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INTRODUCTION

FOR 1935, the $$ is again presented as a car for the motorist of discernment—a car for the discriminating—the keenly critical.

In a stereotyped age, the $$ stands alone—boldly individualistic—daring to be different. At a time when mere cheapness is frequently of greater account than worth, the $$ note of quality is insistent. While affinity between appearance and performance tends to become less, the $$ proffers both—in full measure.

It is for the experienced motorist that the $$ holds the most obvious appeal—the motorist who can appreciate the fine surge of power that answers his demand for acceleration . . . the effortless control at speeds in the seventies and eighties . . . the total lack of fatigue after long journeys at high speeds.

Notwithstanding the exacting standard set by $$ in previous years, ceaseless striving for improvement has resulted in the production of even finer models for 1935. New mechanical features include the introduction of an improved induction system with two special high speed carburetters, increased compression ratio, new gearbox ratios and improved method of shock absorber mounting.

No matter in which direction personal taste inclines—closed car or open car—$$ offers to the discriminating motorist something out of the ordinary . . . true individuality in performance and appearance.

$$ CARS LTD., HOLBROOK LANE, COVENTRY
SPE\NIFICATION

ENGINE. Specially manufactured Standard Six cylinder. 16 h.p. 65.5 m.m. bore x 106 m.m. stroke ; 2143 c.c. 20 h.p. 73 m.m. bore x 106 m.m. stroke ; 2667 c.c. Side by side valves. Exceptionally stiff 7-bearing crankshaft, 2½ diameter main bearings, 1½ diameter big ends. Aluminium pistons. Chromium iron cylinder blocks. Light alloy connecting rods. Machined combustion chambers and ports. Two special high-speed R.A.G. carburetters. High efficiency induction and exhaust manifold. Detachable high compression aluminium cylinder head. Cooling by centrifugal pump and fan with adjustable thermostat. High pressure submerged oil pump. Coil ignition. Single dry plate light action clutch.

FRAME. Low underslung frame designed for extreme rigidity. The main members are triangulated in the centre by cross bracing from the dumb irons to the rear spring brackets.

TRANSMISSION. Synchro-mesh gears on second, third and top. Hardy Spicer all-metal propeller shaft and universal joints. Spiral bevel final drive. Easy to hand change speed lever.

GEAR RATIOS. 16 h.p.: Top, 4:50; Third, 6:18; Second, 9:51; First, 16:20. 20 h.p.: Top, 4:25; Third, 5:83; Second, 8:98; First, 15:30.

SUSPENSION. Ensuring smooth and steady road-holding with maximum comfort at all speeds. Long flat road springs of low periodicity, mounted on "Silentblock" bushes. The easily accessible jacking pads ensure quick erection. Hartford friction type shock absorbers front and rear.

BRAKES. Highly efficient Bendix Duo-Servo. Hand and foot operate on all four wheels. Quick-action spring release hand brake lever of racing type.

STEERING. Marles Weller cam and lever type.


PETROL SUPPLY. By A.C. pump with auxiliary priming lever for hand operation, from 12 gallon tank at the rear of the chassis. The tank filler is of 2½" diameter with quickly detachable bayonet fixing cap.

WHEELS AND TYRES. Rudge-Whitworth centre-lock splined hub type racing wheels. 18" rims with chromium plated rim edges fitted with Dunlop 5:50 x 18 tyres.

ELECTRICAL EQUIPMENT. 12-volt set. Large type QBD/166S/DC head lamps with motor to match radiator cap, and dip and switch control above steering wheel. Finger-tip operated ignition control. Stop light. Reversing lights. Sports type wing lamps. Special lamp type blended nose horns, domed to match head lamps, chromium plated with grille fronts to match the radiator, are fitted to each dumb iron. Lamps and horns all chromium plated finish.

COACHWORK. The body, constructed on the soundest lines, is of extreme strength. The frame is of prime quality selected ash throughout, reinforced by aluminium and steel brackets.

DOORS. Flush fitting and exceptionally wide, ensuring ease of access. The doors are hinged on double-strength standing pillars from bottom side to cant rail by means of special self-aligning chromium plated hinges, incorporating Ebro grease nipples. Spring-loaded all-steel door checks are fitted to the inside of the doors, secured to the chassis frame. Positive action slam locks are fitted, and each door is equipped with adjustable Bedford buffers.

HEAD. Leather grained, with chromium plated weather moulds protecting the chromium head down hinge pillar and windshield.

TRUNK. Leather grained, with heavily chromium plated hinged security catches and key lock. The accommodation is ample, and large suit cases, also golf clubs, may be carried quite easily.

SLIDING ROOF. Quick action, self-lifting, single control operation. Perfectly flush fitting, with very large opening.

WINDOW LIGHTS. Safety glass winding type.

WINDSCREEN. Patent type of simplified design, with swept top rail, and radiused corners. Opens from the bottom and is quickly operated. Concealed hinges, obviating any obstruction of vision. Lucas duo-plate windscreen wiper. Back light, mounted in chromium channel, opens to give additional ventilation.

BONNET. Stainless steel hinge, and heavily louvered side panels with quick action security fasteners.

WINGS. One-piece pressings, with deep valances, ensuring adequate protection.

UPHOLSTERY. Finest quality Vaumol hide throughout, in a range of colours to tone with the exterior colour scheme.

CABINET WORK. Instrument panel, door cappings and filler are of polished figured walnut.

CARPETING. The floor is thickly carpeted in colours to harmonise with the exterior finish.

SEATS. Four adult passengers are accommodated in the highest degree of comfort. The rear seats are constructed as two small arm chairs, deeply sprung with Swallow patent sprung case cushions and back rests. The arm rest is heavily padded with a special cushion rubber. (The arm rest may be omitted if desired, but the axle shaft tunnel renders a one-piece cushion impracticable.) Deep foot wells provide ample leg room. The front seats are constructed on similar lines to those at the rear, but there is, of course, no arm rest. The front seats are quickly adjustable by means of special slide rails, whilst the back rests hinge forward.

