gear box. Thus, the road springs are relieved of all driving and braking strains, and the transmission is *totally enclosed*. This fundamental principle of design is now being followed by the manufacturers of all high-class cars, as an inspection of contemporary models will prove.

ENGINE

WITH treasury rating of 11.9 h.p. (tax, £12 per annum), the Morris-Cowley engine has a bore of 69.5 m.m., and a stroke of 102 m.m., giving a cubic capacity of 1550 c.c. The four cylinders are cast *en bloc*, with inlet and exhaust valves arranged on the nearside. The valve tappets are adjustable, and all valve stems and springs are enclosed by a detachable oil-tight cover-plate. All valves are of the same size. The cylinder head is detachable, to facilitate decarbonisation, and the three bearing offset crankshaft has its bearings located in the cylinder block, giving great rigidity and ensuring correctness of alignment. The connecting rods are of steel, all crankshaft and connecting rods bearings being of white metal in bronze shells.

The fly-wheel is totally enclosed, the camshaft being driven by silent "skew" gears on the front of the engine, the cross shaft serving to drive the magneto, which is, thus mounted with its contact-breaker facing outwards, immediately accessible when the bonnet is opened.

The clutch is of the four-plate type, fitted with cork insets. It runs in a separate compartment, formed between the engine and the gear box, and is absolutely fool-proof. It requires no attention, and is automatically lubricated from the engine. An inspection lid is fitted immediately above the clutch-casing, and a ball thrust is provided for the withdrawal motion, the spigot for the clutch shaft running in a self-aligning ball-bearing on the end of the crankshaft.

The engine cooling is by water circulation, on the Thermo Syphonic principle, extra large passages being provided. The radiator is of the distinctive "Morris" shape, with ample cooling surface and a three-bladed cast aluminium fan, running on ball-bearings, assists the cooling, this fan being driven from a pulley on the engine camshaft by a "V-link" belt. Easy adjustment of the belt is obtained by the eccentric mounting of the fan shaft, it being only necessary to loosen one nut to effect this adjustment.

LUBRICATION

THE Morris engine is automatically lubricated by a plunger pump, submerged in the oil sump and driven from an additional cam on the camshaft. An easily detachable gauze filter surrounds the pump intake and an oil gauge is fitted to the dashboard to show that the pump is working. From the pump, the oil passes, under pressure, to the main bearings, the timing gear and the cross shaft, whence it is collected in galleries and fed into troughs, situated underneath the big-ends. These latter are provided with dippers which collect the oil from the troughs and thus feed their bearings. All other bearings and the pistons are oiled by splash. Provision is made on the troughs to ensure full supply of oil when ascending steep hills and when descending hills the supply is automatically decreased.

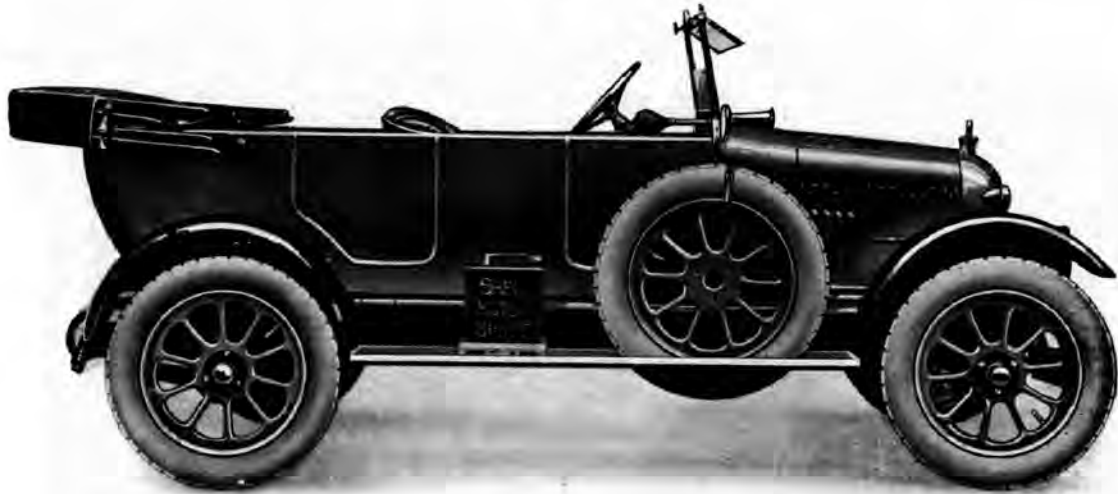
This lubrication system is simple and utterly reliable, giving low consumption of lubricant and a practically smokeless exhaust. The oil filter is situated on the offside of the crankcase, and the central portion of the filler-cover is a graduated dipper rod, by means of which the quantity of oil in the sump can quickly be ascertained.

All working parts of the chassis, such as spring shackles, steering gear, brake rod bearings, etc., etc., are provided with specially-constructed nipples, on to which fits the connection from an oil gun. This system enables the whole of the chassis to be lubricated very simply and very cleanly, with a minimum of trouble to the owner-driver.

GEAR BOX

THE gear box provides three speeds, forward and reverse, with a direct drive on top; the control being effected by a centrally-situated lever. The gear wheels, of nickel-chrome steel, are mounted on short, stiff, castellated shafts, running on ball-bearings; and the case containing the gears is of aluminium, being bolted direct to the fly-wheel housing of the engine—thus forming the complete power unit. A large oil level and filling plug is provided, cast on the side of the gear box casing; the hand brake lever is mounted on the side of the gear box, and is thus centrally situated in the chassis. Clutch, accelerator and brake pedals are as usual.

Gear ratios: top, 4.42 to 1; second, 7.6 to 1; bottom, 14.13 to 1; reverse, 17.2 to 1.



The Morris-Cowley 4-seater

Price £195

Coachwork and upholstery in grey.

Complete with full chassis equipment, as specified, and 12 months' full insurance (General Accident policy).

POSSIBLY the most popular car in the whole Morris range, the Morris-Cowley Four-seater to-day represents the zenith of economical motoring in comfort for four persons. With full load it does over 30 miles to the gallon, will climb any hill, and it can be driven at an average speed that puts many far more expensive cars to shame. As standard, it is completely equipped with side curtains, the rear portions of which can be utilised to form a rear screen to protect the passengers in the back seats when the hood is down, while, when the hood is up and the side curtains are erected, complete weather protection is afforded. Two doors are fitted, and an improvement over the previous model will be found in the inclusion of an additional side light in the back panel in the hood, giving a better visibility for the passengers when the hood is in position. The nearside side curtains open with the doors when the hood is up.

ACCESSORIES

Every Morris-Cowley car is sold completely equipped for the road with:—

- Hood.
- Screen.
- Side-curtains.
- Smith Speedometer.
- Smith Clock (8-day).
- Oil Gauge.
- Petrol Gauge.
- Lucas Hand Windscreen-wiper.
- Petrol Can Carrier.
- Spare Wheel and Tyre.
- Chassis Lubricating Pump.
- Lucas Bulb Horn.
- Licence Holder.
- Boyce Moto-meter.
- Lucas Driving Mirror.
- Shock Absorbers.
- Dash Ventilator.
- Nickel-plated Hub Nuts.
- Tin of Lubricating Oil.
- Spare Petrol Can.

The Mudguards, of "D" shape and wide section, give ample protection. All metal parts, including radiator, are nickel finish. Metal valances are fitted between the body and running boards. The five lamps are of black ebony finish.

WHEELS AND TYRES

DETACHABLE pressed steel wheels, 19ins. by 3½ins., with 27 by 4.40 Dunlop Cord Balloon Tyres, are fitted as standard. The wheels are quickly detachable, being secured to the hubs by means of three studs with nuts and spring washers.

TOOL KIT

JACK, Jack handle, Tyre pump, Wheel brace, Tool bag, 3 Tubular box spanners and tommy, 3 Double-ended spanners, Cold chisel, Half-round file, with handle; 9in. Adjusting spanner, 6in. Steel punch, Screwdriver, Magneto spanner, Jet key, Dynamotor adjusting spanner, Lubricating pump for chassis oiling system, Pair pliers, Hammer, Sparking plug box spanner, Cylinder head box spanner, 3 Tappet spanners, 3 Tyre levers and Oil can.

