

# LUCAS

## BATTERY LOGOS FOR YOUR MID-CENTURY BRITISH CAR

The vertical **LUCAS** and **King of the Road** logos in this file simulate the molded-in logos on tar-case Lucas batteries of the mid-1950s. The original logos were black like the rest of the battery. A vinyl sign shop can use this PDF file to cut logos of any color to attach to your modern plastic case battery. Logos are full size.

The Lucas ads below show the location of the logos in the period. The bottom of the border around the “King of the Road” logo appears to be about 5/16” above the bottom of the LUCAS logo border.

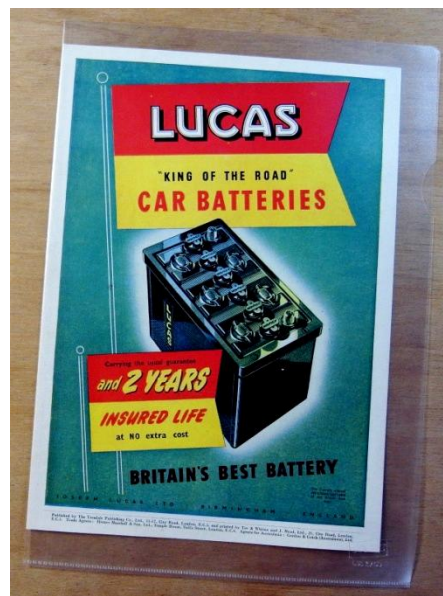
A Group-27 battery is approximately the same size and post position as the original Lucas positive ground battery. A Group 27-F battery has the posts in the correct position for negative ground. I used an AutoCraft Gold Battery, Group Size 27-F battery from Advance Auto Parts (negative ground). Remove the labels.

A wooden tray for the battery, six round battery caps, and helmet terminal cables complete the “look.”

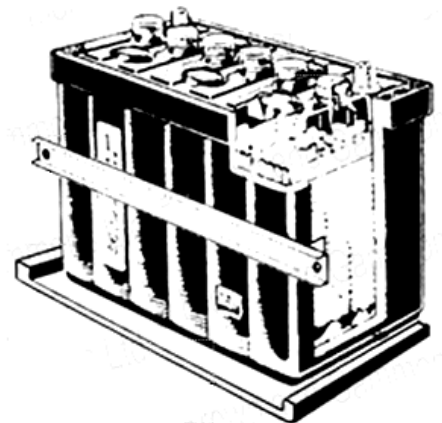
1954 Lucas Ad #1



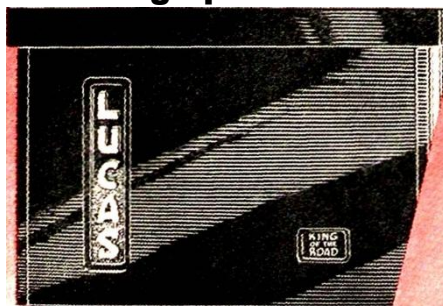
1954 Lucas Ad #2



Battery Brace Position



Logo position



Front view



Round caps for shows



**SADCEL**

