

Motor Industry News Leyland Australia

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NOWADAYS, YOU DON'T CALL A SPADE A SPADE

You call it: "an implement consisting of a sharp-edged iron blade and wooden handle used with both hands for digging and hard preparatory work."

Likewise, car colours. Call a red a red and you'll be accused of being a communist sympathiser, or worse, a pinko rat.

The six new colours in Leyland Australia's range have slightly different names.

We didn't call our new, rich brown "brown". That has all the excitement of flat lemonade. We called it "Oh Fudge!". We figure you can pick a colour and let off steam at the same time. Notice how we always think of the customer.

Then there's this startling green colour. We couldn't very well call it "Startling Green", could we? So we named it "Hairy Lime". Just don't expect a copy of the Third Man Theme with every car.

You have to be careful with the name of our next new colour. Very careful. You see, we called it Plum Loco. Now, if anyone asks you what colour car you have and you come straight out with "Plum Loco", the other guy might get the wrong idea. We wouldn't want you to get into a fight. So as we said, say it softly. And stand well back.

It really gives us the pip when people call orange "orange". Mind you, there's not too many ways to describe an orange car. So we kept the

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CARS	AUSTIN	BUSES	COACHES	FOUR WHEEL	TRACTORS	ROAD ROLLERS
ROVER	MORRIS	LEYLAND	AB DENNING	DRIVE	LEYLAND	GRADERS
JAGUAR	MG	TRUCKS	PRESSED METAL	LANDROVER		AVELING-BARFORD
DAIMLER	TRIUMPH	LEYLAND		RANGEROVER		

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ALWAYS, DON'T CALL A SPADE A SPADE

orange in the title -- sort of. If you want this one on your car, just ask for "Home on Th'Orange".

There's nothing bluer than sad. So our new blue has a touch of the "boo hoos" in its title. It's called "Am Eye Blue".

Finally, having gone sweet and citrus with fudge, lime, plum and orange, we figured the final new colour should reflect the fruit of our labours. So to speak. And as we were feeling vine at the time, we called the last one "Peel Me a Grape". And because there are two kinds of grape, we'll tell you the colour is purple metallic.

Read the names and look at the colours.

Now sit back. And let Leyland Australia colour your imagination.

Alex Richardson

