THE NEWSLETTER OF THE INTERNATIONAL JAGUAR 'S'-TYPE REGISTER THE FIRST 100 ISSUES

Index for Volume 1, Number 1 thru Volume 9, Number 6

(Note: `E' refers to an Enclosure to that issue.)

Title	<u>Vol.</u>	<u>No.</u>	Ambla upholstery	4	11-12
1964 World Car Catalogue	8	8	An evening with Sam Posey	9	5
40th Anniversary of 'S'type	3	7E	An Intermediate Jaguar, The Motor, Oct. 2,1963	5	3E
A1 Jaguar, Popular Classics, June 1994	8	1	Analysis Jaguar 'S'-type, Sportscar, May 1964	8	6
AA Road Test, March 1965	7	12E	Analysis: Kougar, Kit Cars, Oct, 1982	7	9E
Across a Continent - Zero Miles (P1B79909DN)	4	8E	Ancestors & parentage, Jaguar World, Nov 1998	9	2
Advertisemen - Classic & Sports Car, insurance	7	10E	Announcement - Autocar	5	4E
Advertisement - 1965 Models	2	5E	Announcement - Country Life	7	7E
Advertisement - <i>Autocar 12 May 1964</i>	4	3E	Announcement - Information Kit - 1	5	6E
Advertisement - Autocar 23 October 1964	4	4E	Announcement - Information Kit - 2	5	7E
Advertisement - Belgium	7	5E	Announcement - Information Kit - 3	5	8E
Advertisement - Belgium - 2	7	8E	Announcement - Information Kit - 4	5	9E
Advertisement - Canada	3	9	Announcement - Information Kit - 5	5	10E
Advertisement - Castrol	2	8E	Announcement - Jaguar Driver	6	10E
Advertisement - Connolly Leather	1	8E	Announcement - Motorsport & Autosport	5	5E
Advertisement - First USA	1	12E	Announcement - The London Illustrated News	7	8E
Advertisement - First USA	3	4E	Announcement - The Motor	5	3E
Advertisement - French	3	12	Announcement - USA	5	5
Advertisement - German	7	5E	Announcement - USA & ROW	6	1E
Advertisement - Germany - 2	6	10E	Archives - Jaguar North America	9	6
Advertisement - H.R. Owen, Oct. 1963	2	6E	Archives - JDHT	9	6
Advertisement - Laycock Overdrive	4	8E	Astronaut's 'S'-type	6	4
Advertisement - motor und sport	3	4E	Auction Prices - pre-2005	4	11-12
Advertisement - The Motor, 16 Oct 1963	1	8E	Auction Replies - eBay	3	1-2
Advertisement - UK	6	1E	Auctioned 'S'-type	3	9
Advertisement - USA	7	8E	Auctioned 'S'-type - 1	4	1
Advertising - Cinema	6	10	Auctioned 'S'-type - 2	4	2
Advertising - Cinema - 2	7	5E	Auctioned 'S'-type - 3	4	6
Advertising - Country Life	7	7E	Auctioned 'S'-type - 4	4	11-12
Advertising - 'S'-type Messages	7	6E	Auctioned 'S'-type - 5	5	7
Advertising - The London Illustrated News	7	8E	Auctioned 'S'-type - 6	6	5
Advertising - UK Dealers	7	5E	Auctioned 'S'-type - 7	6	6
Advertising - UK Dealers - 2	7	5E	Auctioned 'S'-type - 8	6	10
Advertising - UK Distributor	7	5E	Auctioned 'S'-type - 9	6	12
Advertising - USA Ad Mats	7	2E	Auctioned 'S'-type - 10	7	1
Air Cleaner Alternatives	9	2	Auctioned 'S'-type - 11	7	2
Air Conditioning - 1	4	7	Auctioned 'S'-type - 12	7	3
Air Conditioning - 2	4	10	Auctioned 'S'-type - 13	7	6
Air Conditioning - 3	5	2	Auctioned 'S'-type - 14	7	9
Air Conditioning - 4	5	8	Auctioned 'S'-type - 15	7	12
Air Conditioning - Brochure	4	7E	Auctioned 'S'-type - 16	8	5
			Auctioned 'S'-type - 17		

