

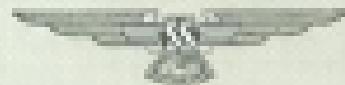


JAGUAR

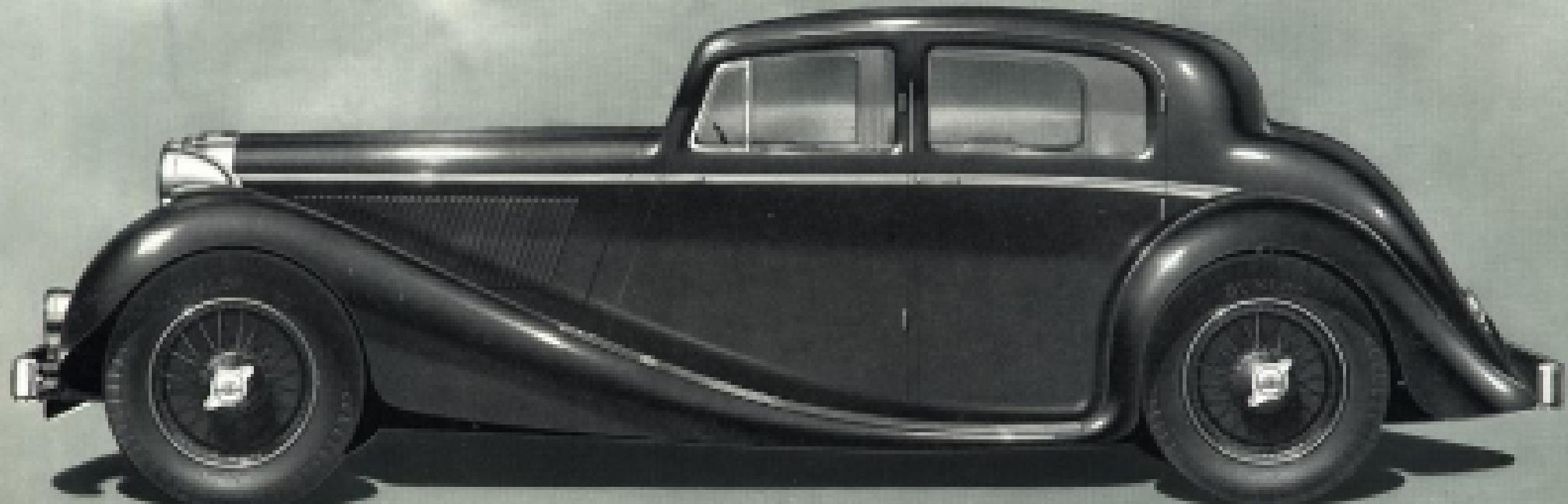


# INTRODUCTION

WITH ENHANCED APPEALANCE, still finer performance and increased roominess, the SS-Jaguar for 1938 is now available in 2½ Litre, 3½ Litre and 4½ Litre form, with horse power ratings of 28 h.p., 30 h.p., and 34 h.p. respectively. All Jaguar engines are now of the overhead valve type, incorporating Wedlake patterns, and, by special arrangement, their manufacture has been entrusted to the Standard Motor Co. Ltd., who have installed special plant for its production. Our 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 fundamental car on the road, with a performance that has drawn praise from the most hardened critics. Now, with added dignity, greater refinement and deeper, nearer comfort, the SS-Jaguar may truly be described in the words applied by the "Motor" to its predecessor, ". . . a credit to the British Automobile Industry."



S. S. CARS LIMITED HOLBROOK LANE COVENTRY



# The 3½ Litre Jaguar Saloon

**ENGINE.** Six-cylinder engine, 92 m.c.c. bore x 110 mm. stroke, 2400 r.p.m. (Thrusts rating 30.21 b.h.p.). Tax £18-19-0. Detachable large diameter valves, push rod operated. 2½" diameter counter-weighted crankshaft in seven large precision main steel-backed bearings. Connecting rods of special alloy steel. Chrome iron cylinder block, detachable base. 1 to 1 compression ratio, cooling by pump circulation with by-pass thermostatic control, semi-geared oil pump, forced lubrication throughout, complete circulation system and oil filter, special Lucas coil and distributor system, twin U.I. carburetors with automatic electrically controlled choke. Twin air cleaners. Dual exhaust system.

