

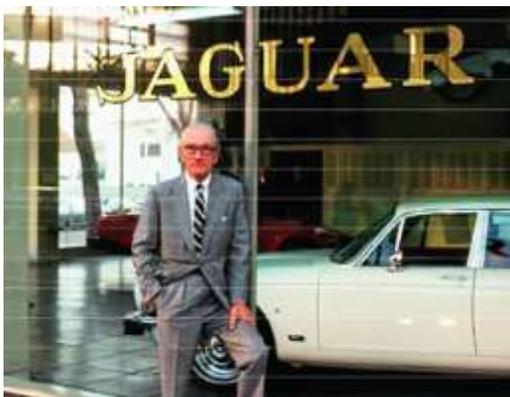


Newsletter

Volume 14, Number 2

Charles H. Hornburg Jr.

In *Jaguar Journal*, Summer 1968, the last year of production for the 'S'-type, Charles H. Hornburg Jr. looked back on his 20 years as a Jaguar distributor.



Charles H. Hornburg Jr. at his remodeled Sunset Blvd. dealership in 1974

"Chuck" Hornburg (1903 - 1990), who grew up in Minneapolis, Minnesota, had always been a car salesman. As a seventeen-year-old he bought damaged cars from insurance companies, fixed them up and sold them for a profit. While he studied business at Dartmouth College, he sold used cars for the local Buick dealer and was the top advertising sales person of the *Dartmouth Daily*, the oldest college newspaper in the USA. His 'business' ventures were so successful that he left Dartmouth with money in the bank instead of being in debt as most graduates were.

Automobiles were his business interest. He went to Kenosha Wisconsin and, without an



1930 Nash 400 models

appointment, met Charles Nash, founder of Nash Motors, which later became American Motors, and was hired to work with their dealers in the Chicago area. His area led in sales for the next six years. The depression hit the automobile business badly and after five successful years as a national sales manager for Hormel (Meat) Packing Co, Hornburg was recruited by Young and Rubicam advertising agency, in New York, where he focused on advertising and sale promotions.

After a visit to California, he decided to leave New York and negotiated a contract with *Look* magazine to sell advertising in the 23 Western States - on a commission-only basis. He sold *Look* to most West Coast businesses and to first place in motion picture and aviation advertising. He was so successful financially that *Look* requested he go onto a salary basis (Ed: a portent of things to come with Jaguar?) - which he declined to do, so *Look* bought back his contract.

When World War 2 broke out Hornburg was having a Hollywood Regency style house built by noted architect John Elgin Woolf who also designed homes for



Look magazine September 28, 1937



The Hornburg house on Nimes Road in Bel Air, Calif.

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The Newsletter of The International Jaguar 'S'-type Register

film stars Cary Grant, Judy Garland, Bob Hope, and Katharine Hepburn, among others. The military draft (conscription) took America's young work force to war and Hornburg, trying to do some of the work himself, injured his back badly requiring a spinal fusion at the Mayo clinic. In the late summer of 1947, his brother John suggested a trip to Europe to explore post-war business opportunities for the US.

Since Charles Hornburg's first love was automobiles, he visited the top car manufacturers in England, France and Italy. He felt that Jaguars would be the most interesting to Americans and made his pitch to William Lyons. In March 1948, he was awarded the contract to distribute Jaguars in the entire United States west of the Mississippi, a territory he knew well from his *Look* magazine days. His company is the oldest Jaguar dealer in America.

The first four Jaguar Mk IVs arrived a month later, Hornburg kept one as a demonstrator and sold two to prominent Californians. The story is that the last car was sought by both film star Clark Gable and publishing millionaire Hasting Har-

court. Hornburg suggested they flip a coin and Gable won.

William Lyons made a trip to the United State in March/April of 1948 to personally assess the market and Jaguar distribution channels. He saw the opportunity for quality products and that the British government must free up materials so that car makers could meet the demand.

Charles Hornburg was back in England in October for the first post-war motor show at Earls Court and the launch of the Jaguar XK120. Before the show, the XK120 was pre-

shown to dealers from around the world. Hornburg was so impressed by the car, he is said to have made the statement, "I'll take them all!" which became the press headline the next day.



Charles Hornburg being greeted by William Lyons at Earls Court in 1948



Charles Hornburg beside a Jaguar MkIV drophead coupe with film stars Walter Pidgeon driving and Deborah Kerr as passenger.



Left to right, Charles Hornburg, Christopher Jennings, editor of Motor, Ben Mason, Jaguar export sale manager, William Lyons, Geophrey Smith, editor of Autocar, discussing marketing the new XK120 in America

It took Jaguar over a year to get the XK120 into production and by then there were more than 2,000 orders from the United States dealers. The number two car off the production line, chassis no. 67002, was shipped to Hornburg, straight to New



Gwen Hornburg in an XK120 coupe in Bel Air

York to expedite delivery, rather than the 6,000 miles by ship through the Panama Canal to the port of Los Angeles. Charles Hornburg and his wife Gwen, visited all dealers west of the Mississippi, generating even more interest in Jagu-

ars. Hornburg believed in American-style adver-

tising and the "win on Sunday - Sell on Monday" publicity value of racing. Jaguar's first race in North America was May 11, 1950, at Palm Beach Shores, Florida, when Leslie Johnson, placed fourth in the XK120 that had finished second to him when he gave the model its first ever win at Silverstone, August 30, 1948.

Hornburg sponsored Phil Hill in a Jaguar XK 120 and he gave Jaguar their first American win, at the inaugural Pebble Beach Road Races, placing first in The Pebble Beach Cup May 11, 1950. Hill also finished second behind an Allard J2 Cadillac in the unlimited

race. Hill continued to race for Hornburg in the XK120 and then a C-type. Hill went on to be the first American to win the Formula One World Drivers' Championship in 1961 in a Ferrari. Hornburg would later import over a dozen Jaguar D-types and XKSSs.



Phil Hill and Charles Hornburg after a win at Elkhart Lake in 1953



Two of the many Hornburg advertisements of Jaguar's racing successes

Jaguar sold just 45 cars in the US in 1938, but after the war sales tripled in three years (1950: 912, 6th of all imported cars; 1951: 1702 (5th); 1952: 3349 (5th) and, in 1953 Jaguar was first in sales of all imported cars in the USA.

First in Value Every American demands a full dollar's value when buying a car today. Jaguar delivers it!

