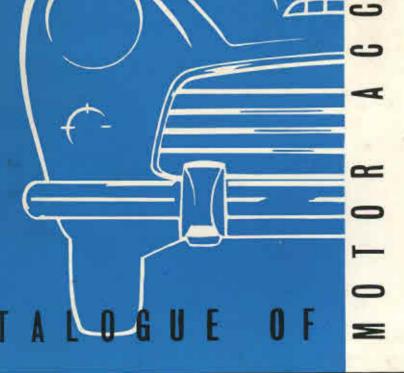
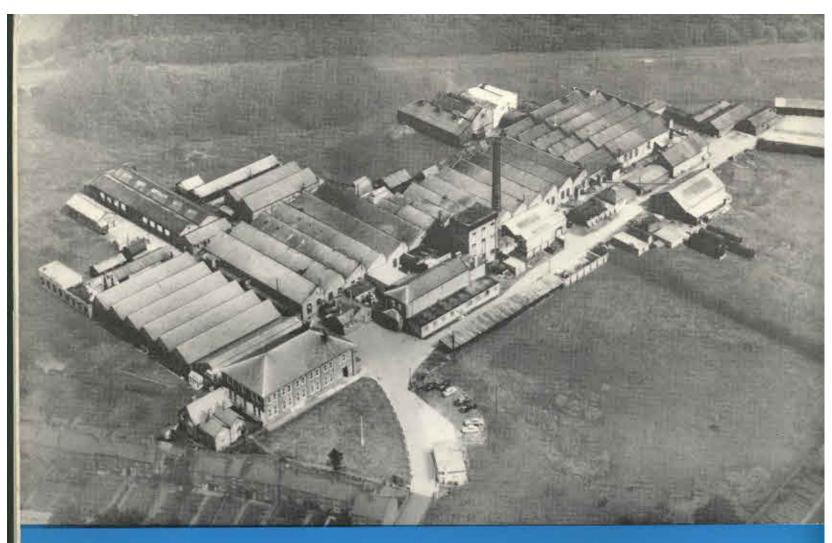


TRADE



Famous for Qua

S



Aerial View of Bluemels' Works, Wolston

BLUEMEL BROS. LIMITED



WOLSTON Nr. COVENTRY

Telephone -- Wolston 244 (Coventry)

Telegrams: Bluemel, Wolston

DOVER WORKS: ST. JAMES PARK ROAD, NORTHAMPTON
Telephone -- Northampton 51505

LONDON NUMBER PLATE SERVICE: 216 GT. PORTLAND ST., W.I.
Telephone — Euston 7626

New!

'FLAT TOP' OPAL

Contemporary styled characters with a lustrous white opal effect which is in complete harmony with, and particularly suited to the pastel colours of modern cars.

'FLAT TOP' SILVER

These distinctive characters are in nonreflecting silver plastic and are a fitting complement to the appearance of any car.

> All these new characters are illustrated here at their best - on plates with polished edges for a small extra cost.

'FLAT TOP' WHITE

The pure white of these plastic characters emphasizes their smart, clearly defined, bevelled profile. Entirely free from corrosion, they will remain impeccable.

SILVER ALLOY (Flat Top)

De Luxe, die-cast aluminium characters in a modern style. They will comprise the finest quality plate assembly for cars in the higher price range.

> Special minimum size. light alloy back plates are available to suit all leading cars. Plain or polished

borders are usually optional.

NUMBER PLATES 3 X X 2 To comply with

with the smaller characters

regulations

'FLAT TOP' OPAL

'FLAT TOP' SILVER

'FLAT TOP' WHITE

SILVER ALLOY (FLAT TOP)



Bluemel

Gradually, Vehicle Licensing Authorities in all areas of Great Britain will change to seven symbol registrations. These 34 characters are the officially approved type for this system and may also be used for any car, commercial vehicle or three-wheeler registration with less than seven symbols.

This style offers a pleasing alternative to the bevelled shape. Popular in price. Nonreflecting silver finish.

CHARACTERS

'PANELLED' SILVER

A further attractive alternative where sheer white symbols are preferred.

