

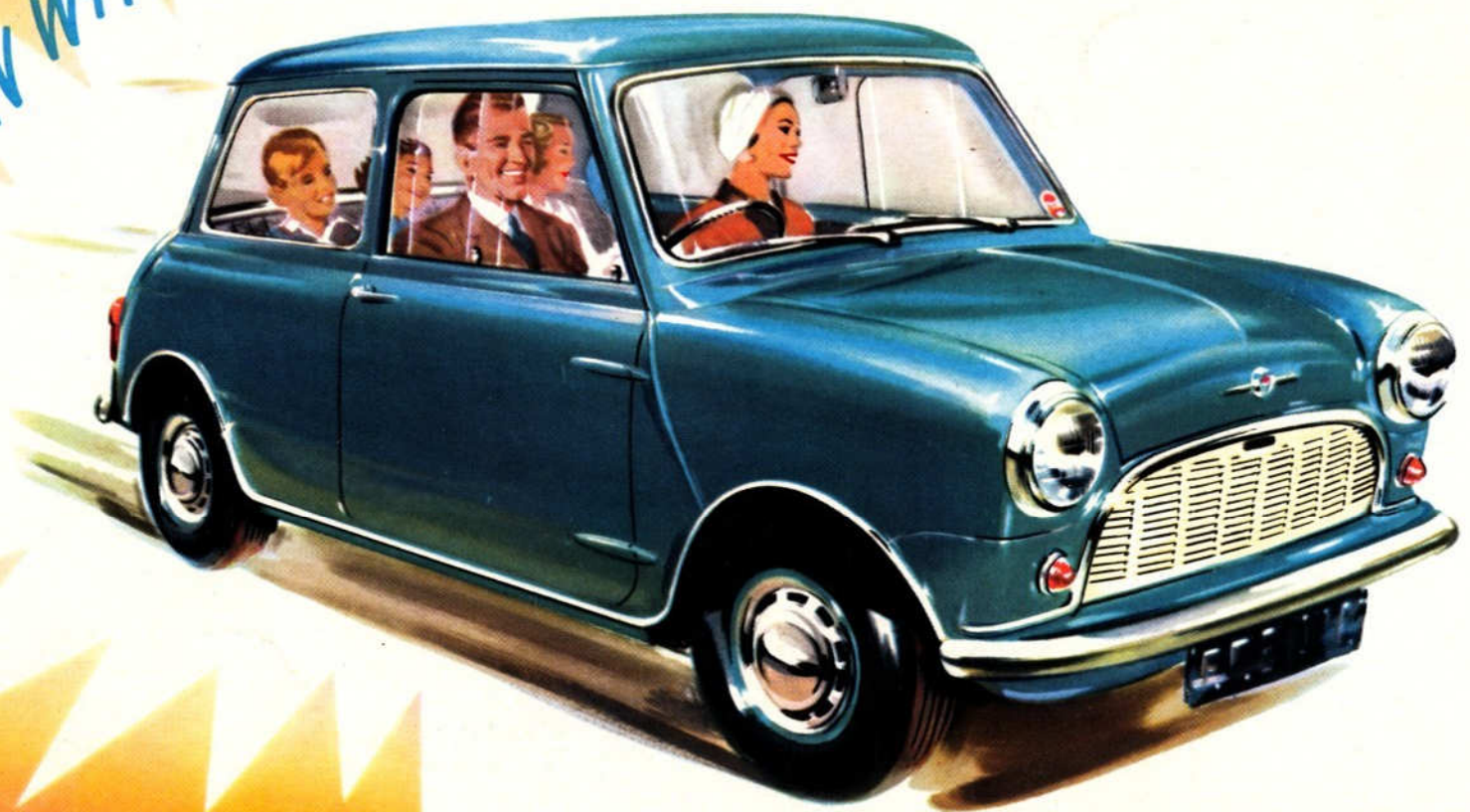
**WIZARDRY**  
**ON WHEELS**

# THE REVOLUTIONARY

"QUALITY FIRST"

# MORRIS

## MINI-MINOR





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

*Answer:* To put a car's engine 'East-West' across the frame and 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!

From bumper to bumper there's more brilliance per square inch than in any other car ever built. And 'built' is the right word too; for Morris, as always, gives you the better quality, and finer finish, the greater reliability.

