NOTWITHSTANDING the fact that varying tastes and the march of invention preclude the possibility of a car ever being produced to which the term "perfect" or "ideal" can be applied, SS Cars Ltd. have, ever since the introduction of their first model, striven for perfection with such intensity of purpose that each succeeding year has seen their products advancing nearer to the "ideal."

Continual research into the means of effecting improvements in manufacturing processes has resulted in the discovery and adoption of methods of greatly increased efficiency, whilst the closest collaboration with suppliers of material has made possible many important purchasing economies of which the full benefit is passed on to SS owners.

In the new SS "Jaguar" models introduced for 1930 there is evidence in abundance of the SS Company's policy of making perfection their aim—for no more satisfying cars, from every point of view, than those offered on the new 2½ Litre and 1½ Litre chassis can be imagined. The new 2½ Litre chassis is, without doubt, destined for the highest honours, and its specification bears witness to the determination of its designers to ensure the highest degree of performance. Performance, moreover, which is attained with such effortless smoothness, uncanny silence and perfect tractability that driving in traffic is rendered a pleasure.

The entirely new engine of the 2½ Litre "Jaguar" models is of the overhead valve type, incorporating Weslake patents, and by special arrangement its manufacture has been entrusted to the Standard Motor Co. Ltd., who have installed special plant for its production. Chieflly remarkable for the power developed, which is more than 40 b.h.p. per litre, a standard of efficiency comparable with that of engines designed for racing purposes, this high power output—over 100 b.h.p. is delivered with a complete absence of roughness. Indeed, the smoothness with which this powerful engine does its work brings an added fascination to driving and is typical of the pitch of refinement to which the modern sports car has been brought by SS.

Although the road-holding qualities of the SS have always been of an exceptionally high order, the new 2½ Litre and 1½ Litre chassis are marked by changes in frame design that result in even better road adhesion, which, together with still further improved riding qualities, render the SS probably the safest, and certainly the most luxurious fast car on the road.

SS CARS LIMITED : HOLBROOK LANE : COVENTRY

FRAME. Low underslung frame, cross braced for extreme rigidity. Main members are box section fore and aft of cruciform members and are outswung to take full weight of body without overhang.

TRANSMISSION. Four-speed gearbox with syncho-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 RATIO. First, 13.04; Second, 5.98; Third, 3.83; Top, 4.23.

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. Loxas double-action hydraulic shock absorbers, front and rear, mounted on "Silentblock" bushings.

BRAKES. Large diameter Girling brakes, 15" x 1.5" effective surface, fully compensated with rod operation throughout. Heavily-braced special alloy brake drums, 15" diameter.

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

PETROL SUPPLY. 14-gallon rear tank. S.U. electric petrol pump. Twin carburetters.

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


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

DOORS. Four wide doors, flush fitting and of generous width, with self-aligning chromium plated hinges incorporating Etna grease nipples. Positive action silent travel locks.

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

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

WINDSCREEN. Safety glass windshield type.

UPHOLSTERY AND CARPETING. Finest quality Vauxhall 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. The one-piece rear seat may be divided by heavily-padded folding arm rest which, when not required, can be folded back to recess in back rest, thus affording accommodation for three passengers in rear compartment. Foot-wells of greatly increased width provide ample leg room. Both front seats are quickly adjustable by means of special slide rails.

WINGS. Deep valances afford maximum protection. Front wings are of high domed helmet type.

INSTRUMENTS. 100 m.p.h. 5" trip speedometer, 5" rev. counter incorporating 8-day clock, ammeter, electric petrol gauge, oil pressure gauge, radiator thermostat, self-cancelling built-in trafficators, cigar lighter. All instruments with silvered dials. Twin-blade electric screen wiper operated by concealed silent motor.

SPARE WHEEL AND 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 locker in the tail. Locker lid may be lowered to form platform for additional luggage.

TOOLS. A very complete kit of tools is provided and is housed in specially shaped soundproof compartment in the locker lid.

