



MORRIS

(Regd. Trade Mark)

OXFORD AND COWLEY CARS

*buy British-
and be Proud of it.*

MORRIS MOTORS, LIMITED
COWLEY :: :: OXFORD

Phone: COWLEY 2
September 1st, 1925

GRAMS: VECIURETTE, COWLEY, OXON.
All Previous Lists Cancelled





THE FACTORY OF MORRIS MOTORS, LTD. 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

STILL BETTER VALUE

OVER 48,000 Morris cars were sold during the 1924-25 season;—adequate proof of public appreciation of the value then offered. The present programme, however, besides embracing lower prices for all models, includes the undermentioned additional attractions.

On 11.9 h.p. Morris-Cowley Models.

Four-wheel brake equipment.
Dunlop reinforced Balloon tyres.
Frame of stouter gauge, with front stiffening cross-bar.
Day-and-night reading radiator thermometer.
Improved hood-frame and hood material.
Improved throttle slow-running control.
Outside handles on doors of open models.
Parcel net and smoker's companion on closed models.

On 14/28 h.p. Morris-Oxford Models.

Barker dipping headlamps.
Thermostatic control of engine cooling system.
Dunlop Reinforced Balloon tyres.
Black enamelled wheels.
Under-bonnet electric horn.
Day-and-night reading radiator thermometer.
Moulded ebonite battery box.
Improved slow-running throttle control.
Parcel net and smoker's companion on all closed models.
Detail improvements to coachwork.

The above-mentioned improvements and items of equipment are, of course, in addition to the full range of other accessories that have been, and still are, fitted to Morris cars. See pages 6 and 14 of this catalogue.

The spare petrol can now included in the equipment is enamelled black with a gold "Shell" seal instead of the standard Shell red as used to be the case. No alteration has been made or is intended in the brand of spirit (Shell) that is recommended by Morris Motors, Ltd., for their cars.

MORRIS CAR PRICES—1925-26 Season

(These prices include one year's insurance. See page 8 for full details.)

11.9 h.p. MORRIS-COWLEY.		14/28 h.p. MORRIS-OXFORD.	
Two-seater, without four-wheel brakes ...	£162 10 0	Four-wheel brakes fitted to all models.	
Two-seater, with four-wheel brakes ...	£170 0 0	Two-seater	£240
Occasional four-seater, without four-wheel brakes ...	£172 10 0	Four-five-seater	£260
Occasional four-seater, with four-wheel brakes	£180 0 0	Coupé (folding head)	£285
Full four-seater, without four-wheel brakes	£182 10 0	Three-quarter Coupé (folding head) ...	£295
Full four-seater, with four-wheel brakes ...	£190 0 0	Cabriolet	£330
Fixed head Coupé, with four-wheel brakes...	£195 0 0	Saloon (four-door)	£350
Two-door Saloon, with four-wheel brakes...	£235 0 0	Landulet	£380

For prices of chassis, see page 16.

All prices are for delivery at our Works at Cowley, Oxford

For Prices and Specification of Morris Eight Hundredweight Vans and Commercial Traveller's Car see separate List





This List cancels all previous

1st Sept., 1925

MORRIS

(Regd. Trade Mark)

Cars

The Finest Motoring Value in the World

IN presenting their new programme to the Motoring Public of the World, Morris Motors, Ltd., do so with the assurance that remarkable as has been the value offered in Morris products in the past, that value is to-day still enhanced. Not only have prices been very materially reduced, but the quality and equipment of all models have been greatly improved.

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 chief improvements effected for the present season are as follows:—

- (1) The provision of four-wheel brakes on Morris-Cowley cars.
- (2) The fitting of reinforced Balloon tyres on all models.
- (3) The provision of dipping headlamps on Morris-Oxford cars.
- (4) Thermostatic control of engine cooling on Morris-Oxford models.
- (5) Important detail improvements, especially in coachwork, on all models.

Additional to these items, the Morris Inclusive Insurance Scheme continues, every car being insured for one year at its catalogued price. None of the features that made Morris cars so overwhelmingly superior during the past twelve months has been omitted in this season's programme. Instead, still better cars are being offered at still lower prices.

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 and larger-sized tyres, 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—no better four-cylinder car being obtainable or, indeed, necessary.

The straight-forward 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.

Any Morris car can be obtained on an Approved Hire Purchase Plan through any accredited Morris Main Dealer or Sub-Dealer. Full particulars of these facilities can be obtained on request from Cowley or your local Morris Dealers.





11.9 h.p. MORRIS - COWLEY MODELS

SPECIFICATION

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, the whole unit being mounted by four-point suspension in a sturdy frame which is supported, on the front axle, by semi-elliptic springs, and, at 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 *n 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. Aluminium pistons are fitted.

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 two-bladed pressed steel 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 filler is situated on the offside of the crankcase, and the central portion of the filler-cover is a flexible 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.

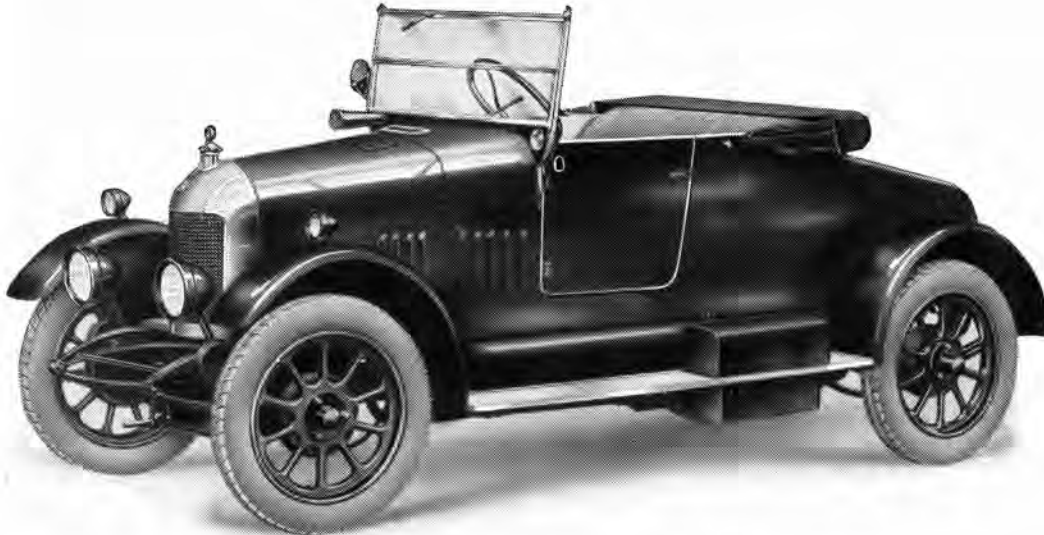
GEAR BOX

THE gear box provides three speeds forward, and reverse, with a direct drive on top; the control is 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, bolted direct to the fly-wheel housing of the engine—thus forming the complete power unit. A large oil lever 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, 4.75 to 1; second, 8.17 to 1; bottom, 15.2 to 1; reverse, 18.5 to 1.

Engine speed on top gear at 20 m.p.h., 1,200.