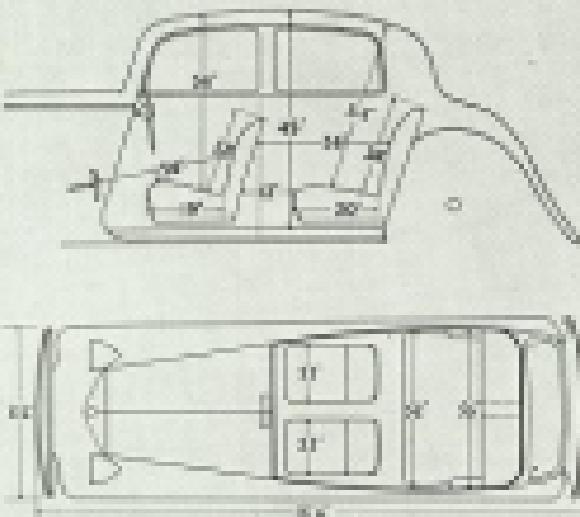
**FRAMES.** Underbody frame of immense strength. Box section throughout. 17" deep side members.

**TRANSMISSION.** Four-speed gearbox, with synchromesh on second, third and top gears; gears are specially cut overlapping double helical type, extra large diameter synchromesh cones. Bendix Spicer all-metal propeller shaft in needle roller bearings, single plate 10" diameter clutch.

**SUSPENSION.** Long, flat, low periodicity road springs with load coated leaves, controlled by special lever shock absorbers.

**BRAKES.** 14" x 1½" floating brakes and operated through balanced levers. Ferodo 82 linings; hand-brake operates on all four wheels, deeply ribbed Millbrook brake drums.

**STEERING.** Burred Douglas wood, and self steering. Light yet positive at all speeds. Detachable adjustable steering wheel.



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

**ELECTRICAL EQUIPMENT.** Lucas de luxe throughout. 12-volt 600 watt ventilation dynamo. P.M.D. headlamps. Two day and park lights. Built-in wing lamps. Stop and reverse light. Two interior lights. Twin-blanked noise-horn. Twin-blanked under-seat operated screen wiper. Cigar lighter. Petrol gauge.

**INSTRUMENTS.** 0-100 r.p.m. speedometer. 0° revolution counter, ammeter, oil pressure gauge, clock, water temperature gauge, with easily readable translucent scale, warning light.

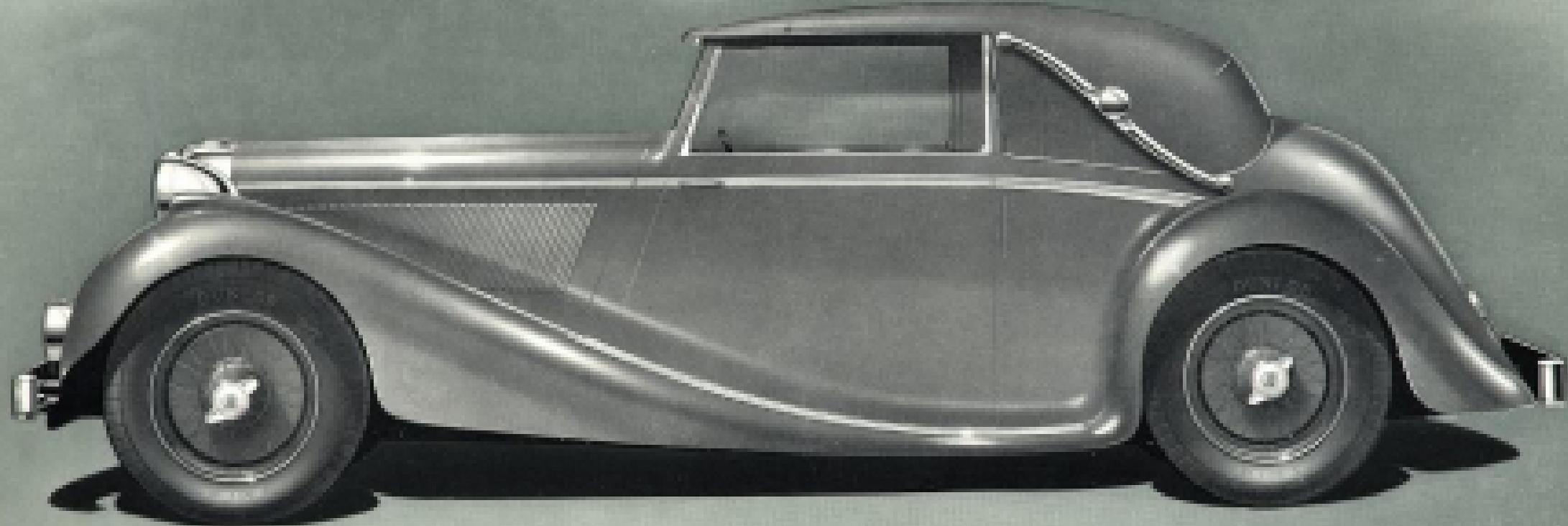
**UPHOLSTERY AND CARPETING.** Upholstered throughout in finest quality Vicuna silk and Duplofilo. Floor thickly carpeted over full underlay and with sheepskin rug in rear compartment.

