

CARS OF

THE SPORTS



1933

DIMENSIONS OF S.S.I.

Overall length of car	- - - - -	15' 6"
.. width ..	- - - - -	5' 3 $\frac{1}{2}$ "
.. height ..	- - - - -	4' 7"
Width of body inside	- - - - -	3' 10"
.. doors	- - - - -	3' 6"
Centre of back rest to pedals (adjustable)	- - - - -	44" max., 38" min.
Height of back rest (front and rear)	- - - - -	2' 1"
Depth of body inside	- - - - -	3' 5"
Back of front seat to centre of rear seat back rests	- - - - -	42" max., 37" min.

DIMENSIONS OF S.S.II.

Overall length of car	- - - - -	12' 0"
.. width ..	- - - - -	4' 6"
.. height ..	- - - - -	4' 6"
Width of body inside	- - - - -	3' 7"
.. doors	- - - - -	2' 10 $\frac{1}{2}$ "
Centre of back rest to pedals (adjustable)	- - - - -	48" max., 40" min.
Height of back rest	- - - - -	2' 1"
Depth of body inside	- - - - -	3' 5"

A DISTINCTIVE

SWALLOW COACHBUILDING COMPANY LTD.
SWALLOW ROAD
COVENTRY

Telephone 8027 (6 lines)

Telegrams: Swallow, Coventry

COLOUR SCHEMES

A CAREFULLY selected range of artistic colour schemes is available—finished in highly polished cellulose. Body and wheels: Nile Blue, Apple Green, Carnation Red. Buff, Birch Grey or Primrose Black head, trunk and wings. For those who desire a Coloured Head the following are available: Apple Green body and wheels, Olive Green head, trunk and wings. Carnation Red body and wheels, Lake head, trunk and wings. Buff body and wheels, Chocolate Brown head, trunk and wings.



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

Chromium plated domed spot lamp and horn case to match with dumb iron fixing, may be supplied at £1 10s. 0d. ACE Spare Wheel Cover, in Colour and Chromium, £3 15s. 0d. extra.

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

E CLASS

INTRODUCTION

IN INTRODUCING the 1933 S.S. Cars, we do so with a feeling of extreme confidence that we are satisfying the demand which exists for cars possessing not only a distinctive individuality, but also those qualities desired by the discriminating motorist—exceptional road performance, accommodation and comfort.

The 1933 S.S.I is designed to fulfil the requirements of the most exacting owner. The grace of line and dignity of the new model embellish qualities of invaluable worth—smooth engine power through silent gears, a new chassis frame of immense strength, springing providing soft comfort, yet road holding qualities which are uncanny, luxurious arm-chair seating between the wheelbase, with the comfort of a Pullman coach, spacious luggage trunk, silent coachwork of lasting quality, superlative exterior finish.

The 1933 S.S.II, possessing many of the qualities of the S.S.I, is a car designed to meet the ideals of those who desire a small car embodying all the refinements usually associated with the most expensive models—luxurious seating for two adult and two juvenile passengers, spacious accommodation for luggage, in fact everything to fulfil the wishes of the most exacting owner.

Guarantee

On the sale or supply of all motor cars and goods by the Swallow Coachbuilding Co., Ltd. (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 so filled up and signed to the Company within seven days of the purchase by the customer of a S.S. Car or goods. On receipt of this document so completed and signed the Company will return the top portion hereof 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 **TWELVE CALENDAR MONTHS** from the date of sale, caused by defective workmanship or material (proved 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 twelve 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 conditions of this guarantee and the Company will not be liable for any damage 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 defect, 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 parts or parts. After the expiration of six months from the date 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 conditions—

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 Swallow Coachbuilding Company, Ltd., at Holbrook Lane, 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 in a complimentary sense only and those persons or firms who are styled the Company's "Agents" are not authorised to advertise, incur any debts, transact any business, or incur any liabilities whatsoever on the Company's behalf, nor are they authorised 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 on their behalf.



CHASSIS. Entirely new underslung chassis frame designed for extreme rigidity. The main members are triangulated in the centre by cross bracing. Wheel base, 9 ft. 11 in. Track, 4 ft. 3 in.

GEAR BOX in unit with engine, four forward speeds, silent third gear type. Constant and third speed gears are of the double helical type. Easy gear change control, with extended selector action, encased in gear box extension cover, giving an ideal and close-to-hand change speed lever. Gear ratios: Top, 4.66; third, 6.15; second, 9.75; first, 16.1.

