



CARS





Mr. B. P. W. Twist, who gained his Triple Award on completion of the London to Edinburgh Trial.

# INTRODUCTION

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.





## THE COUPÉ

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.





# SOME RECENT ACHIEVEMENTS



## THE SCOTTISH RALLY

First Prize awarded to Mr. A. G. Douglas Cleiss, of the "Autocar."

## SCARBOROUGH TRIAL AND RALLY

The "Northern Echo" Trophy, secured by Mr. A. G. Douglas Cleiss, of the "Autocar," in the Scarborough Trial and Rally, July, 1933.



## FULL FOUR-SEATER SPORTS COUPÉ AND SALOON

**ENGINE.** Specially manufactured Standard six cylinder, 16 h.p. : 65.5 m.m. bore  $\times$  106 m.m. stroke : 2145 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. 2½-in. diameter main bearings, 1½-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. Large capacity aluminium ribbed sump. 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, 10.04 ; 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.

**SHOCK ABSORBERS.** Hartford friction type front and rear. Rear springs, 42½-in.  $\times$  1½-in. ; front springs, 34½-in.  $\times$  1½-in.

**BRAKES.** Entirely new type highly efficient Bendix Duo-Servo. Large diameter Milenite 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.





#### S.S. I. FULL FOUR-SEATER SPORTS COUPÉ AND SALOON—contd.

**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 x 18 tyres.

**CARBURETTOR.** Special high speed type R.A.G. carburettor 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 hinged 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. Scop light. Reversing light. Sports type wing lamps. Special Lucas type blended note horns, domed to match head lamps, with grille fronts to match the radiator, are fitted to each dumb iron. Lamps and horns all chromium plated finish.

**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 steel brackets. Everything possible has been done to ensure lasting and trouble-free



## THE S.S.I. SALOON MODEL

### S.S.I. SPECIFICATION—contd.

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 cant rail, by means of special self-aligning chromium plated hinges, incorporating Esots 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 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.

**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 louvered 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.







### S.S.I. FULL FOUR-SEATER SPORTS COUPÉ AND SALOON—contd.

**CABINET WORK.** The instrument panel, door cappings and fillers 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 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.

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

**SPARE WHEEL COVER** in colour to match with chromium band.



## 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.



# SOME RECENT ACHIEVEMENTS



## THE ALPINE TRIAL, 1933

Mr. H. E. Symons (No. 18), Mr. C. M. Needham (No. 19), and Miss M. J. Allan (No. 20), on the Stelvio Pass. This is one of the most hazardous climbs in the Alpine Trial.

Mr. Geo. Hans Kock (No. 38), the famous Austrian Trials Driver, put up a wonderful performance, being the first British Car and the second Unsupercharged Car to finish in Class II. Class position, 6th. Count Orsich (No. 39), who, with his S.S. I. Coupé, gained 11th place after a commendable performance.

Mr. C. M. Needham with the S.S. I. Tourer (No. 19), with which he gained 8th position in the Alpine Trials, 1933.



## OPEN FOUR-SEATER SPORTS

**ENGINE.** Specially manufactured Standard six cylinder, 16 h.p.; 65.5 mm. bore  $\times$  106 mm. stroke; 2143 c.c., Tax £16; 20 h.p.; 73 mm. bore  $\times$  106 mm. stroke; 2663.7 c.c., Tax £20. Side by side valves. Exceptionally stiff 7-bearing crankshaft. 2 $\frac{1}{2}$ -in. diameter main bearings, 1 $\frac{1}{2}$ -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. Large capacity aluminium ribbed sump. 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, 10.04; 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.

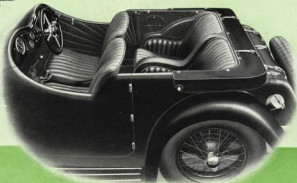
**BRAKES.** Entirely new type highly efficient Bendix Duo-Servo. Large diameter Millenite cast brake drums, deeply ribbed, 12 $\frac{1}{2}$ -in. external diameter. Hand and foot operate on all four wheels. The hand brake is readily accessible.