HEAD ROOM sufficient for the tallest passenger is made possible by the special design of the frame.

INSTRUMENTS. Illuminated panel with hexagon mountings for electric clock, 85 m.p.h. trip speedometer ammeter, oil pressure gauge and radiator thermometer combined, and electric petrol gauge.

ACCESSORIES. Complete suite of interior fittings in polished chromium, incorporating interior mirror, roof lamp and switch, rear blind with driver's hand control, and ash tray. Trafficators with concealed direction arms are also fitted (self-cancelling).

DIMENSIONS. Wheelbase, 9' 11". Track, 4' 5½". Overall length, 15' 6". Overall width, 5' 5½". Overall height, 4' 7½". (Adjustable). 3' 8½" maximum; 3' 2" minimum. Height of backrest (front and rear), 2' 1½". Depth of body inside, 3' 5½". Back of front seat to centre of rear seat backrest, 3' 6½" maximum; 3' 1½" minimum.

PRICES: £345 (16 h.p.); £345 (20 h.p.). With D.W.S. Permanent Jacks: £390.
OUTSTANDING by the sheer merit of its splendid performance, this beautifully proportioned sports saloon is firmly established in its leadership of contemporary sports car design. Instantly responsive, either to bursts of vivid acceleration or long sustained periods at high speeds, this car is handled with an ease that is as satisfying as it is exhilarating. The comfort afforded the driver and passengers is of the most luxurious order, whilst the now famous SS road-holding qualities induce a mental restfulness resulting from effortless control at the highest speeds and on the longest journeys.
SPECIFICATION

ENGINE. Specially manufactured Standard Six cylinder. 16 h.p.; 65.5 m/m bore x 106 m/m stroke; 2143 c.c. 20 h.p.; 73 m/m bore x 106 m/m stroke; 2663-7 c.c. Side by side valves. Exceptionally stiff 7-bearing crankshaft, 2\(\frac{1}{2}\) diameter main bearings. 1\(\frac{1}{2}\) diameter big ends. Aluminium pistons. Chromium iron cylinder blocks. Light alloy connecting rods. Machined combustion chambers and ports. Two special high-speed R.A.G. carburetters. High efficiency induction and exhaust manifold. Detachable high compression aluminium cylinder head. Cooling by centrifugal pump and fan with adjustable thermostat. High pressure submerged oil pump. Coil ignition. Single dry plate light action clutch.

FRAME. Low underslung frame designed for extreme rigidity. The main members are triangulated in the centre by cross bracing from the dumb irons to the rear spring brackets.

TRANSMISSION. Syncho-mesh gears on second, third and top. Hardy Spicer all-metal propeller shaft and universal joints. Spiral bevel final drive. Easy to hand change-speed lever.

GEAR RATIOS. 16 h.p.: Top, 4.50; Third, 6.18; Second, 9.51; First, 16.20. 20 h.p.: Top, 4.25; Third, 5.83; Second, 8.98; First, 15.30.

SUSPENSION. Ensuring smooth and steady road-holding with maximum comfort at all speeds. Long flat road springs of low periodicity, mounted on "Silent bloc" bushes. The easily accessible jacking pads ensure quick erection. Hartford friction type shock absorbers are fitted front and rear. Rear springs, 42\(\frac{1}{2}\) x 11\(\frac{1}{2}\). Front springs, 34\(\frac{1}{2}\) x 11\(\frac{1}{2}\).

BRAKES. Highly efficient Bendix Duo-Servo. Hand and foot operate on all four wheels. Quick-action spring release hand brake lever of racing type.

STEERING. Marles Weller cam and lever type.


PETROL SUPPLY. By A.C. pump with auxiliary priming lever for hand operation, from 12-gallon tank at the rear of the chassis. The tank filler is of 2\(\frac{1}{2}\) diameter with removable detachable bayonet fixing cap.

WHEELS AND TYRES. Rudge-Whitworth centre-lock splined hub type racing wheels. 18" rims with chromium plated rim edges fitted with Dunlop 5.50 x 18 tyres.

ELECTRICAL EQUIPMENT. 12-volt set. Large type QBD 1665/GC head lamps with motif to match radiator cap, and dip and switch control above steering wheel. Finger-tip operated ignition control. Stop light. Reversing light. Sports type wing lamps. Special Lucas-type blended note horns, doteed to match head lamps, chromium plated with grille fronts to match the radiator, are fitted to each dumb iron. Lamps and horns are chromium plated finish.

COACHWORK. Coachbuilt with leather grained large travelling trunk. The body, constructed on the soundest lines and of extreme strength, represents the finest example of craftsmanship. The frame is of prime quality selected ash throughout, reinforced by aluminium and steel brackets.

DOORS. Flash-fitted and exceptionally wide, ensuring ease of access. The doors are hinged on double-strength standing pillars by means of special self-aligning aluminium plated hinges, incorporating Enol grease nipples. Spring-loaded all-steel door checks are fitted to the bottom of the doors, secured to the chassis frame. Positive action slam locks are fitted, and each door is equipped with adjustable Bedford buffers.

TRUNK. Leather grained with heavily chromium plated hinged security catches and key lock. The accommodation is ample, and three or four large suit cases may be carried quite easily. Quickly accessible tool kit and side curtain locker.

WINDSCREEN. Folding and opening windscreen, with swept top rail. Lucas duo-blade wiper.

ALL WEATHER EQUIPMENT. The completely draughtproof side curtains are rigidly secured and may be erected independently of the hood. Centre panels of front side curtains are hinged for easy hand signalling.

BONNET. Stainless steel hinge and heavily louvered side panels with quick-action security fasteners.

WINGS. One-piece pressings, with deep valances, ensuring adequate protection.

UPHOLSTERY. Finest quality Celstra hide throughout in a range of colours to tone with the exterior colour scheme.

CARPETING. The floor is thickly carpeted in colours to harmonise with the exterior finish.

