

JAGUAR

207
1937



CURRENT PRICES

2½ LITRE SALOON £385

2½ LITRE TOURER £375

2½ LITRE "105" MODEL £305

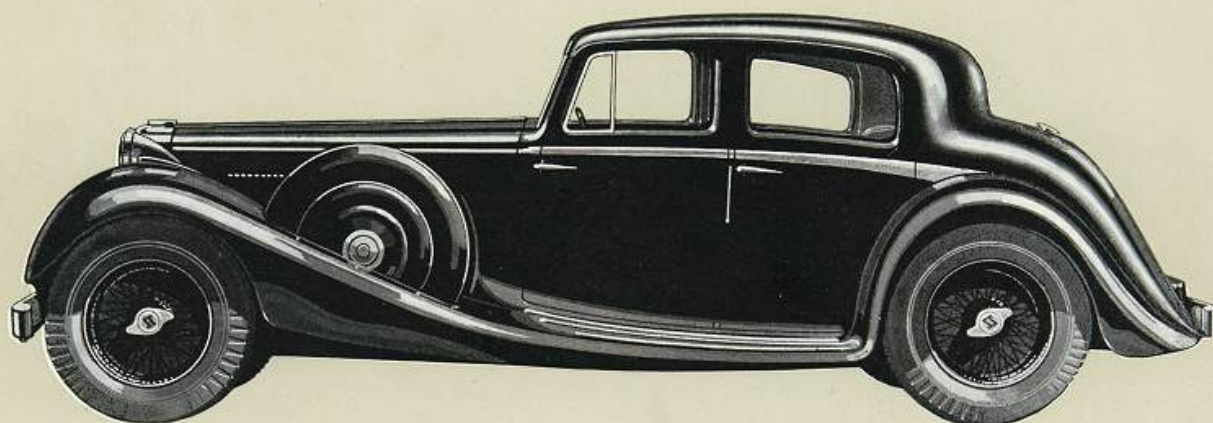
1½ LITRE SALOON £295

*The above are prices ruling
at October 1st, 1936 and
are for delivery "at works"*



SS CARS :: LIMITED :: COVENTRY





THE 2½ LITRE JAGUAR 4-DOOR SALOON

2½ LITRE SALOON SPECIFICATION

ENGINE. Six-cylinder, O.H.V. 73 m/m. bore x 106 m/m. stroke; 2663.7 c.c. Treasury rating 19.84 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. Machined combustion chamber and ports. Detachable head. Cooling by centrifugal pump and automatic by-pass thermostat. Single dry plate light action clutch. Completely submerged high volume oil pump. Large capacity heavily finned aluminium sump. Tecalemit oil filter. Redesigned engine mounting and improved exhaust system giving even greater smoothness and increased silence.

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. Hardy Spicer all-metal propeller shaft and universal joints. Spiral bevel final drive. Gear Ratios: First, 16.20; Second, 9.51; Third, 6.18; Top, 4.50.

SUSPENSION. Long flat road springs of low periodicity ensuring smooth and steady road-holding with maximum comfort at all speeds. Rear ends of front springs in special sliding trunion mountings ensuring lateral stability when cornering at high speeds. All spring leaves heavily lead coat to prevent rust and corrosion. Special oversize, bus type Luvax hydraulic shock absorbers mounted on Silentbloc bushes.

BRAKES. Large diameter Girling brakes, 14" x 1½" effective surface. Fully compensated and with rod action throughout. Ground finish Millenite brake drums. Ferodo racing type linings.

STEERING. Burman Douglas worm and nut steering. Light yet positive at all speeds and incorporating Bluemel Douglas spring-blade steering wheel adjustable for height. Improved method of mounting giving greatly increased rigidity.

PETROL SUPPLY. From 14 gallon rear tank. S.U. electric petrol pump. Special twin S.U. automatic starting carburetters. Air Cleaners.

WHEELS AND TYRES. Dunlop centre-lock splined hub racing type wheels. 18" diameter rims fitted with Dunlop 5.50 x 18 tyres. Spare wheel with metal cover is carried on rigidly mounted bracket and is recessed into well on rear side front wing.

ELECTRICAL EQUIPMENT. Lucas de Luxe throughout. 12-volt set with ventilated dynamo providing 17-amp. charging rate. P.100 headlamps with dip and switch control above steering wheel. Streamlined wing lamps built into front wings. Stop light. Reverse light. Two interior lights. Special diffused illumination for instrument panel. Lucas blended nose horns.