CHARACTERS



'PANELLED' WHITE

Die-pressed aluminium, embossed flat. polished characters and border

PRESSED

Flat, plastic characsilver. Fixed with adhesive.

ADHESIVE



The clear cut classical outline of all Bluemet's letters and figures is dignified and pleasing. They are designed to comply fully with regulations and are in character with contemporary car styling. They are rustless, corrosion resisting and enduring - easy to maintain.

SEPARATE LETTERS AND FIGURES

To maintain the efficient EXPRESS SERVICE with which Bluemel's meet the needs of the Motor Trade throughout the country, most S. M. M. & T. Factors carry stocks of the various types of our letters and figures and can supply them at short notice to any Garage or Motor Agent assembling Bluemel's Number Plates.

OPAL

"OPALESCENT"

"SILVERITE"

"PYRAMOID" CHARACTERS

Lustrous white opal characters, Triangular Section. For registrations with up to six symbols. $\frac{3\frac{1}{2}}{2}$

SILVER

Silver plastic characters, Nonreflecting type. For registrations with up to six symbols. $\frac{3\frac{1}{2}}{2}$

WHITE

The original opaque white character, popular by tradition. For registrations with up to six symbols. $3\frac{1}{2}$

SATIN

"SATIN SILVER"

"WHITE PYRAMOID"

Silver anodised die-cast aluminium characters. Corrosion resisting. For registrations with up to six symbols.

 $3\frac{1}{2}$

STANDARD BLANK PLATES

Made in aluminium alloy, with a durable stove enamelled black finish to resist the severe corrosive attack to which Number Plates are usually exposed.

PRESSED available with or without polished border. BEADED available with or without polished border. BEVELLED. Black only,

FLAT type also available. Black only.

A diagrammatic chart and assembly instructions for all our types will be sent free on request to members of the trade operating a Number Plate "Express Service" by assembling with our components.

Our List of Recommended Plates is available also on application.





AGENTS MAKE UP YOUR OWN NUMBER PLATES as easy as ABC

POSITION THE PLATE
UNDER THE TEMPLATE

COMPLETE ASSEMBLY PACKS

Containing sufficient blank plates with letters and figures for immediate operation in your district

FULL ASSEMBLY
EQUIPMENT IS
INCLUDED FREE
ON LOAN WITH
INITIAL ORDERS

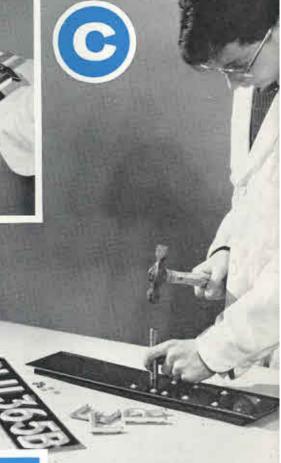
Save



B PIERCE WITH TEMPLATE
STILL IN POSITION



...... On the spot by a junior member of the staff





FIX CHARACTERS WITH 'STAR' LOCK-WASHERS



REGISTRATION NUMBER PLATE ASSEMBLY PACKS

These packs - containing an initial stock of letters, figures and blank platesprovide the means for distributors to take advantage of the obvious benefits that an own assembly system offers. The original outlay is quite modest as workshop assembly equipment, which includes oblong and square type templates, is provided free on loan with agents' initial orders. Stock replacement components of all kinds are obtainable from recognised factors or, if these facilities are not available, from our works.

DISTRIBUTORS' ORDER GUIDE

The following revised range of Packs covers almost all makes of 1962/5 Vehicles.

Pa	ck	No.	la

Pack No. 2a

Pack No.

Pack No.

Pack No.

Pack No. 6 b

Pack No.

Pack No.

