

Reference code: GB3299-JEPH

Title: Jaguar Ephemera Collection

Name of creator: Jaguar Land Rover Ltd.

Dates of creation of material: 1939-2011

Level of description: fonds

Extent: 6 boxes

Administrative history: The original company was established at Blackpool in Lancashire, on 4 September 1922, as a partnership between William Lyons (1901-1985, knighted 1956) and William Walmsley (1891-1960), trading as the Swallow Side Car Company. 1926, change of name to Swallow Side Car and Coach Building Company. 1928, moved from Blackpool to Foleshill, Coventry. Swallow Coachbuilding was registered as a limited company in 1930. SS Cars Limited was incorporated on 10 October 1933, with a public share issue in January 1934. Walmsley left the company at this point. The sidecar business was devolved to Swallow Sidecars (1935) Limited, which was sold to the Helliwell Group in December 1944. In 1939, Motor Panels (Coventry) Limited was bought by SS Cars Limited but was sold in 1943 to Rubery Owen.

Jaguar Cars Limited was incorporated on 11 November 1937, and in April 1945 became the main operating company, with SS Cars Limited as a subsidiary. In 1952, the company moved to Browns Lane, Allesley, Coventry. In 1954, a subsidiary company was established in the USA, as the Jaguar Cars North American Corporation.

The following companies were taken over by Jaguar Cars Limited: The Daimler Company in May 1960, including its subsidiaries such as Lanchester, Barker and Hooper, which were all bought from the BSA Group; Guy Motors Limited, Wolverhampton, in 1961; Coventry Climax Engines Limited, Coventry, in 1963; Henry Meadows Limited, Wolverhampton, in 1964.

In July 1966, Jaguar Cars Limited and its subsidiary companies merged with the British Motor Corporation (BMC) to form a joint holding company, British Motor Holdings (BMH). In January 1968, BMH merged with Leyland to form British Leyland Motor Corporation which underwent several reorganisations and was de facto nationalised in 1975. Sir William Lyons had retired in May 1972. Jaguar Cars Limited had ceased to exist as an operating company by 1 January 1973 and then became part of British Leyland (UK) Limited, also known as BL UK Limited, later BL Cars Limited. Jaguar became part of BL's Specialist Car Division which in 1978 was re-named Jaguar Rover Triumph. Coventry Climax, Guy and Henry Meadows were assigned to other divisions of the BL group. In 1983, Jaguar was a founder member of the Jaguar Daimler Heritage Trust.

In 1984, BL sold Jaguar (including Daimler) via a public share issue on the London Stock Exchange in a new company, Jaguar Cars plc, which had a subsidiary operating company, Jaguar Cars Limited, and a US subsidiary, Jaguar Cars Inc. Jaguar had an interest in two joint operations, Venture Pressings Limited together with GKN (1988-1994), and Jaguar Sport together with Tom Walkinshaw (1988-c.1994), with a subsidiary company XJ220 Limited.

In December 1989, Jaguar Cars plc accepted an offer for its shares from the Ford Motor Company, and became a wholly owned subsidiary of Ford. Subsequently, following other acquisitions by Ford including Land Rover in 2000, from 2001 Jaguar, Land Rover, Aston Martin and Volvo were merged to form the Premier Automotive Group (PAG), which was a Ford subsidiary. In 2006, with the closure of the Browns Lane factory, the registered office of Jaguar Cars was moved to Whitley, Coventry. In 2008, Ford sold Jaguar and Land Rover to the Tata Group, which established a wholly-owned subsidiary under the name of Jaguar Land Rover.

Scope and content: As part of their sales promotion and brand building activities, it is common for automotive companies to send Christmas cards, arrange corporate events (often including a meal), and also provide promotional stickers to attach to the rear screen of the company's products, for example to celebrate historical achievements. Clearly, material relating to such specifics only has a short life and therefore constitutes ephemera.

The collection mainly comprises corporate Christmas cards from Jaguar and some of its subsidiaries, and others, invitations to corporate events, menus and seating plans, and Jaguar racing and brand related stickers.