**SEATING.** All seats upholstered in Vicuna silk and Duplofilo. Front seats adjustable on Levercoil slide seats. Heavily padded folding centre armrest in rear compartment, also side armrests of club-chair type.

**SPARE WHEEL AND TOOLS.** Carried in rear locker. Tools are housed individually in specially shaped metal proof containers.

**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.

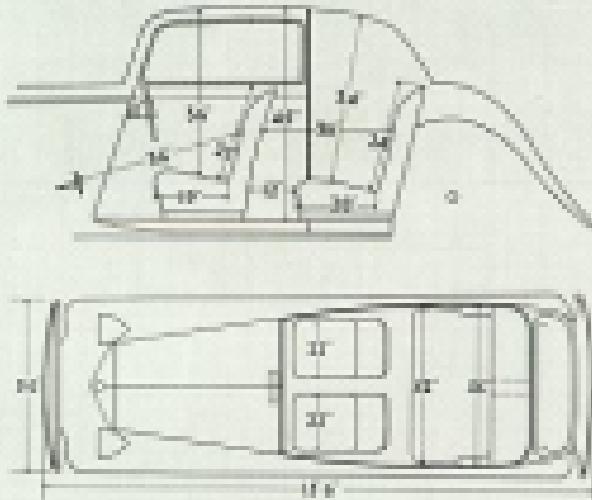
Price £445



# *The Drop-head Coupé*

ON 2½, 3½ AND 4½ LITRE CHASSIS

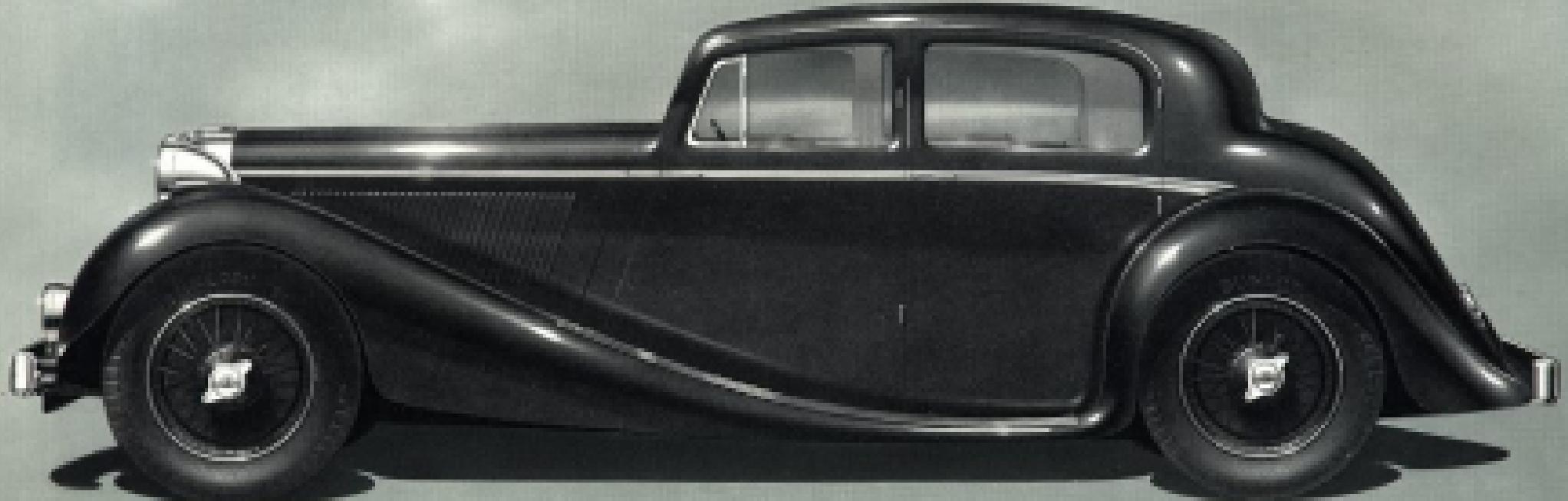
Elegant, practical and with the famous Jaguar performance, this Drop-head Coupé combines the advantages of both closed and open cars. The head folds perfectly flush, or the forepart only may be rolled back. Doors of generous width render entrance to and exit from the rear compartment particularly easy. The interior is luxuriously upholstered in Yaumol hide and Dunlopillo and provides full accommodation for five persons. Facia board, cappings and mouldings



The overall length of the 4½ Litre model is 14' 7", and the overall width 5' 4". Interior body dimensions are the same on all three chassis.

are in figured walnut finish. The winding-type windows run in chrome-plated guides which fold flush when head is lowered. Floors are richly carpeted over thick felt underlay with heavy sheepskin floor rugs as an additional luxury on the 3½ Litre model. Eight attractive standard colour schemes are offered with a choice of four distinct shades of head material. The Drop-head Coupé is available in the 3½, 2½ or 1½ Litre chassis, specifications of which will be found on the last page of this brochure.