		4.0			
Auctioned 'S'-types - 2000	2	10	Cars: 1B51784BW	7	4
Autocar On the 'S'-Type	8	12	Cars: 1B52687BW	2	5
Autocar, Dec 20, 1963, "S" for Stride	4	4E	Cars: 1B52793BW	5	11
Autocar, Mar 19, 1965, Jaguar 'S'-type 3.8 (overdrive)	8	12	Cars: 1B5293DN	3	5
Autoretro, Aug 2013, 'S'-type Saga	8	2	Cars: 1B53177DN	2	1
Autosport, Aug. 7, 1964, Road Test	4	9E	Cars: 1B53289BW	6	1
Autosport, Mar. 1978, Kougar Road Test - by John Bol-	7	9E	Cars: 1B53751DN	2	10
ster	•		Cars: 1B53972BW	3	5E
Autosport, Oct 4, 1963, The Jaguar 'S'-type	3	9E	Cars: 1B53972BW	6	4
AutoSport, October 4, 1963	8	6	Cars: 1B55927BW	8	9
Autoweek, Jan 6, 1992 on 'S'-type	1	5E	Cars: 1B57272DN		
Autoweek, Jan 6, 1992 on 'S'-type	1	12E	Cars: 1B5819BW	9 4	3 4
Barn Finds	9	6			
Bertone FT 'S'-type	3	10	Cars: 1B59272BW	2	8
Bertone FT Jaguar 'S'-type	7	1E	Cars: 1B6648DN	4	6
Bertone FT 'S'-type → XJ-S	4	2	Cars: 1B6648DN - 2	9	1
Bill Boddy on the 'S'-type	8	9	Cars: 1B6648DN - 3	9	2
Body Numbers	2	2	Cars: 1B6648DN - 4	9	3
Body Numbers - 2	3	1-2	Cars: 1B6648DN - 4, Up And Running At Last And MoT Time	9	4
Books: Jaguar Mk I & Mk II Saloons	5	2	Cars: 1B75001BW	6	8
Books: The Jaguar 1979, Japan	2	7	Cars: 1B7640BW	5	2
Boot Refurbishment	6	5	Cars: 1B76533DN	8	8
Brands Hatch - Driving a Race Car and Racing a Motorcy-	0	,	Cars: 1B78109DN	2	6
cle	8	6	Cars: 1B78809DN	5	12
Britax Seat Belts	6	3	Cars: 1B79276DN	7	7
Brits on the Bayou (1B53972BW)	3	5E	Cars: 1B79549DN	3	1-2
Brochure - Peter Lindner	8	3	Cars: 1B79549DN	3	9
Bryson (Australia)	6	9	Cars: 1B8324DN	8	6
Build Dates	2	4	Cars: 1B9699BW	1	1
Build Records	2	4	Cars: A1B58425DN	8	11
Build Records - What are the Numbers?	9	6	Cars: French 'S'-type	5	7
California Date Tag	5	6	Cars - P1B8973BW	7	12
Cars - P1B77666BW	7	6	Cars - P1B8973BW - 2	8	1
Cars - P1B7909DN on calendar	5	10	Cars: P1B8973BW - 3	8	2
Cars - P1B8973BW	7	12	Cars: P1B8973BW - 4	8	3
Cars - P1B8973BW - 2	8	1	Cars: P1B8973BW - 5	8	4
Cars: 1B1013BW	3	3	Cars: P1B8973BW - 6	8	5
Cars: 1B1725DN	3		Cars: P1B8973BW - 7	8	6
		6	Cars: P1B8973BW - 9	8	9
Cars: 1B1896BW	8	5	Cars: P1B8973BW - 10	8	10
Cars: 1B2031	4	5	Cars: P1B8973BW - 11	8	11
Cars: 1B2159DN	6	9			
Cars: 1B25089DN	7	9	Cars: P1B8973BW - 12	8	12
Cars: 1B25169BW	8	10	Cars: P1B8973BW—13	9	1
Cars: 1B25197DN	2	4	Cars: P1B8973BW - 14	9	2
Cars: 1B25384DN	6	12	Cars: P1B8973BW - 15 -Things I would do differently and		
Cars: 1B2584BW	2	11	Things I did right	9	3
Cars: 1B25901	1	6	Cars: P1B25139DN	4	1
Cars: 1B25901	2	9	Cars: P1B26209DN	9	5
Cars: 1B3600BW	2	3	Cars: P1B56797DN	5	5
Cars: 1B50438DN	7	10	Cars: P1B56930DN	8	7
Cars: 1B50442BW	6	12E	Cars: P1B56930DN - 2	9	1
Cars: 1B51228DN	1	6E	Cars: P1B58934DN	8	3
Cars: 1B51228DN - 2	2	7	Cars: P1B7268DN	3	4
Cars: 1B51784BW	7	4	Cars: P1B7268DN	4	2
		•			

Cars: P1B75115BW	3	11	Catnap, Hemmings Sports & Exotic Car, Dec, 2005	9	6
Cars: P1B75188BW	5	8	Celebrating the 'S'-types' 40 th	7	11
Cars: P1B75188BW - 2	5	9	Celebrities' 'S'-types	7	1
Cars: P1B75271BW	4	11-12	Celebrity 'S'-type - Led Zeppelin	8	6
Cars: P1B75290DN	7	1	Celebrity 'S'-type - Pattie Boyd	8	4
Cars: P1B7530DN	1	5	Celebrity 'S'-type - Patrick MacNee	3	12
Cars: P1B75313BW	4	7	Celebrity 'S'-type - Peter Sellers	4	4
Cars: P1B75313BW - 2	4	8	Chassis Number Format	2	8
Cars: P1B75313BW - 3	4	9	Chassis Numbers	1	12
Cars: P1B75313BW - 4	5	4	Christmas Offerings - 1963	8	12
Cars: P1B75518BW	9	4	Cigarette Card	1	11
Cars: P1B75715BW	6	7	Class War, Classics, Oct 2001	7	10E
Cars: P1B75802BW	1	3	Classic & Sports Car, May 2001	7	10E
Cars: P1B75988DN	2	2	Classic & Sports Car, May 2001 Classic Cars, Jan 1990	7	10E
Cars: P1B76088BW	5	10	Classic Cars, Nov 2003, S for Success	4	5E
Cars: P1B76315BW	8	2	Classic Cars, Nov 2003, 3 for Success Classic Kougar, Component Cars, Jan. 1985	7	9E
Cars: P1B76376DN	1	2	Classic Selection	9	
Cars: P1B76415DN	1	4	Classics Monthly, May 2013, S for Survivor	9 8	6 4
Cars: P1B76415DN	5	3	Classics Monthly, Oct 2011, Drive Buy 'S'-type	8	5
Cars: P1B76476BW	7	3		o 7	
Cars: P1B76788BW	6	2	Classics, Oct 2001	,	10E
Cars: P1B77086BW	7	8	Collector Card	2	3
Cars: P1B77094BW	2	8	Collector Card - 2, JDHT	7	7
Cars: P1B77271BW	6	3	Collector Card - French	7	2
Cars: P1B77432BW	3	12	Collector Card - German	3	5
Cars: P1B77469DN	6	10	Collector Card - Spanish	3	10
Cars: P1B77469DN - 2	6	11	Convertible 'S'-type	3	6
Cars: P1B77729BW	5	1	Convertible 'S'-type - 2	7	4
Cars: P1B77785BW	8	12	Coomb's 'S'-types	I	12
Cars: P1B78037BW	5	6	Coombs' 'S'-types - 2	8	7
Cars: P1B78103BW	7	2	Corgi Rockets Jaguar, No. 926, 'Control Car' - 2	8	10
Cars: P1B78654BW	7	11	Cup Holder - 2	/	12
Cars: P1B7879BW	6	5	Cup Holder for 'S'-type	3	5
Cars: P1B7879BW - 2	6	6	Cyril Crouch - Obituary	4	5
Cars: P1B78971BW	7	5	David E. Davis on the Kougar	7	9E
Cars: P1B79246BW	1	7	Dealer Sheet/Brochure	I	7E
Cars: P1B79289BW	3	10	Dealer Single Sheet	2	4E
Cars: P1B79583DN	3	3	Derelict 'S'-type	1	1
Cars: P1B7963DN	4	3	Derelict 'S'-type - 2	6	2
Cars: P1B79611DN			Derelict 'S'-type - 3	6	7
Cars: P1B7972DN	4 2	10	Derelict 'S'-type - 4	6	9
	<u> </u>	12	Derelict 'S'-type - 5	6	11
Cars: P1B79836DN	1	12	Derelict 'S'-type - 6	7	5
Cars: P1B79909DN 1a - After Delivery	/	11	Derelict 'S'-type - 7	8	7
Cars: P1B79909DN - 3		10	Drivability and Performance Updates	7	1
Cars: P1B79909DN - 4	I	11	Driving Ads - 2	6	11
Cars: P1B79909DN - 5	4	7	Driving Ads - Jaguar World Monthly, Oct. 2012	7	4
Cars: P1B79909DN - 6	5	2	Driving Ads - Jaguar World, Aug. 2007	5	9
Cars: P1B79909DN - Delivery	1	8	Driving and Riding the B.E.A.T.	9	4
Cars: P1B79979BW	3	7	Driving Arizona	7	1
Cars: P1B80054DN	3	8	Driving Arizona Roads	8	5
Cars: P1B80074BW	8	3	Driving Inde Motorsport Ranch (P1B79909DN)	7	3
Cars: P1B80418DN - The Last 'S'-type	9	6	Driving Roads	8	1
Cartoon - Tarzan	4	8	Driving Route 66	6	12E
Cat out of the Bag. 2008	6	2			
N. I I. a. b. b. a. a. l. a. al a			D 0		