PRINCIPAL DIMENSIONS

OF MORRIS-COWLEY CARS

	Track. 4ft. 0ins.	Wheelbase. 8ft. 6ins.	Ground Clearance. 8½ins.	Overall Width. 4ft. 10ins.
	Overall Length.		Weight, with Tanks	Overall Height (Hood up).
			Full.	
Two-seater	12ft. 0ins.	16 2 0	6ft. 0ins.
Four-seater	12ft. 6ins.	17 0 0	6ft. 0ins.
Occasional Four-seater	12ft. 0ins.	16 2 0	5ft. 10ins.



TRANSMISSION

THE propeller shaft is entirely enclosed in the torque tube, so that all working parts are absolutely proof against ingress of dirt. The final drive with the back axle is by spiral bevel gear, and the only universal joint in the chassis is at the forward end of the propeller shaft, this being the ring and stud type. Enclosed by the spherical housing immediately behind the gear box, it is totally protected, and is, moreover, automatically lubricated from the gear box. The rear axle is of the three-quarter floating type, the axle case housing being built up of steel pressings of the banjo type, providing great strength with lightness. The driving shafts are mounted on ball-bearings, and can be withdrawn without disturbing the brakes or brakedrums, this allowing the removal to the differential gear (if necessary) without taking the whole back axle away from the car. The differential is of the bevel type, with four pinions, and it runs on specially-constructed, large load and thrust bearings. The oil filler, mounted in an accessible position on the back casing cover, acts as an oil level gauge, while a drain plug is also provided.

BRAKES

BOTH hand and foot brakes operate side-by-side shoes in pressed steel brake-drums mounted on the rear hubs. These shoes are of the internal expanding type, and are lined with the highest quality friction material; and shields are provided, to exclude all the dust and dirt. The brake shafts are surface-hardened and ground, and are mounted in bronze bushes. A support is fitted to the torque tube to eliminate all brake-rod rattles and turn-buckles, accessible immediately the floor boards of the car are lifted, are provided to enable quick brake adjustment to be effected. Independent adjustment of either brake can also be made.

FRONT AXLE

THE front axle is an "H" section forging of high tensile steel, with high tensile swivel arms, mounted on hardened and ground pins. The front wheels are fitted with large diameter ball-bearings, special provision being made for the exclusion of dirt and damp. The steering arms are bushed with bronze, for the steering cross rod bolts, this cross rod being screwed to provide easy adjustment for the wheel alignment.

STEERING GEAR

OF the worm and worm wheel type; the steering is irreversible (that is, no shocks can reach the driver's hands), ball thrust race being provided at the top and bottom of the column, while the hardened and ground worm wheel shaft is carried in two bearings, one on either side. The whole gear is bolted to the side of the engine, and is supported higher up by a bracket on the fly-wheel housing, this bracket also forming the accelerator pedal support. The lay-out of the pivot pins and steering arrangements generally make the control of the car extremely light, and an additional refinement is the supporting of the steering column by a bracket attached to the dashboard.

CARBURETTOR

THE Morris engine is supplied with its mixture by a Smith Automatic Carburettor, this being controlled by the accelerator pedal. It has, additionally, a hand adjustment for setting this slow running, and also a dash-operated mixture controlling device, which enables maximum economy in fuel consumption to be obtained under all conditions. Ample filters are provided in the petrol supply piping, fuel being fed by gravity from the seven-gallon tank carried in the scuttle dash; the petrol tap being situated at the lowest portion of the tank. The filling orifice is inside the bonnet.

ELECTRICAL EQUIPMENT

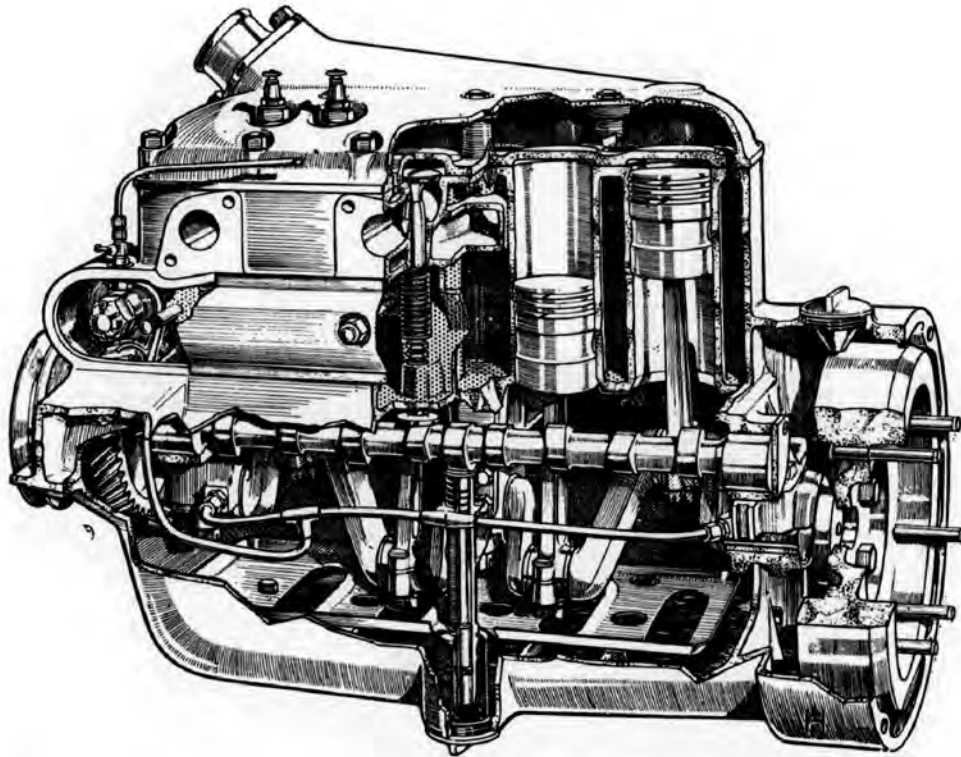
IGNITION of the Morris engine is provided by a high tension Lucas Magneto, of variable type, located on the engine bearer arm, and driven by a cross shaft, through an adjustable coupling. The contact-breaker and distributor and the magneto are thus very accessible, and adjustments can be carried out with the greatest ease. The advance and retard of the magneto timing is effected by a lever fixed to the steering column underneath the steering wheel, the advance position being when the lever is nearest the driver.

The lighting and starting equipment is of the 12 volt Lucas pattern. The combined dynamo and starter-motor (dynamotor) being mounted alongside the gear box, and coupled to the power unit by means of an inverted tooth silent chain, which is totally enclosed and adequately lubricated, and has an accessible means of adjustment.

Five lamps are provided, controlled by a switch on the dashboard, and an ammeter on the dash shows the dynamotor is charging. The whole system is perfectly silent in action, there being no noisy engagements of pinions when the starter-switch is pressed.

FRAME AND SPRINGS

THE Morris frame is of channel section, suitably reinforced to give light and rigid construction, the springs on the front being of the semi-elliptic type, while those at the rear are three-quarter elliptic. This system ensures comfort on even the roughest of roads. The springs are secured to the frame by means of hardened and ground shackle bolts, fitted with nipples for lubrication. The rear springs have shackles at both ends and are freed from all other duties than that of suspension. Rebound snubbers are fitted as standard, both front and rear, and all the springs are protected by detachable leather covers, which retain the lubrication and prevent the springing from becoming hard, due to exposure of the surfaces to the weather.