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 the jack under the axles.
THE 2½ LITRE JAGUAR 4-DOOR SALOON

With all the luxurious comfort and dignified appearance of a fine town carriage, the performance of this magnificent car on the open road is of such a character as to satisfy the most fastidious. Unbelievably silent, the specially designed O.H.V. engine delivers its power with a silky smoothness that brings a new meaning to the phrase "high performance." So flexible that speeds from little more than walking pace up to 30 m.p.h. can be accomplished in top gear, the 2½-Litre car will afford the utmost delight to all who appreciate a spirited performance without loss of refinement.

£385

FRAME. Low underslung frame, cross braced for extreme rigidity. Main members are box section fore and aft of cruciform members and are out swept to take full width of body without overhang. 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, 15:33; Second, 8:98; Third, 3:85; Top, 4:25.

SUSPENSION. 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.

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

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

PETROL SUPPLY. From 14-gallon rear tank. S.U. electric petrol pump. Twin carburetters.

WHEELS AND TYRES. Dunlop clock-face splined hub type racing wheels. 18" diameter rims fitted with Dunlop 230 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. Special diffused illumination for instrument panel. Lucas blended note horns.
THE 2½ LITRE JAGUAR OPEN TOURER

For those who prefer an open car, the lithe grace of the 2½ Litre Tourer will make instant appeal. Here is a car in which incredibly long distances can be covered at sustained high speeds with effortless ease. Superb road-holding, light yet positive steering, and brakes of the highest efficiency allow full advantage to be taken of the magnificent performance of which this car is capable. Though essentially a car for the open road, such is the extraordinary flexibility of the powerful engine that all but the densest traffic can be negotiated in top gear—with abundant power in reserve for rapid acceleration.

£375
ENGINE. Four-cylinder, 12 h.p., 69.5 m.m. bore x 106 m.m. stroke; 1680 c.c. Side-by-side valves. Three-bearing crankshaft. Harmonic camshaft. Aluminium pistons, chromium iron cylinder blocks. Light alloy connecting rods. Machined combustion chambers and ports. Submerged oil pump. Coiled ignition. Single dry plate light action clutch.

FRAME. Low underslung frame, cross-braced for extreme rigidity. Main members are box section fore and aft of cruciform members and are outworn 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, 11:60; Third, 7:26; Top, 4.86.

SUSPENSION. Long flat road springs of low periodicity. Increased front spring track. Rear springs mounted within chassis main members. Dual double-action hydraulic shock absorbers front and rear.

BRAKES. Large diameter Girling brakes, 12” x 1” 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 Blommel Douglas spring-blade steering wheel adjustable for height and rake.

PETROL SUPPLY. A.C. mechanical petrol pump from 8-gallon rear tank. Single down-draught carburetted.

WHEELS AND TYRES. Dunlop centre lock splined hub type racing wheels. 18” diameter rims fitted with Dunlop 475 x 18 tyres.


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.

DOORS. Four wide doors, flush fitting and of generous width, with self-aligning chromium plated hinges incorporating Etois grease nipples. Positive action silent travel locks.

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

WINDOW LIGHTS. Safety glass winding type.

WINDSCREEN. Special screen of new and improved design. Positively leak-proof, opening from bottom by single action winder which can be operated by one hand whilst driving.

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

SEATING. Comfort of the most luxurious order is provided by deeply sprung seats with form fitting back rests. 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. Footwells of greatly increased width provide ample leg room. Both front seats are quickly adjustable by means of special slide rails.

WINGS. Deep valances afford maximum protection. Front wings are of high domed helmet type.

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 and is housed in specially shaped soundproof compartment in locker lid.

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.
THE 1½ LITRE JAGUAR 4-DOOR SALOON

Although smaller than the 2½ Litre Saloon, this model is so perfectly proportioned as to bear the closest resemblance to the larger car. Full accommodation is provided in an interior characterised by that high degree of comfort which is so marked a feature of every £8. Refinedness usually associated only with larger and more expensive cars are incorporated in this model, which, with its “big car performance”, is definitely in the forefront of moderately powered cars. As in the 2½ Litre model, the one piece rear backrest is furnished with a heavily padded central arm rest, which may be folded back to permit of a third passenger being carried in the rear compartment.

£295
**Specification**


FRAME. Low underslung frame, cross-braced for extreme rigidity. Main members are box section fore and aft of cruciform members.

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 level final drive.

GEAR RATIOS. First, 15:30 ; Second, 8:58 ; Third, 5:93 ; Top, 4:25.