SEATS. Four adult passengers are accommodated in the highest degree of comfort. The rear seats are constructed as two small arm chairs and are deeply sprung with Swallow patent spring case cushions and back rests. The arm rest is heavily padded with a special cushion rubber. (The arm rest may be omitted if desired, but the axle shaft tunnel renders a one-piece cushion impracticable.) Deep foot wells provide ample leg room. The front seats are constructed on similar lines to those at the rear, but there is, of course, no arm rest. The front seats are quickly adjustable by means of special slide rails, whilst the back rests hinge forward.

INSTRUMENTS. The instrument facia panel is equipped with 5½ 85 m.p.h. speedometer with revolution markings, 5½ clock with trip-minute finger and English and French figures, oil gauge, thermometer petrol gauge, ammeter, starter button, key switch, and inspection lamp plug.

DIMENSIONS. Wheelbase, 9' 11". Track, 4' 5½". Overall length, 15' 6". Overall width, 5' 5½". Width of body inside 4' 0". Width of doors, 3' 6". Centre of back rest to pedals (adjustable), 3' 6" maximum, 3' 2" minimum. Height of back rest (front and rear), 2' 1". Back of front seat to centre of rear seat back rest, 3' 6" maximum, 3' 1" minimum.

Prices: £335 (16 h.p.); £340 (20 h.p.). With D.W.S. Permanent Jacks: £340 (16 h.p.); £345 (20 h.p.).
The suggestion of latent speed in the long low lines of this open model is amply justified by a brilliant road performance. An improved version of the completely standard model which gained two awards in the VIth International Alpine Trial, it offers everything that the exacting open sports car enthusiast demands. Added to its capacity for high maximum and average speeds is the element of comfort which renders indulgence in fast road travel devoid of the slightest trace of strain or fatigue. For those who demand a high performance car calling for no sacrifice either in appearance or comfort, this model makes an instant appeal.
SPECIFICATION

ENGINE. Specially manufactured Standard Six cylinder. 16 h.p.: 65.5 m.m. bore x 106 m.m. stroke; 2143 c.c. 20 h.p.: 73 m.m. bore x 106 m.m. stroke; 2663-7 c.c. Side by side valves. Exceptionally stiff 7-bearing crankshaft, 2½" diameter big ends. Aluminium pistons. Chromium iron cylinder block. Light alloy connecting rods. Machined combustion chambers and ports. Two special high-speed R.A.G. carburetters. High efficiency induction and exhaust manifold. Detachable high compression aluminium cylinder head. Cooling by centrifugal pump and fan with adjustable thermostat. High pressure submerged oil pump. Cool ignition. Single dry plate light action clutch.

FRAME. Low underslung frame designed for extreme rigidity. The main members are triangulated in the centre by cross bracing from the dumb irons to the rear spring brackets. Transmission. Synchro-mesh gears on second, third and top. Handy Spicer all-metal propeller shaft and universal joints. Spiral bevel final drive. Easy to hand change speed lever.

GEAR RATIOS. 16 h.p.: Top, 4·50; Third, 6·18; Second, 9·51; First, 16·20. 20 h.p.: Top, 4·25; Third, 5·83; Second, 8·98; First, 15·30.

SUSPENSION. Ensuring smooth and steady road-holding with maximum comfort at all speeds. Long flat road springs of low periodicity, mounted on "Silentblock" bushes. The easily accessible jacking pads ensure quick erection. Hartford friction type shock absorbers are fitted front and rear. Rear springs, 42½ x 13½. Front springs, 34½ x 11½.

BRAKES. Highly efficient Bendix Duo-Servo. Hand and foot operate on all four wheels. Quick action spring release hand brake lever of racing type.

STEERING. Marles Weller cam and lever type.


PETROL SUPPLY. By A.C. pump with auxiliary priming lever for hand operation, from 12-gallon tank at the rear of the chassis. The tank filler is of 2½" diameter with locknut and detachable bayonet fixing cap.

WHEELS AND TYRES. Rudge-Whitworth centre-lock splined hub type racing wheels, 18" rims with chromium plated rim edges fitted with Dunlop 5·90 x 18 tyres, 2½" wide, with rubber lip, and open webbing hub. Self-aligning chromium plated hinges, incorporating Enots grease nipples. Spring-loaded all-steel door checks are fitted to the bottom of the doors, secured to the chassis frame. Each door is equipped with adjustable Bedford buffers and a heavy action slam locks.

LUGGAGE ACCOMMODATION. An all-enclosed luggage compartment of extraordinarily large dimensions is concealed in the tail. Rear panel falls, providing platform for additional luggage, and also carries tools set in specially shaped hinged rubber container.

SLIDING ROOF. Quick action, self-lifting, single control operation. Perfectly flush fitting, with very large opening.

WINDOW LIGHTS. Safety glass windscreen type.

WINDSCREEN. Patented type of simplified design, with swept top rail, and radiused corners. Opens from the bottom and is quickly operated. The hinges are of the concealed type, obviating any obstruction of vision. Lucas doble-glaze windscreen wiper is fitted.

BONNET. Stainless steel hinge, and horizontally louvered side panels with quick-action security fasteners.

UPHOLSTERY. Finest quality Vaumol hide throughout, in a range of colours to tone with the exterior colour scheme.

CABINET WORK. The instrument panel, door cappings and flaps are of polished figured walnut.

CARPETING. The floor is thickly carpeted in colours to harmonise with the exterior finish.

SEATS. Four adult passengers are accommodated in the highest degree of comfort. The rear seats are constructed as two small arm chairs, and are deeply sprung with Swallow patented spring case cushions and back rests. The arm rest is heavily padded with a special cushion rubber. (The arm rest may be omitted if desired, but the axle shaft tunnel renders a one-piece cushion impracticable.) Deep foot wells provide ample leg room. The front seats are constructed on similar lines to those at the rear, but there is, of course, no arm rest. The front seats are quickly adjustable by means of special slide rails, whilst the back rests hinge forward.

HEAD ROOM. Sufficient for the tallest passenger is made possible by the special dropped chassis frame.

INSTRUMENTS. Illuminated panel with hexagon mountings for electric clock, 100 m.p.h. trip speedometer with revolution markings, ammeter, oil pressure gauge and radiator thermometer combined, and electric petrol gauge.

