THE REVOLUTIONARY
"QUALITY FIRST"
MORRIS
MINI-MINOR

WIZARDRY ON WHEELS
What's the most brilliant motoring idea you have ever heard of?

Answer: To put a car's engine 'East-West' across the frame! Just so make heaps and heaps of extra space inside!

The new Morris Mini-Minor, with its transverse 'East-West' engine, is only 10 ft. long. But it gives you unbelievable comfort for four big adults and plenty of luggage space!

Even bumpers on bumpers there's never half-space per square inch than in any other car ever built. And 'build' is the right word too; for Morris, as always, gives you the better quality, and fine finish, the greater reliability.

It's Waikiki on wheels all right—bringing new magic into motoring and leaving you with money to spare.

WORLD'S MOST EXCITING CAR
MORRIS Mini-Minor — The car that belongs to the future — belongs to you!
You'll hardly believe your ears! So much luggage in so little space...and so much luxury at such low cost! Remember the times-on holidays and picnics-when you've longed for twice as much room. Well now you have it!

Look at those cunningly concealed door pockets for all the odds and ends you need to keep handy! Maps, flasks, orange signals, handbag, books-there's no end to the things you can stow away.

You'll really enjoy packing the big stuff too—a suitcase slides neatly into the luggage trunk. The lid is hinged downwards to when a car and when that's handy, fully, still easy to be placed inside the car, under the rear seat. If you're anything left after that, then try the roomy pockets at the ends of the rear seat—or the all-aisle shelf in the front!

Here it is all done! That's where the wisdom comes in. Pacing the engine “Fast-Way” gives untroubled-of-room, and front wheel drive means all the space previously occupied by transmission and differential is now available—for carrying everything from Father's fishing rods to Junior's yachts!

As always, Morris gives you the better quality and the four-fifths finish. The new Mini-Minor is incorporated and equipped in Europe's most modern paint shop—a $5 million plant at Cowley, Oxford.
BUILT TO GIVE YOU BIG CAR MOTORING -

'UNIQUE POWER PACK' engine, clutch, gearbox, and drive axle in one unit!

4-WHEEL INDEPENDENT RUBBER SUSPENSION -new springs

LONG-DISTANCE COMFORT AND SIMPLY STACKS MORE ROOM

You’ll rub your eyes with disbelief when you see how much baggage the car carries, and you’ll clap your hands with joy at the beautifully effortless ride this amazing motor-car gives you.

FRONT-WHEEL-DRIVE DOES AWAY WITH ORDINARY TRANSMISSION

EFFORTLESS MOTION -like a ballerina!

In many small-cars, a large transmission shaft runs from front to rear and there’s a big differential ‘hump’ in the back axle.

For the Morris Mini-Minor, genius plus common sense has produced an entirely revolutionary system, independent on all four wheels!

BIG IN PERFORMANCE!
BIG IN COMFORT!
BIG IN EVERYTHING-BUT COST & UPKEEP

This is a car which began with an idea. An idea that would double the pleasures of motoring for millions!

Never before has such quality, performance, economy, and sheer reliability been offered to so many—at so low a price!

The Morris Mini-Minor is the most down-right usable motor-car ever made. It carries four big adults and as much luggage as they’re ever likely to need. It has a full-size 4-cylinder engine of proven design which leaves you with no m.p.h. In hand even when cruising at 60 its cruising fuel economy of beyond 50 m.p.g. means pounds in your pocket.

It’s easy to see how much space is saved by the brilliant ‘East-West’ engine. But that’s only the first touch of genius. Gearbox, transmission, steering, suspension, are all revolutionized; simplified and improved to a degree that the motoring world scarcely dreamed possible.

The Morris Mini-Minor is the first fundamental change in motor-car design for years. It is the start of a new era. Here’s tomorrow’s car waiting for you today!

SPARKLING ECONOMICAL B.M.C. ENGINE OF PROVED DESIGN

TRAFFIC-REVEALING POWER AND ACCELERATION for the new motorways

On highways the Morris Mini-Minor performs like a ghoststalked off the leash, 70 m.p.h. is at your disposal, and 80 m.p.h. is within your reach and invites you to make your way past filling stations!

SPACE-MAKING COMPACTNESS IN DESIGN

PARKING AS EASY AS WINKING

In busy streets the Mini-Minor simply dismisses through traffic—and it slips into and out of parking spaces where most drivers wouldn’t even try. This superb maneuverability comes from the fact that it’s only 8 feet over all length—the narrowest in its budget class.

The very favourable wheelbase track ratio makes it inherently stable on the road. You’ll find much more room in your garage too—let’s more room to move around!

MORRIS MINI-MINOR

"Quality First" ALL THROUGH

Available in two colors: green, or blue. The green is $850, the blue is $890.

All instruments in one quick-glance mounting. And such a useful side-open glasses case for sides and ends.

The four-door saloon also features a full door handle for easier opening. And a separate trunk for additional storage.
SPECIFICATION

ENGINE: Four cylinders, overhead valves with push-rod and rocker operation; bore 65 mm. (2.56 in.), stroke 85.5 mm. (3.36 in.); cubic capacity 840 c.c. (51.79 cu. in.). Three-bearing crankshaft; main bearings and connecting rod bearings with renewable liners. Compression ratio 8-2:1. Aluminium-alloy pistons. Full-flow renewable-element external oil filter.