System of arrangement:

Access conditions: Open

Conditions governing reproduction: No restrictions on copying or quotation other than statutory regulations and preservation concerns

Immediate source of acquisition: Predominantly provided by Jaguar Public Relations Department

Archivist's note: Fonds level description created by K Knight in 2017

JEPH/001

Christmas Cards

<u>JEPH/001/001</u>	<u>Jaguar UK Corporate Christmas Cards</u>		
JEPH/001/001/001	Jaguar Formula 1 Christmas Cards: Christmas cards with a picture of the cockpit area of a Jaguar Formula 1 car.	c. 2000-2004	3 items
JEPH/001/001/002	1951 Jaguar C-type Christmas Cards: Christmas cards featuring a painting by Roy Nockolds of a Jaguar C-type at Le Mans in 1951, one of which is signed by Bob Knight, one time Chief Chassis Engineer for Jaguar.	c. 1951	3 items
JEPH/001/001/003	Jaguar XK 120 Christmas Cards: Christmas cards featuring a painting by Roy Nockolds of a Jaguar XK 120 at Montlhery in 1952.	c. 1952	2 items
JEPH/001/001/004	1953 Jaguar C-type Christmas Cards: Christmas cards featuring a painting by Frank Wootton of a Jaguar C-type at Le Mans in 1953.	c. 1953	2 items
JEPH/001/001/005	1954 Jaguar D-type Christmas Cards: Christmas cards featuring a painting by Roy Nockolds of a Jaguar D-type at Le Mans in 1954.	c. 1954	3 items
JEPH/001/001/006	Jaguar Mark VII Christmas Cards: Christmas cards featuring a painting by Roy Nockolds of a Jaguar Mark VII in the Monte Carlo Rally in 1956, one of which is signed by Bill Rankin early publicity chief of Jaguar, and one by Bob Knight Chief Chassis Engineer, and later Managing Director.	c. 1956	3 items
JEPH/001/001/007	1957 Jaguar D-type Christmas Cards: Christmas cards featuring a painting by Roy Nockolds of a Jaguar D-type at Le Mans in 1957, one signed by Jaguar M.D. F R W "Lofty" England, plus a print of the same painting.	c. 1956	3 items
JEPH/001/001/008	Jaguar Mark IX Christmas Cards: Christmas cards featuring a painting by George Bishop of a Jaguar Mark IX, one of which is signed by F R W "Lofty" England and one by J Silver (Jaguar Directors).	1958	4 items
JEPH/001/001/009	Jaguar Mark II Christmas Cards: Christmas cards featuring a painting by George Bishop of a red Jaguar Mark II, one of which is signed by F R W "Lofty" England, and one by W Haynes (Jaguar Directors).	1959	4 items
JEPH/001/001/010	Jaguar Pro-forma Christmas Card from Frank Cavey and Sons Ltd: Jaguar pro forma Christmas card from Frank Cavey and Sons Ltd, Dublin.	Unknown	1 item
JEPH/001/001/011	Jaguar Christmas Card: Jaguar Christmas card from featuring a photograph of a jaguar (wild animal).	Unknown	1 item
JEPH/001/001/012	Jaguar XJ220 Christmas Card: Identical Jaguar Sport Christmas cards with an illustration of the XJ220	c. 1989	3 items
JEPH/001/001/013	Christmas Cards Featuring Watercolour Paintings by J V Piper: Christmas cards featuring watercolour paintings of jaguars (wild animals) by J V Piper, three of which have a dark background.	Unknown	6 items
JEPH/001/001/014	Jaguar XJ40 Front Christmas Cards: Identical Christmas cards featuring the Jaguar XJ6 (XJ40) headlights and radiator grille.	1993	3 items
JEPH/001/001/015	Daimler Double 6 Christmas Cards: Christmas cards featuring a red Daimler Double 6 outside Sotheby's Auctioneers.	1979-1986	3 items
JEPH/001/001/016	Late 1990s Jaguar Model Range Christmas Cards: Identical Christmas cards with renderings of red Jaguar XJR, XK8 and S-type models.	c. 1998	2 items
JEPH/001/001/017	Jaguar Christmas Cards Featuring Watercolour Paintings by P Haigh: Jaguar Christmas cards featuring water colour paintings by Pat Haigh of:	Unknown	2 items