**STEERING.** Marles Weiler 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.





#### S.S. I. OPEN FOUR-SEATER SPORTS—contd.

**WHEELS AND TYRES.** Rudge Whitworth centre-lock spined hub type racing wheels. 18-in. rims, with chromium plated edges, fitted with Dunlop 5-50 x 18 tyres.

**CARBURETTOR.** Special high speed type R.A.G. carburettor 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 hinged 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, 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 steel 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 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 by means of special self-aligning chromium plated hinges, incorporating Enoks 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 buffers.



#### S.S.I. OPEN FOUR-SEATER SPORTS—contd.

**TRUNK.** Leather grained with futuristic heavily chromium plated hinged security catches and key lock. The accommodation has been increased considerably, and 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 Celtra 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 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 100 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.

# SOME RECENT ACHIEVEMENTS



The S.S.I. Open Tourer, finished in Silver and Blue, which won First Prize in the Eastbourne Concourse d'Elegance, June, 1933.

The winner leading the procession of cars.

Monsieur André Roanne, of Paris, who in the Artistes' Automobile Rally held in the Bois de Boulogne won First Prize for Speed and First Prize for Appearance.

The Cup awarded in another Continental success at Lisbon, 1933.



## THE COUPÉ

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.







## SOME RECENT ACHIEVEMENTS

### SHELSLEY WALSH HILL CLIMB, 1933

Major E. M. Harvey drove an S.S. I. Open Tourer—a standard production model—which delighted the crowds by its fast and silent ascent in the excellent time of 61½ seconds, gaining the 3rd position in its Class.

### I.O.M. T.T. TRIALS

Mr. P. D. Kissack about to start on a circuit of the I.O.M. T.T. Course with No. 18 Alpine Car, which was used as the Official Car for opening and closing the roads during the Manx Grand Prix. Mr. Kissack on several occasions completed the 37½ miles' course, which includes the climb of Snafell Mountain, 1,400 ft. above sea level, in 37½ minutes, an average speed of 60 m.p.h.

### THE ALPS

Mr. R. Freudiger, of Zurich, with the S.S. I. in which he made a successful long journey through the Alps, over the Julier and Bernina Passes, from Zurich to Poschiavo.



## FULL FOUR-SEATER SPORTS COUPÉ AND SALOON

**ENGINE.** Specially manufactured Standard four-cylinder three-bearing engine. 10 h.p.: 63.5 m.m. bore  $\times$  106 m.m. stroke: 1343 c.c., Tax £10. 12 h.p.: 69.5 m.m. bore  $\times$  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, 5.29; third, 7.68; second, 12.84; first, 20.85.

**SUSPENSION.** Long, flat road springs of low periodicity, mounted on "Silentbloc" bushes. Quickly accessible jacking pads obviate any difficulty in erection. Rear springs, 38 $\frac{1}{2}$ -in.  $\times$  1 $\frac{1}{2}$ -in., front springs, 29 $\frac{1}{2}$ -in.  $\times$  1 $\frac{1}{2}$ -in.

**SHOCK ABSORBERS.** Hartford friction type front and rear.

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



## S.S. II. FULL FOUR-SEATER SPORTS COUPÉ AND SALOON—contd.

**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.

**CARBURETTER.** Special R.A.G. high speed type.

**RADIATOR.** Entirely re-designed 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 nose horns, domed to match headlamps, are fitted to each dumb iron. All lamps and horns chromium plated finish.

**COACHWORK.** Coachbuilt, with leather grained head and large traveling 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 steel brackets. Everything possible has been done to ensure lasting and trouble-free quality. The greatly increased accommodation affords luxurious comfort for four passengers.



#### S.S. II. FULL FOUR-SEATER SPORTS COUPÉ AND SALOON—contd.

**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 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 case.

**SLIDING ROOF.** Quick action, self-lifting, single control operation. Perfectly flush fitting, with very large opening.