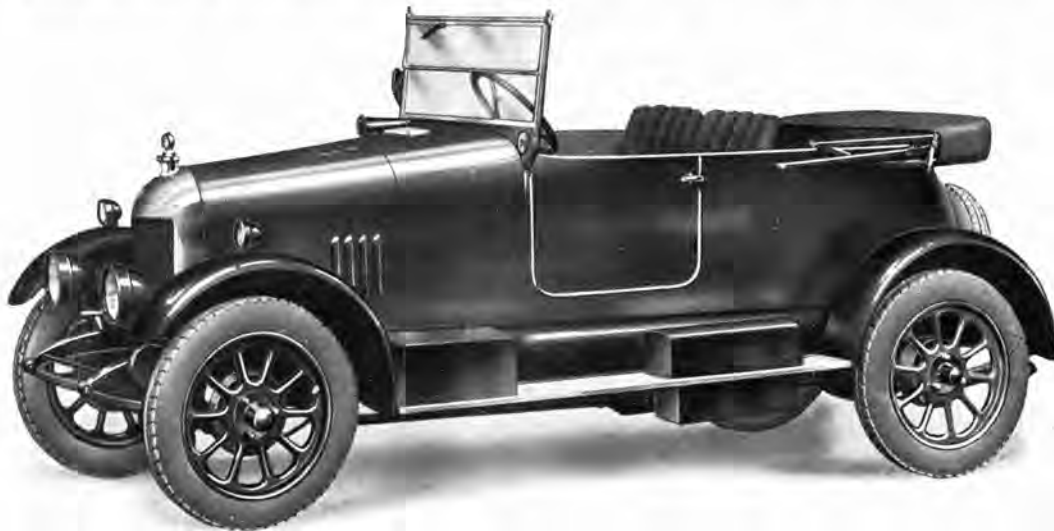


11.9 h.p. Morris-Cowley 2-seater. Price £162 10s.
11.9 h.p. Morris-Cowley 2-Seater with four-wheel brakes. Price £170

Coachwork in grey or blue and upholstery to match.

Complete with full equipment, as specified, and one year's insurance (see page 8).

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 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, 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 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 11.9 h.p. Morris-Cowley Occasional Four. Price £172 10s.
The 11.9 h.p. Morris-Cowley Occasional Four with four-wheel brakes. Price £180

Coachwork in grey or blue and upholstery to match.

Complete with full equipment, as specified, and one year's insurance (see page 8).

THE Occasional Four-seater Morris-Cowley fills 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, 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.



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 large specially-constructed 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.

REAR BRAKES

BOTH hand and foot brakes operate side-by-side shoes in pressed steel brake-drums, thus, in diameter, mounted on the rear hubs. These shoes are of the internal expanding type, and are lined with the highest quality friction material; 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.

FOUR-WHEEL BRAKES

ON the four-wheel brake models the rear axle brakes are as above, but the pedal is interconnected, through compensating mechanism, to the brakes mounted on the front axle. The drums for these brakes are of the same size as those at the rear, but the actuating mechanism is so arranged that the total distribution of braking power is 40% front and 60% back. This has been found to give maximum stopping power with absolute immunity from skidding on grease and no danger of the front wheels locking and thus rendering the steering inoperative.

The type of front brakes used are the Rubury Patent, and they are so made that when rounding a corner the pressure on whichever is the outside wheel is automatically reduced. This helps the steering, makes the car steadier and also cuts out any possibility of skidding. The Morris front brakes have been proved to be the simplest, safest, and most effective.

Ample provision is made for quick lubrication and rapid adjustment. The brakes, moreover, hold their adjustment, and do not require constant attention.

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. Jack pads are fitted under the spring seats.

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.

CARBURETTOR

THE Morris-Cowley engine is supplied with its mixture by a Smith Straight-through Five-jet Type Carburettor, this being controlled by the accelerator pedal. It has, additionally, a hand adjustment for setting the slow running, and also a steering column-operated mixture controlling device, which enables maximum economy in fuel consumption to be obtained under all conditions together with easy starting. Ample filters are provided in the petrol supply piping, fuel being fed by gravity from the tank carried in the scuttle dash; the petrol tap is situated at the lowest portion of the tank. The filling orifice is inside the bonnet. Petrol capacity approximately six gallons.

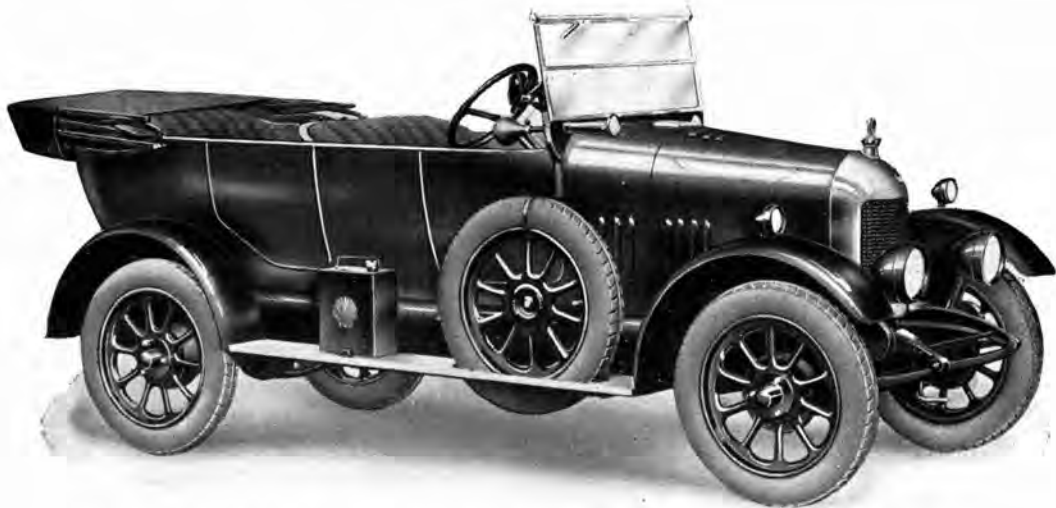
ELECTRICAL EQUIPMENT

IGNITION of the Morris-Cowley engine is provided by a reliable 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) is 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.





The 11.9 h.p. Morris-Cowley 4-Seater. Price £182 10s.
 The 11.9 h.p. Morris-Cowley 4-Seater with four-wheel brakes.
 Price £190

Coachwork in grey or blue and upholstery to match.

Complete with full equipment, as specified, and one year's insurance (see page 8).

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.



The 11.9 Morris-Cowley Three-quarter Coupé (Fixed Head) with
 four-wheel brakes. Price £195

Coachwork and upholstery in blue.

Complete with full equipment, as specified, and one year's insurance (see page 8).

THE Morris-Cowley Coupé has been produced to meet the demand for a really comfortable and thoroughly weather-proof low-priced two-seater. Fully equipped and tastefully upholstered, it represents a new ideal in two-seater luxury. The main side windows are internally controlled by automatic regulators; while the additional side lights give improved appearance and far greater driving vision. The coachwork is non-drumming and rattle-proof, and weather protection is assured by the double windscreen with its storm-gutter and wiper. This car will do over 50 m.p.h. and more than 30 m.p.g. One door is fitted, wide and triple hinged, and the dicky seat gives ample accommodation for two extra passengers. There is a neat cubby hole incorporated in the coachwork. The Morris-Cowley Coupé is eminently suitable for ladies, doctors, and all who must have real weather protection and comfort.



