

New look for world's **BIGGEST**
small car buy!



1955

"The Quality First"

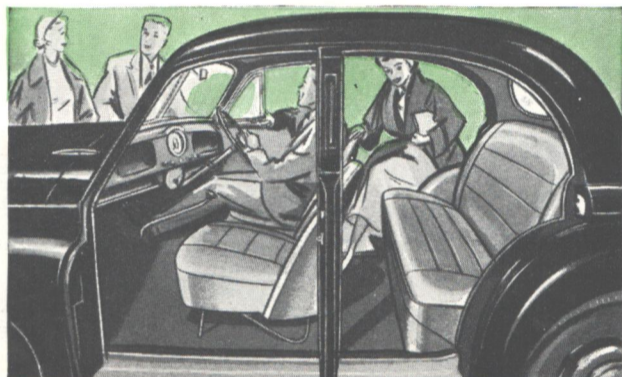
MORRIS

MINOR

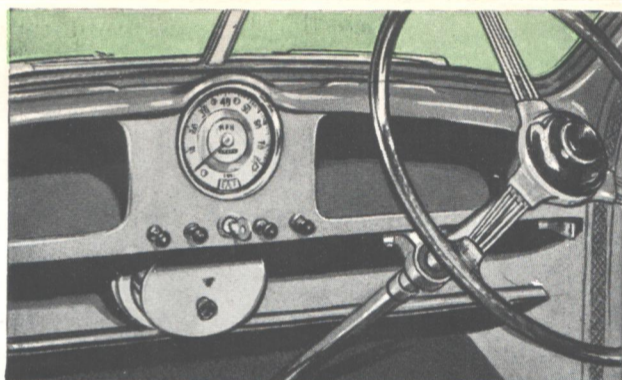
IT'S A BIG CAR in design—all passengers sit within the wheelbase for greater comfort . . . extra stability . . . better driving control.



Built all through on **BIG CAR** lines



IT'S A BIG CAR in styling—typical of the fine appointments, all the way through, are the tasteful, hard-wearing, "easy-clean" seating materials and rear door arm-rests (4-door saloon illustrated).



IT'S A BIG CAR in features—notice, for example, the attractive new fascia with convenient, easy-vision grouping of instruments and exceptionally commodious glove compartments. (Heater on de-luxe model or special order only.)



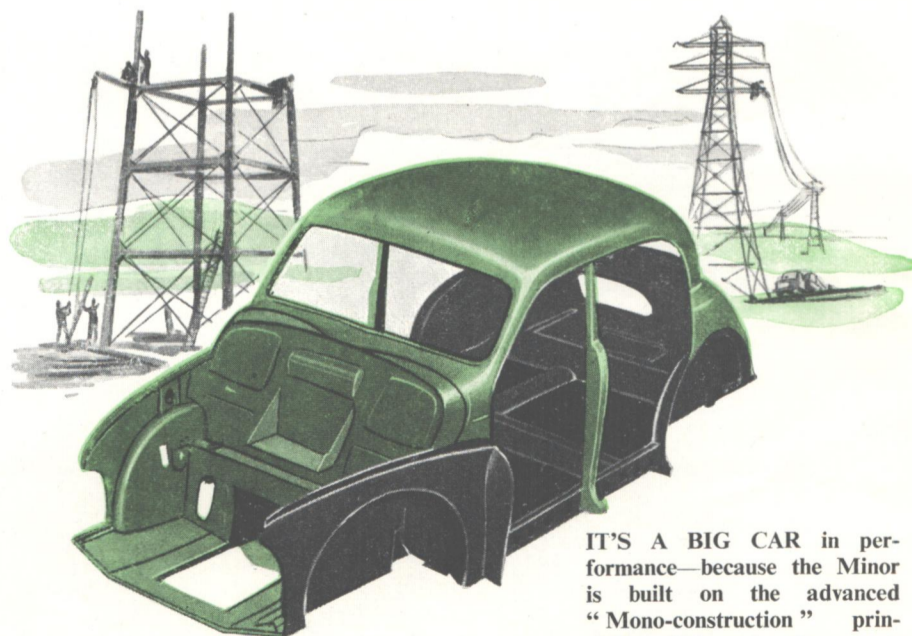
IT'S A BIG CAR in luggage capacity—seven cubic feet of space for baggage (even more when the rear seat squab is dropped). Spare wheel in separate locker.



