**Introduction**

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 1936 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 Westlake patents, and by special arrangement its manufacture has been entrusted to the Standard Motor Co. Ltd., who have installed special plant for its production. Chiefly 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.
JAGUAR 2 1/2 LITRE MODELS

Specification


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

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


SUSPENSION. Long flat road springs of low periodicity with extremely wide front and rear spring track. Luvax double-action hydraulic shock absorbers front and rear.

BRAKES. Large diameter Girling brakes, 13" x 13" effective surface, fully compensated with rod operation throughout. Heavily-lined 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 and incorporating Blueman Douglas spring-blade steering wheel adjustable for height and rake.

PETROL SUPPLY. From 12-gallon rear tank. S.U. electric petrol pump. Twin carburetters.

WHEELS AND TYRES. Dunlop centre-lock spined hub type racing wheels. 18" diameter rims with chromium plated edges. Fitted with Dunlop 5.50 x 18" tires.


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 detachable grease nipples. Positive action silent travel locks. Two doors on Tourer and "100" models — those on the Tourer being extra wide to permit easy access to rear seats.

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 with one hand while driving.

UPHOLSTERY AND CARPETING. Finest quality Vaumol leather hide throughout in a range of colors to tone with exterior colour scheme. Floors thickly carpeted in colours to harmonize with general colour scheme. Open models upholstered in Celeste hide.

SEATING. Comfort of the most luxurious order is provided by deeply-sprung seats with form fitting back rests. The one-piece rear seat in closed model may be divided by heavily-padded folding arm rest which, when not required, can be folded back into 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. One-piece pressings with deep valances affording maximum protection. Front wings on closed model are of high domed hemlet type.

INSTRUMENTS. 100 m.p.h., 5" trip speedometer, 5" rev. counter, incorporating 8-day clock, ammeter, electric petrol gauge, oil pressure gauge, radiator temperature self-canceling built-in indicator. All instruments with white dials.

SPARE WHEEL AND COVER. Spare wheel with metal cover is carried, on closed model, on rigidly-mounted bracket and is recessed into well on rear side front wings. On open models, no cover is provided and wheel is carried at the rear.

LUGGAGE ACCOMMODATION. Ample accommodation for luggage is provided in the capacious compartment in the tail of the closed model. A large trunk is provided on the Tourer. On the "100" model accommodation for small suit cases is provided within the body at rear of seats.

DIMENSIONS. SALOON AND TOURER.

Wheelbase, 9' 11" ; Track, 4' 6" ; Overall length, 14' 10" (Tourer, 15' 0") ; Overall width, 5' 7" (Tourer, 5' 6") ; Overall height, 4' 15" ; Ground clearance, 7" ; Turning circle, 38' § § § "100" Model. Wheelbase, 8' 8" ; Track, 4' 6" ; Overall length, 13' 6" ; Overall width, 5' 3" ; Ground clearance, 7" ; Turning circle, 36' 6" ; Weight, 19½ cwt.
JAGUAR 1½ LITRE MODEL

Specification


FRAME. Low underslung frame, cross-beamed for extreme rigidity. Member members are box section fore and aft of cruciform members and are outwashed to take full width of body without overhang.

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

GEAR RATIONS. First, 19:18; Second, 11:86; Third, 7:05; Top, 4:86.

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

BRAKES. Large diameter Girling brakes, 12" × 1" effective surface, fully compensated with rod action throughout. Heavily finned alloy brake drums, 14" diameter. Hand brake lever of quick release racing type.

STEERING. Burman Douglas worm and nut steering. Light yet positive at all speeds. Incorporating Bluemel 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 carburettor.

WHEELS AND TYRES. Dunlop centre lock splined hub type racing wheels. 18" diameter rims with chromium plated edges fitted with Dunlop 475 × 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 Enots 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 Velluto leather hide throughout in a range of colours to tone with exterior 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 recesso 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. One-piece pressings with deep valances. Front wings are of high crowned helmet type affording maximum protection.

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 white dials.

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

LUGGAGE ACCOMMODATION. Ample accommodation for luggage is provided in the capacious compartment in the tail.

DIMENSIONS. Wheelbase, 6' 6". Overall length, 14' 2". Track, 4' 6". Overall Width, 4' 10". Turning circle, 38' 6". Ground clearance, 7".

We reserve the right to amend the specification contained in this folder from time to time as may be considered necessary for the purpose of improvement. The Guarantee for these models is as stated in the Company's complete catalogue.

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TELEGRAMS - SWALLOW, COVENTRY

DIRECTORS W. LYTTON, Chairman and Managing Director T. W. DAFFERN, O.B.E., F.C.A., F.S.A.A. H. H. GILLIES, A. W. WHITTAKER, General Manager
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 £8 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 90 m.p.h. can be accomplished in top gear, the 2½ Litre £8 will afford the utmost delight to all who appreciate a spirited performance without loss of refinement.

Details in Brief:

Price, £385, ex works.

For complete specification see overleaf.
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.

Details in Brief:

Price, £375, ex works.
For complete specification see overleaf.
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.

Details in Brief

Price, £395, ex works.
For complete specification see overleaf.
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 SS. Refinements 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 back rest 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.

Details in Brief.

1½ Litre four-cylinder side valve engine, 1608 c.c., 12 h.p., £9 Tax.
Four-speed improved synchromesh gear box—"finger tip" control.
Four-door coachbuilt body in wide range of attractive colour schemes.

Price, £285, ex works.
For complete specification see overleaf.