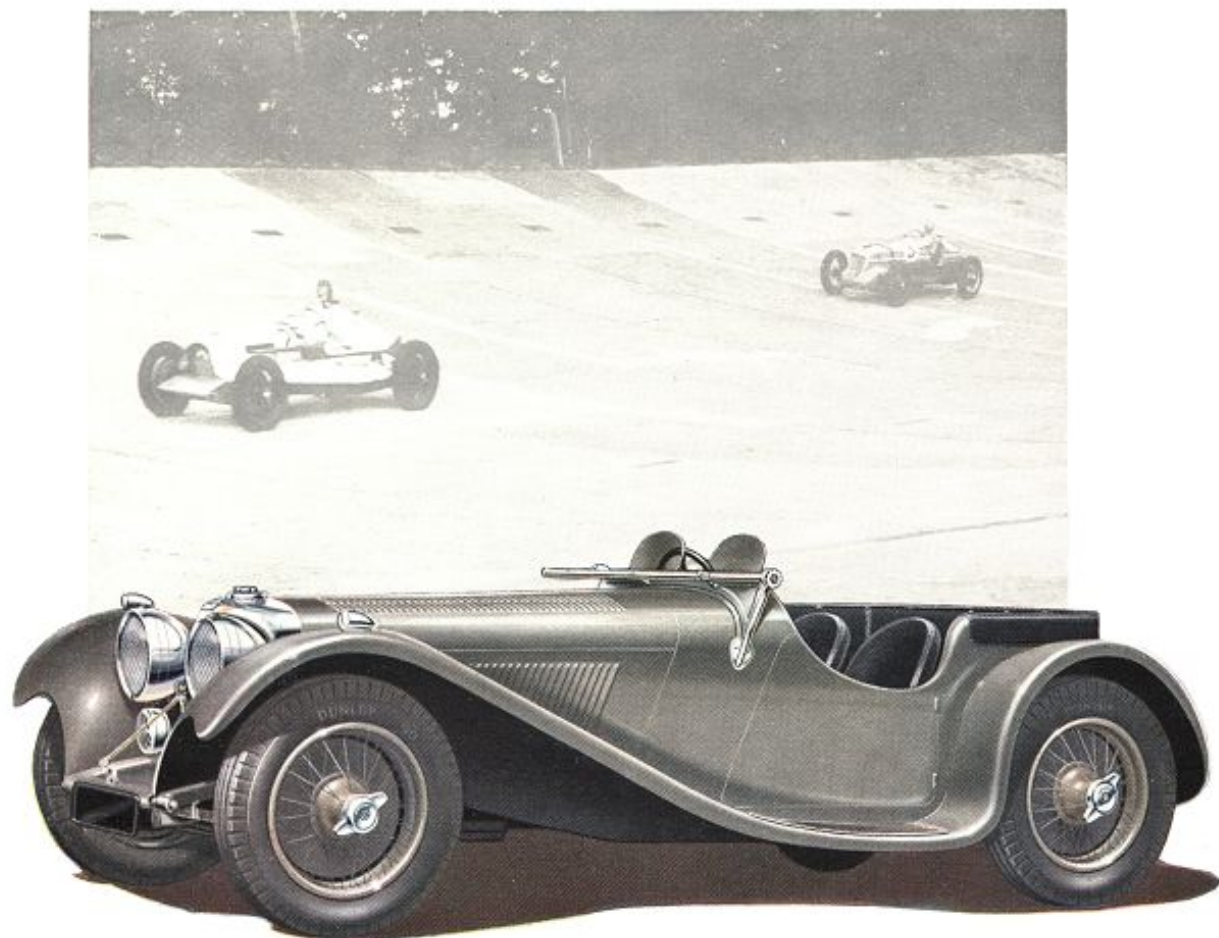


Jaguar

1939 MODELS

SS CARS LIMITED COVENTRY



THE "100" OPEN MODEL

The Jaguar "100" has for long been one of the fastest unsupercharged cars on the road and, in the hands of private owners, has registered numerous outstanding successes in competition work. Available either in 2½ Litre or 3½ Litre form it has a performance exceeding 100 m.p.h. in full touring trim. Noteworthy for its road-holding qualities, superb acceleration and ease of control, the Jaguar "100" makes special appeal to the motorist demanding the uttermost in performance. The model illustrated is the 3½ Litre. 2½ LITRE MODEL £395. 3½ LITRE MODEL £445.





INTRODUCTION

FOR 1939, the range of Jaguar cars which has proved so successful in 1938 is continued without change. From the moment of its introduction the Jaguar has received the widest praise for its outstanding performance, handsome appearance and high degree of comfort. That such praise is merited is proved by the many successes gained by Jaguar cars in open competition events such as the Monte Carlo Rally, the Paris-Nice Trial, the R.A.C. Rally, the Welsh Rally, etc.