Prices: 1½ Litre £318. 2½ Litre £415. 3½ Litre £465



# The 2½ Litre Jaguar Saloon

**ENGINE.** Six-cylinder engine, 73 mm bore x 100 mm stroke, 2992.1 c.c. (Fraseray rating 16.24 h.p.), 16/16. Overhead valves push rod operated, counterweighted 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 bypass. Thermostatic control, submerged oil pump, forced lubrication throughout, complete circulation oil filter, special layout and distribution system, twin SU carburetors with thermo-electric starting carburetor.

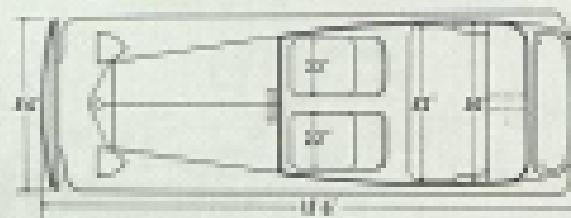
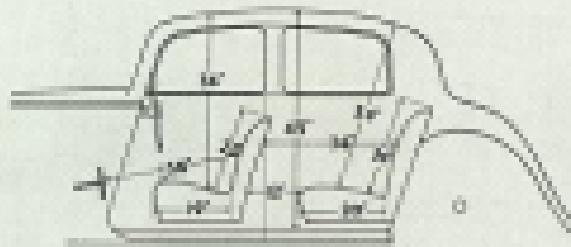
**FRAME.** Underbody frame of increased strength. Box-sectioned throughout. 6" deep side members.

**TRANSMISSION.** Four-speed gearbox with synchromesh on second, third and top. Hardy-Spicer differential propeller shaft in needle roller bearings, single plane light action clutch.

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

**BRAKES.** 14" x 1.5" Girling bridge rod operated through balanced linkage. Perko 8.2" linings, hand-brake operated on all four wheels, deeply ribbed Millbrook brake drums.

**STEERING.** Burman-Douglas worm and nut steering. Light yet positive at all speeds. Swivel 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. 7.100 headlamps. Two fog and fore lights. Bulbs in wing lamps. Stop and reverse lamps. Two interior lights. Twin bladed nose horns. Twin blade independently operated screen wipers. Cigar lighter.

**INSTRUMENTS.** 0-100 m.p.h. speedometer, 5" resolution counter, ammeter, oil pressure gauge, clock, water temperature gauge, self-controlling traffickers with warning light. Petrol gauge.

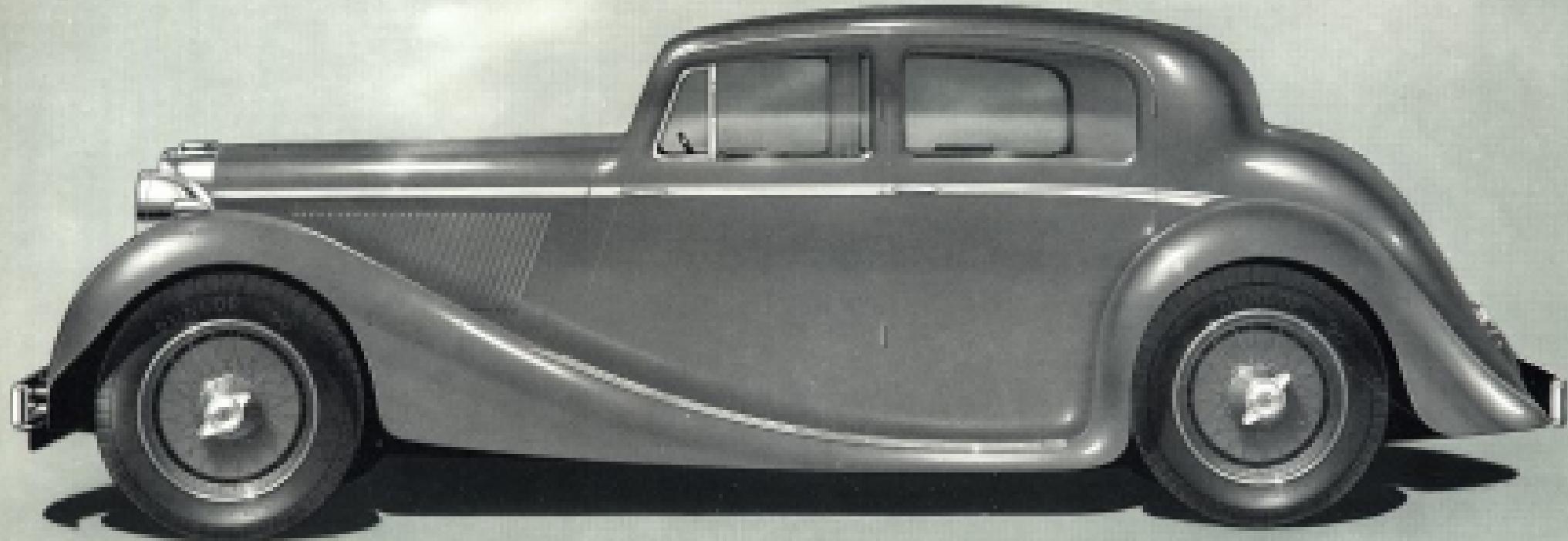
**UPHOLSTERY AND CARPETING.** Upholstered throughout in finest quality Vacarel hide and Duxibello. Floor matting carpeted over left valancay and with alcepolish rug in rear compartment.

