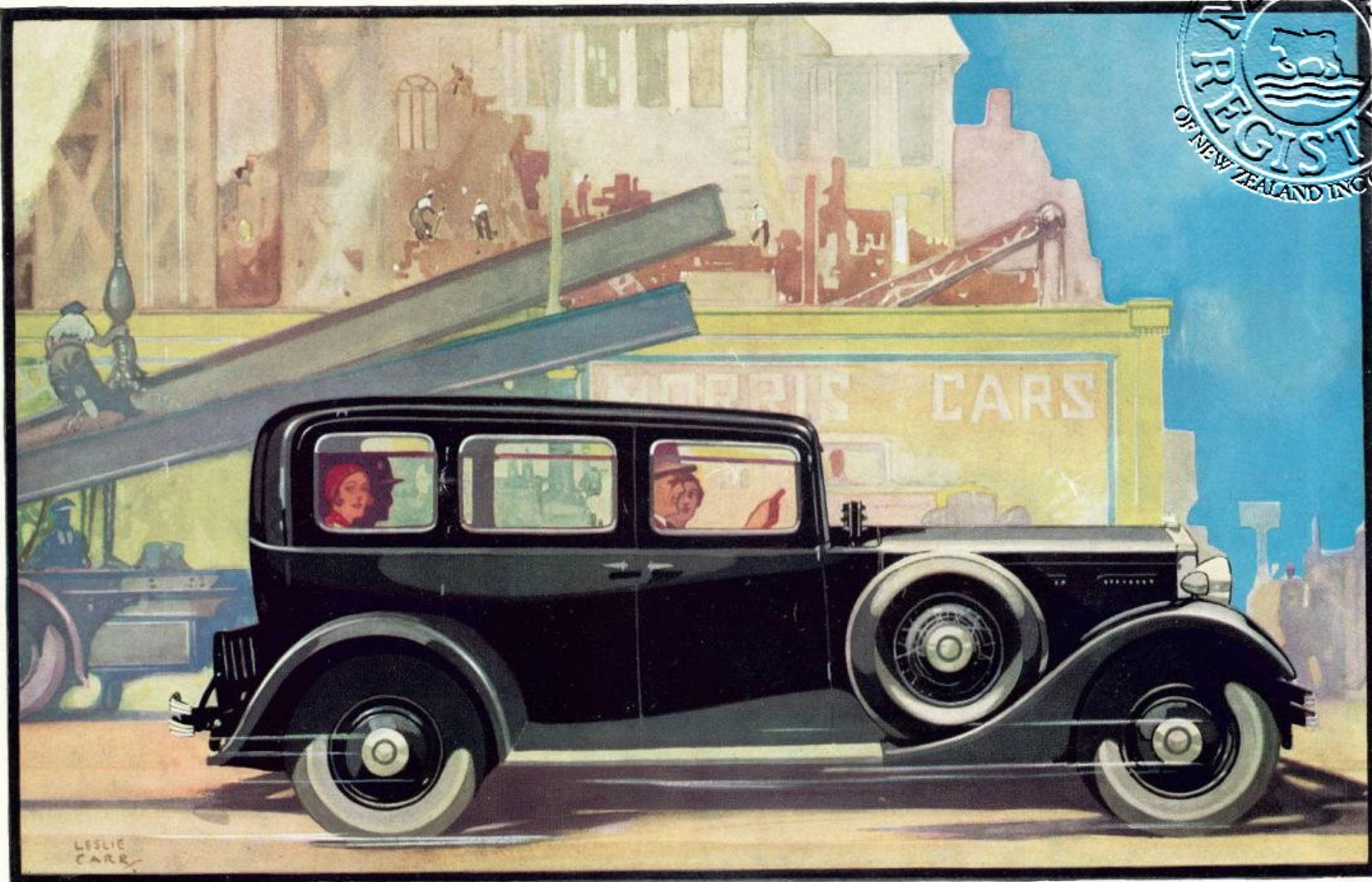


EXPORT EDITION



THE
MORRIS
"25"





THE MORRIS "25"
SALOON



Morris "25" features at a glance:

- 25 h.p. high efficiency engine with special air preheater, cleaner and fume consumer.
- Sweeping acceleration that makes top gear performance a foregone conclusion.
- Specially constructed frame with extended duplex bracing built for extra riding stability with least weight.
- Supremely confident hydraulic braking.
- Impressive length and lines.
- Studied comfort.
- Comprehensive equipment including two spare wheels, 6 in. section Dunlop tyres, Lucas Biflex headlamps, sliding roof on closed models and, of course, Triplex glass throughout.