WORKSHOP ASSEMBLY

FOR NUMBER PLATE ASSEMBLY

The quick service demanded of the Number Plate business can be met with the aid of Bluemel's Workshop Assembly Equipment with which a pair of plates can be made up in a few moments. Offered on a free loan basis it will put Number Plate assembly on a profitable

(90 % OF COMMERCIAL VEHICLES' REQUIREMENTS ARE MET BY PACK No. 1a)

Suitable for cars distributed by :-

VAUXHALL FORD or BENTLEY, BRISTOL, FACEL VEGA, ISETTA,
AGEN . . AND COMMERCIAL VEHICLES ALSO FOR : BENTLE SIMCA, VOLKSWAGEN

AUSTIN For DISTRIBUTORS

(includes plates for rear of Austin 7)

Suitable for the range of cars supplied by :-

DISTRIBUTORS

(HILLMAN, HUMBER, SUNBEAM-TALBOT, SINGER)

For Agents

Also Distributing M.G., WOLSELEY, RILEY (CONTAINS A WIDER RANGE OF PLATES, INCLUDING PLATES FOR MINI-MINOR)

For STANDARD & TRIUMPH Agents

For DISTRIBUTORS

CONTAINS SPECIALLY CUT PLATES FOR . TYPE JAGUAR, REAR)

For DISTRIBUTORS

CONTAINS SPECIAL LARGE PLATES FOR REAR FITTING)

Suitable for the following cars :-

ACE, ALVIS, BERKELEY, BORGWARD, FAIRTHORPE, D.A.F., PEERLESS, PORSCHE JENSEN, LOTUS, MORGAN, N.S.U.,

TEMPLATES They ensure the accurate location of the holes to be pierced for the rivets.

For use when fitting 34' symbols

Ref. No. "Oblong" pattern 1524/2 1525/2 "Square" pattern

Loose inserts for above 1526 For use when fitting 31"

symbols

"Oblong" pattern 1842 "Square" pattern 1843 Loose inserts for above 1844 Ditto for fig. 1 1845

PIERCING PRESS Ref. 1846. Our new improved pattern is a smaller version, lighter in operation. Popularly priced it is adequate for the needs of the Motor Agent with a moderate output of Number Plates using our standard alloy blanks.

STAND Ref. 1530A. To raise the above press above bench level.

PUNCH Ref. 1532/3. For setting star

RIVETING BLOCK Ref. 1534. Protects the characters whilst face downwards when setting the washers.

PETROL PUMP SWITCH OFF HERE

Ref. 562A (26" x 8")

Ref. P562 (15" x 41")

VEHICLE TESTING STATION SIGNS



Ref. 1774 and 1849 (24" x 25")

ON TOW

Ref. P749 (21" x 5")

TOWING

Ref. P749A (21" x 5")

CAUTION NO HAND SIGNALS

> Ref. P589 (15" x 4½")

DISABLED DRIVER NO HAND SIGNALS

> Ref. P588 (15" x 44")

LEFT HAND

Ref. 590 (10" x 4")

CAUTION AIR BRAKES

Ref. 577 (11" x 41")

SPECIAL SIGNS

A range of die-pressed plates in heavy gauge aluminium alloy for strength and durability. Stove enamelled to ensure maximum weather resistance. With raised letters in black or colour on a white background or with polished letters on a black background.

The examples shown on this page have been selected from approximately 30 — our trade price list includes the full range.

VEHICLE TESTING STATION SIGNS

High grade signs for Vehicle Service Stations which have been appointed to conduct tests on vehicles, as required by the Road Traffic Act.

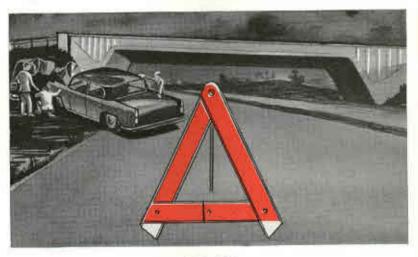
Ref. 1774 A robust sign in enamelled aluminium alloy. Blue background with white raised letters etc.

Ref. 1849 A lower priced sign in steel with blue enamelled background and white letters etc.

VEHICLE TESTING STATION SUPPLEMENTARY SIGN

Ref. 1801 A Supplementary sign for Vehicle Testing Stations is available; it is a replica in a plastic case of the official pattern illustrated on this page, white on a blue ground and one quarter actual size (112 × 104). Permanent adhesive fixing — no screws required.