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

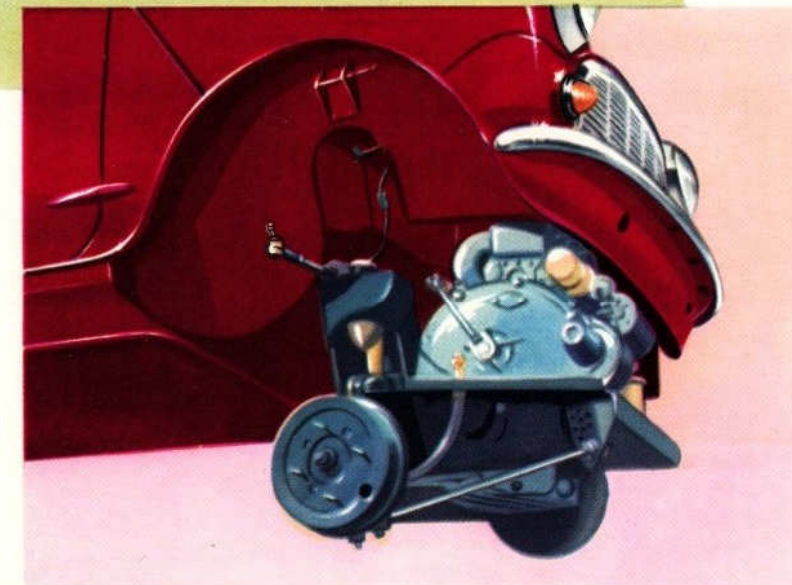
**WORLD'S  
MOST  
EXCITING  
CAR**



**FAR  
MORE  
ROOM  
IN FAR  
LESS  
SPACE**



[MinipassionMini.com](http://MinipassionMini.com)



This amazing Morris Mini-Minor engine is the product of one of the greatest technical teams in the motor industry. Engine, gears, and drive-axle, are all mounted in one brilliantly designed unit!

Yet it's really the development of a tried and trusted friend; the engine is based on that of the world-famed Morris Minor—proved unbeatable over millions of miles of motoring!



**MORRIS**

*Mini-Minor*

*- The car that belongs to the future — belongs to you!*



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# Tailored INSIDE LIKE A MAGICIAN'S TOP HAT!



**Why carry it on your lap!**  
Travel in comfort. Put your personal belongings under the rear seat along with the picnic hamper and other odds and ends.

**Co-pilot has everything under control!**  
How convenient to have maps and flasks and handbags neatly packed away—and yet so easy to get at when wanted!

MinipassionMini.com

You'll hardly believe your eyes! 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 moulded door pockets for all the odds and ends you need to keep handy! Maps, flasks, orange squash, handbags, books—there's no end to the things you can stow away.

You'll really enjoy packing the big stuff too—suitcases slide neatly into the luggage trunk. The lid is hinged downwards to take more and when that's finally full, still more can be placed inside the car, under the rear seat. If you've anything left after that, then try the roomy pockets at the ends of the rear seat—or the all-across shelf in the front!

How is it all done? That's where the wizardry comes in. Placing the engine 'East-West' gives undreamed-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 yacht!

*As always, Morris gives you the better quality and the finer finish. The new Mini-Minor is rustproofed and sprayed in Europe's most modern paint shop; a £2 million plant at Cowley, Oxford.*



*You're cradled in luxury with body-contoured seats which use the latest upholstery techniques for buoyant comfort.*



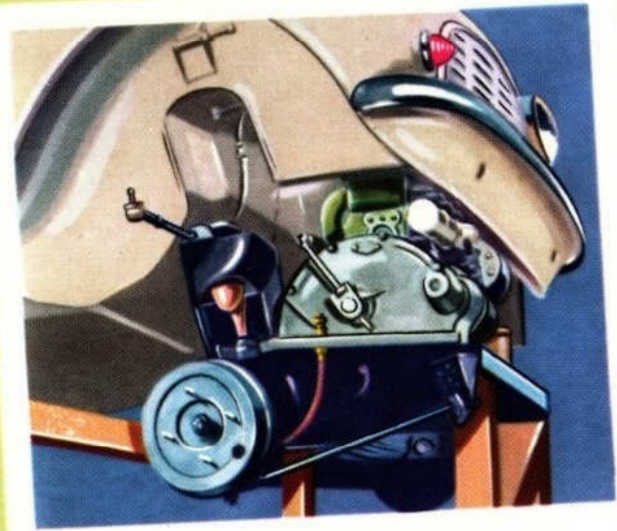
**You'll bless wide doors at times like this!**  
*The Morris Mini-Minor gets around in society; wide-opening doors and extra leg room ensure elegant exits and entrances on special occasions.*