First in Performance Among production cars, American or imported, Jaguar alone has these achievements:

LE MANS, FRANCE - Three times 200, 100, 70 and 40 in 1951 and 2nd and 3rd in 1950 in 250-mile 24-hour race. (The only production of all international sports car races.)

REIMS, FRANCE - Jaguar makes first three places in 4th, 5th, 6th, 7th, 8th, 9th, 10th, 11th, 12th, 13th, 14th, 15th, 16th, 17th, 18th, 19th, 20th, 21st, 22nd, 23rd, 24th, 25th, 26th, 27th, 28th, 29th, 30th, 31st, 32nd, 33rd, 34th, 35th, 36th, 37th, 38th, 39th, 40th, 41st, 42nd, 43rd, 44th, 45th, 46th, 47th, 48th, 49th, 50th, 51st, 52nd, 53rd, 54th, 55th, 56th, 57th, 58th, 59th, 60th, 61st, 62nd, 63rd, 64th, 65th, 66th, 67th, 68th, 69th, 70th, 71st, 72nd, 73rd, 74th, 75th, 76th, 77th, 78th, 79th, 80th, 81st, 82nd, 83rd, 84th, 85th, 86th, 87th, 88th, 89th, 90th, 91st, 92nd, 93rd, 94th, 95th, 96th, 97th, 98th, 99th, 100th, 101st, 102nd, 103rd, 104th, 105th, 106th, 107th, 108th, 109th, 110th, 111th, 112th, 113th, 114th, 115th, 116th, 117th, 118th, 119th, 120th, 121st, 122nd, 123rd, 124th, 125th, 126th, 127th, 128th, 129th, 130th, 131st, 132nd, 133rd, 134th, 135th, 136th, 137th, 138th, 139th, 140th, 141st, 142nd, 143rd, 144th, 145th, 146th, 147th, 148th, 149th, 150th, 151st, 152nd, 153rd, 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The Newsletter of The International Jaguar 'S'-type Register

(Continued from page 3)

The first 'S'-type bulletin was issued April 13, 1964, "Removal of radio console panel 3.8 litre "S" Model". The Hornburg Distributor Bulletins 1961-1972 Binder in the Coventry Foundation archives is incomplete, however the known bulletins relating to the 'S'-type are listed on page 6 of this *Newsletter*.

Charles Hornburg was also instrumental in the development of air conditioning for Jaguar cars, pioneering the effort with Overseas Motors Corporation who, working with Artic-Kar, installed air conditioning in a MKVII M in 1955 making Jaguar the first imported car with air conditioning. Hornburg's service department developed it into a kit that could be sold and installed by dealers and aftermarket installers. The system had twin cold ducts with either rotating plastic units, or metal louvers, a dash mounted switch, compressor in the engine compartment and the condenser, evaporator, receiver-dryer fitted neatly into the luggage compartment.

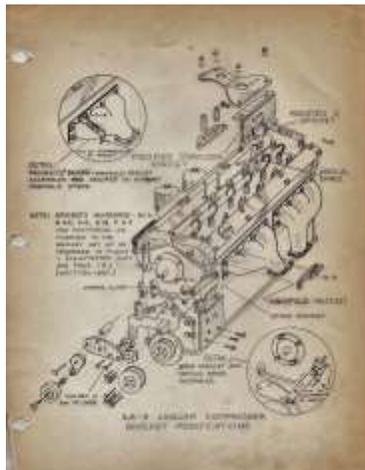
This unit would continue to be offered on all Jaguar models, MkVII, VIII, & IX, Mk10 (3.8 and 4.2) & 420G, E-type (roadster, coupe and 2+2), Mk2, 'S'-type, 340 & 420. When Browns Lane began installing true factory air conditioning, in the Series 1 XJ6s, it was basically the Hornburg-developed system. The history of Jaguar air conditioning, 1955 – 1971, and information on the systems installed in the previous mentioned Jaguar models is detailed in "JCNA Jaguar Air Conditioning Judges' Guide" in the 'Official Publications' tab under 'Literature' on our website <http://www.jagstyperegister.com>



Cover of JCNA Jaguar Air Conditioning Judges' Guide

Judges' Guide" in the 'Official Publications' tab under 'Literature' on our website <http://www.jagstyperegister.com>

In 1963, Hornburg produced instruction booklets, with pictures and drawing, on how to install air conditioning in the MkX, E-type and 3.8 'S'. The 3.8 'S' booklet is 26-pages and a list of recommended air conditioning service tools and warranty information was also made

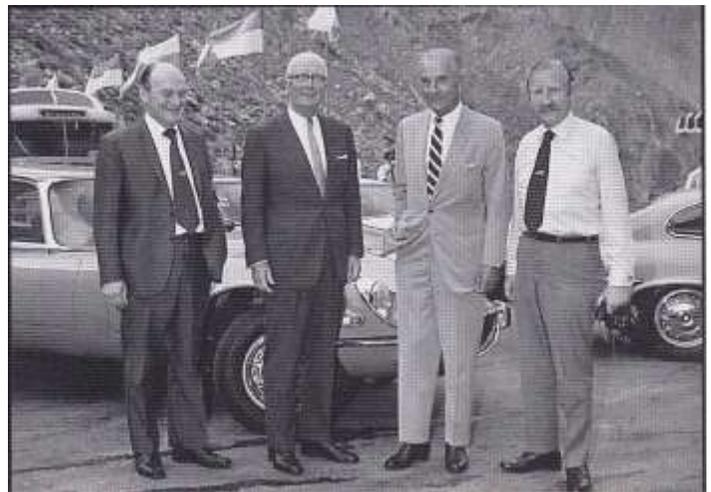


Right, 3.8 'S' air conditioning compressor engine brackets

available. Air conditioning kits were sold by dealers and installed by them or by aftermarket installers.

John Morgan, Jaguar Export Sales Director, told Jaguar Cars Inc., in 1967, "I think Chuck Hornburg is just about the best distributor in the world and he deserves to have the new model announcement (the 1967 Jaguar 420) at his Los Angeles show."

Samples of Hornburg 'S'-type Newspaper Ads



Sir William Lyon's last visit to the USA in 1971. Left to right: Harry Mundy, Ex-Technical Editor of 'The Autocar' and Jaguar Engine Designer; Sir William Lyons, Charles Hornburg; Graham Whitehead, then Jaguar Cars North American president.

