



The Preservationist



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Preservation Society
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The Origin of Jaguar Cars Limited

It Started With Sidecars - Jaguar Cars Limited traces its roots to the Swallow Sidecar Company formed in 1922 by motorcycle enthusiasts William Lyons (21) and William Walmsley (31) to build motorcycles sidecars. Although Walmsley and Lyons were equal partners, Walmsley served as Managing Director and oversaw production in a small two story shop in Blackpool, England. Lyons with a background in car sales,

woodshop and metal fabrication capability.



The Swallow Sidecar workshop.



Walmsley on the motorcycle and Lyons in the Company's Model 1 sidecar, the "Stockport Zeppelin".

handled sales and marketing for the fledgling company. Swallow sidecar construction used the wood frame coach building technology of their day and under Walmsley's direction the factory developed a highly efficient

Swallow sidecars were stylish, well-made and aggressively priced. With Lyons tireless promotion, the Company grew rapidly requiring relocation to larger facilities several times. As Swallow's sidecar facilities grew so did its services and after-market light coach repair, painting and upholstery were offered.

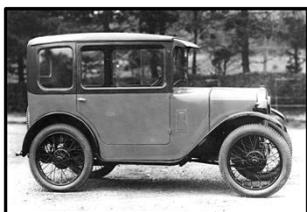
Transitions to Coachbuilder - Swallow Sidecar's development as a coachbuilder came about as much by coincidence than by design. Walmsley had acquired an Austro-Daimler severely damaged in a fire and the Swallow shop had everything needed



1924 Austro-Daimler.

for coach work. As time allowed, Walmsley had the shops workers build a new body and interior for the car. Lyons, who was not aware of the project during construction, looked at the finished car and felt that coachbuilding presented a new area of opportunity for Swallow and in 1926 custom coach building was added to the Company's services. To help promote the new service, the company name was changed to the Swallow Sidecar and Coachbuilding Company.

Swallow Coachbuilding's first major success came in 1927 with the adoption of an open roadster body to



The Austin Seven.

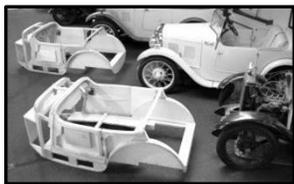
the Austin Seven. The Austin Seven was a car intended to bring motoring to the masses. The tiny Sevens were

cheap, easy to drive, reliable, but were lacking in style. Lyons, with a sketch of what he wanted, commissioned Cyril Holland to create a stylish, open two seater body that could be mounted on the Seven's chassis.



The Austin Seven Swallow/

An order for 500 was obtained from Henlys, London's largest car



Swallow coach bodies under construction.

dealerships, and soon full scale production was underway. The Seven Swallow roadster proved so popular that it was

soon followed by a saloon version.

In 1928, following up on the success of the Seven-Swallow, the Company dropped the word "Sidecar" from its name and became the Swallow Coachbuilding Company. *(Swallow sidecars continued to be produced under various company ownerships into the late 1950s.)*

Swallow Coachbuilding produced a wide variety of Swallow bodies in the late 1920s and early 1930s adopted to Austin, Swift, and Fiat chassis adding the Swallow name; *i.e.* Swift Swallow, etc. Soon coach production was the company's number one activity and Swallow bodied cars were becoming a familiar sight on British roads. By 1932 Swallow had produced over 3,500 bodies of various styles.



A publicity photo of the Swallow Coachbuilding facility with Seven Swallows lined up in front.

Cars of their Own –Lyons' vision for the future went beyond attaching the Swallow name to existing cars. He wanted to build cars with an exclusive Swallow identity. In 1930s, Lyons, who was on good terms with John Peter Black, Managing Director of the Standard Motor Company, negotiated an exclusive agreement to supply Swallow with a modified and lowered version of the Standard Sixteen chassis that would provide the chassis

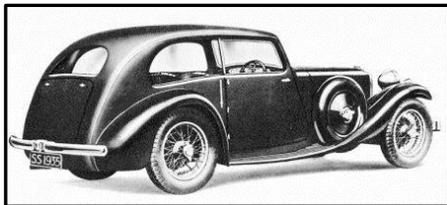
for a new series of Swallow cars with a new identity and badge.



The Swallow SS series badge.