Newsletter Index

Driving the B.E.A.T.	9	4	In Film - Callan - 2	5	7
Driving the 'S' - Remembering the TC	1	4E	In Film - Caravan to Vaccarès	8	8
Driving Tucson Garages, Toronto Star, Apr 19, 2014	8	5	In Film - Caravan to Vaccarès Lobby Card	8	8
Driving up Kitt Peak	6	11	In Film - Cold Eyes of Fear	7	4E
Driving up Mt. Lemmon	6	10	In Film - Dead Cert	6	12
eBay 'S'-type Items	3	6	In Film - Death Walks on High Heels	8	10
Encyclopedia of Cars, 1990	8	8	In Film - Double Face	8	7
Encyclopedia of Cars, 1998	8	8	In Film - Farhenheit 451	7	3E
Engine Numbers	2	1	In Film - Fathom	8	11
Engine Thermostat	2	9	In Film - Frenzy	1	12
Estate Car Conversion	5	4	In Film - Frenzy	7	3E
European Side Marker lights	2	7	In Film - Fuller Report	8	4
European Side Markers - Correction	2	10	In Film - Going Bananas (1987)	9	6
Export Sales	8	4	In Film - Gumshoe	9	3
Exterior Colour Codes - PPG	5	10	In Film - Hired Killer	8	3
Exterior Colours - Opalescents	9	5	In Film - I'll Sleep When I,m Dead	6	2
Exterior Colours (April '66)	1	6	In Film - Le comiche	8	12
Exterior Colours (April '66)	1	10	In Film - Life at the Top	6	11
Exterior Colours (at Introduction)	1	11	In Film - Loot	7	3E
Exterior Colours (March '67)	1	9	In Film - No Blade of Grass	7	3E
Exterior Paint - Opalescent Refinishing	9	6	In Film - No Sex Please, We're British	9	3
Exterior Paint Mfgrs	5	6	In Film - Nobody Runs Forever	7	3E
Factory Options	9	6	In Film - Out of Africa	2	5
Factory Option Values	3	8	In Film - Psychomania	2	4
Fasteners Decoded	7	5	In Film - Psychomania	7	3E
Fiore Design 'S'-type	5	8	In Film - Robbery	2	10
First 'S'-type	4	10	In Film - Robbery	7	3E
First 'S'-type - 2	5	10	In Film - Robbery Lobby Card	8	6
Floor Mats	7	7	In Film - Scream and Scream Again	7	3E
Fluid Capacities	2	8	In Film - Seven Times Seven	9	5
Front Door Map Pocket Rebuild	6	6	In Film - Sitting Target	7	3E
Frua 'S'-type	2	6	In Film - Something to Hide	8	1
Frua 'S'-type - 2	3	10	In Film - Stoned	5	1
Fuel Consumption	6	10	In Film - Stoned	7	3
Gearbox Numbers	2	3	In Film - The Brain	7	3E
Gearbox, Close-Ratio	1	7	In Film - The Champagne Murders	8	9
Gearbox, Manual - 1	5	12	In Film - The Final Comedown	9	5
Gearbox, Manual - 2	6	1	In Film - The Killer Wore Gloves	9	4
Gearbox, Manual - 3	6	2	In Film - The Krays	7	11
German Distributor, Peter Lindner	7	5E	In Film - The Life and Death of Peter Sellers	4	4
Head Colours	2	5	In Film - The Magic Christian	7	3E
Headlamps - Lucas PL700	9	4	In Film - The Sweeney	7	10
·	9	5	In Film - The Walking Stick	7	12
Hemmings Sports & Exotic Car, Dec. 2005	•		In Film - Too Fast to Race	7	5
Hemmings Sports & Exotic Car, Dec, 2005 Hemmings Sports and Exotic Car magazine	9 4	6 8	In Film - Toto the Hero	8	6
How Many Are Left?	7	o 5	In Film - Trog	o 7	4E
			In Film - <i>Villain</i>	-	4E 2
Hugh Bryson's Death	6 1	1	In Film - <i>Villain</i>	2	2 3E
Idle Speed	•	3		7	
In Books - They don't make them like that any more	9 7	3	In the Press, Jaguar Enthusiast	5	2 2
In Film - 11 Harrowhouse		6 45	Inspector Morse on the 'S'-type	4	
In Film - A Lizard in a Woman's Skin	7	4E	IRS Overhaul	4	2E
In Film - Brannigan	3	4	Jack Label, Shelley	1	6 7
In Film - Callan	5	6	Jack Label, Shelley - 2	1	1