BODY. All panelled, coachbuilt body of great strength on frame of first quality selected ash. Four wide doors, flush fitting, with self-aligning chromium plated hinges incorporating Enots grease nipples. Positive action silent travel locks. No draught, winding type ventilating half-windows fitted to front doors. Wings have deep valances affording maximum protection. Front wings are of the high-domed helmet type with built-in streamlined wing lamps.

AXLES. Semi-floating rear axle with one-piece steel casing. Four pinion differential. Front axle "H" section with reversed Elliot stub axles.

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

WINDSCREEN. Entirely redesigned. Opening from bottom by single-action winder. Safety glass winding type windlights.

UPHOLSTERY AND CARPETING. Finest quality Vaumol leather hide throughout in a range of colours to tone with exterior colour scheme. Floors thickly carpeted, over felt underlay, in colours to harmonise with general colour scheme.

SEATING. Comfort of the most luxurious order is provided by deeply-sprung seats with form fitting back rests and Dunlopillo upholstery. The one-piece rear seat may be divided by heavily-padded folding arm rest, which, when not required, can be folded back into recess in back seat, thus affording accommodation for three passengers in rear compartment. Side arm rests are also provided in front and rear compartments. Increased floor area provides greater leg and foot room. Both front seats are quickly and easily adjustable by means of Leveroll slide rails.

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, cigar lighter. All instruments with silvered dials. Twin blade electric screen wiper driven by double power concealed motor.

LUGGAGE ACCOMMODATION. Ample accommodation for luggage is provided in the capacious rear locker, the lid of which may be lowered to form platform for additional luggage.

TOOLS. A very complete kit of tools is provided individually housed in the locker lid which is fitted with an auxiliary light.

INTERIOR FITTINGS. Two sun visors, four ashtrays, four door pockets, two cubby holes with flush-fitting lids, rear blind, driving mirror.

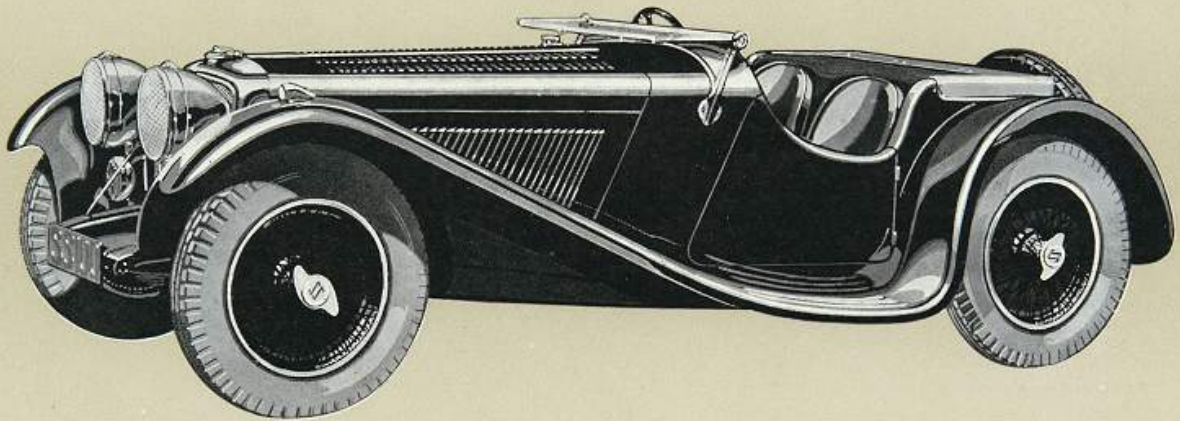
COLOUR SCHEMES—CLOSED MODELS

EXTERIOR				UPHOLSTERY	
Olive Green	Olive Green.
Maroon	Maroon.
Suede Green	Suede Green.
Cream	Maroon, Olive Green or Blue.
Dark Blue	Blue.
Black	Black-Silver Grain, Brown, Maroon, Olive Green, Pigskin Grain Tan, or Beige.
Lavender Grey	Olive Green, Maroon or Blue.

