The Jaguar Range for 1940

For 1940 the chief specifications of the Jaguar are as detailed in the main body of this Catalogue. Numerous improvements have, however, been incorporated in the 1940 range, and these improvements are described in the 1940 Appendix in the forepart of the Catalogue.

In past years few cars have secured such high praise from owners and press as the Jaguar, and the continuance of the basic design is indicative of the confidence placed in its very high mechanical efficiency. As in previous years, the manufacture of the Jaguar engine has been entrusted to the Standard Motor Co. Ltd., who have installed special plant for its production.

One new model, the "Special Equipment" 1½ Litre, is introduced for 1940. Obtainable in Saloon or Drop Head Coupe form, the "Special Equipment" model carries numerous extras similar to, and, in certain instances, identical with items fitted as standard equipment on the 2½ and 3½ Litre Models. Complete details of this new Model are in the Appendix.

SS CARS LIMITED HOLBROOK LANE COVENTRY
The 3½ Litre Jaguar Saloon Specification

**ENGINE**
6-cylinder engine, 82 in. bore x 100 in. stroke, 3480 c.c. (Tetley rating 13.05 b.h.p.). Two carburettors. Overhead valve, pushrod operated, 2½ in. diameter valve. Valve springs, fulled in 1½ compression ratio. Cooling by pump circulation with by-pass thermostat control, submersed oil pump. Forced lubrication throughout, complete circulation through Tvedten oil filter, special Lucas coolant and distributor. Two 8½ in. carburettors with automatic electrically controlled choke. Twin air cleaners. Dual exhaust system, incorporating four Burgess silencers.

**FRAME**
Underneath frame of immense strength. Box section throughout. 6 in. deep side members.

**TRANSMISSION**
Four-speed gearbox with synchromesh on second, third, and top gears. All synchro-shunted double helical type. Extra-large diameter synchro-rated cones.

**SUSPENSION**
Long, flat, low periodicity road springs with lead coated leaves, controlled by special Lucas bus type shock absorbers.

**BRAKES**
14 in. x 1½ in. Girling brakes, rod operated through balanced linkage. Ferodo H.D. linings. Brake drum on all four wheels, deeply ribbed Millestone brake drums.

**STEERING**
Burrum Douglas worm and nut steering. Light yet positive at all speeds. Boshenl adjustable steering wheel.

**WHEELS AND TYRES**
Dunlop centre-lock splined hub racing type wheels. 18 in. diameter rim, Dunlop 5.50 x 18 'Port' type.

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

**ELECTRICAL EQUIPMENT**
Lucas 12 volts, 75 ampere hour. 12-volt set with ventilated dynamo. 3000 m.p.h. speedometer, 3 in. revolution counter, ammeter, oil pressure gauge, clock, water temperature gauge, self-cancelling tachometer with warming lamp.

**UPHOLSTERY AND CARPETING**
Upholstered throughout in finest quality Vaquetta hide and Dunlopillo. Floor thickly carpeted over felt underlay.

**SEATING**
All seats upholstered in Vaquetta hide and Dunlopillo. Frost seats adjustable on Leverlock slide rails. Heavily padded folding centre armrest, also side armrests of club chair type.

**SPARE WHEEL AND TOOLS**
Tools housed individually in specially shaped sound proof container in rear locker lid. Spare wheel carried in separate compartment beneath locker.

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

**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 JAGUAR DROPHEAD COUPÉ

(On 3½, 4½ and 5½ Litre Chassis)

Specification below is for 3½ Litre Model. For 4½ or 5½ Litre chassis specifications, see pages 2 or 10.

ENGINE. Six-cylinder engine, 73 in. bore x 105 in. stroke, 225 B.H.P. (Treasury rating 0.80 p.r.m.). For 4½. Overhead valve push rod operated, counterweighted crankshaft carried in seven bearings, aluminium piston, closed iron cylinder block. Light alloy connecting rods, machined combustion chamber and ports, detachable heads, cooling by pump circulation with by-pass thermostat control, submersed oil pump, forced lubrication throughout, complete circulation oil filter, special Lucas coil and distributor ignition, twin S.U. carburettors with thermo-electric starting switches.