**SEATING.** All seats upholstered in Vacarel hide and Duxibello. Front seats adjustable on leverroll slide rails. Heavily padded folding racing arm rests in rear compartment, also side armrests of club chair type.

**SPARE WHEEL AND TOOLS.** Carried in rear locker. Tools are housed individually in specially shaped sound proof container.

**EASY JACKING.** Any wheel may be raised clear of the ground with the minimum of effort in 10 seconds by means of special easy-lift jack.

*Price £395*



# The 1½ Litre Jaguar Saloon

**POWER.** Four-cylinder engine, 73 mm. bore x 108 mm. stroke. 1776 c.c. (maximum rating 13.25 h.p.p.). Tax £10-10-0. Overhead valves. 3-bearing counterweighted crankshaft, aluminium piston, chrome iron cylinder block. Light alloy connecting rods, machined combustion chambers, cooling by pump circulation with by-pass thermostat control, forced lubrication throughout by submerged oil pump. Teaknit oil filter, coil ignition, S.U. down-draught carburetor.

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

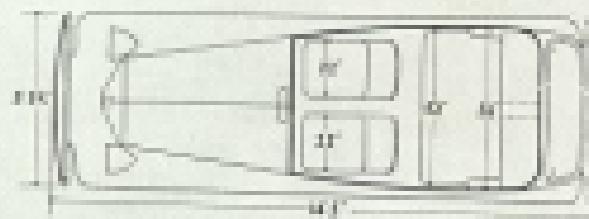
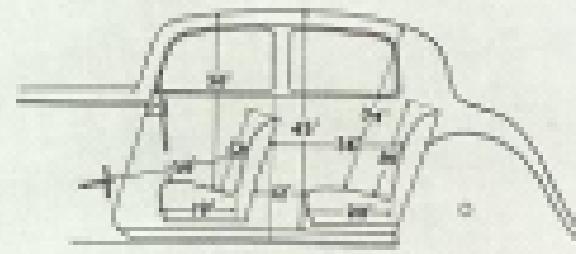
**TRANSMISSION.** Four-speed gearbox with synchromesh on second, third, and top. Hardy Spicer all-metal propeller shaft. Single plate light action clutch.

**SUSPENSION.** Long, fat, low periodicity road springs with lead coated leaves, controlled by special Lucas shock absorbers.

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

**STEERING.** Human Douglas worm and nut steering. Light yet positive at all speeds. Detachable adjustable steering wheel.

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



Price £295

**ELECTRICAL EQUIPMENT.** Lucas de luxe throughout. 12-volt set with ventilated dynamo. Large character head-lamps, stop and reverse lights. Two interior lights, side mounted side lamps. Twin blade independently driven electric screen wipers.

