

The Masonic Classic Vehicle Club display

The club will feature a 'D' Type Jaguar and an 'E' Type Jaguar roadster, which illustrates the sporting development of the marque.

The main display car is a 1932 Austin Seven Swallow Sports, as featured on the front page of the club's *Square Wheels* newsletter below.



They will all be joined on the stand by a pristine 1942 Willys Jeep

Birth of a Legend in British Motoring History

It was with his stylish Austin Seven Swallow that Blackpool sidecar manufacturer, William Lyons took the first steps to creating the Jaguar marque.

In May 1927 the Austin Seven Swallow Sports was first announced to the motoring press and sales started around this time with the first 2-seater coupes leaving the Blackpool factory of the Swallow Sidecar and Coach Building Company. The saloon came into the picture after Lyons pulled off a major sales coup in early 1928 and won an order from Henlys² for 500 Austin Swallows. Alas, the Blackpool premises were not big enough to cope with the Henlys order so in the Autumn of 1928 the company relocated to larger premises in Coventry where crucial suppliers would be closer to hand.

William Lyons did not miss a trick. The secret of the Swallow's attraction and success was its art deco body styling, the big car twin-bladed bumpers, the tulip vents on the scuttle, the up-market side lamps, the peaked roof and 'V' windscreen and the ladies silver-plated vanity set in the glove compartment. All made the owner feel he had 'something special'. It was very much an embryonic Jaguar, and the order books were full. The manufacturer was Swallow Sports (abbreviated to SS) and future models were designated Jaguar, but as World War 11 approached the term SS was thought inappropriate so the name was reversed with the model, and the company became Jaguar. The first production sports car in the world to be capable of 100mph was built by Jaguar and was thus designated the 'Jaguar SS100'.

This superb survivor, now in its 80th year, is one of the last batch of Swallows to be built and was first registered on February 12, 1932. It has been with the present owner, John Chatburn, for the last 28 years and was four times a finalist in the prestigious Benson & Hedges Concours series in the 1980s



[See this wonderful car at the show](#)