Morris "25"!

Here is the splendid newcomer made by Morris—a 25 h.p. car that will give you your sustained 55 cruising speed over any country and will put up a strong 70 at need, holding the road all the while with the most tranquil smoothness. It's impressively handsome; superbly powerful; effortless to control; a final embodiment of top gear motoring with tremendous acceleration obedient to the lightest pressure of your foot.

It has been built, this new "25," for those who appreciate the best and can command it, yet see no reason for paying extravagantly for the privilege. Into its designing and building no thought of price was allowed to enter . . . skilful costing and truly modern workshop production alone have made it possible to offer this luxurious model with its revealing performance for so little.

Here is where the Morris "25" has broken the tradition of other large—and otherwise costly—cars. It gives you satisfying superiority of appearance; lavish equipment; dominating performance. It is utterly simple to handle. And, with all this, it has been not unmindful of the fact that the margin of capital available for the luxuries of power and grace is nowhere quite so wide as it was.

● **TOP GEAR PERFORMANCE.** The Morris "25" gives you that conscious mastery of the road that can belong in perfection only to the "big car." With this quietly surging power under your hand—so contemptuous of gradients—you can flick lightly from one to other of the two top gear ratios—you will not need the others for any main route travelling or normal hill work. These silent twin-top gears



are of the constant-mesh type, so smooth in changing that the action is almost automatic. Equally simple are the Lockheed hydraulic brakes that bring you to rest with silent, swift decision at a mere touch.

● **A MASTERLY POWER UNIT.** It is the magnificently suave command of speed that will deceive you in the "25" . . . so smooth that only the flashing miles will betray you into realisation of its real swiftness. If you are mechanically minded you will appreciate the consideration of the power unit—25 h.p. 6-cylinder. Notice, for example, the torsional vibration damper and the sturdy crankshaft, dynamically and statically balanced for perfect rotational smoothness. Notice the advanced head—a Morris speciality involving very careful design and resulting in greater power and increased smoothness. Notice the air preheater, cleaner and fume consumer that assures constant carburation, adds to running economy, provides useful upper cylinder lubrication and keeps the body quite free of fumes even on the longest run.

● **SPECIAL FRAME CONSTRUCTION.** Touring in the "25" leaves you with the pleasant impression of a journey in a trans-continental train-de-luxe. In the lap of that gliding road-steadiness you can almost forget you are travelling. This is due in no small degree to the special frame structure. The X-bracing, extended fore and aft to give lateral support, practically constitutes two frames in one. There can be no trace either of "weaving" or "lozenging"; the two bugbears of fast cars of average quality. This extra reinforcement has not been gained at the expense of weight; so scientifically has the frame been designed that it turns the scale at only a few pounds more than the ordinary chassis for a car of this size.

● **LAVISH EQUIPMENT THROUGHOUT.** The illustration of the "25" speaks for itself—the impressively long bonnet and the sinuously graceful body lines are all in keeping with the easy power of the car. The specification naturally is complete to the last detail. Within and without no single thought has been spared that could increase the ease of driver and passenger or excite the admiration of the beholder.

Whatever you look for—power, ease, simplicity, distinguished appearance—all are here in the Morris "25." A trial run will bear out all and more than any word or picture can tell you, and that test your Dealer will gladly arrange.

Three Models

TOURER

Finished in Blue or Brown cellulose with brown leather upholstery.