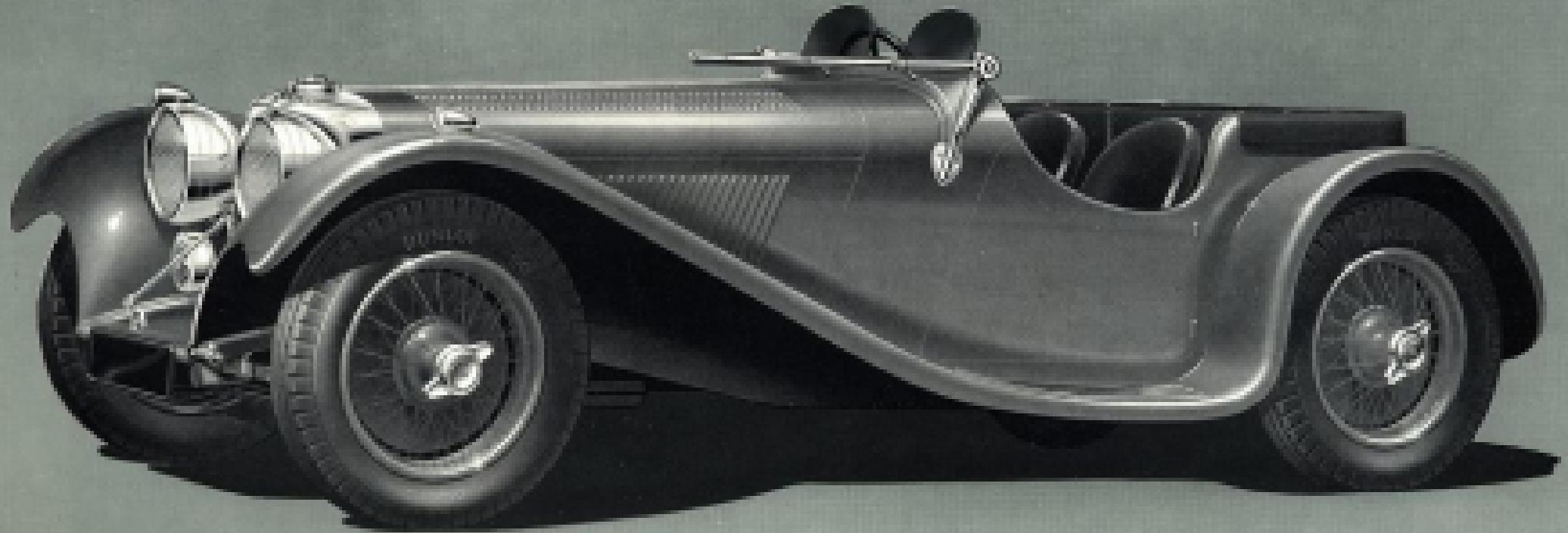
**METEROLOGY.** G+ trip speedometer, G+ revolutor counter, ammeter, oil pressure gauge, water temperature gauge, self-cancelling trafficator, with warning light. Cigar lighter. Petrol gauge.

**UPHOLSTERY AND CARPETING.** Upholstered throughout in finest quality Vaccel hide and Dunlopillo. Floor thickly carpeted over full underlay and with chequered rugs in rear compartment.

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

**SPARE WHEEL AND TOOLS.** Carried in rear locker. Tools are housed individually in specially shaped sound proof containers.

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



# The Jaguar "100" Model

## 1½ LITRE.

**ENGINE.** Six cylinder engine, 110 cu. in., bore x 110 mm. stroke. 1400 S.H.P. at 3000 revs/min. 100 m.p.h. in 10 sec. Four-speed gearbox with safety gear, and optional 1½" diameter counterweighted main shaft in rear hub bearings, track road surface bearing. Connecting rods of special alloy steel. Chrome iron cylinder blocks. Distributor head. 2½" 1 compression ratio, 8 valves per cylinder, with top port, three carburetors, carburetor of pump, forced intake air by centrifugal, carburetor circulation. Torsion bar fitted special light and stiff shock-absorber springs, front 2½", rear 2½", maximum wheelbase 100 inches, steering rack and pinion system.

**TRANSMISSION.** Standard gearbox with ratios 4.16, 3.16 and 2.16. Optional 4.06, 3.06, 2.06. Clutch, leather lined, torque converter, with 2.5" diameter, torque limit 100 lb/inch. Gear ratios 4.16, 3.16, 2.16, 1.71, 1.33, 1.00, 0.71.

**SUSPENSION.** Leaf-springed springs in special self-aligning bearing. Lower C.M.F. and the 2½" lowered chassis. Front 2½", rear 2½". Lower C.M.F. 50 per cent.

**BRAKES.** Girling hydraulic operated, 12" x 1½" effective surface, 1½" diameter drums (1000 lb. maximum drum). Ferodo G.E. linings. Hand and foot operated on all four wheels.

**STEERING.** Girling Douglas worm and roller steering. Light yet positive at all speeds. Normal adjustable steering wheel.