FRAME AND SPRINGS

THE Morris-Cowley frame is of channel section, now of heavier build than heretofore, and 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, as would be brought about by exposure of the surfaces to the weather.

WHEELS AND TYRES

DETACHABLE pressed steel wheels, 10ins. by 3½ins., with 27 by 4.40 Dunlop Reinforced Balloon Tyres, are fitted as standard on all Morris-Cowley models. The wheels are quickly detachable, being secured to the hubs by means of three studs with nuts and spring washers.

TOOL KIT

The following are provided with every car :—

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, Tyre levers and Oil can.

EQUIPMENT

COMPLETENESS of equipment has always been a feature of Morris-Cowley cars. For this present season some additional refinements are included, and every car now carries the following at its catalogue price.

- Metal Framed One-man Hood, with Storm Flap.
- Rigid Side-curtains (detachable).
- Wefco Spring Gaiters.
- Smith 8-day Clock.
- Oil Pressure Gauge.
- Dash-board Light.
- Lucas Driving Mirror.
- Lucas Hand Windscreen-wiper.
- Spare Wheel Centre.
- Licence Holder.
- Day and Night Reading Radiator Thermometer.
- Petrol Can Carrier.
- Rustproof Hub-caps and Nuts.
- Door Pockets.
- Detachable Body Lining.
- Slow-running Throttle Adjustment.
- Number-plates.
- Two-panel Windscreen with Rain Gutter.
- Gabriel Snubbers.
- Smith Speedometer.
- Petrol Gauge (on dash).
- Ammeter and Switches.
- Lucas Bulb Horn.
- Dash-operated Scuttle Ventilator.
- Spare Wheel with Tyre.
- Chassis Lubricating Pump (Enots Autoram Type).
- Black "Shell" Spare Petrol Can.
- Tin of "Shell" Lubricating Oil.
- Tool-box (fitted).
- Rubber Covered Floor and Running Boards.
- Detachable Seat-squabs.
- Ignition and Mixture Controls.
- Hood-bag.

On closed models a roof-net for parcels and a smoker's companion are also included.

The mudguards and valances are stove-enamelled black, giving great durability. All metal body parts are heavily nickelled. The radiator shell is of solid nickel silver. The six lamps and switchboard are ebony black finish, the instruments being nickelled.

PRINCIPAL DIMENSIONS

OF MORRIS-COWLEY CARS

	Track. 4ft. 0ins.	Wheelbase. 8ft. 6ins.	Ground Clearance. 8½ins.	Overall Width. 4ft. 10ins.
		Overall Length.	Weight, with Tanks Full.	Overall Height (Hood up).
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.
Coupé	12ft. 0ins.	17 0 0	6ft. 0ins.
Saloon	12ft. 0ins.	17 2 0	6ft. 2ins.

Maximum Speed, 50-52 m.p.h.

Petrol Consumption, 33-37 m.p.g. at 20 m.p.h.



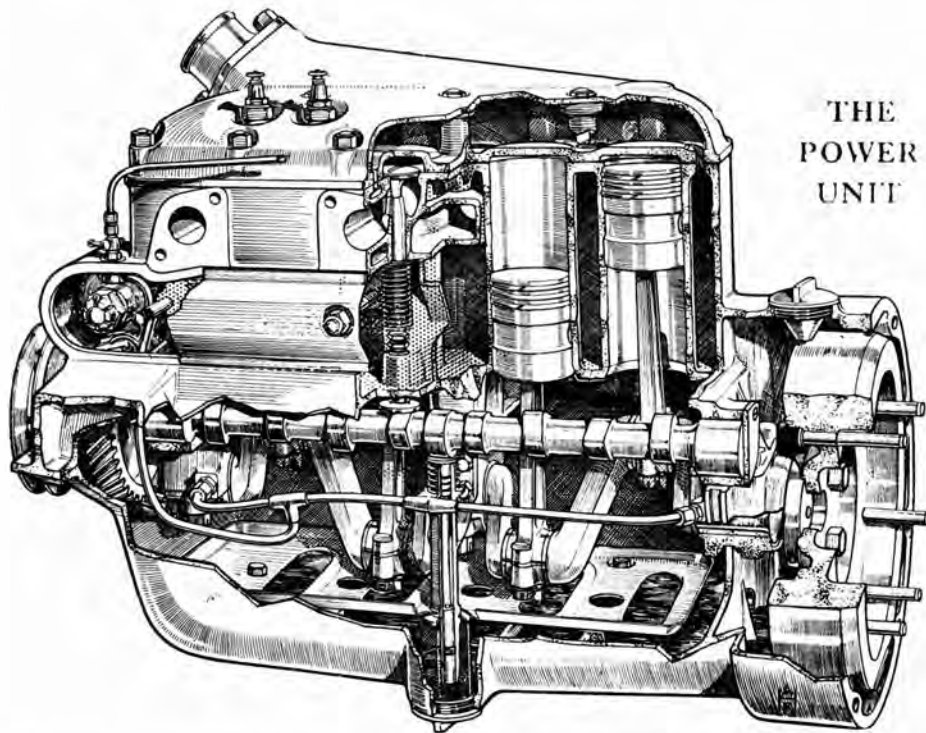


The Morris-Cowley Saloon with four-wheel brakes. Price £235

Coachwork and upholstery in blue.

Complete with full chassis equipment, as specified, and one year's insurance (see page 8).

THE totally enclosed four-seater car has always been regarded as a very desirable vehicle, but up to the present it has been impossible to produce a really satisfactory totally enclosed four-seater at a reasonable figure. In the Morris-Cowley Saloon the buyer is presented with a car that is eminently satisfactory for all uses and every occasion. It is equally at home in town or on the moors. The body, although not so heavy as to "kill" the natural liveliness of the chassis, is staunchly made of well-seasoned wood and is deeply upholstered, giving an atmosphere of real luxury. Roof lights and roof ventilators are provided to prevent "stuffiness," and three of the four windows are internally controlled by automatic lifters. The front seats are adjustable for reach, and easy access and exit is provided for the rear seat passengers; for both doors are on the near side of the body. There is nothing on the market to touch the Morris-Cowley Saloon for true value in enclosed economy cars.



**THE
POWER
UNIT**

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 Morris Inclusive Insurance

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

PROSPECTIVE purchasers of new Morris cars will naturally desire to know what claims are covered by the Morris Comprehensive Private Car Policy (issued with all private cars used for private and professional purposes) and the Morris Commercial Motor Comprehensive Policy (issued with touring cars used for commercial purposes), which are included in the catalogue price of Morris Touring cars and Commercial Travellers' cars sold in the United Kingdom and the Irish Free State as from September 1st, 1925.

The Private Car 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 other policies only cover the owner. This policy also covers medical expenses up to £20 for each person involved in an accident in the insured's car ; ordinarily only £10 10s. per person is allowed under this heading. The insured is also indemnified against the loss of rugs, coats, etc., although under ordinary policies an additional premium of 20/- is required for this cover. Furthermore, this policy covers towage charges and the cost of redelivery of the car to the insured after repair. The "no-claim" bonus is cumulative from year to year, from 10% to 20% against the 10% allowed on most other policies.