FRAME. Underlying frame of immense strength. Box-sectioned throughout, 0.5 deep side members.


SUSPENSION. Long, low, periodicity ride springs with lead coated leaves, controlled by special Lucas four type shock absorbers.

BRAKES. 14 x 1.5 inch brake drums operated through balanced linkage. Ferodo 6.2 bricks, hard brake operated on all four wheels, deeply ribbed Michelin brake drums.

STEERING. Burman double worm and nut steering. Light yet positive at all speeds. Electro mechanical steering wheel.

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


INSTRUMENTS. 5 x 130 m.p.h. speedometer, 5 revolution counter, ammeter, oil pressure gauge, clock, water temperature gauge, self-cancelling indicators with warning light. Petrol gauge.

UPHOLSTERY AND CARPETING. Upholstered throughout in finest quality Vaumol hide and Dunlopillo. Floor thickly carpeted over felt underlay.

WHEELS AND TYRES. Dunlop centre lock split rim racing type wheels. 18 diameter rim fitted with 5.5 x 16 Dunlop "90" tyres.

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

SPARE WHEEL AND TOOLS. Tools are housed individually in specially shaped scared proof container in rear locker. Jack. Spare wheel carried in separate compartment beneath boot.

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

EASY JACKETING. Any wheel may be raised clear of the ground with the minimum of effort in 10 seconds by means of special easy jack.

Prices - 3½ Litre £315, 4½ Litre £215. 5½ Litre £185.

The Drophead Coupe is here shown fully opened.
THE 1½ LITRE JAGUAR SALOON

ENGINE. Four-cylinder engine, 13 mm bore x 106 mm stroke. 1750 c.c. (Maximum rating 12.69 b.h.p.). Fuel 91/2-92. Overhead valves, 3 bearing counter-weighted crankshaft, aluminium pistons, chrome iron cylinder block, light alloy connecting rods, machined combustion chamber, cooling by pump circulation with by-pass thermostat control, forced illumination throughout by submerged oil pump, Tensional oil filter, coil ignition, S.U., downdraught carburettor.

FRAME. Double 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. Gear ratios: 1st 10.18 : 12nd 11.8 : 1st 2.08 : 2nd 1.35 : 3rd 1.00.

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

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

STEERING. Banham 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. Loco de Luxe throughout. 12-volt set with ventilated dynamo. Large diameter head-lamps, stop and reverse lights. Two interior lights, twin blended horn knobs. Twin blisters independently driven electric screen wipers.

INSTRUMENTS. 5" trip speedometer, 8" revolution counter, ammeter, oil pressure gauge, water temperature gauge, self-cancelling trafficators, with warning light. Clear bolder. Petrol gauge.

WHEELS AND TYRES. Dunlop centre-lock spined hub racing type wheels. 16" diameter rims fitted with Dunlop 6.5 x 18 "000" tyres.

UPHOLSTERY AND CARPETING. Upholstered throughout in finest quality Vauxhall hide and Dunlopillo. Floor thickly carpeted over felt underlay.

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

SPARE WHEEL AND TOOLS. Tools are housed individually in specially shaped round proof container in rear luggage lid. Spare wheel carried in separate compartment beneath boot.

LUGGAGE ACCOMMODATION. Ample accommodation for luggage is provided in the large rear boot. The lid of which may be lowered to form platform for additional luggage.

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
(On 3½ Litre and 2½ Litre Chassis)

3½ LITRE SPECIFICATION

ENGINE: Six-cylinder engine, 82 mm. bore x 100 mm. stroke. 3408 c.c. (Treasury rating 35.0 b.h.p.). Tax E18 10-9. Overhead camshaft system, push rod operated, 2½ diameter camshaft, weight loaded camshaft. In seven large precision made steel backed bearings. Connecting rods of special alloy steel. Chromed iron cylinder block, detachable head. 7.2 to 1 compression ratio, cooling by pump circulation with by-pass thermostat control, centre mounted oil pump, forced lubrication throughout. Complete circulation filtration, oil filter, special Lucas coil and distributor ignition, twin S.U. carburettors with electronically controlled choke. Dual exhaust system.