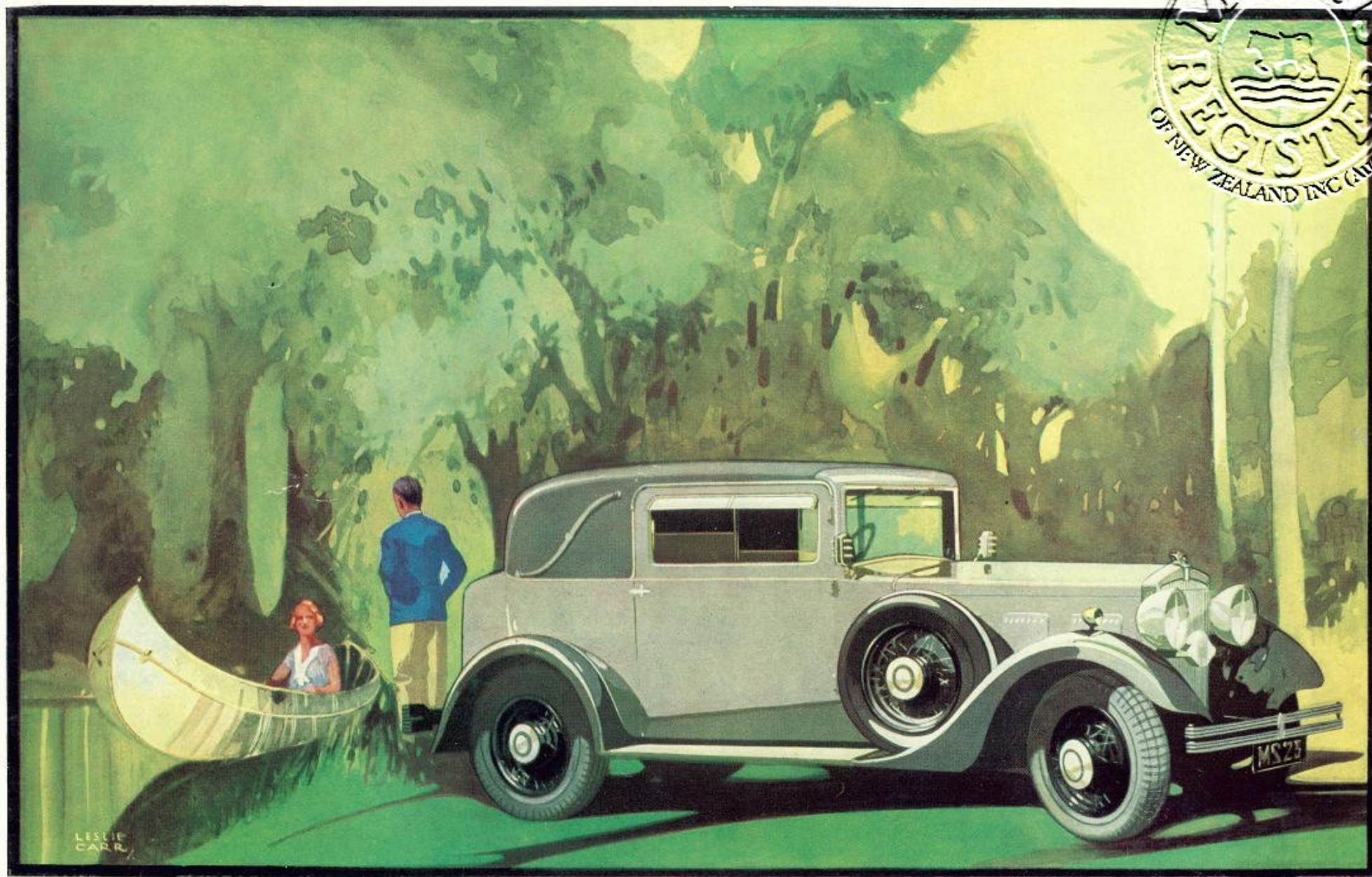
SALOON

Finished in Wine/Black cellulose; Green/Black cellulose; Blue/Black cellulose; or all Black cellulose with brown leather upholstery.