The Man Who Loved Jaguar

Charles "Chuck" Hornburg was extremely successful as Jaguar's distributor in the huge Western USA territory. Proof of this is that back in 1948 he started his Jaguar business on a comparative shoestring and it still thrives after fifty years.

At the time, I was assistant editor of *Autocar* and our magazine was promoting the potential for exports to America so I was very happy to meet Chuck at the 1948 Show and later invited him round to our new flat in Kensington for cocktails. (Carmen and I had been married the year before) We introduced him to racing people like record breaker John Cobb and Donald Healey. Chuck never forgot the occasion and we became friends for thirty years.

We next met in the States in the early '50s when I was with the Rootes Group and some of our Hillman/Sunbeam dealers were dualled with Chuck's Jaguar outlets. He was riding high with the XK 120 and he and his vivacious young wife Gwen were the most hospitable couple.

In 1954, I moved to Jaguar's new subsidiary under Jo Eerdmans and was posted to Los Angeles as West Coast manager. The vastly expanded import market was leading to the appointment of more distributors and eventually to 100 percent direct dealers. Chuck chose to resist this policy but eventually had to compromise. Inevitably it put a strain on our relationship.

By 1959, I had been appointed representative for the UK S.M.M.T. and executive director of the British Automobile Manufacturers Association. Chuck and Gwennie came to New York for the E-type introduction and we all had a good time again. We got together on other occasions at the factory and in the Ulmann's ARCF club at the Sebring race. Chuck, to his great credit, was a sponsor of Jaguar racing from the beginning.

Chuck must be remembered as a true pioneer of the postwar imported car market. Sir William Lyons, in his 1969 Wakefield Gold Medal Paper, said "I think I can fairly claim that Jaguar and MG virtually pioneered the USA market for imported cars." Chuck could claim a large share of that since Jaguar was exporting over half of its production to the USA.

In *Jaguar In America*, I borrowed from Synge's great play title, using the phrase "The Salesman of the Western World" about Hornburg. Indeed, he was a crack salesman, hard-working and above all persistent. He stood up to all rejection through the strength of his convictions, qualities which did not serve him so well in resisting the distribution policy changes. Someone asked him why he had finally decided to compromise. "Because I love Jaguar" he confessed. It was a heartfelt tribute to the reputation of the marque and the dedication it inspires.

John F. Dugdale



PETER LAUN



HORNBURG JAGUAR

Top: Chuck Hornburg at Elkhart Lake, September 1952, at the wheel of the C-type driven in the race by George Weaver. What a moment for "the man who loved Jaguars!" Road America, Bottom: A radio interview for Chuck at the New York International Automobile Show. Year unknown but the equipment dates it!

Mrs. Gwendolyn Hornburg-Hauter

Gwen Hornburg, widow of Jaguar's first distributor in the American West, passed away peacefully at her Los Angeles home on May 26, 1999. She was the owner of Hornburg Jaguar of Los Angeles and Santa Monica. She and her first husband, Charles H. Hornburg, Jr., became the original importers of Jaguar cars to the West in 1948, splitting the country with Max Hoffman, the Eastern distributor based in New York. They played a major role in introducing Jaguars to the society scene and the entertainment industry and were pioneers in establishing imported cars as a major factor in the United States market. Following the death of Mr. Hornburg in 1991, Mrs. Hornburg-Hauter, as owner, took a role in every aspect of the business and remained active until the end. Her second husband, Hugo Hauter, died in 1998.

Known as "Gwennie" to her many friends, she was a statuesque beauty and often appeared in the 1950s as the model in Hornburg ads for the XK sports cars. A sharp businesswoman, she was also a hostess of note and made many friends in the auto industry over the years. Mike Dale of Jaguar called her "one of the great ladies of Jaguar" and paid tribute to both her charm and high personal and business standards.

She is survived by her daughter and son-in-law Phyllis and Gordon Rydell, stepson John Hornburg, a sister, a grandson and a great grandson.

Read more about the Hornburg saga in Jaguar Journal, March-April, 1998.



COURTESY HORNBURG JAGUAR

Gwendolyn Hornburg-Hauter

Service Bulletins—Hornburg West

Hornburg began producing and distributing "Jaguar West Distributor Bulletins", to dealers in the western states in September 1954. These bulletins contained information, recommended policy and procedures. Most were produced by Hornburg Service, but information from Jaguar Cars technical service in Long Island City and Jaguar suppliers was also included.

The Coventry Foundation has the only known copies, in a binder labeled, "Charles H. Hornburg Jr. Inc. Jaguar West Distributor Bulletins 1961 - 1972".

The first 'bulletins' were in letter form, before going to a number system in August 1964. There are sixteen of these early bulletins in the binder, however the total number issued is unknown.

The index indicates that 284 numbered bulletins were issued between August 1964 and February 1968. Seventy-four are in the Foundations binder. The first numbered bulletin was #101 August 11, 1964, "XKE oil consumption".

February 8, 1968, the numbering was changed to 'SB' followed by a number and 52 of those were issued. Twenty-six of these later bulletins are in the binder.

The known bulletins relating to the 'S'-type are:

April 13, 1964, "Removal of radio console panel 3.8 litre "S" Model". (Originally issued by Jaguar Cars Inc, Parts and Technical Services)

October 21, 1963, "Service tool for M3 5G starter motor" (3 pages issued by Lucas Electrical services)

July 27, 1964, "Engine vibration on 3.8 "S" Models".

August 7, 1964, "Jaguar 3.8S models - engine stabilizers (originally issued by Auto Distributors of New York In.)

103, August 24, 1964 Connecting rod bolt cotter pin

August 27, 1964, "Emergency hazard warning device" (2 pages)

108, September 15, 1964, Jaguar 3.8 "S" front suspension

116, October 1, 1964, No. 116, "Rear extension speaker installation 3.8 'S' and Mark X models"

117, October 13, 1964, No. 117, "Ineffective choke operation"

129, December 28, 1964, No. 129, "Four speed synchromesh gearbox"

February 8, 1965 Lucas Bulletin No. 265, "Change to negative ground on English vehicle electrical systems"

136, February 22, 1965, "Connecting rod bolts - All engines"

142, April 21, 1965, "Replacing crankshaft front seal"

161, December 9, 1965, "Various service matters"

162, December 9, 1965, "Jaguar 1,000-mile service - important" (2 pages)

172, March 8, 1966, "Diaphragm clutches"

173, March 8, 1966, "Front brake caliper modification"

176, undated, "Air conditioning warranty"

184, June 24, 1966, "Overheating complaints" (three pages)

204, November 8, 1966, "Cooling system and hoses - All models"

209, December 12, 1966, "Traffic hazard warning device)

242, June 22, 1967. "Cooling system hoses and heater hoses"

266, October 3, 1967, "Anti-freeze in all new cars"

267, October 3, 1967, "Servicing Jaguar smog control system"

272, November 13, 1967, "Operating temperature for air-conditioned Jaguar cars"

274, December 6, 1967, "Exhaust emission control equipment" (2 pages)

280, January 16, 1968, "Jaguar Chrome wire wheels"

In Film—Vivre la nuit

Vivre la nuit (*Love in the night*) is a Franco-Italian film, released June 10, 1968. It is set in Paris where the world of nightclubbing is changing. Business at the striptease clubs is falling as young people are filling discotheques.