	<ul style="list-style-type: none"> • An unnamed urban mews including a building with a Jaguar sign outside. • An unnamed street scene including a bus with a Jaguar advertisement. 		
JEPH/001/001/018	Jaguar Proforma Holly/Berries Christmas Cards: Jaguar pro-forma Christmas cards featuring holly/berries on the cover and a green XJ8 inside. A blank version and a Hatfields dealer version.	1997-2003	2 items
JEPH/001/001/019	Jaguar XJ Series 3 Christmas Cards: Identical Christmas cards featuring a painting of a Jaguar XJ Series 3 in a snow scene with a robin.	1979-1986	4 items
JEPH/001/001/020	Jaguar XJ Series 3 Radiator Grille Christmas Cards: Identical Christmas cards featuring a Jaguar XJ Series 3 radiator grille with holly.	1986-1994	3 items
JEPH/001/001/021	Jaguar XJR Grille and Headlights Christmas Cards: Identical Christmas cards featuring a red Jaguar XJR (X300) grille and headlights.	1994-1997	3 items
JEPH/001/001/022	Jaguar XJS With Holly Christmas Cards: Identical Christmas cards featuring a sprig of holly attached to a Jaguar XJS rear quarter.	1975-1994	2 items
JEPH/001/001/023	Jaguar XJ40 with Small Boy Christmas Cards: Identical Christmas cards featuring a Jaguar XJ (XJ40) being admired by a small boy pulling a toy wooden car.	Unknown	2 items
JEPH/001/001/024	Jaguar "Twelve Days of Christmas" Cards: Identical Christmas cards based on "The Twelve Days of Christmas" theme.	c. 1990	3 items
JEPH/001/001/025	Jaguar Cartoon Christmas Card: Christmas card featuring a cartoon with two jaguars (wild animals) by Paul Cemmick.	Unknown	1 item
JEPH/001/001/026	Jaguar Christmas Cards Featuring a Racing XJS: Identical Christmas cards featuring a painting by Michael Turner of Tom Walkinshaw winning the 1984 Spa 24 Hour Race in a Jaguar XJS.	c. 1984	2 items
JEPH/001/001/027	Christmas Cards Featuring a Painting by Robert Tuckerman: Identical Christmas cards featuring a painting of a young jaguar (wild animal) by Robert Tuckerman.	Unknown	2 items
JEPH/001/001/028	Jaguar/Daimler Logo Christmas Cards: Identical Christmas cards featuring the Jaguar "growler", and Daimler "D" logos.	Unknown	2 items
JEPH/001/001/029	Jaguar XJ6 (XJ40) Photograph Christmas Card: Christmas card featuring a photograph of a Jaguar XJ6 (XJ40) by Richard Dare.	Unknown	1 item
JEPH/001/001/030	Jaguar "Leaper" Christmas Card: Identical Jaguar Christmas cards featuring the "leaper" logo.	Unknown	2 items
JEPH/001/001/031	Jaguar XJ6 (XJ40) in a Jungle Setting Christmas Card: Christmas cards featuring a Jaguar XJ6 (XJ40) in a jungle setting addressed to Andrew (Whyte?) signed by different unknown individuals.	1987	2 items
JEPH/001/001/032	Jaguar 3.5 Litre Saloon Christmas Card: Christmas card from the Chairman and Directors of Jaguar with a photograph of a 3.5 litre saloon inside.	1948	1 item
JEPH/001/001/033	SS Jaguar 100 Christmas Card: Christmas card featuring a painting by Michael Turner of an SS Jaguar 100 on its way to winning the 1936 International Alpine Rally.	Unknown	1 item
JEPH/001/001/034	Christmas Card Featuring a Drawing of a Young Jaguar: Christmas card featuring a drawing of a young jaguar (wild animal) by B J Edwards.	Unknown	1 item
JEPH/001/001/035	Small Jaguar C-type Christmas Card: Small Christmas card featuring a painting by Roy Nockolds of the winning Jaguar C-type at Le Mans in 1951.	c. 1951	1 item