**FUEL SUPPLY.** By two electric pumps from 15 gallon rear tank with reserve tank.

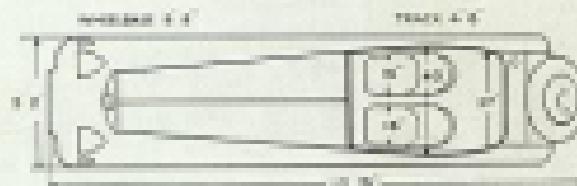
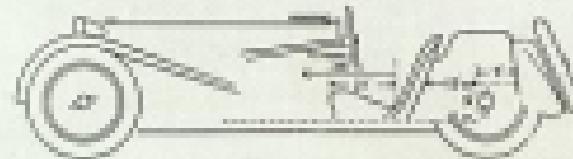
**ELECTRICAL EQUIPMENT AND INSTRUMENTS.** Lucas 12 volt set with standard alternator, Lucas dynamo, lampholder with stoppers, stop and reverse lamp. Twin speeded radio horn. 100 m.p.h. speedometer. Revolutions counter, pressure gauge, oil pressure gauge, water temperature instrument, ammeter, clock, twin located service lamps.

**BODY EQUIPMENT.** Light weight fabric type 3-seater body with armrests, low back height. Radio, wind-up radio, full all-weather equipment, folding seats. Two side screens. Rubber floorboards. Tinted glass and hood ornament.

**DIMENSIONS.** Wheelbase 7' 7", track 4' 6". Overall length 13' 7". Overall width 5' 5".

Price £445

## AVAILABLE ON SHORT 1½ OR 2½ LITRE CHASSIS.



## 2½ LITRE.

**ENGINE.** Six cylinder engine, 150 cu. in., bore x 110 mm. stroke. 1400 S.H.P. at 3000 revs/min. 100 m.p.h. in 9 sec. Overhead valves push rod operation, large diameter 1½" connecting rod, and counterbalanced main shaft, chrome iron cylinder blocks. Distributor head. 2½" 1 compression ratio, 8 valves per cylinder, with top port, three carburetors, carburetor of pump, forced intake air by centrifugal, carburetor circulation. Maximum wheelbase 100 inches, steering rack and stiff shock-absorber.

**TRANSMISSION.** Four-speed gearbox with ratios 4.16, 3.16 and 2.16. Optional 4.06, 3.06, 2.06. Propeller shaft, single dry plate clutch. Gear ratios 4.16, 3.16, 2.16, 1.71, 1.33, 1.00, 0.71.

**SUSPENSION.** Leaf-springed springs in special self-aligning bearing. Lower C.M.F. and lowered chassis. Front 2½", rear 2½". Lower C.M.F. 50 per cent.

**BRAKES.** Girling brakes, red operated, 12" x 1½" effective surface, 1½" diameter drums (1000 lb. maximum drum). Ferodo G.E. linings. Hand and foot operated on all four wheels.

**STEERING.** Girling Douglas worm and roller. Light yet positive at all speeds. Normal adjustable steering wheel.

**FUEL SUPPLY.** By two electric pumps from 15 gallon rear tank with reserve tank.

**ELECTRICAL EQUIPMENT AND INSTRUMENTS.** Lucas 12 volt, 12-150 amperes dynamo system. Lucas dynamo, lampholder with stoppers. Stop and reverse lamp. Twin speeded radio horn. 100 m.p.h. speedometer, water temperature thermometer, ammeter, clock, radio, hood ornament, service lamps.

**BODY AND EQUIPMENT.** Light weight fabric type 3-seater body with armrests, low back height. Radio, wind-up radio, full all-weather equipment, folding seats, two side screens, rubber floorboards. Tinted glass and hood ornament.

**DIMENSIONS.** Wheelbase 7' 7", track 4' 6". Overall length 13' 7". Overall width 5' 5".

Price £505

# JAGUAR CHASSIS SPECIFICATIONS

$\frac{1}{2}$  Litre

4-cylinder engine, 73 mm. bore x 100 mm. stroke; 1750 c.c. (Thrustary rating, 13.23 h.p.). Tax, £12-10-0. Overhead valves, 3 bearing counterweighted crankshaft, aluminium piston, 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. Decivent oil filter, cold ignition, 8.0.i. down-draught carburetor, 14-gallon rear tank with reserve tap, single dry plate semi-action clutch, 4-speed gearbox with synchromesh on 2nd, 3rd and top, spiral bevel final drive, underfloor all box section frame, 12" Girling brakes with heavily ribbed Millenite drums, Burman Douglas steering with Bremel adjustable steering wheel; Lucas shock absorbers, spare wheel and tyre, twin windscreen wipers, speedometer, rev. counter, clock, self-cancelling traffickers with warning light, side lights, large powerful head-lights, twin horns, easy jacking, all electrical equipment from de Lusse. Dunlop "50" tyres, 5.50x18". Wheelbase, 9' 4½". Track, 4' 7". Overall length, 14' 8". Overall width, 5' 8". Turning circle, 30'.