TRANSMISSION: 4-speed gearbox with synchro-select on 2nd, 3rd and top. Gears are specially cut overlapping double helical type, extra large diameter synchro-splines. Hardy Spicer all-metal propeller shaft in needle roller bearings, single plate 10" diameter clutch. Gear ratios: 1st 10.04, 2nd 7.73, 3rd, 4th 3.50, top 2.6.


BRAKES: Girling brake rod operated. 12" x 1" effective surface. Large diameter deeply ribbed Mulliner drums. Pedals & handbrake on instrument panel in all four wheels.

STEERING: Binary Dougle worm and nut steering. Light yet positive at all speeds. Elecroide adjustable steering wheel.

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

ELECTRICAL EQUIPMENT AND INSTRUMENTS: Lucas de Luxe 12 volt set with vernished dynamo. Large diameter headlamps with snowguards. Stop and reverse light. Twin bladed front horn. 100 m.p.h. speedometer, revolution counter, petrol gauge, oil pressure gauge, water temperature thermometer, ammeter, clock, twin bladed screen wipers.


WHEELS AND TYRES: Duplex centre-lock spoked hub six spoke wheels. 18" diameter rims fitted with Dunlop 255 x 18" 10-19" type worker. Dunlop 185 x 19" type worker. Overall length 15' 6". Overall width 5' 2".

Price - £445

2½ LITRE SPECIFICATION

ENGINE: Six-cylinder engine, 73 mm. bore x 100 mm. stroke. 2497 c.c. (Treasury rating 23.0 b.h.p.). Tax £12. Overhead camshaft pushed rod operated, large diameter camshaft, weight loaded camshaft. In seven large precision made steel backed bearings. Connecting rods of special alloy steel. Chromed iron cylinder block, detachable head. 7.4 to 1 compression ratio, cooling by pump circulation with by-pass thermostat control, centre mounted oil pump, forced lubrication throughout. Complete circulation filtration, oil filter, special Lucas coil and distributor ignition, twin S.U. carburettors with electronically controlled choke. Dual exhaust system.


BRAKES: Girling brake rod operated. 10½ x 1½ effective surface. Large diameter deeply ribbed Mulliner drums. Pedals & handbrake in all four wheels.

STEERING: Binary Dougle worm and nut steering. Light yet positive at all speeds. Elecroide adjustable steering wheel.

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

ELECTRICAL EQUIPMENT AND INSTRUMENTS: Lucas de Luxe 12 volt set with vernished dynamo. Large diameter headlamps with snowguards. Stop and reverse light. Twin bladed front horn. 100 m.p.h. speedometer, revolution counter, petrol gauge, oil pressure gauge, water temperature thermometer, ammeter, clock, twin bladed screen wipers.


WHEELS AND TYRES: Duplex centre-lock spoked hub six spoke wheels. 18" diameter rims fitted with Dunlop 255 x 18" 10-19" type worker. Dunlop 185 x 19" type worker. Overall length 15' 6". Overall width 5' 2".

Price - £305
1½ LITRE JAGUAR CHASSIS SPECIFICATION


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

TRANSMISSION. Four-speed gearbox with synchromesh on second, third and top. Heavy-duty all metal propeller shaft. Single plate light action clutch.

Gear ratios: 1st 10.16, 2nd 6.38, 3rd 5.06, Top 4.66, Rev. 19.16.

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

BRAKES. Cingling rod operated brake system with 12-inch diameter heavily ribbed Malleable drums.

STEERING. Burman-Douglas worm and nut steering. Light yet positive at all speeds. Dual 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 horn. Turn blade independently driven electric screen wipers.

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

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.