JEPH/001/001/036	Christmas Card featuring a Jaguar XJ6 Series 1: Identical Christmas cards featuring an early red Jaguar XJ6 Series 1.	1968	2 items
<u>JEPH/001/002</u>	<u>Overseas Jaguar Subsidiaries' Corporate Christmas Cards</u>		
JEPH/001/002/001	Christmas Cards from Australia: Recycled Christmas cards from Jaguar Australia with "Seasons Greetings" signed by different unknown individuals.	Unknown	2 items
JEPH/001/002/002	Christmas Cards from Belgium: Two pro forma Christmas cards from the Belgian Motor Company S A featuring a painting of a blue Mark II by Roy Nockolds, a Christmas card from Jaguar Belgium depicting E-type and X-type models, and three Christmas cards from Jaguar Belgium featuring XJ radiator grilles.	1962- 2001	6 items
JEPH/001/002/003	Christmas Cards from the Czech Republic: A Christmas card from Jaguar Praha, featuring the new XJ series.	Unknown	1 item
JEPH/001/002/004	Christmas Cards from France: A Christmas card from Jaguar France featuring an early Autocar magazine cover with an SS Jaguar advertisement, one featuring an illustration of a red XK140 by Eric de Tugny, one featuring an XK8 coupe, and two featuring an XJ8 saloon.	1982- 1997	5 items
JEPH/001/002/005	Christmas Cards from Germany: A Unicef Christmas card from Jaguar Germany featuring a painting of a snow covered street by Cellia Saubry, and two other Christmas cards from Jaguar Germany featuring a sketch of a C-type, a D-type, and an XJR-12 racing cars.	Unknown	3 items
JEPH/001/002/006	Christmas Cards from Greece: Identical Christmas cards from Jaguar Greece depicting the face of a jaguar (wild animal) on a dark background.	Unknown	2 items
JEPH/001/002/007	Christmas Cards from Holland: Two Christmas cards from Jaguar Holland celebrating the Daimler century 1896-1996, one featuring a bronze XJ6, and one featuring a sketch of Santa Claus with an XJ220.	c. 1996	4 items
JEPH/001/002/008	Christmas Cards from Hong Kong: A Unicef charity Christmas card from Jaguar Hong Kong with modern art style candles.	Unknown	1 item
JEPH/001/002/009	Christmas Cards from Italy: A Christmas card from Jaguar Italy featuring the word Auguri (which means best wishes in Italian).	Unknown	1 item
JEPH/001/002/010	Christmas Cards from Japan: A Christmas card from Jaguar Japan featuring Santa Claus's sleigh pulled by four jaguars, and one featuring a coloured Christmas tree.	Unknown	2 items
JEPH/001/002/011	Christmas Cards from Norway: Identical Christmas cards from Oslo Jaguar Service AS featuring a rear view of an XJR.	Unknown	3 items
JEPH/001/002/012	Christmas Cards from Spain: A Christmas card from Jaguar Spain featuring the "leaper" logo.	Unknown	1 item
JEPH/001/002/013	Christmas Cards from Thailand: A Christmas card from Jaguar Thailand featuring sweets and flowers.	Unknown	1 item
<u>JEPH/001/003</u>	<u>Jaguar Christmas Card Proposals</u>		
JEPH/001/003/001	Jaguar Christmas Card Design Proposals: Jaguar Christmas card design proposals for 1979 comprising: • Samples of Jaguar corporate Christmas cards featuring a cartoon of a D-type Jaguar. • Hand drawn Christmas sketches and corporate logos dripping with snow.	1979	7 items

JEPH/001/003/002	<ul style="list-style-type: none"> • A memo from A R V Hodge to M Beasley regarding his Christmas card requirements on which Mr Beasley has hand written that the proposed designs should not be used. Jaguar Christmas Card Mock-ups: An undated Jaguar Christmas card mock-up featuring a watercolour of an XK 120 by Roy Nockolds, a 1949 Jaguar Christmas card mock-up with "Greetings" in large letters, and a 1950 Jaguar Christmas card mock-up featuring a photograph of an XK 120 racing at Silverstone inside.	c. 1950	3 items
JEPH/001/003/003	Jaguar Christmas Card Mock-up Materials: Mock-up materials for early Jaguar corporate Christmas cards comprising: <ul style="list-style-type: none"> • Sketches on card of Lady Godiva over a Mark VII with "Greetings from Coventry" footer. • Mock-up of a Christmas card featuring a smaller sketch similar to the above. • Mock-up of a card with gold coloured Jaguar head. • Mock-up of a card featuring Broadgate square in Coventry. • Photograph of a Jaguar Mk V. • Picture of a lady with a fur stole in front of an unidentified car. • Brochure for W F Sedgewick, craftsmen engravers, London. • Black and silver cardboard SS badge. 	Unknown	10 items
JEPH/001/003/004	Transparencies of Early Jaguar Christmas Cards: Colab envelope containing photographic transparencies and photographic prints.	Unknown	1 item
<u>JEPH/001/004</u>	<u>Other Christmas Cards in the Collection</u>		
JEPH/001/004/001	Christmas Cards from Stirling Moss: <ul style="list-style-type: none"> • 1951 Christmas cards from Stirling Moss featuring his driving a C-type Jaguar. • Christmas card from Stirling Moss featuring a Cooper 500, Jaguar C-type, Mark VII, and XK 120 racing cars, containing the comment "How do you like my cards Bill?" • Unidentified Christmas cards featuring a C-type Jaguar, probably from Stirling Moss. 	c. 1951	5 items
JEPH/001/004/002	BMIHT Christmas Cards: Identical BMIHT Christmas cards featuring a photograph of a 1913 Daimler.	c. 1990	6 items
JEPH/001/004/003	Jaguar Drivers Club Christmas Cards: Jaguar Drivers Club Christmas cards featuring the "leaper" logo, and various historical Jaguars.	Unknown	3 items
JEPH/001/004/004	Charity Christmas Cards in the Collection: Ben charity Christmas cards with a painting entitled Early Motoring Days by R Wheatland depicting a red 1908 Daimler, and a Pestalozzi charity Christmas card from Switzerland.	Unknown	9 items
JEPH/001/004/005	Other Company Christmas Cards in the Collection: Non Jaguar corporate Christmas cards: <ul style="list-style-type: none"> • Ford Christmas cards featuring a Ford Mondeo, and a child's drawing of Santa Claus in the snow. • Aston Martin Christmas cards from the MD Victor Gauntlett featuring a red Virage convertible, and a green Virage coupe. 	Unknown	4 items
JEPH/001/004/006	JDHT Christmas Cards: JDHT Christmas cards based on earlier Jaguar corporate cards featuring paintings of the following: <ul style="list-style-type: none"> • A C-type at Le Mans in 1951 by Roy Nockolds. • A D-type at Le Mans in 1954 by Roy Nockolds. • A Mark VII in the Monte Carlo Rally in 1956 by Roy Nockolds. 	Unknown	4 items

