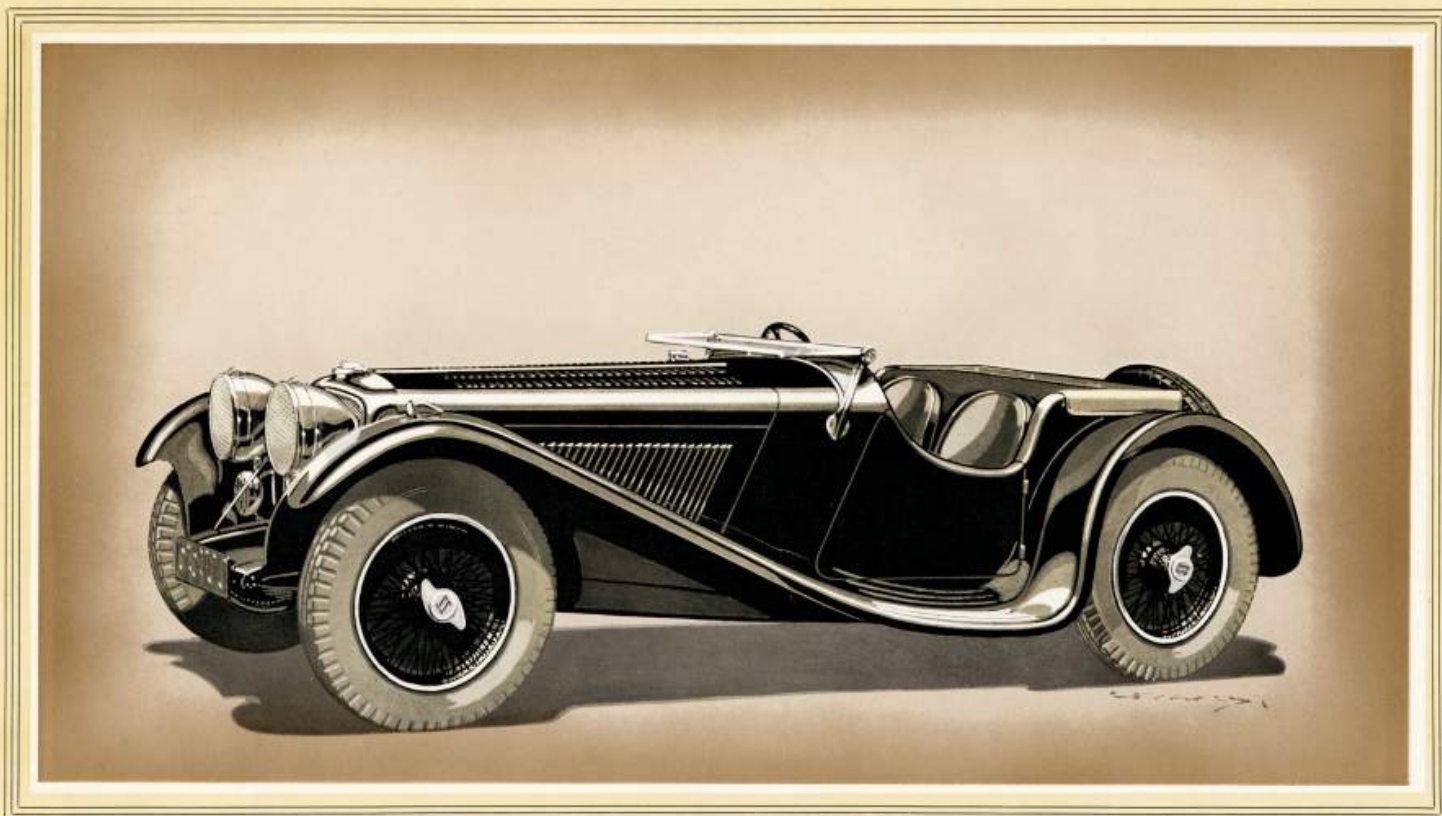




J A G U A R



THE 2½ LITRE JAGUAR "100" COMPETITION MODEL £395



Page Seven



1½ LITRE JAGUAR SALOON SPECIFICATION

ENGINE. Four-cylinder, 12 h.p., 69.5 m.m. bore x 106 m.m. stroke; 1608.5 c.c. Side-by-side valves. Three-bearing crankshaft. Aluminium pistons, chromium iron cylinder blocks. Light alloy connecting rods. Machined combustion chambers and ports. Submerged oil pump. Coil ignition. Single dry plate light action clutch.

FRAME. Low underslung frame, cross-braced for extreme rigidity. Main members are box section fore and aft of cruciform members and are outswept to take full width of body without overhang.

TRANSMISSION. Four-speed gearbox with synchro-mesh on second, third and top. Hardy Spicer all-metal propeller shaft and universal joints. Spiral bevel final drive. Gear Ratios: First, 19.18; Second, 11.80; Third, 7.00; Top, 4.86.

SUSPENSION. Long flat road springs of low periodicity. Wide front spring track. All spring leaves heavily lead coated to prevent rust and corrosion. Luvax double-action hydraulic shock absorbers front and rear.

BRAKES. Large diameter Girling brakes, 12" x 14" effective surface, fully compensated with rod action throughout. Heavily-finned special alloy brake drums, 14" diameter.

STEERING. Burman Douglas worm and nut steering. Light yet positive at all speeds. Incorporating Bluemel Douglas spring-blade steering wheel adjustable for height.

PETROL SUPPLY. A.C. mechanical petrol pump from 8-gallon rear tank. Single down-draught Solex carburettor with easy starting device.

WHEELS AND TYRES. Dunlop centre lock splined hub type racing wheels. 18" diameter rims fitted with Dunlop 4.75 x 18 tyres.

ELECTRICAL EQUIPMENT. Lucas de Luxe throughout, 12-volt set, with ventilated dynamo providing 17-amp. charging rate, thus ensuring instantaneous starting. Large type head lamps with dip and switch control above steering wheel. Streamlined wing lamps. Stop light. Reverse light. Two interior lights. Tool locker light. Special diffused illumination for instrument panel. Lucas blended note horns.

AXLES. Semi-floating rear axle with one-piece steel casing. Front axle "H" section with reversed Elliot stub axles.

BODY. All panelled body of extreme strength on frame of first quality selected ash. Four wide doors, flush fitting and of generous width, with self-aligning chromium plated hinges incorporating Enots

grease nipples. Positive action silent travel locks. No-draught, winding type ventilating half-windows fitted to front doors. Wings have deep valances affording maximum protection. Front wings are of high domed helmet type.

SLIDING ROOF. Quick action, self-aligning, single control operation. Perfectly flush fitting, preserving an unbroken roof line. Very large opening.

WINDSCREEN. Positively leakproof, opening from bottom by single action winder which can be operated by one hand whilst driving.

UPHOLSTERY AND CARPETING. Finest quality Vaurol leather hide throughout in a range of colours to tone with exterior colour scheme. Floor thickly carpeted, over felt underlay, in colours to harmonise with general colour scheme.

SEATING. Comfort of the most luxurious order is provided by deeply-sprung seats with form fitting back rest and Dunlopillo upholstery. The one-piece rear seat may be divided with heavily padded folding arm rest, which, when not required, can be folded back into recess in back rest, thus affording accommodation for three passengers. Side arm rests are also provided in front and rear compartments. Increased floor area provides more head and leg room. Both front seats are quickly adjustable by means of special slide rails.

INSTRUMENTS. 5" trip speedometer, 5" rev. counter, incorporating 8-day clock, ammeter, electric petrol gauge, oil pressure gauge, radiator thermometer, self-cancelling built-in trafficators. All instruments with silvered dials.

