

THE



1934

The S.S.I. Saloon and Coupe
The S.S.I. Open Four Seater
The S.S.II. Saloon and Coupé

PRICE

16 H.P. Coupé £335

20 H.P. Coupé £340



PRICE

16 H.P. Saloon £340

20 H.P. Saloon £345

COACHWORK. Coachbuilt, with leather grained head and large travelling trunk. The body, constructed on the soundest lines, and of extreme strength, represents the finest example of craftsmanship. The frame is of prime quality selected ash throughout, reinforced by aluminium and metal brackets. Everything possible has been done to ensure lasting and trouble-free quality. The accommodation is greatly increased and affords the utmost degree of comfort.

DOORS. Flush fitting and exceptionally wide, ensuring ease of access; the doors are hinged on double-strength standing pillars from bottom side to contrail, by means of special self-aligning chromium plated hinges, incorporating Enots grease nipples. Spring-loaded all-steel door checks are fitted to the bottom of the doors, secured to the chassis frame. Positive action slam locks are fitted, and each door is equipped with adjustable Bedford buffers.

HEAD. Leather grained, with chromium plated dummy head joints, chromium weather moulds protecting the doors and chromium bead down hinge pillar and waistline.

TRUNK. Leather grained with futuristic heavily chromium plated hinged security catches and key lock. The accommodation has been increased considerably and large suit cases, also golf clubs, may be carried quite easily.

SLIDING ROOF. Quick action, self-lifting, single control operation. Perfectly flush fitting, with very large opening, which is invisible when in the closed position.

WINDOW LIGHTS. Safety glass winding type.

WINDSCREEN. Patent type of entirely new and simplified design, with swept top rail and radiused corners. Opening from the bottom and hinged at the top with two patent hinges, the screen is quickly operated. The hinges are of the concealed type, obviating any obstruction of vision. Lucas duo blade windscreen wiper is fitted. The back light is mounted in chromium channel and may be opened to give additional ventilation.

BONNET. Stainless steel hinge and heavily louvred side panels with quick-action security fasteners.

WINGS. One-piece pressings, with deep valances, ensuring adequate protection.

UPHOLSTERY. Finest quality Vaumol hide throughout, in a range of colours to tone with the exterior colour scheme.

CABINET WORK. The instrument panel, door cappings and fillets are of polished figured walnut.

CARPETING. The floor is thickly carpeted in colours to harmonise with the exterior finish.

SEATS. Full advantage has been taken of the increased track measurement, and four adult passengers are accommodated in the highest degree of comfort. The rear seats are constructed as two small arm chairs, and are deeply sprung with Swallow patent spring case cushions and back rests. The arm rest is heavily padded with a special cushion rubber. (The arm rest may be omitted if desired, but the axle shaft tunnel renders a one-piece cushion impracticable.) Deep foot wells provide ample leg room. The front seats are constructed on similar lines to those at the rear, but there is of course no arm rest. The same remarkable comfort is afforded for both driver and passenger, and the front seats are quickly adjustable by means of special slide rails, whilst the back rests hinge forward.

ENTRY AND EXIT to and from the rear compartment is made extremely easy by the exceptionally large doors.

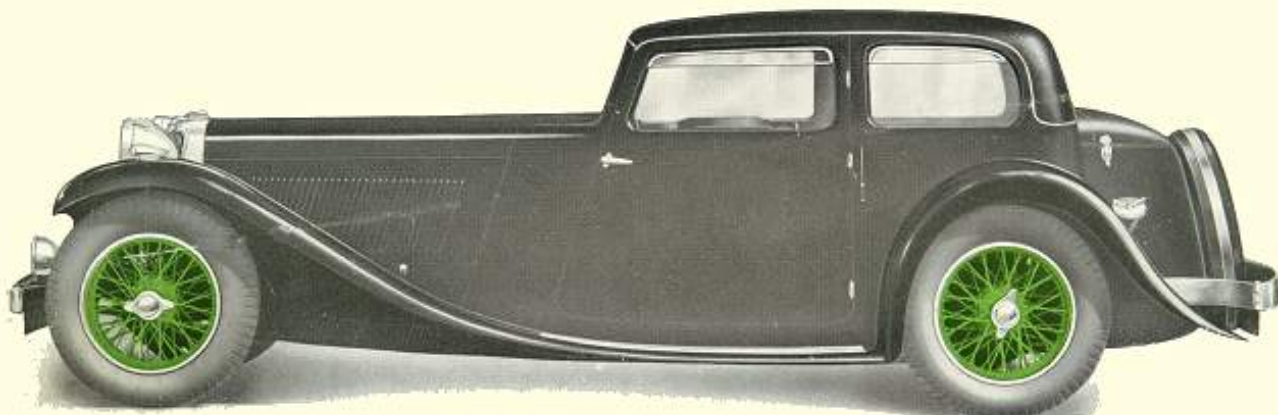
HEAD ROOM sufficient for the tallest passenger is made possible by the special dropped chassis frame.

