



MODELS AND PRICES FOR 1936



Introduction

NOTWITHSTANDING the fact that varying tastes and the march of invention preclude the possibility of a car ever being produced to which the term "perfect" or "ideal" can be applied,

SS Cars Ltd. have, ever since the introduction of their first model, striven for perfection with such intensity of purpose that each succeeding year has seen their products advancing nearer to the "ideal."

Continual research into the means of effecting improvements in manufacturing processes has resulted in the discovery and adoption of methods of greatly increased efficiency, whilst the closest collaboration with suppliers of material has made possible many important purchasing economies of which the full benefit is passed on to **SS** owners.

In the new **SS** "Jaguar" models introduced for 1936 there is evidence in abundance of the **SS** company's policy of making perfection their aim—for no more satisfying cars, from every point of view, than those offered on the new 2½ Litre and 1½ Litre chassis can be imagined. The new 2½ Litre chassis is, without doubt, destined for the highest honours, and its specification bears witness to the determination of its designers to ensure the highest degree of performance. Performance, moreover, which is attained with such effortless smoothness, uncanny silence and perfect tractability that driving in traffic is rendered a pleasure.

The entirely new engine of the 2½ Litre "Jaguar" models is of the overhead valve type, incorporating Weslake patents, and by special arrangement its manufacture has been entrusted to the Standard Motor Co. Ltd., who have installed special plant for its production. Chiefly remarkable for the power developed, which is more than 40 h.p. per litre, a standard of efficiency comparable with that of engines designed for racing purposes, this high power output—over 100 b.h.p. is delivered with a complete absence of roughness. Indeed, the smoothness with which this powerful engine does its work brings an added fascination to driving and is typical of the pitch of refinement to which the modern sports car has been brought by **SS**.

Although the road-holding qualities of the **SS** have always been of an exceptionally high order, the new 2½ Litre and 1½ Litre chassis are marked by changes in frame design that result in even better road adhesion, which, together with still further improved riding qualities, render the **SS** probably the safest, and certainly the most luxurious fast car on the road.





JAGUAR 2½ LITRE MODELS

Specification

ENGINE. Six-cylinder, 73 m/m. bore × 106 m/m. stroke; 2663.7 c.c. Treasury rating 19 h.p., £15 Tax. Overhead valves, push rod operated. Exceptionally stiff seven-bearing counter-weighted crankshaft. Aluminium invar strut 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 and automatic by-pass thermostat. Completely submerged high volume oil pump. Single dry plate light action clutch. Large capacity heavily-finned aluminium sump.

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. Improved method of engagement ensures "finger tip" control by easy-to-hand change speed lever. Hardy Spicer all-metal propeller shaft and universal joints. Spiral bevel final drive.

GEAR RATIOS. First, 15.30; Second, 8.98; Third, 5.83; Top, 4.25.

SUSPENSION. Long flat road springs of low periodicity with extremely wide front and rear spring track. Luvax double-action hydraulic shock absorbers front and rear.

BRAKES. Large diameter Girling brakes, 13" × 1½" effective surface, fully compensated with rod operation throughout. Heavily-finned special alloy brake drums, 15" diameter. Hand brake lever of quick-release racing type.

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

PETROL SUPPLY. From 12-gallon rear tank. S.U. electric petrol pump. Twin carburettors.

WHEELS AND TYRES. Dunlop centre-lock splined hub type racing wheels. 18" diameter rims with chromium plated edges. Fitted with Dunlop 5.50 × 18 tyres.

ELECTRICAL EQUIPMENT. 12 volt set, 17 amp. charging rate, 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. Special diffused illumination for instrument panel. Lucas blended note horns.

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

DOORS. Four wide doors, flush fitting and of generous width, with self-aligning chromium plated hinges incorporating Enots grease nipples. Positive action silent travel locks. Two doors on Tourer and "100" models—those on the Tourer being extra wide to permit easy access to rear seats.

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

WINDOW LIGHTS. Safety glass winding type.

WINDSCREEN. Special screen of new and improved design. Positively leak proof, opening from bottom by single-action winder which can be operated with one hand whilst driving.

UPHOLSTERY AND CARPETING. Finest quality Vaumol leather hide throughout in a range of colours to tone with exterior colour scheme. Floors thickly carpeted in colours to harmonize with general colour scheme. Open models upholstered in Celstra hide.