·			<u> </u>		
Jack Label, Shelley (different)	1	10	Letter - 1B51751DN	6	10
JAG 'S' TYPE, Hot Car, Dec. 1973	7	9	Letter - 1B51751DN	7	3
Jaggin' Up the Mt. Washington Auto Road (P1B79909DN)	3	6E	Letter - 1B5819BW	5	10
Jaguar Books	1	8	Letter - 1B5819BW	5	10
Jaguar Books	8	2	Letter - 1B59272BW	5	6
Jaguar Business - 1967	3	9	Letter - 1B77785BW	5	10
Jaguar Driver, 'S'-type Issue	3	7E	Letter - 1B78266DN	6	12
Jaguar Driver, Apr 1969	9	3	Letter - 1B8699BW	3	1-2
Jaguar Driver, Jan. 2009, Car of the Month: 1965 3.8 S	С	7	Letter - Announcement	5	8
Туре	5	/	Letter - Auto Gearbox	6	8
Jaguar Driver, Nov 1977	9	5	Letter – Barn Find	3	7
Jaguar Heritage - Index to 'S'-type Articles	9	6	Letter – Barn Find	4	5
Jaguar Journal, Spring 1967, Jagster	8	9	Letter - Brake Fluid Warning Label	6	7
Jaguar Monthly, Sep, 1998	9	6	Letter - Brakes	3	5
Jaguar Organization, The - 1965	9	6	Letter - British Marque	5	10
Jaguar Quarterly/World, 'S'-type articles	2	12	Letter - Build Date	6	10
Jaguar S-type, Autocar, Oct. 4, 1963	5	4E	Letter - California Date Tag - 2	5	9
Jaguar 'S'-type: the Perfect Getaway Car, The Tele-	8	3	Letter - Car Wash	2	3
graph,Feb. 24, 2014	0	3	Letter - Coombs Wheel Arches	5	5
Jaguar Tribune, Feb 2014, 'S' for Small - Surely Not!	8	7	Letter - Cylinder Head Colours	7	4
Jaguar World 2005 Pocket Guide and Calendar	6	11	Letter - Driving P1B77469DN	7	8
Jaguar World Best Buy - 'S'-type	6	10	Letter - Firewall Plate	4	8
Jaguar World, Mar/Apr 1995, Lynx 'S'-type and Kougar	9	1	Letter - French Collector Card	7	3
Jaguar World, Nov 1998	9	2	Letter - French Collector Cards	7	2
Japan 'S'-type	4	10	Letter - from Jim Patten	8	1
Japanese 'S'-types	7	2	Letter - from South Africa	7	10
Japanese 'S'-types - 2	7	4	Letter - Front Number Plate Carrier	7	6
JCNA Championships - 2001	2	11	Letter - Front Number Plate Carrier	7	7
JDC 'S'-type News Nov, 1986	4	6E	Letter - Front Number Plate Carrier - 3	5	6
JDHT Archives	4	10	Letter - Generator/Alternator	7	10
JDHT Certificates	1	9	Letter - Getaway Car	8	3
JDHT Certificates - 2	1	10	Letter - Heater Vacuum Switch	9	3
Kougar - David E. Davis	7	9E	Letter - Heater Valves	5	ა 1
Kougar Brochure	7	9E	Letter – Holland Show	Δ	2
Kougar Cars advertisement	7	9E	Letter – Hond Lining	2	12
Kougar Jaguar 'S'-type	7	9E	Letter - In Films	7	6
Kougar Jaguar 'S'-type - 2	7	10	Letter - In Films	8	1
Kougar Reborn, Jaguar World, Mar/Apr 1995	9	1	Letter - Intake Air Ducting	7	4
Kougar Road Test - by John Bolster	7	9E	Letter - Jim Patten	5	3
Kougar Road Test - Component Cars, Jan. 1985	7	9E	Letter - KO Wheels	1	3 12
Kougar Road Test - Kit Cars, Oct, 1982	7	9E		7	9
Kougar Road Test - Thoroughbred & Classic Cars	7	9E	Letter - Kougar Letter - OD Removal	7	
Kougar Road Tests	7	9E		3	6 3
Kougars on the Register	7	9E	Letter - Omlette Express/1B1013BW Letter - On the Cover	6	
Laser Art 'S'-type (P1B79909DN)	3	11		/	4
Last 'S'-type	5	11	Letter - P1B53287BW	4	9
LED Bulbs - 'S'-type Interior	7	10	Letter - P1B54093BW	7	7
Letter – Avenger's 'S'-type	2	7	Letter - P1B6030BW	4	10
Letter - S-TYPE Son of 'S'-type	6	1	Letter - P1B75188BW Update	5	11
Letter - 'S'-type Convertible	3	6	Letter - P1B75313BW	4	9
Letter - 'S'-type Wanted	8	8	Letter - P1B75715BW	6	7
Letter - 1B50442BW	4	7	Letter - P1B76102BW	5	7
Letter - 1B50442BW	6	11	Letter - P1B76376DN	4	8
	-	•	Letter - P1B76415DN	7	1
			I		