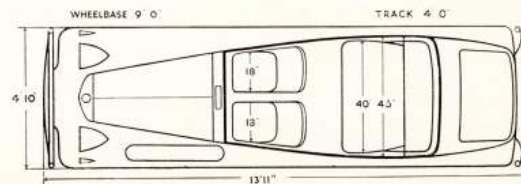
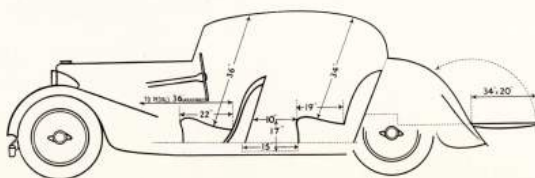
SPARE WHEEL COVER. Spare wheel with metal cover is carried on rigidly mounted bracket and is recessed into well on near side front wing.

LUGGAGE ACCOMMODATION. Ample accommodation for luggage is provided in the capacious compartments in the tail. The locker lid may be lowered to form platform for additional luggage.

TOOLS. A complete kit of tools is provided individually housed in locker lid which is fitted with an auxiliary light.

EASY JACKING. Any wheel may be raised clear of the ground in 15 seconds by means of the "easy lift" jack supplied. Conveniently placed jack slots obviate any need for placing jack under the axles.

INTERIOR FITTINGS. Two sun visors, four ashtrays, four door pockets, cubby hole with flush-fitting lid, rear blind, driving mirror.





THE 1½ LITRE JAGUAR 4-DOOR SALOON £295



2½ LITRE JAGUAR CHASSIS SPECIFICATION

ENGINE. Six-cylinder, O.H.V. 73 m/m. bore \times 106 m/m stroke; 2663.7 c.c. Treasury rating 19.8 h.p., £15 Tax. Overhead valves push rod operated. Exceptionally stiff seven-bearing counter-weighted crankshaft. Aluminium pistons. Chromium iron cylinder block with exceptionally long water jackets. Light alloy connecting rods. Machined combustion chamber and ports. Detachable head. Cooling by centrifugal pump and automatic by-pass thermostat. Single dry plate light action clutch.

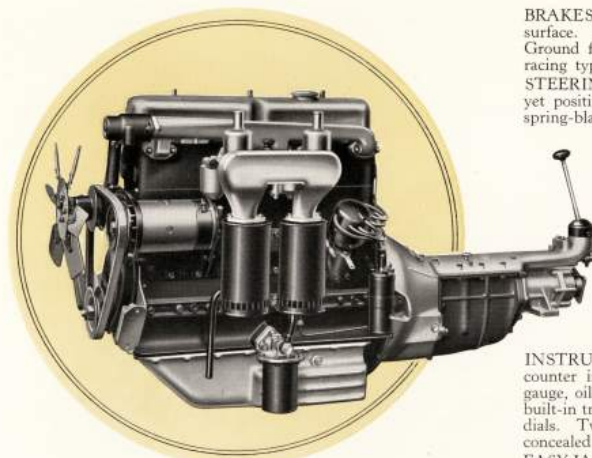
LUBRICATION. Completely submerged high volume oil pump. Large capacity heavily finned aluminium sump, capacity 20 pints. Tecalemit oil filter.

FRAME. Low underslung frame, cross-braced for extreme rigidity. Main members are box section fore and aft of cruciform members and are outswept to take full width of body without overhang.

TRANSMISSION. Four-speed gear box with synchro-mesh on second, third and top. Hardy Spicer all-metal propeller shaft and universal joints. Spiral bevel final drive.

GEAR RATIOS: First, 16.20; Second, 9.51; Third, 6.18; Top, 4.50.

SUSPENSION. Long flat road springs of low periodicity ensuring smooth and steady road-holding with maximum comfort at all speeds. Rear ends of front springs in special sliding trunnion mountings ensuring lateral stability when cornering at high speeds. All spring leaves heavily lead coated to prevent rust and corrosion. Special oversize Luvax hydraulic shock absorbers mounted on Silentbloc bushes. Hartford friction type shock absorbers are fitted to "100" chassis in addition to hydraulics (on front only).



The 2½ Litre Jaguar Engine.

BRAKES. Large diameter Girling brakes, 14" \times 1½" effective surface. Fully compensated and with rod action throughout. Ground finish Millenite brake drums, 16½" diameter, Ferodo racing type linings.

STEERING. Burman Douglas worm and nut steering. Light yet positive at all speeds and incorporating Bluemel Douglas spring-blade adjustable steering wheel.

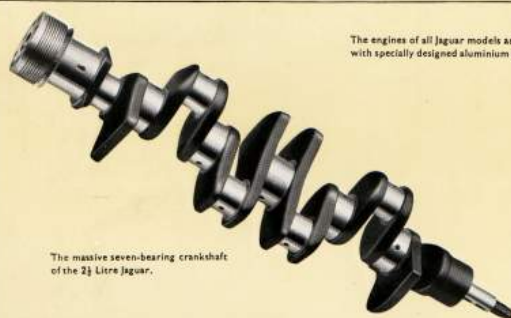
PETROL SUPPLY. From 14 gallon rear tank (17 gallons on "100" model). S.U. electric petrol pump. Special twin S.U. carburettors with auxiliary starting carburettor. Air Cleaners. Note.—Auxiliary starting carburettor is not fitted to Tourer model or "100" model. Air cleaners not fitted to "100" model.

WHEELS AND TYRES. Dunlop centre-lock splined hub racing type wheels. 18" diameter rims fitted with Dunlop 5.50 \times 18 tyres.

AXLES. Semi-floating rear axle with one-piece steel casing. Four pinion differential. Front axle "H" section with reversed Elliot stub axles.

INSTRUMENTS. 100 m.p.h. 5" trip speedometer; 5" rev. counter incorporating 8-day clock. Ammeter, electric petrol gauge, oil pressure gauge, radiator thermometer, self-cancelling built-in trafficators, cigar lighter. All instruments with silvered dials. Twin blade electric screen wiper driven by double power concealed motor.

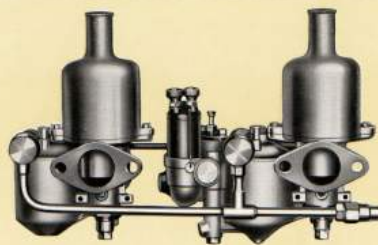
EASY JACKING. Any wheel may be raised clear of the ground in 15 seconds by means of the "easy lift" jack supplied. Conveniently placed jack slots obviate any need for placing jack under the axles.



The massive seven-bearing crankshaft of the 2½ Litre Jaguar.