WHEELS AND TYRES. Dunlop centre-lock splined hub racing type wheels. 18-inch diameter rim fitted with Dunlop 9.60 x 15.50-18 tyres.
2 1/2 LITRE JAGUAR CHASSIS SPECIFICATION

ENGINE: Straight-6 cylinder engine, 73 mm bore x 100 mm stroke, 2360 cc (TORNATORHISитет 8.54 x 3.94). Tax 1 1/5. Overhead valves push rod operated; camshaft and rocker arm on camshaft; inlet valve seated on camshaft; exhaust valves on camshaft. Two intake and two exhaust valves per cylinder. All-in one-piece camshaft drive. Valve timing by centrifugal weight operated cam followers. Double overhead camshaft. Cast 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: Underframe frame of immense strength. Box sectioned throughout. 5' deep side members.


SUSPENSION: Long, flat, low periodicity road springs with load assisted by leaf, controlled by special Lucas shock absorbers.

BRAKES: 14 x 1 1/2" Cast iron brakes, operated through balanced linkage, with servo assisted hand brake on all four wheels, deeply ribbed Mephisto brake drums.


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 indicators with warning light. Petrol gauge.

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

WHEELS AND TYRES: Dunlop centre lock splined hub racing type wheels. 18" diameter rims fitted with Dunlop "50" 5.50 x 18 tyres.
A sectional drawing of the 2½ Litre Saloon

This sectional drawing of the 2½ Litre Saloon illustrates a number of interesting features, including the wide doors ensuring ease of entry and exit, and the spacious interior with its luxurious seating and low, flat floor. The dual exhaust system can also be seen, whilst the line of the down-swept frame member can be followed. Note also the low centre of gravity and the position of the seating between the axles.

Price = £395

(Body dimensions, coachwork and all equipment except tyres are as detailed in 3½ Litre specification on page 2. The chassis specification is on page 11.)
The spare wheel is carried in a separate compartment and is readily accessible by lowering the rear bumper, which is constructed to swing down without the use of tools. The wheel is secured by a metal strap with quick-release toggle fastener. Illumination of spare wheel compartment is provided from underneath of number plate container.

Ample luggage accommodation is provided on all luxury models. Two large suit cases, each 30" x 16", can be carried in addition to smaller packages, whilst the locker lid is constructed to form a platform for additional luggage. Tools are individually housed in sound-proof container fitted with lamp and switch.

The instrument panel is of handsome design in beautifully figured walnut finish. The instruments themselves, being screened and devoid of chromenium, do not distract the eye, whilst the general layout is in harmony with the sheet rust-effect of the car's interior appointments. Two large Arthur Holes with flush fingertip are provided.
RECENT COMPETITION SUCCESSES

MANUFACTURERS' TEAM PRIZE
WELSH RALLY, 1957

MANUFACTURERS' TEAM PRIZE
R.A.C. RALLY, 1957

Below is a review of recent successes achieved by Jaguar cars in competitive events held under widely varying conditions. This information is given, not as a list of "racing successes," but simply as an indication of the performance and reliability of the Jaguar in the hands of private owners. With the exception of the 2½ Litre driven by M.T. WISDOM at Brooklands (when the entry was declared invalid for technical reasons), these successes have been publicised by the Jaguar standard production model.

MARNE GRAND PRIX. JULY 11TH (2½ LITRE CLASS).
Won by a 2½ Litre Jaguar at an average speed of 68.98 m.p.h.

INTERNATIONAL ALPINE Trial. AUGUST 20TH, 1956.
100% performance by a 2½ Litre Jaguar. Best performance of any British car and second best performance in the whole trial.

SHELLEY WALKER HILL CLIMB. SEPTEMBER 12TH, 1956.
2½ Litre Uncharged Class won by 2½ Litre Jaguar.

BROOKLANDS M.C.C. MEETING. SEPTEMBER 30TH, 1956.
Four 2½ Litre Jaguars entered. All gained Premier Awards—the fastest averaging 109.31 m.p.h. for 51 laps and securing second place in a field of 19 cars. This car subsequently won a 2 lap handicap race at 89.00 m.p.h.

MONTI CARLO RALLY. JANUARY 30TH, 1957.
2½ Litre Jaguar won R.A.C. Cup in Monte Carlo Rally for best performance by car starting from John o' Groats.

