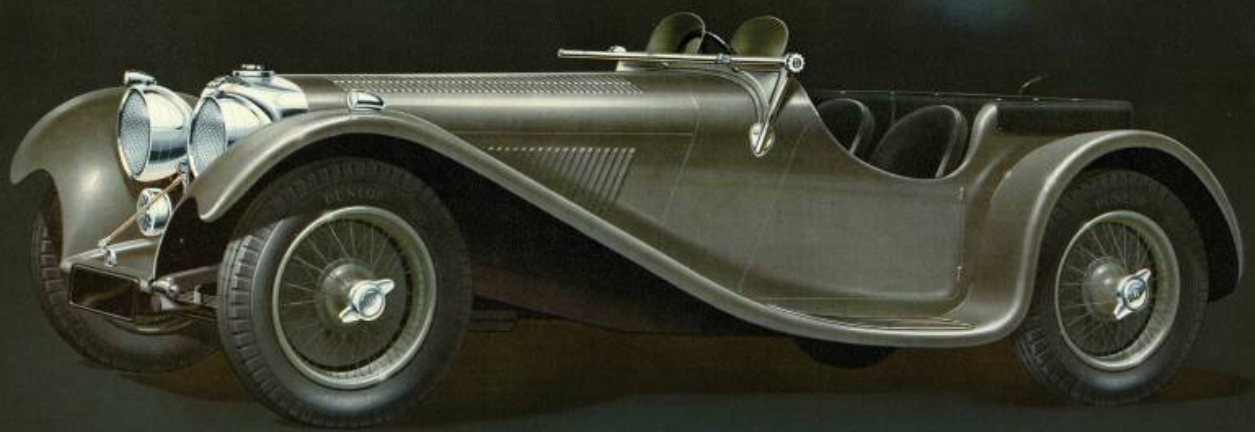
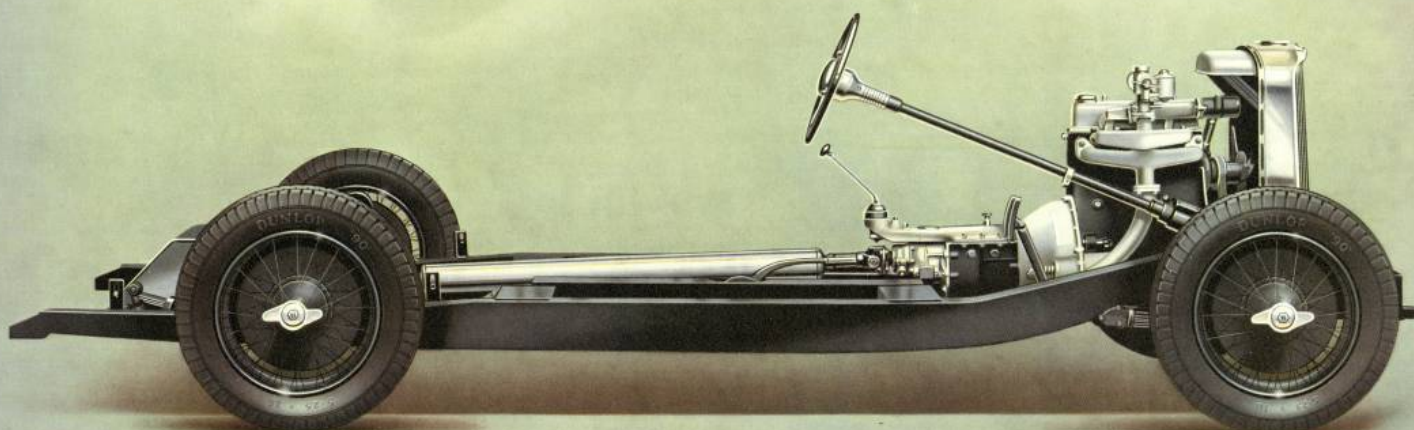


JAGUAR





1 1/2 LITRE JAGUAR CHASSIS SPECIFICATION

ENGINE. Four-cylinder engine, 73 m.m. bore x 106 m.m. stroke, 1775.8 c.c. (Treasury rating 13.23 h.p.). Tax £10-10-0. Overhead valves, 3-bearing counter-weighted crankshaft, aluminium pistons, chrome iron cylinder block, light alloy connecting rods, machined combustion chamber, cooling by pump circulation with by-pass thermostat control, forced lubrication throughout by submerged oil pump, Tecalemit oil filter, coil ignition, S.U. down-draught carburettor.

FRAME. Rigid frame of great strength, box section throughout.

TRANSMISSION. Four-speed gearbox with synchro-mesh on second, third and top. Hardy Spicer all-metal propeller shaft. Single plate light action clutch. Gear ratios: 1st, 19.18; 2nd, 11.8; 3rd, 7.06; Top, 4.86; Rev. 19.18.

SUSPENSION. Long, flat, low periodicity road springs with lead coated leaves, controlled by special Luvax shock absorbers.

BRAKES. Girling rod operated brake system with 12-inch diameter heavily ribbed Millenite drums.

STEERING. Burman Douglas worm and nut steering. Light yet positive at all speeds. Blumel adjustable steering wheel.

FUEL SUPPLY. By mechanical pump from 14-gallon rear tank with reserve tap.

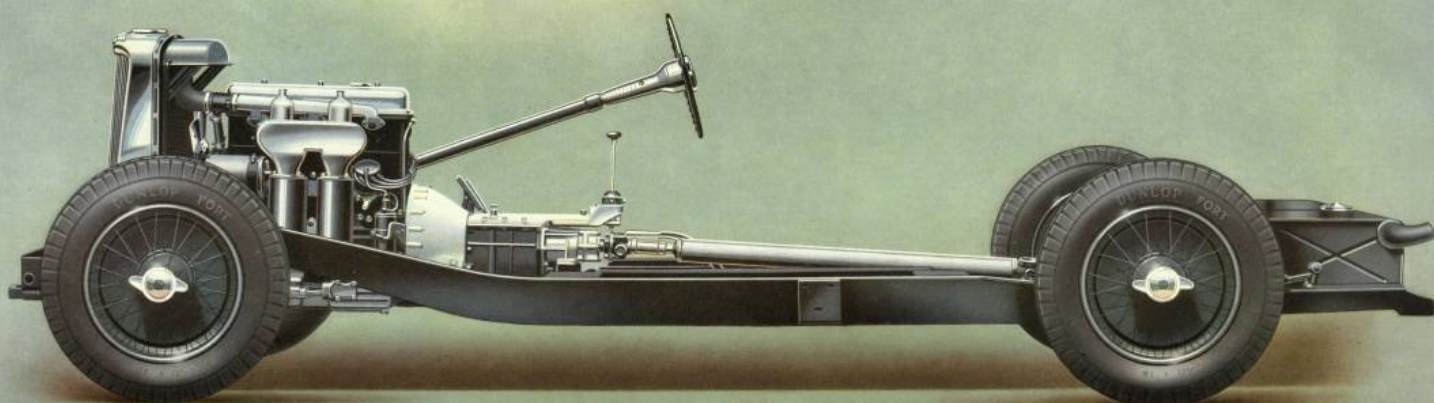
ELECTRICAL EQUIPMENT. Lucas de Luxe throughout. 12-volt set with ventilated dynamo. Large diameter head-lamps, stop and reverse lights. Two interior lights, twin blended note horns. Twin blade independently driven electric screen wipers.

