INTRODUCTION

With enhanced appearance, still finer performance and increased roominess, the SS Jaguar for 1938 is now available in 3½ Litre, 2½ Litre and 1½ Litre form, with horse power ratings of 25 h.p., 20 h.p., and 14 h.p. respectively. All Jaguar engines are now of the overhead valve type, incorporating Weslake patents, and, by special arrangement, their manufacture has been entrusted to the Standard Motor Co. Ltd., who have installed special plant for its production. Few cars have received such high praise from owners and press as the 1937 Jaguars, and continuous research and improvement has resulted in the production of an even finer range of Jaguar models for 1938. With its distinguished appearance and beautiful lines, the Jaguar has long been established as the handsomest car on the road, with a performance that has drawn praise from the most hardened critics. Now, with added dignity, greater refinement and deeper, roomier comfort, the SS Jaguar may justly be described in the words applied by the "Motor" to its predecessor, "... a credit to the British Automobile Industry."

S.S. CARS LIMITED HOLBROOK LANE COVENTRY
The 3½ Litre Jaguar Saloon

ENGINE. Six-cylinder engine, 82 m.m. bore x 110 m.m. stroke. 3485 c.c. (Treasury rating 26.01 h.p.). Tax £18-15-0. Overhead large diameter valves, push rod operated, 2½” diameter counterweighted crankshaft in seven large precision made steel backed bearings. Connecting rods of special alloy steel. Chrome iron cylinder block, detachable head, 7 to 1 compression ratio, cooling by pump circulation with by-pass thermostat control, submerged oil pump, forced lubrication throughout, complete circulation Tectotem oil filter, special Lucas coil and distributor ignition, twin S.U. carburetters with automatic electrically controlled choke. Twin air cleaners. Dual exhaust system.

FRAME. Underlying frame of immense strength. Box section throughout. 6” deep side members.

TRANSMISSION. Four-speed gearbox with synchro-mesh on second, third and top, gears are specially cut overlapping double helical type, extra large diameter synchro-mesh cones. Hardy Spicer all-metal propeller shaft in needle roller bearings, single plate 10” diameter clutch.

SUSPENSION. Long, flat, low periodicity road springs with lead coated leaves, controlled by special Luvax shock absorbers.

BRAKES. 14” x 1½” Girling brakes rod operated through balanced linkage. Ferodo B.Z. lining; hand-brake operates on all four wheels, deeply ribbed Millenite brake drums.

STEERING. Burman Douglas worm and nut steering. Light yet positive at all speeds. Bluemetal adjustable steering wheel.

FUEL SUPPLY. By two electric pumps from 14-gallon rear tank with reserve tap.


INSTRUMENTS. 5” 100 m.p.h. speedometer, 5” revolution counter, ammeter, oil pressure gauge, clock, water temperature gauge, self-cancelling trafficators with warning light.

UPHOLSTERY AND CARPETING. Upholstered throughout in finest quality Vaumol hide and Dunlopillo. Floor thickly carpeted over felt underlay and with sheepskin rugs in rear compartment.

SEATING. All seats upholstered in Vaumol hide and Dunlopillo. Front seats adjustable on Leverlock slide rails. Heavy padded folding centre arm-rest in rear compartment, also side armrests of club chair type.

SPARE WHEEL AND TOOLS. Carried in rear locker. Tools are housed individually in specially shaped sound proof containers.

EASY JACKING. Any wheel may be raised clear of the ground with the minimum of effort in 15 seconds by means of special easy-lift jack.

Price £445
The Drop-head Coupé

ON 3½, 2½ and 1½ LITRE CHASSIS

Elegant, practical and with the famous Jaguar performance, this Drop-head Coupé combines the advantages of both closed and open cars. The head folds perfectly flush, or the forepart only may be rolled back. Doors of generous width render entrance to and exit from the rear compartment particularly easy. The interior is luxuriously upholstered in Vaumol hide and Dunlopillo and provides full accommodation for five persons. Facia board, cappings and mouldings are in figured walnut finish. The winding type windows run in chromium-plated guides which fold flush when head is lowered. Floors are richly carpeted over thick felt underlay with heavy sheepskin floor rugs as an additional luxury on the 3½ Litre model. Eight attractive standard colour schemes are offered with a choice of four distinct shades of head material. The Drop-head Coupé is available in the 3½, 2½ or 1½ Litre chassis, specifications of which will be found on the last page of this brochure.