INSTRUMENTS. Illuminated panel of special unique design, with hexagon mountings for electric clock, 85 m.p.h. trip speedometer, ammeter, oil pressure gauge and radiator thermometer combined, and electric petrol gauge.

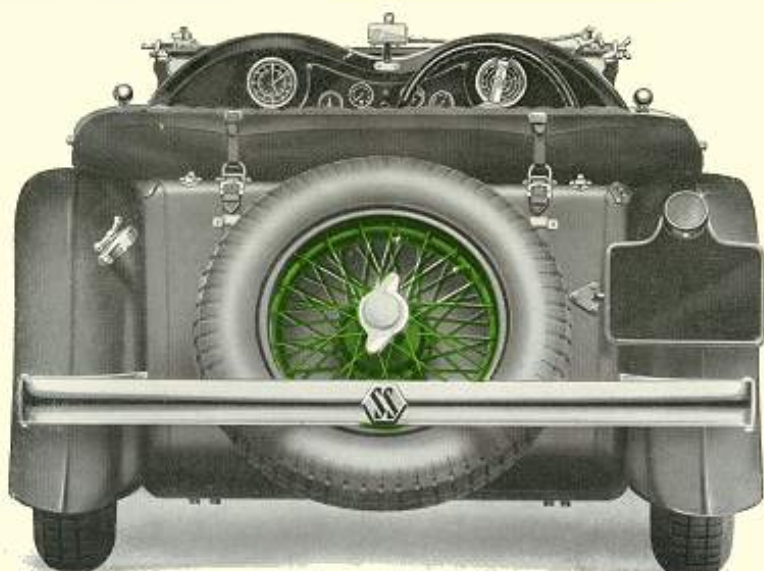
ACCESSORIES. Complete suite of interior fittings in polished chromium, incorporating interior mirror, roof lamp and switch, rear blind with driver's hand control, and ash tray.

TRAFFICATORS with concealed direction arms are also fitted (self-cancelling).

SPARE WHEEL COVER. In colour to match, with chromium band.



PRICE
16 H.P. £335



PRICE
20 H.P. £340

RADIATOR. A strikingly attractive feature of the car. Its impressive design conforms with the graceful body lines. Chromium plated fluted front, and apron between the dumb irons, complete the ensemble. The filler cap and winged name badge are an artistically designed chromium plated zinc alloy casting, the filler cap being the quickly detachable bayonet fixing type.

BUMPERS. Exceptionally substantial and of attractive appearance: are domed 3½-in. section. Those at the rear protect the spare wheel and trunk.

ELECTRICAL EQUIPMENT. 12-volt set. Large type QBD/1665/GC head lamps with motif to match radiator cap and dip and switch control above steering wheel. Finger-tip operated ignition control. Stop light. Reversing light. Sports type wing lamps. Special Lucas type blended note horns, domed to match head lamps, chromium plated with grille fronts to match the radiator, are fitted to each dumb iron. Lamps and horns are chromium plated finish.

COACHWORK. Coachbuilt with leather grained large travelling trunk. The body, constructed on the soundest lines and of extreme strength, represents the finest example of craftsmanship. The frame is of prime quality selected ash throughout, reinforced by aluminium and metal brackets. Everything possible has been done to ensure lasting and trouble-free quality. The accommodation is greatly increased, full advantage having been taken of the 2-in. increase in the track measurement. The utmost degree of comfort is afforded.

DOORS. Flush fitting and exceptionally wide, ensuring ease of access: the doors are hinged on double-strength standing pillars from bottom side to cant rail, by means of special self-aligning chromium plated hinges, incorporating Enots grease nipples. Spring-loaded all-steel door checks are fitted to the bottom of the doors, secured to the chassis frame. Positive action slam locks are fitted, and each door is equipped with adjustable Bedford buffers.

TRUNK. Leather grained with futuristic heavily chromium plated hinged security catches and key lock. The accommodation has been increased considerably, and three or four large suit cases may be carried quite easily. Quickly accessible tool kit and side curtain locker are also accommodated.

WINDSCREEN. Folding and opening windscreen, of sound construction with swept top rail. Lucas duo-blade windscreen wiper is fitted.