SEATING. Comfort of the most luxurious order is provided by deeply-sprung seats with form fitting back rests. The one-piece rear seat in closed model may be divided by heavily-padded folding arm rest which, when not required, can be folded back into recess in back rest, thus affording accommodation for three passengers in rear compartment. Foot-wells of greatly increased width provide ample leg room. Both front seats are quickly adjustable by means of special slide rails.

WINGS. One-piece pressings with deep valances affording maximum protection. Front wings on closed model are of high domed helmet type.

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. All instruments with white dials.

SPARE WHEEL AND COVER. Spare wheel with metal cover is carried, on closed model, on rigidly-mounted bracket and is recessed into well on near side front wings. On open models, no cover is provided and wheel is carried at the rear.

LUGGAGE ACCOMMODATION. Ample accommodation for luggage is provided in the capacious compartment in the tail of the closed model. A large trunk is provided on the Tourer. On the "100" model accommodation for small suit cases is provided within the body at rear of seats.

DIMENSIONS. SALOON AND TOURER.

Wheelbase, 9' 11"; Track, 4' 6"; Overall length, 14' 10" (Tourer, 15' 0"); Overall width, 5' 7" (Tourer, 5' 6"); Overall height, 4' 10"; Ground clearance, 7½"; Turning circle, 38'.

§§ "100" Model. Wheelbase, 8' 8"; Track, 4' 6"; Overall length, 12' 6"; Overall width, 5' 3"; Ground clearance, 7"; Turning circle, 36' 0"; Weight, 19½ cwt.



JAGUAR 1½ LITRE MODEL

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 connection 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 gear box with synchro-mesh on second, third and top. Improved method of engagement ensures "finger-tip" control by easy-to-hand change speed 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. Increased front spring track. Rear springs mounted within chassis main members. 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. Hand brake lever of quick release racing type.

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

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

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

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

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

DOORS. Four wide doors, flush fitting and of generous width, with self-aligning chromium plated hinges incorporating Enots grease nipples. Positive action silent travel locks.

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

WINDOW LIGHTS. Safety glass winding type.

WINDSCREEN. Special screen of new and improved design. Positively leak-proof, opening from bottom by single action winder which can be operated by one hand whilst driving.

UPHOLSTERY AND CARPETING. Finest quality Vaumol leather hide throughout in a range of colours to tone with exterior colour scheme. Floor thickly carpeted in colours to harmonize with general colour scheme.

SEATING. Comfort of the most luxurious order is provided by deeply-sprung seats with form fitting back rests. 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. Foot-wells of greatly increased width provide ample leg room. Both front seats are quickly adjustable by means of special slide rails.

WINGS. One-piece pressings with deep valances. Front wings are of high domed helmet type affording maximum protection.

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 white dials.

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

LUGGAGE ACCOMMODATION. Ample accommodation for luggage is provided in the capacious compartment in the tail.

DIMENSIONS. Wheelbase, 9' 0" Overall length, 14' 2" Overall height, 4' 8" Turning circle, 38' 0"
Track, 4' 0" Overall Width, 4' 10" Ground clearance, 7"

We reserve the right to amend the specification contained in this folder from time to time as may be considered necessary for the purpose of improvement. The Guarantee for these models is as stated in the Company's complete catalogue.

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

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A. WHITTAKER, General Manager

The 2½ Litre Jaguar 4-Door Saloon

With all the luxurious comfort and dignified appearance of a fine town carriage, the performance of this magnificent SS on the open road is of such a character as to satisfy the most fastidious.