In addition to securing highest number of marks in this Rally, Jaguar cars won the Manufacturers' Team Prize and prizes for best performance by competitor starting from Buxton and Leamington.

WELSH RALLY. JUNE 30TH, 1957.
In addition to winning the Premier Award, a team of 2½ Litre Jaguar cars won the Manufacturers' Team Prize, Club Team Prize, two starting handicap awards and Beaufort Class Award.

VILA REAL INTERNATIONAL CIRCUIT. JULY 20TH, 1957.
This continental road race of nearly 100 miles over a winding course was won by a 2½ Litre Jaguar, which also broke the sports car lap record with a lap of 88.181 m.p.h.

First Autumn Handicap won by 2½ Litre Jaguar at average speed of 111.05 m.p.h. with a fastest lap of 118.02 m.p.h.

Mr. T. H. WISDOM in the wheel of the 2½ Litre Jaguar with which he won the 24 Hours Endurance at Brooklands at a speed of 111.65 m.p.h.—his fastest lap being 118.02 m.p.h.

Mr. T. H. WISDOM with the 2½ Litre Jaguar which made the best performance of any British car in the 24th International Alpine Trial—winning a Glacier Cup and retaining the second best performance of all entries irrespective of classification.

Mr. J. HARRIS, who secured the highest number of marks of all entries in the 1957 R.A.C. Rally, is here seen negotiating the Triptych Hill at Hastings.
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, £3 (Pearl Essence or White £3 extra).
- Special colour for wheels £1.15.0d, extra per set of five wheels.
- Non-standard upholstery colour (or any deviation from standard arrangement of upholstery and exterior colours), £3 15s. 0d.

<table>
<thead>
<tr>
<th>COACHWORK</th>
<th>INTERIOR</th>
<th>HOOD (COUPE MODELS ONLY)</th>
</tr>
</thead>
<tbody>
<tr>
<td>OLIVE GREEN</td>
<td>OLIVE GREEN, BEIGE</td>
<td>FRENCH GREY, BLACK</td>
</tr>
<tr>
<td>MAROON</td>
<td>MAROON, BEIGE</td>
<td>FRENCH GREY, GUNMETAL GREY, BLACK</td>
</tr>
<tr>
<td>SUEDE GREEN</td>
<td>SUEDE GREEN</td>
<td>FRENCH GREY, BLACK</td>
</tr>
<tr>
<td>DARK BLUE</td>
<td>DARK BLUE, BEIGE</td>
<td>FRENCH GREY, BLACK</td>
</tr>
<tr>
<td>IVORY</td>
<td>RED, BEIGE, SUEDE GREEN</td>
<td>FRENCH GREY, BLACK</td>
</tr>
<tr>
<td>MOUNTAIN ASH GREEN</td>
<td>SUEDE GREEN</td>
<td>FRENCH GREY, BLACK</td>
</tr>
<tr>
<td>BIRCH GREY</td>
<td>RED, SILVER-BLACK</td>
<td>FRENCH GREY, BLACK</td>
</tr>
<tr>
<td>BATTLESHIP GREY</td>
<td>RED, SILVER-BLACK</td>
<td>FRENCH GREY, BLACK</td>
</tr>
<tr>
<td>LAVENDER GREY</td>
<td>RED, SUEDE GREEN, BLUE</td>
<td>FRENCH GREY, BLACK</td>
</tr>
<tr>
<td>GUNMETAL</td>
<td>RED, SILVER-BLACK</td>
<td>FRENCH GREY, BLACK</td>
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<tr>
<td>HONEYSUCELLE</td>
<td>RED, BEIGE</td>
<td>FRENCH GREY, BLACK</td>
</tr>
<tr>
<td>BLACK</td>
<td>BROWN, RED, OLIVE GREEN, SILVER-BLACK, BEIGE, POSSUM GRAY, FAN</td>
<td>DARK SAND, BLACK. FRENCH GREY, BLACK</td>
</tr>
</tbody>
</table>

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 Jaguar 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 routines in this direction.

The fitting of extras thus presents difficulties in the form of interrupted routines for which appropriate charges have to be made—but which are set at the lowest possible figure.