During the opening two minutes, a chauffeur-driven opalescent blue Ihd 'S'-type with wire wheels is cruising through Pigalle, Paris' famous neon-lit red light district. It stops at a club and Bourgoïn (Georges Géret) and Philippe (Jacques Perrin),



his young assistant get out. Bourgoïn is approached by Nora (Catherine Jourdan), a young girl from the provinces looking for a job. He

tells her to go back home, that strip clubs are not for her, and gives her train fare, but Philippe gives her the address of the King Club, a discotheque.

She gets a job as a disc jockey. The older club owners come on to her, but Nora and Philippe become attached. One morning Bourgoïn arrives in the 'S'-type with flowers for Nora and French bread for Philippe. Philippe, who is ambitious, tries to ruin a competitor in the disco business by staging fights inside and riots outside.

The 'S'-type is last seen as Bourgoïn and Philippe get into the back seat and are driven away from a riot scene.

Bourgoïn takes control of the discotheque, the former disco owners and Bourgoïn make a deal "mafia style", Philippe is fired, but Nora and Philippe end up living happily in a remote spot in Bretagne. All is well...

Other interesting cars in the film are: an Alfa Romeo 2600 Sprint; Lamborghini Miura P400; Triumphs, a Spitfire Mk2 and TR4A; and a 1926 Citroën 5CV Torpédo, which Philippe and Nora have to push start each time their friend, Mathieu (Serge Gainsbourg), drives it away.

The Torpedo was a 3-seater Citroën called "Trefle" (Clover leaf) because it was a three-seater, two in the front and a third seat in the rear centre.



Jaguar USA Inc. Parts and Service



Entrance to Browns Lane

In 1946, Jaguar in the UK was scrambling. They not only needed the name change from "SS" to "Jaguar", but more production capability (which was found by acquiring the iconic Browns Lane factory, and a new model to replace the pre-war SS 2.5 litre saloon, which with some minor changes, became the post-war Mark IV.



The post-war Mk IV in production

William Lyons was focused on meeting the government's requirement that 50% of automobile production must be exported. While Jaguar had sold just 45 cars in the US in 1938, it was clear that Australia and the USA were the prime export markets.

Frank Raymond Wilton England, nicknamed "Lofty" because of his 6ft. 5in. height, who had been an expert racing mechanic before the war, joined Jaguar as their Service Manager. With racing and publicity responsibilities, he would later lead the Jaguar racing team to the C-type and D-type Jaguar



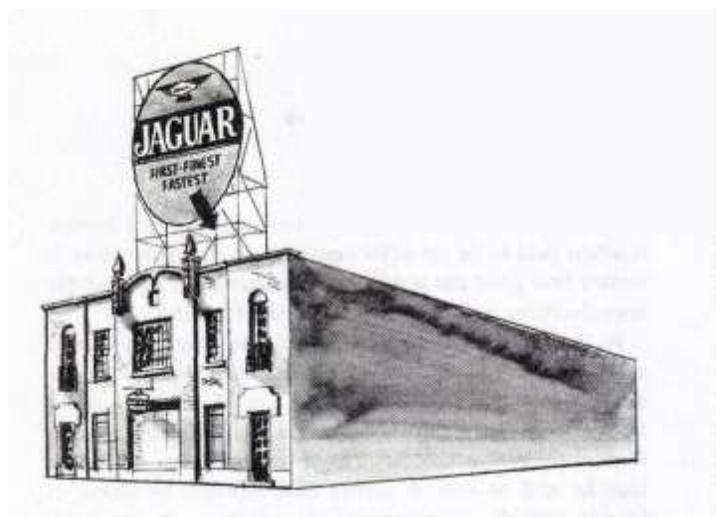
Lofty England and the winning C-type at Le Mans 1951

Le Mans victories, and other world records. He succeeding Sir William Lyons as a joint managing director (with William Heynes) in 1967.

England visited the New York auto show in 1949, where the new XK120 was being shown and met with the US distributors Max Hoffman and Charles Hornburg to discuss service and parts support. He knew that with cars so far from the British factory, sales are only one of many problems, that equally important is the availability of parts and fast, efficient service. The next year he transferred his number two at Browns Lane, R. Graham "Jock" Reid to the USA as liaison with the factory. Reid would later be involved with the C & D-types raced in the US and rise to vice president of service in the USA.



Jock Reid with the unique one-off 1938 SS100 Coupe in 1948



Jaguar's 1956, 15,000 sq. ft. Parts and Service Department

In 1954 Jaguar Cars Ltd., in the UK, formed Jaguar Cars of North America Corp. And built a parts department, located in its own building in Long Island City, New York was opened in 1956 to serve Jaguar's two distributors, Max Hoffman and Charles Hornburg. The building had 20-foot ceilings and movable ladders to access components



Body parts stored on top of the 12-foot high bins

and parts.

The technical service department, that issued technical bulletins to the distributors, was also located there. Service engineers had often been sent to the USA and, in 1954, Kenrick "Buck" Hickman

was sent to Hoffman to supervise Hornburg's service shop and the technical side of the west territory.

Jaguar was running a service school for mechanics of their UK

dealers and, in 1949 it had been attended by Phil Hill, then a mechanic at Roger Barlow's International Motors at 5670 Sunset Blvd, Hollywood California. Barlow was one of the largest car importers in the country, in the late 1949s before Charles Hoffman was given the western states distributorship.