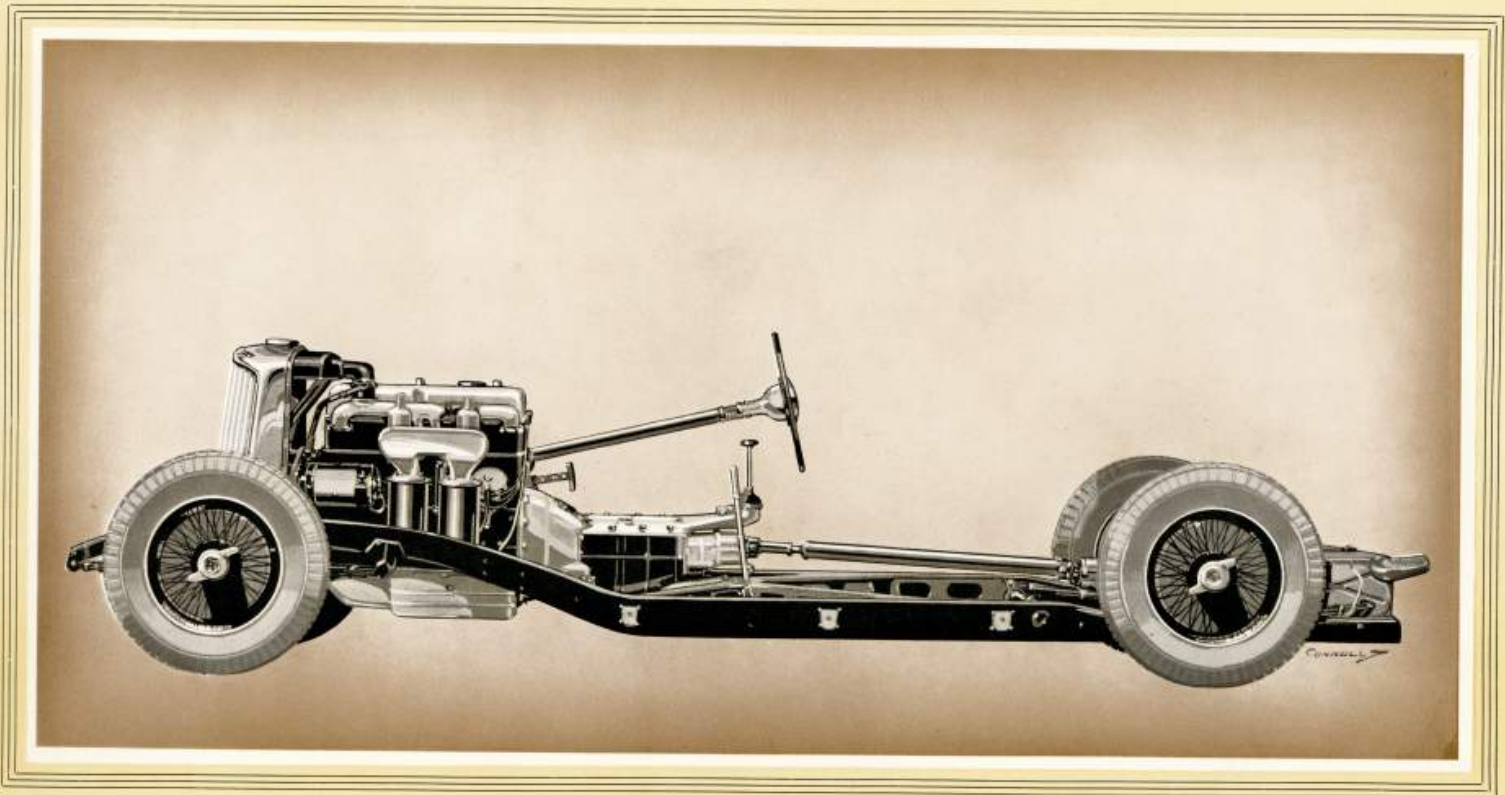
The engines of all Jaguar models are fitted with specially designed aluminium pistons.



The thermostatically controlled starting carburettor is here seen between the twin S.U. down draught carburettors.



Special oversize shock absorbers—the largest to be fitted to any make of car.



THE 2½ LITRE JAGUAR CHASSIS



Page Eleven

1½ LITRE JAGUAR CHASSIS SPECIFICATION

ENGINE. Four-cylinder, 12 h.p., 69.5 m/m. bore × 106 m/m stroke; 1608.5 c.c. Side-by-side valves. Three-bearing crankshaft. Harmonic cams. Aluminium pistons, chromium iron cylinder blocks. Light alloy connecting rods. Machined combustion chambers and ports. Coil ignition. Single dry plate light action clutch.

LUBRICATION. Submerged oil pump. Sump capacity, 14 pints.

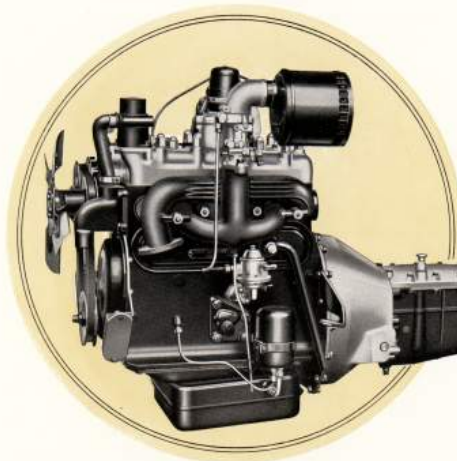
FRAME. Low underslung frame, cross-braced for extreme rigidity. Main members are box section fore and aft of cruciform members and are outswept to take full width of body without overhang.

TRANSMISSION. Four-speed gearbox with synchromesh on second, third and top. Improved method of engagement ensures "finger-tip" control by easy-to-hand gear lever. Hardy-Spicer all-metal propeller shaft and universal joints. Spiral bevel final drive.

GEAR RATIOS: First, 19.18; Second, 11.80; Third, 7.06; Top, 4.86.

SUSPENSION. Long flat road springs of low periodicity. Wide front spring track. All spring leaves heavily lead coated to prevent rust and corrosion. Luvax double-action hydraulic shock absorbers front and rear.

BRAKES. Large diameter Girling brakes, 12" × 1½" effective surface, fully compensated with rod action throughout. Heavily-finned special alloy brake drums, 14" diameter.



The 1½ Litre Jaguar Engine.

STEERING. Burman Douglas worm and nut steering. Light yet positive at all speeds. Incorporating Bluemel Douglas spring-blade adjustable steering wheel.

PETROL SUPPLY. A.C. mechanical petrol pump from 8-gallon rear tank. Single down-draught Solex carburetter.

WHEELS AND TYRES. Dunlop centre lock splined hub type racing wheels. 18" diameter rims fitted with Dunlop 4.75 × 18 tyres.

ELECTRICAL EQUIPMENT. Lucas de Luxe through-out, 12-volt set, with ventilated dynamo providing 17-amp. charging rate, thus ensuring instantaneous starting.

AXLES. Semi-floating rear axle with one-piece steel casing. Four pinion differential. Front axle "H" section with reversed Elliot stub axles.

INSTRUMENTS. 5" trip speedometer, 5" rev. counter, incorporating 8-day clock, ammeter, electric petrol gauge, oil pressure gauge, radiator thermometer, self-cancelling built-in trafficators. All instruments with silvered dials.

EASY JACKING. Any wheel may be raised clear of the ground in 15 seconds by means of the "easy lift" jack supplied. Conveniently placed jack slots obviate any need for placing jack under the axles.



