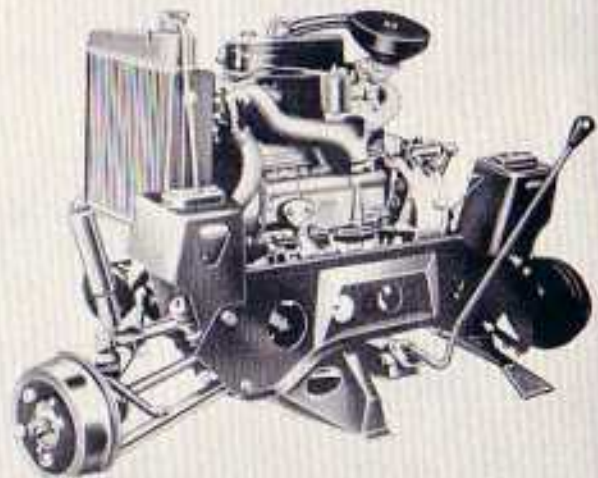




**ENGINE, GEARS, DRIVE AXLE ALL MOUNTED TOGETHER IN ONE BRILLIANTLY DESIGNED UNIT!**



**GENIUS AND COMMON SENSE HAND IN HAND! REVOLUTIONARY ENGINE COMBINES GEARS AND DIFFERENTIAL INSIDE THE SUMP!**





## A BRILLIANT! — NEW! CONCEPT IN DESIGN ... THE EAST-WEST ENGINE

Something BIG — something new and brilliant has happened in motoring history, dramatically *different*, excitingly *economical*. The new incredible Morris 850 has the engine mounted east-west across the frame, giving lots more room, taking up only 18 inches of the car's 10-foot length. Engine, gears, drive axle are all mounted together in one superbly designed unit. Yet this is no untried newcomer. It's a development of your trusty friend, the world-famous Morris Minor engine, backed by sound tradition and years of practical experience. The Morris 850 puts more in your motoring . . . leaves hundreds more pounds in your bank.





WHICH WAY IS AN ENGINE?

**INCREDIBLE**

**NEW MORRIS 850!**

# ALL EYES ARE ON THE MORRIS 850! . . . THE MOST REVOLUTIONARY LIGHT CAR IN DECADES



The incredible Morris 850 is the product of some of the greatest technical brains in the motoring industry. You'll admire its sparkling colours, beauty of line and finer finish, the traditional quality in upholstery and fittings that are all so typically "Morris."

No other light car has such relaxing leg room for driver and passengers. The absence of transmission shaft means a flat floor, lets more space, more comfort on long trips.

No other light car has such deep, comfortable seats with space to spare under the rear seat for the picnic hamper, beach bag and other odds and ends.

Open the doors. Look at the deep shopping pockets on each one. This is the place for maps, handbags, vacuum flasks and for all those smaller parcels you collect while shopping. (Great idea for carrying house eggs or "roll-about" fruit.) You'll find still more parcel compartments at each end of the rear seat, too.

See how the front-fixture luggage boot opens widely, swallowing up all your cases and gear, stowing them away safely at the back, where they ought to be.

There's something for everyone in the Morris 850. Seasoned car owners admire its performance, economy and sound construction as well as its clean-cut lines. Mechanics like its accessibility; the whole rear suspension assembly can be removed in record time. Laidy drivers are in love with its quick helpful response. It's so easy to drive, gives such a feeling of dependability. No trouble, either, for older passengers to get in or out. Wide-opening doors and extra space make their every trip a cushioned pleasure cruise.



**SEE IT!  
SIT IN IT!  
DRIVE IT!**

Look at the dramatic new instrument panel with speedometer, mileometer and fuel gauge all in one read-at-a-glance mounting. Sink into the shaped-to-form seats. Notice how the flat floor gives lots more leg room.

Drive it! Feel the quicksilver take-off, the easy, flexible gear changes—four forward speeds for superb hill-climbing or careful traffic weaving.

You'll travel anything up to 70 m.p.h. in the Morris 850 and one gallon of petrol can take you up to 50 miles. You'll be complimented as the best driver ever, because the marvellous new suspension sees that there's never a jolt or bump and the hydraulic brakes have an automatic balancing system for smoother, safer stopping.

Whisper-quiet engine . . . nifty parking . . . terrific economy, the incredible Morris 850 is **YOUR CAR.**



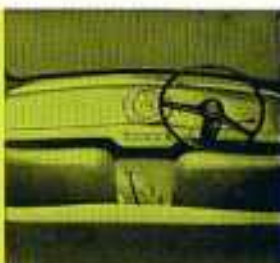
**REAR SEAT**, meshed for comfort, has parcel compartments at each end as well as underneath.



**THE LUGGAGE BOOT** has room for everything! Built partly the car, behind flush-fitting door.



**WIDE-OPENING INNER** gives easy access. Roomy pockets safely carry small parcels and personal belongings.



**THE DASH** is simplicity itself. Speedometer, mileometer, fuel gauge together in one mounting. Parcel shelf underneath.

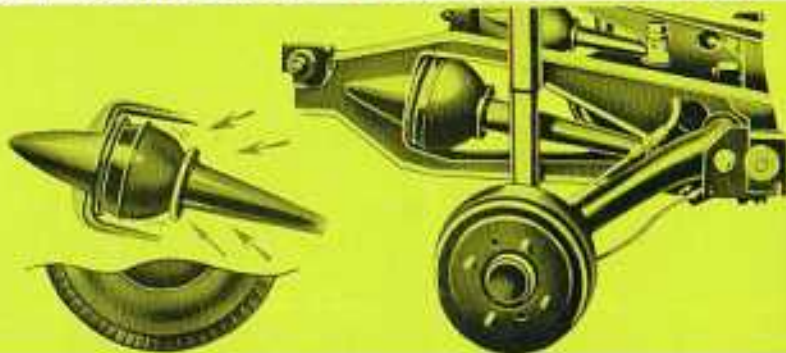


**MOST INSIDE SPACE PER-FOOT-OF-CAR EVER**



**FRONT WHEEL POWER LETS YOU DRIVE THE NATURAL WAY**

*Front wheel drive will be a wonderful new experience for many motorists — and you'll like it! Not only is this a simpler, far more natural method of driving but it makes the Morris 850 instantly responsive to the controls — and puts wings on your wheels!*



**NORMAL SPRINGS ARE THINGS OF THE PAST YOU FLOAT ALONG ENTIRELY ON RUBBER**

*Here again the motoring world is staggered by the Morris 850! It's the first British car ever to eliminate ordinary springing. Instead, it has one of the most revolutionary suspension systems ever invented. Each wheel actuates a solid rubber cone spring unit rigidly mounted in the semi chassis. Separate telescopic dampers cushion each road shock, so you have completely independent four-wheel suspension.*

*Thoroughly tested under roughest possible conditions, the whole system has proved an absolute triumph! Your motoring is safer, smoother, more buoyant than ever before.*





SEE THE EAST-TO-WEST ENGINE - A BRILLIANT NEW CONCEPT IN DESIGN

**INCREDIBLE**  
NEW MORRIS 850!