The colour schemes listed above are standard, and any deviations involving special treatment of exterior or upholstery entail the following extra charges: Non-standard exterior colour, £5 (Pearl Essence or White £10 extra). Special colour for wheels £1 1s. 0d. extra per set of five wheels. Non-standard upholstery colour (or any deviation from standard arrangement of upholstery and exterior colours), £2 10s. 0d.

We reserve the right to amend the Specification hereon from time to time as may be considered necessary for the purpose of improvement.

For Conditions of Guarantee for this model, see the Company's complete Catalogue.



THE 2½ LITRE JAGUAR "100"

2½ LITRE "100" MODEL SPECIFICATION

ENGINE. Six-cylinder, O.H.V. 73 m/m. bore × 106 m/m. stroke ; 2663.7 c.c. Treasury rating 19'84 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. Automatic by-pass thermostat. Completely submerged high volume oil pump. Single dry plate light action clutch. Large capacity heavily-finned aluminium sump. Tecalemit oil filter. Coil ignition.

FRAME. Low underslung frame, cross-braced for extreme rigidity. Main members are box section fore and aft of cruciform members. Special outrigger spring brackets, giving wide spring track.

TRANSMISSION. Four-speed gearbox with synchro-mesh on second, third and top. Improved method of engagement ensures "finger-tip" control by easy-to-hand gear lever. Hardy Spicer all-metal propeller shaft and universal joints. Spiral bevel final drive.

GEAR RATIOS. First, 13.6 ; Second, 8.45 ; Third, 5.5 ; Top, 4.00.

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. Flexible spring-blade steering wheel.

PETROL SUPPLY. From 18-gallon rear tank. S.U. electric petrol pump. Twin carburettors.

WHEELS AND TYRES. Dunlop centre-lock splined hub type racing wheels. 18" diameter rims fitted with 5.25 × 18 Sports type Dunlop tyres.

ELECTRICAL EQUIPMENT. Lucas de Luxe throughout. 12-volt set, with ventilated dynamo providing 17-amp. charging rate, thus ensuring instantaneous starting. Large type head lamps fitted with stone guards. Dip and switch control above steering wheel. Streamlined wing lamps. Stop light. Reverse light. Special diffused illumination for instrument panel. Lucas blended note horns.

RADIATOR. Honeycomb type, fitted with chromium plated stone guard. Quick release filler cap.

WINGS. Front and rear wings are sharply flared to offer minimum wind resistance.

BONNET. Heavily louvred top and sides. Quick action security fasteners.

BODY. Scientifically constructed to combine strength with lightness. Accommodation is provided for two persons with provision for luggage behind the seats.

SUSPENSION. Long flat road springs of low periodicity ensuring smooth and steady road-holding with maximum comfort at all speeds. Rear ends of front springs in special sliding trunnion mountings ensuring lateral stability when cornering at high speeds. Luvax "finger-tip" hydraulic shock absorbers instantly adjustable from driving seat.

UPHOLSTERY AND CARPETS. Upholstery is of finest quality Celstra hide throughout in a range of colours to tone with exterior colour scheme. Floors are thickly carpeted, over felt underlay, in a range of colours to tone with exterior colour schemes.

WINDSCREEN. Heavily chromium plated frame. Screen opens upwards from bottom and may also be folded flat. Two hinged detachable aero screens, fitted behind main screen.

INSTRUMENTS. 100 m.p.h. 5" trip speedometer ; 5" rev. counter incorporating 8-day clock ; electric petrol gauge ; oil pressure gauge ; radiator thermometer ; ammeter ; twin-blade electrically driven screen wiper. All instruments have silvered dials.

ALL-WEATHER EQUIPMENT. Flush folding hood. Side curtains are close fitting and shaped to doors. One-piece tonneau cover protects interior completely or may be folded back to protect rear compartment only.

SEATING. Heavily padded adjustable bucket seats afford the highest degree of comfort.

LUGGAGE ACCOMMODATION. Suit cases and small luggage may be carried in the compartment behind seats.

SPARE WHEEL. Carried on rigid mounting at rear of petrol tank.

EASY JACKING. Any wheel may be raised clear of the ground in 15 seconds by means of the "easy lift" jack supplied. Conveniently placed jack slots, front and rear, obviate any need for placing jack under the axles.