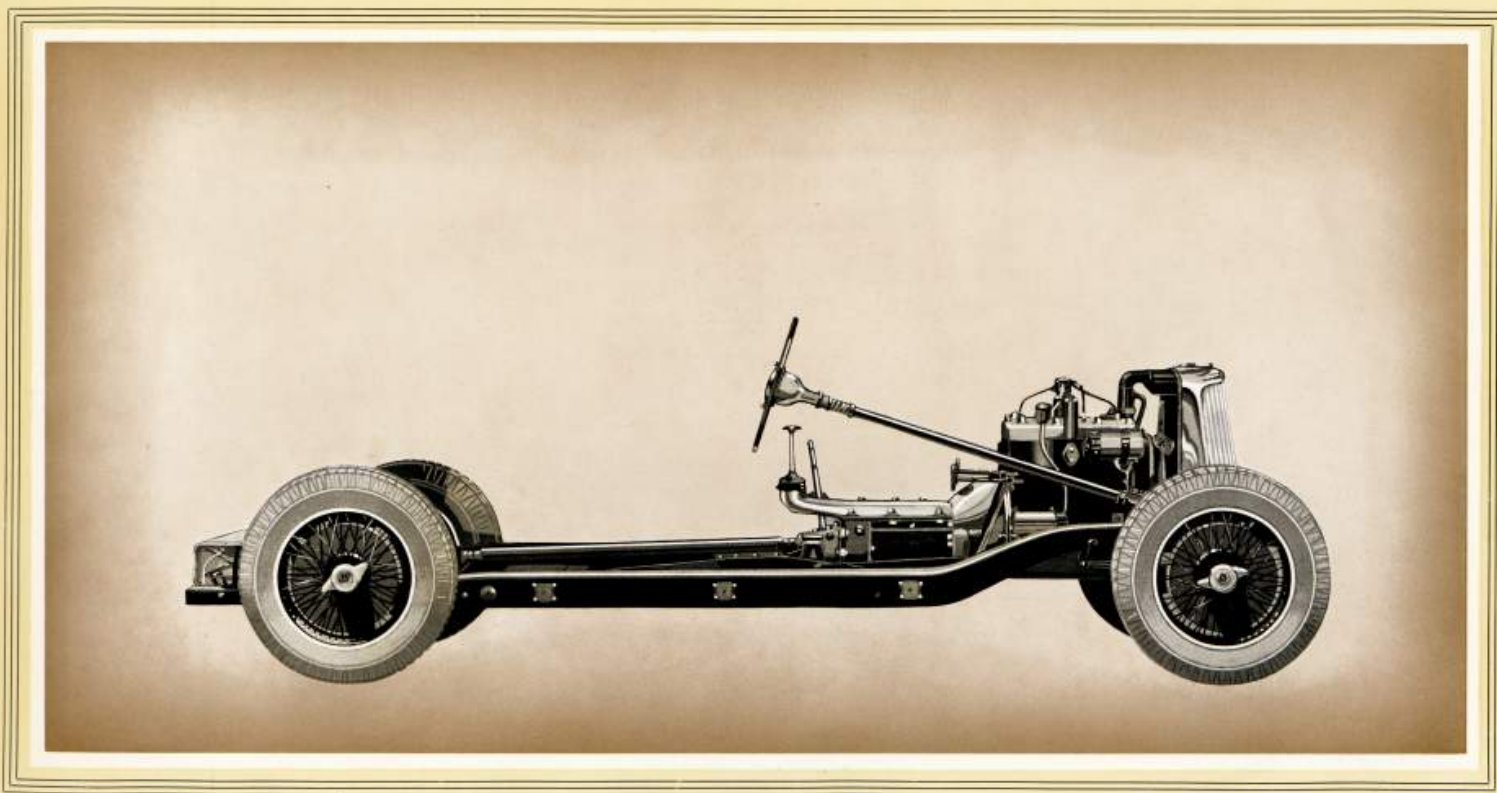
Large powerful Girling brakes are fitted to the 1½ Litre Jaguar.



Under view of engine showing short, rigid crankshaft and large oil filter.



The Bluemel spring-blade adjustable steering wheel is fitted to all Jaguar models.



THE 1 1/2 LITRE JAGUAR CHASSIS

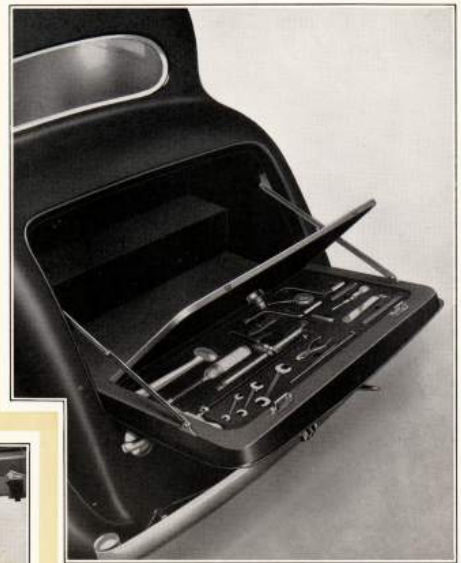
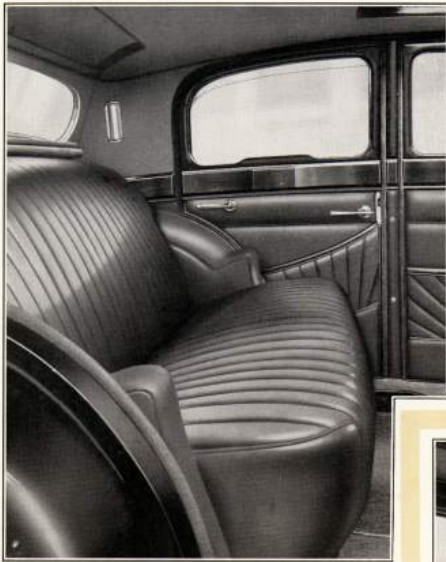


COACHWORK FEATURES

LEFT.—The spacious interior of the 2½ Litre Saloon. The utmost comfort is provided by Dunlopillo upholstery and soft-tanned furniture hide in a choice of many attractive shades.

RIGHT.—The very generous luggage accommodation of the Jaguar is all-enclosed, and additional luggage may be carried on the locker lid, which is constructed for that purpose. Tools are housed individually in special sound-proof container, which is fitted with an auxiliary light.

BELOW.—This view of part of the front interior shows the wide-opening screen, ventilating half windows, sun visors, adjustable arm rest and the conveniently grouped instrument panel with two cubby holes. Note also capacious door pocket.



Section of seat cushion showing Dunlopillo upholstery construction.



Easy jacking. Any wheel may be raised clear of the ground in a few seconds.

COLOUR SCHEMES

The colour schemes listed below are standard, and any deviations involving special treatment of exterior or upholstery entail the following extra charges: Non-standard exterior colour, £5 (Pearl Essence or White £10 extra). Special colour for wheels £1 1s. 0d. extra per set of 5 wheels. Non-standard upholstery colour (or any deviation from standard arrangement of upholstery and exterior colours), £2 10s. 0d.

CLOSED MODELS		OPEN MODELS	
EXTERIOR.	UPHOLSTERY.	EXTERIOR.	UPHOLSTERY.
Olive Green	Olive Green.	Olive Green	Olive Green.
Maroon	Maroon.	Maroon	Maroon.
Suede Green	Suede Green.	Suede Green	Suede Green.
Cream	Maroon; Olive Green; Blue.	Cream	Red; Olive Green; Blue.
Dark Blue	Blue.	Dark Blue	Blue.
Black	Brown; Maroon; Olive Green; Silver-Black; Pigskin Grain Tan; Beige.	Black	Brown; Red; Olive Green; Silver-Black; Beige.
Lavender Grey	Olive Green; Maroon; Blue.	Lavender Grey	Olive Green; Red; Blue.

Owing to the fact that carpets, carpet bindings, and door pipings are supplied in colours to match standard upholstery only, it is strongly recommended that patterns of these items be requested before a final decision is made on non-standard upholstery. In the absence of any instructions to the contrary, non-standard upholstery will be supplied with carpets, carpet bindings, and door pipings in a stock colour nearest or most appropriate to the upholstery chosen.

EXTRAS

The extras listed below are all of a quality consistent with the high quality, finish and appearance of **SS** Cars. In the majority of cases, the extras are proprietary articles, the prices of which are fixed by the manufacturers. Owing to the fluctuating nature of the demand for extras, it is impracticable to establish separate works facilities for the purpose of fitting them, nor is it possible to apply normal production and assembly routine in this direction. The fitting of extras thus presents difficulties in the form of interrupted routine for which appropriate charges have to be made—but which are set at the lowest possible figure.