BRAKES. Large diameter Girling brakes, 13 x 1" effective surface, fully compensated with rod operation throughout. Heavily-finned special alloy brake drums, 13" 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 28-gallon rear tank. S.U. electric petrol pump. Twin carburetters.

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


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 louvered 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. Lucas "finger tip" hydraulic shock absorbers instantly adjustable from driving seat.

UPHOLSTERY AND CARPETING. 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 chrome 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.
THE 2½ LITRE JAGUAR "100"

Here is a car with every consideration directed to the attainment of performance. It has an extremely high power-weight ratio and, in consequence, possesses astonishing acceleration—a speed of 60 m.p.h. in less than 12 seconds being easily reached from a standstill, whilst maximum speed approaching 100 m.p.h. demonstrates the high peak of performance attainable by the Jaguar "100." Designed primarily for competition work, this model is equally suitable for ordinary road use, for despite the virility of its performance it is sufficiently tractable for use as a fast touring car without modification.

£395
JAGUAR 1½ LITRE CHASSIS SPECIFICATION


LUBRICATION. Completely submerged high volume oil pump. Aluminium sump has capacity of 11 gallons.

PETROL SUPPLY. By A.C. mechanical pump from 8-gallon rear tank with spring release filler cap. Single down-draught carburettor.

BRAKES. Large diameter Girling Brakes, 12 x 3½" effective surface. Fully compensated rod action throughout. Heavily finned special alloy brake drums, 14" diameter.

STEERING. Burman Douglas worm and nut type steering. Light yet positive at all speeds. Incorporating Burman Douglas spring blade steering wheel, adjustable for height and rake.


TRANSMISSION. Four-speed gearbox with synchromesh 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, 11:70; Third, 7:06; Top, 4:76.

IGNITION. Coil ignition with automatic and hand control. 14 m/m. sparking plugs.

AXLES. Semi-floating rear axle with one-piece steel casing. Four pinion differential. Front axle 4½ section with reversed Elliot stub axles.

FRAME. Low underslung frame, cross braced for extreme rigidity. Main members are box section fore and aft of cruciform members and are outworn to take full width of body without overhang.

COOLING. By pump and fan. Automatic by-pass thermostat ensures speedy attainment of correct engine temperature.

CONTROLS. Foot brake and clutch pedals are adjustable for length. Organ type acceleration pedal. Hand brake lever and change-speed lever are centrally mounted and are easily accessible. Ignition, head lamp dip and trafficator controls are mounted at head of steering column.

ELECTRICAL EQUIPMENT. Lucas de Luxe throughout. 12-volt set, with ventilated dynamo providing 17-amp. charging rate, thus ensuring instantaneous starting. Large type chromium plated head lamps. Stop light. Reverse light. Blended note horns. Battery is carried in special recess in scuttle bulkhead, where it is instantly accessible for inspection.

INSTRUMENTS. 100 m.p.h. 5' trip speedometer, 5' rev. counter incorporating 8-day clock, ammeter, electric petrol gauge, oil pressure gauge, radiator thermostat, self-cancelling built-in trafficators. All instruments have silvered dials. Twin-blade electric screen wiper operated by concealed silent motor.

JACK SLOTS. Jack slots are conveniently placed at chassis side member extremities front and rear, for use with “easy lift” jack supplied.

WHEELS AND TYRES. Dunlop centre-lock hub type racing wheels. 18" diameter rims fitted with Dunlop 4½ x 18 tyres.

DIMENSIONS. Wheelbase, 9' 6"; Track, 4' 0"; Turning Circle, 38' 6"; Ground Clearance, 7'.
JAGUAR 2½ LITRE CHASSIS SPECIFICATION

ENGINE. Six cylinder, O.H.V., 93 m/m. bore x 106 m/m. stroke; 2663 c.c. Treasury rating 10 h.p. (2.15 Tax). Overhead valves, push rod operated. Exceptionally stiff seven-bearing counterweighted crankshaft. Aluminium invar strut pistons. Light alloy connecting rods. All-machined combustion chambers and ports. Detachable head.

LUBRICATION. Completely submerged high volume oil pump. Heavily-finned aluminium sump has capacity of 22 gallons.