**Fast runs for opening batsmen!**  
*You could carry enough gear for a test match! But even though Dad may only be a spectator, he'll get to the game in double-quick-time and at 50 m.p.g.!*



# BUILT TO GIVE YOU BIG CAR MOTORING -

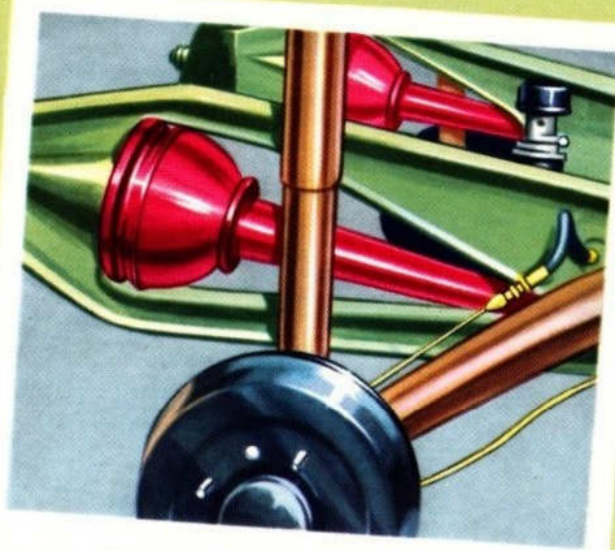


**'UNIQUE POWER PACK'**  
engine, clutch, gearbox, and drive axle  
in one unit!

**GIVES**

**WIDE OPEN SPACES**  
front and back

All the major mechanical parts of the Mini-Minor are in *one* amazing compact unit! Only 18 inches of the car's *length* are taken up by engine, clutch, gearbox, differential, and transmission. This incredible achievement means heaps more room for family motoring comfort.

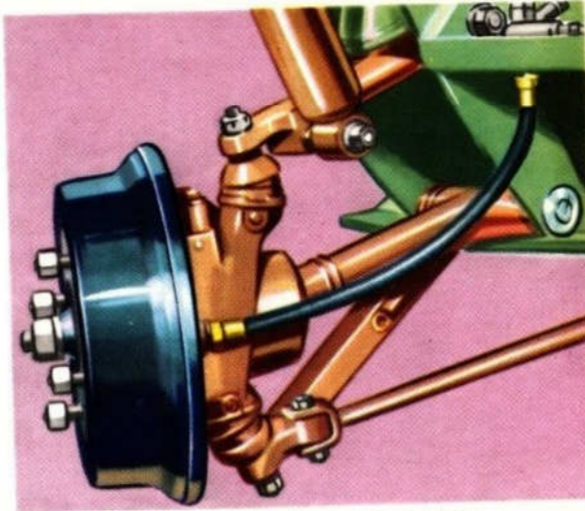


**4-WHEEL INDEPENDENT RUBBER SUSPENSION**  
—new springs

**GIVES**

**LONG-DISTANCE COMFORT AND SIMPLY STACKS MORE ROOM**

You'll rub your eyes with disbelief when you see how much luggage she 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**

**GIVES**

**EFFORTLESS MOTION**  
—like a ballerina!

In many motor-cars, a large transmission shaft runs from front to rear and there is 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!

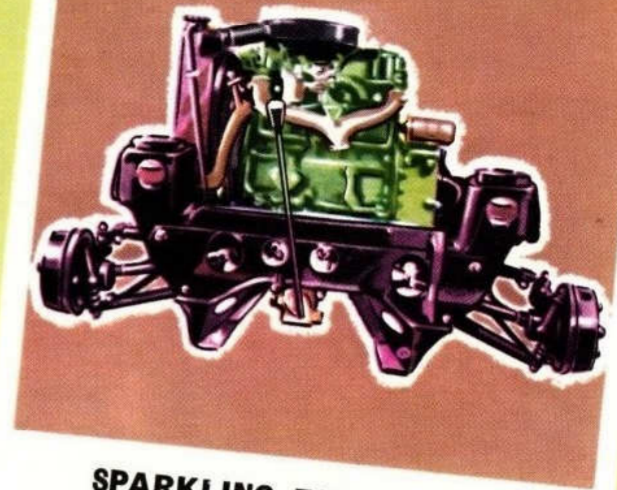
The Morris Mini-Minor is the most down-right *sensible* motor-car ever made.