- Tom Walkinshaw winning the 1984 Spa 24 Hour Race in an XJS by Michael Turner.

JEPH/002

Invitations

JEPH/002/001

Jaguar Corporate Invitations

JEPH/002/001/001	Invitations to New Jaguar Model Introductions: <ul style="list-style-type: none"> • 1935 invitation to a private view of a new 1936 Jaguar model. • 1948 invitation to the introduction of a new Jaguar model. • Invitations to the introduction of the new 1955 2.4 litre model. • 2002 invitations to the reveal of the new Jaguar XJ (X350) at the British embassy in Paris. • 1968 invitations to the presentation of the new Daimler Limousine by Vanden Plas. 	1935- 1968	9 items
JEPH/002/001/002	Invitations to Press Previews: Invitations to the press preview of: <ul style="list-style-type: none"> • The Jaguar XK150. • The press preview of the Jaguar Mark VIII. 	1955- 1956	3 items
JEPH/002/001/003	Invitations to Jaguar Sales Promotion Events: <ul style="list-style-type: none"> • 1936 invitation to inspect the planned 1937 Jaguar models. • Pro-forma invitations to 1999 Jaguar sales promotion events: • S-type road show. • Golf event. 	1936- 1999	3 items
JEPH/002/001/004	Invitations to Ride and Drive Events: Invitations to ride and drive events: <ul style="list-style-type: none"> • For the 1956 Jaguar models. • For the 2005 Jaguar range across the UK. 	1956- 2005	2 items
JEPH/002/001/005	Invitations to the Jaguar Factory at Browns Lane: Invitations to: <ul style="list-style-type: none"> • A convention at the factory in 1952. • The French Club Jaguar XK visit to the factory in 2002. 	1952- 2002	5 items
JEPH/002/001/006	Invitations to Special Displays of Jaguar Cars at Dealerships: <ul style="list-style-type: none"> • Invitations to a special display of 1939 SS Jaguar Cars at dealerships: • H R Moore Ltd of Bishop's Stortford. • Candor Motors of Colchester. • Boorer's Garage of Worthing. • Bexhill Motor Co of Bexhill-on-Sea. 	1939	21 items
JEPH/002/001/007	Invitations to an Annual Jaguar Lunch at the Grosvenor Restaurant, Glasgow: Invitations to an annual Jaguar lunch at the Grosvenor Restaurant, Glasgow for 1953, 1955, 1957, 1961, and 1963.	1953- 1963	15 items
JEPH/002/001/008	Invitations to Commemorative Motor Racing Events: <ul style="list-style-type: none"> • Invitation to a 1952 Montlhery reunion dinner. • Invitations to 2006 commemorative events at Rheims motor racing circuit. • Dinner hosted by the Comte and Comtesse Audoin de Dampierre. • Inauguration of a plaque celebrating the cars and drivers who competed at the track. • Lunch at the home of the Comte and Comtesse Audoin de Dampierre. 	1952- 2006	4 items
JEPH/002/001/009	Invitations to Jaguar Employees and Relations: <ul style="list-style-type: none"> • Invitations to Jaguar staff Christmas Parties in 1948, 1949, 1950, 1955, 1956, and 1957. 	1948- 1983	13 items