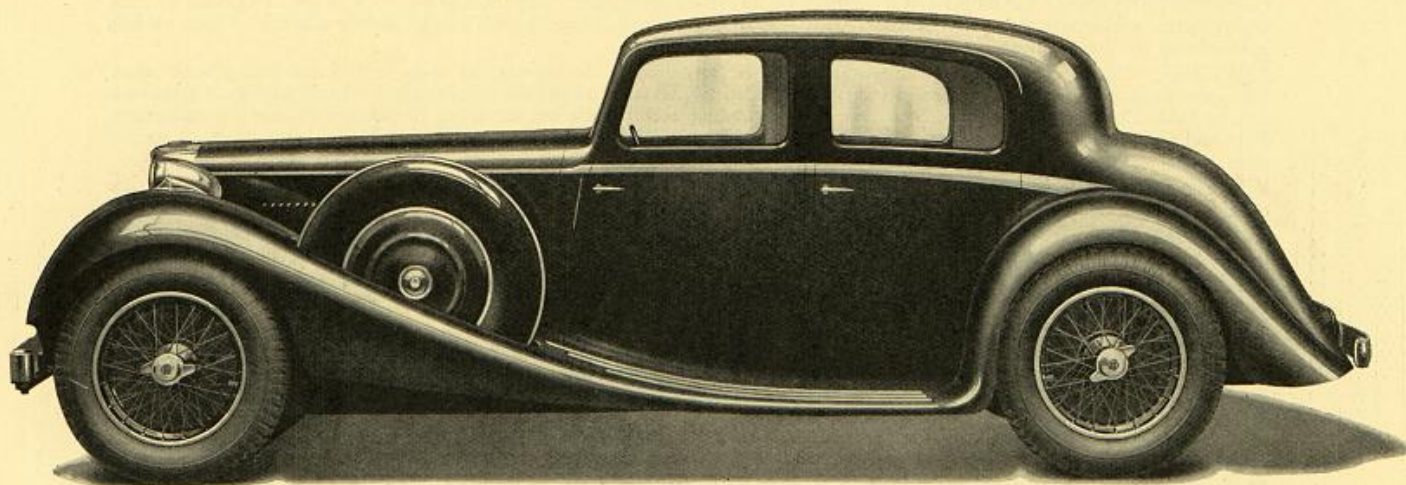
Unbelievably silent, the specially designed O.H.V. engine delivers its power with a silky smoothness that brings a new meaning to the phrase "high performance." So flexible that speeds from little more than walking pace up to 90 m.p.h. can be accomplished in top gear, the 2½ Litre SS will afford the utmost delight to all who appreciate a spirited performance without loss of refinement.

Details in Brief.

2½ Litre six-cylinder O.H.V. engine, 2663.7 c.c., 20 h.p. £15 Tax. Twin carburettors. 13" x 1½" Girling brakes. Burman Douglas steering gear with Bluemel Douglas steering wheel adjustable for height and rake. Special double-action Luvax hydraulic shock absorbers. Four-speed improved synchro-mesh gear box—"finger tip" control. Four-door coachbuilt body in wide range of attractive colour schemes. A 2 Litre model (£12 Tax) is also available.



Price, £385, ex works.
For complete specification see overleaf.



The 2½ Litre Jaguar Open Tourer

For those who prefer an open car, the lithe grace of the SS Jaguar 2½ Litre Tourer will make instant appeal. Here is a car in which incredibly long distances can be covered at sustained high speeds with effortless ease. Superb road-holding, light yet positive steering, and brakes of the highest efficiency allow full advantage to be taken of the magnificent performance of which this SS is capable.

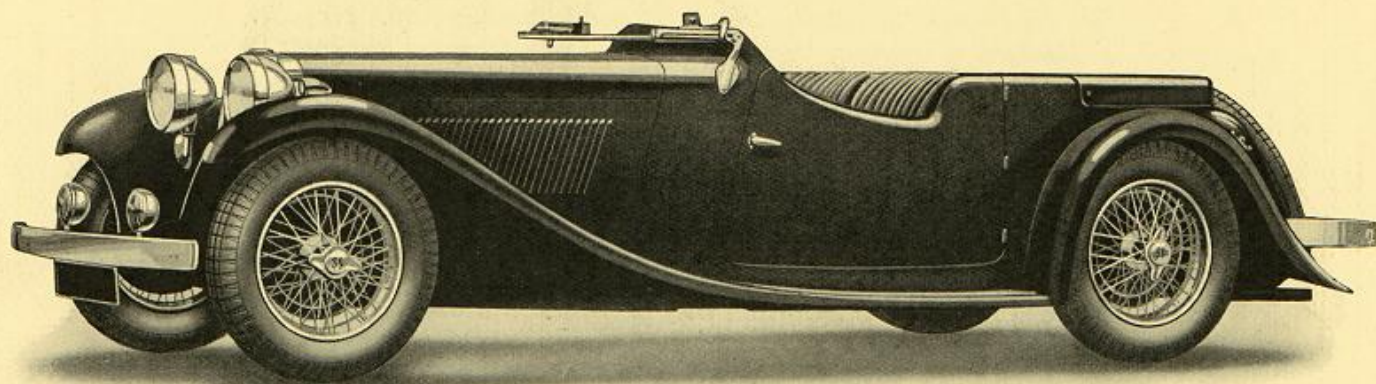
Though essentially a car for the open road, such is the extraordinary flexibility of the powerful engine that all but the densest traffic can be negotiated in top gear — with abundant power in reserve for rapid acceleration.

