



KEY TONE



KEY GUARD



KEY PILOT

# ADVERTISING

*in the right key*

CVD

Your **NAME, ADDRESS**  
and **Telephone No. here**

Use this valuable space to inform and remind all users of the vehicle that you supply and service. Further details overleaf.

## SPECIAL MEDALLIONS

DEPICTING TRADE MARKS

CLUB EMBLEMS & PRODUCT

BRANDS CAN BE PREPARED

AT MODERATE COST



**MEDALLION KEY LABELS CAN BE SUPPLIED EITHER PLAIN FOR RESALE OR OVERPRINTED AS ADVERTISING HAND-OUTS.**

**PLAIN**—The same high-quality range of medallions is used on each of the three styles of label illustrated. Difference in retail price is covered by styling and quality of material used.

- 'KEY PILOT' in pear-shaped plastic
- 'KEY GUARD' in oblong black morocco
- 'KEY TONE' in oblong jewel pigskin

Trade discount is adequate to cover the stocking of this inexpensive item, and no minimum quantity is stipulated. Showcards for hanging or standing, carrying 20 labels, are supplied free on request.

**OVERPRINTED**—There is no better way of putting and keeping your name in the public eye than a CUD advertising key label. The slight movement of the label on the dash attracts the attention of all occupants to your name, and serves as a handy reference to the driver for your parts and service telephone number. 'KEY GUARD' and 'KEY TONE' are ideal for overprinting, and 'KEY PILOT' if leather is used (the plastic normally used for this style is unsuitable). Three types are available:

1. **Overprinted on both sides:**

2. **Overprinted on one side, with a medallion on the other side:**

For a minimum printing order of 50, the medallions may be any one type or an assortment from our range listed below.

A.C.	Jaguar Wings	Alfa-Romeo	Chevrolet 'Corvette'
Armstrong-Siddeley	Lagonda	Borgward	Chrysler
Aston Martin	Land Rover	Citroen	De Soto
Austin (Crest)	M.G. (brown/cream)	DKW	Dodge
Austin (Flying 'A')	M.G. (black/white)	Fiat	Ford Canadian
Austin-Healey	Morgan	Lancia	G.M.C.
Austin-Healey 'Sprite'	Morris	Mercedes-Benz	Hudson
Bentley	Riley	Peugeot	Kaiser
Commer	Rolls-Royce (black)	Porsche	Lincoln
Daimler	Rolls-Royce (red)	Renault	Mercury
Ford (script)	Rover	Saab	Nash
Ford (Mark I cars)	Singer (Rootes)	Simca	Oldsmobile
Ford (Mark II cars)	Singer 'Gazelle'	Volkswagen	Packard
Hillman	Standard	Volvo	Plymouth
Humber 'Hawk'	Sunbeam		Pontiac
Humber 'Snipe'	Triumph (Globe)	Buick	Studebaker
Jaguar Head (cream)	Triumph 'Herald'	Cadillac	Willys
Jaguar Head (red)	Vauxhall	Chevrolet	
	Wolseley		
Lambretta	St. Christopher	Holden (Australia)	Rotary International

3. **With a special medallion on one side, and plain or overprinted on the other side:**

When sending your instructions please state your preference for SILVER or GOLD printing.

For the range of optional extra services available, see the price list.

TELEPHONE 22571 (3 LINES)	<b>CUD</b>	TELEGRAMS C U D LEICESTER
C. U. D. L I M I T E D		
BRITANNIA STREET, LEICESTER		