In brief, this 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 Commercial Comprehensive Policy embraces a coverage eminently suitable for Morris Touring cars used for Commercial purposes and the Commercial Travellers' cars.

Under the Public Liability Section the insured is indemnified up to £10,000 against damage to property, and for an unlimited amount against injuries to persons in respect of accidents caused by the use of the vehicle. Ample cover is given against the loss or damage, Fire, Theft and Transit risks.

This policy also covers personal luggage, etc., and medical expenses are allowed up to £20 for each occupant.

The inclusion of the Insurance Policy with Morris cars gives the purchaser extra value of approximately £11 on Morris-Cowley models and £13 on Morris-Oxford cars. Remember this when comparing Morris prices. The Morris Inclusive Insurance is fully effective from the moment the purchaser takes delivery of the car and has filled in, signed, and posted to the General Accident Fire and Life Assurance Corporation, Ltd., Perth, the PROPOSAL FORM, which is issued with each car, providing only, however, that this proposal form is dispatched within seven days of purchasing the car. The Insurance Scheme is operative whether the car is bought outright or on the deferred payment system.

MORRIS MOTORS, LTD.,
W. R. MORRIS, Governing Director.

1st September, 1925.

OVER 100 Authorised Main Dealers of excellent repute handle the Morris car in Great Britain and Ireland, together with several hundred appointed Sub-dealers. A note to our Enquiries Dept. at Cowley will put you in touch with your local Morris dealer, from whom we strongly recommend you to purchase, and so obtain full benefit from the Comprehensive "Morris" Service Insurance and Hire Purchase facilities.





THE 14/28 h.p. MORRIS-OXFORD MODELS

SPECIFICATION

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 a car that is in 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 supported 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-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. A two-bladed 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 is effected by the loosening and retightening of one nut only. A thermostat maintains the engine temperature at a uniform figure and allows it to warm up quickly.

The clutch runs in a separate compartment formed between the engine and the 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 delightfully 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-Oxford 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 lubricant from the troughs, and thus feed their bearings; all other bearings and the pistons are 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 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

PROVIDING three speeds of forward, and reverse, with a direct drive on top, the gear box is an 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.

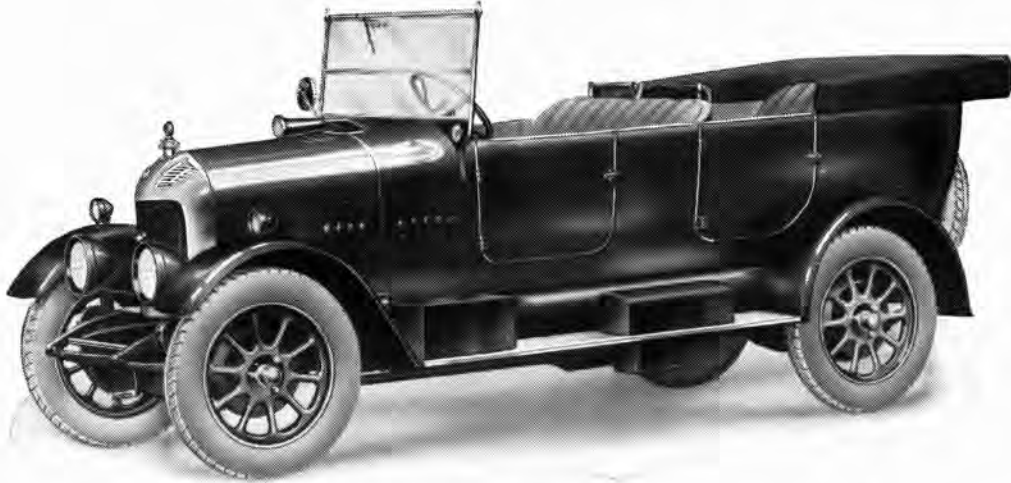
Gear ratios: Top, 4.75 to 1; second, 8.17 to 1; first, 15.2 to 1; reverse, 18.5 to 1.
Engine speed at 20 m.p.h. on top gear, 1160 r.p.m.





14/28 h.p. MORRIS-OXFORD MODELS

(Standard equipment includes four-wheel brakes)



The 14/28 h.p. Morris-Oxford 4/5-Seater. Price £260

With four-wheel brakes. Price includes one year's insurance (see page 8).

A choice of four colours is available, these being blue, claret, brown and grey. Upholstery to match.

THE 4/5-seater 14/28 h.p. Morris-Oxford is a high-grade touring car capable of maintaining a high average speed; fully up to the requirements of the discriminating tourist on any roads in any country. The inclusion, this year, of dipping headlamps and thermostatic engine cooling control bring it into line with the most modern productions. The body lines are such as to provide a handsome appearance, while comfort and roominess for five adults is assured. The upholstery is antique leather. Four doors are fitted, giving maximum ease of entry and exit for passengers, and the equipment includes thick carpets. The hood and side screens when erected give complete weather protection, and, although the car is so fully equipped, the general finish is such that no undue expenditure of energy on the part of the owner-driver is required to keep it in good condition. This high-grade all-British touring car is capable of a speed of over 50 m.p.h., a petrol consumption of 30 m.p.g. and is without a competitor in its class.



The 14/28 h.p. Morris-Oxford Coupé. Price £285

With four-wheel brakes. Price includes one year's insurance (see page 8).

A choice of four colours is available, these being blue, claret, brown 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 carpets to match the upholstery are included. The instrument board is of finely polished mahogany.

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



The 14/28 h.p. Morris-Oxford 2-Seater. Price £240

With four-wheel brakes. Price includes one year's insurance (see page 8).

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

THE Morris-Oxford two-seater is essentially a refined and speedy car, possessing more than usual roominess in its seating accommodation. The wide, two-door body will comfortably accommodate three adults abreast, and there is room for two more in the dicky seat; this, moreover, being fitted with a separate windscreen. The car, as thus sold, therefore, is thoroughly versatile. The upholstery is in antique leather and carpets, which match the upholstery, are part of the equipment. There are no possible extras to buy.



The 14/28 h.p. Morris-Oxford Saloon. Price £350

With four-wheel brakes. Price includes one year's insurance (see page 8).

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

THE Morris-Oxford Saloon is a full-sized enclosed car, with four doors and six windows. 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 Bedford cord the body is sumptuously comfortable, and convenience has been studied to the last degree even to the incorporation of a smoker's companion and a luggage net in the roof. The carpets match the upholstery, the instrument board is of polished mahogany, a combined luggage grid and spare wheel carrier is fitted, and no detail that could usefully be included has been omitted.



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 provided.

FOUR-WHEEL BRAKES

BOTH hand and foot brakes operate side-by-side shoes in pressed steel brakedrums. The foot control operates all four brakes; the hand takes effect on separate shoes in the rear drums only. 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 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.

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 Morris-Oxford drums are twelve inches in diameter, to balance the increased power and speed of the car, and give a smooth progressive braking effect. With these front brakes the full power of the engine can be used to best advantage to maintain a high average speed in absolutely 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-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. Jack pads are fitted under the spring seats.