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 5670 Sunset Blvd., Hollywood, Calif.
 HE 3165

Hill bought an MG-TC from Barlow, modified it himself and began racing. Hill would race XK120s, C-types and D-types for Hoffman and, by the mid-1950s had become America's best sports car racer. In 1960 he won the Italian Grand



Phil Hill winning a race on the dirt track at Carroll Speedway in California

Prix at Monza, the first Grand Prix win for an American driver in nearly forty years, since Jimmy Murphy won the 1921 French Grand Prix. The next year

Hill won the Formula One World Drivers' Championship, the first American to do so.

A service school, was started at the Long Island facility by a team of factory service engineers. The school was conducted monthly, lasting one week and attended by an average of 12 service mechanics sent by Jaguar dealers and distributors. In addition,



A Jaguar service engineer conducting the monthly Service School for Jaguar mechanics



Artist's rendering of the 1959 award-winning new Parts department building

there were two mobile schools which periodically conducted training on the premises of the Jaguar distributors.

In November 29, 1957, the name of the USA company was changed from Jaguar Cars of North America Corp. to Jaguar Cars, Inc. and in June 1959 new annex was attached to the old depot, adding 11,000 sq. ft. of space. It received second prize in Queensboro's annual contest for the best deigned industrial buildings that year and Later became Jaguar-Daimler Distributors Inc. with a head office in Woodside NY.

After driving our 'S'-type in England for a month, see *Newsletter* Vol. 1, No. 8, Jaguar shipped it to the US aboard the "American Resolute". When the car arrived in the US it was taken to the Jaguar-Daimler Distributors facility in for servicing (1383 miles), and to repair minor transit

How the State of California Affected the 'S'-type - 2

California's other legal action affecting the 'S'-type (and all Jaguars sold in California) was the California "Identifier". From the first automobile, vehicles have had some form of serial number for identification. In the 1930s, William Lyons use series of 5-digit numbers for his Jaguars: the first 2½-litre saloons beginning with 10001; the 1½-litre saloons with 20001; the 2½-litre tourers with 19001; and the SS 100 2½-litres with 18001. After World War 2, the 5-digit chassis number series continued, with a prefix, and engine numbers and body numbers were added for identification of the car. With the XK Models chassis numbers were increased to 6-digits.

Members of the Register know well the chassis (or car), engine, and body numbers on our 'S'-types. The chassis number begins with 1B, denoting an 'S'-type, and the numbers are 4-, or 5-digits depending upon the engine size and right- or left-hand drive.

Rhd (Right-hand drive) 3.4-litre cars chassis numbers began with 1B1001, lhd (left hand drive) 3.4's began with 1B25001, rhd 3.8-litre cars began with 1B50001, and lhd 3.8's began at 1B75001. A 'P' prefix indicates that the car has power steering. An 'A' or a 'B' prefix indicates the car was assembled in South Africa. If there is no prefix, the car does not have power steering. Finally, there are two possible suffixes, 'BW' indicating the car has a Borg Warner automatic transmission and 'DN' indicating that the car has Laycock d'Normanville overdrive with its four-speed manual gearbox. If there is no suffix, the car has a manual transmission without overdrive.

The State of California required that, beginning in 1962, all cars sold in the state had to have an "Identification Number" that contained the make and model year. That number was required on the Californian Registration papers and had to be affixed to the vehicle. Jaguar's solution was to prefix the chassis number with "Jxx" where "J" identifies the car as a Jaguar and the "xx" the two-digit year and to affix a "J-x" plate to the car.

An example is 'S'-type P1B78199BW.

The California Registration papers J66-P1B78199BW as the Serial Number ('California Identifier') and a J66 plate is pop-riveted just below the stamped chassis number and above the 'Made in England' plate.

The Jxx plates were added by Jaguar's Western distributor, Charles H. Hornburg, Jr. The plates were not always affixed in the same position.

There records of Jaguar "Jxx" tags on cars from J62 to J70. Jxx tags have appeared on cars sold by dealers in western dealers other than Cali-



Data plate on P1B78199BW



J66 'California Identifier'

ifornia, so it is assumed that Hornburg applied them to every car imported through the port of Los Angeles.

In 1981, the National Highway Traffic Safety Administration of

the United States standardized the format. All on-road vehicles sold in the USA had to have a VIN (Vehicle Identifications Number) a 17-digit string of letters and numbers. In the VIN, the first character is the country of Manufacturer, the 2nd and 3rd, the manufacturer and the tenth digit designating the model year of the vehicle.



J66 plate attached above the data plate

Member's Tip—balancing SU Carburettors

Pub. No. E/133/x, "Jaguar 3.4 and 3.8 'S' Models Service Manual" and Pub. No. E/127/x "Jaguar 3.4 and 3.8 'S' Models Operating, Maintenance and Service Handbook" both give the same instructions for balancing the 'S'-type's two SU HD6 carburettors after setting the mixture. "Restart the (warm) engine and adjust to the desired idling speed of 500 rpm. * by moving each slow running volume screw an equal amount. By listening to the hiss in the intakes, adjust the slow running screws until the intensity of the hiss is similar on all intakes. This will synchronize the mixture flow of the carburettors.

*This idling speed is for early cars equipped the Moss gearbox, for those with an automatic transmission the idling speed should be 600 rpm. in P or N., and for cars with the all-synchromesh gearbox the correct idling speed is 700 rpm.

Back in the 1950s, when your Editor was driving a 1954 Porsche 1500 coupe and racing a 1949 MG-TC, he balanced the twin downdraft Zeniths and the twin side draft SUs using a UNI-SYN.



Original 1950s, UNI-SYN with aluminium float and box

The procedure is to disconnect the linkage between the two carburettors, place the UNI-SYN over the throat of one carburetor and gradually turn the adjusting screw, on the UNI-SYN, until the float in the tube rises to any mark. Without changing position of the adjusting screw place the UNI-SYN on the other carburetor and adjust its throttle-stop-screw to bring the float to the same level as it was for the first carburettor. If the idling speed is too fast, or too slow, you have to back off the throttle stop screw on one carburetor adjust the UNI-SYN to that carburetor, and then rebalance the other carburetor to it. Often repeating this several time until you get the 'balanced' idle speed to the correct rpm. Then, finally, reconnect the linkage.

The difficulty with the 'S'-type is that there is a locating stud for the air intake planum, Part No. C.15554 on the face of each SU carburettor, which does not allow a UNI-SYN to sit flat.