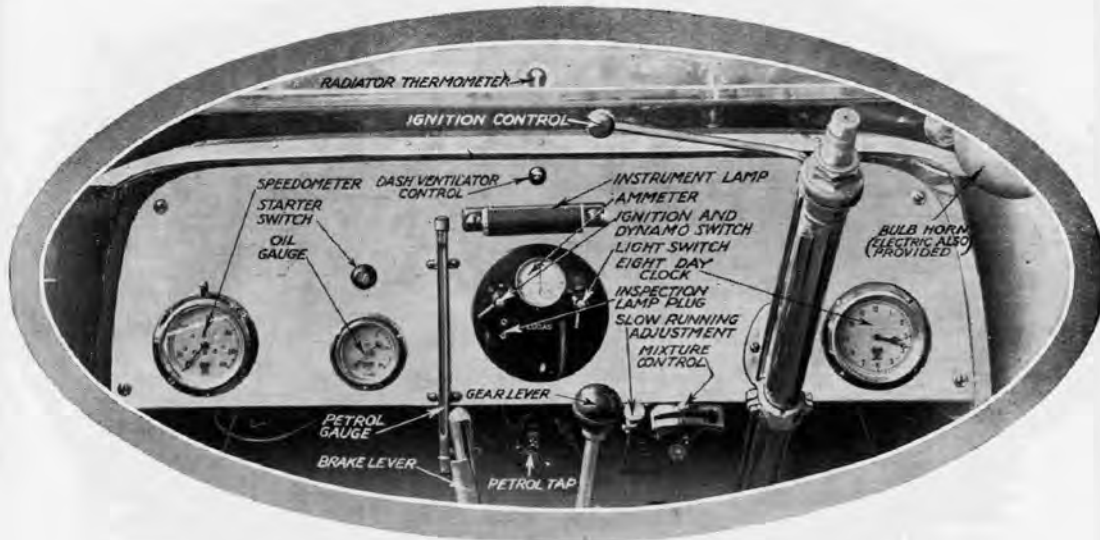
THE Morris Engine, illustrated in cut-away perspective herewith, is a fine example of British automobile engineering achievement, and a better engine is unobtainable at any price. It is sturdy, long-lived and economical, and for the present season has been improved considerably, even over its previous excellent performance.



THE two seats at the rear of the main seats of the "Occasional Four-seater" fold up when not required, as shown. There is also a cupboard at the extreme rear of the body, wherein the jack, pump, wheelbrace and a useful quantity of small luggage can be stored. The side-screens and curtains are accommodated therein when not in use.



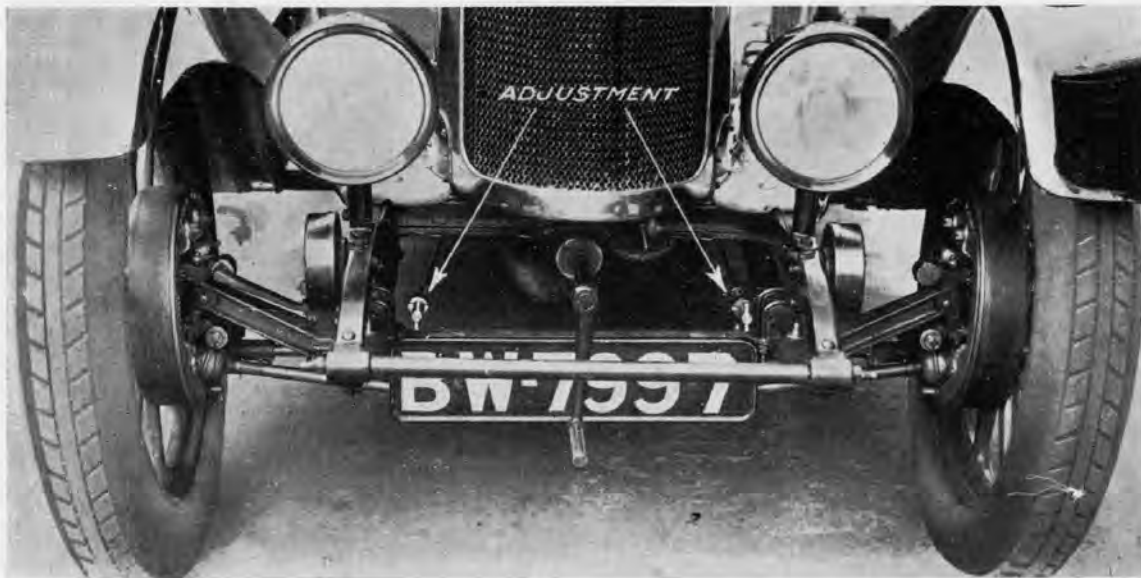
ON the new model Morris Cowley Four-seater the side-screens are so made that they form a rigid, easily erected and draught-proof rear windscreen when the car is "open." The hood is also of a new type with an extra "light" at the rear, giving better visibility for the rear seat passengers, and more complete protection in bad weather. Thus everything that is **ESSENTIAL** for comfortable motoring is provided at the catalogue price (£195).



MORRIS EQUIPMENT

SOME idea of the complete equipment that is provided as standard on the Morris-Oxford Models is given by this view of the dash-board of the 4/5-seater. Other fittings include Wefco Spring Gaiters, Automatic Screen Wiper, Oil-gun Chassis Lubrication, Luggage Grid, Shock Absorbers, Rear Windscreen, Detachable Side-curtains, Smoker's Companion, Spare Petrol Can and Carrier, Spare Oil Can, Licence Holder, and a Driving Mirror.

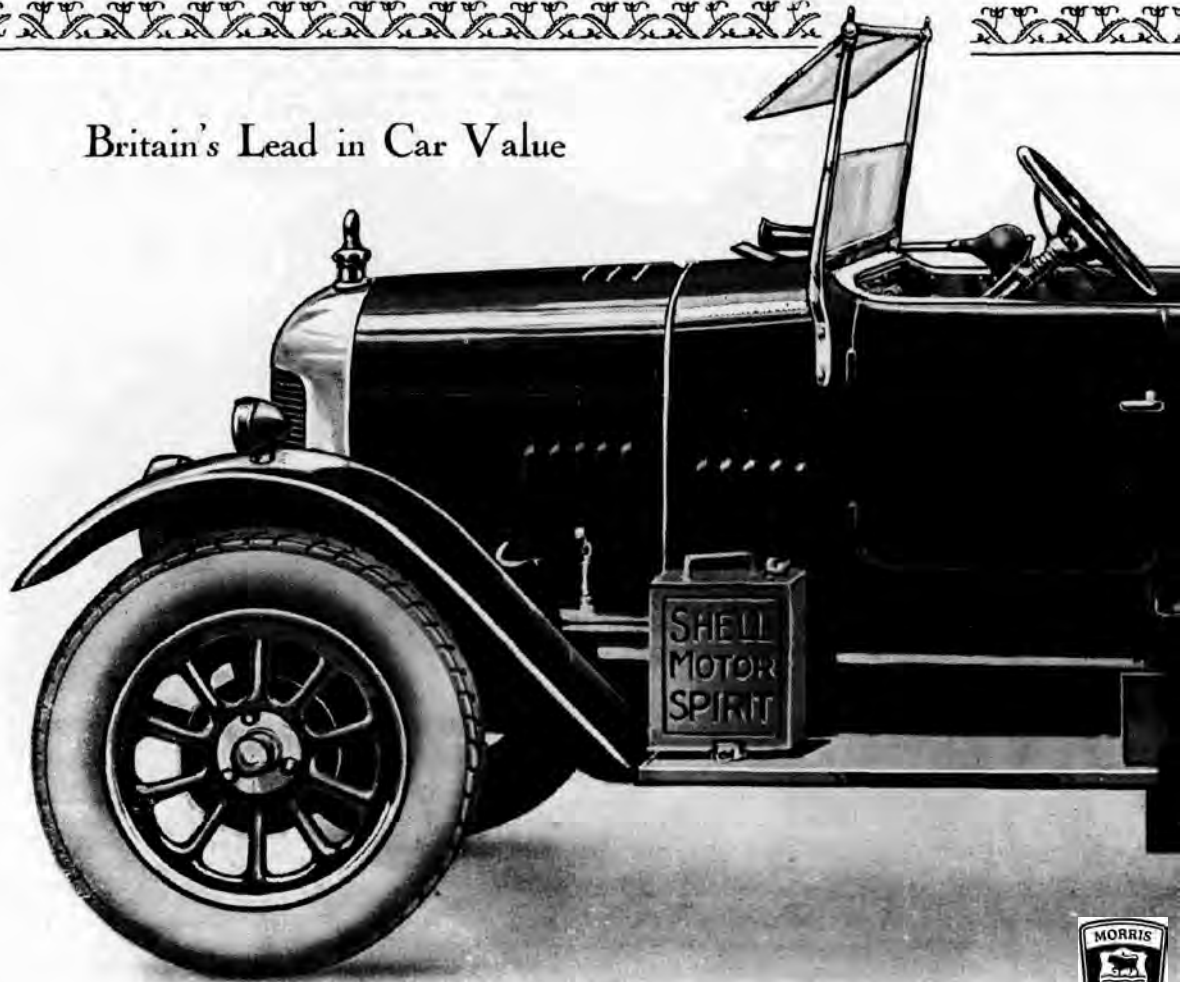
There is no item of equipment that can usefully be added to the standard Morris-Oxford Car.