INSTRUMENTS. 5" trip speedometer, 5" revolution counter, ammeter oil pressure gauge, water temperature gauge, self-cancelling trafficators, with warning light. Cigar lighter. Petrol gauge.

EASY JACKING. Any wheel may be raised clear of the ground with the minimum of effort in 15 seconds by means of special easy-lift jack.

WHEELS AND TYRES. Dunlop centre-lock splined hub racing type wheels. 18" diameter rims fitted with Dunlop "90" 5.25 x 18 tyres.





2 1/2 LITRE JAGUAR CHASSIS SPECIFICATION

ENGINE. Six-cylinder engine, 73 m.m. bore x 106 m.m. stroke, 2663.7 c.c. (Treasury rating 19.84 h.p.). Tax £15. Overhead valves push rod operated counter-weighted crankshaft carried in seven bearings, aluminium pistons, chrome iron cylinder block, light alloy connecting rods, machined combustion chamber and ports, detachable head, cooling by pump circulation with by-pass thermostat control, submerged oil pump, forced lubrication throughout, complete circulation oil filter, special Lucas coil and distributor ignition, twin S.U. carburettors with thermo-electric starting carburetter.

FRAME. Underslung frame of immense strength. Box sectioned throughout, 6" deep side members.

TRANSMISSION. Four-speed gearbox with synchro-mesh on second, third and top. Hardy Spicer all-metal propeller shaft in needle roller bearings, single plate light action clutch. Gear ratios: 1st, 16.20; 2nd, 9.5; 3rd, 6.16; Top, 4.50; Rev 16.20.

SUSPENSION. Long, flat, low periodicity road springs with lead coated leaves, controlled by special Luvax shock absorbers.

BRAKES. 14" x 11" Cirling brakes rod operated through balanced linkage,

Ferodo B.Z. linings, hand-brake operated on all four wheels, deeply ribbed Millente brake drums.

STEERING. Burman Douglas worm and nut steering. Light yet positive at all speeds. Blumel adjustable steering wheel.

FUEL SUPPLY. By electric pump from 14-gallon rear tank with reserve tap.

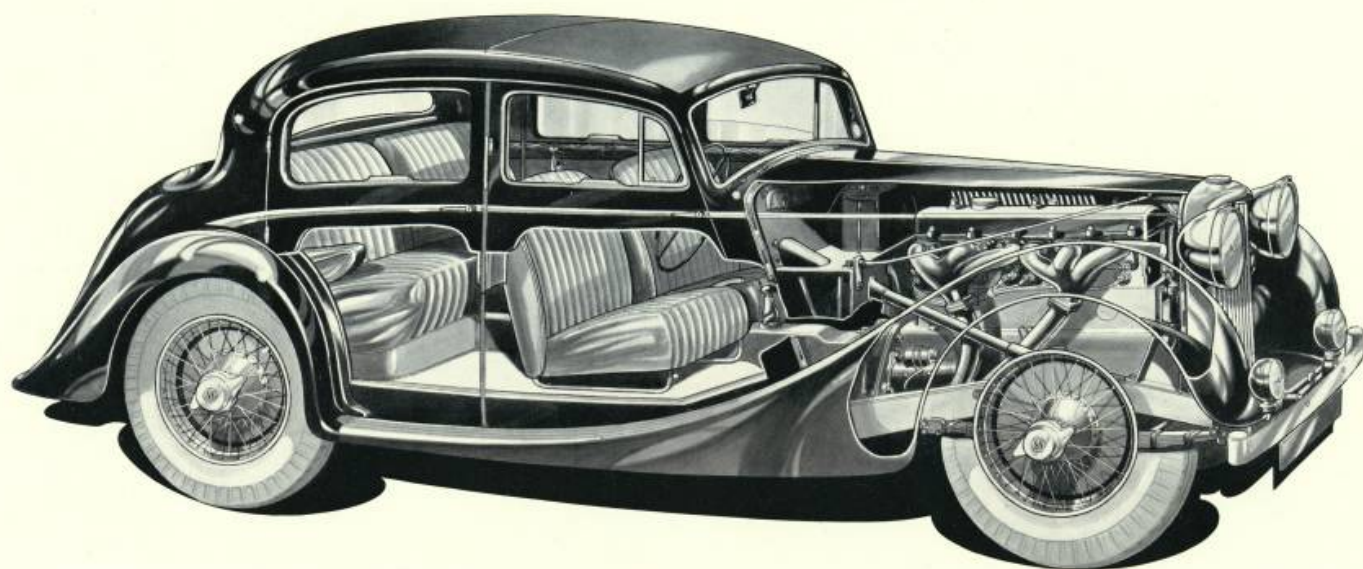
ELECTRICAL EQUIPMENT. Lucas de Luxe throughout, 12-volt set with ventilated dynamo, P.100 headlamps, Two fog and pass lights, Built-in wing lamps, Stop and reverse lights, Two interior lights, Twin blended note horns, Twin blade independently operated screen wipers, Cigar lighter.

INSTRUMENTS. 5" 100 m.p.h. speedometer, 5" revolution counter, ammeter, oil pressure gauge, clock, water temperature gauge, self-cancelling trafficators with warning light, Petrol gauge.

EASY JACKING. Any wheel may be raised clear of the ground with the minimum of effort in 15 seconds by means of special easy-lift jack.

WHEELS AND TYRES. Dunlop centre lock splined hub racing type wheels, 18" diameter rims fitted with Dunlop "90" 5.50 x 18 tyres.