Consequently, back in the 1990s and 2000s, when we were using P1B79909DN extensively for driving events, club rallies and concours, I used the 'Jaguar' procedure. For a long time, I simply used a short length of rubber hose and tuned them....by ear. I found a better alternative while travelling extensively on business. I noticed that the airline headset carries sound waves through the hollow tubes going to each ear. The sound created by the air flow of the carburetor is much clearer through the head set and slight adjustment they are easily and accurately detected. It is also easier to compare the sound of each carburetor while making the adjustments, you can easily set the air flows to be equally matched.



Listening to the 'hiss' of an SU

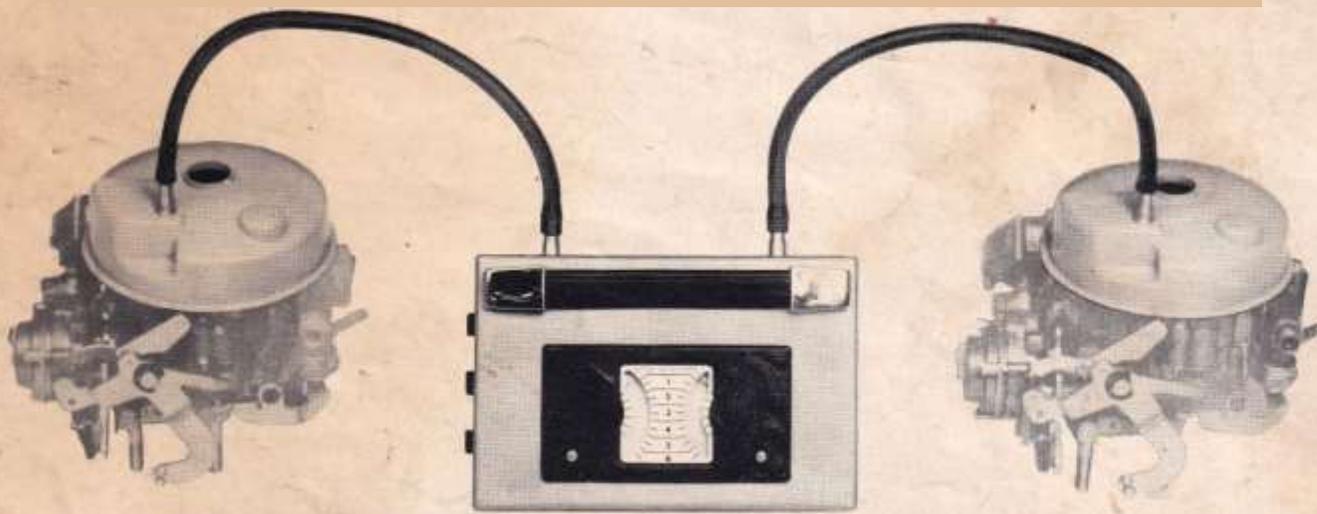
While researching 'S'-type factory tools, see *Newsletters* Vol. 13, Nos. 10 & 12, I came across a Hans Korinth Model 70 Synchronous Carburetor Tester. This "Synchrometer" allows setting both carburettors at the same time, does not restrict the airflow which can interfere with the operation of the carburettors and allows testing/balancing at engine speeds above idle.

A cap is placed in each carburettor mouth with a tube running to a manometer. The actual air flow through each carburettor is displayed on a dial gauge. By comparing the reading for each carburettor and adjusting the mixture screws, the carburettors can be precisely balanced (synchronized) and the idle speed set at the correct rpm.



When I had completed the balancing and, set the idle at the recommended 700 rpm, it sounded smoother than it had before. The car now starts instantly on a press of the button and, when the starting carburettor cuts out, settles to a smooth 700 rpm idle.

for More - Carburettor - Systems



Model 70 further improved

Even faster and easier to read thanks to pointers running towards each other on a common scale field. Extended display area.

Execution:

Painted sheet steel housing with handle. Base plate with rubber studs. Two built-in flow meters. Two rubber hoses for connection to the polypropylene caps.

- **Both carburetors can be adjusted at the same time.**
- **With two completely separate flow meters, each carburetor can be carefully observed and adjusted to the others.**
- **Control of the exact synchronization not only when idling, but also when transitioning to higher speeds.**
- **Simple, time-saving application.**
 1. Remove the filter.
 2. Put the caps on the intakes of the carburetor.
 3. Loosen the linkage connection between the carburetors.
 4. Set both carburetors synchronously while idling (both clocks must show the same value).
 5. Couple the carburetor linkage again and adjust it so that both pointers raise evenly when you accelerate slowly.

This precise adaptation of the carburetor linkage ensures that both carburetors work perfectly evenly not only when idling, but also when moving to higher speeds.

Synchronous carburetor tester - basic unit with hoses. including T-piece to control the display devices.

Order no. SVT 70

For attachment caps see detailed special list.
Subject to technical changes.

DM 210,- + MWSt.

Lucas Aftermarket Accessory: Inspection Lamp

In the 1960s, Lucas was a major Jaguar supplier, providing scores of components. Lucas published a yearly catalogue and their Jaguar OEM components are listed and shown in Newsletter Vol. 11, No. 2.

A couple of weeks ago, under the bonnet of the 'S'-type, your Editor noticed that the male plug was missing from the Lucas inspection socket.

The 'Jaguar 3.4 and 3.8 'S' Models Operating, Maintenance and Service Handbook', describes it "A two-pin socket is provided, situated under the bonnet on the left-hand wing valence. The socket may be used to "tickle charge" the battery or to provide an inspection lamp point."

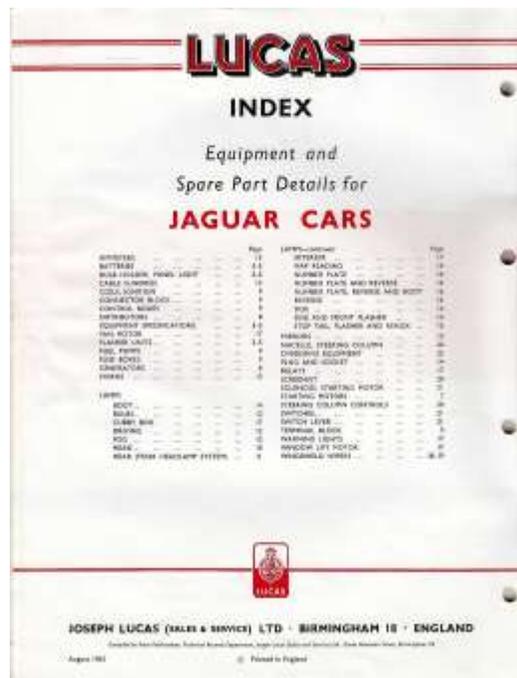
I knew that the plug had been there September 1, 1966, when Patricia and I took delivery at the Browns Lane factory, but I didn't have a clue as to when it went missing!

