

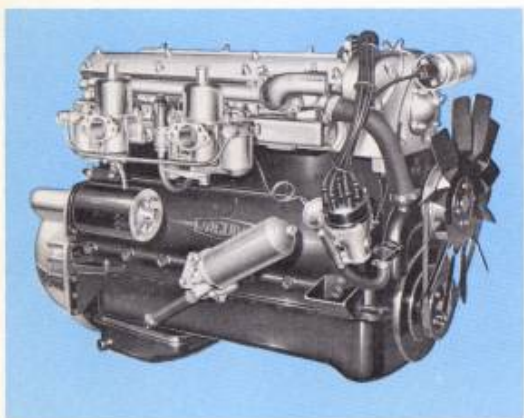
HERZOG MOTORS  
MI 4-9121  
BEAVERTON, OREGON

JAGUAR



The Three-Point-Four Sedan is the most versatile Jaguar ever built. It brings together without compromise the sureness of response and precise handling of the true sports car, with the comfort and convenience of a four-door, five-passenger family sedan. Its stability, cornering and general roadholding qualities measure up to the most critical requirements, while steering and braking power, supplied by Dunlop Disc Brakes on all four wheels, inspire immediate confidence. With the renowned Jaguar XK engine, exactly as fitted to the famous Jaguar sports models, dynamic acceleration is linked with a top speed maximum of over 120 m.p.h. Automatic transmission, featuring a finger-tip control by which intermediate gear may be held indefinitely, is standard equipment. Four-speed and reverse manual shift is also available, with overdrive. Luggage accommodation is most generous in the 13½ cubic feet compartment. Truly, here is the Sedan for those who appreciate lasting performance, with comfort and safety.

## 3.4 SEDAN



*This is the world-famous double overhead camshaft engine specially developed for the 3.4 Sedan. Most of the special features once supplied only on modified XK engines are now incorporated in the "B" type engine as standard equipment. High lift camshafts, special head, dual exhaust system and the new twin S.U. H.D.6 carburetors are regular equipment and the power developed is 210 b.h.p. at 5,500 r.p.m.*



*Here is passenger comfort of the highest order. Soft tanned leather upholstery over Dunlopillo foam rubber. Side armrests to all doors and centrally positioned folding armrest in rear compartment. Beautifully figured hand-rubbed walnut cabinet work. Deep pile carpets. Ventilating windows. Interior lighting. Ashtrays. Passenger accommodation is unrestricted — five people can be carried comfortably.*



Squadron "A" Armory, N. Y.  
Paint by Meridien



Here to join the world-famous XK and 3.4 models is the Mark IX — one of the most luxurious sedans ever offered as a series production car. Interior furnishings, cabinet work, fitments and accessories are in a tradition of refinement and craftsmanship usually associated only with the art of specialized coachbuilders, while mechanical advances have been achieved which stamp this car as outstanding. The Mark IX, with the powerful new 3.8-litre XK engine, has all the acceleration and performance the most discriminating motorist could demand. Accurate, finger-light, power-assisted steering ensures completely effortless control at all speeds, while the unparalleled stopping power of race-proved Dunlop Disc Brakes on all four wheels invests the Mark IX with the highest degree of safety. With its superb finish, luxurious interior furnishings and advanced technical specifications, the Mark IX takes its place as a distinguished addition to the Jaguar range of fine cars — and all this at a surprisingly reasonable cost.



## *The finest car of its class in the world*

*The distinguished frontal view of the Mark IX. In many lands its regal appearance means, "The finest car of its class in the world!"*



*Tool compartments are recessed in front doors, a luxury detail that makes Jaguar an example of the finest in British craftsmanship.*



*Matched, polished walnut instrument panel, garnish rails and window surrounds, two glove compartments, are in Jaguar's luxury tradition.*



*Walnut folding occasional tables, soft leather upholstery over foam rubber, deep-pile carpets — here is passenger comfort of the highest order.*



*Luggage compartment of 17 cubic feet capacity, with interior light, will accommodate all the luggage of the most discriminating traveler.*





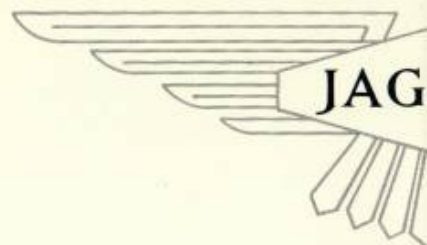
Beekman Place, N. Y.  
Furs by Maximilian





## SPECIFICATIONS

### 3.4 SEDAN



**ENGINE:** Special 6-cylinder 3.4-litre "blue-top" engine with "B" type head. High lift camshafts. Twin S.U. type H.D.6 carburetors and double exhaust system. Develops 210 b.h.p. at 5,500 r.p.m. 70° twin overhead camshafts driven by two-stage roller chain. 83 mm. bore x 106 mm. stroke. Cubic capacity 3,442 c.c. (210 cu. ins.). Compression ratio 8:1. Cooling by pump and fan with by-pass thermostat control. Forced lubrication by submerged pump system incorporating full-flow filter. Chrome iron cylinder block. Cylinder head of high tensile aluminum alloy with hemispherical combustion chambers. Aluminum alloy pistons. Steel connecting rods. 2 3/4" diameter counterweighted crankshaft carried in seven large steel-backed bearings.