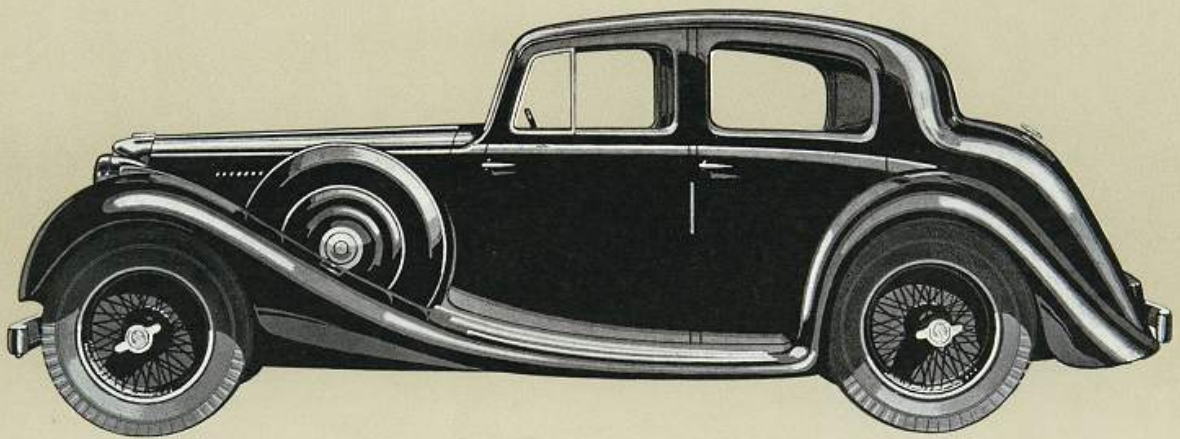
COLOUR SCHEMES—OPEN MODELS

EXTERIOR				UPHOLSTERY	
Olive Green	Olive Green.
Maroon	Red.
Suede Green	Suede Green.
Cream	Red, Olive Green or Blue.
Dark Blue	Blue.
Black	Black-Silver Grain, Brown, Red, Olive Green, Pigskin Grain Tan, or Beige.
Lavender Grey	Olive Green, Red or Blue.

The colour schemes listed above are standard, and any deviations involving special treatment of exterior or upholstery entail the following extra charges : Non-standard exterior colour, £5 (Pearl Essence or White £10 extra). Special colour for wheels £1 1s. 0d. extra per set of five wheels. Non-standard upholstery colour (or any deviation from standard arrangement of upholstery and exterior colours), £2 10s. 0d.

We reserve the right to amend the Specification hereon from time to time as may be considered necessary for the purpose of improvement.

For Conditions of Guarantee for this model, see the Company's complete Catalogue.



THE 1½ LITRE JAGUAR 4-DOOR SALOON

1 1/2 LITRE SALOON SPECIFICATION

ENGINE. Four-cylinder, 12 h.p., 69.5 m/m. bore x 106 m/m. stroke; 1608.5 c.c. Treasury rating 11.98 h.p., £9 Tax. Side-by-side valves. Three-bearing crankshaft. Harmonic cams. Aluminium pistons, chromium iron cylinder blocks. Light alloy connecting 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 front and aft of cruciform members and are outswept to take full width of body without overhang.

TRANSMISSION. Four-speed gearbox with synchro-mesh on second, third and top. Improved method of engagement ensures "finger-tip" control by easy-to-hand gear 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. Wide front spring track. All spring leaves heavily lead coated to prevent rust and corrosion. Luvax double-action hydraulic shock absorbers front and rear.

BRAKES. Large diameter Girling brakes, 12" x 1 1/2" effective surface, fully compensated with rod action throughout. Heavily-finned special alloy brake drums, 14" diameter.

STEERING. Burman Douglas worm and nut steering. Light yet positive at all speeds. Incorporating Bluemel Douglas spring-blade steering wheel adjustable for height. Improved method of mounting giving greatly increased rigidity.

PETROL SUPPLY. A.C. mechanical petrol pump from 8-gallon rear tank. Single down-draught Solex carburettor with easy starting device.

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

ELECTRICAL EQUIPMENT. Lucas de Luxe throughout, 12-volt set, with ventilated dynamo providing 17-amp. charging rate, thus 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.

AXLES. Semi-floating rear axle with one-piece steel casing. Four pinion differential. Front axle "H" section with reversed Elliot stub axles.