RED REFLECTIVE WARNING TRIANGLE



Ref. 1792

ERECTED INSTANTLY FROM A FOLDED POSITION WITHOUT NUTS OR BOLTS

Placed in a suitable position before a breakdown it will give ample warning of the obstruction to approaching traffic — day or night. Faced with a Red material which is highly efficient in its ability to reflect the light of headlights from a considerable distance.

Made in heavy gauge material for strength, rigidity and stability when erected. Thoroughly weatherproof. Compulsory in certain parts of the Continent of Europe, it is an item of equipment which is becoming a necessity here with the rapid increase in motor traffic.

Height when erected 16°. Folds after use to pack into a slim plastic case (approx. $2\frac{2}{4}$ ° x 18°) for carrying in the vehicle.

ADHESIVE BACKED

LETTERS AND FIGURES

FOR REGISTRATION NUMBERS

WHITE CHARACTERS. Made from durable, easily cleaned plastic material coated on the reverse with a weatherproof and permanent, pressure sensitive adhesive, this is protected by a waxed paper which must be removed for fixing.

13", Ref. No. 1775

31", Ref. No. 1829

21", Ref. No. 1777

34", Ref. No. 1779

SILVER CHARACTERS. Consisting of a metalised film permanently laminated to a tough supporting material processed on the back with an adhesive, as above. The bright silver colour finish will not tarnish or fade and is unaffected by water, detergents, grease

13. Ref. No. 1776

34". Ref. No. 1830

25". Ref. No. 1778 31", Ref. No. 1780

This type of character is easily fixed in a moment to any clean, dry surface. Templates are available on request, with orders for suitable quantities of any size.

DISPFNSFR

These compact containers have a separate compartment for each letter and figure. The contents are thus arranged neatly, orderly and stored in perfect condition permitting the immediate selection of characters required.

Popular size dispensers measure 18" x 14"

The pack containing $3\frac{1}{2}$ characters is $17\frac{1}{2}$ x $12\frac{1}{2}$ and fitted with a lift-out tray.

CONTENTS OF THE POPULAR SIZE DISPENSER:

14" CHARACTERS

24" CHARACTERS

One doz. each figure 0-9 (excluding I, Q and Z)

Half doz. each figure 0-9 One doz. each letter A-Y Half doz. each letter A-Y (excluding I, Q and Z)

Together with Templates and Instructions With WHITE Characters, Ref. 1795 With SILVER Characters, Ref. 1800

CONTENTS OF LARGER DISPENSER:

NEW SIZE 31" CHARACTERS

One doz. each figure 0-9 and one doz. each letter A-Y (excluding Q & Z), together with Template and Instructions.

With WHITE Characters, Ref. 1833 With SILVER Characters, Ref. 1834

31 CHARACTERS

One doz, each figure 0-9, and one doz, each letter A-Y (excluding Q & Z), together with Template and Instructions.

With WHITE Characters, Ref. 1797 With SILVER Characters, Ref. 1798

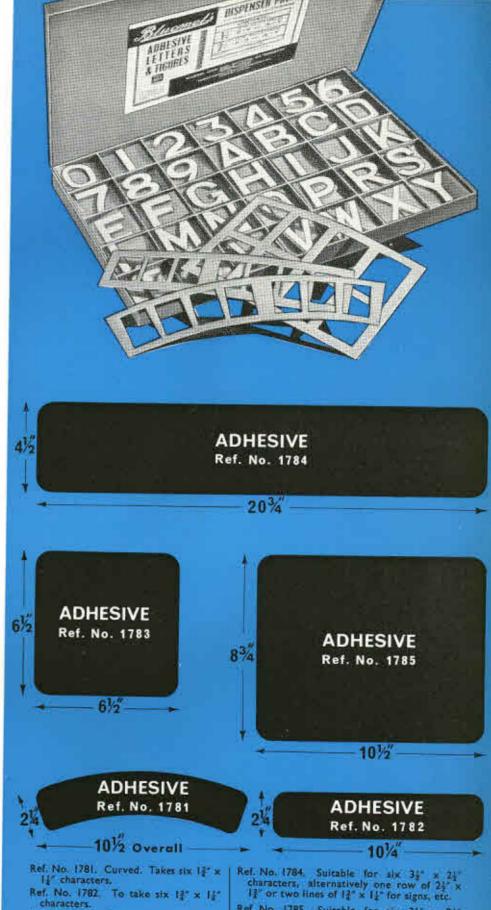
The contents of any pack can be increased to customers' requirements at additional cost. Maximum per compartment approximately four dozen.