ACCESSORIES. Complete suite of interior fittings in polished chromium, incorporating interior mirror, roof lamp and switch, rear blind with driver's hand control, ash tray, small folding tables recessed in rear of front seat rests, and large cubby hole in instrument panel.

TRAFFICATORS with concealed direction arms are also fitted (self-cancelling).

SPARE WHEELS AND COVERS. Two spare wheels, with covers in colours to match car, are carried on rigidly-mounted invincible brackets and are recessed into wells on front wings.

DIMENSIONS. Wheelbase, 9' 11½". Track, 4' 5½". Overall length, 15' 3½". Overall width, 5' 5½". Overall height, 4' 8½". Centre of back rest to pedals (adjustable), 3' 9½" maximum, 3' 2" minimum. Height of back rest, front seats, 2' 1½". Back of front seats to centre of rear seat back rest, 3' 7½" maximum, 3' 1½" minimum.

Prices: £360 (16 h.p.); £365 (20 h.p.). With D.W.S. Permanent Jacks: £365 (16 h.p.); £370 (20 h.p.).
ACCLAIMED from the moment of its introduction as “the most beautiful interpretation of streamlining,” this model is characterised by a modernity of outline dignified in its restraint. That its distinguished appearance has not been secured at the expense of practical considerations is demonstrated by the roominess of the interior, the ample head room and the extraordinarily capacious luggage compartment. The same spirited road performance typical of all $S$ products is manifest in the Airline, and is exemplified in high speed, superb road-holding and a degree of comfort without parallel.

SSI Airline Saloon
SPECIFICATION


FRAME. Low underslung frame, designed for extreme rigidity. The main members are triangulated in the centre by cross bracing from the dumb irons to the rear spring brackets.

TRANSMISSION. Synchro-mesh gears on second, third and top. Hardy Spicer all-metal propeller shaft and universal joint. Spiral bevel final drive. Easy to handle change speed lever.

GEAR RATIOS. 10 h.p.: Top, 5.29; Third, 7.68; Second, 12.84; First, 20.85. 12 h.p.: Top, 4.86; Third, 7.06; Second, 11.80; First, 19.18.

SUSPENSION. Long flat road springs of low periodicity mounted on Silentblock bushes. Quickly accessible jacking pads. Hartford friction type shock absorbers front and rear.

BRAKES. Highly efficient Bendix Duo-Servo. Hand and foot operate on all four wheels. Quick action spring release hand brake lever of racing type.

STEERING. Marles Weller cam and lever type.

PETROL SUPPLY. By A.C. pump with auxiliary priming lever for hand operation, from 8-gallon tank at the rear of the chassis.

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

WHEELS AND TYRES. Rudge-Whitworth centre lock splined hub type racing wheels, 18" rims with chromium rim edges, fitted with Dunlop 4 75 - 16 tyres.

ELECTRICAL EQUIPMENT. 12-volt set LB 140/EDFE 5 head lamps, with dip and switch control above steering wheel. Sports type wing lamps. Stop light. Reversing lamp. Special Lucas type bi-angled note horn, domed to match head lamps, are fitted to each dumb iron. All lamps and horns chromium plated finish.

COACHWORK. Coachbuilt, with leather grained head and large travelling trunk. The body, constructed on the stoutest lines, is of extreme strength. The frame is of prime quality selected ash throughout, reinforced by aluminium and steel brackets.

DOORS. Flush fitting, and exceptionally wide, ensuring ease of access to interior. Hinged on double-strength standing pillars from bottom side to cuntrlail by means of special self-aligning chromium plated hinges, incorporating Enots grease nipples. Spring-loaded all-steel door checks are fitted to the bottom of the doors, secured to the chassis frame. Positive action slam locks are fitted, and each door is equipped with adjustable Bedford buffers.

HEAD. Leather grained, with chromium weather moulds protecting the doors and chromium bead blind hinge pillar and waistline.

TRUNK. Leather grained with heavily chromium plated hinged security catches and key lock. Provides spacious accommodation for travelling cases.

SLIDING ROOF. Quick action, self-lifting, single control operation. Perfectly flush fitting, with very large opening.

WINDOW LIGHTS. Safety glass winding type.

WINDSCREEN. Patent type, with swept top rail and radius ends. Opens from the bottom and is quickly operated. Hinges of concealed type, obviating any obstruction of vision. Lucas duo-blade windscreen wiper. Back light opens to give additional ventilation.

BONNET. Stainless steel hinge and heavily lourved side panels with quick-action security fasteners.

WINGS. One-piece pressings, with deep valances, ensuring adequate protection.

UPHOLSTERY. Finest quality Vaumol hide throughout in a range of colours to tone with the exterior colour scheme.

CABINET WORK. The instrument panel, door cappings and fillets are of polished figured walnut.

CARPETING. The floor is thickly carpeted in colours to harmonise with the exterior finish.

SEATS. Four adult passengers are accommodated in the highest degree of comfort. The rear seats are constructed as two small arm chairs, and are deeply sprung with Swallow patent spring case cushions and back rests. The arm rest is heavily padded with a special cushion rubber. (The arm rest may be omitted if desired, but the side shaft tunnel renders a one-piece cushion impracticable.) Deep foot wells provide ample leg room. The front seats are constructed on similar lines to those at the rear, but there is, of course, no arm rest. The front seats are quickly adjustable by means of special slide rails, whilst the back rests hinge forward.

HEAD ROOM sufficient for the tallest passenger is made possible by the special dropped chassis frame.

INSTRUMENTS. Illuminated panel of special unique design, with hexagon mountings for clock, trip speedometer, ammeter, oil pressure gauge, and electric petrol gauge.

ACCESSORIES. Complete suite of interior fittings in chromium, incorporating interior mirror, roof lamp and switch, rear blind with driver's hand control, and ash tray. Trafficators with concealed direction arms (self-cancelling). Spare wheel cover, in colour to match car, with chromium band.