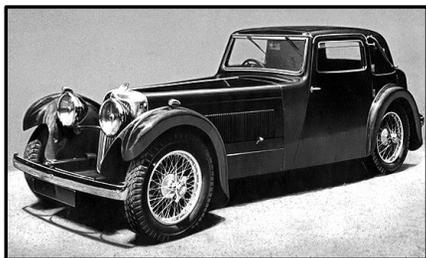
The origin of the SS initials in the badge is shrouded in mystery. Standard's John Black claimed that SS stood for Standard Swallow. Some thought it stood for Swallow Sport and others traced it to the original Swallow Sidecar name. Lyons never publically revealed the actual source for the SS initials.

The first car in Swallow's SS series was the SS1 fixed head coupé introduced at the 1931 London Motor show.



The Swallow SS1 fixed head coupé.

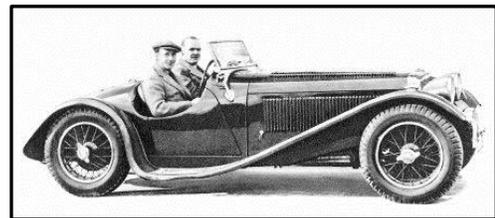
It was followed by a tourer in 1933. The chassis was widened two inches in 1934 and a sedan model was added. The final iteration of the SS1 series was the *Airline* sedan added in 1935.



The 1935 SS1 "Airline".

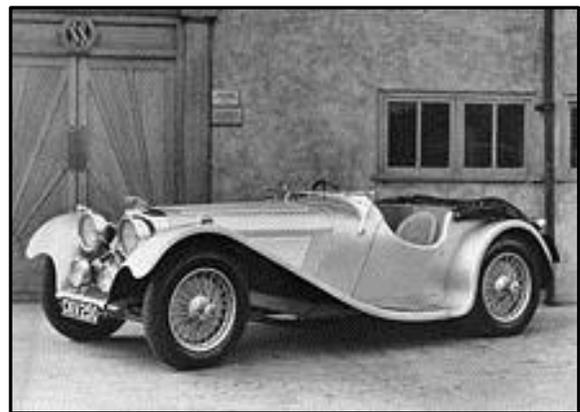
Walmsley retired in 1935 and Lyons bought out his shares using a public offering to finance the transaction. The now public company was renamed SS Cars Limited with Lyons as managing Director.

In the same year SS Cars introduced the SS90, the Company's first two place open car available to the public. While esthetically pleasing, the model used the Standard six cylinder side valve engine and was criticized as being "more show than go". Use of the standard Standard engine in the SS90 sports car did in fact, leave it somewhat under powered and only twenty three cars were built.



The 1935 SS90

Following on the heels of the SS90, in 1936 the Company introduced the SS100, the Company's first true sports car.



Thr SS100 Swallow's first true sports call.

The SS100 chassis was a shortened version of the one designed for the SS90. The engine was a development of the old 2.5-litre **Standard** pushrod unit converted from side valve to overhead valve with a new cylinder head designed by Swallow engineers William Heynes and Harry Weslake. Twin SU carburetors were bolted directly to the cylinder head. The result was an increase in power output from 70 bhp to 100 bhp. In 1938 the engine was further enlarged to 3.5 liters and the power increased to 125 bhp. It was also the end of Swallow's coach built (wood framed) cars. Starting in 1938 all models used steel frames.

The SS100 was widely considered to be one of the most aesthetically pleasing pre-war sports cars and it was the first model to bear the **Jaguar** name, proclaimed on the SS badge with the famed "Jaguar Leaper" adorning the hood. Lyons commission it's design for use as the company symbol and the original casting was created by F. Gordon Crosby. The "Leaper" would later become synonymous with Jaguars the world over but sadly eventually



The original "Leaper" Crosby casting.

lost its place on the cars hood due to "safety regulations".

The SS100 is also one of the world's rarest cars with only 198 of the 2.5 liter and 116 of the 3.5 liter models being produced. Most stayed on the home market but 49 were exported. Production ended in 1940 to make room for war production.

In 1945, the S.S. Directors voted to change the Company's name to Jaguar Cars Limited. Lyons explained the change this way; *"Unlike S. S. the name Jaguar is distinctive and cannot be connected or confused with any similar foreign name"*.