ADHESIVE BACKED

BLACK BACKGROUNDS

The perfect background for our adhesive Letters and Figures, this black plastic material is processed on the reverse with a pressure sensitive adhesive protected by a paper backing which must be removed for fixing. It ensures that the characters are easily read particularly over a coloured surface; the whole assembly is durable and easily kept clean.

Page Seven



Ref. No. 1783. To take six 24" x 13" characters or three rows of size 12" x Ref. No. 1785. Suitable for six 3½° x 2½° characters in two rows. Either of the smaller characters can be fixed as required for signs,

Also available in the following sizes for seven unit registrations:— Ref. No. 1851. Curved. 11½" \times 2½"; Ref. No. 1852. Rectangular, 10½" \times 2½"; Ref. No. 1853. 8½" \times 6½" deep, Rectangular; Ref. No. 1854. 6½" \times 9½" deep, Rectangular.

SAFETY HARNESS

(ADULT PATTERN)

A type possessing a very high standard of quality and design, which withstood the stringent tests demanded by the B.S.I. and carries their kite mark of approval.

The combined diagonal and lap strap allows complete freedom of movement for the arms and legs and is the less tiresome type to wear, consistent with maximum safety.

The diagonal portion will prevent jack-knilling of the body and the Jap section will restrain its forward movement out of the seat during violent deceleration.

Strong washable Nylon webbing, 2" wide, is incorporated in its fabrication with a trouble-free instant locking or release buckle. It is easily adjusted from the aitting position to suit a person of any stature.

The simple two-point floor fixing, which will not obstruct the movement of the rear passenger's feet, is regarded as the strongest method of attachment and can be made with the aid of a standard hand drill.

Ref. No. 1840



Ref. No. 1839

"JUNIOR" SAFETY HARNESS

It is generally accepted that a full Harness such as this — with two shoulder straps — offers the maximum possible amount of protection. In addition, it is possible to fit the main anchorage points well apart to prevent excessive pressure round the body during heavy braking or upon impact.

An unpleasant "squeezing" sensation can occur when the anchorage points are situated too close.

With this pattern it has been made easy for the child to leave the car temporarily, simply by detaching two spring hooks at their anchorage points. There is no need to remove the body straps—in the same way as a pram harness.

The same high standard of quality and care is embodied in its construction as for the adult pattern.

Page Eight

PLASTIC DRIP TRAYS

TO KEEP FLOORS CLEAN IN SHOWROOMS OR GARAGES

Made in a flexible material which is tough and enduring, it is light to handle and easily cleaned; rustless and acid resisting. One of these, placed beneath a vehicle, will prevent oil drips disfiguring the floor.

Available in White, Blue, Green or Grey also other colours in suitable quantities by arrangement. Supplied to the trade in cartons containing one dozen assorted colours.

As illustrated: Size— $26\frac{1}{2}$ " x $23\frac{1}{2}$ " x $\frac{7}{8}$ " White—Ref. No. 1793 Colours—Ref. No. 1794

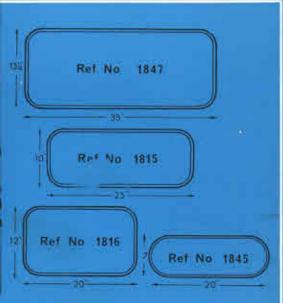
Motor Cycle Size: 17½" x 11" ½" White—Ref. No. 1817 Colours—Ref. No. 1818

Also useful for many household purposes and to owners of Greenhouses, etc.