IT'S A BIG CAR in accessibility—wide doors, hinged on the forward pillars, allow easy entry and exit. And everything under the bonnet is just as handily and sensibly designed!

"HANDSOMER than ever!"—that's how you'll describe this new-look Morris Minor! The new-styled frontal grille accentuates even more the big-car appearance of this wonderful car.

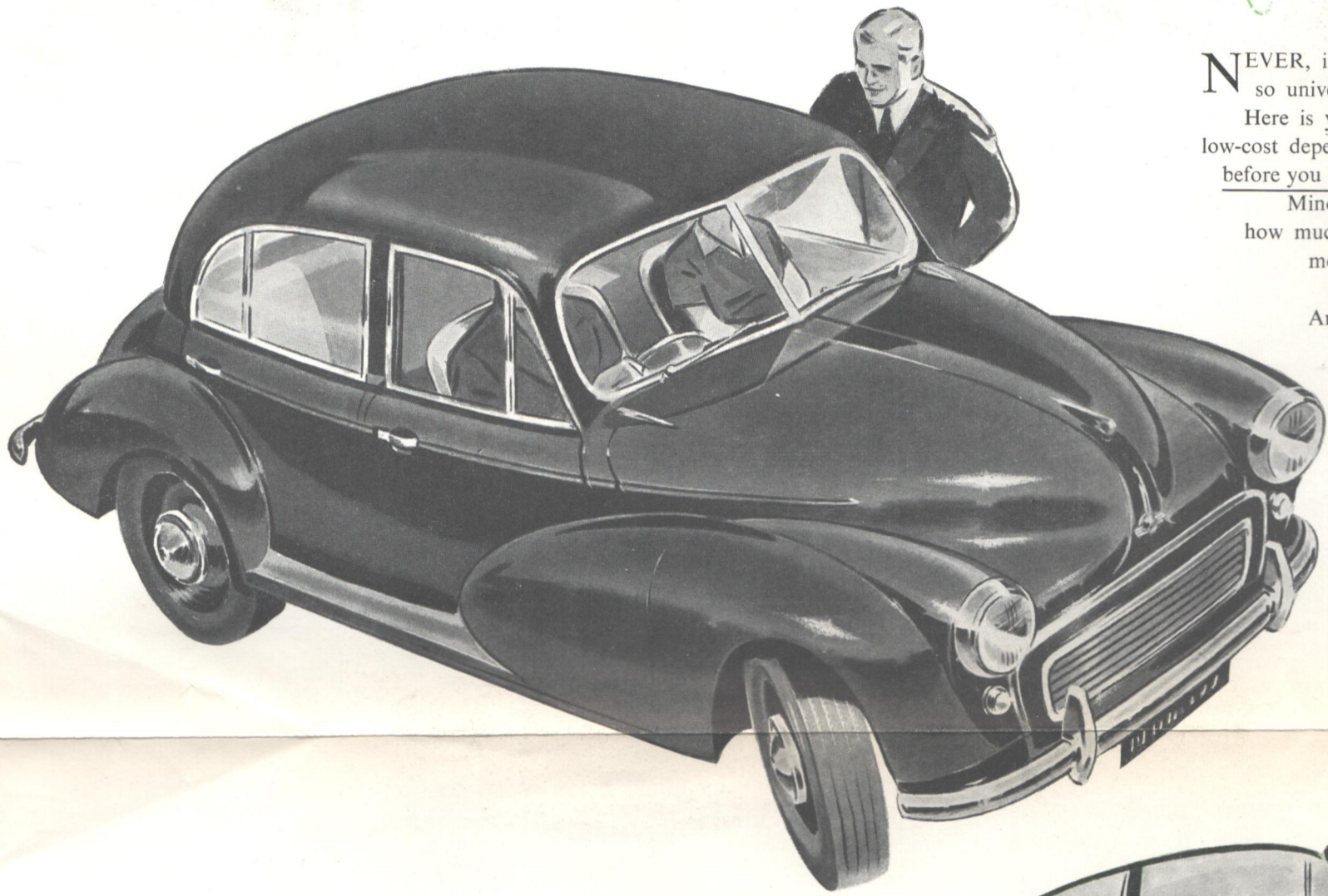
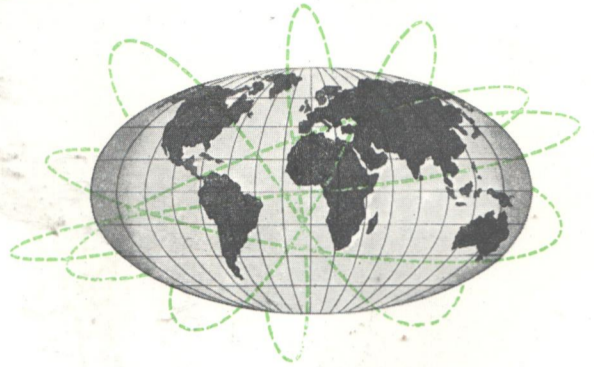
For the Minor is, truly, a BIG car—built on the same principles and to the same specification as a big car, and offering you the same supreme comfort, exciting road performance and attractive features as many a car much more costly to buy and to run. Yes . . . the "Quality First" Minor is a REAL car . . . a real pride to possess . . . a real pleasure to drive and ride in. No other car gives such generous value for money. One look, one drive—and you'll know why it's called "The world's biggest small car buy!"