			<u> </u>		
Letter - P1B76467BW	7	3	Member's Tip – Oil Pressure	2	9
Letter - P1B77086BW	5	11	Member's Tip - SU Dashpot Oil - 2	8	6
Letter - P1B77271BW	7	3	Member's Tip - SU Fuel Pump	1	12
Letter - P1B77271BW	7	4	Member's Tip - SU Fuel Pump	2	1
Letter - P1B79246BW	4	9	Member's Tip - SU Fuel Pump	2	3
Letter - P1B79308DN	4	3	Member's Tip - Sun Visors	8	4
Letter - P1B79696BW	5	7	Member's Tip – Water Pump	2	6
Letter - P1B79958BW	4	9	Member's Tip - Bonnet Insulation	8	2
Letter - P1B79958BW	8	7	Member's Tip - Brake Light Switch	7	8
Letter - Paul Skilleter	2	4	Member's Tip – Brake Master Cylinder	2	11
Letter - Police 'S'-type NVB256E	9	2	Member's Tip - Coolant Reservoir	7	10
Letter - Police Cars	7	5	Member's Tip - Cooling Shield - 2	6	2
Letter - Politician' 'S'types	6	4	Member's Tip - Door Rubber Seals	8	2
Letter - Pressed Steel Patent Plate	6	8	Member's Tip - Glove Box Lock	6	2
Letter - Queen of Burlesque's 'S'-type	6	5	Member's Tip - Ignition Switch	6	3
Letter - Rear Wheel Arches	5	9	Member's Tip - Ignition Timing	3	3
Letter - Rear Wheel Arches	5	10	Member's Tip - Instrument Lioghts	7	11
Letter - Rear Wheel Arches - 2	5	12	Member's Tip - Map Light	7	11
Letter – Sedona Show	4	2	Member's Tip - Moss Gearbox	3	1-2
Letter - Shroud for Water Drain Holes at Bottom of Doors	8	8	Member's Tip – Moss Gearbox	3	7
Letter - Slaloming 'S'-types	7	4	Member's Tip - Oil Pressure	3	8
Letter - South African 'S's	6	6	Member's Tip - Rear Screen Chrome Trim	8	11
Letter - Sparking Plugs	6	7	Member's Tip - SU Damper Oil	8	5
Letter - Spoke Breakage	1	11	Member's Tip - Wire Wheels	7	7
· · · · · · · · · · · · · · · · · · ·	1		· ·	7	
Letter – Steering Box	2 7	8	Mk2 - 'S'-type Hybrid	1	6
Letter - 'S'-type Art	7	5	Model 'S'-types	1	4 1-2
Letter - 'S'-type For Sale		3	Model (Stypes - 2	3	
Letter - 'S'-type Jack	7	3	Model 'S'-types - 3	3	11
Letter - 'S'-type on Poster	6	9	Model 'S'-types - 4	4	6
Letter - 'S'-type Stamp	2	2	Model 'S'-types - 5	4	11-12
Letter - SU HD 6 Carburretors	6	11	Model 'S'-types - 6	5	4
Letter - Telegraph Article	6	1	Model 'S'-types - 7	6	8
Letter - The Last 'S'-type	9	5	Model Fire Chief's Car	4	1
Letter—1B50442BW	7	12	Model Police Car	2	2
Letter—AutoMedon 'S'-type	/	12	Model Police Car - 2	3	9
Letter—On TV	8	4	Model Police Car - 3	3	12
Letter—Sunroofs	8	4	Model Police Car - 4	5	1
Lost 'S'-type	3	3	Model 'S'-type - Corgi No. 926	6	12
Lost 'S'-type - 1B1013BW (Omlette Express)	6	3	Model 'S'-type - Spot-On No. 276	7	3
LPG Conversion	4	6	Model 'S'-type - Spot-On No. 276 - 2	9	4
Lucas 9 H Horns	1	1	Motor - 'S'-type Coverage	8	10
Lynx 'S'-type Road Test	9	1	Motor Saloon Photo Supplement	2	1E
Lynx twin turbocharged 'S'-type	6	9E	Motor Show 1964 - Country Life	7	7E
Maintenance - 2 - Motor 5 Dec 1964	3	7	Motor Show 1965 - Country Life	7	7E
Maintenance - Motor, 5 Dec 1964	3	6	Motor Show 1966 - Country Life	7	7E
Maintenance & Lubrication Chart	1	5	Motor Show 1967 - Country Life	7	7E
Maintenance Charts - Jaguar, Castrol, BP, Shell, Esso	5	11E	Motor Trader on 'S'-type	4	11-12E
Maintenance Note: Rear End	1	10E	Motor Trader Service Data No. 422	7	11E
Maintenance Note: Wire Wheels	1	11E	Motor Trader Servicing Data Handbook	8	6
Member's Tip - Brake Servo Tool	3	4	Motor Trend, March 1966, Drivescription	2	3E
Member's Tip – Cooling Shield	2	5	Motor, August 14, 1965, Sporting Executive	8	11
Member's Tip – Core Plugs	2	10	Motor, December 5, 1964	8	10
Member's Tip - Handbrake	2	4	Motorsport, July 1964	8	8
			1		

MotorSport, November 1966	8	9	On the Cover - 28, Case History, Aug. 1964	5	6
My Thirty Years of Motoring for Motorsport, 1982	8	9	On the Cover - 29, Jaguar Journal, Oct. 1963	5	7
Official 'S'-type Publications	1	5	On the Cover - 30, Jaguar Driver, Aug. 1979	5	8
Official 'S'-type Publications - 2	1	6	On the Cover - 31, Jaguar Driver, Mar. 1984	5	9
Oil Pressure	2	9	On the Cover - 32, Jaguar Enthusiast, Jan.2003	5	10
On Calendar - 2014	8	1	On the Cover - 33, Classic and Sports Car, Feb. 1990	5	12
On Calendar - 2	5	10	On the Cover - 33, Jaguar Driver, Aug. 1990	5	11
On Calendar - 3	5	11	On the Cover - 35, the Jaguar Magazine, Ed. 84	6	1
On Calendar - 4	5	3	On the Cover - 36, Classic & Sports Car, Jan. 2002	6	2
On Calendar - 4	7	5	On the Cover - 37, Jaguar Monthly, Aug. 1999	6	3
On Calendar - 5	7	8	On the Cover - 38, Jaguar Journal, Dec. 1963	6	4
On Concours Dash Plaque	9	5	On the Cover - 39, The Definitive Mk II Parts Ctalogue	6	5
On Fridge Magnets	7	7	On the Cover - 40, The Jaguar Organisation	6	6
On Metal Enameled Sign	8	11	On the Cover - 41, Classics, Oct. 2001	6	8
On Mouse Pad	9	3	On the Cover - 42, Jaguar Driver, Dec. 2006	6	10
On Mugs and Caps	9	4	On the Cover - 43, Xclusively Jaguar, May 2010	6	11
On Music CD - Stark Raving Mod!	2	9	On the Cover - 44, Jaguar Driver, Sep. 2004	6	12
On Music Video - Alle Kleuren	8	5	On the Cover - 45, Jaguar Journal, Apr. 1964	7	1
On Music Video - May The Cube Be With You	9	3	On the Cover - 46, <i>Jaguar Mk II 1955-69</i>	7	3
On Music Video - Miss This Tonight	7	5	On the Cover - 47, Auto Retro, Jul. 1990	7	4
On Postcard	6	9	On the Cover - 48, Jaguar Enthusiast, Jan. 2013	7	6
On Postcard - French	9	5	On the Cover - 49, Classic Marque, Apr. 2013	7	8
On Postcard - Police Car	3	9	On the Cover - 50, Kit Cars, Oct. 1982	7	9
On Poster	5	2	On the Cover - 51, Jaguar Journal, Jul/Aug 2013	7	10
On Poster - 2	6	10	On the Cover - 51, Jaguar World Monthly, Sep. 2003	7	11
	9			7	12
On Poster - 3 On the Cover 1 practical Classics May 2001	3	5 1-2	On the Cover - 53, Jaguar World Monthly, Oct. 2013	-	
On the Cover - 1, practical Classics, May 2001	3	3	On the Cover - 54, Popular Classics, Jun 1994	8 8	1
On the Cover - 2, Jaguar Enthusiast, Sep 1990	3		On the Cover - 55, Jaguar Enthusiast, Dec 2013		2
On the Cover - 3, Classic and Sportscar, Jan 1988	3	4	On the Cover - 56, Classics Monthly, May 2013	8	3 7
On the Cover - 4, Police Cars, Bobbitt, 2001	3	5	On the Cover - 57, Jaguar Tribune, Feb. 2014	8 8	9
On the Cover - 5, Motor, Dec 5, 1964	3	6 7E	On the Cover - 58, CAT-A-LOG, Aug. 2013	8	10
On the Cover - 6, Jaguar Driver, Oct 1963			On the Cover - 59, CAT-A-LOG, Nov. 2013		
On the Cover - 7, practical Classics, May 1994	3	8	On the Cover - 60, Cat-A-Logue, Mar 1999	8	11
On the Cover - 8, Old Motor, Mar 1981	3	9	On the Cover - 61, Jaguar Driver, October 1981	9	1
On the Cover - 9, Jaguar Driver, Jan 1987	3	10	On the Cover - 62, Jaguar Driver, May 1998	9	2
On the Cover - 10, Motor Klassic, Nov 1998	3	11	On the Cover - 63, Desert Jaguar, May 2015	9	4
On the Cover - 11, Jaguar Enthusiast, Jun 2004	3	12	On TV - American Master, Joan Baez	5	11
On the Cover - 12, Autosport, Oct 18, 1963	4	1	On TV - Batman	9	5
On the Cover 114, FIAC NEWS, Mar 1987	4	2	On TV - Blue Peter	6	6
On the Cover - 14, EJAG NEWS, Mar 1983	4	3	On TV - British Mystery Spy Thrillers	9	3
On the Cover - 15, jaguar driver, Feb 1966	4	4	On TV - Chasing Classic Cars	5	9
On the Cover - 16, Classic Cars for Sale, Nov 2003	4	5	On TV - Doctor Who	9	6
On the Cover - 17, Jaguar Driver, Nov 1986	4	6	On TV - Doctor Who	7	4E
On the Cover - 18, Jaguar Enthusiast, Jul 1986	4	7	On TV - Gideon's Way - 2	8	6
On the Cover - 19, Jaguar Enthusiast, Mar 1987	4	8	On TV - Gideon's Way	8	5
On the Cover - 20, Jaguar Enthusiast, Jan 1993	4	9	On TV - Hunter	8	11
On the Cover - 21, Jaguar Driver, Apr 1987	4	10	On TV - Inspector Maigret	8	8
On the Cover - 22, Coventry Cat, Apr 2002	4	11-12	On TV - Inspector Morse	9	2
On the Cover - 23 - Jaguar Heritage, July 2005	5	1	On TV - McMillan & Wife	8	4
On the Cover - 24 - Catalogue, Oct 1997	5	2	On TV - Monty Python	8	12
On the Cover - 25 - Jaguar Driver, May 1994	5	3	On TV - New Tricks	8	7
On the Cover - 26 - The Coventry Cat, Nov. 2000	5	4	On TV - Oh No, It's Selwyn Froggitt!	8	9
On the Cover - 27 - Jaguar Journal, May 1064	5	5	On TV - Person of Interest	9	1