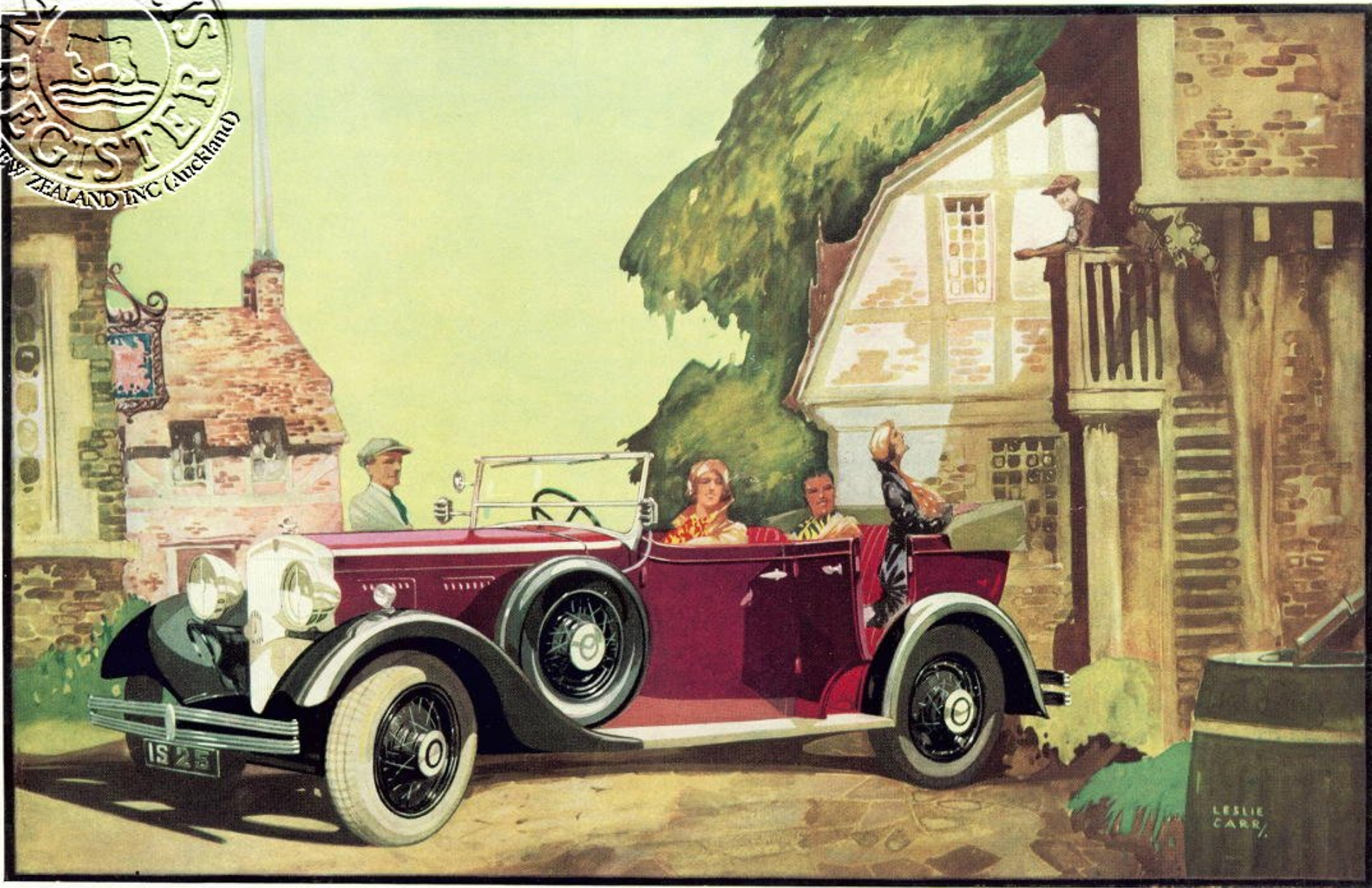
SPECIAL COUPÉ

Finished in Green duotone cellulose with green leather upholstery; Red duotone cellulose with red leather upholstery; Grey duotone cellulose with blue leather upholstery; Black duotone cellulose with brown leather upholstery.