IT'S A BIG CAR in performance—because the Minor is built on the advanced "Mono-construction" principle. This not only ensures tremendous strength and longer wear, but provides the lively o.h.v. engine with a far more favourable power-to-weight ratio.

*Big beyond belief
- proved beyond doubt*

Thousands of millions of road-pro
miles behind it!



NEVER, in motoring history, has a car been so universally, and with such enthusiasm, Here is your assurance that the Minor you low-cost dependability, in roominess, comfort a before you buy. You know your money—and Minor. Let your Morris dealer show how much the Minor can offer you in the motoring. As you head for the open acceleration and superb hill-climbing. And notice how easily the Minor can Notice too its docility in traffic and phenomenal stability... the Marvel at the comfort of and the superlative, smooth springing. The beautiful seats four—and an accommodation is equally

And remember :
achieved—by spe
scientific car
round open
returns
so lit

The BIG look that's real!

REAL BIG-CAR COMFORT:

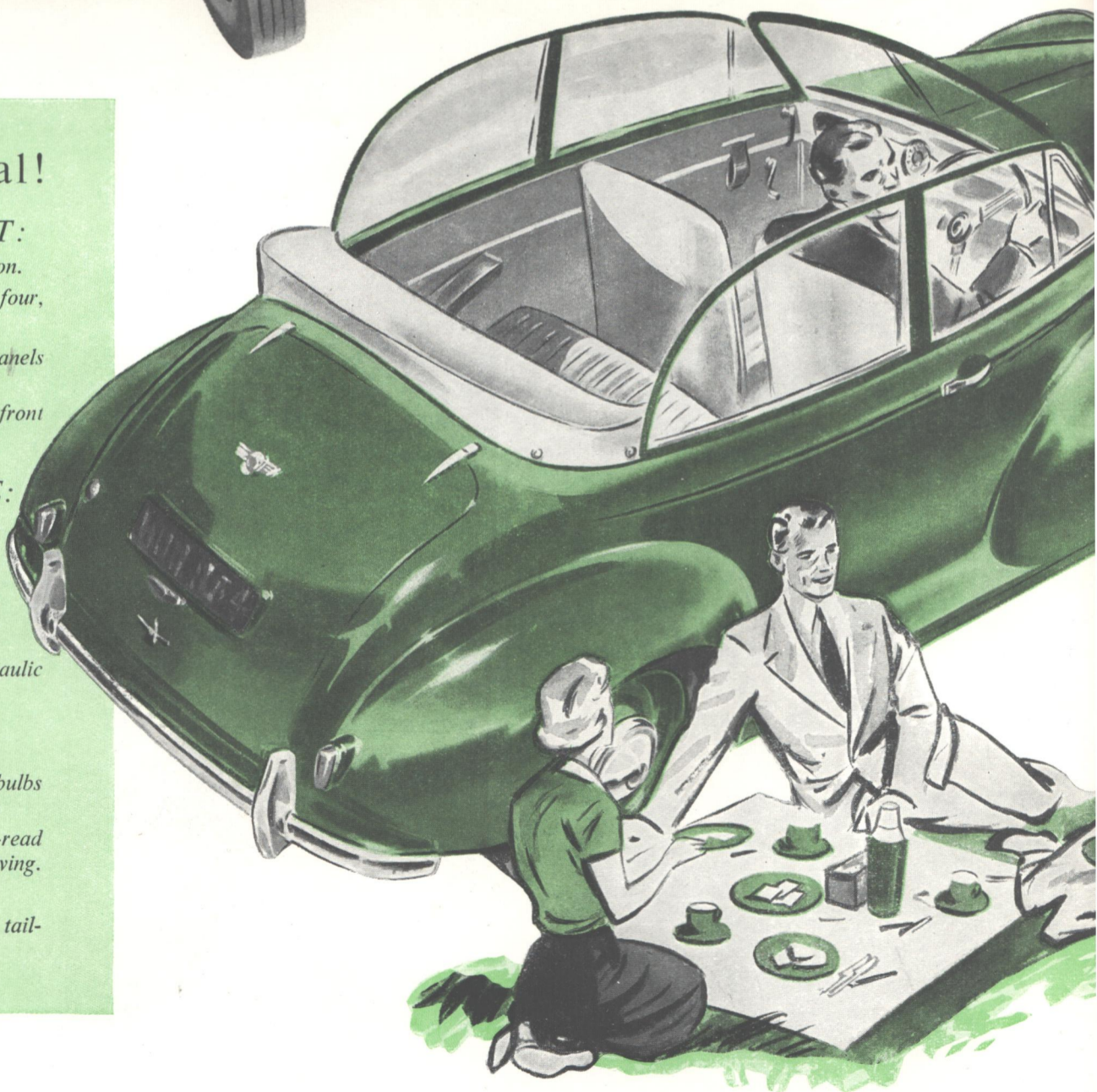
- ★ Torsion bar independent front wheel suspension.
- ★ Extra width provides ample seating for four, all within the wheelbase.
- ★ All windows safety glass with hinged front panels for controlled ventilation.
- ★ Double-acting hydraulic shock absorbers front and rear.