Reproduced by courtesy of "THE MOTOR"

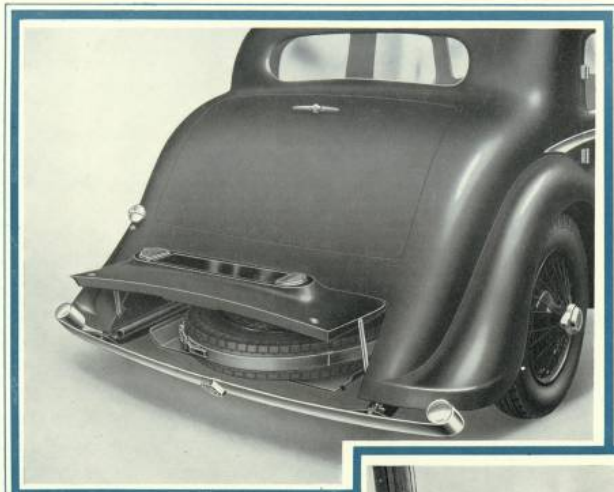
A sectional drawing of the 2½ Litre Saloon

This sectional drawing of the 2½ Litre Saloon illustrates a number of interesting features, including the wide doors ensuring ease of entry and exit, and the spacious interior with its luxurious seating and low, flat floor. The dual exhaust system can also be seen, whilst the line of the down-swept frame member can be followed. Note also the low centre of gravity and the position of the seating between the axles.

Price = £395

(Body dimensions, coachwork and all equipment except tyres are as detailed in 3½ Litre specification on page 2.
The chassis specification is on page 11.)

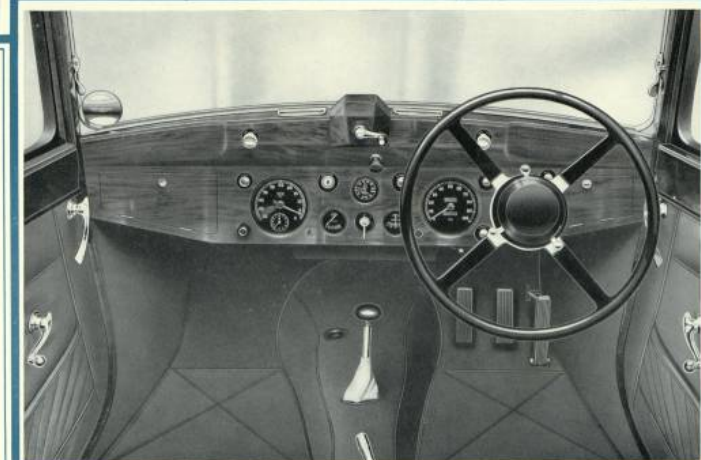




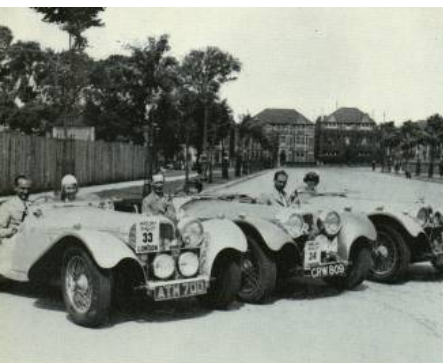
The spare wheel is carried in separate compartment and is readily accessible by lowering the rear bumper, which is constructed to swing down without the use of tools. The wheel is secured by a metal strap with quick-action toggle fastener. Illumination of spare wheel compartment is provided from underside of number plate container.



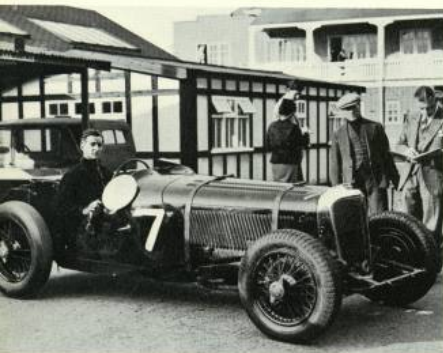
Ample luggage accommodation is provided on all Jaguar models. Two large suit cases, each 26½" x 15½", can be carried in addition to smaller packages, whilst the locker lid is constructed to form a platform for additional luggage. Tools are individually housed in sound-proof container fitted with lamp and switch.



The instrument panel is of handsome design in beautifully figured walnut finish. The instruments themselves, being rimless and devoid of chromium, do not distract the eye, whilst the general layout is in harmony with the quiet restfulness of the car's interior appointments. Two large cubby holes with flush fitting lids are provided.



The team of 2½ Litre Jaguars which won the Manufacturers' Team Prize and Club Team Prize in the 1937 Welsh Rally. Car No. 33, privately owned and driven by Mr. E. H. JACOB, also won the Premier Award for the best individual performance.



Mr. T. H. WISDOM at the wheel of the 3½ Litre Jaguar with which he won the First Autumn Handicap at Brooklands at a speed of 111.85 m.p.h., his fastest lap being 118.02 m.p.h.



This team of 2½ Litre Jaguars won the Manufacturers' Team Prize in the 1937 R.A.C. Rally.



MANUFACTURERS' TEAM PRIZE
WELSH RALLY, 1937

RECENT COMPETITION SUCCESSSES



MANUFACTURERS' TEAM PRIZE
R.A.C. RALLY, 1937

Below is a résumé of recent successes achieved by Jaguar cars in competitive events held under widely varying conditions. This information is given, not as a list of "racing successes," but simply as an indication of the performance and reliability of the Jaguar in the hands of private owners. With the exception of the 3½ Litre driven by Mr. Wisdom at Brooklands (when the only deviations from standard were raised compression and axle ratios) these successes have been gained by entirely standard production models.

MARNE GRAND PRIX. JULY 11TH (2-3 LITRE CLASS).

Won by a 2½ Litre Jaguar at an average speed of 68.98 m.p.h.

INTERNATIONAL ALPINE TRIAL. AUGUST 20TH, 1936.

100% performance by a 2½ Litre Jaguar. Best performance of any British car and second best performance in the whole trial.

SHELSLEY WALSH HILL CLIMB. SEPTEMBER 12TH, 1936.

2/3 Litre Unsupercharged Class won by 2½ Litre Jaguar.

BROOKLANDS M.C.C. MEETING. SEPTEMBER 26TH, 1936.

Four 2½ Litre Jaguars entered. All gained Premier Awards—the fastest averaging 69.91 m.p.h. for 31 laps and securing second place in a field of 19 cars. This car subsequently won a 2 lap handicap race at 83.00 m.p.h.

MONTE CARLO RALLY. JANUARY 30TH, 1937.

2½ Litre Jaguar wins R.S.A.C. Cup in Monte Carlo Rally for best performance by car starting from John o' Groat's.

R.A.C. RALLY. MARCH 9-13TH, 1937.

In addition to securing highest number of marks in this Rally, Jaguar cars won the Manufacturers' Team Prize and prizes for best performance by competitors starting from Buxton and Leamington.

WELSH RALLY. JUNE 30TH, 1937.