Ref. No. 1793





ANTI-MIST PANELS

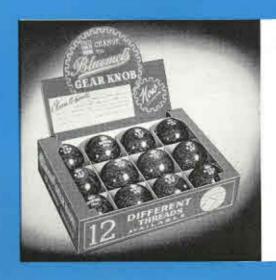
GIVING GOOD VISIBILITY - SO ESSENTIAL TO SAFETY

The surround of this shaped plastic panel is processed with a pressure sensitive adhesive permitting easy attachment.

Flexible, to conform to the usual contours of a rear window, it provides a large mist-free area giving adequate visibility to the rear. Can be fitted in a few moments. Printed instructions are included with each panel.

Made in the following sizes:

Ref. No. 1815 23" x 10" Ref. No. 1816 20" x 12" Ref. No. 1847 35" x 13\frac{1}{4}" Ref. No. 1848 20" x 7"



GEAR LEVER KNOBS

A useful display box of 12 black plastic knobs with assorted threads. Solid throughout.

For replacement purposes on motor-cycles, three-wheelers and cars. Always clean and pleasant to handle.

Ref. No. 1730 18" diameter Spherical Pattern.

Ref. No. 1730T Tapered Pattern.

Ref. No. 1766

Ref. No. 1519

INTERNATIONAL IDENTITY PLATES & LOOSE LETTERS

Ref. No. 1519. "GB,""CD,""CC" or other single or two $3\frac{1}{8}$ black letters on a white oval identity plate. Regulation size $7^{\circ} \times 4\frac{1}{2}^{\circ}$ approx.

Ref. No. 1766. "GB" chromium-plated separate letters, 3\[2 \] " x 2". Continental pattern with a strong, adhesive backing — no drilling is necessary for flush fitting to any clean, dry, wax-free surface.

Each set is in an attractive pack.

Ref. No. 1744 (not illustrated). "GB" chromium-plated separate letters, $3\frac{1}{2}$ " x $2\frac{1}{2}$ ". Bolt and nut fixing.

GB's sealed in transparent, flexible plastic cases which are impervious to weather conditions and will not rust or corrode. They are processed on the reverse with a permanent adhesive for flush fixing — no drilling is required. Weatherproof and easily cleaned.

Ref. No. 1771. "GB" 31" black italic letters on a white oval, 7" x 43".



Ret. No. 1763



Ref. 1814B



Ref. No. LLP102



Ref. No. LLPIOI

Ref. No. 1770. "GB" I_4^{20} black italic letters on a white oval, $4\frac{1}{2}$ " x 3".

Ref. No. 1814B. DISPLAY CARD holding four GB's; Ref. No. 1771 and one set of loose letters in a pack, Ref. 1766.

LIGHT, WEATHER RESISTING with holes, to tie on. Ref. No. LLPIOI. In heavy gauge flat plastic, printed. One dozen pairs in a display unit.

Ref. No. LLP102. In tough, embossed plastic material. Ref. No. LLP103. A cheaper line in glazed Bristol Board, printed with Red 'L'.

Ref. No. 1763. Current International pattern. The 7"-sided white triangular background is of special tough, enduring plastic which is light and rustless.
Inset are nine 3 red reflex reflectors.

Page Ten

ADHESIVE BACKED

COLOURED LETTERS AND FIGURES

AVAILABLE IN FOUR SIZES . . .

Ideal for making up Notices, Signs, Name Plates, Plant Numbering, Stores Reference Numbers, Warnings, Direction Signs, Etc.

Coated on the reverse with a weather-proof and permanent, pressure sensitive adhesive. This is

protected by a waxed paper which, must be removed for fixing. These Characters can be fixed in a moment to any clean, dry surface free from wax or silicon deposits.

Produced in Black, White, Red, Blue, Yellow, Green, Fluorescent Orange, Silver and Chrome Silver (ribbed pattern).