	£ s. d.		£ s. d.
Ace Wheel Discs, polished aluminium, or Black, for 2½ litre, per set of five	9 7 6	Extra for wiring and fitting Fog Lamps, each	0 7 6
Ace Wheel Discs, polished aluminium, or Black, for 1½ litre, per set of five	8 2 6	*Special chromium plated Bar to carry Fog Lamps	1 0 0
Extra for fitting, per set	1 5 0	Chromium plated Badge Bar	1 0 0
Extra for all chromium finish, per disc	0 17 6	Number Plates, Black enamel with polished aluminium letters, per pair	1 1 0
Extra for cellulose finish to match car, per set	1 5 0	†Radio, Philco de Luxe model 901T, long and medium wave	17 17 0
Spot Lamp, chromium plated	1 5 0	†Radio, Philco model K627T, long and medium wave	14 14 0
Desmo Senior "Safebeam" chromium plated Fog Lamp	3 12 6	Aero Safety Glass Windscreens for Tourer models, each	0 17 6
Lucas type F.T.57 chromium plated Fog Lamp	2 12 6	Fitting charge, each	0 2 6
Notek chromium plated Fog Lamp	3 12 6	Black fabric covered Trunks to fit locker of 2½ and 1½ Litre models, per pair	4 4 0

*Lamp Bar is essential for satisfactory fitting of any Spot Lamp or Fog Lamp.

†Philco sets subject to installation charge of £3 on new **SS** Cars equipped at our works.



INTRODUCTION

*F*OR 1937, the SS Jaguar is presented with the basic design of its successful predecessor unchanged, but with a number of added refinements resulting in even finer performance, enhanced appearance and still greater comfort.

Incredibly silent, the immense power of the SS Jaguar is developed with a silky smoothness that is maintained throughout a top-gear range from ten to ninety miles per hour. In the specifications which appear elsewhere in this catalogue will be found evidence of the high quality of materials and furnishings incorporated in the SS Jaguar. Girling brakes . . . P.100 headlamps . . . Dunlopillo upholstery . . . lead-coated springs . . . de-luxe electrical equipment . . . oversize shock absorbers . . . ventilating half windows—these are but a few of the multirarious details seen and unseen, which, in combination with an irreproachable appearance, have placed the 1937 SS Jaguar in the very forefront of fine quality cars.

SS C A R S L I M I T E D . C O V E N T R Y



Guarantee

On the sale or supply of all motor cars and goods by the S.S. Cars Limited (called "the Company") and on the carrying out of all repairs and work by them all guarantees, warranties or conditions (including any condition as to quality or fitness for any particular purpose) whether express, or implied by Statute, Common Law or otherwise, are excluded, and hereby expressly negatived.

In lieu of such express or implied conditions, warranties or guarantees the Company will give the following guarantee PROVIDED that the customer correctly fills up and signs the slip at the foot of this document and delivers this document with the attached slip so filled up and signed to the Company within seven days of the purchase by the customer of an S.S. Car or goods. On receipt of this document so completed and signed the Company will return the top portion thereof to the customer.

It must be clearly understood that if a customer fails to comply with this preliminary condition the Company will be under no liability whatsoever either upon the following guarantee or upon any express or implied condition, warranty or guarantee.

Manufacturers' Guarantee

In case of defect, breakage or breakdown of any motor car or goods supplied by the Company being discovered or occurring within SIX CALENDAR MONTHS from the date of sale, caused by defective workmanship or material (proved to the satisfaction of the Company) the defective part will be repaired or the Company will supply free of charge a new part in place thereof. Such period of six months is from the date of the supply by the Company of the motor car or goods, but if the motor car or goods are sold by a motor dealer and have not been previously used, the period starts from the date of supply by such dealer to the customer.

The Company's responsibility is limited to the condition of this guarantee and the Company will not be liable for any damages or contingent or resulting liability or other loss arising through any breakdown, breakage or defect. The Company does not acknowledge any claim in respect of labour expenses, including labour expended in dismantling or fitting arising from repairs, nor does it accept any responsibility for repairs or the fitting or replacement parts executed by Agents, or other repairers. The Company will also not be responsible for defects, breakage, or breakdown caused by wear and tear, misuse or neglect. The judgment of the Company in all cases of claims shall be final and conclusive and the customer agrees to accept its decision on all questions as to defects and to the exchange of part or parts. After the expiration of six months from the despatch of notification of the Company's decision the part or parts submitted for inspection may be scrapped by the Company or returned to the customer carriage forward. The Company accepts no responsibility for any goods which have been altered after leaving the Company's works, or which have been used for motor racing or let out on hire or on or from which the Company's identification numbers or marks have been altered or removed. The Company accepts no responsibility for tyres, speedometers, electrical equipment, glass (or Safety Glass), or any other parts or accessories (other than for engines or chassis) which are not the Company's own manufacture. All claims of alleged defect in such items must be referred to the respective manufacturers direct. The Company accepts no responsibility on the sale of second-hand motor cars.

This guarantee is subject to the following conditions :-

Conditions

1. This guarantee shall not be transferred to anyone unless the Company's consent in writing has first been obtained to such transfer.
2. The Company's guarantee shall not apply to any motor car or goods which have been purchased at any price other than the Company's current retail price at the time of sale.
3. Any motor car or goods alleged to be defective must be returned to the Guarantee Department of the S.S. Cars Limited, Foleshill, Coventry, carriage paid and clearly labelled with the sender's name and address, within ten days of discovery of alleged defect. A letter under separate cover must at the same time be sent to the Guarantee Department giving the following details :-
 - (a) Chassis Number of the car.
 - (b) The nature of the defect, breakage or breakdown which is alleged.
 - (c) A brief description of all circumstances which will facilitate a quick and satisfactory settlement.
 - (d) If there has been any correspondence or an invoice rendered, the Company's reference number should be quoted.
4. Delivery of all goods supplied by the Company under this guarantee will be made at the Company's Works.
5. The term "Agent" where used is in a complimentary sense only and those persons or firms who are styled the Company's "Agents" are not authorised to advertise, incur any debts, transact any business, or incur any liabilities whatsoever on the Company's behalf, nor are they authorised to give any guarantee or warranty nor make any representations on the Company's part other than those contained in this document.

Guarantee as to Repairs and Overhauls

The Guarantee and Conditions set forth above cover, and are applicable to, repairs executed by the Company, with the exception that the period of Guarantee is for THREE CALENDAR MONTHS from the date of completion of repairs.

Cars which are sent for repair will be driven by the Company's employees and/or Agents at the risk and responsibility of the owners only. Repairs of cars are undertaken only on the assumption that the owners give the Company authority to drive the vehicles on their behalf.

We reserve the right to amend the specification contained in this catalogue from time to time as may be considered necessary for the purpose of improvement.