In addition to winning the Premier Award a team of 2½ Litre Jaguar cars won the Manufacturers' Team Prize, Club Team Prize, two starting control awards and Best-in-Class Award.

VILA REAL INTERNATIONAL CIRCUIT. JULY 25TH, 1937.

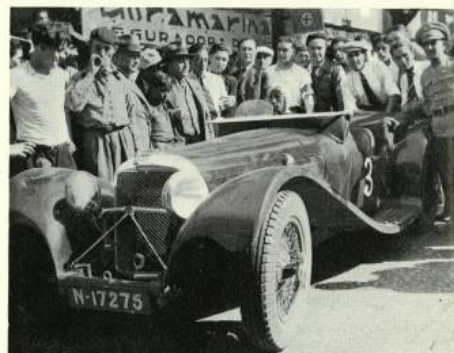
This continental road race of nearly 100 miles over a winding course was won by a 2½ Litre Jaguar, which also broke the sports car lap record with a lap of 98.181 k.p.h.

B.A.R.C. BROOKLANDS AUTUMN MEETING. OCTOBER 16TH, 1937.

First Autumn Handicap won by 3½ Litre Jaguar at average speed of 111.85 m.p.h. with a fastest lap of 118.02 m.p.h.



Mr. T. H. WISDOM with the 2½ Litre Jaguar which made the best performance of any British Car in the 1936 International Alpine Trial—winning a Glacier Cup and returning the second best performance of all entries irrespective of classification.



Driven by CASIMIRO D'OLIVEIRA, this 2½ Litre Jaguar won the 1937 Vila Real International Circuit, breaking the lap record for sports cars with a lap of 98.181 k.p.h.



Mr. J. HARROP, who secured the highest number of marks of all entries in the 1937 R.A.C. Rally, is here seen negotiating the Test Hill at Hastings.

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 five wheels. Non-standard upholstery colour (or any deviation from standard arrangement of upholstery and exterior colours), £2 10s. 0d.

COACHWORK	INTERIOR	HOOD (COUPE MODELS ONLY)
OLIVE GREEN	OLIVE GREEN. BEIGE	FRENCH GREY. BLACK.
MAROON	MAROON. BEIGE	FRENCH GREY. GUNMETAL GREY. BLACK.
SUEDE GREEN	SUEDE GREEN	FRENCH GREY. BLACK.
DARK BLUE	DARK BLUE. BEIGE	FRENCH GREY. BLACK.
IVORY	RED. BEIGE. SUEDE GREEN	DARK SAND. BLACK.
MOUNTAIN ASH GREEN	SUEDE GREEN	FRENCH GREY. BLACK.
BIRCH GREY	RED. SILVER-BLACK	FRENCH GREY. BLACK. GUNMETAL GREY.
BATTLESHIP GREY	RED. SILVER-BLACK	GUNMETAL GREY. FRENCH GREY. BLACK.
LAVENDER GREY	RED. SUEDE GREEN. BLUE	FRENCH GREY. BLACK.
GUNMETAL	RED. SILVER-BLACK	GUNMETAL GREY. FRENCH GREY. BLACK.
HONEYSUCKLE	RED. BEIGE	DARK SAND. BLACK.
BLACK	BROWN. RED. OLIVE GREEN. SILVER-BLACK. BEIGE. PIGSKIN GRAIN TAN	DARK SAND. FRENCH GREY. BLACK.

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 for 2½ and 3½ Litre, Black or Polished Aluminium, per set	9 17 6	Extra for wiring and fitting Fog Lamps, each	0 7 6
Ace Wheel Discs for 2½ and 3½ Litre, cellulosed to match colour of car, per set	11 2 6	*Special chromium plated Bar to carry Fog Lamps	1 0 0
Ace Wheel Discs for 2½ and 3½ Litre, all chromium plated, per set	13 2 6	Chromium plated Badge Bar (not suitable for fog lamps)	0 12 6
Ace Wheel Discs for 1½ Litre, Black or Polished Aluminium, per set	8 15 0	"Homo" translucent type Rear Number Plate (compulsory by regulations as from 1/10/38) with polished aluminium front plate, per set	1 7 6
Ace Wheel Discs for 1½ Litre, cellulosed to match colour of car, per set	10 0 0	†Radio, Philco model K628, long and medium wave	15 18 0
Ace Wheel Discs for 1½ Litre, all chromium plated, per set	12 10 0	Fabric covered Trunks to fit locker of Saloon and Coupe models, per pair	4 4 0
Fitting Charge, all models per set	1 5 0		
Lucas type F.T. 98 chromium plated Fog Lamp (as fitted to 3½ and 2½ Litre models)	2 12 6		

*Lamp Bar is essential for satisfactory fitting of any Spot Lamp or Fog Lamp to 1½ Litre models.
†Philco sets subject to installation charge of £3 on new SS Cars equipped at our works.



GUARANTEE

On the sale or supply of all motor cars and goods by SS 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 SS 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, instruments, 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 SS 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.

SS CARS LIMITED HOLBROOK LANE COVENTRY

TELEPHONES (Private Branch Exchange) Head Office and Works 9651 | (Ten lines) TELEGRAMS: "JAGUAR, COVENTRY"
Service Department 9652



INTRODUCTION

WITH ENHANCED APPEARANCE, still finer performance and increased roominess, the SS Jaguar for 1938 is now available in $3\frac{1}{2}$ Litre, $2\frac{1}{2}$ Litre and $1\frac{1}{2}$ Litre form, with horse power ratings of 25 h.p., 20 h.p., and 14 h.p. respectively. All Jaguar engines are now of the overhead valve type, incorporating Weslake patents, and, by special arrangement, their manufacture has been entrusted to the Standard Motor Co. Ltd., who have installed special plant for its production. Few cars have received such high praise from owners and press as the 1937 Jaguars, and continuous research and improvement has resulted in the production of an even finer range of Jaguar models for 1938. With its distinguished appearance and beautiful lines, the Jaguar has long been established as the handsomest car on the road, with a performance that has drawn praise from the most hardened critics. Now, with added dignity, greater refinement and deeper, roomier comfort, the SS Jaguar may justly be described in the words applied by the "Motor" to its predecessor, "... a credit to the British Automobile Industry."



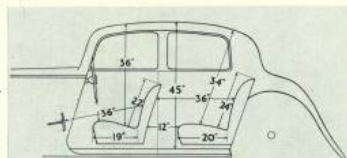
SS CARS LIMITED HOLBROOK LANE COVENTRY

THE 3½ LITRE JAGUAR SALOON SPECIFICATION

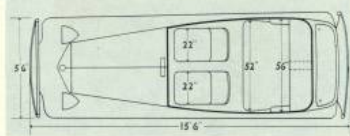
FOR CHASSIS SPECIFICATION OF 2½ LITRE, see page 11



The luxuriously appointed interior affords full accommodation for five persons. Wide doors and flat floor make ingress and egress particularly easy. Draughtless ventilating half windows are fitted to front doors, whilst the sliding roof is of flush fitting single action type. Large pockets are provided in all doors.