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, on each 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

THIS Morris engine is supplied with its mixture by a Smith Straight-through Five-jet Carburettor, this being controlled mainly by the accelerator pedal. It has, additionally, a hand adjustment for setting the slow running, and also a steering column 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 tank (approximately seven gallons) carried in the scuttle dash; the petrol tap is situated on the lowest portion of the tank. The filling orifice is inside the bonnet.

ELECTRICAL EQUIPMENT

IGNITION of the Morris-Oxford engine is provided by a reliable, robust 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 exterior 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 the starter switch is pressed.





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The 14/28 h.p. Morris-Oxford Three-quarter Coupé. Price £295

With four-wheel brakes. Price includes one year's insurance (see page 8).

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

THE Morris-Oxford Three-quarter Coupé is a new model produced this year to meet the demand for an enclosed two-seater car that has more than usual refinements. The additional windows in the head make for greatly increased driving comfort, giving a much wider breadth of vision, and when the sliding glass panes are dropped allow the driver to signal his intentions very easily. The seats, upholstered in Bedford Cord, are instantly adjustable for reach, and the shape of the boot enables a surprisingly large quantity of luggage to be carried. Glove boxes are fitted at the back of the seats, and this car, by reason of its fine lines and refinement, will undoubtedly appeal to all discriminating motorists of experience.



The Morris-Oxford 14/28 h.p. Cabriolet. Price £330

With four-wheel brakes. Price includes one year's insurance (see page 8).

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

AS in the case of the Saloon, the 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 rubber cloth, while the upholstery is in 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.



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 lubricant 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 Reinforced 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 Reinforced Balloon Tyres. The wheels are quickly detachable, being secured to the hubs by means of three studs with nuts and spring washers.

TOOL KIT

THE FOLLOWING ARE PROVIDED WITH EACH CAR :-

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. adjustable 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, Tyre levers and Oil can.

ACCESSORIES AND EQUIPMENT

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

- Hood, with Storm Flap.
- Two-panel Windscreen, with Storm Gutter.
- Rigid, easily-detachable Side Curtains (on open models).
- Thermostatic water-cooling control. [models].
- Barker Dipping Headlamps.
- Smith Speedometer.
- Smith 8-day Clock.
- Petrol Gauge (on dash), graduated.
- Oil Pressure Gauge.
- Automatic Windscreen Wiper.
- Scuttle Ventilator with dash control.
- Lucas Driving Mirror.
- License Holder.
- Mixture Control { On steering column
- Ignition Control {
- Throttle Slow-running Adjustment.
- Dash Lamp.
- Rustless Hub-caps and Nuts.
- Folding Rear Windscreen with apron.
- Luggage Grid. (On Four-Seater Models.)

- Spare Wheel - and Tyre.
- Nickel-plated Spare Wheel Centre.
- Ammeter and Switches.
- Day and Night Reading Radiator Thermometer.
- Gabriel Rebound Snubbers.
- "Wefco" Spring Gaiters.
- Tool-box. (On Four-Seater Models.)
- Enots Autoram Chassis Lubricating Gun.
- Lucas Bulb Horn.
- Lucas Under-bonnet Electric Horn.
- Black "Shell" Spare Petrol Tin } Except on
- Petrol Tin Carrier } closed models.
- Rubber-covered Floor and Running Boards.
- Smoker's Companion } On all closed models.
- Roof Parcel-net }
- Tin of "Shell" Lubricating Oil.
- Hood Bag.
- Carpets for Floors.
- Door Pockets.
- Detachable Body Lining.

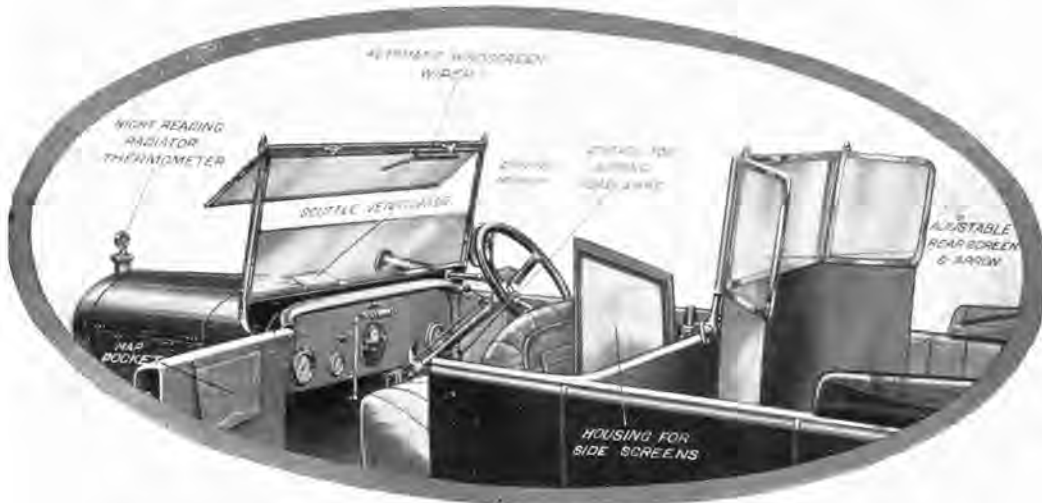
Number-plates.

PRINCIPAL DIMENSIONS

OF MORRIS-OXFORD CARS.

	Track.	Clearance.	Wheelbase.	Width.
All Models ...	4ft.	8½ins.	9ft.	5ft. 2ins
	Overall Length.		Weight (tanks full)	Height.
Four-seater ...	14ft. 6ins.	Luggage grid	20 2 0	6ft. 0ins.
Saloon Landaulet and Cabriolet ...	14ft. 6ins.	extended	21 1 0	6ft. 2ins.
Two-seater ...	12ft. 1in.		17 2 0	6ft. 0ins.
Coupe ...	12ft. 1in.		18 2 0	5ft. 10ins.

Maximum speed, 52-56 m.p.h. Petrol consumption, 30-32 m.p.g. at 20 m.p.h.



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-curtain can be erected with the hood "up" or "down."



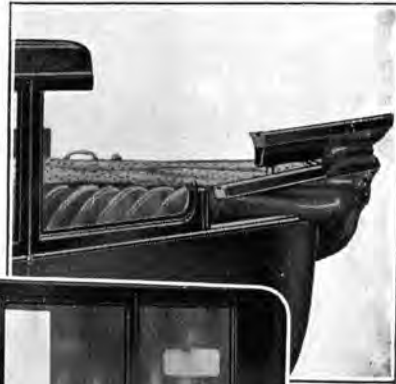
The Morris-Oxford 14/28 h.p. Landaulet. Price £360

With four-wheel brakes. Prices include one year's insurance (see page 8).
The standard colour scheme is blue.

THE Morris-Oxford Landaulet is the best value in chauffeur-driven cars on the market to-day. Luxuriously upholstered in Bedford cord, the interior is draught-proof and restful in its privacy. The driving seat is upholstered in leather, and ample comfort and good visibility for the driver are provided. Easy communication between the rear passengers and the driver is assured by the sliding glass panels that divide the compartments. The folding section of the head, when down, preserves the dignity of line of the car, and every conceivable accessory is fitted, step-mats and scrapers, an occasional folding seat, etc., all being included.