The next time that I was at the Coventry Foundation, I told them about the missing part. They replied, "Don't worry."

The inspection socket is actually comprised of two parts, Part No. 38605, the socket and Part No. 304919, the plug. A new plug, in the original packaging, was found in the Foundation stores.



Part No. 304919, Inspection Socket Plug



Lucas Equipment and Spare Parts for Jaguar Cars



Part No. 38604B Inspection Socket and plug

I was also shown something that I had never seen before, one of the rare Lucas aftermarket inspection lamps, in its original Lucas box. The Lucas advertisement reads, "Inspection lamp (with) 15 feet of cable enables any part of the car to be reached, cable winds neatly on a reel in lamp body, hangs in position, leaving both hands free. Plug fits two holes in instrument panel and switchboxes."



Lucas aftermarket Inspection Lamp and original box



28 S-Type and 420

Why these cars are both better than a MkII.



82 Selling the Big Cat

A look through the archives at period advertising.

SELLING THE BIG CAT

A walk down memory lane as we look at some of the most memorable Jaguar promotional material.

'S' EXPRESS

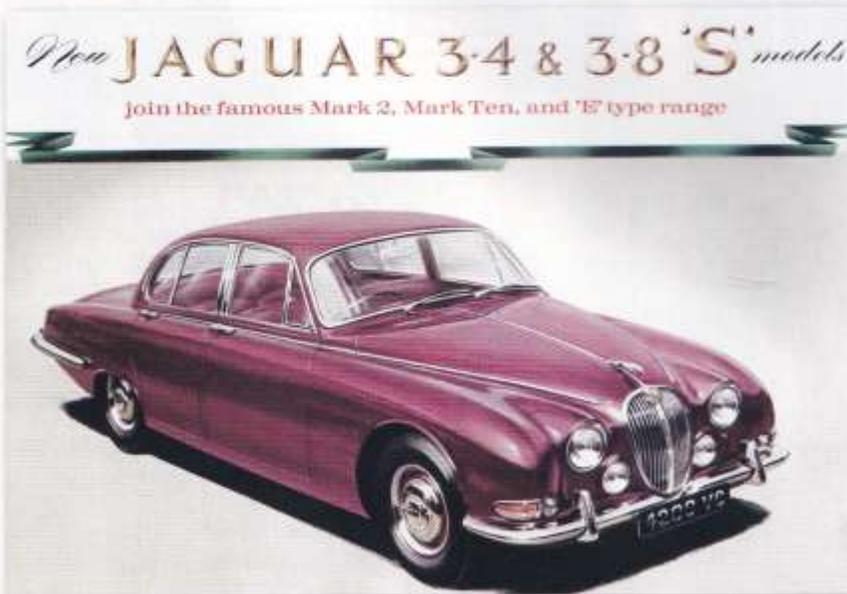
The arrival of the new S-Type in 1963 prompted Jaguar to release this launch brochure, proudly announcing the newcomer that was to 'join the famous Mark 2, Mark 10 and E-Type range'. Jaguar went further, however,

by suggesting its new S-Type was the 'latest development of one of the world's most successful cars'.

The S-Type was an interesting mix, effectively linking the front end of a MkII (albeit with different grille and

wings) with more of a MkX-like rear. And that meant it came complete with independent rear suspension, making this latest Jaguar one of the best-handling saloons of the 1960s.

Power was more than adequate, thanks to 3.4- and 3.8-litre versions of the famous XK engine, resulting in a usefully sporty driving style combined with saloon car practicality. Little wonder then, that the S-Type became the ultimate getaway vehicle for thieves and gangsters throughout the late 1960s and 1970s, with few police cars of the time able to out-perform or out-handle it.





PROFILE
S-TYPE AND 420

S-Type's looks were controversial,
even to the team that styled it!

HAIL THE UNDERDOGS!

Fashion is a strange thing. Despite improved suspension and styling, the S-Type and 420 still lag well behind MkII values. Welcome to the Classic Jaguar bargains.

WORDS: IAN SEABROOK PICS: GAYNOR CAUTER AND WWW.MAGICCCARPICS.CO.UK

Mark II values really have become almost unbelievably high of late, with the very best changing hands for £50,000 or more – and restorations costing even more than that. You could be forgiven for thinking that the MkII was the best saloon Jaguar ever made, such is the clamour to own one.

But is it, though? Many, myself included, think the S-Type and 420 offer a lot more value, and arguably far better road manners too. You can pick up a nice 420 for just £9000, if you can find one.

That means you get exclusivity too.

I spoke to Len Hand, chairman of the Jaguar Drivers' Club's S-Type and 420 register. Unsurprisingly, he's rather a fan of the breed. "You've got a very well proven independent rear suspension versus a live axle. Which would you choose?" Len says. "It's exactly the same as a MkX rear suspension. John Bolster of Autocar said he didn't expect the E-Type's rear suspension to work on a big saloon, but admitted that the MkX proved him wrong."

It made real sense to adopt the classic

independent rear suspension for the saloons, and the S-Type was introduced just two years after the E-Type. It gave a new lease of life to the basic MkII infrastructure. "You're comparing 1950s technology with that of the 1960s – and advanced for the 1960s too," says Len. It's worth remembering that few saloon cars of the time boasted all-independent suspension and all-disc brakes. "Really, the MkII is a fashion car. If you actually want to drive a saloon seriously, you need to get an S-Type. For a start, you could buy two for the price of one MkII!"

That's certainly true, and while the rise of MkII values has drawn up values of the S-Type and 420 with them to a certain extent, the fact remains that a really nice 420 will probably not cost more than £12,000, while a nice MkII will be more than £20,000 – even for a paltry 240. A nice 3.8 manual overdrive? You'll need over £50,000.

Yet the 420, with its larger 4235cc engine, is at least as quick, if not more so in real-world conditions. Len says, "The 420 was Jaguar's fastest saloon. It was a bit heavy, but is perfectly docile in modern traffic, nice and powerful and pretty as you like."

S-Types had less power, thanks to the 3.4-litre and 3.8-litre options, but you would hesitate to call them sluggish. A 3.8 manual will top 120mph and get to 60mph in ten seconds, and the automatic isn't a long way behind. Mix in better handling, and an S-Type is a very entertaining drive.