ALL-WEATHER EQUIPMENT is distinctly neat, and provides draught-proof protection. The side curtains are rigidly secured and may be erected independently of the hood. The centre panels of the front side curtains are hinged to open for signalling purposes.

BONNET. Stainless steel hinge and heavily louvred side panels with quick action security fasteners.

WINGS. One-piece pressings, with deep valances, ensuring adequate protection.

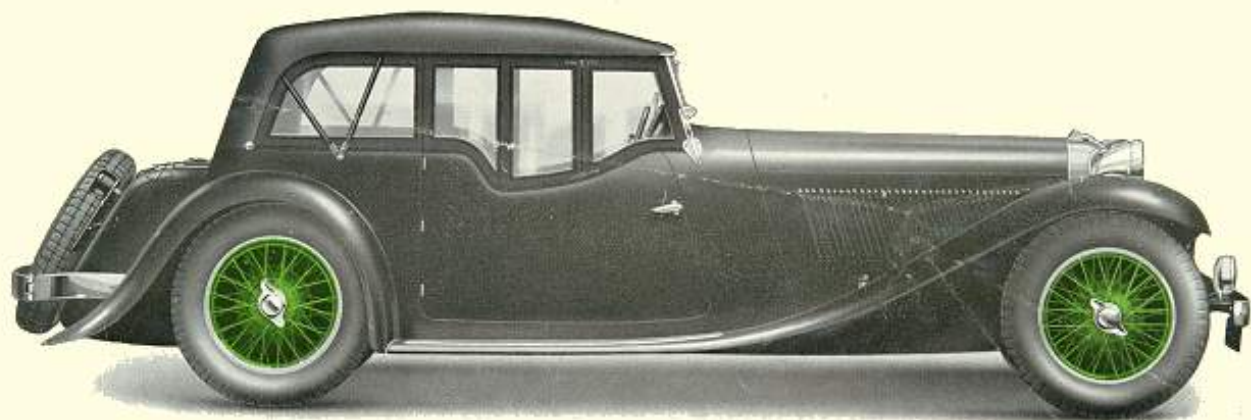
UPHOLSTERY. Finest quality Celstra hide throughout, in a range of colours to tone with the exterior colour scheme.

CARPETING. The floor is thickly carpeted in colours to harmonise with the exterior finish.

SEATS. Full advantage has been taken of the increased track measurement, and four adult passengers are accommodated in the highest degree of comfort. The rear seats are constructed as two small arm chairs, and are deeply sprung with Swallow patent spring case cushions and back rests. The arm rest is heavily padded with a special cushion rubber. (The arm rest may be omitted if desired, but the axle shaft tunnel renders a one-piece cushion impracticable). Deep foot wells provide ample leg room. The front seats are constructed on similar lines to those at the rear, but there is of course no arm rest. The same remarkable comfort is afforded for both driver and passenger, and the front seats are quickly adjustable by means of special slide rails, whilst the back rests hinge forward.

ENTRY AND EXIT to and from the rear compartment is made extremely easy by the exceptionally large doors.

INSTRUMENTS. The instrument facia panel is equipped with 5-in. combined revolution counter and 85 m.p.h. speedometer, 5-in. clock with trip minute finger and English and French figuring, oil gauge, thermometer, petrol gauge, ammeter, starter button, key switch, and inspection lamp plug.



PRICE
10 H.P. Coupé £260
12 H.P. Coupé £265



PRICE
10 H.P. Saloon £265
12 H.P. Saloon £270

COACHWORK. Coachbuilt, with leather grained head and large travelling trunk. The body, constructed on the soundest lines, and of extreme strength, represents the finest example of craftsmanship. The frame is of prime quality selected ash throughout, reinforced by aluminium and metal brackets. Everything possible has been done to ensure lasting and trouble-free quality. The greatly increased accommodation affords luxurious comfort for four passengers.

DOORS. Flush fitting and exceptionally wide, ensuring ease of access, the doors are hinged on double strength standing pillars from bottom side to cant rail by means of special self-aligning chromium plated hinges, incorporating Enots grease nipples. Spring-loaded all-steel door checks are fitted to the bottom of the doors, secured to the chassis frame. Positive action slam locks are fitted, and each door is equipped with adjustable Bedford buffers.

HEAD. Leather grained, with chromium plated dummy head joints, chromium weather moulds protecting the doors and chromium bead down hinge pillar and waistline.

TRUNK. Leather grained with futuristic heavily chromium plated hinged security catches and key lock. Provides spacious accommodation for travelling cases.

SLIDING ROOF. Quick action, self-lifting, single control operation. Perfectly flush fitting, with very large opening which is invisible when in the closed position.