**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 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.





## SOME RECENT ACHIEVEMENTS

A Winning Car in a Continental Concourse d'Elegance, 1933.

A view of the Official Car used during the I.O.M. T.T. races,  
by Mr. T. W. Loughborough, the Secretary of the A.C.U.

Another 1933 Continental Success.



## S.S. II. FULL FOUR-SEATER SPORTS COUPÉ AND SALOON—contd.

**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 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.

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

**SPARE WHEEL COVER** in colour to match, with chromium band.



## PRICES

S.S.I. 16 h.p. Coupé .. .. .	£335
S.S.I. 20 h.p. Coupé .. .. .	£340
S.S.I. 16 h.p. Saloon .. .. .	£340
S.S.I. 20 h.p. Saloon .. .. .	£345
S.S.I. 16 h.p. Open Four Seater .. .. .	£335
S.S.I. 20 h.p. Open Four Seater .. .. .	£340
S.S.II. 10 h.p. Coupé .. .. .	£260
S.S.II. 12 h.p. Coupé .. .. .	£265
S.S.II. 10 h.p. Saloon .. .. .	£265
S.S.II. 12 h.p. Saloon .. .. .	£270

## EXTRAS

### S.S.I AND S.S.II COUPÉ AND SALOON

Ace wheel discs, polished aluminium, S.S.I. £9. 7. 6. per set of five	
" " " " S.S.II. £7. 10. 0. " "	
" cellulose finish to match, £1. 5. 0. per set extra	
Fitting extra, £1. 5. 0. per set	
Spot lamp, Chromium Plated .. .. .	£1. 5. 0.
Desmo Senior "Safebeam" Chromium Plated Fog Lamp	£3. 10. 0.
" Junior " " " " " " "	£2. 17. 6.
Lucas Type F.T.37 " " " " " "	£2. 9. 6.
Wiring and fitting, 7/6 extra	
Interior Visors with Amber Safety Glass .. .. .	£1. 1. 0.

### S.S.I OPEN FOUR-SEATER

Ace wheel discs, polished aluminium .. £9. 7. 6. per set of five	
" cellulose finish to match, £1. 5. 0. per set extra	
Fitting extra, £1. 5. 0. per set	
Spot lamp, Chromium Plated .. .. .	£1. 5. 0.
Desmo Senior "Safebeam" Chromium Plated Fog Lamp	£3. 10. 0.
Lucas Type F.T.37 " " " " " "	£2. 9. 6.
Wiring and fitting, 7/6 extra	

Customers requiring aluminium, or Blumel's enamel registration numbers, should specify these with their orders, as special size plates are required.

## DIMENSIONS



### COUPÉ, SALOON AND OPEN FOUR-SEATER

Overall length of car .. .. .	15' 6"
Overall width of car .. .. .	5' 5½"
Overall height (Coupé and Saloon) .. .. .	4' 7"
Width of body inside .. .. .	4' 0"
Width of doors .. .. .	3' 6"
Centre of back rest to pedals (adjustable) .. 3' 8" max. 3' 2" min.	
Height of back rest (front and rear) .. .. .	2' 1"
Depth of body inside (Coupé and Saloon) .. .. .	3' 5"
Back of front seat to centre of rear seat back rest .. .. .	3' 6" max. 3' 1" min.
Wheel base .. .. .	9' 11"
Track .. .. .	4' 5½"



### COUPÉ AND SALOON

Overall length of car .. .. .	14' 0"
Overall width of car .. .. .	4' 7"
Overall height of car .. .. .	4' 6"
Width of body inside .. .. .	3' 9"
Width of doors .. .. .	3' 6"
Centre of back rest to pedals (adjustable) .. 3' 8" max. 3' 2" min.	
Height of back rest .. .. .	2' 1"
Depth of body inside .. .. .	3' 5"
Back of front seat to centre of rear seat back rest .. .. .	3' 5" max. 3' min.
Wheel base .. .. .	8' 8"
Track .. .. .	3' 10½"

We reserve the right to amend the specification contained in this catalogue from time to time as may be considered necessary for the purpose of improvement.

