

THE MORRIS-COWLEY



1932



MORRIS MOTORS LIMITED
COWLEY . . OXFORD . . ENGLAND

N.Z. from £ 240

THE MORRIS-COWLEY

THE 1932 Morris-Cowley presents many new features which should make it a most attractive proposition to the family man who desires a sound four-cylinder car of proved performance, exceptional simplicity and economy.

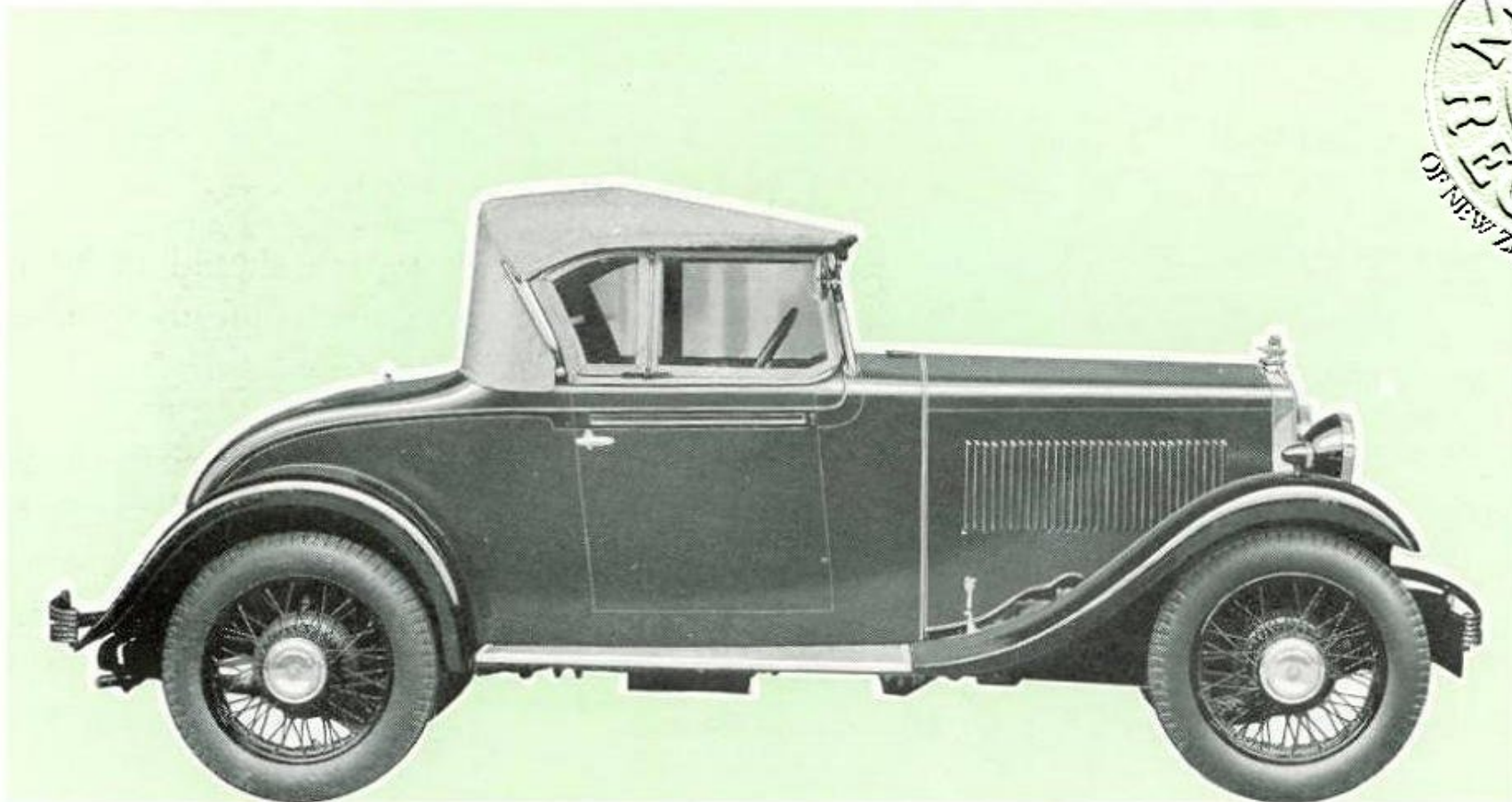
Riding comfort is assured by its new low frame and long flexible springs, its wide "Eddyfree" fronted body with deep upholstery, and the "finger-tip" controls. Practical safety features include hydraulic brakes and a rear petrol tank. A new radiator and Magna type wire wheels enhance its appearance. Its sturdy engine is equipped with an air filter and pre-heater, while for convenience the tools are housed on the dash in special spring clip fixings.