WINDOW LIGHTS. Safety glass winding type.

WINDSCREEN. Patent type of entirely new design, with swept top rail and radiused corners. Opening from the bottom and hinged at the top with two patent hinges, the screen is quickly operated. The hinges are of the concealed type, obviating any obstruction of vision. Lucas duo blade wind-screen wiper is fitted. The back light is mounted in chromium channel and may be opened to give additional ventilation.

BONNET. Stainless steel hinge and heavily louvred side panels with quick-action security fasteners.

WINGS. One-piece pressings, with deep valances, ensuring adequate protection.

UPHOLSTERY. Finest quality Vaumol hide throughout in a range of colours to tone with the exterior colour scheme.

CABINET WORK. The instrument panel, door cappings and fillets are of polished figured walnut.

CARPETING. The floor is thickly carpeted in colours to harmonise with the exterior finish.

SEATS. Four adult passengers are accommodated in the highest degree of comfort. The rear seats are constructed as two small arm chairs, and are deeply sprung with Swallow patent spring case cushions and back rests. The arm rest is heavily padded with a special cushion rubber. (The arm rest may be omitted if desired, but the axle shaft tunnel renders a one-piece cushion impracticable). Deep foot wells provide ample leg room. The front seats are constructed on similar lines to those at the rear, but there is of course no arm rest. The same remarkable comfort is afforded for both driver and passenger, and the front seats are quickly adjustable by means of special slide rails, whilst the back rests hinge forward.

ENTRY AND EXIT to and from the rear compartment is made extremely easy by the wide doors.

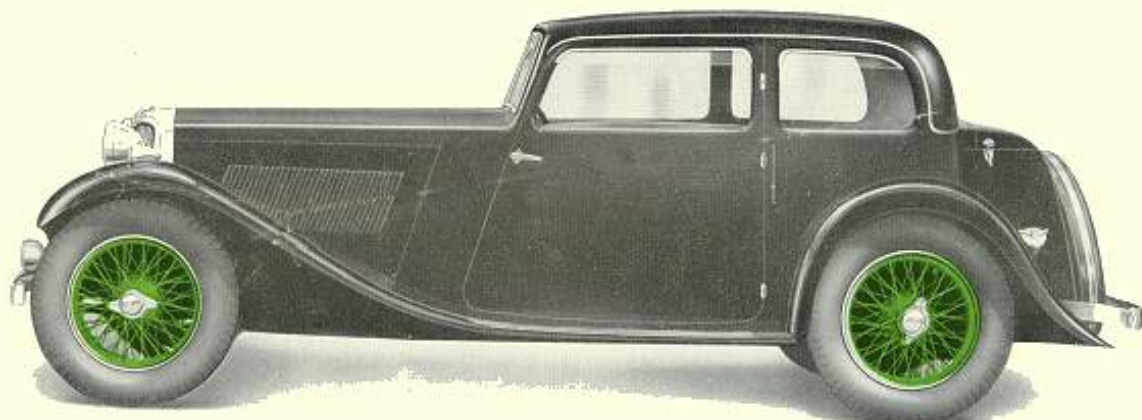
HEAD ROOM. Sufficient for the tallest passenger is made possible by the special dropped chassis frame.

INSTRUMENTS. Illuminated panel of special unique design, with hexagon mountings for clock, trip speedometer, ammeter, oil pressure gauge, and electric petrol gauge.

ACCESSORIES. Complete suite of interior fittings in chromium, incorporating interior mirror, roof lamp and switch, rear blind with driver's hand control, and ash tray.

TRAFFICATORS with concealed direction arms are also fitted (self-cancelling).

SPARE WHEEL COVER in colour to match with chromium band.



INTRODUCTION

FEATURES OF 1934

- MORE POWER
- MORE SPEED
- GREATER ACCELERATION
- SYNCHRO-MESH GEARS ON 2nd, 3rd and TOP
- LARGER AND MORE POWERFUL BRAKES
- INCREASED TRACK
- SILENT BLOC SHACKLES
- INCREASED SEATING ACCOMMODATION
- SINGLE-ACTION SLIDING ROOF
- INCREASED LUGGAGE ACCOMMODATION
- NEW RADIATOR WITH EXTERNAL QUICK-ACTION FILLER AND MOTIF
- DIRECTION INDICATORS (SELF-CANCELLING AND FLUSH FITTING)
- SPARE WHEEL COVER
- NEW HEAD LAMPS WITH MOTIF
- CHROMIUM-PLATED WHEEL RIM EDGES

THE S.S., embodying all those qualities which create the car of distinction, holds irresistible appeal to the motorist of 1934, to whom the possession of a car means much more than merely the ownership of a vehicle as a means of conveyance.

