

The Jag Virus – Where did it all begin? (by David Seidel)

For my whole life, as long as I can remember, I have been a car nut. My father had a tip truck business which he started after being demobbed from the Army (WW2). Any opportunity I got I would be in the cab taking mental notes of all the car yards and more importantly taking careful note of all the contents.

His business took him all over Adelaide and environs, it was just heaven for me. Para Motors on West Terrace was my Mecca. I knew all the car models, old and new, and I loved every minute of it. As a passenger I soaked it all up. At every meal table the talk was of mechanical failures, blown tyres and breakdowns. One might say I was raised with all things mechanical flowing through my veins.

Enter Jaguar cars...

We had a close friend in Murray Bridge who owned a beautiful Mark VIIM auto and I loved riding in it but it was my headmaster Mr Ryan at High School who really tipped me over. He was an English master but apart from Shakespeare he had a passion for motor engineering. He gave two lessons on the twin cam engine and how it had evolved very successfully for the Coventry motor manufacturer, namely Jaguar. Mr Ryan also understood

the value of having a motor with more than just six cylinders. He talked of the design of having smaller bores with many cylinders all overlapping power stroke over power stroke to achieve a quiet, smoother running engine (does this sound like a V12 Jaguar motor?).

But it was the Jaguar twin cam 6-cylinder motor that intrigued me most. The year was 1960 and I was hooked. I wrote a class essay on this subject in which I expounded my new found knowledge on this English marque and sent a copy to the Jaguar dealers, Bryson Industries, 66 Currie Street. I received the attached reply with some brochures and a correction (as I stated that I thought that some parts used in Jaguars were made by Rolls-Royce).

(Strangely enough, when I owned my Bentley T Series, I discovered that the rubber Metalastic steering block on the column was identical to the corresponding part on a Jaguar).

To this day I have owned (and wrecked) many different models of Jaguar cars as well as a plethora of other makes and models. I've had multiples of these models: SS saloons, Mk IV, V, VII, VIII, IX, X, 420G, XK120, Mk I, Mk II, S-type, XJ6, Daimler, Daimler Sovereign V8.

The 1969 XJ6 and derivatives I felt were a real achievement on the motoring scene of the day that would continue on for many years.

The virus takes hold...

A good example of my addiction was when I told my new wife Carol that there would always be a quantity of Jaguars around and they would be part of our life together. She was so love-struck that she didn't believe me ...until it was too late. To her credit and with much understanding, she also helped with my involvement, with several other enthusiasts, in the establishment of the Jaguar Drivers Club in South Australia, so much so that she received the Clubmanship Award in 1978.

We have been married for nearly 50 years and she is now due for another award, this time from me.

PS: Warning - the Jaguar virus is very contagious - may it continue to take hold of future generations!

PPS: This is a very brief overview of a lifetime spent living with the Jaguaritis virus.

David Seidel

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BRYSON INDUSTRIES (S.A.) LIMITED

JAGUAR DISTRIBUTORS
66 CURRIE STREET, ADELAIDE
SOUTH AUSTRALIA

Ref. CRT/CRS. —

22nd. November, 1960.

Master David Scidel,
13 Ways Road,
HAMPSTEAD GARDENS, S.A.

Dear Master Scidel,

We acknowledge your letter of the 19th. instant. First of all we congratulate you on the essay you submitted. A few points in the essay that are not correct have been underlined by us.

- (1) Power steering is not included in the 2.4 Litre Models.
- (2) The 2.4 Litre Model top speed is 105 miles per hour.
- (3) No sections of the Jaguar Car are Rolls Royce.

Unfortunately our supply of Literature on our current models of Jaguar Cars is exhausted.

Attached please find a brochure of all the Jaguar Models, also a copy of an article that appeared in the Advertiser on the 5th. April last dealing with the 3.4 Litre Mark 2 Model.

Wishing you every success in your examination.

Yours faithfully,
BRYSON INDUSTRIES (S.A.) LIMITED.



(C.R. Trathen)
Secretary.