Details in Brief.

2½ Litre six-cylinder O.H.V. engine, 2663.7 c.c., 20 h.p. £15 Tax. Twin carburettors. 13" × 1½" Girling brakes. Burman Douglas steering gear with Bluemel Douglas steering wheel adjustable for height and rake. Special double-action Luvax hydraulic shock absorbers. Four-speed improved synchro-mesh gear box—"finger tip" control. Full all-weather equipment. Large trunk for luggage. A 2 Litre model (£12 Tax) is also available.



Price, £375, ex works.
For complete specification see overleaf.



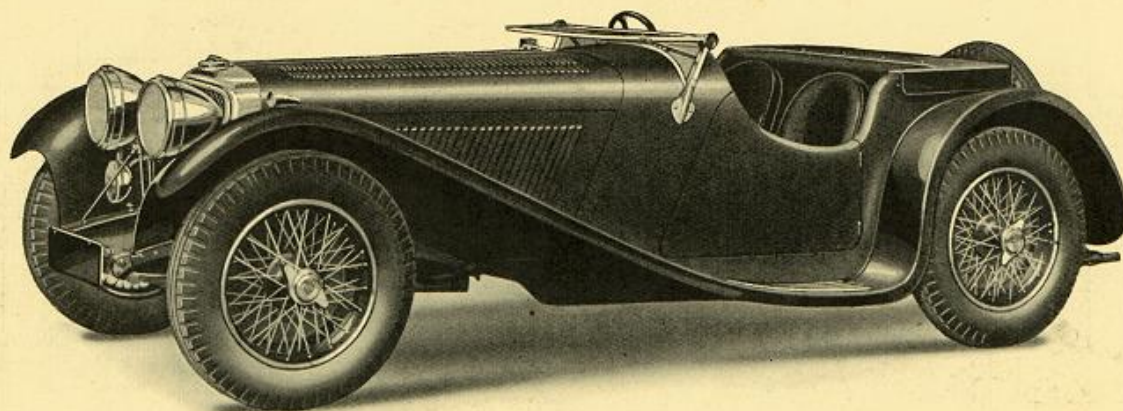
The 2½ Litre Jaguar "100"

*H*ere is a car with every consideration directed to the attainment of performance. It has an extremely high power=weight ratio and, in consequence, possesses astonishing acceleration—a speed of 60 m.p.h. in less than 12 seconds being easily reached from a standstill, whilst maximum speed approaching 100 m.p.h. demonstrates the high peak of performance attainable by the Jaguar "100." Designed primarily for competition work, this model is equally suitable for ordinary road use, for despite the virility of its performance it is sufficiently tractable for use as a fast touring car without modification.

Details in Brief

2½ Litre six-cylinder O.H.V. engine, 2663.7 c.c., 20 h.p. £15 Tax. Twin carburettors. 13" × 1½" Girling brakes. Burman Douglas steering gear with Bluemel Douglas steering wheel adjustable for height and rake. Telecontrol shock absorbers. Four-speed improved synchromesh gear box. 18-gallon petrol tank.

Price, £395, ex works.
For complete specification see overleaf.



The 1½ Litre Jaguar 4-Door Saloon

Although smaller than the 2½ Litre Saloon, this model is so perfectly proportioned as to bear the closest resemblance to the larger car.

Full accommodation is provided in an interior characterised by that high degree of comfort which is so marked a feature of every SS. Refinements usually associated only with larger and more expensive cars are incorporated in this model, which, with its "big car performance" is definitely in the forefront of moderately powered cars. As in the 2½ Litre model, the one piece rear back rest is furnished with a heavily padded central arm rest, which may be folded back to permit of a third passenger being carried in the rear compartment.

Details in Brief.

1½ Litre four-cylinder side valve engine, 1608.5 c.c., 12 h.p. £9 Tax. Single downdraught carburetter. 12" x 1½" Girling brakes. Burman Douglas steering gear with Bluemel Douglas steering wheel adjustable for height and rake. Special double-action Luvax hydraulic shock absorbers. Four-speed improved synchro-mesh gear box—"finger tip" control. Four-door coachbuilt body in wide range of attractive colour schemes.



Price, £285, ex works.
For complete specification see overleaf.