Increased power and acceleration render the performance of the 1934 model even more impressive than that of its predecessors.

Many new features are added to the specification, to meet the requirements of the most exacting owner, including synchro-mesh gears on second, third and top, re-designed large diameter brakes, and still further improved frame design.

The major units, engine, gearbox, etc., are specially manufactured by the Standard Motor Company, Ltd., whose world-famed engineering skill ensures complete mechanical perfection.

Compelling beauty of line and even more luxurious comfort distinguish the new models. The seating accommodation is greatly increased.

The 1934 range includes Coupé, Saloon and Open Sports models. No detail of the specification has been decided upon without careful deliberation, and the cars possess not only those features which are identified with reliability and satisfactory service, but also the refinements which render the S.S. a model unique amongst cars.





SALOON AND COUPÉ

FULL FOUR-SEATER

The increasing popularity of the S.S. II. Coupé, which hitherto has been produced as a two-seater with provision in the rear for juvenile passengers only, indicates that not only does this model appeal to those who prefer a two-seater, but also to those who require a moderately priced four-seater of distinctive appearance and comprehensive equipment.

To meet this demand, the S.S. II. is re-designed and presented in entirely new form for 1934. Many improvements are incorporated and each detail of the specification has been embodied only after careful thought. Every refinement essential to render the S.S. II. unsurpassable in its class is now included in the equipment. The specially designed chassis has underslung dropped frame.

The seating accommodation, designed with the same meticulous care which has resulted in supreme comfort in all S.S. models, is for four adult passengers. The arm chair type rear seats, set between the wheel base, and on the same level as the front seats, are of similar design to those of the S.S. I. The maximum amount of spacious accommodation is utilised, and the result is luxurious riding comfort for four adult passengers.

S.S.II. SALOON MODEL

For those who prefer four-light Coachwork, a new Saloon has been introduced. The specification of this Model is identical with that of the S.S. II. Coupé, with the addition of panelled rear quarter lights in the Saloon Head.





OPEN FOUR SEATER SPORTS

The open sports car has always held, for a certain section of motorists, a stronger appeal than that of the closed model, and is now enjoying increasing popularity.

In presenting the S.S. I. Open Four-Seater Sports, therefore, the demands of open car enthusiasts are being fulfilled, and their requirements anticipated in a car of outstandingly handsome appearance and fascinating performance.

The car, built extremely low, is beautifully proportioned, and its long, sweeping lines convey an immediate impression of speed, which is confirmed by the ease with which the engine responds to the demands made upon it. Powerful acceleration adds infinite pleasure to the already appreciable thrill of handling this car with its spirited performance.

The seating is of the same design as that which renders the S.S. I. Coupé a superlatively comfortable car. Both front and rear seats afford ideal accommodation, those at the rear being on the same level as the front.

Those qualities which mark the modern sports car of distinction are incorporated in the S.S. I. Open Four-Seater Sports to a degree which renders it an entirely satisfying car.





SALOON AND COUPÉ

FULL FOUR-SEATER

The beauty of the S.S. has now become a tradition, which the 1934 models will uphold. Characteristically elegant in line, colour and appointments, the S.S. I. maintains pre-eminence amongst those cars which fulfil the demands of the discerning purchaser.

Indisputably, it is a car of distinction, yet the design, achieved in low sweeping lines, is vividly modern.

It is a thrilling experience to take the wheel of an S.S. I. Possessing a powerful engine, the liveliest acceleration, and a silky smoothness which is fascinating, there is, in addition, a sensitiveness felt in few cars, a responsiveness which is a constant satisfaction. It has proved its efficiency and capabilities in Road Tests and Trials during 1933. The 1934 model has improved power unit, giving even greater speed and increased acceleration. Synchro-mesh gear box, and large brakes of high efficiency, are two of the improvements incorporated.