Both Saloon and Special Coupé are fitted with Pychley sliding heads



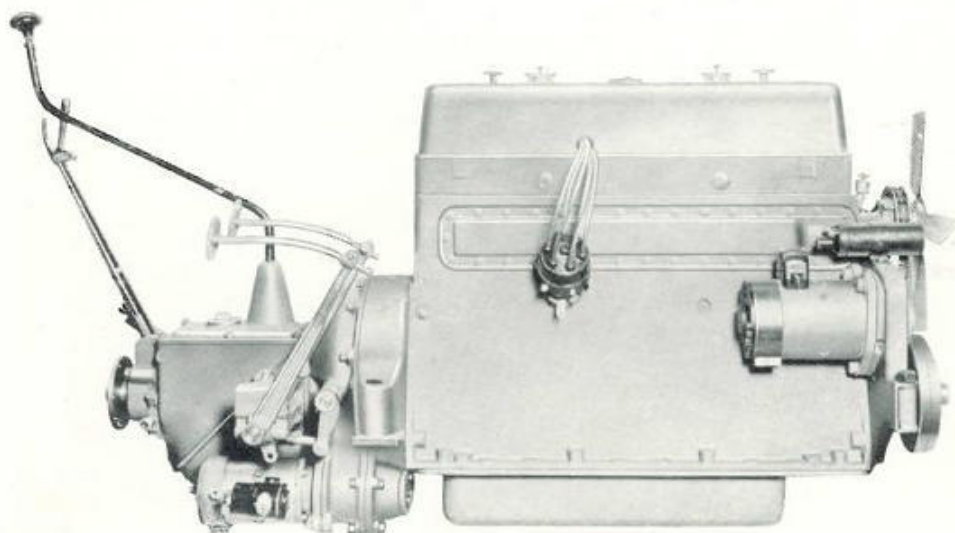
THE MORRIS "25"
SPECIAL COUPE



THE MORRIS "25"
TOURER

Four definite reasons for the outstanding performance of the Morris "25"

The very exceptional performance of the new Morris "25" and its unusual ease of control are due to advanced design. Here are a few of the features that make driving this car an entirely new motoring sensation.



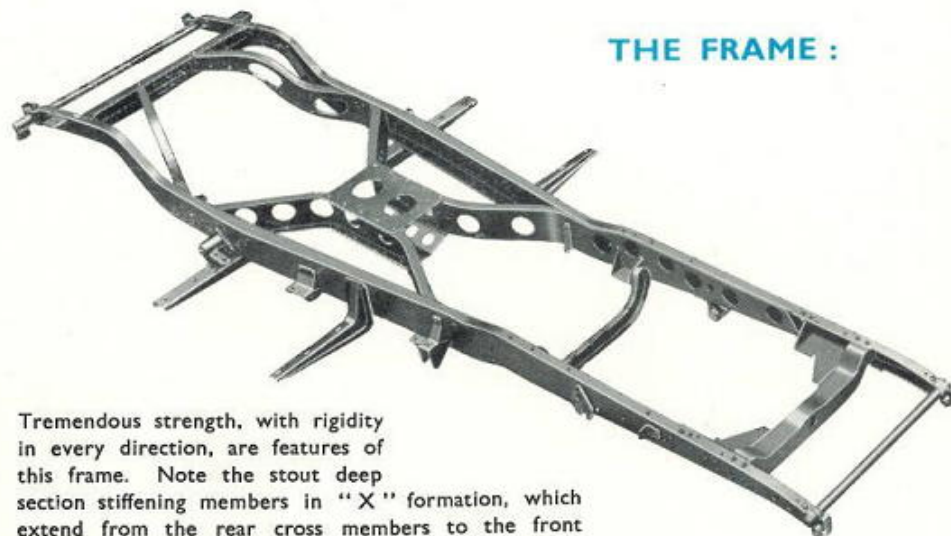
THE ENGINE : This is a new six-cylinder side-valve unit, with a bore of 82 mm. (3.23 in.) and 110 mm. (4.3 in.) stroke, giving a cubic capacity of 3485 c.c. (209.5 cu. in.). The cylinder head has been specially designed to give rapid and complete combustion. It provides perfectly uniform compression and sweet running. The reciprocating parts are balanced to within .2 oz. in accordance with the best aero engine practice. An air preheating and cleaning cover is fitted to the head, which consumes all fumes and prevents them from entering the body of the car. It also lengthens the life of the engine by preventing the ingress of road grit.