# COLOUR SCHEMES

A carefully selected range of artistic colour schemes is available—finished in highly polished cellulose as follows:

## S.S.I AND S.S.II COUPÉ AND SALOON

BODY	UPHOLSTERY	*WHEELS	WINGS	HEAD	TRUNK
Black	Brown or Black and Silver	Black	Black	Black	Black
Apple Green	Green	Apple Green	Black	Black	Black
Carnation Red	Red	Carnation Red	Black	Black	Black
Carnation Red	Red	Black	Carnation Red	Black	Black
New Birch Grey	Blue	New Birch Grey	Black or Birch Grey	Black or Birch Grey	Black or Birch Grey
Primrose	Brown or Beige	Primrose	Black	Black	Black
Lavender Grey	Blue or Red	Lavender Grey	Black or Lavender Grey	Black or Lavender Grey	Black or Lavender Grey
Dark Swallow Blue	Blue	Dark Swallow Blue	Dark Swallow Blue	Birch Grey	Birch Grey
Ivory	Green, Red, Brown or Beige	Ivory	Black or Ivory	Black or Ivory	Black or Ivory
Cream	Green, Red, Brown or Beige	Cream	Black or Cream	Black or Cream	Black or Cream
Nile Blue	Blue	Nile Blue	Black	Black	Black
Crimson Lake	Red	Crimson Lake	Black or Crimson Lake	Black or Crimson Lake	Black or Crimson Lake
Swallow Grey	Blue or Red	Swallow Grey	Black	Black	Black
Apple Green	Green	Apple Green	Olive Green	Olive Green	Olive Green
Buff	Brown or Beige	Buff	Chocolate	Chocolate	Chocolate
Carnation Red	Red	Carnation Red	Crimson Lake	Crimson Lake	Crimson Lake
Crimson Lake	Red	Crimson Lake	Crimson Lake	Crimson Lake	Crimson Lake
Beige	Beige or Red	Beige or Red	Beige	Beige	Beige
Silver	Blue	Silver	Blue	Blue	Blue (extra charge £5)

\*All wheels have chromium plated edges.

Any deviation from standard order of cellulose, fabric or upholstery colour scheme, £2. 10. 0. extra each.

## S.S.I OPEN FOUR-SEATER

All Black, Green upholstery and wheels, with Chromium Plated edges.  
 All Black, Brown upholstery, Black wheels, with Chromium Plated edges.  
 All Black, Red upholstery and wheels, with Chromium Plated edges.  
 All Cream, Green upholstery and wheels, with Chromium Plated edges.  
 All Carnation Red, Red upholstery and wheels, with Chromium Plated edges.  
 All Beige, Brown or Red upholstery and wheels, with Chromium Plated edges.  
 All Nile Blue, Blue upholstery and wheels, with Chromium Plated edges.

All Lake, Red upholstery and wheels, with Chromium Plated edges.  
 All Olive Green, Green upholstery and wheels, with Chromium Plated edges.  
 All Lavender Grey, Blue or Red upholstery and wheels, with Chromium Plated edges.  
 All Buff, Brown upholstery and wheels, with Chromium Plated edges.  
 All Apple Green, Green upholstery and wheels, with Chromium Plated edges.

Any deviation from standard order of cellulose or upholstery colour schemes, £2. 10. 0. extra each.





# Guarantee

On the sale or supply of all motor cars and goods by the S.S. Cars Limited (called "the Company") and on the carrying out of all repairs and work by them all guarantees, warranties or conditions (including any condition as to quality or fitness for any particular purpose) whether express, or implied by Statute, Common Law or otherwise, are excluded, and hereby expressly negatived.

In lieu of such express or implied conditions, warranties or guarantees the Company will give the following guarantee PROVIDED that the customer correctly fills up and signs the slip at the foot of this document and delivers this document with the attached slip to be filled up and signed to the Company within seven days of the purchase by the customer of an S.S. Car or goods. On receipt of this document so completed and signed the Company will return the top portion thereof to the customer.