Six models are offered—a Two-seater, a fixed head Saloon, a Pytchley sliding head Coupé, Sports Coupé and Saloon, and a five-door Traveller's Saloon.

For Morris Minor, Morris Family Eight, Morris Major Six, Morris-Oxford Six and Morris Isis Six models please see separate booklets

This list cancels all lists, prices and conditions issued prior to 1st September, 1931



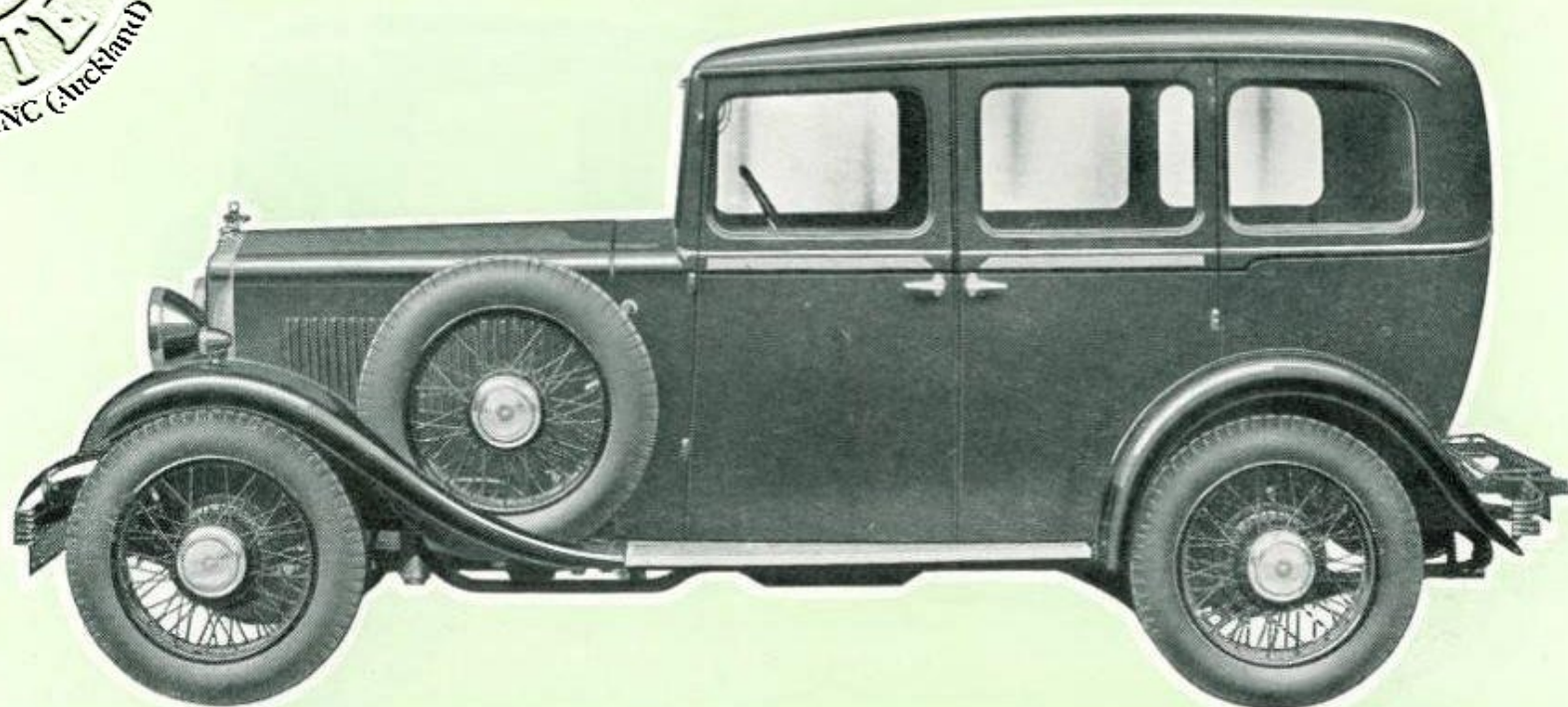


The MORRIS-COWLEY TWO-SEATER

COACHWORK. Blue cellulose with brown Karhyde upholstery, brown cellulose with brown Karhyde upholstery, or black cellulose with brown Karhyde upholstery, chromium finish and Triplex safety glass windscreen.

EQUIPMENT. The equipment includes: hood and sidescreens, single-panel windscreen, Lockheed hydraulic brakes, finger-tip control for ignition and dipping headlights, speedometer, clock, oil gauge, electric petrol gauge,

automatic petrol lift, automatic windscreen wiper, pressure chassis lubricating pump, calormeter and wings, driving mirror, progressive shock absorbers on all wheels, spring gaiters, double bumpers, electric horn, electric lighting and starting, coil ignition, coil indicator light, five-lamp equipment, Lucas dipping headlights, instrument illumination, five detachable Magna type wire wheels, five Dunlop cord tyres, spare wheel carrier, jack, tyre pump and kit of tools on dash.