	<ul style="list-style-type: none"> • Invitations to relations of employees to attend the visit by the Queen to Jaguar 1956. • Ticket for the 1959 Jaguar Staff Dinner and Dance. • Invitation to the 1983 Jaguar Apprentices Motor Club dinner dance. 		
JEPH/002/001/010	Other Jaguar Invitations: Identical invitations by Jaguar to the 43rd Annual Competition of the Coventry and District Fire Brigades Association in 1962.	1962	3 items
<u>JEPH/002/002</u>	<u>Other Invitations in the Collection</u>		
JEPH/002/002/001	Other Invitations and Motor Show Passes: Invitations to: <ul style="list-style-type: none"> • The opening of the Motor Industry Research Association test facilities 1954. • The opening of Independent Television studios in the Midlands 1956. • A private view of the Industrial Museum Store, Coventry 1973. • A sales and Service week by W T Richards (Bexleyheath) Ltd c. 1945. Stand passes to: <ul style="list-style-type: none"> • 1996 Motor Show, NEC, Birmingham. • 1997 Motor Show, Earls Court, London. 	1945- 1997	10 items
<u>JEPH/002/003</u>	<u>Response Cards</u>		
JEPH/002/003/001	Blank Response Cards: Response cards for: <ul style="list-style-type: none"> • A Jaguar Drivers' Club visit to Fort Dunlop and a proposed sprint meeting. • A Daimler reception at the Royal Lancaster Hotel, London. 	Unknown	3 items
<u>JEPH/003</u>	<u>Menus</u>		
<u>JEPH/003/001</u>	<u>Jaguar Event Menus</u>		
JEPH/003/001/001	Menus for Jaguar Senior Staff Events: Menus for: <ul style="list-style-type: none"> • Presentations by the Jaguar Board of Directors to A Whittaker (1969), and W M Haynes (1970) on their retirement. • The farewell party for Sir John Egan (1990). 	1969- 1990	9 items
JEPH/003/001/002	Menus/Menu Covers Relating to Product Events: Menus/covers relating to: <ul style="list-style-type: none"> • A Jaguar XK8 Ride and Drive. • The Jaguar XJ12 and Daimler Double Six. • The XJS convertible 4.0. • The new XJS Range. • The new XJ6 range – five different menus. • The 1991 XJ6. 	1994- 1996	15 items
JEPH/003/001/003	Menus for Jaguar Visits: Menus for: <ul style="list-style-type: none"> • A Jaguar Convention in November 1952 (with amendments). • The lunch on the occasion of a visit by Members of Parliament. • A lunch for members of the British Transport Vehicle Manufacturers Association. • Dinners on the occasion of visits by dealers from Switzerland in 1960 and 1964. • A dinner for members of the Durban Chamber of Commerce. 	1952- 1964	10 items
JEPH/003/001/004	Menus for Daimler Company Celebration Events: Menus for <ul style="list-style-type: none"> • The Daimler 50th anniversary lunch at the Savoy hotel, London. 	1946- 1996	6 items

JEPH/003/001/005	<ul style="list-style-type: none"> • The Daimler Centenary Ball, together with blank invitations. Menus for Jaguar Company Celebration Events: Menus relating to:	1987-2010	8 items
JEPH/003/001/006	<ul style="list-style-type: none"> • A dinner celebrating 60 years of Jaguar manufacture. • The World Jaguar Weekend Gala Dinner. • The Jaguar XK 50th Anniversary Ball. • The C-type Jaguar 40th anniversary. • A Jaguar Land Rover Long Service Awards Dinner. Menus for Jaguar Racing Celebration Events: Menus for:	1990-1996	15 items
JEPH/003/001/007	<ul style="list-style-type: none"> • A dinner celebrating Jaguar's 1990 win at Le Mans of which 9 are signed by the drivers and John Egan. • A 1996 Le Mans dinner, including two tickets. Menu for Jaguar Apprentices Dinner and Dance: A menu for a Jaguar Apprentices Dinner and Dance.	1977	1 item
<u>JEPH/003/002</u>			
<u>British Leyland Event Menus</u>			
JEPH/003/002/001	Menu for a German BL Importer's Dinner: A menu for the German BL Importer's dinner at the Steinberger hotel, Frankfurt.	1973	1 item
JEPH/003/002/002	Menu for the Lunch to Celebrate the Hand Over of the 5000th Guy Big J truck: A menu for a lunch to celebrate the handover of the 5000th Guy Big J truck.	1969	1 item
JEPH/003/002/003	Menus for the Lunch to Celebrate the Introduction of Daimler Fleetline Buses in Belfast: Identical menus for a lunch to celebrate the introduction of Daimler Fleetline buses by Belfast city Corporation.	1970	2 items
<u>JEPH/003/003</u>			
<u>Other Event Menus in the Collection</u>			
JEPH/003/003/001	Menus for a Presentation by the Jaguar Distributors and Dealers: Identical menus for a presentation to Mr B F Mason by the Jaguar Distributors and Dealers.	1964	5 items
JEPH/003/003/002	Menu for a Scottish Jaguar Distributors and Dealers Lunch: A menu for a Scottish Jaguar distributors and dealers lunch.	1949	1 item
JEPH/003/003/003	Menus for a Jaguar Daimler Heritage Trust Dinner: Identical menus for a Jaguar Daimler Heritage Trust dinner.	Unknown	1 item
JEPH/003/003/004	Menu for the Presentation of the First Coachmakers Awards: A menu for the dinner and presentation of the first Coachmakers awards.	1972	1 item
JEPH/003/003/005	Menus for the Guild of Motoring Writers 1970s Annual Dinners: Menus for the Guild of Motoring Writers annual dinners for 1970, 1971, 1973, 1976, 1977, and 1978.	1970-1978	7 items
JEPH/003/003/006	Menu for an ASMC Dinner: Menu for an ASMC (possibly the Association of Scottish Motoring Correspondents) dinner.	Unknown	1 item
JEPH/003/003/007	Menu for a Coventry and Warwickshire Motor Club Dinner and Dance: A menu for the Coventry and Warwickshire Motor Club 75th Anniversary Dinner and Dance.	1979	1 item