<table>
<thead>
<tr>
<th>Description</th>
<th>£ s d</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ace wheel discs for all models. Black or polished aluminium, per set of 8</td>
<td>9 7 6</td>
</tr>
<tr>
<td>Ace wheel discs for all models cellulosed to match colour of car, per set of 8</td>
<td>10 12 6</td>
</tr>
<tr>
<td>Ace wheel discs for all models Special de Luxe type with chromium plated hubs, per set of 8</td>
<td>12 0 0</td>
</tr>
<tr>
<td>Extra for cellulosing to match car</td>
<td>1 5 0</td>
</tr>
<tr>
<td>Ace wheel discs for all models all chromium plated, per set of 8</td>
<td>13 2 6</td>
</tr>
<tr>
<td>Fitting charge, per set</td>
<td>1 5 0</td>
</tr>
<tr>
<td>Lucas F.P. 5H Chromium plated Fog Lamp</td>
<td>1 5 0</td>
</tr>
<tr>
<td>Extra per pair for wiring and fitting with special brackets</td>
<td>2 5 0</td>
</tr>
<tr>
<td>&quot;Special Chromium plated bar to carry single fog lamp</td>
<td>1 0 0</td>
</tr>
<tr>
<td>Extra for wiring and fitting single fog lamp</td>
<td>0 7 6</td>
</tr>
<tr>
<td>Chromium plated badge bar (not suitable for fog lamps)</td>
<td>0 12 6</td>
</tr>
<tr>
<td>&quot;Horn&quot; Thermal type rear number plate (compulsory by regulations as from</td>
<td>1 7 6</td>
</tr>
<tr>
<td>10-38) with polished aluminium front plate, per set</td>
<td>1 5 0</td>
</tr>
<tr>
<td>Radio, Philco model K 528 long and medium wave</td>
<td>15 16 0</td>
</tr>
<tr>
<td>Fabric covered trunks to fit locker of Saloons, Coupes, per pair</td>
<td>4 4 0</td>
</tr>
</tbody>
</table>

* Lamp bar is essential for fitting of any single fog lamp or spot lamp.
* Philco sets subject to installation charge of £3 on new Jaguar cars equipped at our works.
GUARANTEE

On the sale or supply of all motor cars and goods by SS 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 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 of the motor 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 supply by the Company of the motor car or goods, but if the motor car or goods are sold by a motor dealer and have not been previously used, the period starts from the date of supply by such dealer to the customer.

The Company's responsibility is limited to the condition of this guarantee and the Company will not be liable for any damages or contingent or resulting liability or other loss arising through any breakage, 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 or replacement parts executed by Agents, or other repairers. The Company will also not be responsible for defects, breakages or breakdown caused by wear and 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 despatch of notification of the Company's decision the part or parts submitted for inspection may be scrapped by the Company or returned to the customer carriage forward. The Company accepts no responsibility for any goods which have been altered after leaving the Company's works, or which have been used for motor racing or let out for hire or sale or which the Company's identification numbers or marks have been altered or removed. The Company accepts no responsibility for tyres, instruments, 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 SS Cars Limited, Foleshill, Coventry, carriage paid and clearly labelled with the vendor'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) Class 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.
4. If there has been any correspondence or an invoice rendered, the Company's reference number should be quoted.
5. Delivery of all goods supplied by the Company under this guarantee will be made at the Company's Works.
6. The term "Agent" where used is in a complimentary sense only and those persons or firms who are supplied by the Company's "Agents" are not authorised to advertise, incur any debts, transact any business, or incur any liabilities whatever 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 under 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 vehicle on their behalf.

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

SS CARS LIMITED  HOLBROOK LANE  COVENTRY

TELEPHONE (Private Branch Exchange) Head Office and Works 5011  Garson Department 3902  (Telex) TELEGRAMS: JAGUAR, COVENTRY
Jaguar

Improvements for 1940
MANY IMPROVEMENTS FOR 1940 SET A NEW HIGH

The basic design of the Jaguar range is retained for 1940, but many important improvements have been made which still further enhance the high degree of comfort and refinement for so long associated with the Jaguar marque.