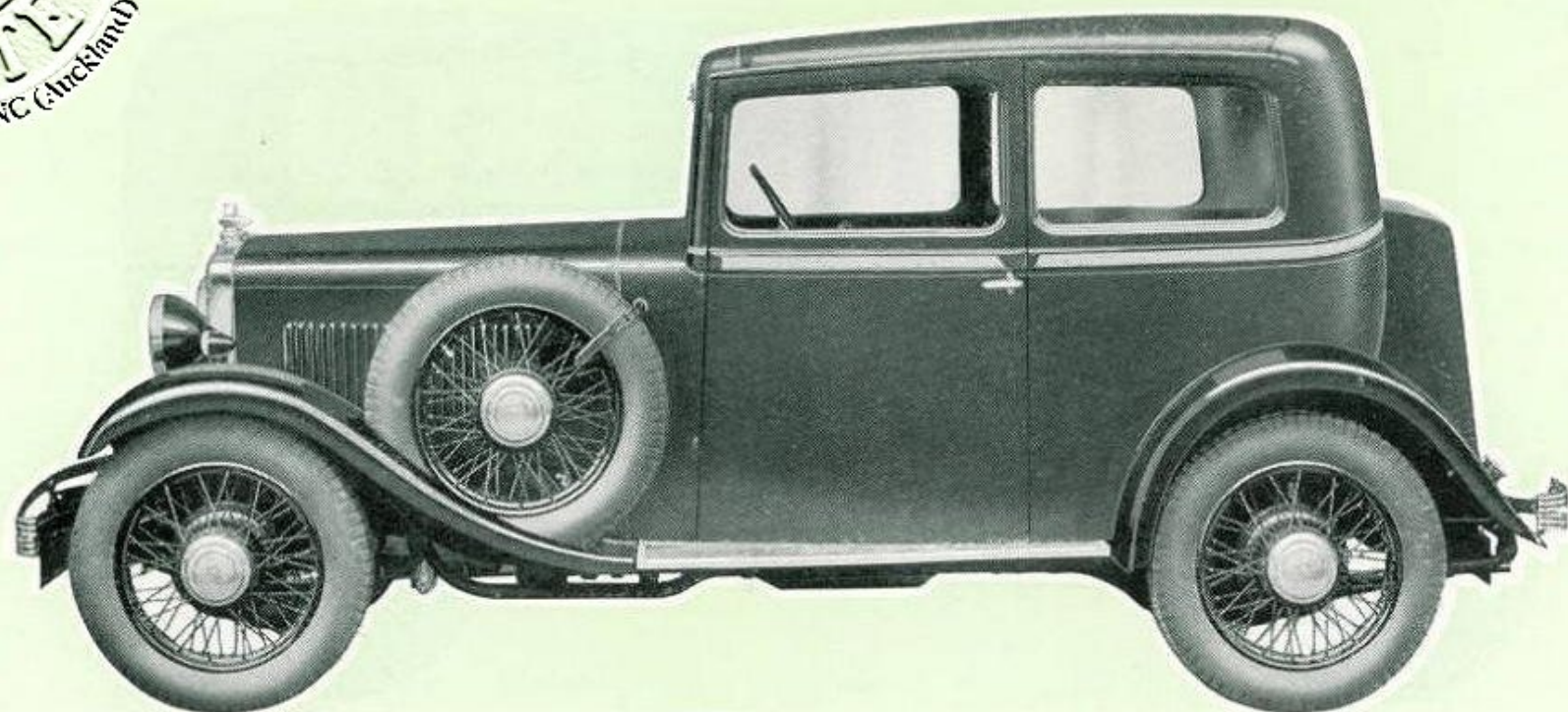
The MORRIS-COWLEY SALOON (Fixed or Sliding Head)

COACHWORK. Blue cellulose with brown Karhyde upholstery, brown cellulose with brown Karhyde upholstery, or black cellulose with brown Karhyde upholstery, chromium finish, Triplex safety glass windscreen and windows.

EQUIPMENT. The equipment includes: private locks on all doors, winding windows in doors, roof-lamp, single-panel adjustable windscreen, single-piece front seat, Lockheed hydraulic brakes, finger-tip control for ignition and dipping headlights, luggage grid (sliding head model), speedometer, clock, oil gauge, electric petrol gauge (on

dash), automatic petrol lift, automatic windscreen wiper, pressure chassis lubricating pump, calormeter and wings, driving mirror, progressive shock absorbers, spring gaiters, double bumpers front and rear (sliding head model), electric horn, electric lighting and starting, coil ignition, coil indicator light, five-lamp equipment, instrument panel illumination, Lucas dipping headlights, rear blind, five Magna type wire wheels, five Dunlop cord tyres, spare wheel carrier, jack, tyre pump, kit of tools on dash.