Prices: 1½ Litre £318. 2½ Litre £415. 3½ Litre £465
The 2½ Litre Jaguar Saloon

ENGINE. Six-cylinder engine, 73 m.m. bore x 108 m.m. stroke, 2653 c.c. (Treasury rating 18.84 h.p.). Tax £115. Overhead valves push rod operated, counterweighted crankshaft carried in seven bearings, aluminium pistons, chrome iron cylinder block, light alloy connecting rods, machined combustion chamber and ports, detachable head, cooling by pump circulation with by-pass thermostat control, submerged oil pump, forced lubrication throughout, complete circulation oil filter, special Lucas coil and distributor ignition, twin S.U. carburetters with thermo-electric starting carburettor.

FRAME. Underslung frame of immense strength. Box sectioned throughout, 6" deep side members.

TRANSMISSION. Four-speed gearbox with synchro-mesh on second, third and top. Hardy Spicer all-metal propeller shaft in needle roller bearings, single plate light action clutch.

SUSPENSION. Long, flat, low periodicity road springs with lead coated leaves, controlled by special Luvax shock absorbers.

BRAKES. 14" x 1¼" Girling brakes rod operated through balanced linkage. Ferodo B.Z. linings, hand-brake operated on all four wheels, deeply ribbed Millenite brake drums.

STEERING. Burman Douglas worm and nut steering. Light yet positive at all speeds. Bluehnel adjustable steering wheel.

FUEL SUPPLY. By electric pump from 14-gallon rear tank with reserve tap.


INSTRUMENTS. 5" 100 m.p.h. speedometer, 5" revolution counter, ammeter, oil pressure gauge, clock, water temperature gauge, self-cancelling trafficators with warning light. Petrol gauge.

UPHOLSTERY AND CARPETING. Upholstered throughout in finest quality Vaumol hide and Dunlopillo. Floor thickly carpeted over felt underlay and with sheepskin rugs in rear compartment.

SEATING. All seats upholstered in Vaumol hide and Dunlopillo. Front seats adjustable on Leveroll slide rails. Heavily padded folding centre arm rests in rear compartment, also side arm rests of club chair type.

SPARE WHEEL AND TOOLS. Carried in rear locker. Tools are housed individually in specially shaped sound proof container.

EASY JACKING. Any wheel may be raised clear of the ground with the minimum of effort in 15 seconds by means of special easy-lift jack.

Price £395
The 1½ Litre Jaguar Saloon

ENGINE. Four-cylinder engine, 73 m.m. bore x 108 m.m. stroke, 1775.5 c.c. (Treasury rating 13.53 h.p.). Tax £10-10-0. Overhead valves, 3-bearing counterweighted crankshaft, aluminium pistons, chrome iron cylinder block, light alloy connecting rods, machined combustion chamber, cooling by pump circulation with by-pass thermostat control, forced lubrication throughout by submerged oil pump, Tezalmit oil filter, coil ignition, S.U. down-draught carburetter.

FRAME. Rigid frame of great strength, box section throughout.

TRANSMISSION. Four-speed gearbox with synchro-mesh on second, third, and top. Hardy Spicer all-metal propeller shaft. Single plate light action clutch.

SUSPENSION. Long, flat, low periodicity road springs with lead coated leaves, controlled by special Luvax shock absorbers.

BRAKES. Girling rod operated brake system with 12-inch diameter heavily ribbed Millenite drums.

STEERING. Burman Douglas worm and nut steering. Light yet positive at all speeds. Bluemel adjustable steering wheel.

FUEL SUPPLY. By mechanical pump from 14-gallon rear tank with reserve tap.

ELECTRICAL EQUIPMENT. Lucas de Luxe throughout. 12-volt set with ventilated dynamo. Large diameter head-lamps, stop and reverse lights. Two interior lights, twin blended note horns. Twin blade independently driven electric screen wipers.

INSTRUMENTS. 5′ trip speedometer, 5′ revolution counter, ammeter, oil pressure gauge, water temperature gauge, self-cancelling trafficators, with warning light. Cigar lighter. Petrol gauge.

UPHOLSTERY AND CARPETING. Upholstered throughout in finest quality Vaumol hide and Dunlopillo. Floor thickly carpeted over felt underlay and with sheepskin rugs in rear compartment.

SEATING. All seats upholstered in Vaumol hide and Dunlopillo. Front seats adjustable on Leveroll slide rails. Heavily padded folding centre arm-rest in rear compartment, side arm-rests of club chair type.

SPARE WHEEL AND TOOLS. Carried in rear locker. Tools are housed individually in specially shaped sound proof container.

EASY JACkIng. Any wheel may be raised clear of the ground with the minimum of effort in 15 seconds by means of special easy-lift jack.

Price £298
The Jaguar "100" Model

3½ LITRE.