DIMENSIONS. Wheelbase, 8' 8". Track, 3' 10½". Overall length, 14' 6". Overall width, 4' 7". Overall height, 4' 6". (Adjustable). 3' 5½ maximum, 3' 2" minimum. Height of back rest, 2' 1½". Depth of body inside, 3' 5½. Back of rear seat to centre of rear seat back rest, 3' 5½ maximum, 3' 6½ minimum.

Prices: £265 (10 h.p.); £270 (12 h.p.). With D.W.S. Permanent Jacks: £270 (10 h.p.); £275 (12 h.p.).
CONVENIENTLY termed a “light car” by reason of its moderate horsepower, this model bears little resemblance to cars usually described in this manner. There is full accommodation for four adults in an interior noteworthy for the same high quality of furnishing and appointment found in the larger ££ models. Nor does the similarity end in appearance, for the road performance is marked by the same verve that is so outstanding a feature of every ££. Powered by an engine of the utmost liveliness, remarkably high average speeds are attainable in perfect comfort.

SSII  Four Seater Sports Saloon
SPECIFICATION

ENGINE. Specially manufactured Standard four-cylinder three-bearing engine. 10 h.p.: 63-5 m.m. bore x 106 m.m. stroke; 1343 c.c. 12 h.p.: 69-5 m.m. bore x 106 m.m. stroke; 1606-5 c.c. Side by side valves. Three-bearing crankshaft. "Buoyant Power" flexible engine mounting. Harmonic cam. Cooling by centrifugal pump and fan with adjustable thermostat. Aluminium pistons, chromium iron cylinder blocks. Light alloy connecting rods. Machined combustion chambers and ports. Two special high-speed R.A.G. carburetters. High efficiency induction and exhaust manifold. Submerged oil pump. Coil ignition. Single dry plate light action clutch.

FRAME. Low underslung frame. Designed for extreme rigidity. The main members are triangulated in the centre by cross bracing from the dumb irons to the rear spring brackets.

TRANSMISSION. Synchro-mesh gears on second, third and top. Hardy Spicer all-metal propeller shaft and universal joints. Spiral bevel final drive. Easy to hand change speed lever.


SUSPENSION. Long, flat road springs of low periodicity mounted on "Silent bloc" bushes. Rear springs, 30½ x 11; front springs, 29½ x 11. Quick accessible jacking pads. Hartford friction type shock absorbers front and rear.

BRAKES. Highly efficient Bendix Duet-Servo. Hand arm foot operate on all four wheels. Quick action spring release hand brake lever of racing type.

STEERING. Marles Weller cam and lever type.

PETROL SUPPLY. By A.C. pump with auxiliary priming lever for hand operation, from 8-gallon tank at the rear of the chassis.

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

WHEELS AND TYRES. Rudge-Whitworth centre lock splined hub type racing wheels, 18" rims with chromium rim edges, fitted with Dunlop 4-75 x 18 tyres.

ELECTRICAL EQUIPMENT. 12-volt set LB/140 EDFE 5 head lamps, with dip and switch control above steering wheel. Sports type wing lamps. Stop light. Reversing light. Special Lucas type bi-angled note horns, domed to match head lamps, are fitted to each dumb iron. All lamps and horns chromium plated finish.

COACHWORK. Coachbuilt with leather grained large travelling trunk, providing ample accommodation for suit cases. The body, constructed on the soundest lines, is of extreme strength. The frame is of prime quality selected ash throughout, reinforced by aluminium and steel brackets.

DOORS. Flush fitting and exceptionally wide, ensuring ease of access to the interior. Hinged on double-strength standing pillars by means of special self-aligning chromium plated hinges, incorporating Enots grease nipples. Spring loaded all-steel door checks are fitted to the bottom of the doors, secured to the chassis frame. Each door is equipped with adjustable buffers and positive action slam locks.

WINDSCREEN. Folding and opening windscreen, with swept top rail. Lucas duo-blade windscreen wiper.

ALL-WEATHER EQUIPMENT. The completely draught-proof side curtains are rigidly secured and may be erected independently of the hood. Centre panels of front side curtains are hinged for easy hand signalling.

BONNET. Stainless steel hinge and heavily louvred side panels with quick-action security fasteners.

WINGS. One-piece pressings, with deep valances, ensuring adequate protection.

UPHOLSTERY. Finest quality Celstra hide throughout in a range of colours to tone with the exterior colour scheme.

CARPETING. The floor is thickly carpeted in colours to harmonise with the exterior finish.

SEATS. Four adult passengers are accommodated in the highest degree of comfort. The rear seats are constructed as two arm chairs, and are deeply sprung with Swallow patent spring chase cushions and back rests. The arm rest is heavily padded with a special cushion rubber. (The arm rest may be omitted if desired, but the axle shaft tunnel renders a one-piece cushion impracticable.) Deep foot wells provide ample leg room. The front seats are constructed on similar lines to those at the rear, but there is, of course, no arm rest. Front seats are quickly adjustable by means of special slide rails, whilst the back rests hinge forward.

INSTRUMENTS. The instrument facia panel is equipped with 5" 100 m.p.h. speedometer with revolution markings, 5" clock with trip minute finger and English and French figuring, oil gauge, thermometer, petrol gauge, ammeter, starter button, key switch, and inspection lamp plug.

DIMENSIONS. Wheelbase, 8' 8". Track, 3' 10½". Overall length, 14' 0". Overall width, 4' 7". Width of doors, 3' 6". Width of body inside, 3' 9". Centre of back rest to pedals (adjustable), 3' 8" maximum, 3' 2" minimum. Back of front seat to centre of rear seat back rest, 3' 5" maximum, 3' 0" minimum.

Prices: £260 (10 h.p.); £265 (12 h.p.). With D.W.S. Permanent Jacks: £265 (10 h.p.); £270 (12 h.p.).
SMALLER counterpart of the $S$ I. Open Four Seater, this model has found ready favour amongst those who require a moderately-powered open sports car with full accommodation for four adults. With all the snap and speed demanded of a car of this type, there is, in addition, that unmistakable $S$ finish in every detail that stamps the car as a quality product. Full all-weather equipment is provided which, when erected, is draughtproof and free from rattle.
SOME RECENT ACHIEVEMENTS

The silver gilt plaque won by the $S$ Team in the International Alpine Trial, 1934.