Front and rear double bumpers for fixed head model at extra charge.

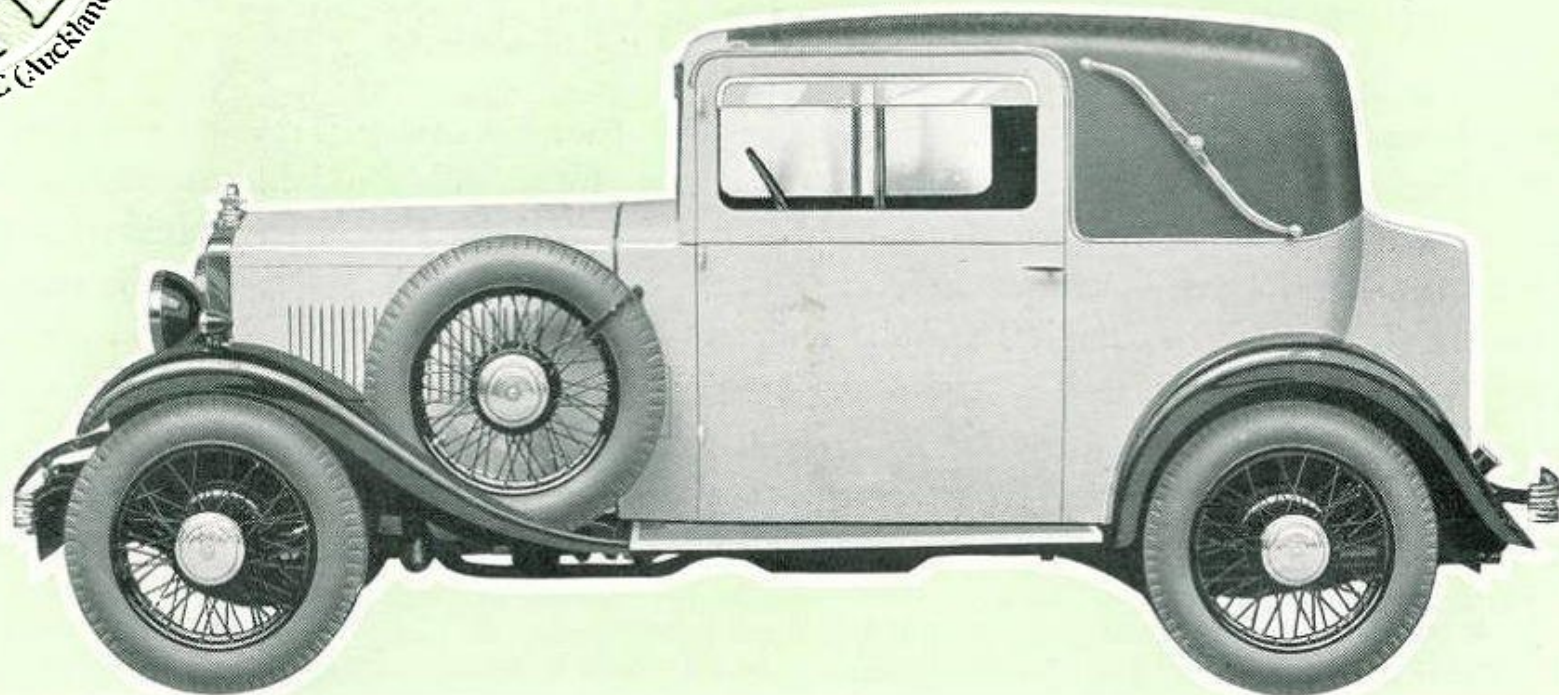


The MORRIS-COWLEY COUPÉ (Sliding Head)

COACHWORK. Blue cellulose with brown Karhyde upholstery, brown cellulose with brown Karhyde upholstery, or black cellulose with brown Karhyde upholstery, chromium finish, Triplex safety glass windscreen and windows.

EQUIPMENT. The equipment includes: private locks on doors, two winding windows, single-panel adjustable windscreen, adjustable bucket-type front seats, sliding head, Lockheed hydraulic brakes, finger-tip control for

ignition and dipping headlights, speedometer, clock, oil gauge, electric petrol gauge (on dash), automatic petrol lift, automatic windscreen wiper, pressure chassis lubricating pump, calormeter and wings, driving mirror, progressive shock absorbers, spring gaiters, double bumpers (front and rear), electric horn, electric lighting and starting, coil ignition, coil indicator light, five-lamp equipment, instrument illumination, Lucas dipping headlights, rear blind, five detachable Magna type wire wheels, five Dunlop cord tyres, spare wheel carrier, jack, tyre pump, full kit of tools on dash.