The Morris-Oxford 14/28 h.p. Special Saloon Landaulet.

With four-wheel brakes.
Standard colour scheme brown.

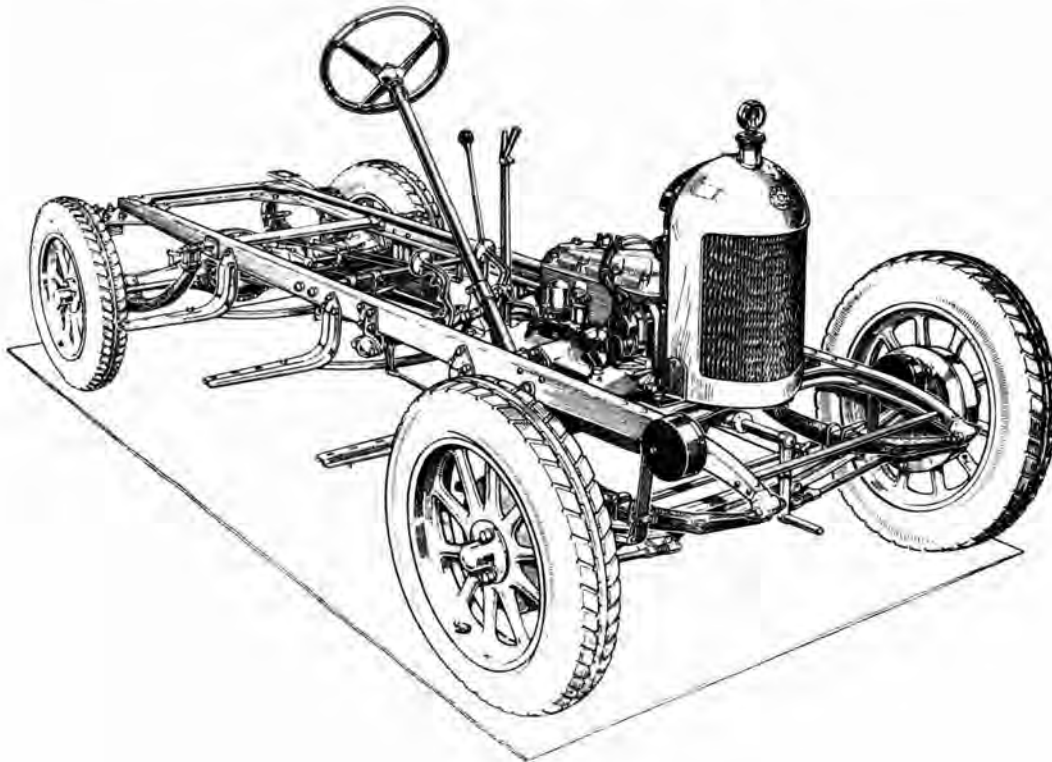


IN addition to their well-known standard range of enclosed models on the famous 14/28 h.p. Morris-Oxford chassis, Morris Motors, Limited, have now introduced the model illustrated herewith, known as the Special Saloon Landaulet. This car will be found to be eminently suitable for those who require a thoroughly versatile enclosed model. Constructionally the body has six sliding windows controlled by automatic winders and, as is shown in the inset, the back part of the hood is capable of being folded so that in fine weather all the advantages of an open car are at the command of the rear seat passengers. By an ingenious arrangement all the three rear windows are provided with blinds so that privacy for town night work is assured. The front seats are adjustable, four doors giving maximum ease of egress and entry. The upholstery of this car is in a rich shade of special furniture hide leather—a finish that has at once a most handsome appearance and yet is long lasting and supremely comfortable. The standard coachwork finish of the Morris-Oxford Special Saloon-Landaulet is brown with brown furniture hide upholstery. To specified order, however, it can be supplied in blue or claret with leather upholstery to match.





MORRIS OXFORD AND COWLEY CHASSIS



Chassis Prices :

11.9 h.p. Morris-Cowley Chassis without four-wheel brakes	Price £135 0s.
11.9 h.p. Morris-Cowley Chassis with four-wheel brakes	Price £142 10s.
14/28 h.p. Morris-Oxford Four-seater Chassis with four-wheel brakes	Price £172 10s.
14/28 h.p. Morris-Oxford Saloon or Cabriolet Chassis with four-wheel brakes	Price £182 10s.

The above are all covered by the Morris Inclusive Insurance Scheme for one year (General Accident Fire and Life Assurance Corporation Ltd. Policy) ; are fitted with Dunlop Reinforced Balloon Tyres and include at the above prices the following :—

- | | |
|--|---|
| Lucas 12 volt Electric Lighting and Starting Equipment complete with five lamps, all cables, switchbox, junction box and head lamp brackets. | Bonnet Rest and Fasteners. |
| Spare wheel with tyre. | Bonnet Rod and Bonnet Rod Bracket |
| Shock Absorbers. | Petrol Tank and Piping. |
| Combined Magneto and Mixture Control. | Running Board Brackets. |
| Dipping Headlamps and Thermostatic Controls (Oxford models only). | Additional Cross Stay for Running Board Brackets. |
| Throttle Control (slow running adjustment). | Battery Box Lid. |
| Chassis Lubricating Pump and Nipples. | Battery Box Fasteners. |
| Tool Bag and Set of Tools. | Battery Box Support Strips (2). |
| Bonnet. | Spring Gaiters (fitted). |
| | Oil Gauge. |
| | Steering Column Steady Bracket. |
| | Manufacturer's Name Plate |
| | Number Plates. |

The insurance policies issued with the above chassis at the prices given are only operative when these chassis are fitted with passenger bodies and the vehicles are employed for passenger carrying duties and not for commercial goods transport purposes.

(See conditions of insurance, p. 8).





MOTOR HOUSES FOR MORRIS CARS



PRICES

£15 15 0 and £17 0 0

for
MORRIS-COWLEY
MODELS

for
MORRIS-OXFORD
MODELS

(Carriage forward)

REALISING that the question of garage accommodation is daily becoming of increasing importance to prospective owners of cars, Morris Motors, Ltd., have arranged to supply well-made and soundly constructed motor houses suitable for their cars at reasonable prices. These motor houses are built of robust asbestos cement panels mounted in sturdy wooden framework and can easily be erected by any private owner on a level patch of ground. The size of the Cowley model is 14ft. by 8ft., and the Oxford model measures 16ft. by 8ft., the height of the doors being sufficient to take all open models with their hoods erected and also closed models.

When bought with a 1926 Morris car the motor houses are automatically insured against fire under the insurance policy issued with the car at its catalogue price. All that is necessary to obtain this free insurance is to give notice of the fact that a motor house is being bought, the value of the house being stated on the Proposal Form which is sent out with every Morris car and which purchasers must sign and dispatch to the issuers of the policy, the General Accident Fire and Life Assurance Corporation, Ltd., Perth. Additionally, when bought with a 1926 Morris car that is being obtained on a Hire Purchase Plan approved by Morris Motors, Ltd., these motor houses can be included in the Hire Purchase Plan, and under this scheme the monthly payments for the motor houses are less than the usual garage charges, which naturally decreases the running costs of the car very considerably.