S. H. Light, first in the unlimited open class at the Monte Carlo Rally Concours de Confort, receiving his award.

Car No. 52, driven by F. W. Morgan—winner of an Individual Class award—negotiating one of the numerous hairpin bends in the Alpine Trial.

The $S$ Team which gained 2nd place in the 2000/3000 c.c. class in the International Alpine Trial.
ENGINE. Specially manufactured Standard Six cylinder. 16 h.p.; 65.5 m.m. bore x 106 m.m. stroke; 2143 c.c. 20 h.p.; 73 m.m. bore x 106 m.m. stroke; 2663 c.c. Side by side valves. Exceptionally stiff 7-bearing crankshaft, 21" diameter main bearing. 11" diameter big ends. Aluminium pistons. Chromium iron cylinder blocks. Light alloy connecting rods. Machined combustion chambers and ports. High efficiency induction and exhaust manifold. Detachable high compression aluminium cylinder head. Cooling by centrifugal pump and fan with adjustable thermostat. High pressure submerged oil pump. Coil ignition. Single dry plate light action clutch.

CARBURETTERS. Two special R.A.G. carburetters are fitted as standard. (Single carburettor induction system and lower compression ratio available if required.)

FRAME. Low underslung frame designed for extreme rigidity. The main members are triangulated in the centre by cross bracing from the dumb irons to the rear spring brackets.

TRANSMISSION. Synchro-mesh gears on second, third and top. Hardy Spicer all-metal propeller shaft and universal joints. Spiral bevel final drive. Easy to hand change speed lever.

GEAR RATIOS. 16 h.p.: Top, 4:50; Third, 6:18; Second, 9:51; First, 16:20. 20 h.p.: Top, 4:25; Third, 5:83; Second, 8:98; First, 15:30.

SUSPENSION. Ensuring smooth and steady road-holding with maximum comfort at all speeds. Long flat road springs of maximum capacity mounted on "Silent bloc" bushes. The easily accessible jacking pads ensure quick erection. Hartford friction type shock absorbers are fitted front and rear. Rear springs, 42½" x 1½"; front springs, 34½" x 1½".

BRAKES. Highly efficient Bendix Duo-Servo. Large diameter Millenite cast brake drums, deeply ribbed, 12¾" external diameter. Hand and foot operated on all four wheels. The hand brake is of quick release racing type.

STEERING. Marles Weiler cam and lever type. Large diameter flexible steering wheel with deeply grooved thin rim and chromium plated laminated spokes.


PETROL SUPPLY. By A.C. pump with auxiliary priming lever for hand operation, from 12-gallon tank at the rear of the chassis. The tank filler is of 2½" diameter with quickly detachable bayonet fixing cap.

WHEELS AND TYRES. Rudge-Whitworth centre-lock splined hub type racing wheels. 18" rims with chromium plated rim edges fitted with Dunlop 5:50 - 18 tyres.

RADIATOR. A strikingly attractive feature of the car. Chromium plated fluted front and apron between dumb irons. Filler cap of quickly detachable bayonet fixing type.

BUMPERS. Exceptionally substantial and of attractive appearance, are domed 3½" section.

ELECTRICAL EQUIPMENT. 12-volt set. Large type QBD.166S/GC head lamps with motif to match radiator cap, and dip and switch control above steering wheel. Finger-tip operated ignition control. Stop light. Reversing light. Sports type wing lamps. Special Lucas type blended note horns, domed to match head lamps, chromium plated with grille fronts to match the radiator, are fitted to each dumb iron. Lamps and horns all chromium plated finish.
SOME RECENT ACHIEVEMENTS

The fine collection of trophies won by Major A. D. Carey, O.B.E.

At the Shelsley Walsh meeting in April, 1934, C. W. Needham, driving an $S$ $I$, in full touring trim, made the climb in the excellent time of $50\frac{1}{2}$ seconds.

T. Leather at the wheel of the $S$ $I$, with which he gained a premier award in the M.C.C. Speed Trials at Brooklands in September, 1934. In the same event, R. F. Oats gained a silver medal.
ENGINE. Specially manufactured Standard four cylinder three-bearing engine. 10 h.p.: 63.5 m.m. bore x 106 m.m. stroke; 1343 c.c. 12 h.p.: 69.5 m.m. bore x 106 m.m. stroke; 1608.5 c.c. Side by side valves. Three-bearing crankshaft. "BuoYant Power" flexible engine mounting. Harmonic cams. Cooling by centrifugal pump and fan with adjustable thermostat. Aluminium pistons, chromium iron cylinder blocks. Light alloy connecting rods. Machined combustion chambers and ports. High efficiency induction and exhaust manifold. Submerged oil pump. Coil ignition. Single dry plate light action clutch.

CARBURETTERS. Two special R.A.G. carburetters are fitted as standard. (Single carburettor induction system and lower compression ratio available if required.)

FRAME. Low underslung frame, designed for extreme rigidity. The main members are triangulated in the centre by cross bracing from the dumb irons to the rear spring brackets.

TRANSMISSION. Synchro-mesh gears on second, third and top. Hardy Spicer all-metal propeller shaft and universal joints. Spiral bevel final drive. Easy to hand change speed lever.

GEAR RATIOS. 10 h.p.: Top, 5.29; Third, 7.68; Second, 12.84; First, 20.85. 12 h.p.: Top, 4.86; Third, 7.96; Second, 11.80; First, 19.18.

SUSPENSION. Long, flat road springs of low periodicity mounted on "Silentbloc" bushes. Quickly accessible jacking pads obviate any difficulty in erection.

SHOCK ABSORBERS. Hartford friction type, front and rear. Rear springs 38\" x 11\"; front springs, 29\" x 11\".

BRAKES. Highly efficient Bendix Duo-Servo. Hand and foot operate on all four wheels, the hand brake being of quick release racing type.

STEERING. Marles Weller cam and lever type. Large diameter flexible steering wheel with deeply grooved thin rim and chromium plated laminated spokes.