WHEELBASE 10' 0" TRACK 4' 8"



The dimensions given above also apply to the 2½ Litre saloon.

ENGINE. Six-cylinder engine, 82 m.m. bore x 110 m.m. stroke. 3485.5 c.c. (Treasury rating 25.01 h.p.). Tax £18-15-0. Overhead large diameter valves, push rod operated, 2½" diameter counter-weighted crankshaft in seven large precision made steel backed bearings. Connecting rods of special alloy steel. Chrome iron cylinder block, detachable head, 7.2 to 1 compression ratio, cooling by pump circulation with by-pass thermostat control, submerged oil pump, forced lubrication throughout, complete circulation through Tecalemit oil filter, special Lucas coil and distributor ignition, twin S.U. carburettors with automatic electrically controlled choke. Twin air cleaners. Dual exhaust system, incorporating four Burgess silencers.

FRAME. Underslung frame of immense strength. Box section throughout. 8" deep side members.

TRANSMISSION. Four-speed gearbox with synchro-mesh on second, third and top, gears are specially cut overlapping double helical type, extra large diameter synchro-mesh cones. Hardy Spicer all-metal propeller shaft in needle roller bearings, single plate 10" diameter clutch. Gear ratios: 1st, 13.45; 2nd, 7.90; 3rd, 5.12; Top 4.25.

SUSPENSION. Long, flat, low periodicity road springs with lead coated leaves, controlled by special Luvax bus type shock absorbers.

BRAKES. 14" x 11" Girling brakes rod operated through balanced linkage. Ferodo B.Z. linings; hand-brake operates on all four wheels, deeply ribbed Millenite brake drums.

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

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

FUEL SUPPLY. By two electric pumps from 14-gallon rear tank with reserve tap.

ELECTRICAL EQUIPMENT. Lucas de Luxe throughout. 12-volt set with ventilated dynamo, P.100 headlamps. Two fog or pass lights. Built-in wing lamps. Stop and reverse light. Two interior lights. Twin blended note horns. Twin bladed independently operated screen wiper. Cigar lighter. Petrol gauge.

INSTRUMENTS. 5" 100 m.p.h. speedometer, 5" revolution counter, ammeter, oil pressure gauge, clock, water temperature gauge, self-cancelling trafficators with warning light.

UPHOLSTERY AND CARPETING. Upholstered throughout in finest quality Vaumol hide and Dunlopillo. Floor thickly carpeted over felt underlay.

SEATING. All seats upholstered in Vaumol hide and Dunlopillo. Front seats adjustable on Leveroil slide rails. Heavily padded folding centre arm-rest in rear compartment, also side arm-rests of club chair type.

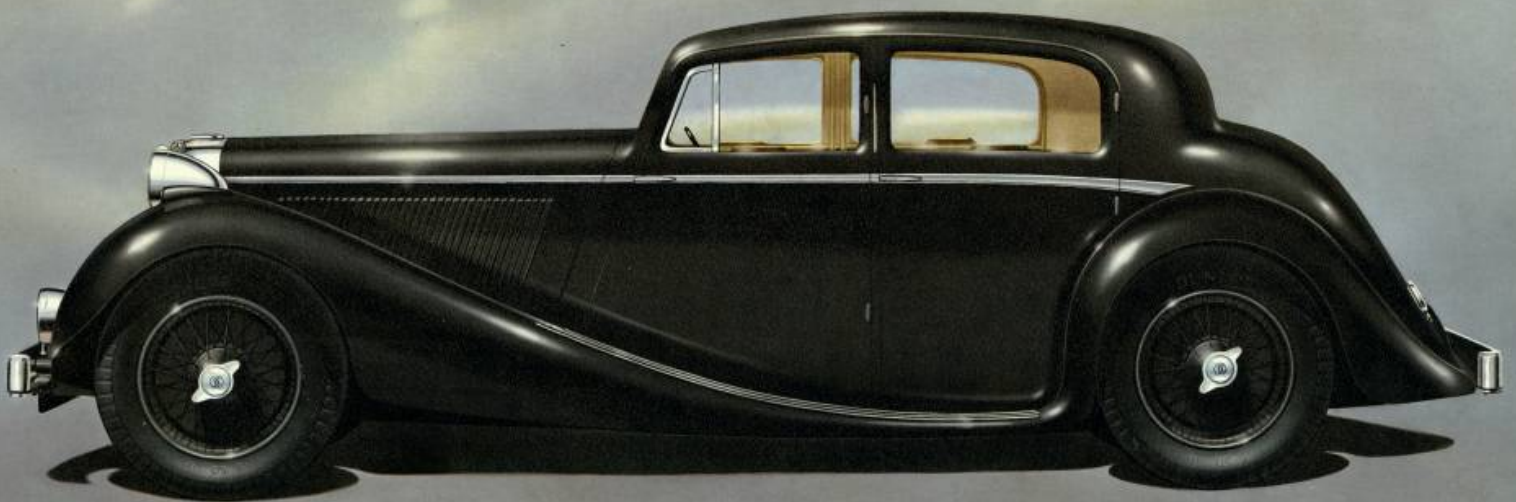
SPARE WHEEL AND TOOLS. Tools are housed individually in specially shaped sound proof container in rear locker lid. Spare wheel carried in separate compartment beneath locker.

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

EASY JACKING. Any wheel may be raised clear of the ground with the minimum of effort in 15 seconds by means of special easy-lift jack.

Price = £445





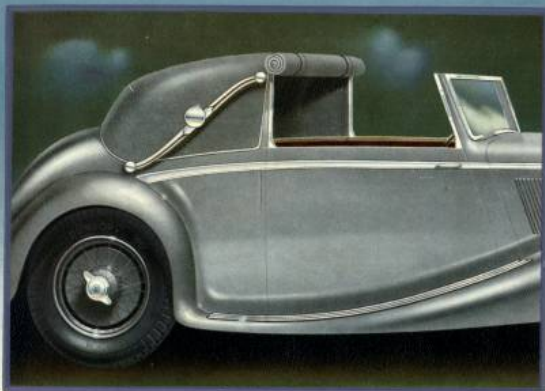
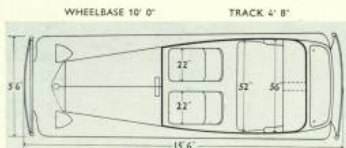
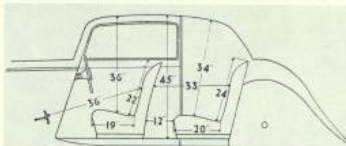


Illustration shows the half open position with top rolled back and windows lowered.