PETROL SUPPLY. From 12-gallon rear tank with spring release filler cap. Twin carburetters. S.U. electric petrol pump.

BRAKES. Large diameter Girling Brakes, 13½ x 1½" effective surface. Fully compensated, rod operated throughout. Heavily-finned specially milled alloy brake drums, 1½" diameter.

STEERING. worm and not operated. Light yet positive at all speeds. Bumel Douglas spring blade steering wheel is adjustable for height and rake.

SUSPENSION. Long flat road springs of low periodicity with extremely wide spring track, ensuring utmost stability. Rear ends of front springs are secured in sliding trunion mountings. Lucas double-action hydraulic shock absorbers front and rear.


GEAR RATIOS. First, 15.30; Second, 8.96; Third, 4.83; Top, 3.28.

IGNITION. Coil ignition with automatic and hand control. 14 m.m. sparking plugs.

AXLES. Semi-floating rear axle with one-piece steel casing. Four pivot differential. Front axle 4" section with reversed Elliot stub axles.

FRAME. Low underslung frame, cross braced for extreme rigidity. Main members are box section fore and aft of cradle and members are出游 to take full width of body without overhang.

COOLING. By centrifugal pump. Automatic by-pass thermostat ensures speedy attainment of correct engine temperature from cold. Large six-bladed fan.

CONTROLS. Foot brake and clutch pedals are adjustable for length. Organ type acceleration pedal. Hand brake lever and change-speed lever are centrally mounted and are easily accessible. Ignition, head lamp dip and trafficator controls are mounted at head of steering column.

ELECTRICAL EQUIPMENT. Lucas de Lone throughout. 12-volt set, with ventilated dynamo providing 17-amp. charging rate, thus ensuring instantaneous starting. Large type chromium plated head lamps. Stop light. Reverse light. Blended note horn. Battery is carried in special recess in scuttle bulkhead, where it is instantly accessible for inspection.

INSTRUMENTS. 100 m.p.h. 6" trip speedometer. 5" rev. counter incorporating 8-hour clock, ammeter, electric petrol gauge, oil pressure gauge, radiator thermometer, self-cancelling built-in trafficator, cigar lighter. All instruments have silvered dials. Twin-blade electric screen wiper operated by concealed silent motor.

JACK SLOTS. Jack slots are conveniently placed at chassis side member extremities front and rear, for use with "easy lift" jack supplied.

WHEELS AND TYRES. Dunlop centre-lock splined hub type racing wheels. 18" diameter rims fitted with Dunlop 5.50 x 18 tyres (5.25 x 18 sports type Dunlop on 23 Litre Jaguar "100" short chassis).

DIMENSIONS. Wheelbase, 9' 11"; Track, 4' 6"; Turning Circle, 36' 0". (Dimensions of the 2½ Litre Jaguar "100" short chassis are: Wheelbase, 8' 8"; Track, 4' 6"; Turning Circle, 36' 0") Ground Clearance of both chassis, 7".
View showing capacious luggage compartment and convenient tool layout. The locker lid may also be used for carrying extra luggage.

All 2½ Litre models are fitted with invar strut aluminium pistons. Note large diameter, thin shell steel-backed bearing.

The luxurious rear compartment of the 2½ Litre Saloon. Accommodation for three passengers is provided, with generous head and leg room.

The 2½ Litre Jaguar Engine.

Conveniently placed jack slots enable any wheel to be lifted clear of the ground in a few seconds by means of the "easy-lift" jack supplied.

Fully compensated, rod-actuated Girling brakes with large diameter brake drums ensure safe enjoyment of the wonderful performance of which the 2½ Jaguar is capable.
This sectional drawing reveals a number of interesting features and points of superiority of the 2½ Litre Jaguar Saloon. It will be seen that the seating accommodation is roomy and that riding comfort is ensured by deeply sprung seats placed between the axles. Note also the ample accommodation for luggage and accessibility of rear axle and rear shock absorbers. The special double bulkhead, which is shown in section immediately behind the engine, effectively prevents the penetration of fumes or engine heat to the interior. The conveniently placed gear lever and hand brake lever are positioned to come immediately under the driver's hand, whilst doors of generous width permit of easy entry and exit. The line of the downsweped underslung frame is clearly shown, and the special sliding trunnion mounting of the front spring may also be observed.
COLOUR SCHEMES

The colour schemes listed below are standard, and any deviations involving special treatment of exterior or upholstery entail the following extra charges: Non-standard exterior colour, £8 (Pearl Essence or White £10 extra). Special colour for wheels £1 5s. 6d. extra per set of 6 wheels. Non-standard upholstery colour (for any deviation from standard arrangement of upholstery and exterior colours), £2 10s. 6d.