PETROL SUPPLY. By A.C. pump with auxiliary priming lever for hand operation, from 8-gallon tank at the rear of the chassis.

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

WHEELS AND TYRES. Rudge-Whitworth centre lock splined hub type racing wheels, 18" rims with chromium rim edges, fitted with Dunlop 4-75 x 18 tyres.

RADIATOR. Chromium plated fluted front and apron between the dumb irons. Filler cap being of quickly detachable bayonet fixing type.

BUMPERS. Exceptionally substantial and of attractive appearance; are domed 2\" section.

ELECTRICAL EQUIPMENT. 12-volt set LB(140)EDFE/5 head lamps, with dip and switch control above steering wheel. Sports type wing lamps. Stop light. Reversing light. Special Lucas type blended note horns, domed to match head lamps, are fitted to each dumb iron. All lamps and horns, chromium plated finish.
EXTRAS

$\text{S}1\text{ and }\text{S}1\text{I SA]ON}

Ace Wheel Discs, polished aluminium, for $\text{S}1$, per set of five...

Ace Wheel Discs, polished aluminium, for $\text{S}1\text{I}$, per set of five...

Extra for fitting, per set...

Extra for all chromium finish, per disc...

Extra for cellulose finish to match car...

Spot Lamp, chromium plated...

Desmo Senior "Safebeam" Chromium Plated Fog Lamp...

Desmo Senior "Safebeam" Chromium Plated Fog Lamp...

Lucas Type F.T.37 Chromium Plated Fog Lamp...

Special chromium plated bar to carry Fog Lamp on $\text{S}1\text{I}$...

Extra for wiring and fitting Fog Lamps, each...

Interior Visors with Safety Glass tinted Amber, Blue, Green or Smoke...

Extra for fitting...

D.W.S. Permanent Jacks for $\text{S}1$, per set...

Extra for fitting...

D.W.S. Permanent Jacks for $\text{S}1\text{I}$, per set...

Extra for fitting...

3" Rev. Indicator and Clock combined, Jaeger type...

3" Rev. Indicator only...

Extra for fitting either type of Rev. Indicator...

Spring gauges (spring type) per set of 4...

Spring gauges (hook-up type)...

Extra for fitting gauges, per set...

Chromium Plated Badge Bar for $\text{S}1$...

S.U. Electric Petrol Pump (for high altitudes)...

Extra for fitting and wiring...

Spare Ignition Coils, Lucas B.R.12...

Extra for fitting and wiring...

Lucas Headlamp Stoneworks, per pair...

Dunlop Competition Tractor Type Tyres for $\text{S}1$, each...

$\text{S}1\text{ and }\text{S}1\text{II OPEN 4-SEATER}

Ace Wheel Discs, polished aluminium, for $\text{S}1$, per set of five...

Ace Wheel Discs, polished aluminium, for $\text{S}1\text{I}$, per set of five...

Extra for cellulose finish to match car...

Extra for all chromium finish, per disc...

Extra for fitting...

Spot Lamp, chromium plated...

Desmo Senior "Safebeam" Chromium Plated Fog Lamp...

Desmo Senior "Safebeam" Chromium Plated Fog Lamp...

Lucas Type F.T.37 Chromium Plated Fog Lamp...

Extra for wiring and fitting Fog Lamps, each...

D.W.S. Permanent Jacks for $\text{S}1$...

Extra for fitting...

D.W.S. Permanent Jacks for $\text{S}1\text{I}$...

Extra for fitting...

5" Rev. Indicator and 8-day Clock combined...

5" Rev. Indicator only...

Extra for fitting either type of Rev. Indicator...

Spring gauges (spring type) per set of 4...

Spring gauges (hook-up type)...

Extra for fitting gauges, per set...

Chromium Plated Badge Bar for $\text{S}1$...

S.U. Electric Petrol Pump (for high altitudes)...

Extra for fitting and wiring...

Spare Ignition Coils, Lucas B.R.12...

Extra for fitting and wiring...

Lucas Headlamp Stoneworks, per pair...

Dunlop Competition Tractor Type Tyres for $\text{S}1$, each...

$\text{S}1\text{ AIRLINE SA]ON}

Ace Wheel Discs, polished aluminium, per set of six...

Extra for cellulose finish to match car...

Extra for all chromium finish, per disc...

Extra for fitting...

Spot Lamp, chromium plated...

Desmo Senior "Safebeam" Chromium Plated Fog Lamp...

Desmo Senior "Safebeam" Chromium Plated Fog Lamp...

Lucas Type F.T.37 Chromium Plated Fog Lamp...

Extra for wiring and fitting Fog Lamps, each...

D.W.S. Permanent Jacks for $\text{S}1$...

Extra for fitting...

D.W.S. Permanent Jacks for $\text{S}1\text{I}$...

Extra for fitting...

5" Rev. Indicator and Clock combined...

5" Rev. Indicator only...

Extra for fitting either type of Rev. Indicator...

Spring gauges (spring type) per set of 4...

Spring gauges (hook-up type)...

Extra for fitting gauges, per set...

Chromium Plated Badge Bar for $\text{S}1$...

S.U. Electric Petrol Pump (for high altitudes)...

Extra for fitting and wiring...

Spare Ignition Coils, Lucas B.R.12...

Extra for fitting and wiring...

Lucas Headlamp Stoneworks, per pair...

Dunlop Competition Tractor Type Tyres for $\text{S}1$, each...

D.W.S. JACKS... IMPORTANT

All $\text{S}1$ Cars can be supplied fitted with D.W.S. Permanent Jacks at prices listed elsewhere in this catalogue. The prices given above are for the purchase of the Jacks alone, and apply in every case where D.W.S. Jacks are not specified at the time order for car is placed.

PHILCO CAR RADIO FOR ALL $\text{S}1$ MODELS

All $\text{S}1$ Models may be equipped with Philco Car Radio—a scientifically designed, permanent wireless installation, not a portable set.