MORRIS FRONT BRAKES

TO balance the increased power, speed, and weight of the new model Morris-Oxford cars, front wheel brakes are now being fitted as part of the standard equipment. (The option of rear brakes alone is, however, also given.) After searching tests the type of brake illustrated herewith has been chosen as being the most efficient, the most simple, and the best in the hands of the private user. Made under Rubury patents, these brakes give assurance against skidding when they are applied under the most treacherous conditions, for by a special arrangement of the actuating mechanism, the brake pressure is automatically reduced on the OUTSIDE front wheel when the car is turning a corner. This means that there is absolutely no possibility of the wheels locking and inducing a front wheel skid, as is a danger with some other types of front brakes. The Morris Front Brakes are so fitted that it is impossible for them to come on harder than or in advance of the rear wheel brakes, while the adjustment for compensating for the natural wear of the linings is (as can be seen) very simple and instantly accessible. The front of the chassis and the front axle have, of course, been stiffened up to take the extra strains imposed by the front brakes. For purposes of comparison, a Morris-Oxford 4/5-seater fitted with front wheel brakes pulls up to a standstill from 30 m.p.h. in 14 paces, as against 25 paces taken by an exactly similar car under exactly similar conditions of speed and road surface. All four wheel brakes are actuated by the pedal; the hand brake taking effect on the rear wheels only.

Britain's Lead in Car Value



The 4-5 seater 14/28 h.p. Morris-Oxford with Full Insurance and long chassis fully equipped with every conceivable accessory.

THE 14-28 h.p. MORRIS OXFORD

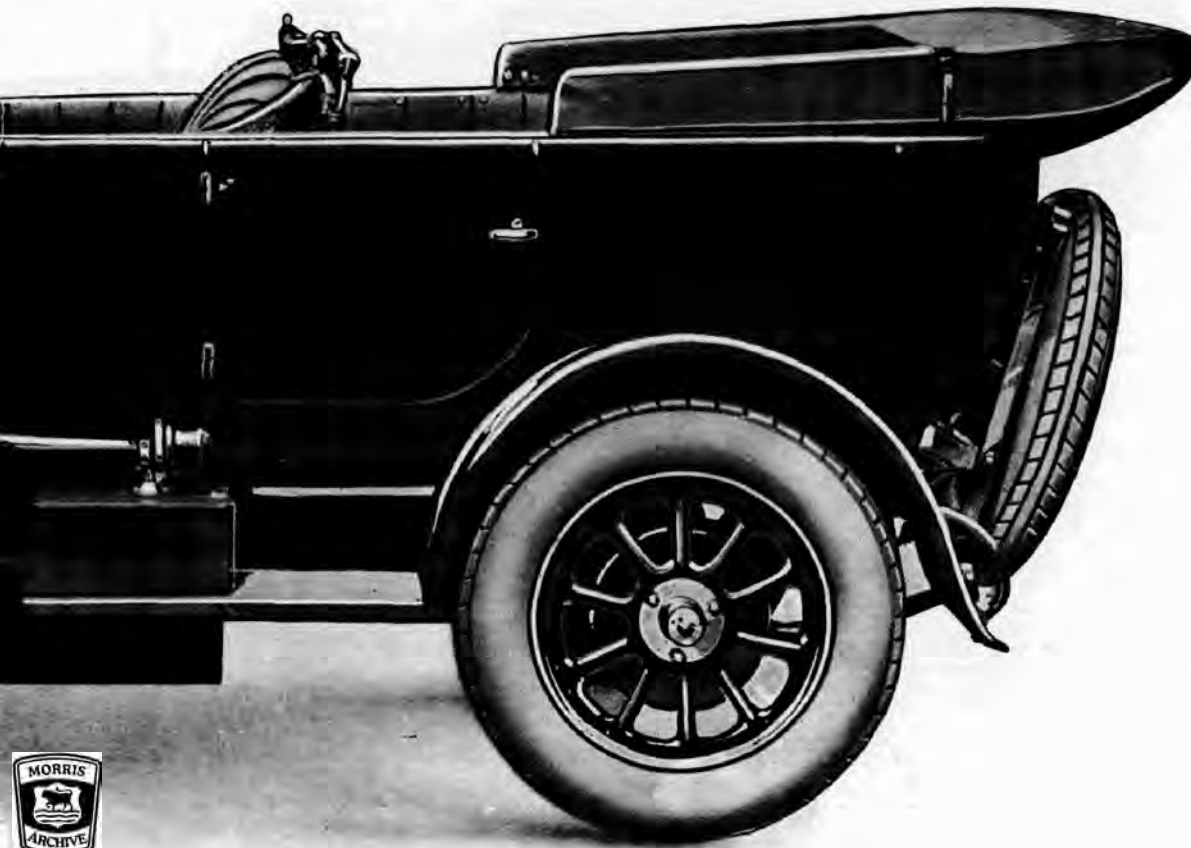
WHILE the Morris-Cowley models, as previously described, will go anywhere and will do anything that the ordinary motorist requires, the Morris-Oxford models, with their more powerful engines, longer chassis, and greater number of refinements, present to the discriminate motorist that the car is an altogether different class. While the same fundamental "Morris" principles are used in the design of the Morris-Oxford and Morris-Cowley models, the Morris-Oxford is an altogether more luxurious, more speedy and more refined car, and it possesses that reserve of performance that gives prestige and a very delightful sense of exhilaration to its owner.

SPECIFICATION

THE foundation of the Morris-Oxford is a four-cylinder, 14/28 h.p. water-cooled engine, with which the clutch and gear box is built up as a unit, thus giving a great degree of rigidity and eliminating any possibility of misalignment of shafts. The power unit is mounted in a sturdy channel section frame, which is mounted on the front axle by means of semi-elliptic springs, and on the rear axle by three-quarter springs. The rear axle and torque tube are built up as a unit, these being attached to the power unit by means of a ball housing abaft the gear box, this system ensuring complete enclosure of the transmission, making it weather-proof to the last degree. At the same time, the rear springs are relieved of all stresses, other than those entailed in "springing" the car.

ENGINE

WITH a treasury rating of 13.9 h.p., the 14/28 Morris-Oxford power unit has a bore of 75 m.m., and a stroke of 102 m.m., giving a cubic capacity of 1805 c.c. The four cylinders are cast *en bloc*, the cylinder casting serving as a foundation for the crankshaft bearings, ensuring rigidity. The inlet and exhaust valves are of the side-by-



ance. Dunlop Cord Balloon Tyres, Front wheel brakes,
cessory, including automatic screen wiper. Price £285

MORRIS-OXFORD MODELS

side type, arranged on the nearside of the engine, and are operated from the camshaft through adjustable valve tappets. The valve stems are enclosed in a detachable oil-tight cover-plate, which makes for ample lubrication. The cylinder head is detachable, to facilitate decarbonisation, and the three-bearing crankshaft is offset to give greater engine flexibility. All crankshaft and connecting rod bearings are of white metal in bronze shells.