BODY. All panelled body of extreme strength on frame of first quality selected ash. Four wide doors, flush fitting and of generous width, with self-aligning chromium plated hinges incorporating Enots grease nipples. Positive action silent travel locks. No-draught, winding type ventilating half-windows fitted to front doors. Wings have deep valances affording maximum protection. Front wings are of high domed helmet type.

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

WINDSCREEN. Entirely redesigned. Positively leakproof, opening from bottom by single-action winder which can be operated by one hand whilst driving. Safety glass winding type windowlights.

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

SEATING. Comfort of the most luxurious order is provided by deeply-sprung seats with form fitting back rests and Dunlopillo upholstery. 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. Side arm rests are also provided in front and rear compartments. Increased floor area provides more head and leg room. Both front seats are quickly adjustable by means of special slide rails.

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 silvered dials.

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

LUGGAGE ACCOMMODATION. Ample accommodation for luggage is provided in the capacious compartment in the tail. The locker lid may be lowered to form platform for additional luggage.

TOOLS. A complete kit of tools is provided individually housed in locker lid which is fitted with an auxiliary light.

EASY JACKING. Any wheel may be raised clear of the ground in 15 seconds by means of the "easy lift" jack supplied. Conveniently placed jack slots obviate any need for placing jack under the axles.

INTERIOR FITTINGS. Two sun visors, four ashtrays, four door pockets, cubby hole with flush-fitting lid, rear blind, driving mirror.

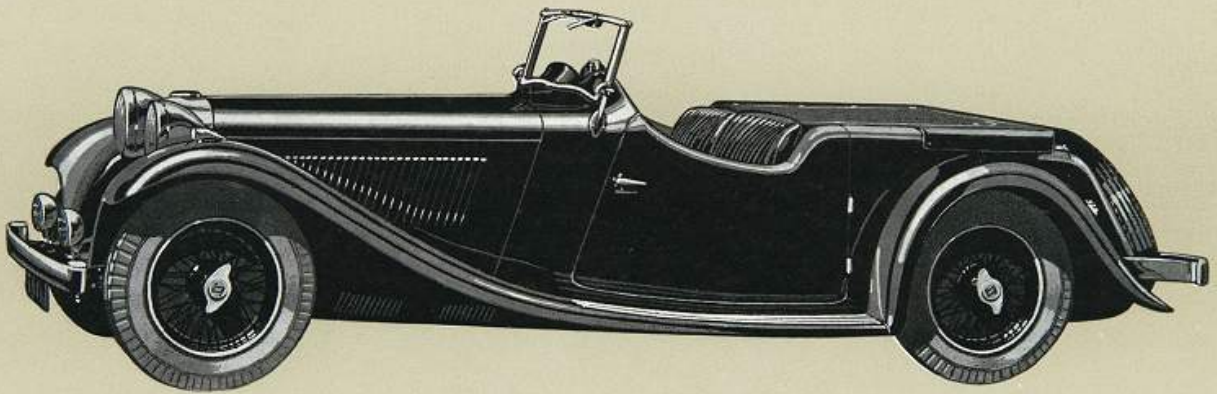
COLOUR SCHEMES—CLOSED MODELS

EXTERIOR				UPHOLSTERY			
Olive Green	Olive Green.
Maroon	Maroon.
Suede Green	Suede Green.
Cream	Maroon, Olive Green or Blue.
Dark Blue	Blue.
Black	Black-Silver Grain, Brown, Maroon, Olive Green, Pigskin Grain Tan, or Beige.
Lavender Grey	Olive Green, Maroon or Blue.

The colour schemes listed above are standard, and any deviations involving special treatment of exterior or upholstery entail the following extra charges: Non-standard exterior colour, £5 (Pearl Essence or White £10 extra). Special colour for wheels £1 ls. 0d. extra per set of five wheels. Non-standard upholstery colour (or any deviation from standard arrangement of upholstery and exterior colours), £2 10s. 0d.

We reserve the right to amend the Specification hereon from time to time as may be considered necessary for the purpose of improvement.

For Conditions of Guarantee for this model, see the Company's complete Catalogue.



THE 2½ LITRE JAGUAR OPEN TOURER

2½ LITRE TOURER SPECIFICATION

ENGINE. Six-cylinder, O.H.V. 73 m/m. bore x 106 m/m. stroke; 2663.7 c.c. Treasury rating 19.84 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. 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. Tecalemit oil filter.