REAL BIG-CAR PERFORMANCE:

- ★ High-efficiency o.h.v. engine combines terrific performance with amazing economy.
- ★ Four-speed synchromesh gearbox.
- ★ Finger-light steering and real "panoramic" visibility.
- ★ Lockheed four-wheel fully compensated hydraulic brakes.

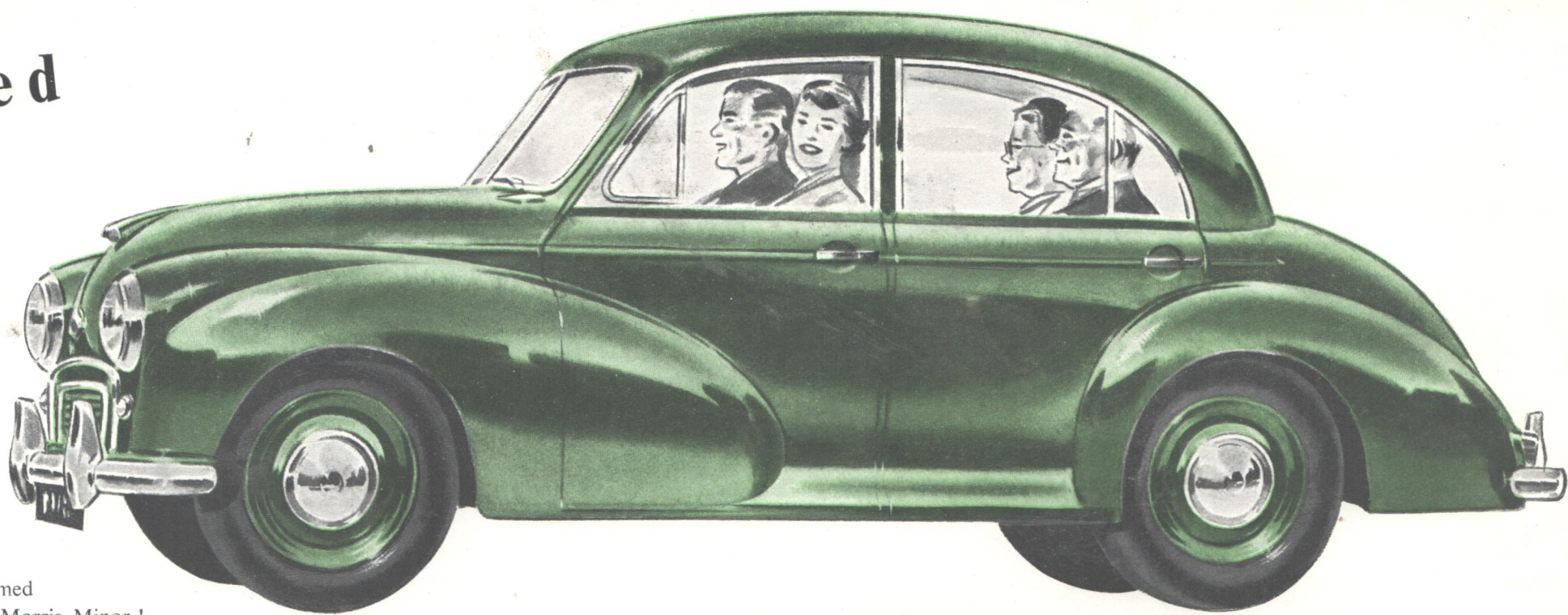
REAL BIG-CAR FEATURES:

- ★ 12-volt dipping headlamps with pre-focused bulbs and dipping beam warning light.
- ★ New facia panel with exceptionally easy-to-read instrument group. Soft-glow light for night driving.
- ★ Hypoid final drive.
- ★ Rack-and-pinion steering. Twin stop- and tail-lights embodying reflectors.

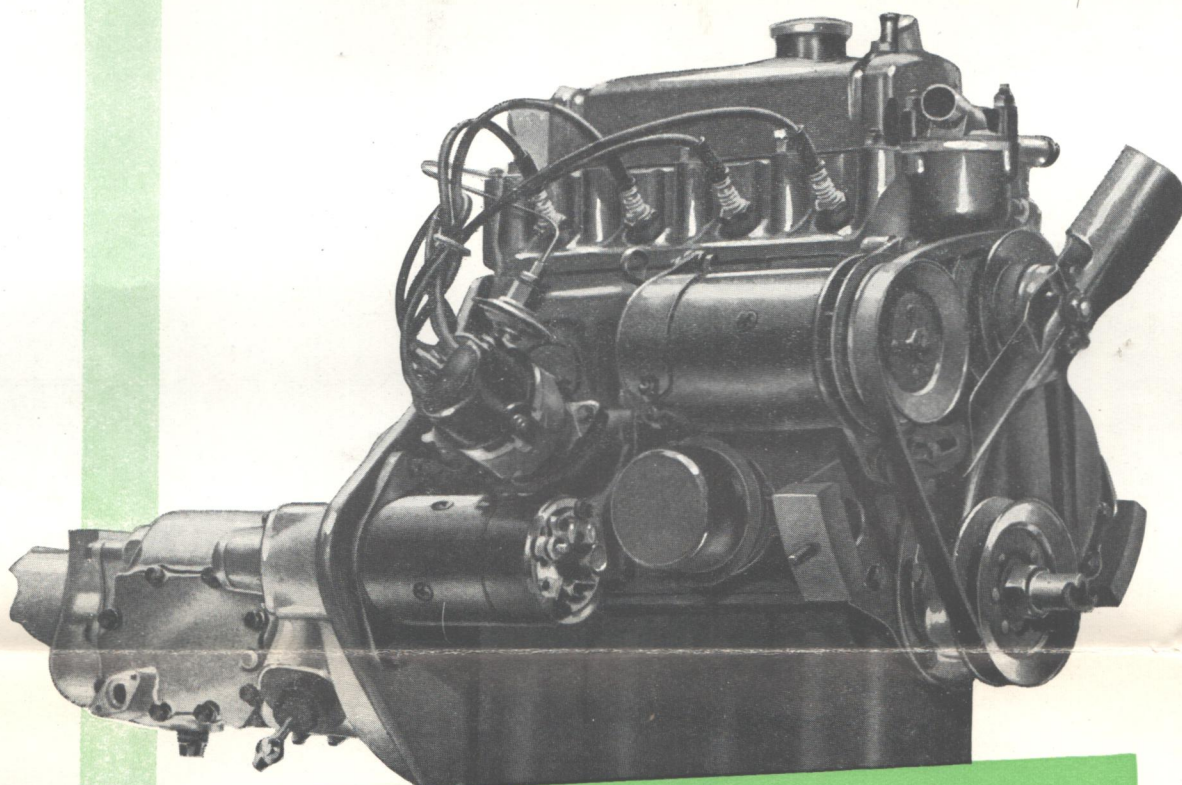


No wonder the Minor is the mo

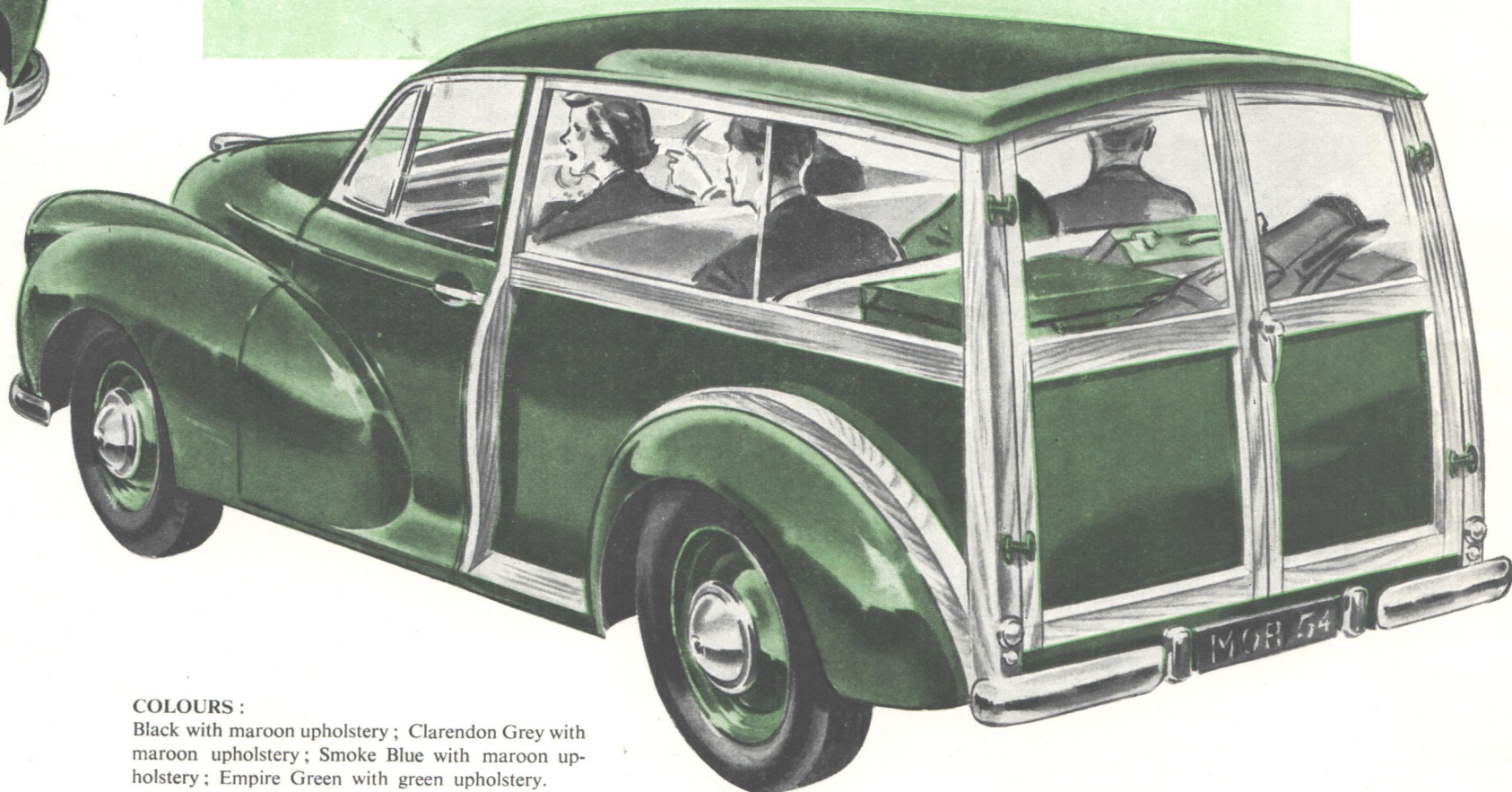
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claimed
 the Morris Minor!
 noose is proved... in
 delightful performance...
 your enjoyment—is secure in a
 u, in a fact-proving demonstration,
 best kind of economical
 spaces you'll thrill to the brilliant
 of the lively o.h.v. engine...
 sustain a high cruising speed!
 Mark the finger-light steering
 fe, precise way it corners...
 within-the-wheelbase seating,
 onrolled ride of torsion bar
 finished and equipped interior
 occasional five—and luggage accom-
 erous (7 cu. ft. of usable space).
 l this extra motoring pleasure is
 list methods of production and
 ation—with remarkable all-
 on economy. No other car
 much satisfaction-per-mile for
 cost!