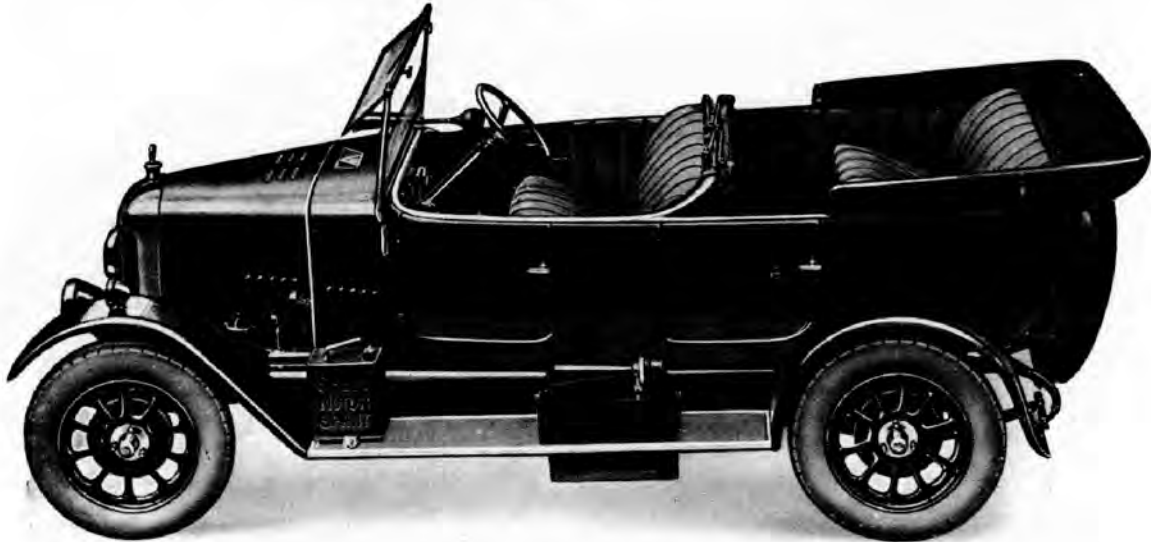
The connecting rods are of duralumin, and aluminium alloy pistons are employed, this lightness of reciprocating parts resulting in the engine being extremely powerful and lively. The engine cooling is by water, circulating on the Thermo Syphonic principle, extra large passages being provided, and the film radiator is of the distinctive "Morris" shape, giving ample cooling area. Three-bladed, cast aluminium fan, running on ball-bearings, assists the cooling, this fan being driven from a pulley on the engine camshaft, by a non-extensive "V" belt; the fan adjustment being effected by the loosening and retightening of one nut only.

The clutch runs in a separate compartment formed between the engine and gear box, and, being of the four-plate cork inset type, automatically lubricated from the engine, is absolutely fool-proof and requires no attention. An inspection lid is provided immediately above the clutch case. A ball thrust race is fitted for the withdrawal motion, giving delightful, easy clutch action, and the spigot for the clutch shaft runs in a self-aligning ball-bearing in the end of the crankshaft.

LUBRICATION

THE Morris engine is automatically lubricated by a plunger pump submerged in the oil sump, and driven from an additional cam on the camshaft. An easily detachable gauze filter surrounds the pump intake, and an oil gauge is fitted to the dashboard to show that the pump is working. From the pump, the oil passes under pressure to the main bearings, the timing gear and the cross shaft, whence it is collected in galleries





The 14/28 h.p. Morris-Oxford 4-5 seater showing the ample accommodation provided

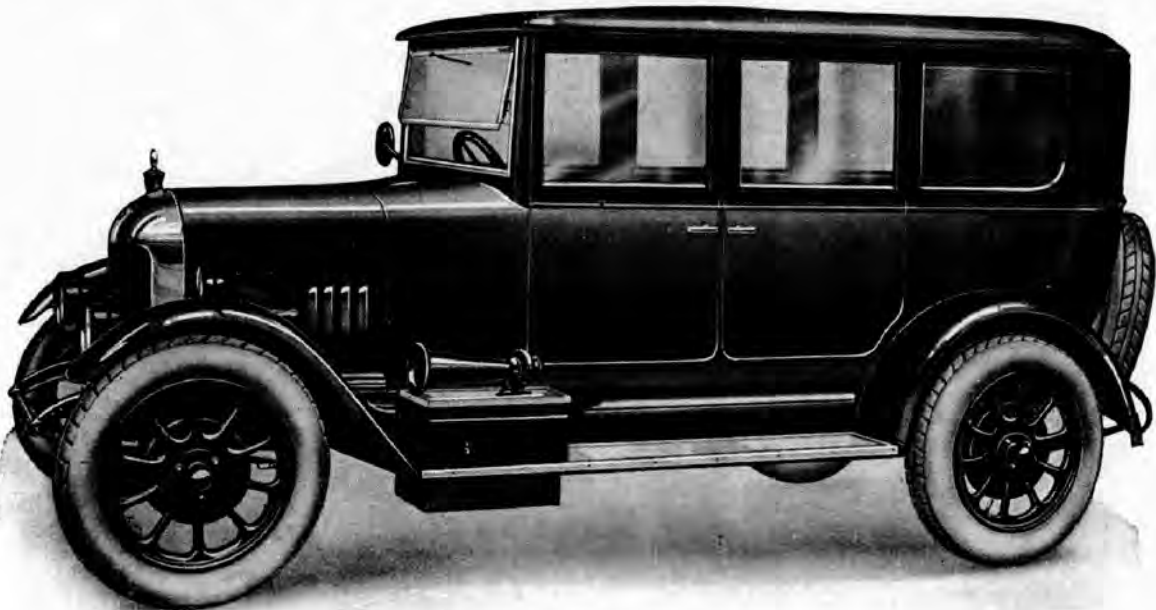
The 4/5-seater 14/28 h.p. Morris-Oxford - Price £285

Without front wheel brakes. Price £275

A choice of four colours is available, these being blue, claret, bronze green and grey.

THE 4/5-seater Morris-Oxford is a high-grade touring car capable of high average speeds and fully up to the requirements of the discriminating tourist on any roads in any country. As sold it is complete even to the last detail, its body equipment including those accessories listed under chassis specification, and a two-panel front windscreen, black mohair hood and all-weather side curtains, upholstery in antique leather, three-panel rear windscreen, polished walnut instrument board, combined luggage grid and spare wheel carrier, black and white mottled carpets, and mahogany tool box.

The body now fitted has fixed front seats and provides much better accommodation both fore and aft than did the older models, and in short at its list price this high-grade all-British touring car presents the purchaser with many thousands of miles of trouble-free motoring, there being no possible extras to pay for after purchase.



The 14/28 h.p. Morris-Oxford Saloon. Price, with front wheel brakes, £385

Without front wheel brakes, Price £375

A choice of four colours is available, these being blue, claret, bronze green and grey.

THE new Morris-Oxford Saloon is a full-sized enclosed car, the lengthening of the wheelbase having enabled four doors and six windows to be incorporated in the body. Thus maximum ease of entry and exit for all passengers is assured. To overcome the stiffness encountered in some saloons a roof ventilator is fitted, while the four front windows have inside winding lifts. The rear seats are provided with arm rests with glove boxes and the double front seat is adjustable to the driver's reach.

Upholstered in hair-lined cloth the body is sumptuously comfortable, and convenience has been studied to the last degree even to the incorporation of a smoker's companion (as standard on all Oxford models), and a luggage net in the roof. The carpets are black and white mottled, the instrument board is of polished mahogany, a combined luggage grid and spare wheel carrier is fitted, and the tool box is of polished mahogany.

and fed into troughs, situated underneath the big-ends. These latter are provided with dippers, which collect the lubricant from the troughs, and thus feed their bearings; all other bearings and the pistons being oiled by splash. Provision is made in the troughs to ensure full supply of oil when ascending steep hills, and when descending hills the supply is automatically decreased.

This lubrication system is simple and utterly reliable, giving low consumption of lubricant and a practically smokeless exhaust. The oil filler is situated on the outside of the crankcase, and the central portion of the filler cover is a graduated dipper rod, by means of which the quantity of oil in the sump can quickly be ascertained.

All working parts of the chassis, such as spring shackles, steering gear, brake rod bearings, etc., etc., are provided with specially-constructed nipples, on to which fits the connection from an oil gun. This system enables the whole of the chassis to be lubricated very simply and very cleanly, with a minimum of trouble to the owner driver.

GEAR BOX

PROVIDING three speeds, forward and reverse, with a direct drive on top, the gear box is of aluminium casing, bolted direct to the fly-wheel housing of the engine, thus forming the complete power unit. Control is by centrally-situated lever, which thus falls to the driver's left hand, and the hand-brake lever is also mounted on the gear box. The gear wheels, of nickel-chrome steel, are mounted on short, stiff, castellated shafts running on ball-bearings, and a large oil filler and level plug is provided, cast on the side of the gear box casing. Clutch, accelerator and brake pedals are mounted in the usual position.