JEPH/004

Event Guest Lists and Seating Plans

<u>JEPH/004/001</u>			
<u>Jaguar Corporate Event Guest Lists and Seating Plans</u>			
JEPH/004/001/001	Guest Lists and Seating Plans for Early 1950s Jaguar Conventions: Guest list and seating plan for Jaguar Conventions: <ul style="list-style-type: none"> • Undated draft (seating plan only). • November 1952. • September 1955. 	1952-1955	12 items

JEPH/004/001/002	Guest list and seating plan for a Guy Motors Convention: A guest list and seating plan for a Guy Motors Convention.	Unknown	1 item
<u>JEPH/004/002</u>	<u>British Leyland Event Guest Lists and Seating Plans</u>		
JEPH/004/002/001	Seating Plans for Early 1970s British Leyland Press Lunches: Seating plans for 1972 and 1973 British Leyland press lunches.	1972- 1973	2 items
<u>JEPH/004/003</u>	<u>Other Event Guest Lists and Seating Plans</u>		
JEPH/004/003/001	Seating Plan for the Annual Lunch of the Royal Warrant Holders Association: A seating guide for the annual lunch of the Royal Warrant Holders Association.	1964	1 item
<u>JEPH/005</u>	<u>Stickers</u>		
<u>JEPH/005/001</u>	<u>Jaguar Racing Related Stickers</u>		
JEPH/005/001/001	Stickers Relating to Jaguar at the Le Mans 24 Hour Race: • Stickers featuring the 1993 Jaguar XJ 220 Le Mans car headed "Racing together for Britain". • Colour Jaguar "Seven Times le Mans Winners" colour stickers. • Monochrome "Jaguar Le Mans '88 Winners" stickers.	1988- 1993	8 items
JEPH/005/001/002	Stickers Relating to the World Sportscar Championship: • Monochrome white "Jaguar 1987 World Sportscar Champions". • Circular and rectangular monochrome "World Sportscar Champions 1987" stickers. • Colour Jaguar "World Sportscar Champions 1987-1988" stickers. • Colour stickers celebrating the 1991 Jaguar World Sportscar Champions.	c. 1987	12 items
JEPH/005/001/003	Other Jaguar Racing Stickers and Related Material: • Monochrome prints illustrating graphics relating to the 24hour Daytona race 1988, etc. • Colour Jaguar XJR-9 sports racing car with "jousting driver cartoon" stickers. • Monochrome "Jaguar Winners 24 Hours Francorchamps 1984" stickers. • Colour Jaguar Racing stickers featuring the racing XJS. • Elliptical green Jaguar Racing sticker (31.5cms x 17cms).	1984- 1988	17 items
<u>JEPH/005/002</u>	<u>Jaguar Brand Related Stickers</u>		
JEPH/005/002/001	Model Derivative Stickers: Plastic envelope containing the following adhesive model derivative name stickers: • Jaguar 3.2. • Jaguar 4.0. • Daimler 4.0.	Unknown	18 items
JEPH/005/002/002	Stickers Featuring Only the Jaguar Name and/or "Leaper" Graphic: • Rectangular monochrome Jaguar name with "leaper" stickers: - 18.5cms x 9cms. - 21.5cms x 11cms. - 25cms x 12cms. - 33.5cms x 15cms. • Small elliptical Jaguar with "leaper" stickers (11cms x 5cms): - White. - Green.	Unknown	21 items

