

Here we see Ina Allen trimming the Royalite fascia crash pad of the new Jaguar E.

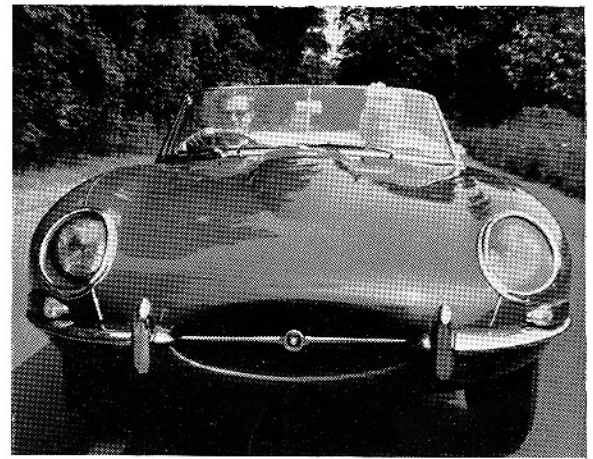
# JAGUARS are booming!

**A TOP DOLLAR-EARNER**

**—and now the new "E" type is rocketing sales**



Ask the average motorist which of three cars he would dearly like to own and like as not one of these would be a Jaguar. And that isn't surprising since the Jaguar reputation for brilliant design and performance during the last three decades has caught the motorist's fancy and justifiably, too.



The sleek lines of the Jaguar "E" touring model. As the "Daily Mail" said, "Wham!—And you are doing 150 miles an hour".

THOSE whose memory can take them back to the early '20s will recall that the present Chairman and Managing Director of the Jaguar organisation, Sir William Lyons, then Mr. Lyons, helped to start a modest factory for the manufacture of Swallow sidecars at Blackpool. This was followed by the production of specialised bodywork on standard proprietary chassis, the most outstandingly successful example of this being the Austin Swallow. By 1928 the Swallow Company, as it was known then, had outgrown two factories in Blackpool and moved to the heart of the motor industry in Coventry.

**Breaking into the Export Market**

1931 saw the construction of their first complete car with an identity of its own—the "S.S." (Swallow Sport)—which created a major sensation at the year's Motor Show. Four years later came the first S.S. Jaguar saloon. At the end of World War II, after a fine war record in producing war materials for the national effort, the name of the company was changed to Jaguar Cars Limited. With commendable foresight and drive the Jaguar organisation vigorously pursued a policy of breaking into export markets, particularly in America. Year after year Jaguar was top dollar earner of any individual make of British car, the introduction of a completely new conception of a sports car—the XK. 120 with a phenomenal performance of 132.6 m.p.h. forming the spearhead of the export drive. Before long Jaguar was picking up the cream of awards for International events.

**Our Proud Association**

It is with real pride that for many years now North British have been suppliers to Jaguar of the rubber window channelling for windcreens and rear windows. With the decision to introduce, early in March of this year, a completely new Jaguar—the "E" Type Grand Touring models—the opportunity came our way to interest the designers in the use of our Royalite thermoplastic for the safety crash pad as has become standard equipment on so many well-known British cars. Through our Automotive Sales team and the development and production effort at Castle Mills the "E" Type Jaguar fascia pad was developed and became part of the specification.

At Coventry, production of the new "E" Type Jaguar was scheduled for 100 a week, but this figure has had to be revised following the tremendous reception the car has received all over the world. Following its debut at Geneva during the latter part of March, initial orders flooded in from the principal European countries of France, Belgium, Italy, Switzerland, West Germany, Holland and Portugal. On top of that, its presentation in the States was even more successful. An £11 million order

from America for 5,500 Jaguar cars, 2,000 of which were for the new "E" type, rocketed the previously high export figures of this remarkable British company. Already the production target is being stepped up by an appreciable amount.

**Outstanding Management**

A success story like this is all the more heartening in today's competitive world. To be part of the success as suppliers of extrusions and Royalite to one of the cream of British car production gives us a real sense of pride in quality production, in being able to measure up to Jaguar's world-wide reputation for nothing but the best. Here is a wonderful example of brilliant management backed by an equally capable production team, whose enthusiasm for the job might have been completely shattered by a disastrous fire in 1957, which destroyed a third of their one million square feet factory at Coventry. For one day only Jaguar was at a standstill. Superhuman efforts by 4,550 loyal employees doubled previous output within a few months. That is the spirit and enterprise that is the very essence of success.

The famous Jaguar Mark 2, which for luxury, power motor-ing, is in a class all its own.



George Gray and John McLeod jig checking peripheries on the Jaguar backlight and rubbers.



Cathie Reddington and Janet Berwick forming Jaguar window channelling.