TELEPHONES (Private Branch Exchange)
Head Office and Works 8681
Service Department 8682 Ten lines
TELEGRAMS: SWALLOW, COVENTRY

S.S. CARS LIMITED
HOLBROOK LANE, COVENTRY

DIRECTORS
W. LYONS, Chairman and Managing Director
T. W. DAFFERN, O.B.E., F.C.A., F.S.A.A.
H. N. GILLITT
A. WHITTAKER, General Manager



2½ LITRE JAGUAR SALOON SPECIFICATION

ENGINE. Six-cylinder, O.H.V. 73 m/m. bore \times 106 m/m. stroke; 2663.7 c.c. Treasury rating 19.8 h.p., £15 Tax. Overhead valves push rod operated. Exceptionally stiff seven-bearing counter-weighted crankshaft. Aluminium pistons. Chromium iron cylinder block with exceptionally long water jackets. Light alloy connecting rods. Machined combustion chamber and ports. Detachable head. Cooling by centrifugal pump and automatic by-pass thermostat. Single dry plate light action clutch. Completely submerged high volume oil pump. Large capacity heavily finned aluminium sump. Tecalemit oil filter. Flexible engine mounting together with the dual intake and exhaust silencers attain a remarkably high degree of smoothness and silence.

FRAME. Low underslung frame, cross-braced for extreme rigidity. Main members are box section fore and aft of cruciform members and are outswep to take full width of body without overhang.

TRANSMISSION. Four-speed gear box with synchro-mesh on second, third and top. Hardy Spicer all-metal propeller shaft and universal joints. Spiral bevel final drive. Gear Ratios: First, 16:20; Second, 9:51; Third, 6:18; Top, 4:5.

SUSPENSION. Long flat road springs of low periodicity ensuring smooth and steady road-holding with maximum comfort at all speeds. Rear ends of front springs in special sliding trunnion mountings ensuring lateral stability when cornering at high speeds. All spring leaves heavily lead coated to prevent rust and corrosion. Special oversize Luvax hydraulic shock absorbers mounted on Silentbloc bushes.

BRAKES. Large diameter Girling brakes, 14" \times 11" effective surface. Fully compensated with rod action throughout. Ground finish Millenite brake drums, heavily finned, 16½" diameter. Ferodo racing type linings.

STEERING. Burman Douglas worm and nut steering. Light yet positive at all speeds and incorporating Bluevel Douglas spring-blade adjustable steering wheel.

PETROL SUPPLY. From 14 gallon rear tank. S.U. electric petrol pump. Special twin S.U. carburettors with auxiliary automatic starting carburetter. Air cleaners.

WHEELS AND TYRES. Dunlop centre-lock splined hub racing type wheels. 18" diameter rims fitted with Dunlop 5.50 \times 18 tyres. Spare wheel with metal cover is carried on rigidly mounted bracket and is recessed into well on near side front wing.

ELECTRICAL EQUIPMENT. Lucas de Luxe throughout. 12-volt set with ventilated dynamo providing 17-amp. charging rate. P.100 head lamps with dip and switch control above steering wheel. Stop light. Reverse light. Two interior lights. Tool locker light. Special diffused illumination for instrument panel. Lucas blended note horns.

BODY. All panelled, coachbuilt body of great strength on frame of first quality selected ash. Four wide doors, flush fitting, with self-aligning chromium plated hinges incorporating Enots grease nipples. Positive action silent travel locks. No-draught, winding type ventilating half-windows fitted to front doors. Wings have deep valances affording maximum protection. Front wings are of the high-domed helmet type with built-in streamlined wing lamps.

AXLES. Semi-floating rear axle with one-piece steel casing. Four pinion differential. Front axle "H" section high manganese steel forging with reversed Elliot stub axles.

SLIDING ROOF. Quick action, self-aligning single control operation. Perfectly flush fitting, preserving an unbroken roof line. Very large opening.

WINDSCREEN. Opening from bottom by single-action winder.

UPHOLSTERY AND CARPETING. Finest quality Vaumol leather hide throughout in a range of colours to tone with exterior colour scheme. Floors thickly carpeted, over felt underlay, in colours to harmonise with general colour scheme.

SEATING. Comfort of the most luxurious order is provided by deeply-sprung seats with form fitting back rest and Dunlopillo upholstery. The one-piece rear seat may be divided by heavily-padded folding arm rest, which, when not required, can be folded back into recess in back seat, thus affording accommodation for three passengers in rear compartment. Side arm rests are also provided in front and rear compartments. Increased floor area provides greater leg and foot room. Both front seats are quickly and easily adjustable by means of Leveroll slide rails.

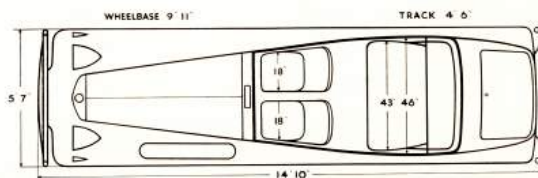
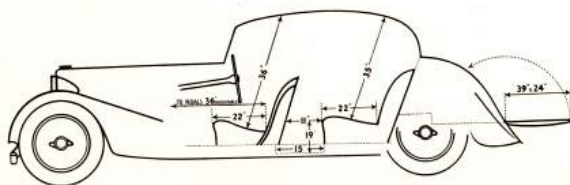
INSTRUMENTS. 100 m.p.h. 5" trip speedometer; 5" rev. counter incorporating 8-day clock. Ammeter, electric petrol gauge, oil pressure gauge, engine temperature gauge, self-cancelling built-in trafficators with pilot light. Cigar lighter. All instruments with silvered dials. Twin blade electric screen wiper driven by double power concealed motor.

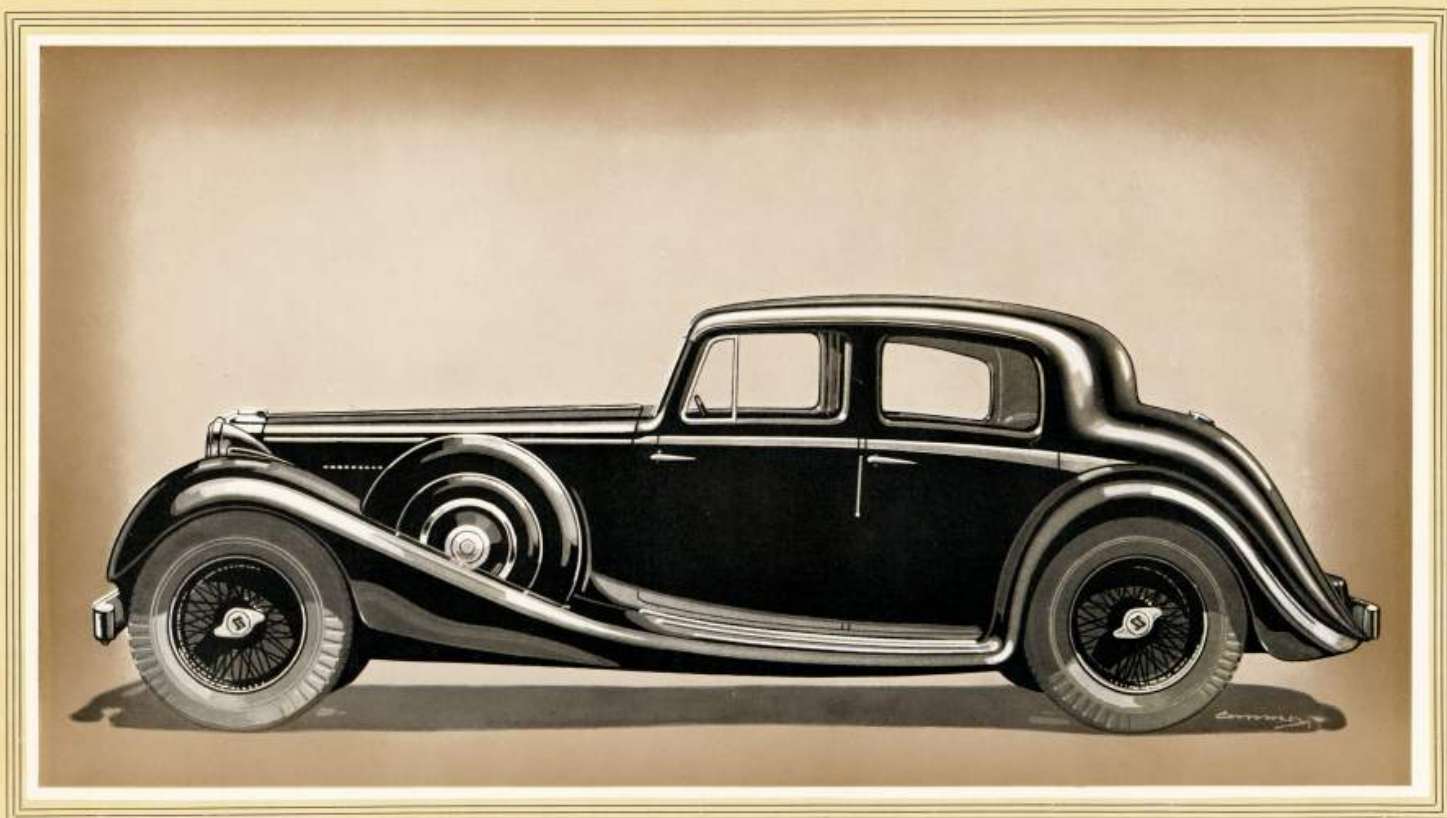
LUGGAGE ACCOMMODATION. Ample accommodation for luggage is provided in the capacious rear locker, the lid of which may be lowered to form platform for additional luggage.