**TRANSMISSION:** (A) MANUALLY OPERATED GEARBOX WITH OVERDRIVE. Four-speed single helical synchromesh gearbox. Centrally positioned gear-shift lever. Gear ratios: 1st and reverse, 11.2; 2nd, 6.56; 3rd, 4.55; 4th, 3.77; Overdrive, 2.93. Borg & Beck 10" single dry-plate clutch with hydraulic operation. Hardy-Spicer propeller shaft. Hypoid rear axle. (B) AUTOMATIC TRANSMISSION. Borg-Warner Automatic Transmission with driver-controlled intermediate gear. Gear ratios: Low range from 8.16 to 17.6; intermediate range from 5.3 to 10.95; top (direct drive), 3.54. Hardy-Spicer propeller shaft. Hypoid rear axle.

**SUSPENSION:** Independent front suspension incorporating semi-trailing wishbones and coil springs with telescopic shock absorbers. Trailing link rear suspension by cantilever semi-elliptic leaf springs, radius arms and telescopic shock absorbers.

**BRAKES:** Dunlop single-pad 4-wheel disc brakes, servo assisted. Handbrake mounted on floor and operating on rear wheels only. Disc diameter, 11 1/4".

**STEERING:** Burman re-circulating ball-type steering with 17" diameter adjustable steering wheel. 3 1/2 turns from lock to lock.

**WHEELS AND TIRES:** Pressed steel bolt-on disc wheels fitted with Dunlop 6.40 x 15 ins. low pressure tires. Spare wheel and tire. Center lock wire wheels available as optional extra.

**FUEL SUPPLY:** 14 1/2 gallons tank capacity. S. U. electric pump.

**ELECTRICAL EQUIPMENT AND INSTRUMENTS:** Lucas 12-volt 51 amp./hour battery with constant voltage control. Ventilated dynamo 10-hour discharge. Side lamps, headlamps with dipper control, integral stop/tail lamps with built-in reflectors, reversing lamps, self-cancelling flashing direction indicators with warning light, instrument panel lights, courtesy lights, twin-blended note horns, twin-blade two-speed windshield wipers, 5" diameter speedometer, 5" diameter revolution counter, ammeter, oil pressure gauge, water temperature gauge, fuel gauge with warning light.

**BODY:** All steel full 5-seater sedan. Integral body chassis construction. Four doors. Seats upholstered in finest quality leather over deep foam rubber. Front bucket seats (except on Automatic Transmission model which has split bench-type seat). Polished walnut instrument panel and interior garnishings. Two glove compartments. Ashtrays. Armrests to all doors and central folding armrest in rear. Interior sun visors. Deep pile carpets over thick felt underlay. Heavy duty bumpers with overrides front and rear.

**LUGGAGE ACCOMMODATIONS:** Ample luggage accommodation is provided in a capacious rear locker fitted with an automatic light. 13 1/2 cubic feet of luggage space available.

**SPARE WHEEL AND TOOLS:** The spare wheel is carried beneath the boot floor in a separate compartment and is readily accessible. Kit of tools, jack and wheelbrace.

**JACKING:** Exterior jacking posts, front and rear, enable the car to be lifted with a minimum of effort by means of the jack provided.

**PRINCIPAL DIMENSIONS:** Wheelbase, 8 ft. 11 3/8 ins.; track front, 4 ft. 6 5/8 ins.; track rear, 4 ft. 2 1/8 ins.; overall length, 15 ft. 3/4 ins.; overall width, 5 ft. 6 3/4 ins.; overall height, 4 ft. 9 1/2 ins.; ground clearance, 7 ins.; turning circle, 33 ft. 6 ins.; dry weight, 3,136 lbs.



JAGUAR

## SPECIFICATIONS

### MARK IX SEDAN



**ENGINE:** Special six cylinder 3.8-litre Jaguar engine. 70° twin overhead high lift camshafts driven by a two-stage roller chain. 87 mm. bore by 106 mm. stroke. 3,781 c.c. developing 225 b.h.p. Compression ratio 8:1. High grade chrome iron cylinder block, cooling by pump with by-pass thermostat control. Cylinder head of high tensile aluminum alloy with hemispherical combustion chambers developed from "C" and "D" type racing heads. Aluminum alloy pistons. Steel connecting rods. Forced lubrication throughout by submerged pump with full-flow filter. Twin S.U. type H.D.6 horizontal carburetors with electrically controlled automatic choke. 2 1/4 ins. diameter counterweighted crankshaft carried in seven large steel-backed precision bearings. Twin exhaust system. This engine has been specially developed to produce exceptionally high torque in the lower and middle speed ranges.