ENGINE. Six cylinder engine, 88 m.m. bore x 110 m.m. stroke. 3485 c.c. (Treasury rating 26.91 h.p.). Tax £18-15-0. Overhead large diameter valves, push rod operated, 1¼" diameter counterweighted crankshaft in seven large precision made steel backed bearings. Connecting rods of special alloy steel. Chrome iron cylinder block, detachable head. 7 to 1 compression ratio, cooling by pump circulation with by-pass thermostat control, submerged oil pump, forced lubrication throughout, complete lubrication. Teflon oil filter, special Lucas coil and distributor ignition, twin S.U. carburettor with automatic electronically controlled choke. Dual exhaust system.

TRANSMISSION. 4-speed gearbox with synchro-mesh on 2nd, 3rd and top. Gears are specially cut overlapping double helical type, extra large diameter, synchro-mesh cones. Hardy Spicer all-metal propeller shaft in needle roller bearings, single plate 10" diameter clutch. Gear ratios 1st, 1.56:1; 2nd, 2.96:1; 3rd, 5.48:1; top, 3.57:

SUSPENSION. Leaf coated road springs in special sliding trunnion bearings. Lucas C.M.P. and Hartford friction type shock absorbers on front; Lucas C.M.P. on rear.

BRAKES. Girling brakes, rod operated, 13" x 1" effective surface. 13" diameter deeply ribbed Millenium drums. Ferodo B.Z. linings. Hand and foot operate on all four wheels.

STEERING. Burman Douglas worm and nut steering. Light yet positive at all speeds. Full manual adjustable steering wheel.

FUEL SUPPLY. By two electric pumps from 14 gallon rear tank with reserve tap.

ELECTRICAL EQUIPMENT & INSTRUMENTS. Lucas de Luxe. 12 volt set with ventilated dynamo. Large diameter headlamps with stoneguards. Stop and reverse light. Twin blended note horns. 100 m.p.h. speedometer, revolution counter, petrol gauge, oil pressure gauge, water temperature thermometer, ammeter, clock, two bladed screen wipers.


Dimensions. Wheelbase 8’ 8”, Track 4’ 6”. Overall length 12’ 9”. Overall width 5’ 2”.

Price £445

AVAILABLE ON SHORT 3½ or 2½ LITRE CHASSIS.

2½ LITRE.

ENGINE. Six cylinder engine, 75 m.m. bore x 106 m.m. stroke. 2903 c.c. (Treasury rating 22.94 h.p.). Tax £15-15-0. Overhead large diameter valves, push rod operated, large diameter 7 bearing counterweighted crankshaft, aluminium pistons, chrome iron cylinder block, light alloy connecting rods, steel backed bearings, machined combustion chamber, detachable head, cooling by pump circulation with by-pass thermostat control, submerged oil pump, force lubrication throughout, complete lubrication. Teflon oil filter, special Lucas coil and distributor ignition, twin S.U. carburettors.

TRANSMISSION. Four speed gearbox with synchro-mesh on 2nd, 3rd and top. Hardy Spicer all metal propeller shaft. Single dry plate clutch. Gear ratios 1st, 1.64:1; 2nd, 4.51:1; 3rd, 5.48:1; top, 3.57:

SUSPENSION. Lead coated road springs in special sliding trunnion bearings. Lucas C.M.P. and Hartford friction type shock absorbers on front, Lucas C.M.P. on rear.

BRAKES. Girling brakes, rod operated, 13" x 1" effective surface. 13" diameter deeply ribbed Millenium drums. Ferodo B.Z. linings. Hand and foot operate on all four wheels.

STEERING. Burman Douglas worm and nut. Light yet positive at all speeds. Burman adjustable steering wheel.

FUEL SUPPLY. By two electric pumps from 14 gallon rear tank with reserve tap.

ELECTRICAL EQUIPMENT & INSTRUMENTS. Lucas de Luxe. 12 volt set with ventilated dynamo. Large diameter headlamps with stoneguards. Stop and reverse light. Twin blended note horns. 100 m.p.h. speedometer, revolution counter, petrol gauge, oil pressure gauge, water temperature thermometer, ammeter, clock, two bladed screen wipers.


Dimensions. Wheelbase 8’ 8”, track 4’ 6”. Overall length 12’ 9”. Overall width 5’ 2”.