The MORRIS-COWLEY SPORTS COUPÉ (Sliding Head)

COACHWORK. Blue and black cellulose with brown Celstra leather upholstery, or black cellulose with brown Celstra leather upholstery, or grey and dove cellulose with blue Celstra leather upholstery, or beige and brown cellulose with brown Celstra leather upholstery, chromium finish, Triplex safety glass windscreen and windows.

EQUIPMENT. The equipment includes: private locks on doors, double-winding door-windows, Lockheed hydraulic brakes, single-panel adjustable windscreen, adjustable bucket-type front seats, sliding head, finger-tip control

for ignition and dipping headlights, inbuilt luggage container, speedometer, clock, oil gauge, electric petrol gauge (on dash), automatic petrol lift, automatic windscreen wiper, pressure chassis lubricating pump, calormeter and wings, driving mirror, progressive shock absorbers, spring gaiters, double bumpers (front and rear), electric horn, electric lighting and starting, coil ignition, coil indicator light, five-lamp equipment, instrument panel illumination, roof-lamp, Lucas dipping headlights, rear blind, five detachable Magna type wire wheels, five Dunlop cord tyres, spare wheel carrier, jack, tyre pump, kit of tools on dash.

Please note that this model is equipped with single-, not double-winding windows as stated and illustrated.

The MORRIS-COWLEY TRAVELLER'S SALOON

WHEN used for other than business purposes the Morris-Cowley Traveller's Saloon is indistinguishable in appearance and appointment from the standard Morris-Cowley Saloon. It differs, however, inasmuch as the rear panel is provided with an additional (fifth) door which enables the whole of the rear portion of the coachwork to be utilised for the accommodation of light goods or samples, and the rear seat and squab are normally held in position by quick acting clips which thus renders them instantly removable.

The accommodation of the large rear door and four wide side doors provides quite exceptional loading facilities and renders this car very attractive to those who require a dual-purpose vehicle.

COACHWORK. Brown cellulose with brown Karhyde upholstery, Triplex safety glass windscreen and windows, chromium finish.

EQUIPMENT. The equipment includes: five-door body, private locks on all doors, four winding windows, roof-lamp, single-panel adjustable windscreen, single-piece front seat, Lockheed hydraulic brakes, finger-tip control for ignition and dipping headlights, speedometer, clock, oil gauge, electric petrol gauge (on dash), automatic

petrol lift, automatic windscreen wiper, pressure chassis lubricating pump, calorimeter and wings, driving mirror, progressive shock absorbers, spring gaiters, double bumpers, electric horn, electric lighting and starting, coil ignition, coil indicator light, five-lamp equipment, instrument panel illumination, Lucas dipping headlights, five detachable Magna type wire wheels, five Dunlop cord tyres, detachable rear seat and squab, spare wheel carrier, tool kit on dash.

The MORRIS-COWLEY SPECIFICATION

GENERAL

Constructionally, the Morris-Cowley consists of a four-cylinder water-cooled engine built in unit construction with a multi-plate clutch and three-speed gearbox. The power unit is mounted by four-point attachments to a sturdy deep-sectioned downswept frame of sound design, supported front and rear on long semi-elliptic gaitered springs, controlled by progressive shock absorbers of the friction type. The frame provides a particularly low centre of gravity and a high degree of road stability.

The track is 48 in. (122 cm.), and the wheelbase 105 in. (266.7 cm.).

ENGINE

The 14/32 h.p. Morris-Cowley engine has a bore of 75 mm. (2.95 in.) and a stroke of 102 mm. (4.0 in.), giving a cubic capacity of 1802 c.c. (110 cu. in.). The four cylinders are cast en bloc with the upper half of the crankcase, which carries the three crankshaft bearings, thus ensuring perfect alignment and rigidity. The inlet and exhaust valves are arranged on the near-side of the unit and are operated by adjustable tappets actuated by a camshaft of large diameter. The valve gear is completely enclosed by a readily detachable oiltight cover. Decarbonisation is rendered exceptionally easy by the readily detachable cylinder head of special formation.

Duralumin connecting rods of "I" section with white-metal bearings carried in generous bronze shells are fitted, as are aluminium pistons. All the crankshaft main bearings are of white metal in heavy bronze shells, and provision is made for taking up bearing wear. The clutch is of the four-plate type with cork inserts in light alloy driven plates. It is automatically lubricated from the engine.