**FRAME:** Straight plane steel box section frame of immense strength; torsional rigidity ensured by large box section cross members.

**TRANSMISSION:** (A) MANUALLY OPERATED GEARBOX. Four-speed single helical synchromesh gearbox. Gear change lever on floor between front seats. Gear ratios: Top, 4.27; 3rd, 5.16; 2nd, 7.47; 1st, 12.73; Rev., 12.73. (B) MANUALLY OPERATED GEARBOX WITH OVERDRIVE. Gear ratios: Overdrive, 3.54; Top, 4.55; 3rd, 5.50; 2nd, 7.96; 1st, 13.56; Rev., 13.56. (C) AUTOMATIC TRANSMISSION. Borg Warner Automatic Transmission with driver-controlled intermediate gear. Gear ratios: Low range from 21.2 to 9.86; intermediate range from 13.2 to 6.14; top (direct drive), 4.27 to 1.

**SUSPENSION:** Independent front suspension incorporating transverse wishbones, long torsion bars and telescopic shock absorbers. Rear suspension by long silico-manganese steel half-elliptic springs controlled by telescopic shock-absorbers.

**CLUTCH:** Special heavy duty 10" single dry plate clutch with hydraulic operation.

**BRAKES:** Dunlop 4-wheel disc brakes, servo assisted and special quickly detachable pads.

**STEERING:** Burman power-assisted re-circulating ball-type steering. Power assistance is by hydraulic pressure from a pump driven from the rear of the dynamo. Number of turns from lock to lock, 3 1/2. 18" adjustable steering wheel.

**WHEELS AND TIRES:** Pressed steel bolt-on disc wheels with wide base rims fitted with Rimblishers and Dunlop 6.70 x 16 ins. Road Speed tires.

**FUEL SUPPLY:** Twin S.U. electric fuel pumps. Fuel capacity 20 1/2 gallons in two separate tanks of 11 and 9 1/2 gallons, with turn-over switch on instrument panel.

**ELECTRICAL EQUIPMENT, INSTRUMENTS AND FITTINGS:** Lucas 12-volt system. Twin 6-volt batteries giving 64 amp./hour at 10-hour rate, with current voltage control. Flush fitting headlamps and wing lamps, twin adjustable fog lamps, integral stop/tail lamps with built-in reflectors, reverse lamp, self-cancelling flashing direction indicators

with warning light, panel lights, door-operated and manually controlled interior lights, twin-blended note horns, twin-blade two-speed screen wipers, three cigar lighters, starter motor, vacuum and centrifugal automatic ignition advance, oil coil ignition, 5 ins. diameter 120 m.p.h. speedometer, 5 ins. diameter revolution counter, ammeter, oil pressure gauge, water thermometer gauge, fuel gauge, electric clock, windscreen washers.

**HEATER:** Built-in heater with controlled warm air flow and incorporating windscreen de-frosters. Two-speed booster fan.

**BODY AND APPOINTMENTS:** All steel full five or six seater with sliding roof. Four doors. Ventilating windows front and rear. Special security locks to rear doors for child safety. Bench-type front seat (automatic transmission model only) adjustable for reach; bucket seats on other models adjustable for height and reach. All seats luxuriously upholstered in highest quality fine-grain soft-tanned Vaumol leather over extra-deep moulded Dunlopillo. Polished figured walnut instrument panel and interior garnishings. Two glove compartments, passengers' glove box fitted with lock. Sunvisors. Four ashtrays. Polished figured walnut flush folding occasional tables in rear compartment. Padded armrests all round and central fold-back armrest in rear and front compartments on bench seat model, rear compartment only on bucket seat model. Deep pile carpets upon 1/4" thick felt underlay. Additional nylon floor rug in rear. Boudoir clock and document cabinet fitted with lock in rear compartment (bench seat models only).

**LUGGAGE ACCOMMODATIONS:** The extraordinarily capacious luggage locker fitted with an interior light, enables four large suitcases, four sets of golf clubs, also rugs, hold-alls, and other travelling sundries to be carried in its totally enclosed interior. The volume provided for the carrying of luggage is 17 cubic feet.

**SPARE WHEEL:** Fitted with Road Speed tire and carried in luggage compartment with necessary tools for wheel changing.

**TOOLS:** A complete set of hand tools and small replacement items are carried in special flush fitting compartments concealed in the front doors.

**EASY JACKING:** Exterior jack slots, conveniently placed, enable the car to be lifted with minimum effort by means of the jack provided.

**PRINCIPAL DIMENSIONS:** Wheelbase, 10 ft. 0 ins.; track front, 4 ft. 8 1/2 ins.; track rear, 4 ft. 10 ins.; overall length, 16 ft. 4 1/2 ins.; overall width, 6 ft. 1 in.; overall height, 5 ft. 3 ins.; ground clearance, 7 1/2 ins.; turning circle, 36 ft. 0 ins.; dry weight, 3,976 lbs.

**COLOUR SCHEMES:** A wide range of colour schemes is available.

*reserves the right to amend specifications at any time without notice.*