Full details of these motor houses can be obtained from all Morris Dealers, and it should be noted that they are only purchasable through accredited Morris Dealers. The free cover for the motor house granted with the policy on the car is, of course, only applicable to those approved motor houses that are supplied by Morris Motors, Ltd.

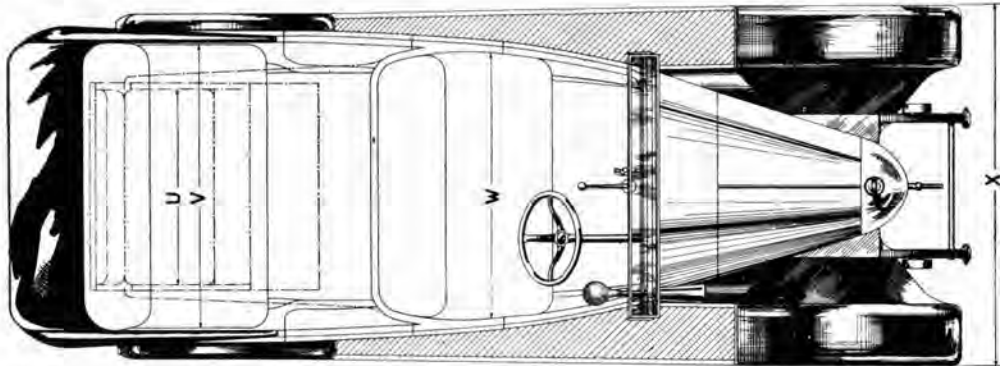
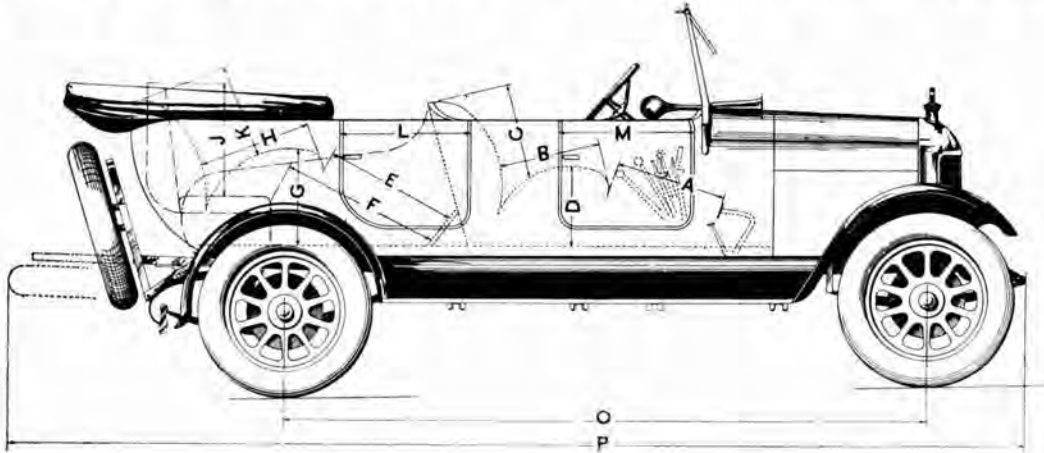
The specification includes double doors and window, and it should be noted that the window can be placed in any position relative to the doors so that the best lighting can be obtained to suit any particular location where the garage is erected. The roof is covered with 24-gauge galvanised "Italian" iron sheeting fixed with galvanised clout nails. All the necessary bolts, screws, brackets, etc., are provided, and the motor houses are dispatched, carriage forward, with full instructions for erecting, on receipt of the order. We can also supply the necessary plans of the garage for approval by the Local Council Authorities and all communications in respect of these matters should be addressed to

**The Motor House Dept.
MORRIS MOTORS, LTD.
COWLEY - OXFORD**

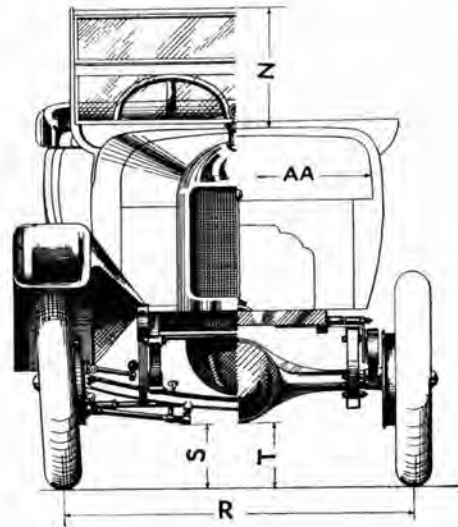




SEATING DIMENSIONS, Etc., OF MORRIS CARS



- A—Distance from pedals to front edge of seat squab.
- B—Depth of front seat squab.
- C—Height of front seat back rest.
- D—Height of front edge of front seat squab to floor.
- E—Distance from front edge of rear seat to back of front seat.
- F—Distance from front of dickey seat to bottom of front seat.
- G—Height of rear seat squab from floor.
- H—Depth of rear seat squab.
- J—Height of dickey seat back rest.
- K—Height of rear seat back rest.
- L—Width of rear door.
- M—Width of front door.
- N—Depth of windscreen from top rail to dashboard.
- O—Wheelbase.
- P—Overall length.
- R—Wheel track.
- S—Front ground clearance.
- T—Rear ground clearance.
- U—Width of dickey seat.
- V—Width of rear seat.
- W—Width of front seat.
- X—Overall width.
- AA—Width of dashboard.



Wheelbase
Track
Gear ratio
Height of chassis from ground (front)
Height of chassis from ground (rear)
Length from dash to rear of frame
Chassis weight without F.W.B.
Chassis weight with F.W.B.
Turning circle right hand
Turning circle left hand
Steering lock
Width over front wings
Width over rear wings
Overall length of chassis

	COWLEYS.	OXFORDS.
	8ft. 6ins.	9ft. 0ins.
	4ft. 0ins.	4ft. 0ins.
	4.75	4.75
	22ins. under load	22ins. under load
	24ins. under load	24ins. under load
	86ins.	92ins.
	10 cwt. 3 qrs.	
	11 cwt. 1 qr.	12 cwt. 2 qrs.
	38ft. 6ins. dia.	40ft. 6ins. dia.
	36ft. 0ins. dia.	39ft. 0ins. dia.
	33°	33°
	58½ins.	60½ins.
	58½ins.	58½ins.
	12ft. 0ins.	14ft. 0ins.
	Including rear springs.	Including luggage grid.

**MORRIS-COWLEY TWO-SEATER**

Depth of seat squab, front to rear 1ft. 6ins.
 Depth of back rest squab 1ft. 9½ins.
 Height of front edge of seat squab from floor 10½ins.
 Distance from pedals to front edge of seat squab 1ft. 9ins.
 Width of dickey seat 2ft. 10ins.
 Height of dickey seat back rest 2ft. 2ins.
 Distance from front edge of dickey seat to bottom of back of front seat 2ft. 4ins.
 Width of dashboard 2ft. 9ins.
 Depth of wind-screen from top rail to dashboard 1ft. 2ins.
 Width of door 1ft. 8ins.

