

MORRIS MINOR FOUR-DOOR SALOON

From all points of view . . . the world's **BIGGEST** small car buy

The MORRIS MINOR saloons and convertible are "Quality First" cars that offer you the finest kind of low-cost motoring. In specification these Morris cars give everything that you and the family have been hoping for. They fit modest family budgets in low purchase price, economical running and upkeep costs. They are roomy, comfortable, delightful to drive. The tailored hood of the convertible is easy to erect and put away; there are winding glass windows to both doors. Both models have a large luggage trunk with seven cubic feet of usable space. The spare wheel is always accessible in a separate locker. The MORRIS MINOR has real performance and phenomenal stability on the open road and can be driven around corners

with rock-steadiness, and with the utmost precision. Seats placed within-the-wheelbase are a proved comfort factor. The superlative springing of the torsion bars gives a safe, smooth controlled ride over all road surfaces. And you get more motoring for your money from a MORRIS MINOR. Specialist methods of production, fine-limit machining and scientific carburation all achieve low fuel consumption. You get a full measure of power from every tankful of fuel—more miles to the gallon.

Learn how little it costs to buy the MORRIS MINOR—how much it saves to run. It is by far the world's **BIGGEST** small car buy.



The bonnet catch is released from inside the car by gently pulling a control ring located under the instrument panel. As an additional precaution, the bonnet cannot be raised until the safety hook under the bonnet has also been released by hand. Morris one-piece bonnets are light and easy to handle—and allow maximum engine accessibility.



Children can be carried in comfort and complete safety in the rear seat of the Two-door Morris Minor. The door handles are at the front so the children cannot reach them, there is no danger of the doors being opened accidentally while travelling. Upholstery is washable, and can easily be kept in good condition. Irrisome restrictions on the children are unnecessary.

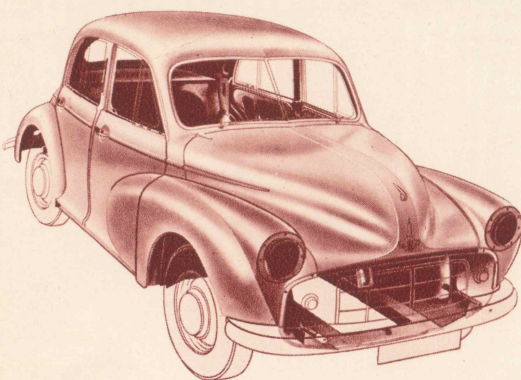
MORRIS offer you the finest motoring value

These "Quality First" cars offer you the finest kind of low cost motoring. Their moderate first cost puts them within reach of you and your family. They are economical to run, cost little to maintain and will give you dependable service for years. Morris cars are the perfect family cars.

Outside styling is modern and impressive. You have a choice of several attractive colours, baked on to a rust-proofed surface, which will retain their original freshness indefinitely. The colour of the upholstery is in tasteful contrast with that of the exterior. Inside, there's room for

the whole family in "fashion styled" comfort. Large capacity lockers ensure that the family luggage can be easily stowed away. Compact overall size brings handiness in traffic with easy parking and garaging.

These beautiful Morris cars are built to stay new for a long time. They're strong—they're safe—they ride smoothly over all kinds of surfaces. Go now!—and see for yourself that Morris provides value for money that cannot be beaten by any car in the world.



*MONO-CONSTRUCTION

No Morris cars are now built with a separate body and heavy chassis frame. Pioneered by Morris since 1938, "Mono-construction" is a building process which is stronger, safer, more modern. The all-steel structure combines body shell, chassis frame, pillars floor and roof in one unit of immense, lasting strength. The whole is rust-proofed in a special plant before painting. Morris "Mono-construction" brings you greater safety—more comfort—improved performance—at less cost.



Stronger

Exhaustive tests show that "Mono-construction" is far stronger, has more torsional rigidity, than a separate body and chassis.

Lighter

You get one single-welded unit instead of two. This eliminates useless weight, adds to speed, reduces fuel consumption.