Gear ratios : top, 4.42 to 1 ; second, 7.6 to 1 ; low, 14.13 to 1 ; reverse, 17.2 to 1.

TRANSMISSION

THE propeller shaft is entirely enclosed in the torque tube, so that all working parts are absolutely proof against ingress of dirt. The final drive to the back axle is by spiral bevel gear, and the only universal joint in the chassis is at the forward end of the propeller shaft, this being of the ring and stud type, and enclosed by the spherical housing immediately behind the gear box, it is totally protected, and is, moreover, automatically lubricated from the gear box. The rear axle is of the three-quarter floating type, the axle housing being built up of steel pressings of the banjo type, providing great strength with lightness. The driving shafts are mounted on ball-bearings, and can be withdrawn without disturbing the brakes or brakedrums, this allowing the removal of the differential gear (if necessary) without taking the whole back axle away from the car.

The differential is of the bevel type, with four pinions, and it runs on specially-constructed large load and thrust bearings. The oil filler, mounted in an accessible position on the back casing cover, acts also as an oil-level gauge, and a drain plug is also provided.

BRAKES

BOTH hand and foot brakes operate side-by-side shoes in pressed steel brakedrums. The shoes are of the internal expanding type, and are lined with the highest quality friction material, and shields are provided to exclude all the dust and dirt. The brake shafts are surface-hardened and ground, and are mounted in bronze bushes. A support is fitted to the torque tube to eliminate all brake-rod rattles and turn-buckles, accessible immediately the floor boards of the car are lifted, are provided to enable quick brake adjustment to be effected. Independent adjustment of either brake can also be made. The drums are 12in. in diameter.

FRONT BRAKES

THE front wheel brakes that are fitted as optional equipment on all Morris-Oxford models were subjected to a long series of tests not only at the works, but also in the hands of private owners before it was finally decided to adopt them as standard on these heavier and more powerful Morris cars.

Of the latest type and made under Rubury Patents, the Morris front brakes are not affected by the movement of the axle on the springs and they are so arranged that when the car is cornering the outside front wheel—that is, the one that has to travel farthest—is not braked so much as is the inner front wheel. This applies, of course, on either lock, and results in absolute immunity from skidding even on treacherous bumpy surfaces.

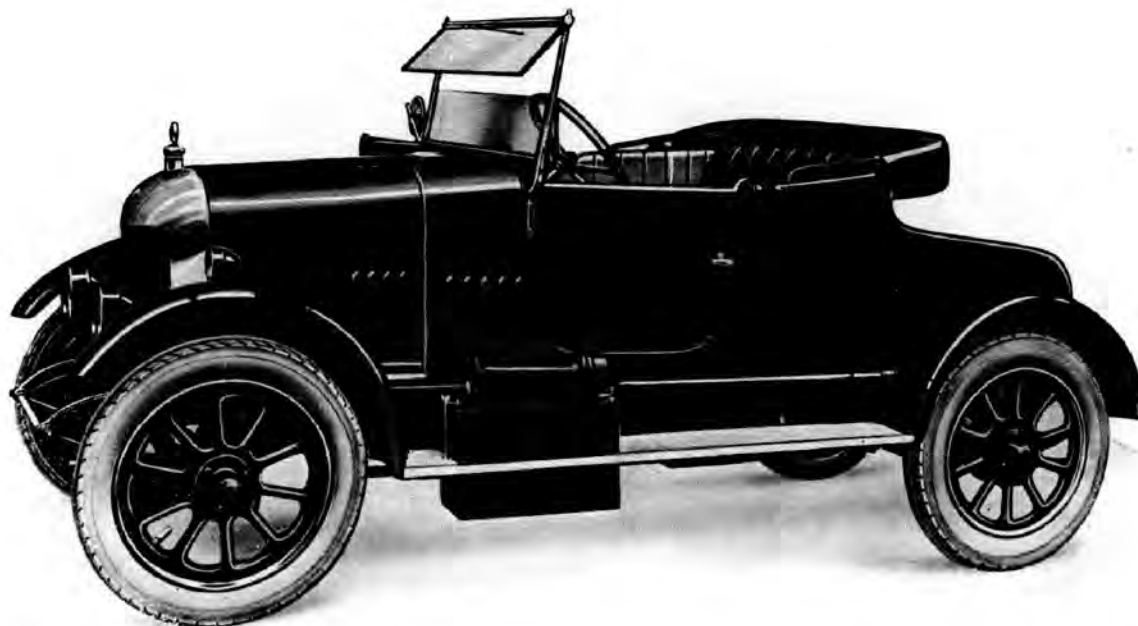
The drums are twelve inches in diameter, giving a smooth, progressive braking effect, and with these front brakes the full power of the engine can be used to best advantage to maintain a high average speed in absolute safety.

FRONT AXLE

THE front axle is an "H" section forging of high tensile steel, with high tensile steel swivel arms mounted on hardened and ground pins. The front wheels are fitted with a large diameter ball-bearing, special provision being made for the exclusion of dirt and damp. The steering arms are bushed with bronze for the steering cross rod bolts this cross rod being screwed to provide easy adjustment for the wheel alignment.

STEERING GEAR

OF the worm and worm wheel type; the steering is irreversible (that is, no shocks can reach the driver's hands), ball thrust races being provided at the top and bottom of the column, while the hardened and ground worm wheel shaft is carried in two bearings, one on either side. The whole gear is bolted to the side of the engine, and is supported higher up by a bracket on the fly-wheel housing, this bracket also forming the accelerator pedal support. The lay-out of the pivot pins and steering arrangements generally make the control of the car extremely light, and an additional refinement is the supporting of the steering column by a bracket attached to the dashboard.



The Morris-Oxford Two-seater

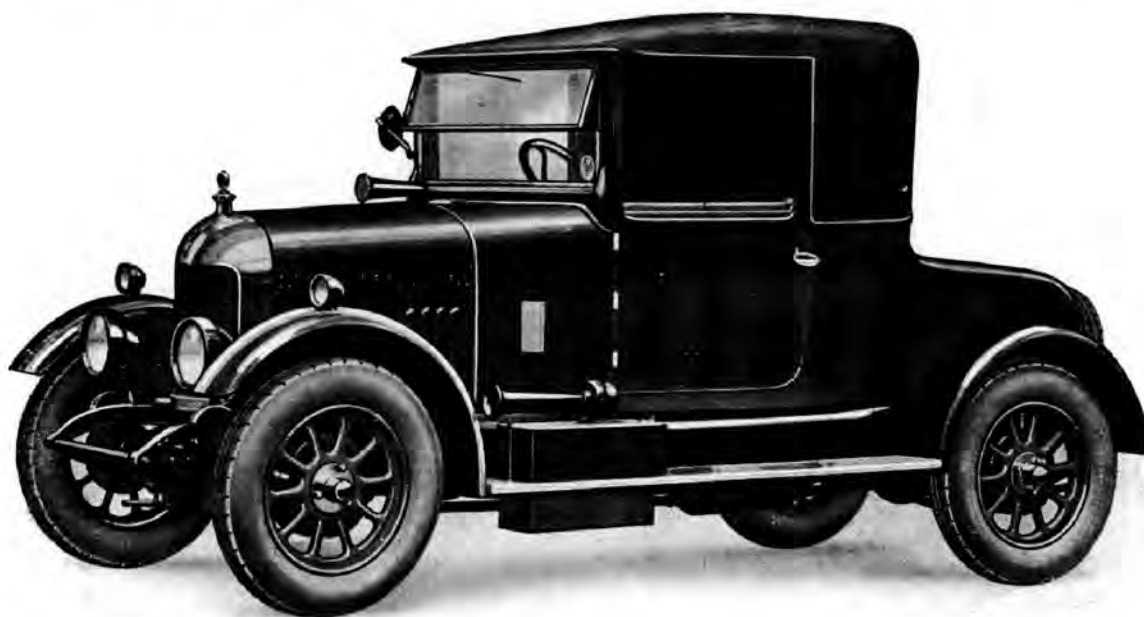
Price complete as below £260

Without front brakes. Price £250

A choice of four colours is available, these being blue, claret, bronze green and grey.