★The O.H.V. Engine that gives big-car performance with small car economy



COLOURS:
 Black with maroon upholstery; Clarendon Grey with maroon upholstery; Smoke Blue with maroon upholstery; Empire Green with green upholstery.

st-sought-after car in the world!

SPECIFICATIONS

STANDARD MODELS: CARS

ENGINE. Four cylinders; overhead valves with push-rod and rocker operation; bore 58 mm. (2.28 in.), stroke 76 mm. (3.00 in.); cubic capacity 800 c.c. (49 cu. in.); three-bearing crankshaft; renewable steel-backed white-metal bearing liners; renewable external oil filter; aluminium alloy pistons.

COOLING. By pressurised thermostatically controlled system and impeller pump assisted by fan.

IGNITION. Automatic advance and retard with vacuum and centrifugal control.

CARBURATION. S.U. automatic carburettor, fed from 5-gallon (22.7-litre) rear tank by S.U. electric fuel pump.

TRANSMISSION. Borg & Beck single-plate dry clutch with light action to four-speed gearbox with synchromesh engagement for second, third and fourth gears, giving overall gear ratios of: first 21.985, second 13.9, third 9.03, top 5.375, and reverse 27.81; central gear-change lever; final drive by Hardy Spicer propeller shaft with needle-bearing universal joints and reverse-spline-type sliding joint. Three-quarter-floating back axle with hypoid final reduction gears.

BRAKES. Lockheed hydraulic fully compensated brakes operated on all four wheels by foot pedal; simple shoe adjustment, which simultaneously adjusts hand brake.

BODY AND CHASSIS UNIT. The mono-construction body incorporates the body shell, floor, bulkhead, frame members, and wing valances. Bodies are completely treated for rust prevention in world's most up-to-date plant. Full-width one-piece bumpers front and rear.

SUSPENSION. Independent front suspension by long torsion bars. Long swivel pins; hydraulic piston-type shock absorbers with arm forming upper suspension wishbone. Vernier adjustment for torsion bars. Semi-elliptic rear springs with rubber mountings, and piston-type hydraulic shock absorbers.

WHEELS AND TYRES. Disc-type wheels with four-stud fixing equipped with Dunlop 5.00-14 tyres. Spare wheel carried in separate compartment.

STEERING. Rack-and-pinion steering gearbox with direct linkage to steering arms on swivel pins. Left- or right-hand drive according to markets.

ELECTRICAL EQUIPMENT. Dynamo with compensated voltage control; 12-volt battery; dipping headlamps; main headlamp beam indicator light; foot dipping switch; separate

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sidelights; twin stop- and tail-lamps; number-plate lamp; instrument panel lighting; dual-arm electric windshield wiper; electric horn; direction indicators (4-door saloon has automatic cancelling switch), left-hand-drive models are fitted with flashing direction indicators; ignition warning light; roof lamp (4-door saloon only).

INSTRUMENTS. Speedometer; fuel gauge; oil gauge.

CONTROL PANEL. Ignition switch; mixture control; starter switch; two-position lamp switch; windshield wiper switch.

GENERAL EQUIPMENT. Triplex safety glass all round; Vynide upholstery; pile carpets; rear ashtray on 4-door saloon; driving mirror; hinged ventilator panels in front doors; door locks with flush-fitting, pull-out-type handles; bucket seats with instant adjustment on driver's seat; hinged passenger seat with adjustment; glove trays; full-width parcel tray; inbuilt demisting ducts; driver's sun visor (saloons only); full-width bumpers front and rear; special jack. Provision for wireless equipment.

DE-LUXE MODELS. Cars are also available with the following additional equipment:—Passenger's sun visor (saloons only), bumpers with over-riders, seat cushions and squabs leather-covered, and heater equipment in home models. The heater equipment is optional on all export models at extra cost. Bumper over-riders are optional equipment on "standard" export models at extra cost. Flashing direction indicators, twin horns, sealed beam lamps and induction heaters are standard equipment on vehicles for the North American market.