TOOLS. A very complete kit of tools is provided individually housed in the locker lid which is fitted with an auxiliary light.

EASY JACKING. Any wheel may be raised clear of the ground in 15 seconds by means of the "easy lift" jack supplied. Conveniently placed jack slots obviate any need for placing jack under the axles.

INTERIOR FITTINGS. Two sun visors, four ashtrays, four door pockets, two cubby holes with flush-fitting lids, rear blind, driving mirror.





THE 2½ LITRE JAGUAR 4-DOOR SALOON, £385





2½ LITRE JAGUAR TOURER SPECIFICATION

ENGINE. Six-cylinder, O.H.V. 73 m/m. bore \times 106 m/m. stroke; 2663.7 c.c. Treasury rating 19.8 h.p., £15 Tax. Overhead valves push rod operated. Exceptionally stiff seven-bearing counter-weighted crankshaft. Aluminium pistons. Chromium iron cylinder block with exceptionally long water jackets. Light alloy connecting rods. Machined combustion chambers and ports. Detachable head. Cooling by centrifugal pump and automatic by-pass thermostat. Completely submerged high volume oil pump. Single dry plate light action clutch. Large capacity heavily-finned aluminium sump. Tecalemit oil filter. Flexible engine mounting together with the dual intake and exhaust silencers attain a remarkably high degree of smoothness and silence.

FRAME. Low underslung frame, cross braced for extreme rigidity. Main members are box section fore and aft of cruciform members and are outswept to take full width of body without overhang.

TRANSMISSION. Four-speed gearbox with synchro-mesh on second, third and top. Hardy Spicer all-metal propeller shaft and universal joints. Spiral bevel final drive.

GEAR RATIOS. First, 16.20; Second, 9.51; Third, 6.18; Top, 4.50.

SUSPENSION. Long flat road springs of low periodicity ensuring smooth and steady road-holding with maximum comfort at all speeds. Rear ends of front springs in special sliding trunnion mountings ensuring lateral stability when cornering at high speeds. Luvax hydraulic shock absorbers, front and rear, mounted on "Silentbloc" bushes. All spring leaves heavily lead coated to prevent rust and corrosion.

BRAKES. Large diameter Girling brakes, 13" \times 11" effective surface, fully compensated, with rod operation throughout. Heavily-finned special alloy brake drums, 15" diameter.

STEERING. Burman Douglas worm and nut steering. Light yet positive at all speeds and incorporating Blumel Douglas spring-blade steering wheel adjustable for height and rake.

PETROL SUPPLY. From 17-gallon rear tank. S.U. electric petrol pump. Twin S.U. carburettors. Air cleaners.

WHEELS AND TYRES. Dunlop centre-lock splined hub racing type wheels. 18" diameter rims fitted with Dunlop 5.50 \times 18 tyres.

ELECTRICAL EQUIPMENT. Lucas de Luxe throughout, 12-volt set, with ventilated dynamo providing 17-amp. charging rate. P.100 head lamps with dip and switch control above steering wheel.

Streamlined wing lamps. Stop light. Reverse light. Special diffused illumination for instrument panel. Lucas blended note horns.

BODY. All panelled body of extreme strength on frame of first quality selected ash.

AXLES. Semi-floating rear axle with one-piece steel casing. Four pinion differential. Front axle "H" section high manganese steel forging with reversed Elliot stub axles.

WINDSCREEN. Heavily chromium plated frame. Screen opens upwards from bottom and may also be folded flat.

SEATING. Comfort of the most luxurious order is provided by deeply sprung seats with form fitting back rests. The rear seats are constructed as two armchairs divided by shaped arm rest heavily padded with special cushion rubber. (The arm rest is fixed and may be omitted if desired, but the propeller shaft tunnel renders a one-piece cushion impracticable.) Footwells are exceptionally wide and provide ample leg room.

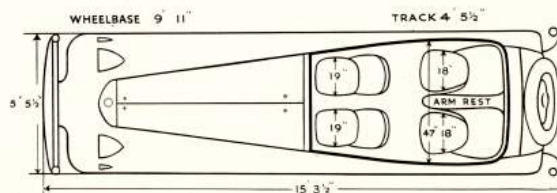
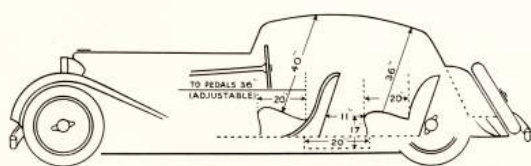
UPHOLSTERY AND CARPETS. Upholstery is of finest quality Celstra hide throughout in a range of colours to tone with exterior colour scheme. Floors are thickly carpeted, over felt underlay, in a range of colours to tone with exterior colour scheme.