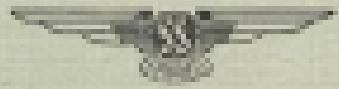
$\frac{2\frac{1}{2}}{2}$  Litre

6-cylinder engine, 73 mm. bore x 100 mm. stroke, 2680.7 c.c. Thrustary rating, 18.46 h.p.). Tax, £25. Overhead valves, pushrod operated, counterweighted crankshaft carried in seven bearings, aluminium piston, 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 system oil filter, special Lucas coil and distributor ignition, twin S.U. carburetors with automatic electrically controlled choke. Twin air cleaners, 18-gallon rear tank with reserve petrol tap, 4-speed gearbox with synchromesh on 2nd, 3rd and top, gears are specially cut for low gear ratio double helical type, twin large diameter synchromesh cones. Slippy Spur all-speed propeller shaft in needle roller bearings, single plate 10" diameter clutch, underslung transmission box section throughout; 14" x 14" Girling brakes all rod operated through balanced linkage. Fully E.K. litage, hand brake operated on all four wheels, deeply ribbed Millenite brake drums; specially long 42" base created road springs controlled by lower shock absorbers. Burman Douglas steering; Bremel adjustable steering wheel; spare wheel and tyre, twin windscreen wipers with independent operation and concealed electric motor, speedometer, rev. counter, ammeter, oil pressure gauge, clock, self-cancelling traffickers, P.100 headlamps, 2 fog and pass lights, Lucas de Lusse electric equipment, Dunlop "50" tyres, 5.50x18". Spare wheel and tyre. Wheelbase, 10' 0". Track, 4' 6". Overall length, 15' 6". Overall width, 5' 9". Turning circle, 30'.

$\frac{3\frac{1}{2}}{2}$  Litre

6-cylinder engine, 82 mm. bore x 110 mm. stroke; 3480.8 c.c. Thrustary rating 28.41 h.p.). Tax, £30-20-0. Overhead large diameter valves pushed operated, 24" diameter counterweighted crankshaft in seven large precision rolled steel bushed bearings. Connecting rods of special alloy steel. Chrome iron cylinder block, detachable head, 7 to 1 compression ratio, cooling by pump circulation with by-pass thermostat control, submerged oil pump, forced lubrication throughout, complete circulation system oil filter, special Lucas coil and distributor ignition, twin S.U. carburetors with automatic electrically controlled choke. Twin air cleaners, 18-gallon rear tank with reserve petrol tap, 4-speed gearbox with synchromesh on 2nd, 3rd and top, gears are specially cut for low gear ratio double helical type, twin large diameter synchromesh cones. Slippy Spur all-speed propeller shaft in needle roller bearings, single plate 10" diameter clutch, underslung transmission box section throughout; 14" x 14" Girling brakes all rod operated through balanced linkage. Fully E.K. litage, hand brake operated on all four wheels, deeply ribbed Millenite brake drums; specially long 42" base created road springs controlled by lower shock absorbers. Burman Douglas steering; Bremel adjustable steering wheel; spare wheel and tyre, twin windscreen wipers with independent operation, concealed electric motor, 100 m.p.h. speedometer; rev. counter; ammeter; oil pressure gauge; clock; self-cancelling traffickers with warning light; P.100 headlamps; two fog and pass lights; rear horn; easy jacking; Dunlop "Fest." tyres, size 5.50x18". Wheelbase 10' 0". Track, 4' 6". Overall length, 15' 6". Overall width, 5' 9". Turning circle, 30'.

All prices quoted are ex works, Cheltenham. All prices and specifications in this brochure are subject to amendment without notice.



## STANDARD COLOUR SCHEMES FOR 1938 MODELS

### COACHWORK.

Olive Green	-	-	Olive Green. Beige.
Maroon	-	-	Maroon. Beige.
Suede Green	-	-	Suede Green.
Dark Blue	-	-	Dark Blue. Beige.
Ivory	-	-	Bright Red. Beige. Suede Green.
Mountain Ash Green	-	-	Suede Green.
Birch Grey	-	-	Red. Silver-Black.
Battleship Grey	-	-	Red. Silver-Black.

### INTERIOR.

### COACHWORK.

Lavender Grey	-	-	Red. Suede Green. Blue.
Gummed	-	-	Red. Silver-Black.
Honeysuckle	-	-	Red. Beige.
Black	-	-	Brown. Red. Olive Green. Silver-Black. Pigeon's Breath. Tan. Beige.

### INTERIOR.