The installation is invisible; there are no loose wires or unsightly fittings, the extremely simple control unit being in the form of a small neat dial located on the dashboard. A new type, heavy copper gauze aerial—completely waterproof—is concealed under the running-boards, and has been found to give results superior to any other type.

Under ordinary good conditions, a choice of at least 20 broadcast programmes is obtainable at constant strength and tone—due to the entirely automatic volume control. Reception is unaffected by engine or road speed.

Philco Car Radio runs off the ordinary car accumulator, no other batteries are required, whilst current consumption is constant and less than that taken by one headlamp, namely, an average of 33 watts.

The price of Philco Car Radio, Model 11T, is 16 guineas. Model 801T, a de luxe set with separate loudspeaker, toned control and silent background, is 24 guineas. Both sets are subject to an installation charge of £3 on new $\text{S}1$ Cars equipped at our works.
## COLOUR SCHEMES

### $\text{S} \text{S} \text{I}$ AND $\text{S} \text{S} \text{I} \text{I}$ SALOON

**BODY**
- Black.
- Apple Green.
- Carnation Red.
- Birch Grey.
- Lavender Grey.
- Dark Blue.
- Ivory.
- Cream.
- Nile Blue.
- Crimson Lake.
- Beige.
- Olive Green.
- *Silver.

**UPHOLSTERY**
- Brown, Silver-Black, Red or Green.
- Green.
- Red.
- Blue or Red.
- Blue or Red.
- Blue.
- Green, Red, Brown or Beige.
- Green, Red, Brown or Beige.
- Blue.
- Crimson Lake.
- Beige or Red.
- Green.
- *Light Blue.

**WHEELS**
- Black.
- Apple Green.
- Black or Carnation.
- Birch Grey or Red.
- Lavender Grey or Red.
- Dark Blue or Grey.
- Olive Green or Black.
- Lake, Black or Carnation.
- Birch Grey.
- Lavender Grey.
- Dark Blue.
- Ivory.
- Cream.
- Black.
- Cream.
- Black.
- Crimson Lake.
- Beige.
- Olive Green.
- *Silver.

**WINGS**
- Black.
- Olive Green or Black.
- Lake or Black.
- Birch Grey.
- Lavender Grey.
- Birch Grey.
- Ivory.
- Cream.
- Black.
- Crimson Lake.
- Beige.
- Olive Green.
- *Light Blue.

**HEAD and TRUNK**
- Black.
- Olive Green or Black.
- Lake or Black.
- Birch Grey.
- Lavender Grey.
- Birch Grey.
- Ivory.
- Cream.
- Black.
- Crimson Lake.
- Beige.
- Olive Green.
- *Light Blue.

### $\text{S} \text{S} \text{I}$ AND $\text{S} \text{S} \text{I} \text{I}$ OPEN FOUR SEATER

**BODY**
- Black.
- Apple Green.
- Carnation Red.
- Birch Grey.
- Lavender Grey.
- Ivory.
- Cream.
- Nile Blue.
- Crimson Lake.
- Beige.
- Olive Green.

**UPHOLSTERY**
- Green, Red or Brown.
- Green.
- Red.
- Blue or Red.
- Blue or Red.
- Blue.
- Green, Red or Green.
- Green or Red.
- Green.
- Blue.
- Crimson Lake.
- Brown or Red.
- Green.

**WHEELS**
- Black.
- Apple Green.
- Carnation Red.
- Birch Grey or Red.
- Lavender Grey or Red.
- Ivory or Red.
- Cream or Red.
- Nile Blue.
- Crimson Lake.
- Beige.
- Olive Green.

**WINGS and TRUNK**
- Black.
- Apple Green.
- Carnation Red.
- Birch Grey.
- Lavender Grey.
- Ivory.
- Cream.
- Nile Blue.
- Crimson Lake.
- Beige.
- Olive Green.

### $\text{S} \text{S} \text{I}$ AIRLINE SALOON

**BODY**
- Black.
- Apple Green.
- Carnation Red.
- Birch Grey.
- Lavender Grey.
- Dark Blue.
- Ivory.
- Cream.
- Nile Blue.
- Crimson Lake.
- Beige.
- Olive Green.
- *Silver.

**UPHOLSTERY**
- Green, Red, Brown or Silver-Black.
- Green.
- Red.
- Blue or Red.
- Blue or Red.
- Blue.
- Green, Red, Blue or Brown.
- Green, Red, Blue or Brown.
- Blue.
- Crimson Lake.
- Beige or Red.
- Green.
- *Light Blue.

**WHEELS**
- Black.
- Apple Green.
- Carnation Red.
- Birch Grey or Red.
- Lavender Grey or Red.
- Dark Blue.
- Olive Green or Black.
- Lake, Black or Carnation.
- Birch Grey.
- Lavender Grey.
- Dark Blue.
- Ivory.
- Cream.
- Black.
- Cream.
- Black.
- Crimson Lake.
- Beige.
- Olive Green.
- *Silver.

**WINGS**
- Black.
- Apple Green.
- Carnation Red.
- Birch Grey.
- Lavender Grey.
- Dark Blue.
- Ivory.
- Cream.
- Nile Blue.
- Crimson Lake.
- Beige.
- Olive Green.
- *Silver.

*This colour scheme is £5 - 0 - 0 extra.*

The above standard colour schemes offer an extremely wide field of choice only made possible by a system of production which, though highly organised, is of necessity complicated when so many variations are possible. For this reason, any deviation from the standard order of finish entails dislocation of routine involving extra production cost for which a nominal charge of £2. 10. 0. has to be made.
Guarantee

On the sale or supply of all motor cars and goods by the §§ 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 expressed, 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 an §§ 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 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 the 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 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 carriagewise.

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 or 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 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 §§ 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. Commission 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 under this guarantee 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.

§§ CARS LIMITED
HOLBROOK LANE, COVENTRY

TELEPHONES (Private Branch Exchange)
Head Office and Works 8681
Service Department 8682
Ten Lines.
TELEGRAMS: SWALLOW, COVENTRY

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W. Lyons, Chairman and Managing Director
H. N. Gillitt
A. Whittaker, General Manager

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