THE CRANKSHAFT:

The crankshaft of the Morris "25" is a steel forging made from the very best steel procurable for this purpose. It is exceptionally stiff, and the employment of the latest Olsen balancing machines and close limits ensure a high degree of static and dynamic balance, making the engine phenomenally smooth running.



THE FRAME :



Tremendous strength, with rigidity in every direction, are features of this frame. Note the stout deep section stiffening members in "X" formation, which extend from the rear cross members to the front engine bearer—a frame within a frame. This adds enormously to the natural strength of the exceptionally deep sectional main frame, and provides additional strength at those vital points which are conducive to extra comfort, stability and road holding, without increasing the weight more than a few pounds.

THE BRAKES : With great power and speed at command, perfect brakes are essential. The new Morris "25" is fitted with Lockheed hydraulic brakes, working on 14 in. (.356 m.) diameter reinforced drums. These give amazing stopping power (29 ft. from 30 m.p.h.) without skid or swaying. The effortless action of these hydraulic brakes is such that they call for the minimum effort in application, their equalisation of the power applied to each wheel being automatic and perfect. There are no complications in the design, and no operating components to wear. Because of this, maximum braking efficiency is retained unimpaired, almost indefinitely.



The Morris "25"

● **GENERAL.** Constructionally, the Morris "25" consists of a side-valve six-cylinder water-cooled engine with a totally enclosed clutch and four-speed twin-top gearbox built in unit construction. This power unit is supported in a particularly sturdy frame reinforced by equally sturdy cross members in X formation, which are carried right forward to the front engine bearer and right back to the rear cross member. Long supple semi-elliptic springs, controlled by hydraulic shock absorbers, carry the front and rear axles. The track is 4 ft. 8 in. (1.42 m.) and the wheelbase 10 ft. 0 in. (3.05 m.).

● **ENGINE.** The six-cylinder engine has a bore of 82 mm. (3.23 in.) and a stroke of 110 mm. (4.3 in.), giving a cubic capacity of 3485 c.c. (209.5 cu. in.). The six cylinders are cast en bloc with the upper half of the crankcase, which extends well below the crankshaft centre and is reinforced by unusually generous cross members, thus producing a deep girder structure of great strength and rigidity. The six-throw crankshaft is carried on four bearings of particularly large dimensions, and is balanced to extremely close limits, ensuring a high degree of static and dynamic balance. It is in addition provided with a torsional vibration damper. A four-bearing camshaft of large diameter actuates the valves through tappets. The combustion chambers have been designed on the most advanced lines to ensure sweetness of running and high performance. The camshaft is driven by a Duplex roller chain, easily adjusted for tension. The camshaft chain also drives the dynamo. The steel connecting rods are individually and collectively balanced, while the big-end bearings are of the full-ring type with white-metal linings. The pistons are of aluminium alloy. The reciprocating assemblies are balanced as units to within .2 oz. (best aero engine practice).

● **LUBRICATION.** Full forced feed lubrication is provided by a pump of the spur gear type, mounted externally. It is operated by a diagonal shaft driven by helical gears from the camshaft. Oil is fed under full pressure to all important bearings, and complete oil cleanliness is assured by a tray pattern filter of exceptional dimensions.

● **COOLING SYSTEM.** A water impeller driven from the crankshaft by endless belt positively circulates the cooling water. Even distribution of the water is ensured by a special distributing manifold which regulates the flow to each cylinder before reaching the three well-disposed outlet ports in the cylinder head. The cooling water is maintained at its most effective temperature by automatically-operated radiator shutters, while radiation under extreme conditions is assisted by an efficient fan.

● **CARBURATION.** Carburation is by S.U. carburettor feeding into an induction pipe cast integral with the exhaust manifold and supplied with adequate hot spots. Control over the mixture strength is provided. An air preheating and cleaning cover is fitted to the head, which consumes all crankcase fumes and prevents them from entering the body of the car.