ENGINE. Standard six-cylinder 65.6 m/m bore x 102 m/m stroke, 2054 c.c. Tax £16. Side valves. Exceptionally stiff crankshaft, seven bearing type, 2 in. diameter main bearing, 1 1/2 in. diameter big end, dynamically and statically balanced. Aluminium pistons, Duralumin connecting rods. Detachable high compression aluminium cylinder head. Cooling system, thermo syphon circulation of water assisted by a rotor, driven from the same drive as the fan. Lubrication by gear type pump, supplying oil under pressure direct to main bearings of crankshaft, camshaft, and to big ends. All oil passages are drilled integral with cylinder block. A float situated in the sump indicates quantity of oil, whilst pressure is recorded by gauge on dash. Special oil purifier is fitted in addition to usual filter. Centralised chassis lubrication. Ignition by coil and battery. Clutch, single dry plate type. **20 h.p. engine, £10 extra.**

ELECTRICAL EQUIPMENT. 12-volt set. Large type P170 head lamps, chromium plated complete with electrical dip and switch reflectors. Sports type wing lamps. Finger-tip steering wheel control.

PROPELLER SHAFT. Tubular type of large diameter, having two all-metal universal joints.

REAR AXLE. Spiral bevel type having four satellites in a bevel type differential. The actual casing is of the banjo type. All parts very accessible.

FRONT AXLE. H-section beams, considerably dropped.

BRAKES. Bendix Duo Servo. Both foot and hand brakes operate on all four wheels.

STEERING. Marles-Weller cam and lever type, giving a pleasantly light steering. Turning circle, 38 feet.

SPRINGS. Generous half-elliptic springing. Front springs, 32 in. x 1 1/2 in. Rear, 41 in. x 1 1/2 in. Hartford's friction type shock absorbers fitted front and rear.

PETROL SUPPLY. By A.C. pump, from 12-gallon tank carried at the rear of the chassis. The pump is driven by the same gears as the engine oil pump; visible filter is provided.

WHEELS AND TYRES. Rudge-Whitworth, centre lock splined hub type racing wheels. 18 in. rims, fitted with Dunlop 28 x 5.50 tyres.



CHASSIS. Manufactured by The Standard Motor Company, Ltd., incorporating specially tuned engine to the following specification.

ENGINE. Four cylinder, 60.25 m/m bore, 88 m/m stroke, 1005 c.c. Tax £9. Side valves. Exceptionally stiff crankshaft, two bearing type, both dynamically and statically balanced. Aluminium pistons, Duralumin connecting rods. Special cylinder head. Lubrication by gear type pump, supplying oil under pressure to main bearings of crankshaft, camshaft, and to big ends. All oil passages are drilled integral with cylinder block. A dip stick in the sump indicates quantity of oil, while pressure is recorded by gauge on dash. Ignition by coil and battery, automatic advance and retard. Clutch, single dry plate type.

ELECTRICAL EQUIPMENT. 6-volt lighting and starting set. Finger-tip control above steering wheel for dimming head lamps.

GEAR BOX. A four-speed box with remote control is fitted. This type provides silent third gear. The constant and third speed gears are of the double helical type, ensuring silence and easy gear change. Gear ratios: Top, 5.25-1. Third, 7.3-1. Second, 12.85-1. First, 20.0-1. Reverse, 20.0-1.

PROPELLER SHAFT. Tubular type of large diameter, having two all-metal Universal joints.

REAR AXLE. Spiral bevel type, with a bevel type differential. The axle casing is of the banjo type, all parts very accessible.

FRONT AXLE. H-section beam, considerably dropped to allow of low built car.

BRAKES. Bendix Duo Servo. Both foot and hand brakes operate on all four wheels.

STEERING. Worm and nut type, giving a pleasantly light steering. The turning circle of the "S.S.II. Sports" is excellent, being 34 feet.

SPRINGS. Generous half-elliptic springing. Front, 27 1/2 in. x 1 1/2 in. Rear, 39 in. x 1 in. Hartford's friction type shock absorbers fitted to front and rear axles.

PETROL SUPPLY. By Autovac from a 5-gallon tank carried at rear of chassis. A two-way reserve petrol tap is provided giving a reserve supply of 1/2 gallon.

WHEELS AND TYRES. Special heavy type Dunlop Magna wheels, 18 in. rims, with 27 x 4.75 tyres.

GENERAL DIMENSIONS. Wheelbase, 7 ft. 7 in. Track, 3 ft. 8 1/2 in. Width, 4 ft. 5 in.

RADIATOR. A special feature, designed to conform with the graceful body lines, fitted with emblem and filler cap. The ensemble is completed with chromium plated head lamps and louvred apron between the dumb irons.

HE



SPORT

PRICE
£325



PRICE
£325

THE S.S.I.

RADIATOR. A special feature, entirely redesigned, conforming with the graceful body lines; fitted with chromium plated fluted front, futuristic emblem and filler cap under the bonnet. The ensemble is completed with chromium plated head lamp bar and louvred apron between the dumb irons. Cooling system incorporates new high efficiency impeller and special film block to prevent over-heating.

BUMPERS. Exceptionally substantial and of attractive appearance, are domed $3\frac{1}{2}$ section. Those at the rear protect the spare wheel and trunk.

COACHWORK. Coachbuilt, with leather grained head and large travelling trunk; the body represents the finest example of craftsmanship. The body is constructed on the soundest lines and is of extreme strength. Everything possible has been done to ensure lasting and trouble-free quality. The frame is of prime quality selected ash throughout, reinforced by aluminium and metal brackets.