**EXTERIOR.**
- Olive Green
- Maroon
- Suede Green
- Cream
- Dark Blue
- Black
- Lavender Grey

**CLOSED MODELS**
- Olive Green
- Maroon
- Suede Green
- Maroon, Olive Green or Blue.
- Brown, Maroon, Olive Green, Silver and Pigskin Grain Tan.
- Olive Green, Maroon and Blue.

**UPHOLSTERY.**
- Olive Green
- Maroon
- Suede Green
- Cream
- Blue
- Brown, Maroon, Olive Green, Silver and Pigskin Grain Tan.
- Olive Green, Maroon and Blue.

**OPEN MODELS**
- Olive Green
- Red
- Suede Green
- Red, Olive Green or Blue.
- Blue.
- Olive Green, Red and Blue.

Owing to the fact that carpets, carpet bindings, and door pippings are supplied in colours to match standard upholstery only, it is strongly recommended that patterns of these items be requested before a final decision is made on non-standard upholstery. In the absence of any instructions to the contrary, non-standard upholstery will be supplied with carpets, carpet bindings, and door pippings in a stock colour nearest or most appropriate to the upholstery chosen.

EXTRAS

The extras listed below are all of a quality consistent with the high quality, finish, and appearance of S.S. Cars. In the majority of cases, the extras are proprietary articles, the prices of which are fixed by the manufacturers. Owing to the fluctuating nature of the demand for extras, it is impracticable to establish separate works facilities for the purpose of fitting them, nor is it possible to apply normal production and assembly methods in this direction. The fitting of extras thus presents difficulties in the form of interrupted methods for which appropriate charges have to be made—but which are set at the lowest possible figures.

<table>
<thead>
<tr>
<th>Description</th>
<th>£ s. d.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ace Wheel Discs, polished aluminium, or Black, for 2½ litre, per set of five</td>
<td>9 7 6</td>
</tr>
<tr>
<td>Ace Wheel Discs, polished aluminium, or Black, for 1½ litre, per set of five</td>
<td>8 2 6</td>
</tr>
<tr>
<td>Extra for fitting, per set</td>
<td>1 5 0</td>
</tr>
<tr>
<td>Extra for all chromium finish, per disc</td>
<td>0 1 7 6</td>
</tr>
<tr>
<td>Extra for cellulose finish to match car, per set</td>
<td>1 5 0</td>
</tr>
<tr>
<td>Spot Lamp, chromium plated</td>
<td>1 5 0</td>
</tr>
<tr>
<td>Desmo Senior “Safebeam” chromium plated Fog Lamp</td>
<td>3 1 2 6</td>
</tr>
<tr>
<td>Lucas type F.T.37 chromium plated Fog Lamp</td>
<td>2 9 6</td>
</tr>
<tr>
<td>Notek chromium plated Fog Lamp</td>
<td>3 1 2 6</td>
</tr>
<tr>
<td>Extra for wiring and fitting Fog Lamps, each</td>
<td>0 7 6</td>
</tr>
<tr>
<td>*Special chromium plated Bar to carry Fog Lamps</td>
<td>1 0 0</td>
</tr>
<tr>
<td>Chromium plated Budge Bar</td>
<td>1 0 0</td>
</tr>
</tbody>
</table>

* Lamp Bar is essential for satisfactory fitting of any Spot Lamp or Fog Lamp.
† This price, which includes fitting charge, only applies when item is specified at time car is ordered.
‡ Both Philco sets subject to installation charge of £3 on new S.S. Cars equipped at our works.
Guarantee

On the sale or supply of all motor cars and goods by the $5 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, implied, or to be 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 any $5 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 (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 six months is from the date of the sale 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 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 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 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:

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 $5 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) Chassis 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 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.

