



Imperial War Museum Duxford (188)

Wed, 18th Mar 2020

Lot 93

Estimate: £18000 - £22000 + Fees

1925 Morris Cowley 'Bullnose' Tourer

Registration No: EU 2603

Chassis No: 95356

MOT: Exempt

- Built between June 4-8th 1925 as a Four-Seater Tourer, this delightful Cowley was supplied new to Charles A. Whislay Esq by H.T. Price Motors of Builth Wells, Powys
- Known to The Bullnose Morris Club for many years, it pleasingly boasts its original chassis, engine and registration numbers
- Extensively restored during the 1980s, the Cowley has been well cared for / maintained since including a top-end engine overhaul by its previous keeper
- A particularly delightful Bullnose complete with its original supplier's plaque, period electric Klaxon horn, continuation buff logbook and history file

Despatched from the factory on 8th June 1925, car number 95356 was supplied new to master printer Charles A. Whislay Esq via H.T. Price of Builth Wells that same month.

Pleasingly retaining its original Brecknockshire registration number `EU 2603', the Morris had migrated some forty miles to Hereford by 1948. Known to the Bullnose Morris Club for many years, the Four-Seater Tourer was later resident in Staffordshire. Undergoing restoration when inspected by H.S. Clavert & Co Ltd of Stoke-on-Trent during 1984, they concluded that the Cowley was `an excellent example . . . basically complete and almost original, the chassis and engine numbers are as per the Registration Book'. Acquired by Roger Audis Esq some five years later, he spent a considerable amount of time improving `EU 2603' still further and researching its history. Passing to previous keeper P.J. Newens Esq via our July 23rd 2014 auction for £20,592, the latter's tenure saw the Morris treated to a new head gasket and fresh Blockley tyres all round. Forming part of a private collection and sparingly used since entering the current ownership four years ago, `EU 2603' nevertheless sprang readily into life during our recent photography session. Presenting well as an older restoration with some thirty years' worth of patina, the Four-Seater Tourer boasts such niceties as a Moto Meter, rear luggage rack, electric Klaxon horn, period AA badge and hand-painted number plates not to mention its original supplier's plaque. A charming `Bullnose' offered for sale with a continuation buff logbook and history file, `EU 2603' is worthy of close inspection.

Introduced during 1913, the basic Morris 'Bullnose' design lasted until 1926 by which time its variants accounted for an impressive forty-five percent of new car sales in the UK. Compared to domestic and foreign rivals in the 12hp-14hp market, the model offered notably good performance courtesy of its torquey, four-cylinder engines and light yet robust leaf-sprung chassis.