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 10 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 is tomorrow's car waiting for you today!



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

**GIVES**

**TRAFFIC-BEATING POWER AND ACCELERATION**  
for the new motorways

On highways the Morris Mini-Minor performs like a greyhound off the leash. 70 m.p.h. is at your command and day-long cruising at an effortless 60 m.p.h. And 50 m.p.g. is within your reach and invites you to smile your way past filling stations!



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**SPACE-MAKING COMPACTNESS IN DESIGN**

**GIVES**

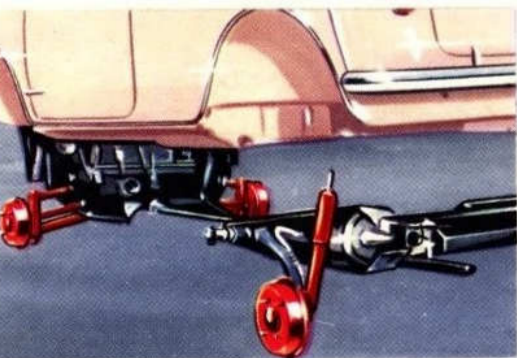
**PARKING AS EASY AS WINKING**

In busy streets the Mini-Minor simply dances through traffic—and it nips in and out of parking spaces where most drivers wouldn't even try. This superb manoeuvrability comes from the fact that it's only 10 ft. in overall length—the roomiest car ever built with such compact measurements. The very favourable wheelbase track ratio makes it inherently stable on the road. You'll find such neatness useful in your garage too—lots more room to move around!

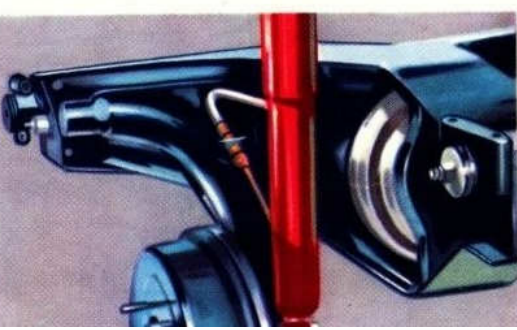


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See how simple the mechanical construction is! The body is Morris 'Mono-construction' for rigid strength and there are two mechanical sub-frames, front and rear.



Here's one of the brilliant rubber suspension units (four altogether) which give the lightest, smoothest action ever!



**MORRIS** *Mini-Minor*

**"Quality First" ALL THROUGH**

Good, powerful hydraulic brakes will pull you up in seconds. This Mini-Minor is a really safe family car!



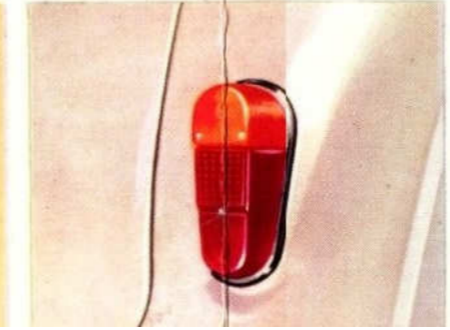
Servicing is three times easy! The same oil is used for engine, gearbox, and differential.



12-volt headlamps with dippers and separate wipers are standard equipment.



The neat tail-lamp assembly houses separate rear light, reflector, and flasher in one unit.



The simplest, most effective windows! They simply slide easily to and fro for draught-free fresh air.