THE DOORS. Flush fitting, and exceptionally wide, ensuring ease of access; the doors are hinged on double-strength standing pillars from bottom side to cantrail by means of special self-aligning hinges, incorporating Enots' grease nipples. Spring loaded all-steel door checks are fitted to the bottom of the doors secured to the chassis frame. Entirely new type slam locks of positive action are fitted. Each door is fitted with adjustable Bedford buffers.

THE HEAD. Leather grained, with chromium dummy head joints. Chromium weather mould protecting door, and chromium bead down hinge pillar and waistline.



PRICE
£210



PRICE
£210



THE S.S.II.

BUMPERS. Exceptionally substantial and of attractive appearance are domed $2\frac{1}{2}$ in. section. Those at the rear are of the quarter type.

COACHWORK. Coachbuilt, with leather grained head and large travelling trunk, the body represents the finest example of craftsmanship.

THE DOORS. Flush fitting, and exceptionally wide, ensuring ease of access, are hinged on two chromium plated heavy barrel joint hinges. The locks are of the heavy tapered striking plate type with private lock incorporated in the off-side handle, the near-side lock is fitted with interior safety catch.

THE HEAD. Leather grained, with chromium dummy head joints. Chromium weather mould protecting door, 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 cases.



TRUNK. Leather grained with futuristic heavily chromium plated hinged security catches and key lock. Three or four large suit cases are easily accommodated. Several sets of golf clubs may also be carried.

SLIDING ROOF. Perfectly flush fitting with very large quickly operated opening, which is semi-invisible when in the closed position.

WINDOW LIGHTS. Safety glass winding windows.

WINDSCREEN. Patent type of entirely new design, with swept top rail and radiused corners; may be opened from top or bottom. The design incorporates jointless weather strip, thus eliminating screen leakage. 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.

SCUTTLE VENTILATORS are fitted on each side of the scuttle, ventilation being provided through the bonnet louvres. An armoured plate dash enclosed round all controls, including the pedals, prevents heat from entering the body.

WINGS. Exceptionally efficient and graceful design, with deep side valances ensuring adequate protection.

UPHOLSTERY. Finest quality Vaumol hide throughout, in a range of colours to tone with the exterior colour schemes, heavily pleated in artistic design.

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. The seats are of entirely new and exceptionally attractive design, providing spacious and comfortable accommodation for four adult passengers. The rear seats are constructed as two small arm chairs and are deeply sprung with Swallow patent spring case cushions and back rest. The arm rests are heavily padded with a special cushion rubber. Deep foot wells provide ample room for the passengers' legs. The front seats offering equal comfort to those at the rear are constructed on similar lines, except that they are not provided with arm rests. They are quickly adjustable by means of special ball bearing slide rails. The back rests hinge forward.

ENTRY AND EXIT. Exceptionally large doors provide extreme ease of access to and from the rear compartment.

HEAD ROOM. Ample head room for the tallest passenger is a feature made possible by the special dropped chassis frame.

INSTRUMENTS. The illuminated panel is mounted with electric clock, trip speedometer, ammeter, oil pressure gauge, 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, ash tray and companion set.



SLIDING ROOF. Entirely new design. Perfectly flush fitting and invisible in the closed position. Large opening, quickly operated.

WINDOW LIGHTS. Safety glass winding windows.

WINDSCREEN. 11 in. Safety glass single panel, opening to any desired position, closing on to rubber insert, fitted Lucas duo blade electric wiper.

BONNET. Stainless steel hinge and heavily louvred side panels with quick action security fasteners.

SCUTTLE VENTILATORS are fitted on each side of the scuttle, ventilation being provided through the bonnet louvres. An armoured plate dash, enclosed round all controls, including the pedals, prevents heat from entering the body.

WINGS. Deeply domed 8 in. section, with swaged centres. Deep side valances ensuring adequate protection.

UPHOLSTERY. Finest quality "Vaumol" furniture hide, heavily pleated in artistic design, and thickly carpeted floor in colours to harmonise with the exterior finish.

CABINET WORK. The instrument panel, door cappings, and fillets are finished with centre panels of highly polished "Fiddle Back" Sycamore, in colours to tone with the upholstery, the moulded edges being polished black in relief.

INSTRUMENTS. The illuminated panel is mounted with clock, trip speedometer, ammeter, oil pressure gauge.

SEATS. The front seat with deeply sprung 9 in. cushion and back squab—the latter adjustable—provides maximum comfort for two, or occasionally three, adult passengers. The rear seats are designed for juvenile passengers, although suitable for the occasional use of an adult.

HEAD ROOM. Ample head room for the tallest passenger is a feature made possible by the special dropped seat well.

ACCESSORIES. The complete suite of interior fittings in polished chromium and matt finish, incorporating interior mirror, roof lamp and switch, rear blind with driver's hand control, ash tray and companion set.