JAGUAR
Sales and Service



Letter from Brysons to David (November 1960)

Carol Seidel accepting Clubmanship Award 1978

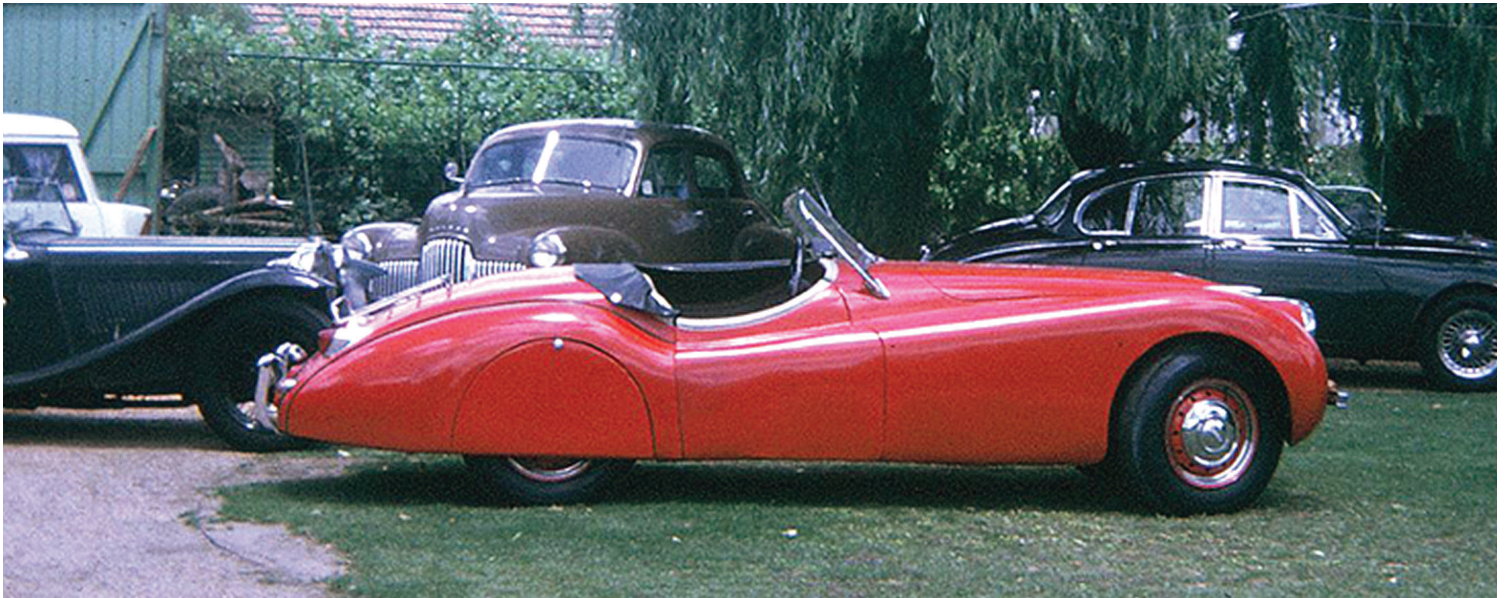
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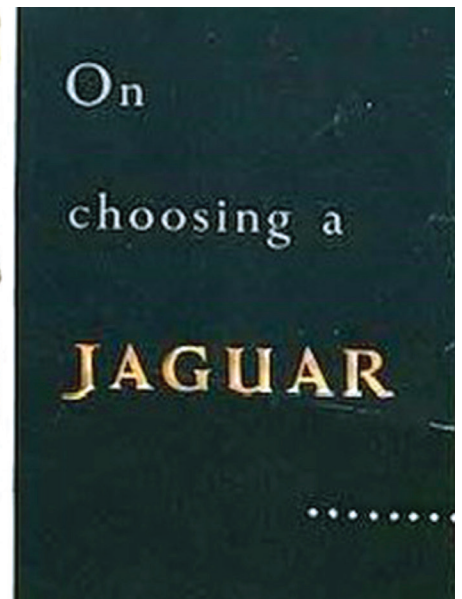
David with his second Mark IV



Carol and David with their 17,000 mile Mark 2



David's red XK120 and a collection of other Jaguars



David wrote to Bryson Industries when he was at high school and received a reply together with some Jaguar brochures.