STANDARD MODELS: MINOR TRAVELLER

BODY AND CHASSIS UNIT. The special body incorporates the front body shell, floor, bulkhead, frame members and wing valances, onto which is built a spacious travellers car type body. Basic body structure completely treated for rust prevention. Full-width bumpers at front, quarter bumpers at rear with central number-plate. Bucket-type front seats with tip-up fitting to allow easy access to rear seat. Folding rear seat which provides comfortable seating for two passengers or folds flush with rear floor, giving large flat platform when required. Large side windows with sliding panels. Wide double rear doors with automatic locking check device. Upholstered in leathercloth.

DE-LUXE MODELS. Also available to "De-luxe" specification with seat cushions and squabs leather-covered. 2½-kilowatt heater, passenger's sun visor and front bumper over-riders.

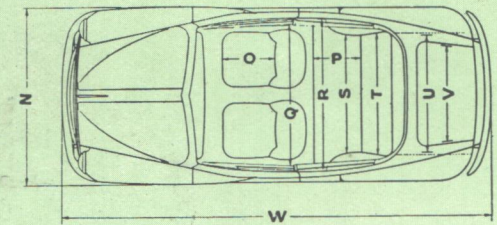
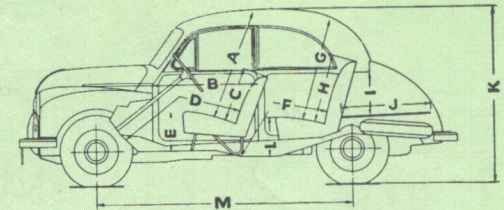
DIMENSIONS

CARS

A	B 2-door	B 4-door
38 in. 96 cm.	33 in. 83 cm.	28 in. 71 cm.
C	D	E
19 in. 48 cm.	44/47 in. 112/119 cm	12½ in. 32 cm.
F	G	H
41/44 in. 104/112 cm	37 in. 94 cm.	23 in. 58 cm.
I	J	K
14 in. 35 cm.	29 in. 73 cm.	60 in. 152 cm.
L	M	N
11½ in. 29 cm.	86 in. 218 cm.	61 in. 155 cm.
O	P	Q
19 in. 48 cm.	18 in. 45 cm.	48½ in. 123 cm.
R	S	T
46½ in. 118 cm.	41 in. 104 cm.	44 in. 112 cm.
U	V	W
38 in. 96 cm.	31 in. 78 cm.	148 in. 376 cm.

Width of rear door on 4-door saloon 28 in. (71 cm.).

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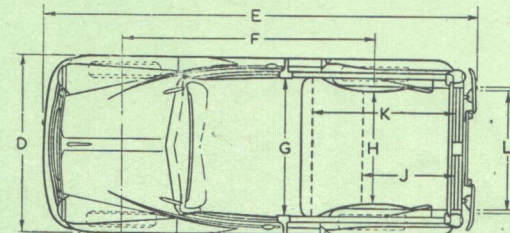
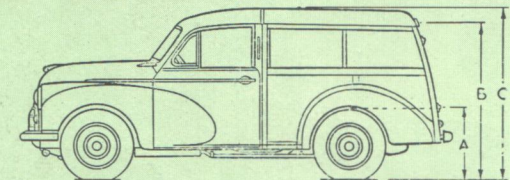


MINOR TRAVELLER

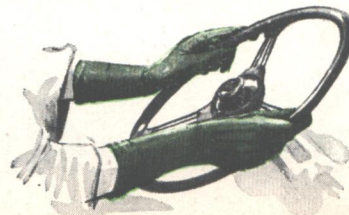
A	B	C
26½ in. 67 cm. (unladen)	55½ in. 141 cm.	60½ in. 154 cm.
D	E	F
61 in. 155 cm.	149 in. 378 cm.	86 in. 218 cm.
G	H	J*
46½ in. 118 cm.	39 in. 99 cm.	31 in. 79 cm.
K†	L	
50 in. 127 cm.	41 in. 104 cm.	

* At floor level with rear seat in position.

† At floor level with rear seat folded.



MORRIS MOTORS LIMITED
Overseas Business
NUFFIELD EXPORTS LIMITED
Proprietors Morris Motors Limited
COWLEY, OXFORD, ENGLAND



Judge the "Minor" at the wheel—you won't believe you are driving a small car!