MORRIS-COWLEY "OCCASIONAL FOUR"

Depth of seat squab, front to rear 1ft. 8ins.
 Depth of back rest squabs, top to bottom 1ft. 8½ins.
 Height of front edge of seat squab to floor 8ins.
 Distance of pedals from front edge of seat squab 1ft. 8ins.
 Space available at back of front seat 3ft. 3ins. x 1ft. 6ins.
 Distance from dash to back of hood 5ft. 0ins.
 Width of dash 2ft. 6ins.
 Depth of windscreen from top rail to dash 1ft. 4ins.
 Width of door 1ft. 11ins.

MORRIS-COWLEY FOUR-SEATER

Width of front seat 3ft. 4½ins.
 Width of back seat 3ft. 7ins.
 Distance from pedals to front edge of front seat 1ft. 8ins.
 Distance from front edge of back seat to back of front seat 1ft. 11ins.
 Depth of front seat squab, front to rear 1ft. 6ins.
 Depth of back seat squab, front to rear 1ft. 6ins.
 Depth of back squab.
 (a) Front 1ft. 8ins.
 (b) Rear 1ft. 8ins.
 Width of dashboard 2ft. 8ins.
 Depth of windscreen from top rail to dash 1ft. 2ins.
 Width of doors 1ft. 7ins.

MORRIS-COWLEY COUPE

Depth of seat squab, front to rear 1ft. 7ins.
 Depth of back rest squab 1ft. 11ins.
 Height of front edge of seat from floor 10ins.
 Distance from pedals to front edge of seat squab 1ft. 7½ins.
 Width of dickey seat 2ft. 10ins.
 Height of dickey seat back rest 2ft. 5ins.
 Distance from front edge of dickey seat to bottom of back of front seat 2ft. 6ins.
 Width of dashboard 3ft. 0ins.
 Depth of windscreen from top rail to dash 1ft. 4ins.
 Width of door 2ft. 0ins.

MORRIS-COWLEY SALOON

Width of front seat 3ft. 0ins.
 Width of back seat 3ft. 4ins.
 Distance from pedals to front edge of front seat.
 (a) Seat forward 1ft. 5ins.
 (b) Seat back 1ft. 9ins.
 Distance from front edge of back seat to bottom of back of front seat.
 (a) Seat forward 2ft. 0ins.
 (b) Seat back 1ft. 9ins.
 Depth of front seat squab, front to rear 1ft. 8ins.
 Depth of back seat squab, front to rear 1ft. 6ins.
 Height of top edge of seat squabs from floor 1ft. 1in.
 Depth of back rest squabs.
 (a) Front seat 1ft. 10ins.
 (b) Back seat 1ft. 8ins.
 Width of dashboard 3ft. 0½ins.
 Depth of windscreen from top rail to dash 1ft. 4ins.
 Rear light 2ft. 0ins. x 10ins.
 Width of doors 2ft. 4ins.

MORRIS-OXFORD TWO-SEATER

Depth of seat squab, front to rear 1ft. 7ins.
 Depth of back rest squab 1ft. 11ins.
 Height of front edge of seat from floor 11ins.
 Distance from pedals to front edge of seat squab 1ft. 6ins.
 Width of dickey seat 2ft. 5ins.
 Height of dickey seat back rest 1ft. 5ins.
 Distance from front edge of dickey seat to bottom of back of front seat 1ft. 8ins.
 Width of dashboard 2ft. 8ins.
 Depth of windscreen from top rail to dashboard 1ft. 4ins.
 Width of door 2ft. 4½ins

MORRIS-OXFORD FOUR-SEATER

Width of front seat 3ft. 9ins.
 Width of back seat 4ft.
 Distance from pedals to front edge of front seat 1ft. 7ins.
 Distance from front edge of back seat to back of front seat 2ft. 1in.
 Depth of front seat squab, front to rear 1ft. 8ins.
 Depth of back seat squab, front to rear 1ft. 10ins.
 Depth of back squab.
 (a) Front 1ft. 10ins.
 (b) Rear 1ft. 8ins.
 Width of dashboard 3ft. 1in.
 Depth of windscreen from top rail to dash 1ft. 4ins.
 Width of doors 1ft. 10ins.

MORRIS-OXFORD COUPE

Depth of seat squab, front to rear 1ft. 7ins.
 Depth of back rest squab 1ft. 11ins.
 Height of front edge of seat from floor 12ins.
 Distance from pedals to front edge of seat squab 1ft. 7ins.
 Width of dickey seat 2ft. 6ins.
 Height of dickey seat back rest 1ft. 7ins.
 Distance from front edge of dickey seat to bottom of back of front seat 2ft. 1in.
 Width of dashboard 3ft. 4ins.
 Depth of windscreen from top rail to dashboard 1ft. 3ins.
 Width of door 2ft. 3ins.

MORRIS-OXFORD CABRIOLET

Width of front seat 3ft. 8ins.
 Width of back seat 3ft. 8ins.
 Distance from pedals to front edge of front seat.
 (a) Seat forward 1ft. 6½ins.
 (b) Seat back 2ft. 2ins.
 Distance from front edge of back seat to back of front seat.
 (a) Seat forward 2ft. 2ins.
 (b) Seat back 1ft. 6½ins.
 Depth of front seat squab, front to rear 1ft. 6ins.
 Depth of back seat squab, front to rear 1ft. 10ins.
 Height of top edge of seat squabs from floor 1ft.
 Depth of back squab.
 (a) Front 1ft. 8ins.
 (b) Rear 2ft.
 Width of dashboard 3ft. 6ins.
 Depth of windscreen from top rail to dash 1ft. 3½ins.
 Width of doors 2ft. 9ins.

MORRIS-OXFORD SALOON

Width of front seat 3ft. 6ins.
 Width of back seat 3ft. 6ins.
 Distance from pedals to front edge of front seat.
 (a) Seat forward 1ft. 6ins.
 (b) Seat back 1ft. 10ins.
 Distance from front edge of back seat to back of front seat.
 (a) Seat forward 2ft. 1in.
 (b) Seat back 1ft. 9ins.
 Depth of front seat squab, front to rear 1ft. 9ins.
 Depth of back seat squab, front to rear 1ft. 10ins.
 Height of top edge of seat squabs from floor 1ft. 1½ins.
 Depth of back squab.
 (a) Front seat 1ft. 7ins.
 (b) Back seat 1ft. 10ins.
 Width of dashboard 3ft. 6ins.
 Depth of windscreen from top rail to dash 1ft. 7ins.
 Rear light 2ft. 4ins. x 10ins.
 Width of doors 2ft. 2ins.

MORRIS-OXFORD LANDAULET

Depth of windscreen from top rail to dash 1ft. 5ins.
 Width of dashboard 3ft. 6ins.
 Width of sliding partition 3ft. 10ins.
 Depth of sliding partition 1ft. 5ins.
 Width of front doors 1ft. 10ins.
 Width of rear doors 2ft. 1in.
 Width of back seat 3ft. 6ins.
 Depth of back seat squab, front to rear 1ft. 7ins.
 Depth of back rest squab 2ft. 0ins.
 Height of rear compartment from floor to inner roof 3ft. 9½ins.
 Distance from front edge of seat to pedals 1ft. 6ins.
 Width of front seat 3ft. 9ins.