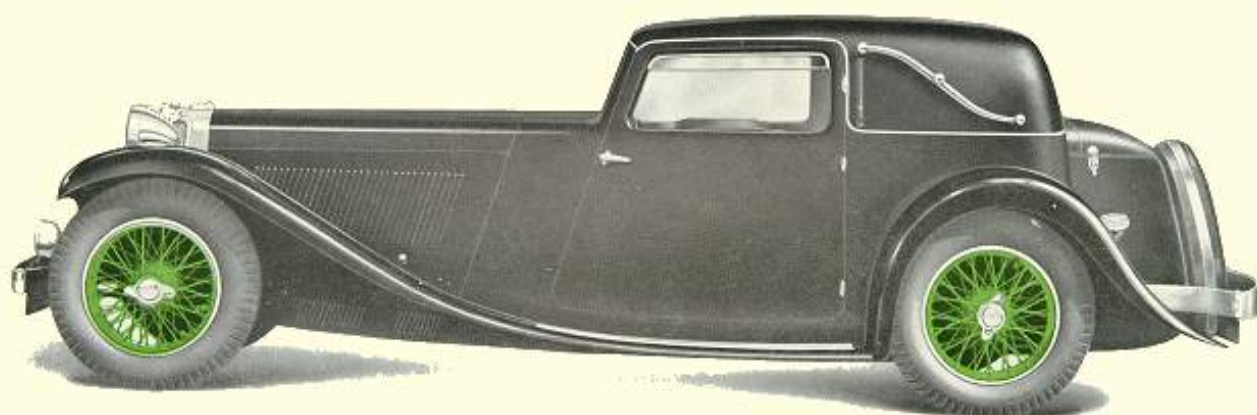
The comfort afforded to the passenger is ideal, and conducive to complete appreciation of travelling at an exhilarating speed, with utter smoothness and minimum effort, in a car which is remarkable for superb road holding. The 1934 S.S. I. possesses even more spaciouly comfortable seating accommodation than the 1933 model, a 2-in. increase in the track measurement being exploited to the full.

S.S. I. SALOON MODEL

For those who prefer four-light Coachwork, a new Saloon has been introduced. The specification of this Model is identical with that of the S.S. I. Coupé, with the addition of panelled rear quarter lights in the Saloon Head.



CARS OF



ENGINE. Specially manufactured Standard Six cylinder. 16 h.p. : 45.5 m.m. bore \times 106 m.m. stroke : 2143 c.c., Tax £16. 20 h.p. : 73 m.m. bore \times 106 m.m. stroke : 2663.7 c.c., Tax £20. Side by side valves. Exceptionally stiff 7-bearing crankshaft. 2-in. diameter main bearing. 12-in. diameter big end. Aluminium pistons. Chromium iron cylinder blocks. Light alloy connecting rods. Machined combustion chambers and ports. High efficiency induction and exhaust manifold. Detachable high compression aluminium cylinder head. Cooling by centrifugal pump and fan with adjustable thermostat. High pressure submerged oil pump. Coil ignition. Single dry plate light action clutch.

FRAME. Low underslung frame designed for extreme rigidity. The main members are triangulated in the centre by cross bracing from the dumb irons to the rear spring brackets.

TRANSMISSION. Synchro-mesh gears on second, third and top. Hardy Spicer all-metal propeller shaft and universal joints. Spiral bevel final drive. Easy to hand change speed lever.

GEAR RATIOS. Top, 4.75 : third, 6.52 : second, 10.21 : first, 17.1.

SUSPENSION. Ensuring smooth and steady road-holding with maximum comfort at all speeds. Long flat road springs of low periodicity, mounted on "Silentbloc" bushes. The easily accessible jacking pads ensure quick erection. Hartford friction type shock absorbers are fitted front and rear. Rear springs, 42½-in. \times 12-in. : front springs, 34½-in. \times 12-in.

BRAKES. Entirely new type highly efficient fully compensating Bendix Duo-Servo. Large Millenite cast brake drums, deeply ribbed, 12½-in. external diameter, hand and foot operated on all four wheels. The hand brake is readily accessible.

STEERING. Marles Weller cam and lever type.

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

PETROL SUPPLY by A.C. pump with auxiliary priming lever for hand operation, from 12-gallon tank at the rear of the chassis. The tank filler is of 2½-in. diameter with quickly detachable bayonet fixing cap.

WHEELS AND TYRES. Rudge-Whitworth centre-lock splined hub type racing wheels. 18-in. rims with chromium-plated rim edges fitted with Dunlop 5.50 \times 18 tyres.