In just twenty three years the firm that began in a small two story shop in Blackpool, England had progressed under various names from a leading motorcycle sidecar builder, to an innovative and widely respected coachbuilder, to a producer of its own proprietary cars. Now in the post war era **Jaguar** would establish itself as a car builder of legend and take its rightful place in automotive history.

The fascinating history of Jaguar and the XK120 era will continue in the next issue of "The Preservationist".

Dave Garroway and the SS100 at Elkhart Lake

Dave Garroway, the first host of NBC's "Today" show, was a sports car racing enthusiast and a member of the SCCA's, Chicago Region. He owned one of the 49 exported 3.5 liter Swallow SS100's and raced the car from 1949 until 1952. He was known to have driven with great style, if not with great success, in races at Watkins Glen, Bridgehampton and Thompson, as well as in hill climbs at Giants' Despair and Mt. Equinox.

Unhappy with the lack of power in the original SS pre-war straight-six 3.5 liter engine, he had a supercharger fitted to the engine but mechanical problems hobbled the engines performance. As a result early in 1951, Garroway persuaded Jaguar to sell him the first independently sold double overhead cam XK straight six... the engine that powered the new XK 120 sports car. Fellow sports car



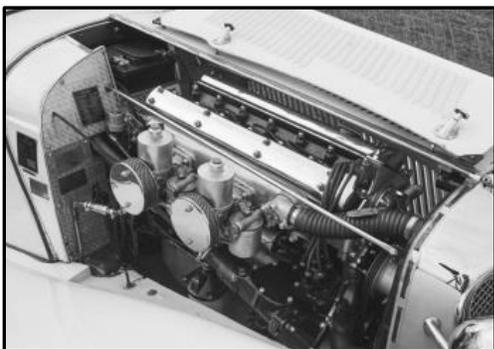
Garroway strikes a jaunty pose next to his modified ss100.

enthusiast, mechanic and good friend Frank Bott, installed the engine in the SS100. Tall and narrow, the engine fit easily.

Garroway entered the car and planned to race in the 1951 open road races in Elkhart Lake. Regrettably, he was required to attend a meeting with Today show executives in New York on the Saturday before the race and was unable to get back to Elkhart Lake until very late. Race officials ruled that he would not be allowed to drive because he did not have the required amount of sleep.

Garroway had Bott drive the car in his place. Bott finished second in the Novice Event just 3/100 of a second behind Roger Wing in an XK120.

Garroway retired from racing in 1952 but kept the car until 1978, when he sold it to Jaguar collector Steve Sim Roberts.



The XK engine installed in the Garroway SS100.



Frank Bott behind the wheel of Garroway's SS100 at Elkhart Lake.

HRC 2017 Annual Meeting of Board of Directors

The HRC 2017 Annual Meeting was held on Sunday, October 15th in the office of Tom Hollfelder.

Financial Report - Net income for the Society's fiscal year ending September 30, 2017 showed a decline versus previous years. Gross Revenue declined primarily as a result of reduced income from membership dues, the absence of a summer dinner event and lower merchandise sales. Operating expenses were higher due to increases in promotional expense attributable to reprinting of tri-fold brochures and the cost of a full page advertisement in the Road America Fan Guide, charitable contributions, and the full year cost of marker maintenance.

Election of Directors - The Board elected two new Directors to fill the vacancies left when Director Chapple retired at the end of 2016 and Director Jenson passed away in 2017. Richard Lind was elected to a four-year term and Jerry Liebetau to a three-year term to fill the vacancies. Directors Pfaller and Morter, whose terms expire at the end of 2017, were re-

elected to five-year terms bringing the Board back to its full complement of seven Directors.

Directors Bruggenthies, Calhoun and Hollfelder whose terms had not expired continued as Directors. John Calhoun was re-elected to serve as Chairman of the Board.

Election of 2018 Officers - Tom Hollfelder was re-elected as President, Clyde Morter was elected as Vice President, George Bruggenthies was re-elected as Treasurer and Mark Pfaller was elected as Secretary.

Committee's - Director Liebetau assumes responsibility for marker maintenance and the merchandise program. Director Lind assumes responsibility for government relations, the HRC website and may eventually handle accounting functions and related activities for membership records and dinner lists. Christine Auxier, Personal Secretary to President Hollfelder, will continue to assist in handling these functions for the time being.