● **ELECTRICAL EQUIPMENT.** Ignition is by battery and coil with the automatically controlled distributor mounted on the upper end of the diagonal oil pump drive shaft, where it is in an excellent position for servicing or negotiating flooded areas. The dynamo is carried well up on the side of the engine, where it is readily accessible. The starter motor is of the sliding pinion type and provided with Startix automatic starting switch. Lucas Biflex headlamps with dipping reflectors, sidelamps, and stop and reverse lamp, are standard equipment, while all switches, together with the ignition, slow-running adjustment for the throttle, and dipping headlamp mechanism, are mounted in the centre of the steering wheel. Included is an electric windscreen wiper with twin blades.

● **TRANSMISSION.** The clutch is of the single-plate type with cork insert friction surfaces running in oil. Its action is light, smooth and certain under all conditions, and its lubrication is automatic. The sturdy, cast iron gearbox possesses four speeds, constant mesh and third-speed gears being of the silent double-helical type. A tubular propeller shaft, with Spicer universal joints at either end, transmits the drive to the spiral bevel final drive gears, which are differential equipped.

● **FOUR-WHEEL BRAKES.** Fully compensated four-wheel brakes of the Lockheed hydraulic pattern are fitted. Maximum braking efficiency is maintained at all times. A powerful hand brake operating on the rear wheels is also fitted, and is provided with simple adjustment from the driver's seat.

● **STEERING.** The steering gear is of the Bishop cam type, extremely light and sure in operation and of sturdy dimensions.

● **PETROL TANK.** A petrol tank of 18 gallons (81 litres) capacity is carried at the rear, and is provided with an efficient pebble guard. Indication of its contents is given by an electric gauge with instrument panel dial. Petrol is fed to the carburettor by an Autovac tank.

● **TOOL KIT.** A full kit of tools is provided with every car, housed in an accessible toolbox.

● **GENERAL EQUIPMENT.** Triplex glass throughout, finger-tip controls for ignition, slow-running, dynamo, lamps and horn; automatic radiator shutters (chromium finish), flashing direction indicators, Lockheed hydraulic brakes, pile carpets, pedal rubbers, organ type accelerator pedal, speedometer with trip, clock, oil gauge, Autovac petrol lift, dash-reading electric petrol gauge, two-bladed electric windscreen wiper, pressure chassis lubricating pump, calorimeter and wings, double bumpers front and rear, high-frequency electric horn, electric lighting and automatic starting, diffused instrument panel illumination, coil ignition, coil indicator light, Lucas Biflex headlamps with dip and switch mechanism, scuttle ventilators, door pockets, six detachable Magna type wire wheels, six Dunlop cord tyres, spare wheel carriers, jack, tyre pump, and full kit of tools.

● **Additional Equipment on Closed Cars:**—Window louvres, winding door-windows, single-panel adjustable windscreen, roof-lamp, internal Panoram driving mirror, Pychley sliding head, pillar pull cords, silk cord door pulls, rear blind with remote control, private locks on doors.

● **Additional Equipment on Tourer:**—Hood, hood bag, detachable sidescreens, external driving mirror, double-panel adjustable windscreen.

GUARANTEE (Export)

● **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' current catalogue. In case a purchaser shall fix on any chassis a body materially differing from those shown in the Manufacturers' current catalogue as applicable to each chassis this guarantee shall not apply in any way to such chassis or any part thereof. This guarantee shall not apply to any chassis or part thereof if the weight of the body fitted thereon complete and ready for the road exceeds 3 cwt. 3 qr. in the case of the Morris Minor Chassis Short Wheelbase; 4 cwt. 3 qr. in the case of the Morris Minor Chassis

**MORRIS MOTORS LIMITED
COWLEY, OXFORD, ENGLAND**

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Long Wheelbase; 5 cwt. 2 qr. in the case of the Morris Ten Chassis; 5 cwt. 3 qr. in the case of the Morris-Cowley Chassis; 6 cwt. in the case of the Morris Major Six Chassis; 6 cwt. 3 qr. in the case of the Morris-Oxford Six Chassis; and 7 cwt. 2 qr. in the case of the Morris Isis Six Chassis and Morris "25" 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, 1932.

Sir WILLIAM R. MORRIS, Bt., Chairman
E. H. BLAKE, Managing Director