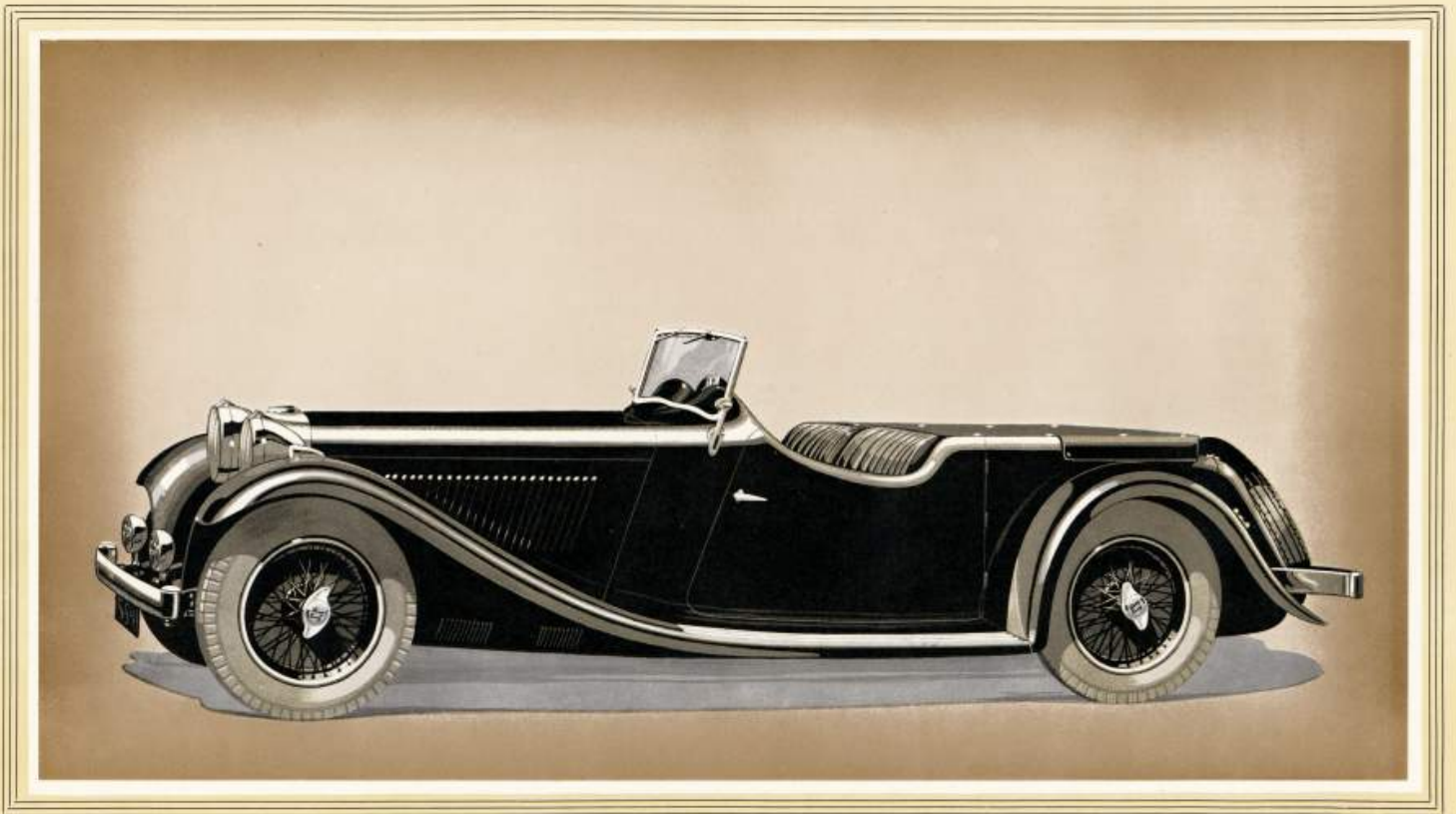
ALL-WEATHER EQUIPMENT. Rigid side curtains are secured in position by special rattle-free clamps. The centre panel of the offside curtain is hinged to open for signalling purposes. A two-piece tonneau cover with Zipp fastener is supplied which can be separated in order that either rear compartment only or complete interior may be covered.

INSTRUMENTS. 100 m.p.h. 5" trip speedometer; 5" rev. counter incorporating 8-day clock; electric petrol gauge; oil pressure gauge; engine temperature gauge; ammeter; twin-blade electrically driven screen wiper. All instruments have silvered dials.

EASY JACKING. Any wheel may be raised clear of the ground in 15 seconds by means of the "easy lift" jack supplied. Conveniently placed jack slots, front and rear, obviate any need for placing jack under the axles.

TRUNK. Leather grained with heavily chromium plated security catches, key lock and strap buckles. There is accommodation for suit cases, and all-weather equipment is carried in special compartment in trunk lid.





THE 2½ LITRE JAGUAR 4-SEATER TOURER £375



Page Five



2½ LITRE JAGUAR "100" MODEL SPECIFICATION

ENGINE. Six-cylinder, O.H.V. 73 m/m. bore \times 106 m/m. stroke; 2663.7 c.c. Treasury rating 19.8 h.p. £15 Tax. Overhead valves push rod operated. Exceptionally stiff seven-bearing counter-weighted crankshaft. Aluminium pistons. Chromium iron cylinder block with exceptionally long water jackets. Light alloy connecting rods. All-machined combustion chambers and ports. Detachable head. Cooling by centrifugal pump. Automatic by-pass thermostat. Completely submerged high volume oil pump. Single dry plate light action clutch. Large capacity heavily-finned aluminium sump. Tecalemit oil filter. Coil ignition.

FRAME. Low underslung frame, cross-braced for extreme rigidity. Main members are box section fore and aft of cruciform members. Special outrigger spring brackets, giving wide spring track.

TRANSMISSION. Four-speed gearbox with synchro-mesh on second, third and top. Hardy Spicer all-metal propeller shaft and universal joints. Spiral bevel final drive.

GEAR RATIOS. First, 13.0; Second, 8.45; Third, 5.5; Top, 4.00.

BRAKES. Large diameter Girling brakes, 13" \times 1½" effective surface, fully compensated with rod operation throughout. Heavily-finned special alloy brake drums, 15" diameter.

STEERING. Burman Douglas worm and nut steering. Light yet positive at all speeds. Flexible spring-blade steering wheel.

PETROL SUPPLY. From 18-gallon rear tank. S.U. electric petrol pump. Twin carburettors.

WHEELS AND TYRES. Dunlop centre-lock splined hub type racing wheels. 18" diameter rims fitted with 5.25 \times 18 Dunlop tyres.

ELECTRICAL EQUIPMENT. Lucas de Luxe throughout. 12-volt set, with ventilated dynamo providing 17-amp. charging rate, thus ensuring instantaneous starting. Large type head lamps fitted with stone guards. Dip and switch control above steering wheel. Streamlined wing lamps. Stop light. Reverse light. Special diffused illumination for instrument panel. Lucas blended note horns.

RADIATOR. Honeycomb type, fitted with chromium plated stone guard. Quick release filler cap.

WINGS. Front and rear wings are sharply flared to offer minimum wind resistance.

BONNET. Heavily louvred top and sides. Quick action security fasteners.

BODY. Scientifically constructed to combine strength with lightness. Accommodation is provided for two persons with provision for luggage behind the seats.

SUSPENSION. Long flat road springs of low periodicity ensuring smooth and steady road-holding with maximum comfort at all speeds. Rear ends of front springs in special sliding trunnion mountings ensuring lateral stability when cornering at high speeds. Luvax hydraulic shock absorbers front and rear, and additional Hartford shock absorbers at front for competition work and fast touring.

UPHOLSTERY AND CARPETS. Upholstery is of finest quality Celstra hide throughout in a range of colours to tone with exterior colour scheme. Floors are thickly carpeted, over felt underlay, in a range of colours to tone with exterior colour scheme.

WINDSCREEN. Heavily chromium plated frame, and may also be folded flat. Two hinged detachable aero screens, fitted behind main screen.

INSTRUMENTS. 100 m.p.h. 5" trip speedometer; 5" rev. counter incorporating 8-day clock; electric petrol gauge; oil pressure gauge; engine temperature gauge; ammeter; twin-blade electrically driven screen wiper. All instruments have silvered dials.

ALL-WEATHER EQUIPMENT. Flush folding hood. Side curtains are close fitting and shaped to doors. One-piece tonneau cover protects interior completely or may be folded back to protect rear compartment only.

SEATING. Heavily padded adjustable bucket seats afford the highest degree of comfort.

LUGGAGE ACCOMMODATION. Convenient luggage compartment behind seats.

SPARE WHEEL. Carried on rigid mounting at rear of petrol tank.

EASY JACKING. Any wheel may be raised clear of the ground in 15 seconds by means of the "easy lift" jack supplied. Conveniently placed jack slots, front and rear, obviate any need for placing jack under the axles.