LUBRICATION

Lubrication is by a plunger type pump submerged in the oil sump and driven from an additional four-throw cam on the camshaft. It is entirely automatic in its action and also functions as a camshaft vibration damper. The pump

The MORRIS-COWLEY SPECIFICATION (continued)

LUBRICATION (continued)

intake is surrounded by a readily detachable wire gauze filter, and an oil gauge on the dash provides indication of the correct functioning of the lubrication system. The big-end bearings and cylinder walls are adequately lubricated from a dipper trough designed to maintain a correct oil level under all conditions. Chassis lubrication is achieved by an Enots high-pressure oilgun and accessible nipples.

CARBURATION

The mixture is supplied by a highly efficient automatic S.U. piston-type carburetter feeding the cylinders through ports cast integral with the cylinder block, and drawing its air supply through a large capacity air cleaner and pre-heater, which also collects and consumes all crankcase fumes. Adjustment for the mixture strength is provided by a control on the steering column, enabling maximum economy in fuel to be achieved and assuring ease of starting. Hand adjustment for slow running is also provided.

ELECTRICAL EQUIPMENT

Ignition is provided by a Lucas coil unit mounted transversely at the forward end of the engine, thus placing the distributor in a particularly accessible position where no difficulty is encountered in carrying out the necessary adjustments. Advance and retard of the timing is controlled by a lever conveniently situated in the centre of the steering wheel. The lighting and starting equipment is of the twelve-volt Lucas type, employing a combined dynamo and starter motor (dynamotor). The dynamotor is mounted alongside the gearbox and coupled direct to the power unit by a silent chain of the inverted tooth pattern which is totally enclosed, adequately lubricated, and provided with a simple means of adjustment. Five Lucas lamps are provided, all of which are controlled by a single switch on the dashboard, and an ammeter on the dash gives clear indication of the dynamotor output and battery discharge. The headlamps

The MORRIS-COWLEY SPECIFICATION (continued)

are provided with a dipping mechanism, operated from the steering wheel. The entire electrical equipment is of Lucas manufacture.

PETROL TANK

A $7\frac{1}{2}$ -gallon (34 litres) petrol tank is carried at the rear of the chassis. It has a quick-action filler-cap and carries an electrical gauge giving indication of its contents on a dial mounted on the instrument panel. An automatic petrol lift provides gravity feed to the carburetter.

GEARBOX

The gearbox possesses three forward speeds and a reverse, with direct drive on top, and is in unit construction with the engine. The gears are controlled by a centrally disposed lever and are of case-hardened nickel-chrome steel accurately ground to ensure silence. Gear changing is particularly easy.