THE Morris-Oxford two-seater has been described as essentially the car for the lady owner-driver, and while the comfort of the seating accommodation, the ample weather protection and the delightful ease of control that are features of this car certainly make it second to none as My Lady's Choice, it has naturally a wider appeal. In short, it represents an ideal two-seater car for extended use on any roads.

The coachwork equipment includes a double dickey seat, panelled windscreen to the front seats and also a folding windscreen for the dickey seat. The upholstery is in antique leather and two doors are fitted. The instrument board is of polished mahogany or walnut, and black and white mottled carpets are part of the equipment. The black mohair hood is complete with all-weather side curtains which can be left in position when the hood is down as protection, if needed, against side winds.



The 14/28 h.p. Morris-Oxford Coupe

Price complete £305

Without front brakes. Price £295

A choice of four colours is available, these being blue, claret, bronze green and grey.

FOR doctors and those who require a two-seater car for use in all weathers the Morris-Oxford coupé represents the ideal combination of economy and luxury. Its wide, roomy body upholstered in hair-lined cloth is luxuriously sprung, while the rake of the steering and position of the controls are conducive to maximum motoring ease. The panelled windscreen—equipped with an automatic screen-wiper—means full protection in bad weather, while the glass windows in the doors are provided with window lifts which enable them to be instantly adjusted to any desired height.

A dickey seat is provided capable of holding two persons, the hood is of black leather cloth, and black and white mottled carpets are included. The instrument board is of finely polished mahogany.

Doctors will particularly appreciate the quietness of the engine starter in operation.



CARBURETTOR

THE Morris engine is supplied with its mixture by a Smith Automatic, Five-jet Carburettor, this being controlled mainly by the accelerator pedal. It has, additionally, a hand adjustment for setting this slow running, and also a dash-operated mixture control device, which enables maximum economy in fuel consumption to be obtained under all conditions. Ample filters are provided in the petrol supply piping, fuel being fed by gravity from the seven-gallon tank carried in the scuttle dash; the petrol tap being situated on the lowest portion of the tank. The filling orifice is inside the bonnet.

ELECTRICAL EQUIPMENT

IGNITION of the Morris engine is provided by a high tension Lucas magneto of variable type, located on the engine bearer arm, and driven by a cross shaft. The contact-breaker and distributor and the magneto are thus very accessible, and adjustments can be carried out with the greatest ease. The advance and retard of the magneto timing is effected by a lever fixed to the steering column underneath the steering wheel, the advance position being when the lever is pulled towards the driver.

The lighting and starting equipment is of the 12 volt Lucas pattern; the combined dynamo and starter motor (dynamotor) being mounted alongside the gear box and coupled to the power unit by means of an inverted tooth silent chain, which is totally enclosed and adequately lubricated, and has an accessible means of adjustment.

Five lamps are provided, controlled by a switch on the dashboard, and an ammeter on the dashboard also shows that the dynamotor is charging when switched on. The whole system is perfectly silent in action, there being no noisy engagements of pinions when this starter switch is pressed.

FRAME AND SPRINGS

THE Morris frame is of channel section, suitably reinforced to give light but rigid construction, the springs at the front being of the semi-elliptic type, while those at the rear are three-quarter elliptic. This system ensures riding comfort on even the roughest of roads, at all speeds. The springs are secured to the frame by means of hardened and ground shackle bolts, fitted with nipples for lubrication. The rear springs have shackles at both ends, and are freed from all other duties than those of suspension. Rebound snubbers are fitted as standard, both front and rear, and all the springs are protected by detachable leather covers, which retain lubrication and prevent the springing from becoming hard due to exposure of the surface to the weather.

WHEELS AND TYRES

DETACHABLE pressed steel wheels, 19ins. by 3½ins., with 28ins. by 4.95ins. Dunlop Cord Balloon Tyres, are fitted as standard to all Oxford models, except the Saloon and Cabriolet, which have 20ins. by 4ins. wheels, with 30ins. by 5.25ins. Dunlop Balloon Cord Tyres. The wheels are quickly detachable, being secured to the hubs by means of three studs with nuts and spring washers.

TOOL KIT

JACK, Jack handle, Tyre pump, Wheel brace, Tool bag, 3 Tubular box spanners and tommy, 3 Double-ended spanners, Cold chisel, Half-round file, with handle; 9in. adjusting spanner, 6in. Steel punch, Screwdriver, Magneto spanner, Jet key, Dynamotor adjusting spanner, Lubricating pump for chassis oiling system, Pair pliers, Hammer, Sparking plug box spanner, Cylinder head box spanner, 3 Tappet spanners, 3 Tyre levers and Oil can.

ACCESSORIES

Every Morris-Oxford car is sold, complete, with the undermentioned accessories, which, it will be agreed, makes it complete down to the last detail:—

- | | |
|-----------------------------|---|
| Smith Speedometer. | Boyce Moto-meter. |
| Smith Clock. | Lucas Driving Mirror. |
| Oil Gauge. | Shock Absorbers. |
| Graduated Petrol Gauge. | Lucas Electric Lighting and Starting Equipment. |
| Automatic Windscreen Wiper. | Five Lucas Lamps. |
| Petrol Can. | Lucas Festoon Lamp. |
| Petrol Can Carrier. | Smoker's Companion and Ash Tray. |
| Chassis Lubricating Pump. | Lucas Bulb Horn. |
| Nickel-plated Hub Caps. | Lucas Electric Horn. |
| Nickel-plated Hub Nuts. | Tin of Lubricating Oil. |
| Licence Holder. | Wefco Spring Gaiters. |
| Spare Wheel and Tyre. | Nickel-plated Spare Wheel Centre. |

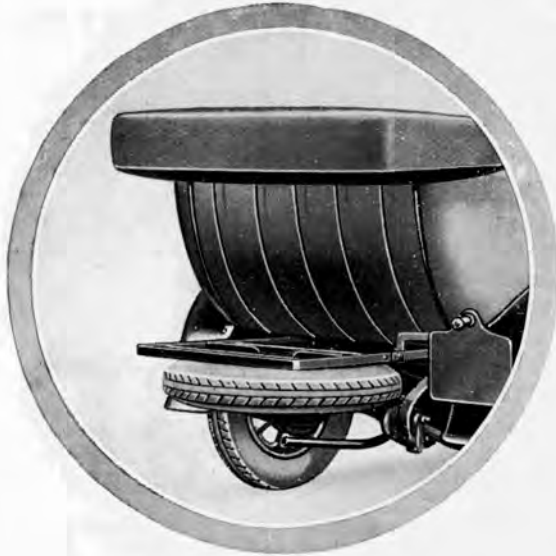
PRINCIPAL DIMENSIONS

OF MORRIS-OXFORD CARS.

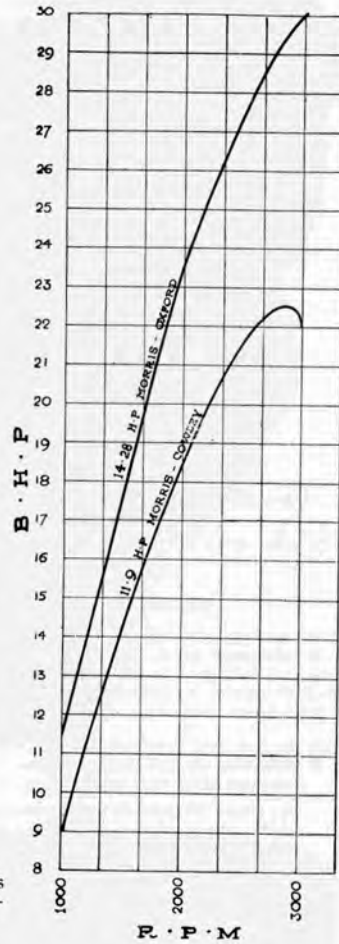
	Track.	Clearance.	Wheelbase.	Width.
Four-seater	4ft.	8½ins.	9ft.	5ft. 2ins.
Saloon and Cabriolet }	4ft.	8½ins.	9ft.	5ft. 2ins.
Two-seater	4ft.	8½ins.	8ft. 6ins.	5ft. 2ins.
Coupé	4ft.	8½ins.	8ft. 6ins.	5ft. 2ins.
	Overall Length.	Weight (tanks full).		Height.
Four-seater	14ft. 6ins.	20	2 0	6ft. 0ins.
Saloon and Cabriolet }	14ft. 6ins.	21	1 0	6ft. 2ins.
Two-seater	12ft. 1in.	17	2 0	6ft. 0ins.
Coupé	12ft. 1in.	18	2 0	5ft. 10ins.