Lasts Longer

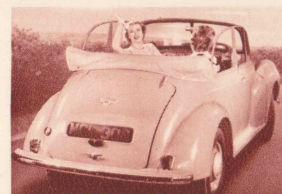
Thousands of road miles have proved that "Mono-construction" stands hard wear better and lasts years longer. Rust-proofing eliminates rust.

Safer

Driver and passengers are safer—they're protected more—inside the strong "Mono-construction" Morris body.

More Silent

There are no rivets—no body bolts to rattle or squeak. "Mono-construction" will give you silent service for years.



If you like the sun and the open air then here is the car for you—the Morris Minor Convertible. The trim, like the strong, durable hood, is made to withstand both wear and weather. This is easily the world's biggest small car buy.



Twin electric wipers sweep a wide area and keep the windscreen clean and clear. They give you peace of mind, more confidence and extra safety in wet weather. Twin windscreen wipers are a standard feature on all Morris cars.



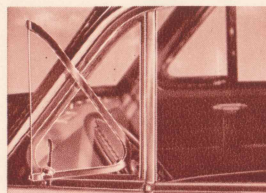
For rear passengers, there is plenty of head, leg and elbow room. They sit relaxed and at ease. Even a long journey will not fatigue them. Deep-pile carpets pad the floor. All doors are big, wide and easy to enter.



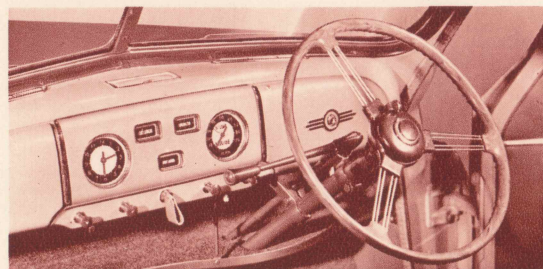
Morris Minors are ideal for use on a shopping expedition. Town traffic has no terrors for them. They are easy to drive because the short wheelbase and light, accurate steering make them highly manoeuvrable. A Morris Minor owner can slip through congested traffic in a way impossible with a larger car. Parking, too, ceases to be a problem. And parcels can be stowed in the roomy shelf at the rear as well as in the full-width tray under the fascia panel at the front of the car.



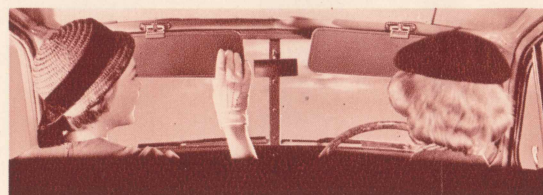
Front seats of the Morris Convertible tip forward. It's easy for rear passengers to get in or out. There's plenty of leg-room, too.



Front ventilating windows can be quickly and easily adjusted to any desired position. In hot weather they open outwards to act as air scoops.



Strikingly styled, Morris fascia panels include well grouped, flush fitting instruments. Dials are large and easy to read with soft-glow lighting for night-driving. Under the fascia is a deep tray. This is a useful receptacle for parcels, packages, road maps and the odd things one may wish to keep close at hand. (Morris Oxford illustrated.)



Twin sun visors are standard on all Morris cars. Neat and unobtrusive, they are of adequate size, matching the head cloth in colour. A friction mounting allows them to be freely moved yet remain firmly in the required position. Eyes of driver and front passenger are protected from the sun.



Low pressure tyres increase riding comfort. Large section, long wearing tyres give better road grip and a safer, surer, "straight-line" stop in emergencies.



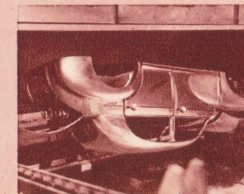
The pistol-grip hand brake (Oxford and Six) is light and easy to use. It is independently operated by cables to the rear wheels.



Morris doors have a double-action safety lock. If the door is not properly fastened, the second lock holds it securely until it can be properly closed.