	<ul style="list-style-type: none"> • Rectangular monochrome Jaguar name stickers: <ul style="list-style-type: none"> - 21cms x 5.5cms. - 25.5cms x 6.5cms. - 27cms x 8cms. • Rectangular monochrome "leaper" stickers: <ul style="list-style-type: none"> -18.5cms x 7.5cms. - 21cms x 8.5cms. - 23.5cms x 9.5cms. • Jaguar with elongated "leaper" sticker. 		
JEPH/005/002/003	Jaguar Slogan Sticker: Monochrome "Jaguar The Legend Grows" sticker.	Unknown	1 item
<u>JEPH/005/003</u>	<u>Other Jaguar Related Stickers</u>		
JEPH/005/003/001	Stickers Featuring the Jaguar and Daimler Names: <ul style="list-style-type: none"> • Jaguar Daimler sheet stickers, one of which has the Jaguar images missing. • Round Jaguar Daimler stickers advertising the 3 year 60,000 mile warranty: <ul style="list-style-type: none"> - 2 x 20cms diameter - 1 x 8cms diameter. 	Unknown	5 items
JEPH/005/003/002	Jaguar Importers' Stickers: Monochrome Emil Frey AG (Swiss Jaguar Importer) stickers.	Unknown	5 items
JEPH/005/003/003	SS-100 Anniversary Sticker: Sticker celebrating the 50th anniversary of the Jaguar SS-100 at Alveston Manor.	1986	1 item
<u>JEPH/005/004</u>	<u>Other Stickers in the Collection</u>		
JEPH/005/004/001	Dunlop Stickers: Dunlop stickers: <ul style="list-style-type: none"> • Large monochrome black. • Large monochrome white. • Small colour. 	Unknown	5 items
JEPH/005/004/002	Non Jaguar Le Mans 24 Hours Race Stickers: <ul style="list-style-type: none"> • Colour "24 Heures du Mans" sticker. • "24 Heures du Mans" car park sticker. 	Unknown	2 items
<u>JEPH/006</u>	<u>Postage stamps</u>		
<u>JEPH/006/001</u>	<u>UK Postage Stamps</u>		
JEPH/006/001/001	Royal Mail Stamps Celebrating Jaguar Anniversaries: <ul style="list-style-type: none"> • Plastic envelope entitled "E-type Stamps" containing: <ul style="list-style-type: none"> • Royal Mail flyer celebrating the 50th anniversary of the E-type. • Royal Mail flyer describing the evolution of the E-type. • Envelopes containing cards issued by Benham (A. Buckingham) Ltd celebrating the 60th anniversary of Jaguar, 2 of which have 60th anniversary postage stamps. 	1982- 2011	5 items
JEPH/006/001/002	Royal Mail First Day Cover Stamps: Opened envelope containing a letter from Sir William Lyons to all Jaguar distributors and dealers with a first day of issue stamp featuring the Mini and the E-type.	1966	1 item
<u>JEPH/006/002</u>	<u>Foreign Postage Stamps</u>		
JEPH/006/002/001	Polish Postage Stamps: Envelope addressed to Jaguar Cars Ltd with 3 Polish stamps depicting jaguar wild animals.	Unknown	1 item

JEPH/007	Table Name Cards: Blank table name cards labelled 50 Years XK 1948-1998.	1998	1 item
JEPH/008	List of Personnel and Duties: List of personnel and duties at Le Mans 1955.	1955	1 item
JEPH/009	Order of Service of Thanksgiving: Orders of service for the Service of Thanksgiving for Sir William Lyons	1985	2 items
JEPH/010	Ephemera Relating to Distributors and Dealers Luncheon: Ephemera relating to a distributors and dealers presentation luncheon for Sir William Lyons to mark the fiftieth anniversary of Jaguar: . 2 copies of the guest list and seating plan. . Menu. . Invitation to Mr A J A Whyte.	1972	4 items
JEPH/011	Album of Jaguar and Daimler Illustrations: Album of historical Jaguars and Daimlers illustrated by John Beecham entitled the Jaguar Calendar Collection.	Unknown	1 item