The overall length of the 1½ Litre model is 14' 5" and the overall width 5' 5½", with wheelbase 9' 4½" and track 4' 7". Overall length and width of 2½ and 3½ Litre models are as above.



Interior body dimensions are the same on all three chassis.

THE JAGUAR DROPHEAD COUPÉ

(On 3½, 2½ and 1½ Litre Chassis)

Specification below is for 2½ Litre Model. For 3½ or 1½ Litre chassis specifications, see pages 2 or 10

ENGINE. Six-cylinder engine, 73 m.m. bore x 106 m.m. stroke, 2863.7 c.c. (Treasury rating 19.84 h.p.), Tax £15. Overhead valves push rod operated, counter-weighted crankshaft carried in seven bearings, aluminium pistons, chrome iron cylinder block, light alloy connecting rods, machined combustion chamber and ports, detachable head, cooling by pump circulation with by-pass thermostat control, submerged oil pump, forced lubrication throughout, complete circulation oil filter, special Lucas coil and distributor ignition, twin S.U. carburettors with thermo-electric starting carburetter.

FRAME. Underlugs frame of immense strength. Box sectioned throughout. 6" deep side members.

TRANSMISSION. Four-speed gearbox with synchro-mesh on second, third and top. Hardy Spicer all-metal propeller shaft in needle roller bearings, single plate light action clutch. Gear ratios: 1st, 16.20; 2nd, 9.5; 3rd, 6.16; Top, 4.5.

SUSPENSION. Long, flat, low periodicity road springs with lead coated leaves, controlled by special Luvax bus type shock absorbers.

BRAKES. 14" x 11" Cirling brakes rod operated through balanced linkage. Ferodo B.Z. linings, hand-brake operated on all four wheels, deeply ribbed Millenite brake drums.

STEERING. Burman Douglas worm and nut steering. Light yet positive at all speeds. Blumel adjustable steering wheel.

FUEL SUPPLY. By electric pump from 14-gallon rear tank with reserve tap.

ELECTRICAL EQUIPMENT. Lucas de Luxe throughout. 12-volt set with ventilated dynamo, P.100 headlamps. Two fog and pass lights. Built-in wing lamps. Stop and reverse lights. Two interior lights. Twin blended note horns. Twin blade independently operated screen wipers. Cigar lighter.

INSTRUMENTS. 5" 100 m.p.h. speedometer, 5" revolution counter, ammeter, oil pressure gauge, clock, water temperature gauge, self-cancelling trafficators with warning light. Petrol gauge.

UPHOLSTERY AND CARPETING. Upholstered throughout in finest quality Vaumol hide and Dunlopillo. Floor thickly carpeted over felt underlay.

WHEELS AND TYRES. Dunlop centre-lock splined hub racing type wheels. 18" diameter rims fitted with 5.50 x 18 Dunlop "90" tyres.

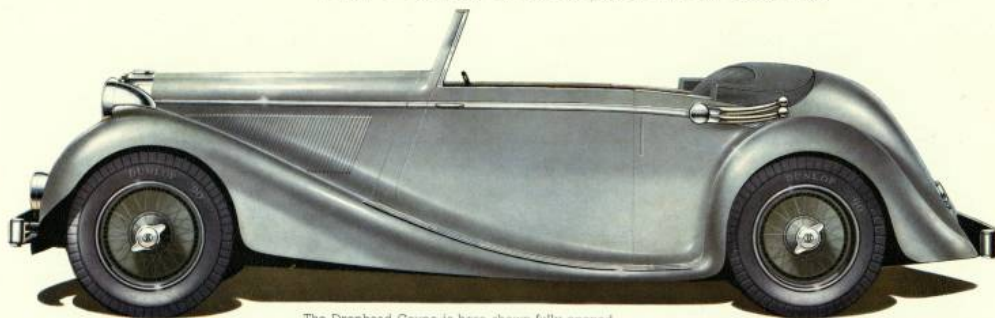
SEATING. All seats upholstered in Vaumol hide and Dunlopillo. Front seats adjustable on Leveroil slide rails. Heavily padded folding centre arm-rests in rear compartment, also side arm-rests of club chair type.

SPARE WHEEL AND TOOLS. Tools are housed individually in specially shaped sound proof container in rear locker lid. Spare wheel carried in separate compartment beneath locker.

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

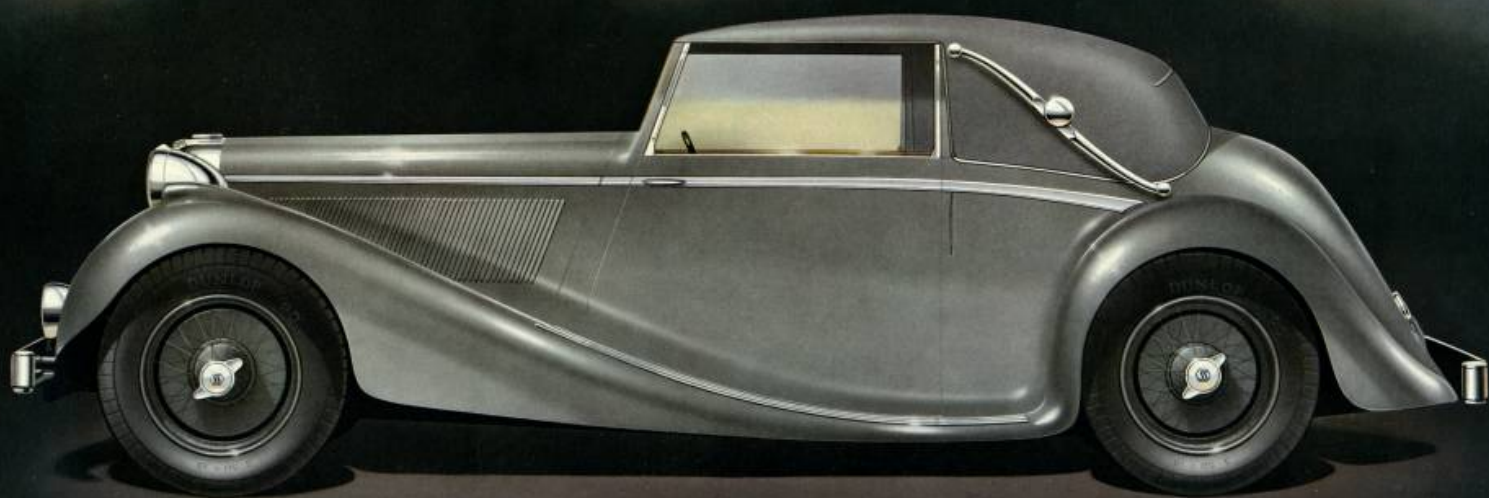
EASY JACKING. Any wheel may be raised clear of the ground with the minimum of effort in 15 seconds by means of special easy-lift jack.