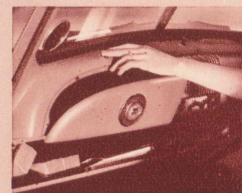
Ashtrays are provided on all Morris cars. They are easily reached by the driver and passengers without stretching. (Morris Oxford illustrated.)



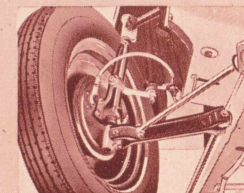
Victory over rust. Morris bodies are proofed against rust before painting, rendering them impervious to rust and ensuring life-long beauty of finish.



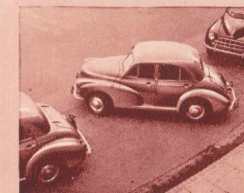
Lockheed hydraulic brakes are an in-built safety feature. Operating on stiff cast-iron brake-drums, they are certain and instant in action. The disc-type wheels are easy to clean.



Where to put those odds and ends is no problem in a Morris. The compartment in the fascia panel has an ingenious push-button lock. (Minor illustrated.)

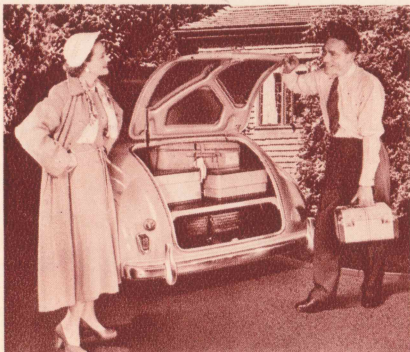


All seats are within-the-wheelbase. You travel cushioned from the road by torsion bar independent front suspension. The spring is in the twist of the torsion bar.

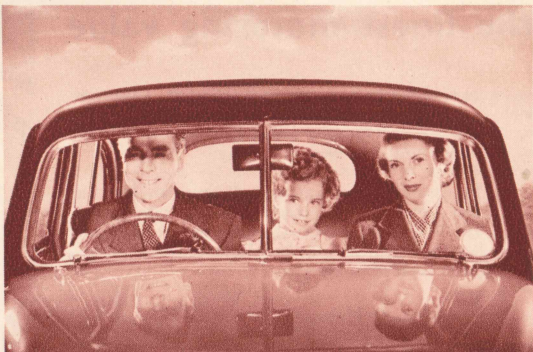


Easy to park, these Morris Cars! Their compact over-all size and exceptionally light, positive steering mean you can manoeuvre much more easily.

*Pioneered by **MORRIS** since 1938



You've got room for lots of luggage in the Morris Oxford and Six—there is over 10 cubic feet of usable space in the capacious locker. The spare wheel is housed in a separate compartment so that it can be reached without disturbing the luggage.



Clear driving vision is another Morris safety feature. You sit well up in comfort and the large V-type windscreen gives a wide angle of vision. Slender corner and door pillars eliminate dangerous blind spots, which add to the driver's confidence. The well-upholstered one-piece front seat provides room for three people when necessary.



Relax in perfect comfort in the rear seat of the Morris Six. The seat is extra wide and deep and there is plenty of leg room. Centre arm-rest folds back when not required. Arm-rests are also fitted on the rear doors.

Drive in style with comfort, performance, reliability and economy

Yes . . . it is a new thrill to ride or drive in this sweet handling, smooth riding MORRIS OXFORD! Notice the dozens of "Quality First" features too! See how all-round visibility, correctly designed seating and finger light steering add to your driving enjoyment. See how the "fashion-styled" roomy interior, with deep, wide seats and plenty of headroom, increases your riding comfort. See how Morris engineers have built "Quality First" into every engineering feature. Best of all, see THE MORRIS OXFORD yourself—TODAY!

In a MORRIS OXFORD you travel safely and comfortably, cradled between the wheels, cushioned from the road by torsion bar independent front suspension. Low to the road and wide, a MORRIS OXFORD is incredibly secure on curves . . . holds the road as though part of it. Whatever the road surface, whatever the speed, the superb Lockheed hydraulic brakes operate safely and smoothly in any emergency.



MORRIS OXFORD SALOON