

June 2, 1936.

The Motor

# S. S. J A G U A R

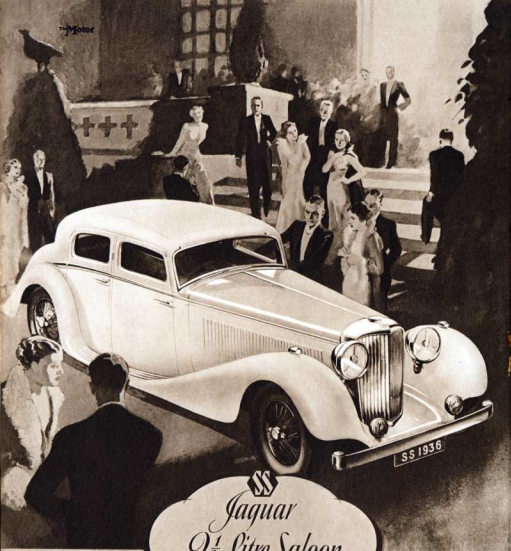


"THE AUTOCAR" SAYS

*"A credit to  
the British  
Automobile  
Industry"*







**Jaguar**  
2½ Litre Saloon

TO men and women accustomed to the finer things of life, this "Jaguar" makes a big appeal. With all the luxurious comfort and dignified appearance of a fine town carriage, it combines a fast car performance. Whether it is gliding its way through West End traffic or sweeping silently along country lanes, it is "at home" on every occasion and for every purpose.

Here are a few features of the 2½ litre Saloon:— 6-cyl. O.H.V. engine (£15 tax); 4-speed synchro-mesh gearbox—"finger tip" control; 7-bearing crankshaft; twin carbs.; Super-powerful Girling brakes; underslung frame; Burman-Douglas steering, adjustable for height; four-door coachbuilt body in wide range of attractive colour schemes. Price (ex works) £385.

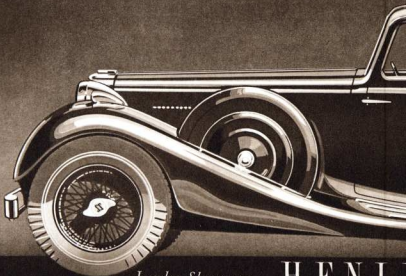


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# *Never before were Luxury & Performance*

The trend of motoring has veered, very definitely, towards cars of outstanding performance which offer a high degree of luxury and comfort. Just as definitely the **SS** Jaguars have attained pre-eminence in this class, and are indeed quoted by the "Autocar" as being a "Credit to the British Automobile Industry." A fascinating flexibility makes the Jaguar readily responsive under all traffic conditions, with complete absence of



London Showrooms— **HENL**



# *Performance so perfectly balanced*

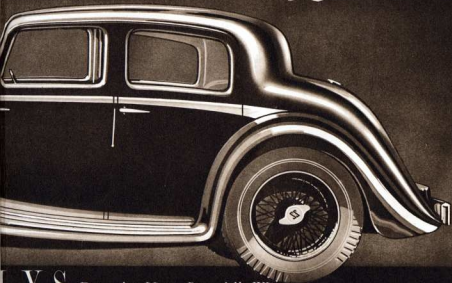
driving strain over the longest journeys. Its road-holding and braking are superlative, its silence at all speeds a revelation. The extreme fascination of handling the Jaguar is admirably balanced by its deep comfort . . . a sense of spaciousness, its general dignity and the sheer quality of its appointments.

Truly a car that demands your earnest consideration . . . a car that will, in every way, satisfy your pride of possession.

Manufacturers: **J** Cars Limited, Holbrook Lane, Coventry.

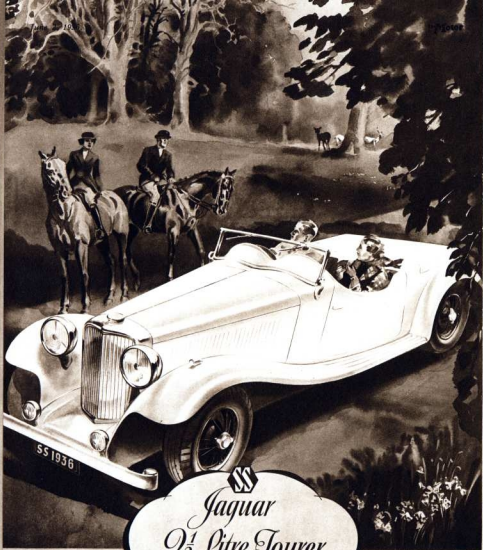
2½ LITRE SALOON

£385



**LYS** *Devonsbire House, Piccadilly, W.1*

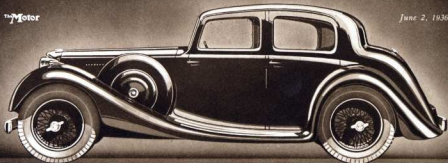




WITH lithe grace and a capacity for sustaining high speeds with effortless ease, this is the ideal car for the open road. Nevertheless, the powerful engine is extraordinarily flexible and will easily negotiate all ordinary traffic in top gear—with abundant power in reserve for rapid acceleration. Superb road-holding, light yet positive steering and brakes of the highest efficiency allow full

advantage to be taken of its magnificent performance. Features include—6 cyl. O.H.V. engine (£15 tax); Twin carburettors; 4-speed synchro-mesh gearbox—"finger-tip" control; 7-bearing crankshaft; Super-powerful Girling brakes; Underslung frame; Burman-Douglas steering, adjustable for height; full all-weather equipment; large luggage accommodation. Price (ex works) £175.





(Above) THE **SS** JAGUAR 1½ LITRE SALOON

A smaller edition of the 2½ Litre Saloon, this model retains all the beauty of line and fine dignity that characterises the larger car. The spacious and beautifully appointed interior accommodates four adults with ease, and the "big car" performance and many "luxury car" refinements place it definitely in the forefront of moderately powered cars. Details in brief:—1½ litre 4-cyl. S.V. engine, 12 h.p. (Tax £9); Single down-draught carburettor; Girling Brakes; Burman-Douglas steering adjustable for height; 4-speed synchro-mesh gear box—"finger-tip" control; four door coachbuilt body. Price (ex works) £285.

(Below) THE **SS** JAGUAR 2½ LITRE "100" MODEL

With maximum speed approaching 100 m.p.h., this car has a really astonishing performance. Primarily intended for competition work, it is sufficiently tractable for use as a fast tourer without modification. Features include:—6-cylinder O.H.V. engine (£15 tax); Twin carburettors; Super-powerful Girling Brakes; Luvax "finger-tip" control; Hydraulic shock absorbers; 4-speed synchro-mesh gear box; Burman-Douglas steering adjustable for height. Price (ex works) £395.



London Showrooms — **HENLYS** Devonshire House, Piccadilly, W.1.