Silver Characters (not illustrated) consist of a metalised film permanently laminated to a tough supporting material. The bright silver finish will not tarnish or fade and is unaffected by water, detergents, grease or oil.

MAGNETIC LETTERS AND FIGURES

These permanently magnetised characters will remain firmly attached when placed onto any steel background plate even if it is painted or covered in a similar way.

They have a wide range of applications in addition to the Motor and Cycle Trades and could be used in connection with almost any business.

Made from a tough rubberised material which will give a long and useful life. The block style of lettering is easily read and they are available in a striking fluorescent magenta also black, white and a range of standard colours.

Each Character can be removed and re-positioned as often as required.

Plastic Covered Metal Background Plates

For displaying magnetic letters and figures where it is preferred not to attach them to articles for sale.

Each plate is rust-proofed and has a plastic surface of imitation wood grain.

Sizes as follows:— $6" \times 1\frac{1}{2}"$, $6" \times 2\frac{1}{2}"$, $12" \times 1\frac{3}{4}"$, $18" \times 1\frac{3}{4}"$, $18 \times 2\frac{1}{2}"$.

Available in dozens or packs as follows :-

Pack Ref. No. M/5 contains 3 of each size, 13" deep with struts.

Pack Ref. No. M/6 contains 3 of each size, $2\frac{1}{2}$ deep with struts.

Letters or Figures can be supplied separately by the dozen or in convenient inexpensive Kits, as follows:—

Ref. No. M/I with a total of 72 $1\frac{1}{4}$ figures only. Ref. No. M/2 with a total of 144 $1\frac{1}{4}$ figures only. Ref. No. M/3 with a total of 72 $2\frac{1}{4}$ figures only.

Ref. No. M/3 with a total of 72 2½ figures only. Ref. No. M/4 with a total of 144 25 figures only.

Any Kit can be supplemented by additional items if required.

STORES

CASHIER

SPARES

SERVICE

TOILETS

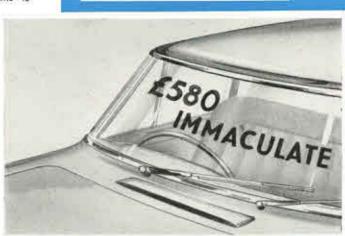
GREASING BAY

SELF - CLINGING COLOURED LETTERS AND FIGURES

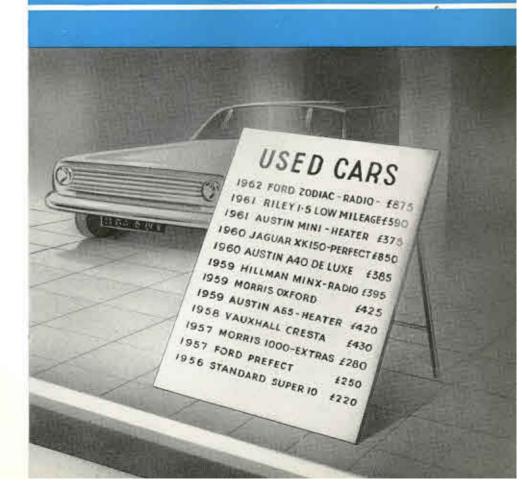
IN UNCOATED, POLISHED MATERIAL

Suitable for use on smooth surfaces such as windscreens, windows, partitions, acc. inside or outside

No adhesive is necessary.



Produced in Black, White, Red, Blue, Yellow or Green. Not obtainable in fluorescent colours or Silver. This type can be removed and repositioned as often as required.