On TV - Person of Interest Star Car, P1B56930DN	9	1	Originality - Ignition Coil	7	2
On TV - Randall and Hopkirk (Deceased)	7	4E	Originality - Jack Bracket/Strap	2	1
On TV - River Monsters	8	4	Originality - Keys	6	9
On TV - Tatort: Zeitzünder	8	6	Originality - Labels (Stickers & Decals)	6	7
On TV - The Avengers	2	6	Originality - Labels - 2	6	9
On TV - The Avengers - 2	4	6	Originality - Late Changes	6	2
On TV - The Avengers - 3	7	1	Originality - Late Changes - 2	6	3
On TV - The Avengers - 4	7	2	Originality - Number Plates	1	2
On TV - The Avengers - 5	8	10	Originality - Number Plates - 2	8	11
On TV - The Baron	7	5	Originality - Petrol Drain Plug Filter	5	6
On TV - The Blues	3	7	Originality - Power Steering Reservoir Label	2	7
On TV - The Champions	7	4E	Originality - Rear Springs	4	2E
On TV - The Long Firm	6	9	Originality - Shroud for Water Drain Holes at Bottom of	8	7
On TV - The Persuaders!	5	3	Doors		,
On TV - The Persuaders! - 2	7	4E	Originality - Spare Wheel Well	2	1
On TV - The Protectors	7	4E	Originality - Spark Plug Caps	6	11
On TV - The Saint	9	3	Originality - Sun Visors	8	4
On TV - The Sweeney	7	7	Originality - Tail Pipe Extension	5	10
On TV - The Sweeney - 2	7	8	Originality - Thor Hammer	4	2
On TV - The Sweeney - 3	7	9	Originality - Tyres	2	7
On TV - Top Gear	6	10	Originality - Voltage Regulator	/	1
On TV - Underworld, The Krays	8	2	Originality - Windscreen Washers	5	11
On TV - Waking the Dead	6	8	Originality - Wiper Blade Refills	5	10
On TV—Où es-tu maintenant? (Where Are You Now?)	9	4	Originality - Wiper Blades		3
On YouTube	7	8	Originality - Wiper Blades - 2	5	9
Originality - Battery Assembly and Cover	9	5	Originality: Service Bulletins		6
Originality - Bonnet Insulation/Soundproofing	6	4	Originality—Window Winder Handles	9	4
Originality - Boot Emblems	7	7	Otter Switch Basics	6	3
Originality - Boot Interior	2	2	Owner's Documents	1	7
Originality - Boot Lid - 1	2	3	Owner's Documents - 2	1	8
Originality - Boot Lid - 2	2	4	Owner's Documents - 3	1	10
Originality - Brake Fluid Reservoir Cap	7	11	Owner's Documents - 4	1	11
Originality - Cam Cover nuts/washers	3	10	Owner's Documents - 5	1	12
Originality - Catch, Operating No Draught Ventilator	8	1	Owner's Documents - 6	2	ı
Originality - Catch, Operating No Draught Ventilator—2	8	8	Owner's Manual – E/127/1	2	5
Originality - Clutch Hose	2	1	Owner's Manuals	1	4
Originality - Dipstick	2	9	Owner's Manuals, Foreign	3	11
Originality - Early Changes	5	12	Paint Manufacturers	1	10
Originality - Early Changes - 2	8	9	Patrick MacNee's 'S'-type	3	12
Originality - Engine Air Intake	7	4	Paul Frere on the 'S'-type	3	6
Originality - Exterior (front)	1	4	Peter Lindner, German Distributor	7	5E
Originality - Exterior (rear)	1	5	Peter Seller's 'S'-type	4	4
Originality - Factory Options	1	1	Photo Radar	/	11
Originality - Final Changes	6	6	Picnic Tables for 'S'-type	4	8
Originality - Fog Lamps & Grilles	7	5	Pocket Guide	6	11
Originality - Front Number Plate Carrier	5	5	Police Car Dashboard	3	9
Originality - Front Number Plate Carrier - 2	5	6	Police Car Model	3	9
Originality - Front Number Plate Carrier - 4	5	7	Police Car Model - 1	2	2
Originality - Front Number Plate Carrier - 4	7	6	Police Car Model - 2	5	1
Originality - Head Colours	7	3	Police Car Models	/	4E
Originality - Headlights	9	3	Police Car Photo	3	9
Originality - Heated Rear Window Switch	6	11	Police Card Postcard	3	9
Originality - Heater Valve	5	1	Police Cars	I	3
			i		