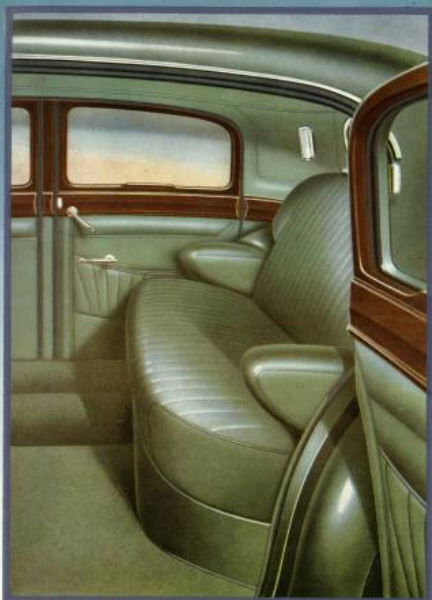
Prices - 1½ Litre £318, 2½ Litre £415, 3½ Litre £465



The Drophead Coupé is here shown fully opened.







This illustration affords some indication of the spaciousness and comfort of the rear compartment of the 1½ Litre Saloon. As in all Jaguar models, full 5-seater accommodation is provided with the utmost ease of ingress and egress. Draughtless ventilating half windows are fitted to front doors, whilst the sliding roof is of flash-fitting single action type. All doors have large door pockets.

THE 1½ LITRE JAGUAR SALOON

ENGINE. Four-cylinder engine, 73 m.m. bore x 106 m.m. stroke, 1775.8 c.c. (Treasury rating 13.23 h.p.). Tax £10-10-0. Overhead valves, 3 bearing counter-weighted crankshaft, aluminium pistons, chrome iron cylinder block, light alloy connecting rods, machined combustion chamber, cooling by pump circulation with by-pass thermostat control, forced lubrication throughout by submerged oil pump, Tecalemit oil filter, coil ignition, S.U. down-draught carburettor.

FRAME. Rigid frame of great strength, box section throughout.

TRANSMISSION. Four-speed gearbox with synchro-mesh on second, third, and top. Hardy Spicer all-metal propeller shaft. Single plate light action clutch. Gear ratios: 1st, 19.18; 2nd, 11.8; 3rd, 7.06; Top, 4.88.

SUSPENSION. Long, flat, low periodicity road springs with lead coated leaves, controlled by special Luvax shock absorbers.

BRAKES. Circling rod operated brake system with 12-inch diameter heavily ribbed Millelite drums.

STEERING. Burman Douglas worm and nut steering. Light yet positive at all speeds. Blumel adjustable steering wheel.

FUEL SUPPLY. By mechanical pump from 14-gallon rear tank with reserve tap.

ELECTRICAL EQUIPMENT. Lucas de Luxe throughout. 12-volt set with ventilated dynamo. Large diameter head-lamps, stop and reverse lights. Two interior lights, twin blended note horns. Twin blade independently driven electric screen wipers.

INSTRUMENTS. 5" trip speedometer, 5" revolution counter, ammeter, oil pressure gauge, water temperature gauge, self-cancelling trafficators, with warning light. Cigar lighter. Petrol gauge.

WHEELS AND TYRES. Dunlop centre-lock splined hub racing type wheels. 18" diameter rims fitted with Dunlop 5.28 x 18 "90" tyres.

UPHOLSTERY AND CARPETING. Upholstered throughout in finest quality Vaumol hide and Dunlopillo. Floor thickly carpeted over felt underlay.

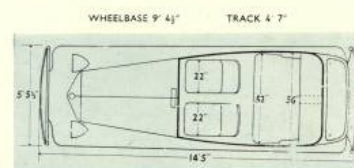
SEATING. All seats upholstered in Vaumol hide and Dunlopillo. Front seats adjustable on Leveroll slide rails. Heavily padded folding centre arm-rest in rear compartment, side arm-rests of club chair type.

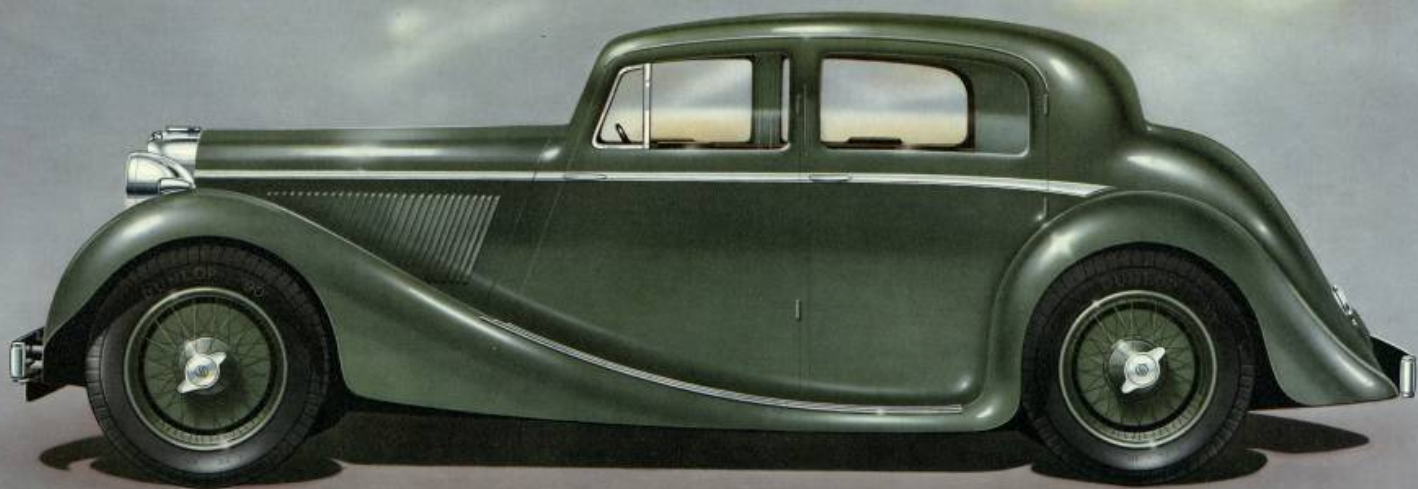
SPARE WHEEL AND TOOLS. Tools are housed individually in specially shaped sound proof container in rear locker lid. Spare wheel carried in separate compartment beneath locker.