It must be clearly understood that if a customer fails to comply with this preliminary condition the Company will be under no liability whatsoever either upon the following guarantee or upon any express or implied condition, warranty or guarantee.

## Manufacturers' Guarantee

In case of defect, breakage or breakdown of any motor car or goods supplied by the Company being discovered or occurring within SIX CALENDAR MONTHS from the date of sale, caused by defective workmanship or material (granted to the satisfaction of the Company) the defective part will be repaired or the Company will supply free of charge a new part in place thereof. Such period of six months is from the date of the supply by the Company of the motor car or goods, but if the motor car or goods are sold by a motor dealer and have not been previously used, the period starts from the date of supply by such dealer to the customer.

The Company's responsibility is limited to the condition of this guarantee and the Company will not be liable for any damages or contingent or resulting liability or other loss arising through any breakdown, breakage or defect. The Company does not acknowledge any claim in respect of labour expenses, including labour expended in dismantling or fitting arising from repairs, nor does it accept any responsibility for repairs or the fitting of replacement parts executed by Agents, or other repairers. The Company will also not be responsible for defects, breakage, or breakdown caused by wear or tear, misuse or neglect. The judgment of the Company in all cases of claims shall be final and conclusive and the customer agrees to accept its decision on all questions as to defects and to the exchange of part or parts. After the expiration of six months from the despatch of notification of the Company's decision the part or parts submitted for inspection may be scrapped by the Company or returned to the customer carriage forward. The Company accepts no responsibility for any goods which have been altered after leaving the Company's works, or which have been used for motor racing or let out on hire or on or from which the Company's identification numbers or marks have been altered or removed. The Company accepts no responsibility for tyres, speedometers, electrical equipment, glass (or Safety Glass), or any other parts or accessories (other than for engines or chassis) which are not the Company's own manufacture. All claims of alleged defect in such items must be referred to the respective manufacturers direct. The Company accepts no responsibility on the sale of second-hand motor cars.

This guarantee is subject to the following condition:—

### Conditions

1. This guarantee shall not be transferred to anyone unless the Company's consent in writing has first been obtained to such transfer.
2. The Company's guarantee shall not apply to any motor car or goods which have been purchased at any price other than the Company's current retail price at the time of sale.
3. Any motor car or goods alleged to be defective must be returned to the Guarantee Department of the S.S. Cars Limited, Foleshill, Coventry, carriage paid and clearly labelled with the sender's name and address, within ten days of discovery of alleged defect. A letter under separate cover must at the same time be sent to the Guarantee Department giving the following details:—
  - (a) Commission Number of the car.
  - (b) The nature of the defect, breakage or breakdown which is alleged.
  - (c) A brief description of all circumstances which will facilitate a quick and satisfactory settlement.
  - (d) If there has been any correspondence or an invoice rendered, the Company's reference number should be quoted.
4. Delivery of all goods supplied by the Company under this guarantee will be made at the Company's Works.
5. The term "Agent" where used is a complimentary term only and those persons or firms who are styled the Company's "Agents" are not authorized to advertise, incur any debts, transact any business, or incur any liabilities whatsoever on the Company's behalf, nor are they authorized to give any guarantee or warranty nor make any representations on the Company's part other than those contained in this document.

### Guarantee as to Repairs and Overhauls

The Guarantee and Conditions set forth above cover, and are applicable to, repairs executed by the Company, with the exception that the period of Guarantee is for three calendar months from the date of completion of repairs.

Cars which are sent for repair will be driven by the Company's employees and/or Agents at the risk and responsibility of the owners only. Repairs of cars are undertaken only on the assumption that the owners give the Company authority to drive the vehicles as their behalf.

We reserve the right to amend the specification contained in this catalogue from time to time as may be considered necessary for the purpose of improvement.

## S.S. CARS LIMITED

FOLESHILL, COVENTRY

TELEPHONE 8927 (Six Lines)

TELEGRAMS: SWALLOW, COVENTRY