Police Cars - 2	1	8	Road Test - Country Life	7	7E
Police Cars - 3	2	11	Road Test - Hot Car, Dec. 1973	7	9
Police Cars - 4	5	1	Road Test - Kougar	9	1
Police Cars - 5	9	4	Road Test - Lynx 'S'-type	9	1
Police Cars - History	7	3E	Road Test - Motor, August 14, 1965	8	11
Police Cars - In Films	7	3E	Road Test - Motor, December 5, 1964	8	10
Police Cars - in Films - 2	7	4E	Road Test - Motorsport, July 1964	8	8
Police Cars - on TV	7	4E	Road Test - MotorSport, November 1966	8	9
Police Cars - Period Photos	7	3E	Road Test - Popular Imported Cars	7	8E
Police Cars - Period Photos — 2	7	4E	Road Test - Sportscar, May 1964	8	6
Police Cars - Specifications	7	4E	Road Test by British Automobile Association, March 1965	7	12E
Police Handbrake Release Button Guard	6	1	Road Test Cars	7	6
Police Handbrake Release Button Guard - 2	6	2	Road Tests	1	4
Politician's 'S'-types	8	1	Road Tests - 'S'-type Comparisons	7	10E
Popular Classics, Jun 1994, A1 Jaguar	8	1	Road Tests - Used 'S'-types	6	8E
Popular Imported Cars - Road Test	7	8E	Royal 'S'-type	7	2
Power Steering	1	1	S for Silence, Jaguar Driver, Oct. 1963	6	10E
Power Steering - 2	1	2	S' for Small - Surely Not!, Jaguar Tribune, Feb 2014,	8	7
Practical Classics, May 2001, Best Under £10,000	2	11E	S' for Surprise, Jaguar World, Mar/Apr. 1995	6	9E
Practical Classics, Sep & Oct, 2010, Webasto Sunroof	8	3	S for Survivor, Classics Monthly, May 2013	8	4
Press Car	6	4E	Sales Literature - 1, Sheets	6	5E
Press Photos	6	4E	Sales Literature - 2, Folders	6	6E
Press Photos - 2	8	2	Sales Literature - 3, Brochures	6	7E
Press Release – Apr 1964	2	10E	Sales Literature - French Folder	9	5
Press Release – Aug 5, 1965	2	9E	Sales Literature - French Launch Brochure	9	5
Press Release – Oct 1965	1	5E	Sales Sheet - French	7	11
Press Release - Oct 1703 Press Release - Oct 21, 1964	2	8E	Sales Sheet - UK	8	4
Press Release - USA, Aug 1965	6	0L 1E	Salient Features - 1	2	9
Pressed Steel and Jaguar	6	7	Salient Features - 1	2	10
Pressed Steel Patent Plate	6	7	Service Bulletin No. A. 22	4	10
			Service Bulletin No. D. 10	4	2
Price Lists Production Changes Fash	9	5		3	10
Production Changes, Early	5	12 9	Service Bulletin No. I. 13		
Production Changes, Early - 2	8	-	Service Bulletin No. I. 13	5	3
Production Changes, Late	6	2	Service Bulletin No. I. 14	3	3
Production Changes, Late - 2	6	3	Service Bulletin No. 1. 23	5	3
Production Changes, Final	6	6	Service Bulletin No. 1. 24	5	3
Production Figures	1	2	Service Bulletin No. 1. 29	3	8
Production Figures - 2	l 4	7	Service Bulletin No. I.18	5	3
Production Figures - 3	4	3	Service Bulletin No. II. 7	5	7
Production Figures, Final	4	5	Service Bulletin No. J. 17	4	/
Rallying	8	4	Service Bulletin No. J. 18	5	7
Range of Cars - 1967	3	12E	Service Bulletin No. J.19	5	9
Range of Cars - 1968	4	1E	Service Bulletin No. M. 11	3	11
Recap on the 3.8-litre Jaguar 'S'-type, Motorsport, Nov	8	9	Service Bulletin No. N. 36	5	6
1966 Political Evoltoment, Autoenart, Mar. 1979	7	OΕ	Service Bulletin No. N. 41	3	12
Refined Excitement, Autosport, Mar. 1978		9E	Service Bulletin No. N. 41	4	1
Reproduction/Replacement Parts	3	8	Service Bulletin No. N. 43	5	6
RetroViseur, Jan 2014	8	3	Service Bulletin No. N. 47	5	6
Reverting to 'S'-type	6	3E	Service Bulletin No. N. 47 (part 1)	4	3
Road Test - Autocar - Mar 19, 1965	8	12	Service Bulletin No. N. 47 (part 2)	4	4
Road Test - Classic & Sports Car, May 2001	7	10E	Service Bulletin No. N. 49	1	6
Road Test - Classic Cars, Jan 1990	7	10E	Service Bulletin No. N. 49	3	1-2
Road Test - Classics, Oct 2001	7	10E	Service Bulletin No. N.41	5	10
			<u> </u>		