PRODUCTS OF THE COMPANY

NUMBER PLATES AND COMPONENTS

STEERING WHEELS

SAFETY HARNESS FOR CARS

DRIP TRAYS

INTERNATIONAL IDENTITY PLATES

TRAILER SIGNS

ANTI-MIST PANELS

"L" PLATES

CYCLE MUDGUARDS

MUDFLAPS

DRESS SHIELDS

CYCLE AND MOTOR CYCLE INFLATORS

HANDLEGRIPS, TAPE & END PLUGS

INFLATOR CONNECTIONS

CONTROL KNOBS AND LEVER HANDLES

REFLECTORS

HAND CONTROL WHEELS

PLASTIC COVERINGS

PLASTIC MOULDINGS BY COMPRESSION, INJECTION AND EXTRUSION PROCESSES

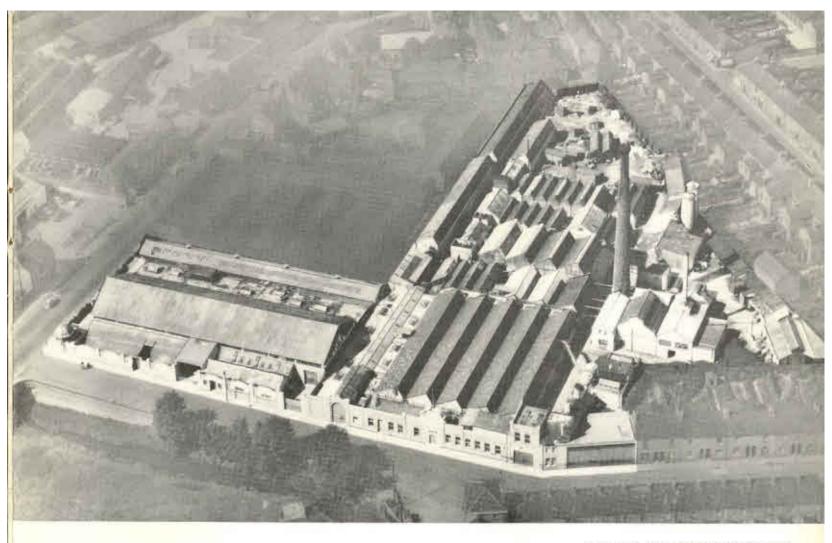
FOOTBALL PUMPS AND ADAPTORS

SIGNS

TROUSER BANDS

OILERS

ALSO ADHESIVE AND SELF-CLINGING COLOURED PLASTIC AND MAGNETIC LETTERS AND FIGURES, ETC.



Aerial View of Dover Works, Northampton

INDEX

			Page No.		Letters and Figures - (continued)		Page No.		
Anti-Mist Panels	243			9	'Panelled' White			1886	2
Accombly Packs	(0)(0)			4	"Pyramoid" White	444		***	3
Assembly Packs	9,000		200	100	"Satin Silver"	444	***		3
Assembly Packs, Distributors' Order G	uide	40.00	5452	5	Self-clinging Plastic "Silverite"	3.7	30		11
				_	Magnetic				11
Black Plastic Backgrounds		100	200	7	Number Plate Blanks	2000	2527		0.00
Drip Trays, Plastic				0		446		500	3
	975	2000	100		Number Plates—				
G.B. Chrome-plated Letters	-10000			10	Adhesive Type	100.00	0.669	4.64	2
G.B. Adhesive Emblems				10	Embossed Type	440	200		2
	(***)	144	***		'Flat Top' Types	***			1
G.B. and International Iden	tity Plat	es con	1946	10	'Panelled 'Pattern			***	2
Knobs, Gear Lever	1000	610	24000	9	" Pyramoid " Style	***	2101	***	3
				10	Safety Harness-				
Learner Plates		1000	400	10	Adult Pattern	100000	1.755	1998	8
Letters and Figures —					" Junior "	***	0.000	***	8
Adhesive Plastic			2.	7, 11	Signs—				
Dispenser Packs	200	200	200	7	Special	77.5	200	500	4
'Flat Top ' Opal	200	24	100	1	Vehicle Testing Station				4
'Flat Top' Silver	1490	1773	174.604	1	Vehicle Testing Station	Supplen	nentary		6
'Flat Top ' White	-			1		, supplien	inchical f	***	
"Opalescent"	1102	660		3	The Company's Products	0.000	100	1999	12
'Panelled' Silver	400	200	444	2	Trailer Sign, International	222	6.8-9		10
Silver Alloy 'Flat Top			+++	.1	Warning Triangle, Red Refle	ctive	241	2.2	6