420 arguably offered more balanced styling, and considerable pace.

NOT ALL GOOD NEWS

Naturally, it isn't all good news. For a start, survivor numbers are relatively low. Jaguar's saloon range had got quite complex before the arrival of the XJ6, and not all of them have their fans. A lot of 420s and S-Types simply became so worthless that they were scrapped, often raided for parts to improve MkIIs and even E-Types – the 420 uses a very similar engine, allied to three-pot front calipers and optional Marles Varamatic power steering.

Projects are still a rather daunting prospect too, as you can't get an awful lot of panels. "You can get sills and repair sections for the front and rear wheelarches, but that's about it," admits Len. "You can fit MkII doors, but it's worth remembering that you often can't swap doors between MkIIs. They often need a fair bit of work to fit." So, you really do have to try and repair what you have, which can be more costly. There are even differences in front

and rear windscreen rubbers between these later cars and the earlier MkII.

Mechanically, things aren't too bad, due to the large number of parts shared with other models. Interior trim isn't an issue either, and it's still possible to get an S-Type or 420 completely retrimmed. The patterns are still out there, albeit a complete overhaul could cost as much as £8000.

THE HISTORY

The S-Type was launched in 1963 and despite what many now seem to think, Sir William Lyons helped develop a sleek new style that refreshed the elderly MkII design and gave it new life. The hooded headlamps caused some controversy, but helped give the front end a fresher feel without requiring too many changes to the sheet metal.

At the front, engines were 3.4- or 3.8-litre, with transmission options being the Moss four-speed manual with overdrive, or a Borg Warner 3-speed automatic. Jaguar's own four-speed unit became available from October 1964 and is considered a much sweeter gearbox. Other changes were that the gearing of the steering was altered, for a more direct feel. Otherwise, things remained thoroughly MkII.

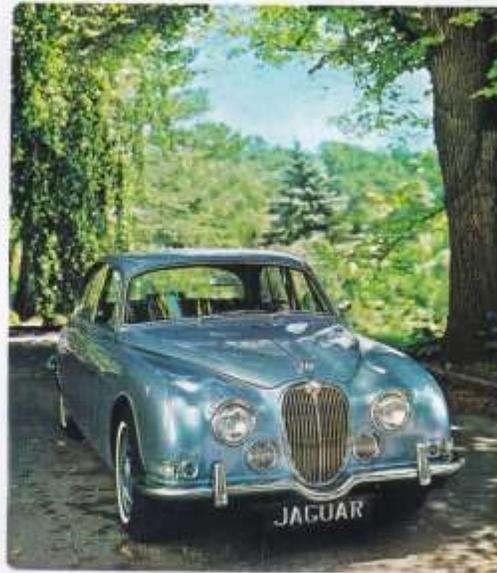
It is at the rear where the major revisions occurred, most obviously the vastly different tail treatment. The larger rear wings hid twin fuel tanks, offering »

PROFILE
S-TYPE AND 420

the same 63.7 litre (14 gallon) capacity as the E-Type. More subtle were changes to the roofline, which was a little flatter. The new, extended tail covered a much larger boot and allowed space for the independent rear suspension cradle, which of course houses the differential, four dampers and coil springs and the inboard disc brakes. A Powr-Lok limited slip differential was optional, though this could not be specified on the 3.4 after 1967.

There were quite a few changes inside too. Ventilation was improved over the MkII, with greater control over fresh air provision. There were tunnel-mounted hot air vents for rear passengers, who enjoyed a little more room thanks to slimmer, lower seats. Sadly, the picnic tables of the MkII were gone, but they didn't serve much practical function anyway. Almost 10,000 3.4s

Right: The S-Type was sold as 3.4S or 3.6S.



Jaguar
3.8 'S'
Sedan

"A different breed of car"



Daimler Sovereign was a badge-engineered 420, with a few extras thrown in.



In 2013, there was a large gathering of S-Types to mark the 50th anniversary.

and over 15,000 3.8s were built.

In 1966, the 420 joined the busy line-up. It was intended that the S-Type would replace the MkII, but sales of the older car remained strong. Similarly, the 420 really should have replaced the S-Type, but each car still had its own appeal, and buyers were happy to choose between them.

The styling of the 420 was arguably happier, with more balance between the longer nose and S-Type tail. It looked more like a less gargantuan MkX than a further extension of the MkII platform. At this time, the MkX was renamed the 420G. Under the 420's bonnet was the 4235cc version of the fabled XK engine, producing a meaty 245bhp SAE. As the new range topping 'compact' Jaguar, the specification was high. There was now an alternator in addition to a limited slip differential and dual circuit brakes. There was also now a Daimler version, with better trim and power steering as standard. PAS was optional on the Jaguar, but was now of the Maries Varamatic type, which was rather less light at speed. The new cars sold pretty well, with over 9000 420s and over 5000 Daimlers finding homes in just two/three years of production (the Daimler overlapped with the XJ6 for one year).

Aside from a few 'austerity' 240s (the later, stripped-out MkII) and the aforementioned Daimlers, production of all MkII-based saloons came to an end with the arrival of the XJ6 in 1968.



Time has been kind to the S-Type. It's not really so bad, is it?



420's frontal styling was designed to ape the much larger MKX. Right: Plush S-Type interior was a step up from the MkII.



IN CONCLUSION

It's hard to put a finger on why these models are not more popular. Perhaps the styling of the S-Type isn't to everyone's tastes, but the 420 is a much better balanced car in this regard. Perhaps the 420 suffers from not quite having the grace of the subsequent XJ6 – it looks every bit the XJ6 predecessor.

The MkII is seen as iconic, perhaps because of its motorsport successes and perhaps because it harks back to an older era. Certainly, the MkII is more commonplace, which means you're far more likely to see one at a classic car show. Is it simply the case that the S-Type and 420 are so uncommon that they've just been largely forgotten? It does seem a shame if they have, but then popularity breeds popularity sometimes.

Certainly, if you're in the market for a classic Jaguar saloon, you overlook these models at your potential cost. ■



The major benefit of these saloons is exceedingly good handling. This is a Sovereign.

The Newsletter of The International Jaguar 'S'-type Register

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WE'RE ON THE
WEB!

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 almost 1000 cars from twenty-eight countries.

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

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



The three founding 'S'-types

Classic Jaguar, No. 3, Autumn 2016