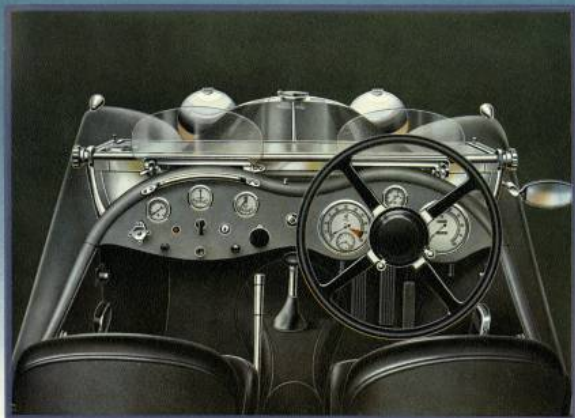
LUGGAGE ACCOMMODATION. Ample accommodation for luggage is provided in the large rear locker, the lid of which may be lowered to form platform for additional luggage.

EASY JACKING. Any wheel may be raised clear of the ground with the minimum of effort in 15 seconds by means of special easy-lift jack.

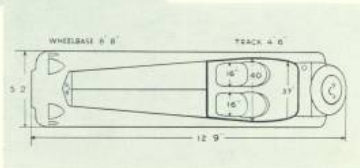
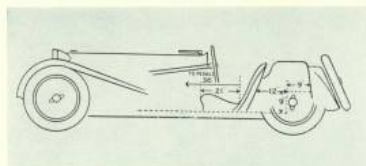
Price = £298







This view of the interior of the "100" model, taken from driver's eye level, indicates the exceptionally good forward visibility afforded.



THE JAGUAR "100" MODEL

(On 3½ Litre and 2½ Litre Chassis)

3½ LITRE SPECIFICATION

ENGINE. Six-cylinder engine, 82 m.m. bore x 110 m.m. stroke. 3485.5 c.c. (Treasury rating 25.01 h.p.). Tax £18-15-0. Overhead large diameter valves, push rod operated, 2¼" diameter counter-weighted crankshaft in seven large precision made steel backed bearings. Connecting rods of special alloy steel. Chrome iron cylinder block, detachable head, 7.2 to 1 compression ratio, cooling by pump circulation with by-pass thermostat control, submerged oil pump, forced lubrication throughout, complete circulation Tecalemit oil filter, special Lucas coil and distributor ignition, twin S.U. carburettors with electrically controlled choke. Dual exhaust system.

TRANSMISSION. 4-speed gearbox with synchro-mesh on 2nd, 3rd and top. Gears are specially cut overlapping double helical type, extra large diameter synchro-mesh cones. Hardy Spicer all-metal propeller shaft in needle roller bearings, single plate 10" diameter clutch. Gear ratios: 1st, 12.04; 2nd, 7.06; 3rd, 4.58; top, 3.8.

SUSPENSION. Lead coated road springs in special sliding trunnion bearings. Luvax C.M.P. and Hartford friction type shock absorbers on front, Luvax C.M.P. on rear.

BRAKES. Circling brakes rod operated. 13" x 1¼" effective surface. Large diameter deeply ribbed Millenite drums. Ferodo B.Z. linings. Hand and foot operate on all four wheels.

STEERING. Burman Douglas worm and nut steering. Light yet positive at all speeds. Blumel adjustable steering wheel.

FUEL SUPPLY. By two electric pumps from 14 gallon rear tank with reserve tap.

ELECTRICAL EQUIPMENT AND INSTRUMENTS. Lucas de Luxe 12 volt set with ventilated dynamo. Large diameter headlamps with stoneguards. Stop and reverse light. Twin blended note horns. 100 m.p.h. speedometer, revolution counter, petrol gauge, oil pressure gauge, water temperature thermometer, ammeter, clock, twin bladed screen wipers.

BODY AND EQUIPMENT. Light, rigid Le Mans type 2-seater body with accommodation for luggage. Spare wheel and tyre. Full all-weather equipment. Folding screen. Two aero screens. Radiator stoneguard. Tonneau cover and hood envelope.

WHEELS AND TYRES. Dunlop centre-lock splined hub racing type wheels. 18" diameter rims fitted with Dunlop 5.50 x 18 "90" tyres.

DIMENSIONS. Wheelbase 8' 8", Track 4' 6". Overall length 12' 9". Overall width 5' 2".

Price = £445

2½ LITRE SPECIFICATION

ENGINE. Six-cylinder engine, 73 m.m. bore x 108 m.m. stroke. 2663.7 c.c. (Treasury rating 19.84 h.p.). Tax £15. Overhead valves push rod operated, large diameter 7 bearing counter-weighted crankshaft, aluminium pistons, chrome iron cylinder block, light alloy connecting rods, steel backed bearings, machined combustion chamber, detachable head, cooling by pump circulation with by-pass thermostat control, submerged oil pump, forced lubrication throughout, complete circulation Tecalemit oil filter, special Lucas coil and distributor ignition, twin S.U. carburettors with electrically controlled choke. Dual exhaust system.

TRANSMISSION. Four-speed gearbox with synchro-mesh on 2nd, 3rd and top. Hardy Spicer all metal propeller shaft. Single dry plate clutch. Gear ratios: 1st, 14.40; 2nd, 8.45; 3rd, 5.48; top, 4.00.

SUSPENSION. Lead coated road springs in special sliding trunnion bearings. Luvax C.M.P. and Hartford friction type shock absorbers on front, Luvax C.M.P. on rear.

BRAKES. Circling brakes, rod operated. 13" x 1¼" effective surface. Large diameter deeply ribbed Millenite drums. Ferodo B.Z. linings. Hand and foot operate on all four wheels.

STEERING. Burman Douglas worm and nut. Light yet positive at all speeds. Blumel adjustable steering wheel.

FUEL SUPPLY. By two electric pumps from 14-gallon rear tank with reserve tap.

ELECTRICAL EQUIPMENT AND INSTRUMENTS. Lucas de Luxe. 12-volt set with ventilated dynamo. Large diameter headlamps with stoneguards. Stop and reverse light. Twin blended note horns. 100 m.p.h. speedometer, revolution counter, petrol gauge, oil pressure gauge, water temperature thermometer, ammeter, clock, twin bladed screen wipers.

BODY AND EQUIPMENT. Light, rigid Le Mans type 2-seater body with accommodation for luggage. Spare wheel and tyre. Full all-weather equipment. Folding screen. Two aero screens. Radiator stoneguard. Tonneau cover and hood envelope.

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

DIMENSIONS. Wheelbase 8' 8", track 4' 6". Overall length 12' 9". Overall width 5' 2".

Price = £305