BRAKES

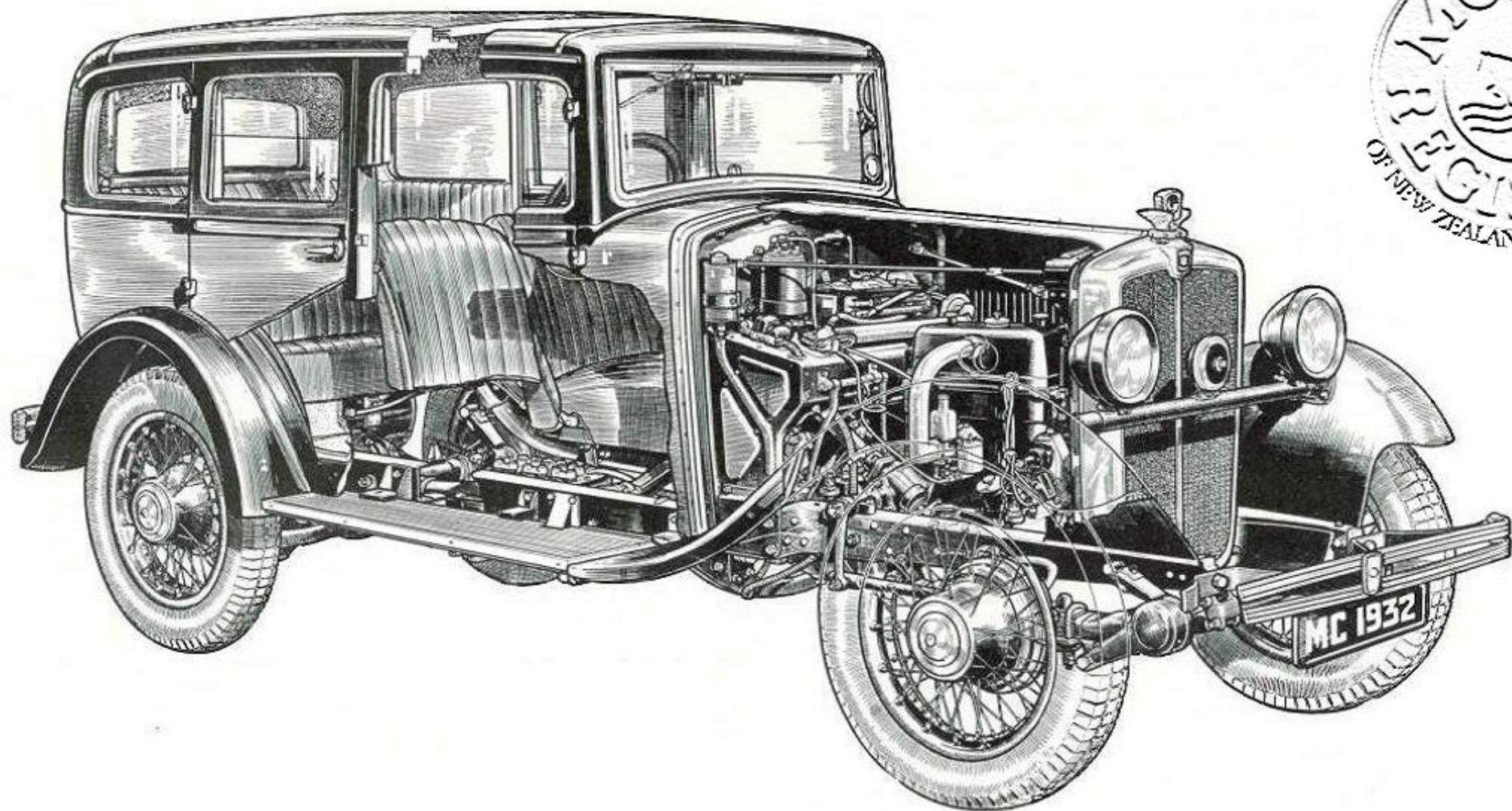
The foot brake operates internal-expanding shoes in 10 in. (25.4 cm.) reinforced pressed-steel drums mounted on all four wheels, by the Lockheed hydraulic system. The brake-shoes are lined with the very best quality friction material, and adequate shields are provided to exclude all dust and dirt. The brakes are fully compensated and maintain their efficiency at all times, since lost motion or loss of leverage, due to wear, is entirely eliminated. The hand brake is of the manual type and operates shoes in the rear brake-drums. The brakes are silent in operation.

STEERING

The steering gear is of the Bishop cam type, providing lightness of operation and a high degree of accurate controllability.

WHEELS AND TYRES

Detachable Magna type wire wheels, equipped with Dunlop cord tyres, are standard equipment.



SIXTEEN SALIENT FEATURES OF THE MORRIS-COWLEY

- 1 Comfortable and well-formed upholstery in Karhyde, roomy rear seat.
- 2 Triplex safety glass all round.
- 3 Adjustable bucket-type front seats (two-door models).
- 4 Low and roomy "Eddyfree" fronted body with Pytchley sliding head.
- 5 Tools in rattleproof clips on dash.
- 6 Improved side-valve engine with air-cleaning, pre-heating and fume-consuming head.
- 7 Coil ignition.
- 8 New style chromium-finished radiator with pebble guard.
- 9 Five Magna wire wheels.
- 10 Safety rear tank with dash-recording electric gauge.
- 11 Finger-tip control for ignition and dipping headlamps.
- 12 Sturdy downswept frame with semi-elliptic springs fore and aft with forward shackling for front springs.
- 13 Bishop cam steering.
- 14 Lockheed hydraulic four-wheel brakes with reinforced drums.
- 15 Progressive shock absorbers on all four wheels.
- 16 Double bumpers front and rear (sliding head models).

GENERAL DATA AT A GLANCE

Number of cylinders	...	Four
Bore	75 mm. (2.95 in.)
Stroke	102 mm. (4.0 in.)
Cubic capacity	1802 c.c. (110 cu. in.)
Valve position	Side
Number of gears	Three and reverse
Gear ratios: First...	18.02
Second	9.75
Third	5.27
Reverse	21.87
Clutch	Multi-plate (cork inserts)
Steering gear	Bishop cam
Turning circle	39 ft.
Wheel type	Magna wire
Wheel size	3×19
Tyre size	5.0×19
Wheelbase	105 in.