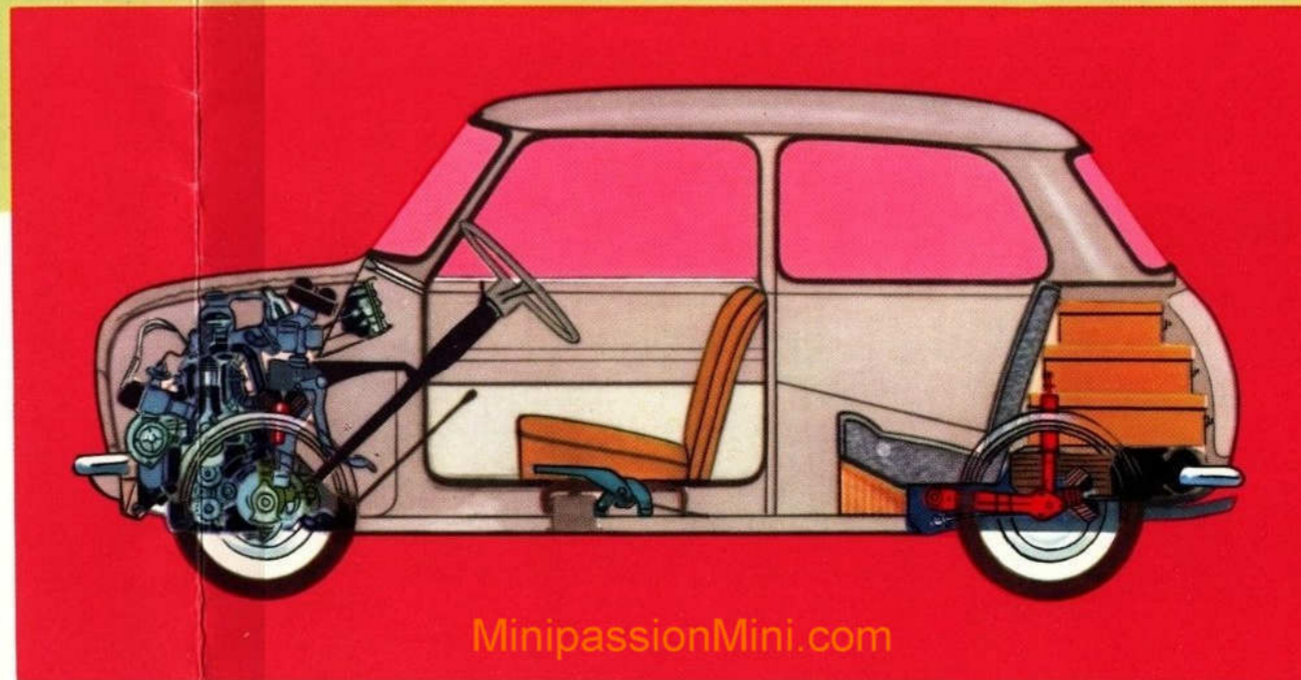
Look at the expanse of rear window! She's sitting pretty—with a perfect view all round.



Still more parcel compartments, one at each end of the full-width rear seat!



The front seat tips lightly forward to give the easiest possible rear access. No crumpled frocks with roominess like this!



MinipassionMini.com

All instruments in one quick-glance mounting. And such a useful wide-open glove tray for odds and ends.





## SPECIFICATION

**ENGINE:** Four cylinders, overhead valves with push-rod and rocker operation; bore 63 mm. (2.48 in.), stroke 68.26 mm. (2.69 in.); cubic capacity 848 c.c. (51.79 cu. in.). Three-bearing crankshaft; main bearings and connecting rod bearings with renewable liners. Compression ratio 8.3 : 1. Aluminium-alloy pistons. Full-flow renewable-element external oil filter.

**COOLING:** By pressurized 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-down draught type HS2 carburettor fed from rear tank by rear-mounted S.U. electric PD type fuel pump. Air cleaner and silencer. Fuel tank capacity 5½ Imperial gallons (25 litres, 6.6 U.S. gallons).

**TRANSMISSION:** Single-plate dry clutch with hydraulic actuation. Four-speed gearbox with synchromesh on second, third, and top gears, giving overall ratios of—first 13.657, second 8.176, third 5.317, top 3.765, and reverse 13.657 : 1. Central floor gear change. Combined transmission casing and oil sump below engine crankcase. Transversely mounted power unit with mainshaft in constant mesh with differential assembly mounted on side of transmission casing. Drive transmitted by universal-jointed shafts to the front road wheels. Final drive ratio 3.765 : 1.

**BRAKES:** Lockheed hydraulic fully compensated brakes. Pendulum-type foot pedal, 7 in. (17.8 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 valances. Full-width bumpers front and rear. Deep, well-sprung cloth upholstery. Luggage boot capacity (with lid closed) 5½ cu. ft. (154 m.<sup>3</sup>). 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 swivel pins. 15½ in. (39.4 cm.) diameter 2-spoke steering-wheel with central horn-push. Left- or right-hand steering according to markets (L.H.D. not available in the U.K.). Turning circle 29 ft. 6 in. (8.991 m.). Track—front 3 ft. 11½ in. (1.206 m.), rear 3 ft. 9½ in. (1.164 m.).

**ELECTRICAL EQUIPMENT:** High-output dynamo with compensated voltage control: 12-volt 34-amp.-hr. battery (at 20-hr. rate); double dipping headlamps with prefocused bulbs; foot

dipping 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 squab; large pockets in each door; companion boxes at each side of rear seat; washable headlining; provision for fitting radio.

