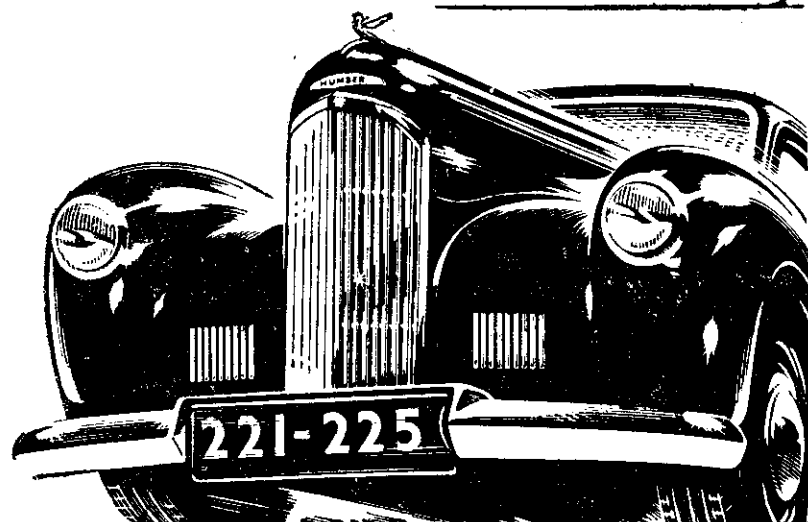


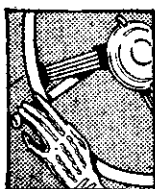
ANNOUNCING



# A BEAUTIFUL NEW HUMBER TEN FOR 1948

- FINGER-TIP GEAR CHANGE UNDER STEERING WHEEL
- LOCKHEED HYDRAULIC BRAKES
- SMART MODERN STYLING INSIDE AND OUT

and many other improvements including new crash proof synchromesh gear-box, full leather upholstery, locking bonnet, sealed reflector head lamps, easi-clean disc wheels, rear axle mounted in rubber, new quick action jack, etc.

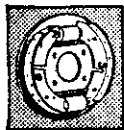


## GEAR CHANGE ON STEERING COLUMN

The new "Synchromatic" gear change is smooth, light, positive and crash proof. Light finger pressure is all that is required to change gear. No new technique has to be learned as gears are in the same relative positions in the gate as on previous Humber Tens. Combined with this finger-tip control is a new 4-speed gear-box with special control rings which make it impossible to crash the synchromesh gears. The design throughout is simple and accessible without complicated mechanism.



HUMBER LTD.,  
Motor Car Manufacturers  
by appointment to  
H.M. The King



## HYDRAULIC BRAKES OF NEW DESIGN

The latest type 2-leading shoe Lockheed Hydraulic Brakes are fitted. These give a very powerful, even pull-up with light pressure and ensure perfectly balanced braking at all times.

## PETROL RATION GOES FARTHER!

The economical Humber Ten gets every mile possible out of your petrol ration.

A product of the Great ROOTES GROUP, makers of HUMBER, COMMER, Sunbeam-Talbot, Karrier — Regional Representative, Fishermen's Bend, Port Melbourne, Australia.

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A Bright and Healthy  
Home in every tin

*Poliflor*  
WAX FLOOR POLISH

For Dark Wood Floors, Doors and Furniture use **DARK** Poliflor

"Can you  
keep a  
secret?"

— says  
Mrs. Rawlins



"Only the other day Mrs. Parkinson was saying, and you know what a pernickety person she is, that she'd never seen her linen such a good colour as she had since I came to do it. But every good laundress knows that **Reckitt's BLUE** in the final rinse keeps your linen a good colour."

BL.59