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State Intelligence

Lord Chamberlain's Office,
St. James's Palace, S.W.1.

SOUVENIRS

'THE QUEEN'S SILVER JUBILEE 1952-1977

1. It is announced by the Lord Chamberlain that THE QUEEN has been pleased to approve of the rules governing the commercial use of Royal Photographs and Insignia being temporarily relaxed to allow the use, on Souvenirs of Her Majesty's Silver Jubilee, of the devices detailed in paragraph 3.

The Duke of Edinburgh has likewise approved of certain of his Royal Highness's personal Arms, Cypher and Portraits being similarly used.

2. Souvenirs

Souvenirs, subject to the limitations in paragraphs 4, 5, 6 and 7, are defined as articles of a permanent kind specifically designed to commemorate The Queen's Silver Jubilee and identified with the occasion by the incorporation of a phrase such as:

- "The Queen's Silver Jubilee 1977"
- "The Queen's Silver Jubilee 1952-1977"

To qualify for the privileges detailed in the circular such Souvenirs of The Queen's Silver Jubilee must be:

- (a) In good taste.
- (b) Free from any form of advertisement.
- (c) Carry no implication of Royal Custom or Approval.

3. The Devices involved are:

- (a) The Royal Arms or component parts thereof (such as the Supporters or the Crown, etc.)
- (b) The Arms of The Duke of Edinburgh or component parts thereof
- (c) The Queen's Cypher
- (d) The Duke of Edinburgh's Cypher
- (e) Approved photographs of The Queen, The Duke of Edinburgh.

4. Textiles

Apart from headscarves or wall hangings, textiles are excluded from this definition of souvenirs and do not qualify for the privilege of using Royal Insignia.

5. Containers or Receptacles of Merchandise

As a special exception containers or receptacles of merchandise will, on this occasion, qualify as souvenirs provided that:

- (a) They are permanent in nature—i.e., metalware ceramic or other semi-indestructible material and specially made for the occasion.

- (b) They comply with the requirements of Paragraph 2. With particular regard to Paragraph 2(b) the name of the manufacturer and details of the contents may appear only on the underside or interior of the container or on the stopper.

The Royal Symbols that may be used on containers or receptacles are limited to:

- (c) Photographs of The Queen and The Duke of Edinburgh.
- (d) The use of the Royal Crown in any attendant scheme of decoration.
- (e) The use of any of the Royal Arms or the Royal Cyphers is specifically disallowed except to holders of the Royal Appointment as Tradesmen. Nos. 10 and 11 of the Royal Warrant Rules will apply in these cases.

6. Medals

As a special exception for this occasion medals are accepted as souvenirs and qualify for the concerned privileges on the general conditions herein.

7. Limitations of Use

- (a) The use of the devices listed in paragraph 3 is strictly limited to the souvenirs themselves and the devices may not appear on any container (save as allowed in paragraph 5) nor in any promotional advertising except incidentally to a photograph of the souvenir itself.
- (b) Souvenirs of The Queen's Silver Jubilee produced by authority of these instructions may not be sold to the public before 1st January 1977, nor manufactured after 1st October 1977.

8. Decorations

- (a) The Queen and The Duke of Edinburgh have also been pleased to approve that reproductions of the devices mentioned in paragraph 3 may be used in any schemes of decoration celebrating the occasion during 1977, the Silver Jubilee Year.

The Royal Insignia must not be used in any way that might imply Royal Patronage or Royal approval of any firm or its products.

- (b) The Royal Standard as The Queen's Personal Banner may not be flown by anyone other than Her Majesty and shall not be incorporated in decorative schemes.

The same considerations affect The Duke of Edinburgh's Standard.

9. Devices

(a) The Royal Arms

Correct versions of the Royal Arms or of the Arms of The Duke of Edinburgh should be used. Examples may be authenticated on payment of the requisite fee