			t		
Service Bulletin No. O. 8	3	5	S'-type Leads S-TYPE	6	5
Service Bulletin No. O.7	5	11	S-TYPE Name?	1	2
Service Bulletin No. O.8	5	11	S'-type Naming	8	8
Service Bulletin No. P. 38	3	4	S'-type Poem	1	4E
Service Bulletin No. P. 38	4	5	S'-type Poster	5	2
Service Bulletin No. P. 45	5	4	S'-type Prices 1990	7	10E
Service Bulletin No. P. 54	4	11-12	S'-type Prices 2001	7	10E
Service Bulletin No. P. 55	4	8	S'-type Running Costs	2	12
Service Bulletin No. P. 63	4	9	S'-type Saga, Autoretro, Aug 2013,	8	2
Service Bulletin No. P. 64	4	6	S-TYPE Son of 'S'-type	5	12E
Service Bulletin No. P. 68	5	2	S-TYPE Son of 'S'-type - 2	6	3E
Service Bulletin, M.19	9	6	S'-type Styling	6	2
Service Bulletin, N.49	9	6	S'-type USA Newspaper Advertising	5	1E
Service Bulletins - 2	1	7	S-TYPE v 'S'-type	1	9E
Service Bulletins - 3	1	8	S-TYPE v 'S'-type	1	2
Service Guide - Esso	3	10E	S-TYPE v 'S'-type - 2	4	11-12
Service Guide - Shell	3	8E	S-TYPE v 'S'-type comparison by Editors	1	6E
Service Manual - E/133/2, 2nd Ed.	2	6	S-types Old and New	6	3E
Service Manual – E/133/3, 3rd Ed.	2	12	SU HD 6 Carburretors Rebuilding & Tuning	6	11E
Service Manual, E/133/x	6	2E	Suited and booted, Classic & Sports Car, May 2001	7	10E
Showroom Sign and Banner	8	8	Sun Visors	8	4
Sir Frank Whittle's 'S'-type	2	3E	Sunroofs	3	7
Smith's Clock	4	6	Test Match, Classic Cars, Jan 1990	7	10E
Spare Tyre Well Light	5	8	The Jaguar 3.4 and 3.8S, Motorsport, Oct. 1963	5	5E
Spare Wheel Well Light - 2	4	8	The Jaguar S-type, Autosport, Oct 4, 1963	5	5E
Speedometers	2	12	The Jaguar 'S'-type, AutoSport, October 4, 1963	8	6
Speedometers - 2	5	12	The Motor, Oct.2, 1963	5	3E
Spin-On Oil Filter	6	4	The Prince (Lucas) keeps me a Pauper	1	1
Sporting Executive, Motor, August 14, 1965	8	11	The Register's first 17 years	9	6
Sportscar, May 1964, Analysis - Jaguar 3.8 'S'-type	8	6	The Telegraph, Feb. 24, 2014, Jaguar 'S'-type: the Perfect	8	3
Stirling Moss on Driving	9	2	Getaway Car		
Stirling Moss 'Thanks'	7	11 8	Theftproof your 'S'-type	9	3
Stolen 'S'-type S-tranger on the shore, Classic and Sportscar, Mar.1995	6	o 9E	Thierry Hesse's 'S'-type Therewall & Glassia Care May 1079	7	/ 0F
Strong Silent Type, Classics Monthly, October 2011	8	5	Thoroughbred & Classic Cars, May 1978	7	9E 5
'S' for Surprise, Jaguar World, Mar/Apr 1995	9	1	Toolkit Toolkit - 2	1	6
'S' for Sensational, Jaguar World, Nov 1998	9	2	Toolkit - 3	1	7
'S'-type Articles	2	6	Toolkit - 4	1	8
'S'-type Articles - Jaguar Monthly	2	11	Toolkit - 5	1	9
'S'-type Articles - Jaguar Quarterly/World	3	1-2	Toolkit - 6	1	11
'S' -type Articles - <i>JEC</i>	3	3	Toolkit - 7	2	3
'S'-types Remaining	2	3	Toolkit Contents	1	7
'S'-type Milestones	1	1	Toronto Star - Apr 19, 2014,	8	5
'S'-type Register First Cars	1	3	Towing & Towbars	5	3
'S'-type Register Started	1	1	Twenty Best USA Scenic Drives	8	1
'S'-types in Washington, DC	1	1	Two Jaguar Products, Motorsport, July 1964	8	8
'S' -types on Display	1	5	Tyres for your 'S'-type	4	5
S-type "Family"	8	8	Upper Steering Column Bearing	5	3
S-TYPE Advertisement w 'S'-type	1	2E	Vacuum Diaphragm	2	6
S'-type Control Cars	6	12	WASO, Ignition Switch/Steering Column Lock	9	6
S'-type Cutaway Drawing	6	7	Webasto Sunroof Repair	8	3
S'-type Dimensions	2	5	Wedding Cars	3	5
S'-type Fitted Luggage	5	2E	Welsh Enterprises, Inc.	9	4

What to Wear?	8	11	Website:
Wheel Coverings, Disc Wheels	4	4	www.jagstyperegister.com
Wheel Rims	4	3	
Wheels and Wings	8	7	Newsletter Editors & Publishers:
Where are the Numbers?	1	2	David & Patricia Reilly
Where are the 'S'-types? - 2006	4	9	Email:
Where Did the Name ('S'-type) Come From?	8	8	jagstype@gmail.com
Where have all the cads' cars gone?	9	3	
Window Wind Deflector	7	1	Snail Mail:
Winter Storage	3	1-2	1814 N. Laguna Oaks Drive
World Car Catalogue, 1964	8	8	Green Valley, AZ 85614 USA
World's Largest 'S'-type Gathering	2	2E	Phone: 520 207 9619
XJ-S Link	4	9	
XJ-S Link - 2	4	10	Webmaster:
XK Engine Genesis - or How the 'S'-type got its Power	8	8	Tom Hoffman Email:
XK-engines on the Dragstrip	8	9	hoffmanmotors
			@hotmail.com

The International Jaguar 'S'-TYPE Register

The International Jaguar 'S'-type Register is a non-affiliated Registry of 1963-68 3.4- & 3.8-litre 'S'-type Saloons. It was founded in 1998 by three 'S'-type owners, to promote the preservation, maintenance and restoration – but mostly the enjoyment - of Jaguars 'Best Sports Saloon'. The Register records the details of surviving 'S'-type Jaguars and, since its founding, has received data on more than 500 cars from nineteen countries.

The International Jaguar 'S'-type Register publishes a *Newsletter* now in its ninth volume.

The Register also has an extensive reference library of 'S'-type information, all of which are available to Register members.



Newsletter Index

A FABLE about a man who rode around in a Jaguar . . .



NCE there was a Successful Young Man who was respected by everyone who knew him. He was intelligent, his dahlias were a credit to the street, and (among other things) he read Road & Track. Having read about imported cars for a long time, he bought a Jaguar. His neighbors looked it over and took rides in it, which they enjoyed enormously. But, they said, it was too small, there was no place for the kids, there was no luggage space, and why did anyone want to go so fast in the first place? Perhaps the Successful Young Man is not so smart as we thought

He doesn't live there any more; his company made him manager of their plant in another city and moved him away (he left the dahlias). The old neighborhood has changed in some other ways. Now there are six imported cars and a Corvette in a block where once there were none.

Every now and again, one of the new owners looks up from his Road & Track and says "I'll never forget my first ride in an imported car.

It was a Jag, owned by a very Successful Young Man..."

MORAL: It's more important to influence the right people (like the 130,000 and more successful young men who read Road & Track) than to reach everyone in the block, Our successful young men will take care of that for you,