Track	48 in.
Ground clearance:		
Front axle	9 $\frac{3}{4}$ in.
Rear axle	8 in.
Centre	9 $\frac{3}{4}$ in.
Overall length	154 in.
Overall width	60 $\frac{1}{2}$ in.
F.W.B. brake actuation	Hydraulic
Hand brake actuation	Cable on rear wheels
Brake-drum diameter	10 in. reinforced
Ignition	Battery and coil
Final drive	Spiral bevel
Front springs	Half-elliptic
Rear springs	Half-elliptic
Shock absorbers	Friction type
Tank capacity	7 $\frac{1}{2}$ gallons

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N.R.
From £295

GUARANTEE (Overseas)

MORRIS MOTORS LIMITED (hereinafter called "the Manufacturers") hereby guarantee that all precautions which are usual and reasonable have been taken by them to secure excellence of materials and workmanship in their cars, vans and chassis. This guarantee is applicable only to new cars, vans, chassis and parts thereof, and is to be in force for a period of Twelve Months only from the date when the car, van or chassis is delivered new to the customer.

The Manufacturers hold themselves liable under this guarantee only for the exchange or repair of any part or parts which may have proved to be defective. The Manufacturers will not be responsible for any expense which the purchaser may incur in removing or having removed or in replacing or having replaced any part or parts to be sent for inspection or in fitting or having fitted any new parts supplied in lieu thereof.

No guarantee of any kind express or implied is given in respect of any cars, vans or chassis which shall be used as Taxis or Hackney Carriages or which shall in any way be let out on hire.

The liability of the Manufacturers under this guarantee is limited to the exchange (free at the premises of the Manufacturers' authorised Distributor or Dealer in the territory in which the car was purchased) of any part or parts found to be defective. No guarantee is given in respect of defects caused by wear and tear, accident, misuse or neglect.

The Manufacturers guarantee only those cars, vans or chassis which are bought either direct from one of their duly authorised Distributors or Dealers or through a bona fide motor dealer who has been supplied by the Manufacturers' authorised Distributor in his territory.

Chassis supplied by the Manufacturers are intended to be fitted with bodies similar in weight and character to those shown in the Manufacturers' catalogue. Should a purchaser fix a body materially differing therefrom he does so at his own risk. The Manufacturers accept no responsibility if the weight of the body, fitted complete and ready for the road, exceeds 3 cwt. 3 qr. in the case of the Morris Minor chassis; 4 cwt. 2 qr. in the case of the Morris Eight chassis; 5 cwt. 1 qr. in the case of the Morris-Cowley chassis; 5 cwt. 2 qr. in the case of the Morris Major chassis; 6 cwt. 2 qr. in the case of the Morris-Oxford Six chassis; and 7 cwt. in the case of the Morris Isis chassis.

CONDITIONS OF GUARANTEE

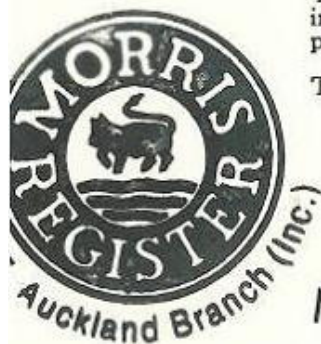
If a defective part should be found in a car, van or chassis it must be sent to the depot of the Manufacturers' authorised Distributor or Dealer in the territory in which the car, van or chassis was bought, carriage paid, with an Advice Note under separate cover stating the numbers of the engine and chassis of the car, van or chassis from which the part was taken as shown by the Manufacturers' number-plate, the name of the Distributor or Dealer from whom the car, van or chassis was purchased, the date of purchase and an intimation from the sender that he desires to have the alleged defective part exchanged or made good free of charge under this guarantee. Parts returned without such advice will be at the risk of the sender, and this guarantee shall not apply thereto.

The equipment of Morris cars, vans and chassis is of the highest grade obtainable, but the Manufacturers do not guarantee any proprietary fittings whatsoever (whether tyres, lamps, magnetos, electrical equipment or any other proprietary fitting of any type) supplied with their cars, vans or chassis or otherwise. Such proprietary fittings are covered by the guarantee (if any) issued by their separate manufacturers and will be serviced direct by them. Neither do the Manufacturers guarantee any component part supplied to the order of the purchaser which differs from the usual specification of the part supplied with the Manufacturers' cars, vans or chassis or by the Manufacturers in connection therewith. This guarantee shall not apply to any vehicle repaired or altered in any way which in the judgment of the Manufacturers affects its stability or reliability.

This guarantee is given in lieu and in exclusion of all other warranties, conditions and obligations imposed or implied by Statute or otherwise in respect of the Manufacturers' cars, vans or chassis, and no modification of the terms hereof is authorised whether the purchaser at time of purchase shall receive a copy of the Manufacturers' guarantee or not.

This guarantee shall not apply to any second-hand goods sold by the Manufacturers.

1st September, 1931



MORRIS
(Regd Trade Mark)

MORRIS MOTORS LIMITED : COWLEY : OXFORD : ENGLAND

SIR WILLIAM R. MORRIS, Bt., *Chairman*

E. H. BLAKE, *Managing Director*