



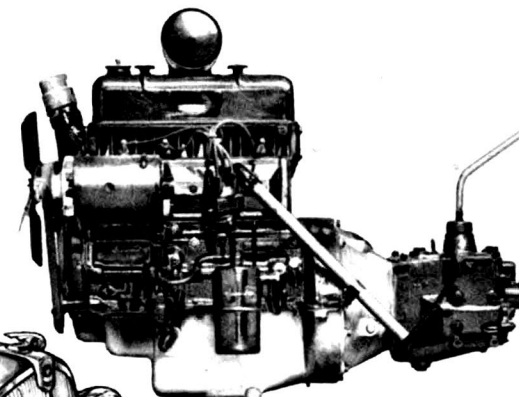
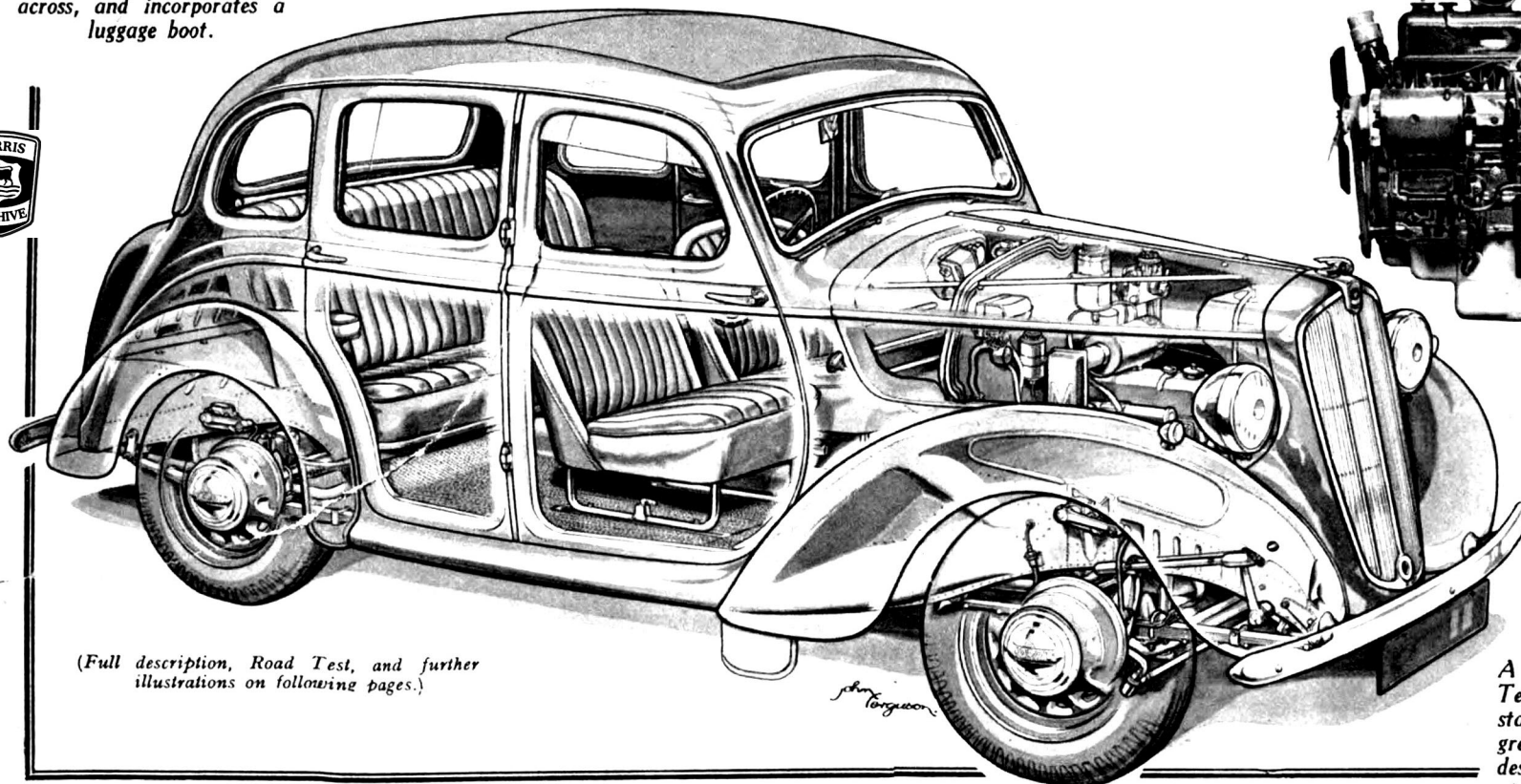
**MORRIS TECHNICAL  
ADVANCE—  
The new TEN-FOUR**

*Frame an integral portion of body giving less weight and more strength: New and lighter overhead valve four-cylinder engine: Torsion bar incorporated in front suspension*

*The familiar Morris radiator is slimmer and generally more graceful on the new Ten=Four.*



*The body is broad at the rear, measuring 51in. across, and incorporates a luggage boot.*



*Showing the 9.99 h.p. four-cylinder O.H.V. engine and four-speed synchromesh gear box in unit. The Ten engine now develops more power and is 70 lb. lighter. The external oil filter can be seen here. A large spur gear pump is used in the very adequate lubrication system.*

*(Full description, Road Test, and further illustrations on following pages.)*

*A general cut-away view of the new Ten=Four Morris, which is an outstanding new car from one of the greatest British factories and a design which shows that our technicians are well abreast of the times.*