Chief amongst these improvements is the specially designed air-conditioning system fitted to the 3½ and 2½ Litre closed models and the "Special Equipment" 1½ Litre models. This system provides an even temperature in the interior of the car, warm in winter and cool in summer, and is fully controllable from the driver's seat. The system is further extended for use as a defroster and demister, in which capacity it prevents the formation of frost or mist on the screen.

Both front seats are adjustable, not only for fore and aft movement but for height and pitch. When the most suitable position for each has been secured by use of the lateral sliders, the seat can be raised or lowered until the ideal individual driving position is attained. Both adjustments are "finger tight" and can be carried out whilst the driver remains seated. (Fitted to 3½ and 2½ Litre closed models and "Special Equipment" 1½ Litre model).

The improved luggage locker now has a level floor and provides much increased accommodation. The interior has a highly polished finish rendering it extremely easy to keep clean and free from dust. Raised mouldings of rubber prevent damage to luggage by shifting. Tools are carried in compartment fitted with automatic electric light within the lid as shown on page 13 of the catalogue. On 1½ Litre cars, the special interior finish applies only to the "Special Equipment" model.)
STANDARD OF COMFORT AND REFINEMENT

A further contribution to comfort is provided by a new type of front bucket seat which is adjustable for height in addition to the fore and aft adjustment for reach. Both controls are "finger light" in operation and adjustment can be carried out without leaving the seat. Flush folding tables with polished walnut tops are recessed in the back of each seat, whilst an entirely new treatment of plain trimming enhances the appearance and comfort of the interiors of closed 21/2 and 31/2 Litre models. One new model, the "Special Equipment" 1½ Litre is introduced for 1940 with the following extra equipment: Air-conditioning, large super-beam headlamps, universally adjustable front seats, F.T.38 foglamps, and specially finished luggage locker.

A specially designed air-conditioning system is built into the 3½, 3½ and 1½ Litre "Special Equipment" models. By use of two single controls mounted beneath the instrument panel, the interior of the car can be warmed or cooled at will. The system is further extended to act as a dehumidifying and decontaminating unit and, under severe tests, has been found capable of removing up to 30% of frost from the entire surface of the screen.

Comfort and appearance of the luxurious interiors of the 2½ and 3½ Litre Saloons have been further enhanced by new treatment of plain trimming and upholstery. Flush folding tables are recessed in the backs of the front seats. On the 1½ Litre pleated upholstery is retained, but folding tables are fitted to the "Special Equipment" model.
DESCRIPTION OF THE JAGUAR AIR-CONDITIONING SYSTEM

INCORPORATING DEFROSTER AND DEMISTER

In hot weather, the interior of the car may be kept cool by turning off the heat control, opening the scuttle ventilator and turning the impeller control to "FAST." Air from outside the car is drawn through the scuttle ventilator down the air duct lying under the defroster ducts (Fig. 1) through the unit, where it is filtered, and thence to the interior of the car. Should the temperature of the outer air be unduly cold, the scuttle ventilator may be closed. Air from within the car itself is then drawn through the unit and recirculated.

Should occasion arise when the system is required for demisting only, the flow of air into the car can be shut off by closing the aperture lids shown in Fig. 2 immediately beneath the control panel.

From the foregoing it will be seen that the system is capable of adjustment to meet not only extremes of temperature but any condition between these extremes.

The Jaguar air-conditioning system incorporating defroster and demister is extremely simple in operation, and has been designed to form an integral part of the car's equipment. The main unit consists of an auxiliary radiator having two air impellers, one to project air into the interior of the car and another to force air over the entire surface of the screen. Hot water is brought from the car's normal water circulation system to the heating unit (Fig. 1), where it circulates through the auxiliary radiator and warms the air drawn through the chamber in which the unit is housed (Fig. 2). The air thus warmed is then projected into the car through the apertures on each side of the unit. At the same time warm air is forced through the Y shaped air ducts (Fig. 1) to the windscreen. The degree of warmth and the rate of flow can both be controlled by turning one or other of the small knobs on the control panel (Fig. 2).