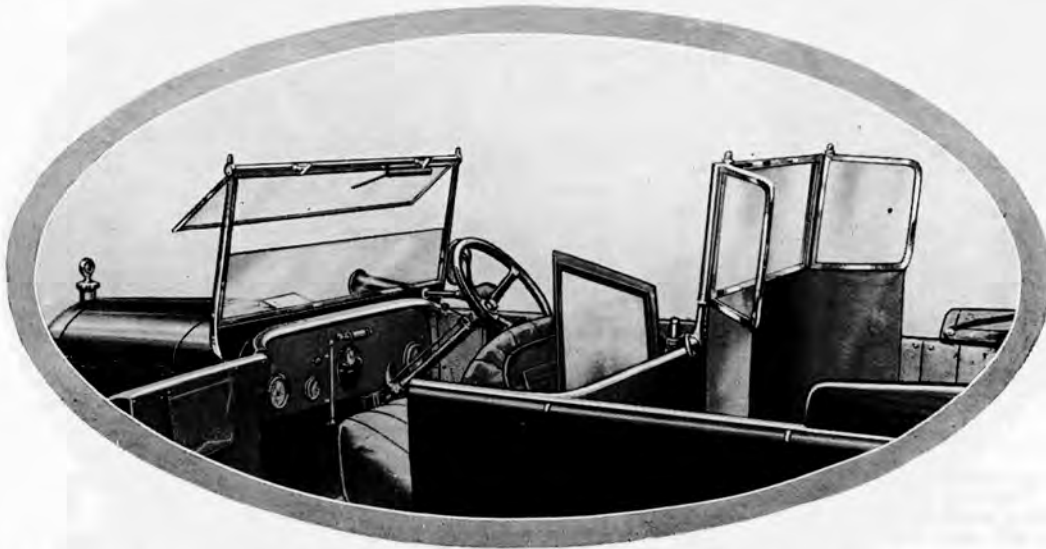
DETAILS OF EQUIPMENT AND ENGINE POWER CURVES



THE 4-5 seater Morris-Oxford is equipped with a luggage grid and body-protecting strips as standard, making it eminently suitable for family touring. The grid folds up when out of use.



THESE power curves of the Morris-Cowley and Morris Oxford engines give ample proof of their power, speed-range and flexibility.



SHOWING the completeness of the equipment of the standard 4-5-seater 14/28 h.p. Morris-Oxford, and also the way in which the side-curtains are stored behind the squab of the front seat. The rear screen forms a picnic table when desired. The side-curtains can be erected with the hood "up" or "down."



The Morris-Oxford 14/28 h.p. Cabriolet

Price with front wheel brakes - £365

Without front wheel brakes, Price £355

A choice of four colours is available, these being blue, claret, bronze green and grey.

AS in the case of the Saloon, the new Morris-Oxford Cabriolet is provided with four frameless glass windows with winding lifts, two doors in this case being fitted. The folding hood is covered in a very durable leather cloth, while the upholstery is in grey antique leather. The rear seats have arm-rests with glove boxes, and the separate front seats are slidable to suit the reach of individual drivers. The panelled front windscreen provides ample visibility under all weather conditions, while the combination of the antique leather upholstery, black and white mottled carpet, polished mahogany instrument board and nickel fittings makes this car a high-class all-purpose model suitable alike for theatre work in Town or, when the coachwork is "open," for fast cross-country touring with all the attributes of an open car.

THE PRICES OF MORRIS CHASSIS

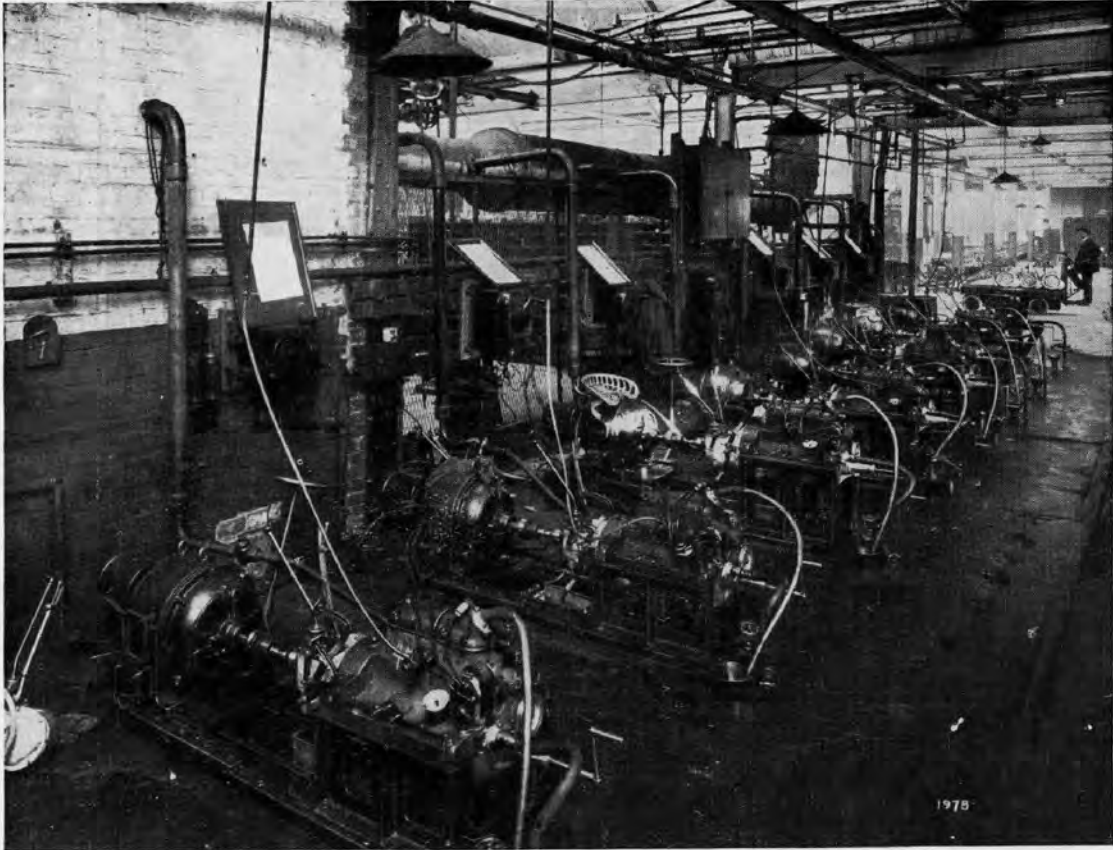
11.9 h.p. Morris-Cowley Chassis (Two or Four Seater)	-	Price £145
14/28 h.p. Morris-Oxford Two-seater (short) Chassis	-	Price £185
Without front wheel brakes	-	Price £175
14/28 h.p. Morris-Oxford Four-seater (long) Chassis	-	Price £195
Without front wheel brakes	-	Price £185
14/28 h.p. Morris-Oxford Saloon or Cabriolet (long) Chassis	-	Price £205
Without front wheel brakes	-	Price £195

The above Chassis are fully covered by the Morris Insurance Scheme at the prices quoted.

For information regarding the Morris Eight Hundredweight Commercial Vans and the Morris One-Ton Truck see separate catalogues. These can be obtained on request at the Enquiries Department, Morris Motors, Ltd., Cowley, Oxford. 'Phone Cowley 2. 'Gram, Voiturette, Cowley, Oxford.



CARE IN MANUFACTURE



All Morris Engines are subjected to the closest inspection and rigorous tests before they are mounted in the chassis. A group of power-units on the power test at Morris Engines Factory at Coventry.



EVERY operation in making a Morris Car is carried out by skilled specialists. This shows the start of the assembly line on which all chassis are erected.