COOLING: By pressurised thermostatically controlled system with impeller pump and fan.

IGNITION: Battery and coil. Automatic advance and retard with centrifugal and vacuum control.

CARBURATION: S.U. automatic semi-downdraught type HS2 carburettor fed from rear tank by rear-mounted S.U. electric PD type fuel pump. Air cleaner and silencer. Fuel tank capacity 54 Imperial gallons (255 litres, 6-6 U.S. gallons).


BRAKES: Lockheed hydraulic fully compensated brakes. Pedestal-type foot pedal, 7 in. (178 cm) diameter brake drums front and rear with leading and trailing shoes. Simple shoe adjustment which simultaneously adjusts the hand brake. Pull-up lever operates the hand brake on rear drums.

BODY AND CHASSIS UNIT: The mono-construction body incorporates the body shell, floor, bulkhead, and wing panels. Full-width bumpers front and rear. Deep, well-sprung cloth upholstery. Luggage boot capacity (with lid closed) 5 cu. ft. (145 l). Hinged rear number plate to allow boot lid to be used in open position, providing large carrying capacity.

SUSPENSION: Independent front suspension by rubber cone spring units; upper and lower suspension arms attached to swivel pin hubs by ball joints. Independent rear suspension by rubber cone spring units and radius arms; hydraulic telescopic dampers front and rear.

WHEELS AND TYRES: Ventilated disc-type wheels with 4-stud fixing. Dunlop 5.20-10 tubeless tyres. Spare wheel housed in luggage boot.

STEERING: Rack and pinion steering with direct linkage to steering-arms on swing-axle type, 35 in. (94 cm) diameter 2-spoke steering-wheel with central horn-push. Left- or right-hand steering according to market (L.H.D.) not available in the U.K.). Turning circle 29 ft. 6 in. (8.98 m). Track—front 3 ft. 11 in. (1.18 m), rear 3 ft. 9 in. (1-164 m).

ELECTRICAL EQUIPMENT: High-output dynamo with compensated voltage control; 12-volt 34-amp-hour battery (20-hr. rate); double dipping headlamps with prefocused bulbs; foot operated switch; parking lights; twin stop and tail lamps; rear reflectors; rear number-plate lamp; instrument lighting; dual-arm windshield wipers; electric horn; flashing direction indicators with automatic cancelling control; parcel shelf lamp; ignition, headlamp main beam, and flashing signal warning lights.

INSTRUMENTS: Speedometer with total distance recorder; fuel gauge; oil pressure warning light.

CONTROLS: Windshield wiper switch; ignition switch; lighting switch; mixture control; parcel shelf lamp switch, starter switch.

VENTILATION: Double sliding windows to each door with press-button-type lock. Heater and windshield-demisting equipment available as an optional extra.

GENERAL EQUIPMENT: Safety glass all round; large curved windshield and rear window; driving-mirror; rubber floor-mats with underfelt; ashtray; sun visor; separate front seats with adjustment for driver's seat; large parcel trays in front compartment and behind rear seat squab; large pockets in each door; companion boxes at each side of rear seat; washable headlining; provision for fitting radio.

DE-LUXE MODEL: Also available to De-lux specification with 2-colour leathercloth upholstery and foam-rubber seat cushions; heater and windshield demisting equipment; windshield washer; pile carpet floor covering and rubber mat in luggage boot; adjustable front passenger's seat; hinged quarter-lights; road wheel emblems; over-riders; bright plastic sill finishers and windshield and back-light surrounds; leathercloth covering to door interior panels, rear quarter-panels, dash linings, and companion box tops; passenger's sun visor; chromium-plated period filler cap, switch panel bezel, and rear number plate lamp; ashtray and lamp switch in each rear companion box.

OPTIONAL EXTRAS: Heater with demisting equipment (Standard models); radio.

EXPORT AVAILABILITY: The basic saloon as detailed above is available for overseas sale. The De-lux saloon for overseas markets conforms to the basic specification, plus the following items: adjustable front passenger's seat; rear quarter-panels covered in vinyl-treated fabric; ashtrays and lamps in companion boxes; passenger's sun visor; bright plastic finishers to windshield, back-light, and panel sill; chrome fitter cap and rear number-plate lamp; hinged quarter-lights; windshield washers; wheel emblems; over-riders. Alternative equipment at no extra cost on basic and export De-lux models: right- or left-hand steering; km.p.h. or m.p.h. speedometer; 6-bladed fan; lighting and flasher equipment to suit regulations of different countries. Optional at extra cost—basic and De-lux saloons: laminated windshield, heater, radio, foam-rubber seat cushions, vinyl-treated fabric seat covers; basic saloon only: windshield washer; De-lux saloons only: floor carpets with underfelt, vinyl-treated fabric-covered interior panels, kick protector strips, rubber mat in luggage boot.

COLOURS: White, Red, or Blue with grey upholstery. De-lux models have grey fleck and black upholstery and dark grey, red, or blue carpet to suit body colours. Road wheels finished in white on all models.

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DIMENSIONS

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Luggage boot capacity 54 cu. ft. (1.54 m³)

Dimensions taken with front seat adjustment in the central position.

MORRIS MOTORS LIMITED
OVERSEAS BUSINESS

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