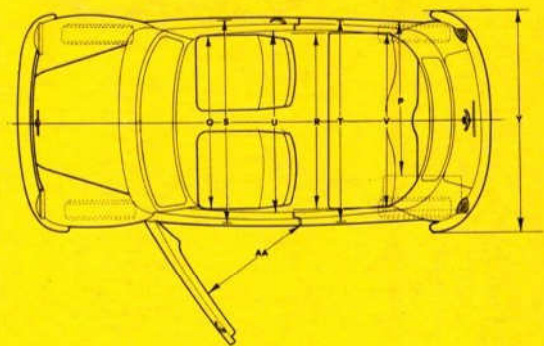
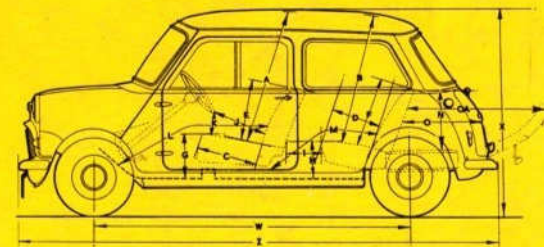
**DE-LUXE MODEL:** Also available to De-luxe specification with 2-colour leathercloth upholstery and foam-rubber seat cushions; heater and windshield demisting equipment; windshield washer; pile carpet floor covering and rubber mat in luggage boot; adjustable front passenger's seat; hinged quarter-lights; road wheel embellishers; 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 petrol filler cap, switch panel bezel, and rear number-plate lamp; ashtray and lamp with 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 markets. The De-luxe 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 filler cap and rear number-plate lamp; hinged quarter-lights; windshield washers; wheel embellishers; over-riders.

Alternative equipment at no extra cost on basic and export De-luxe 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-luxe saloons: laminated windshield, heater, radio, foam-rubber seats, vinyl-treated fabric seat covers; basic saloon only: windshield washer; De-luxe saloons only: floor carpets with underfelts, vinyl-treated fabric-covered interior panels, kick protector strips, rubber mat in luggage boots.

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



## DIMENSIONS

<b>AA</b> 2 ft. 8 in. (81 cm.)	<b>A</b> 3 ft. (91 cm.)	<b>B</b> 2 ft. 10 in. (86 cm.)	<b>C</b> 1 ft. 6 in. (45 cm.)	<b>D</b> 1 ft. 5 in. (43 cm.)
<b>E</b> 1 ft. 7 in. (48 cm.)	<b>F</b> 1 ft. 8 in. (51 cm.)	<b>G</b> 1 ft. 1½ in. (34 cm.)	<b>H</b> 1 ft. 0¼ in. (32 cm.)	<b>I</b> 11 in. (28 cm.)
<b>J</b> 1 ft. 2 in. (36 cm.)	<b>K</b> 6 in. (15 cm.)	<b>L</b> 3 ft. 5 in. (104 cm.)	<b>M</b> 3 ft. 4 in. (101.5 cm.)	<b>N</b> 1 ft. 4 in. (41 cm.)
<b>O</b> 1 ft. 7 in. (48 cm.)	<b>OA</b> 2 ft. 10 in. (86 cm.)	<b>P</b> 3 ft. 1 in. (94 cm.)	<b>Q</b> 3 ft. 7¼ in. (110 cm.)	<b>R</b> 3 ft. 5½ in. (105 cm.)
<b>S</b> 4 ft. 5 in. (135 cm.)	<b>T</b> 4 ft. 4 in. (132 cm.)	<b>U</b> 3 ft. 10 in. (116 cm.)	<b>V</b> 3 ft. 8 in. (111.7 cm.)	<b>W</b> 6 ft. 8 in. (2.032 m.)
<b>X</b> 4 ft. 5 in. (135 cm.)	<b>Y</b> 4 ft. 7 in. (140 cm.)	<b>Z</b> 10 ft. 0 in. (3.05 m.)	<b>UNLADEN WEIGHT</b> 1,331 lb. (604 kg.) approx.	

Luggage boot capacity 5½ cu. ft. (154 m.<sup>3</sup>)

Dimensions taken with front seat adjustment in the central position.

**MORRIS MOTORS LIMITED**

OVERSEAS BUSINESS

**NUFFIELD EXPORTS LIMITED**

Proprietors: MORRIS MOTORS LIMITED

**GOWLEY · OXFORD · ENGLAND**