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 gearbox with synchro-mesh on second, third and top. Improved method of engagement ensures "finger-tip" control by easy-to-hand gear lever. Hardy Spicer all-metal propeller shaft and universal joints. Spiral bevel final drive.

GEAR RATIOS. First, 16.20; Second, 9.51; Third, 6.18; Top, 4.50.

SUSPENSION. Long flat road springs of low periodicity ensuring smooth and steady road-holding with maximum comfort at all speeds. Rear ends of front springs in special sliding trunnion mountings ensuring lateral stability when cornering at high speeds. Luvax hydraulic shock absorbers, front and rear, mounted on "Silentbloc" bushes. All spring leaves heavily lead coated to prevent rust and corrosion.

BRAKES. Large diameter Girling brakes, 13" x 1½" effective surface, fully compensated, with rod operation throughout. Heavily-finned special alloy brake drums, 15" diameter.

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

PETROL SUPPLY. From 17-gallon rear tank. S.U. electric petrol pump. Twin S.U. carburettors. Air Cleaners.

WHEELS AND TYRES. Dunlop centre-lock splined hub racing type wheels. 18" diameter rims fitted with Dunlop 5.50 x 18 tyres.

ELECTRICAL EQUIPMENT. Lucas de Luxe throughout, 12-volt set, with ventilated dynamo providing 17-amp. charging rate. P.100 head lamps with dip and switch control above steering wheel. Streamlined wing lamps. Stop light. Reverse light. Special diffused illumination for instrument panel. Lucas blended note horns.

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

AXLES. Semi-floating rear axle with one-piece steel casing. Four pinion differential. Front axle "H" section with reversed Elliot stub axles.

WINDSCREEN. Heavily chromium plated frame. Screen opens upwards from bottom and may also be folded flat.

The colour schemes listed above are standard, and any deviations involving special treatment of exterior or upholstery entail the following extra charges: Non-standard exterior colour, £5 (Pearl Essence or White £10 extra). Special colour for wheels £1 ls. 0d. extra per set of five wheels. Non-standard upholstery colour (or any deviation from standard arrangement of upholstery and exterior colours), £2 10s. 0d.

We reserve the right to amend the Specification hereon from time to time as may be considered necessary for the purpose of improvement.

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SEATING. Comfort of the most luxurious order is provided by deeply sprung seats with form fitting back rests. The rear seats are constructed as two armchairs divided by shaped arm rest heavily padded with special cushion rubber. (The arm rest is fixed and may be omitted if desired, but the axle shaft tunnel renders a one-piece cushion impracticable.) Footwells are exceptionally wide and provide ample leg room.

UPHOLSTERY AND CARPETS. Upholstery is of finest quality Celstra hide throughout in a range of colours to tone with exterior colour scheme. Floors are thickly carpeted, over felt underlay, in a range of colours to tone with exterior colour scheme.

ALL-WEATHER EQUIPMENT. Rigid side curtains are secured in position by special rattle-free clamps. The centre panel of the offside curtain is hinged to open for signalling purposes. A two-piece tonneau cover with Zipp fastener is supplied which can be separated in order that either rear compartment only or complete interior may be covered.

INSTRUMENTS. 100 m.p.h. 5" trip speedometer; 5" rev. counter incorporating 8-day clock; electric petrol gauge; oil pressure gauge; radiator thermometer; ammeter; twin-blade electrically driven screen wiper. All instruments have silvered dials.

EASY JACKING. Any wheel may be raised clear of the ground in 15 seconds by means of the "easy lift" jack supplied. Conveniently placed jack slots, front and rear, obviate any need for placing jack under the axles.

TRUNK. Leather grained with heavily chromium plated security catches, key lock and strap buckles. There is accommodation for suit cases, and all-weather equipment is carried in special compartment in trunk lid.

COLOUR SCHEMES—OPEN MODELS

EXTERIOR				UPHOLSTERY	
Olive Green	Olive Green.
Maroon	Red.
Suede Green	Suede Green.
Cream	Red, Olive Green or Blue.
Dark Blue	Blue.
Black	Black-Silver Grain, Brown, Red, Olive Green, Pigskin Grain Tan, or Beige.
Lavender Grey	Olive Green, Red or Blue.