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.
JAGUAR MODELS

Improvements

for

1937
1937 SPECIFICATIONS OF 2½ LITRE TOURER AND "100" MODELS

2½ LITRE TOURER


FRAME. Low underslung frame, cross-braced for extreme rigidity. Main members are box section for strength and all cross members are over-sized to take full load of body and ensure greatest possible rigidity when cornering at high speeds. Lucas hydraulic shock absorber, front and rear, mounted on "Silentblock" bushes. All spring leaves heavily lead coated to prevent rust and corrosion.

BRAKES. Large diameter Girling brakes, 17" 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-plate steering wheel adjustable for height and rake.


AIR CLEANERS. Blower type.

WHEELS AND TYRES. Dunlop centre-lock splined hub type racing wheels. 18" diameter rims fitted with Dunlop 550 x 18 type "treadle" tyres.


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 geared elliptic stub axles.

WINDSCREEN. Heavy chromium plated frame. Screen opens upwards from bottom and may also be folded out.

SEATING. Comfort of the most luxurious order is provided by deeply sprung seats with form fitting back rests. The rear seats are constructed from two armchairs divided by a shaped arm rest heavily padded with special cushion rubber. The armrests are fitted and may be omitted if desired, but the seat backrests are made to order. Foot rests and head restraints are provided. Suitable leg room.

UPHOLSTERY AND CARPET. Upholstery is of finest quality Celatra hide throughout in a range of colours and finish to tone with external colour scheme. Floors are thickly carpeted, covered with felt underlay, in a range of colours to tone with exterior colour schemes.

ALL-WEATHER EQUIPMENT. Rigid side curtains are secured in position by special rattle-free clips. The colour panel of the offside curtain is designed to fit over the rear seat headrests. A two-piece tonneau cover with zip 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 thermostat; ammeter; twin-blade electrically driven screen wiper. All instruments have silvered dials.

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

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

DEViations from 1936 SPECIFICATIONS IN FOREPART OF THIS CATALOGUE ARE PRINTED IN BOLD TYPE


FRAME. Low underslung frame, cross-braced for extreme rigidity. Main members are box section for strength and all cross members are over-sized to take full load of body and ensure greatest possible rigidity when cornering at high speeds. Lucas hydraulic shock absorber, front and rear, mounted on "Silentblock" bushes. All spring leaves heavily lead coated to prevent rust and corrosion.

BRAKES. Large diameter Girling brakes, 17" x 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-plate steering wheel.


WHEELS AND TYRES. Dunlop centre-lock splined hub type racing wheels. 18" diameter rims fitted with 550 x 18 Sports type Dunlop tyres.


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

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

BONNET. Heavily leaved top and sides. Quick action safety fasteners.

BODY. Scientifically constructed to combine strength with lightness. Accommodation is provided for three passengers with provision for four in the rear seats.

SUSPENSION. Long flat road springs of high quality 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. Lucas hydraulic shock absorber, front and rear, mounted on "Silentblock" bushes. All spring leaves heavily lead coated to prevent rust and corrosion.

Upholstery and Carpets. Upholstery is of finest quality Celatra hide throughout in a range of colours to tone with exterior colour scheme. Floors are thickly carpeted, covered with felt underlay, in a range of colours to tone with exterior colour schemes.

Windscreen. Heavy chromium plated frame. Screen opens upwards from bottom and may also be folded out. 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 thermostat; ammeter; two-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. Convenienly placed jack slots, front and rear, obviate any need for placing jack under the axles.

Trunk. Leather trimmed with heavily chromium plated security catches, key lock and strap buckles. There is accommodation for suit cases, and all-weater equipment is carried in special compartment in trunk lid.
For 1937 the 2½ Litre Jaguar Saloon carries a number of added refinements, amongst which are: no-draught winding type ventilating half windows; special oversize bus-type shock absorbers; Dunlopette upholstery; P.120 headlamps; side arm rests; pockets to all doors; sun visors; special S.U. Automatic starting carbs.; air cleaner; lead-coated road springs; increased diameter brakes with ground Alfinite drums; Tecalenit oil filter; built-in streamlined wing lamps. Many of these additions may be seen in the above sectional drawing.