Price £395
JAGUAR CHASSIS SPECIFICATIONS

1½ Litre

4-cylinder engine, 73 m.m. bore x 106 m.m. stroke; 1775.8 c.c. (Treasury rating, 13.23 h.p.). Tax, £10-10-0. Overhead valves. 3 bearing counterweighted crankshaft, aluminium pistons, chrome iron cylinder block, light alloy connecting rods, machined combustion chamber, cooling by pump circulation with by-pass thermostat control, forced lubrication throughout by submerged oil pump, Tecalemit oil filter, coil ignition, S.U. downdraught carburettor. 14-gallon rear tank with reserve tap, single dry plate light action clutch, 4-speed gearbox with synchro-mesh on 2nd, 3rd and top, spiral bevel final drive, underslung all box section frame. 12" Girling brakes with heavily ribbed Millenite drums. Burman Douglas steering with Blumell adjustable steering wheel; Luvox shock absorbers, spare wheel and tyre, twin windscreen wipers, speedometer, rev. counter, clock, self-cancelling indicators with warning light, cigar lighter, large powerful head-lights, twin horns, easy jacking, all electrical equipment Lucas de Luxe. Dunlop '90' tyres. 5.25 x 18". Wheelbase, 8' 4½". Track, 4' 7". Overall length, 14' 5". Overall width, 5' 0½". Turning circle, 38'.

2½ Litre

8-cylinder engine, 73 m.m. bore x 106 m.m. stroke; 2863.7 c.c. (Treasury rating, 19.84 h.p.). Tax, £15. Overhead valves, pushrod operated, counterweighted crankshaft carried in seven bearings, aluminium pistons, chrome iron cylinder block, light alloy connecting rods, machined combustion chamber and ports, detachable head, cooling by pump circulation with by-pass thermostat control, submerged oil pump, forced lubrication throughout, complete circulation oil filter, special Lucas oil and distributor ignition, twin S.U. carburettors with automatic electrically controlled choke. Twin air cleaners. 14-gallon rear tank with reserve petrol tap. 4-speed gearbox with synchro-mesh on 2nd, 3rd and top, gears are specially cut overlapping double helical type, extra large diameter synchro-mesh cones. Hardy Spicer all-metal propeller shaft in needle roller bearings, single plate 10" diameter clutch, underslung frame is box section throughout; 14 x 4½" Girling brakes all rod operated through balanced linkage. Ferodo B.Z. linings, hand-brake operates on all four wheels, deeply ribbed Millenite brake drums; specially long 42" long coated road springs controlled by Luvox shock absorbers; Burman Douglas steering; Blumell adjustable steering wheel; spare wheel and tyre; twin windscreen wipers with independent operation, concealed electric motor; 100 m.p.h. speedometer; rev. counter; ammeter; oil pressure gauge; clock; self-cancelling indicators with warning light; P.100 headlamps; two fog and pass lights; Lucas de Luxe electric equipment. Dunlop '90' tyres. 6.8 x 18". Spar wheel and tyre. Wheelbase, 10' 0". Track, 4' 8½". Overall length, 15' 6½". Overall width, 5' 6½". Turning circle, 38'.

3½ Litre

8-cylinder engine, 82 m.m. bore x 110 m.m. stroke; 3485.5 c.c. (Treasury rating 22.01 h.p.). Tax, £18-15-0. Overhead large diameter valves, push rod operated, 2½ inch counterweighted crankshaft in seven large precision made steel backed bearings. Connecting rods of special alloy steel. Chrome iron cylinder block, detachable head. 7 to 1 compression ratio, cooling by pump circulation with by-pass thermostat control, submerged oil pump, forced lubrication throughout, complete circulation Tecalemit oil filter, special Lucas oil and distributor ignition, twin S.U. carburetters with automatic electrically controlled choke. Twin air cleaners. 14-gallon rear tank with reserve petrol tap. 4-speed gearbox with synchro-mesh on 2nd, 3rd and top, gears are specially cut overlapping double helical type, extra large diameter synchro-mesh cones. Hardy Spicer all-metal propeller shaft in needle roller bearings, single plate 10" diameter clutch, underslung frame is box section throughout; 14 x 4½" Girling brakes all rod operated through balanced linkage. Ferodo B.Z. linings, hand-brake operates on all four wheels, deeply ribbed Millenite brake drums; especially long 42" long coated road springs controlled by Luvox shock absorbers; Burman Douglas steering; Blumell adjustable steering wheel; spare wheel and tyre; twin windscreen wipers with independent operation, concealed electric motor; 100 m.p.h. speedometer; rev. counter; ammeter; oil pressure gauge; clock; self-cancelling indicators with warning light; P.100 headlamps; two fog and pass lights; Lucas de Luxe electric equipment. Dunlop 'Forty' tyres. 5.50 x 18". Wheelbase, 10' 0". Track, 4' 8½". Overall length, 15' 6½". Overall width, 5' 6½". Turning circle, 38'.

All prices quoted are ex works, Coventry. All prices and specifications in this brochure are subject to amendment without notice.
## STANDARD COLOUR SCHEMES FOR 1938 MODELS

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