

Lagondaforum: Lagonda agent or dealers in Guildford

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Written by Rich5ltr at Nov 15, 2015 5:01 pm

I am trying to trace the history of my recently acquired 1933 Lagonda 16/80. I only have buff log books from 1961 when the owner was in Edinburgh so there's a gap of 28 years to fill. The BPA 334 number would have been a Guildford registration. I came across an article about a number of enterprising brothers who set up motor cycle and motor car dealerships in the Surrey area and they had a main dealership at 97 High Street Guildford. One can clearly see in this photo they proudly proclaim themselves as Lagonda dealers so I wonder if this was where my car originated?

Does anyone know the history of Jacksons?

Attachments:

[Jacksons Guildford.jpg](#) (filesize: 151.93 KB)

Re: Lagonda agent or dealers in Guildford

Written by Mark at Nov 15, 2015 11:04 pm

I have a list of Lagonda agents from June 1923 and Jacksons are not listed. That is not to say they were not retailing Lagonda cars 10 years later. In the photo the garage does look like it is dealing in light cars and the photo may just date from the mid-late 1920s?

Lagonda's dealership network was always complicated as they appointed geographic distributors, joint distributors, wholesale and retail distributors etc and they seemed to change annually.

I checked in a book I have on researching vehicle histories whether the vehicle registration records Surrey County Council have survived. Sadly they are recorded as 'presumed destroyed'

Not much help I am afraid but I did have some success when researching my LG45 by writing to the local paper with a photo for the letters column so you could try that. Does the club have any earlier history?

Good luck

Mark

Re: Lagonda agent or dealers in Guildford

Written by Rich5ltr at Nov 16, 2015 7:36 pm

Hi Mark,

Thanks for taking the time to check. As you say the photo is (according to the caption) mid 20s and I assumed the 'Lagonda Cars' sign over the entrance door would have suggested that their status as a dealer would have increased through to the early 30s.

When you wrote to the local paper what did you say, was it literally 'does anyone know this car?'

Rgds Rich...

Re: Lagonda agent or dealers in Guildford

Written by Mark at Nov 17, 2015 11:27 am

When researching the history of my LG45 I found the Cumbria County Archive still had 1937 registration details for my car. This showed the garage that registered the car new. There was no trace of the business in Kirkby Stephen, so I wrote to the local paper asking if anyone knew of the garage or could recall a 1937 Lagonda LG45 saloon being supplied new. As it turned out, I got a call from a chap who was apprenticed at the garage in 1940. He advised it was an Austin agency and the likely explanation was they registered the car to obtain the number plate the owner wanted. A year later I discovered that was actually the case. In fact I eventually found the original owners son, still going strong and is now 92. He sent me the original sales brochure and a photo of the car when new! But I was lucky with available information.

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You could try a speculative letter to the local newspaper asking if anyone has any knowledge of the garage and whether they supplied Lagonda cars into the 1930s? Also check the web to see if Guildford has any local history societies who can often be very helpful. A letter to The Automobile magazine with a photo of the car asking for any pre 1960 history might just bear fruit, but do give the names of known owners in the 60s/70s etc because sometimes that jogs memories of 'a file in the loft'

Hope this helps

Mark

Re: Lagonda agent or dealers in Guildford

Written by Rich5ltr at Nov 17, 2015 7:09 pm

Thanks Mark, much appreciated.

I was spoilt when I bought my Aston as I was handed a file of papers going back to 1960 (it's a 1958 car) so pretty well everything to with a couple of years of it being new. I was also given every buff & green log book from new so I have the full ownership history.

It seems I will have fun trying to trace the history of 16/80 BPA 334 though. Prior to Dennis, from whom I bought the car, it was owned by a chap called Harold Cross who was a senior engineer at Austin, Longbridge works. Apparently he in turn acquired it from the MD of a supplier to Austin in exchange for certain contracts being awarded in their direction! I'd love to know the full story...

Re: Lagonda agent or dealers in Guildford

Written by Colin M34 at Nov 18, 2015 12:50 am

Hi Richard

A lot of cars were registered with Surrey County Council especially when they were delivered "ex-works."

I note from the members list that it was registered in early December 1933. I believe the London motor show was in November and perhaps they had this one in stock for more or less immediate delivery after the show, especially as it was bang up to date with the new T7 body.

Early Christmas present maybe?

It may also be possible that the car was a factory demonstrator. And a very smart one too...

Colin