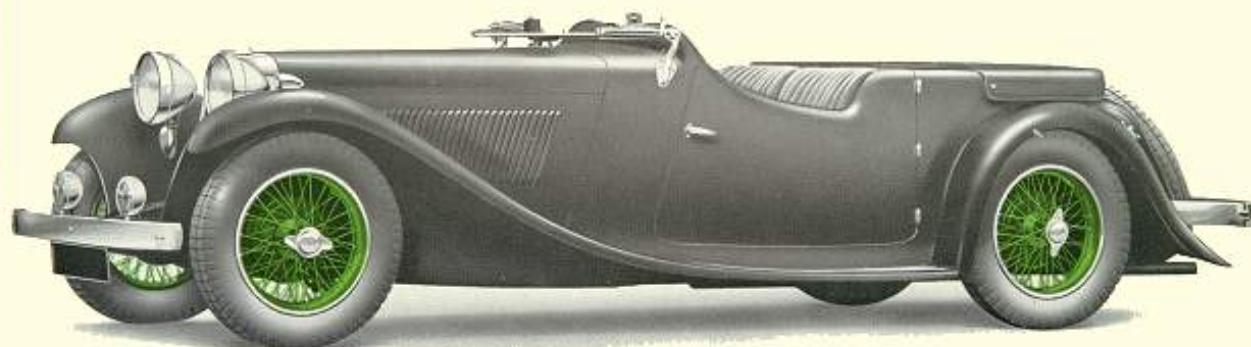
CARBURETTER. Special high speed type R.A.G. carburetter is fitted, imparting even greater smoothness and ease of acceleration to the engine.

RADIATOR. A strikingly attractive feature of the car. Its impressive design conforms with the graceful body lines. Chromium plated fluted front, and apron between the dumb irons, complete the ensemble. The filler cap and winged name badge are an artistically designed chromium plated zinc alloy casting, the filler cap being the quickly detachable bayonet fixing type.

BUMPERS. Exceptionally substantial and of attractive appearance : are domed 3½-in. section. Those at the rear protect the spare wheel and trunk.

ELECTRICAL EQUIPMENT. 12-volt set. Large type QBD.166S/GC head lamps with motif to match radiator cap and dip and switch control above steering wheel. Fingertip operated ignition control. Stop light. Reversing light. Sports type wing lamps. Special Lucas type blended note horns, domed to match head lamps, chromium plated with grille fronts to match the radiator, are fitted to each dumb iron. Lamps and horns all chromium plated finish.

... A DISTINCTIVE



ENGINE. Specially manufactured Standard six cylinder, 16 h.p.; 65.5 m.m. bore \times 106 m.m. stroke; 2143 c.c., Tax £16, 20 h.p.; 73 m.m. bore \times 106 m.m. stroke; 2663.7 c.c., Tax £20. Side by side valves. Exceptionally stiff 7-bearing crankshaft. 2-in. diameter main bearing, 12-in. diameter big end. Aluminium pistons. Chromium iron cylinder blocks. Light alloy connecting rods. Machined combustion chambers and ports. High efficiency induction and exhaust manifold. Detachable high compression aluminium cylinder head. Cooling by centrifugal pump and fan with adjustable thermostat. High pressure submerged oil pump. Coil ignition. Single dry plate light action clutch.

FRAME. Low underslung frame designed for extreme rigidity. The main members are triangulated in the centre by cross bracing from the dumb irons to the rear spring brackets.

TRANSMISSION. Synchro-mesh gears on second, third and top. Hardy Spicer all-metal propeller shaft and universal joints. Spiral bevel final drive. Easy to hand change speed lever.

GEAR RATIOS. Top, 4.75; third, 6.52; second, 10.21; first, 17.1.

SUSPENSION. Ensuring smooth and steady road-holding with maximum comfort at all speeds. Long flat road springs of low periodicity. Shock

absorbers mounted on "Silentbloc" bushes. The easily accessible jacking pads ensure quick erection.

Rear springs, 42 $\frac{1}{2}$ -in. \times 1 $\frac{1}{2}$ -in.; front springs, 34 $\frac{1}{2}$ -in. \times 1 $\frac{1}{2}$ -in.

BRAKES. Entirely new type highly efficient fully compensating Bendix Duo-Servo. Large diameter Millenite cast brake drums, deeply ribbed, 12 $\frac{1}{2}$ -in. external diameter. Hand and foot operate on all four wheels. The hand brake is readily accessible.

STEERING. Marles Weller cam and lever type.

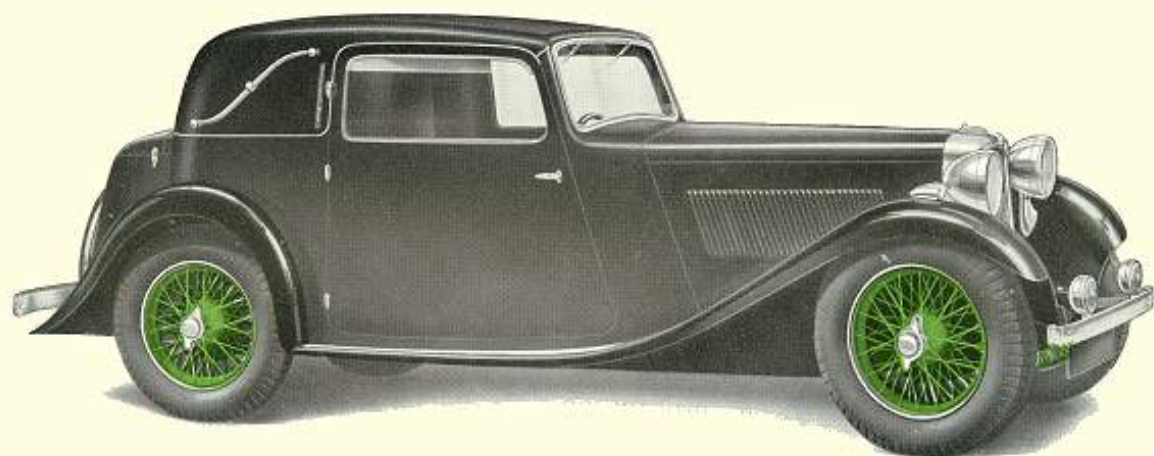
AXLES. Semi-floating rear axle with one-piece steel casing. Four pinion differential. Front axle: "H" section with reversed Elliott stub axles.

PETROL SUPPLY by A.C. pump with auxiliary priming lever for hand operation, from 12-gallon tank at the rear of the chassis. The tank filler is a 2 $\frac{1}{2}$ -in. diameter with quickly detachable bayonet fixing cap.

WHEELS AND TYRES. Rudge-Whitworth centre-lock splined hub type racing wheels. 18-in. rims with chromium plated edges, fitted with Dunlop 5.50 \times 18 tyres.

CARBURETTER. Special high speed type R.A.G. carburetter is fitted, imparting even greater smoothness and ease of acceleration to the engine.

E CLASS



ENGINE. Specially manufactured Standard four-cylinder three-bearing engine. 10 h.p. : 63.5 m.m. bore x 106 m.m. stroke : 1343 c.c., Tax £10. 12 h.p. : 69.5 m.m. bore x 106 m.m. stroke : 1608.5 c.c., Tax £12. Side by side valves. Three-bearing crankshaft. "Buoyant Power" flexible engine mounting. Harmonic cams. Cooling by centrifugal pump and fan with adjustable thermostat. Aluminium pistons, chromium iron cylinder blocks. Light alloy connecting rods. Machined combustion chambers and ports. High efficiency induction and exhaust manifold. Submerged oil pump. Coil ignition. Single dry plate light action clutch.

FRAME. Low underslung frame, designed for extreme rigidity. The main members are triangulated in the centre by cross bracing from the dumb irons to the rear spring brackets.

TRANSMISSION. Synchro-mesh gears on second, third and top. Hardy Spicer all-metal propeller shaft and universal joints. Spiral bevel final drive. Easy to hand change speed lever.

GEAR RATIOS. Top, 5.28 ; third, 7.66 ; second, 12.82 ; first, 20.8.

SUSPENSION. Long, flat road springs of low periodicity mounted on "Silentbloc" bushes. Quickly accessible jacking pads obviate any difficulty in erection.

SHOCK ABSORBERS. Hartford friction type, front and rear. Rear springs, 38½-in. x 1½-in. ; front springs, 29½-in. x 1½-in.

BRAKES. Entirely new type highly efficient fully compensating Bendix Duo Servo. Hand and foot operate on all four wheels, the hand brake being readily accessible.

STEERING. Marles Weller cam and lever type.

PETROL SUPPLY by A.C. pump with auxiliary priming lever for hand operation, from 8-gallon tank at the rear of the chassis.

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

WHEELS AND TYRES. Rudge-Whitworth, centre lock splined hub type racing wheels, 18-in. rims, with chromium rim edges, fitted with Dunlop 4.75 x 18 tyres.

CARBURETTOR. Special R.A.G. high-speed type.

RADIATOR. Entirely redesigned to conform with the body lines. Exceptionally attractive, with chromium plated fluted front and apron between the dumb iron. The filler cap and winged name badge are an artistically designed chromium plated zinc alloy casting, the filler cap being the quickly detachable bayonet fixing type.

BUMPERS. Exceptionally substantial and of attractive appearance ; are domed 2½-in. section.

ELECTRICAL EQUIPMENT. 12-volt set, LB/140/EDFE/5 head lamps with dip and switch control above steering wheel. Sports type wing lamps. Stop light. Reversing light. Special Lucas type blended note horns, domed to match headlamps, are fitted to each dumb iron. All lamps and horns chromium plated finish.