The predominating feature of all Jaguar models is fine quality of workmanship and finish, resulting from long experience in the production of highly specialised cars. All Jaguar engines are remarkable for their extreme smoothness, great power and high resistance to wear, and their manufacture has been entrusted to the Standard Motor Co. Ltd., who have installed special plant for its production.

Of the many tributes which have been paid to the Jaguar by experienced critics, that written by the motoring correspondent of "The Field" is selected for its brevity. He wrote: "In appearance this car is equal to the best; its performance is much better than most, and the care and attention which has been given to details is really surprising."



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, £5 (Pearl Essence or White £10 extra). Special colour for wheels £1 1s. 0d. extra per set of five wheels. Non-standard upholstery colour (or any deviation from standard arrangement of upholstery and exterior colours), £2 10s. 0d.

COACHWORK	INTERIOR.	HOOD (Coupe Models Only)
OLIVE GREEN	OLIVE GREEN. BEIGE	FRENCH GREY. BLACK
MAROON	MAROON. BEIGE	FRENCH GREY. GUNMETAL GREY. BLACK.
SUEDE GREEN	SUEDE GREEN	FRENCH GREY. BLACK.
DARK BLUE	DARK BLUE. BEIGE	FRENCH GREY. BLACK.
IVORY	RED. BEIGE. SUEDE GREEN	DARK SAND. BLACK.
MOUNTAIN ASH GREEN	SUEDE GREEN	FRENCH GREY. BLACK.
BIRCH GREY	RED. SILVER-BLACK	FRENCH GREY. BLACK. GUNMETAL GREY.
BATTLESHIP GREY	RED. SILVER-BLACK	GUNMETAL GREY. FRENCH GREY. BLACK.
LAVENDER GREY	RED. SUEDE GREEN. BLUE	FRENCH GREY. BLACK.
GUNMETAL	RED. SILVER-BLACK	GUNMETAL GREY. FRENCH GREY. BLACK.
HONEYSUCKLE	RED. BEIGE	DARK SAND. BLACK.
BLACK	BROWN. RED. OLIVE GREEN. SILVER-BLACK. BEIGE. PIGSKIN GRAIN TAN	DARK SAND. FRENCH GREY. BLACK.

Owing to the fact that carpets, carpet bindings, and door pipings 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 pipings 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 SS 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 routine in this direction. The fitting of extras thus presents difficulties in the form of interrupted routine for which appropriate charges have to be made—but which are set at the lowest possible figure.

	£ s. d.		£ s. d.
Ace Wheel Discs for 2½ and 3½ Litre, Black or Polished Aluminium, per set	9 17 6	Lucas type F.T. 58 chromium plated Fog Lamp (as fitted to 3½ and 2½ Litre models) ...	2 12 6
Ace Wheel Discs for 2½ and 3½ Litre, cellulosed to match colour of car, per set	11 2 6	Extra for wiring and fitting Fog Lamps, each ...	0 7 6
Ace Wheel Discs for 2½ and 3½ Litre, all chromium plated, per set	13 2 6	* Special chromium plated Bar to carry Fog Lamps	1 0 0
Ace Wheel Discs for 1½ Litre, Black or Polished Aluminium, per set	8 15 0	Chromium plated Badge Bar (not suitable for fog lamps)	0 12 6
Ace Wheel Discs for 1½ Litre, cellulosed to match colour of car, per set	10 0 0	"Homo" translucent type Rear Number Plate (compulsory by regulations as from 1/10/38), with polished aluminium front plate, per set	1 7 6
Ace Wheel Discs for 1½ Litre, all chromium plated, per set	12 10 0	† Radio, Philco model K628, long and medium wave	15 15 0
Fitting Charge, all models per set	1 5 0	Fabric covered Trunks to fit locker of Saloon and Coupe models, per pair	4 4 0

*Lamp Bar is essential for satisfactory fitting of any Spot Lamp or Fog Lamp to 1½ Litre models.

†Philco sets subject to installation charge of £3 on new SS Cars equipped at our works.

We reserve the right to amend the specifications contained in this folder from time to time as may be considered necessary.
The Guarantee for these models is as set forth in the Company's complete catalogue.

S P E C I F I

THE 1½ LITRE

Engine 73 mm. bore × 106 mm. stroke; 1,775.8 c.c. (Treasury rating 13.23 h.p.), tax £10; overhead valves; three-bearing counterweighted crankshaft; aluminium pistons; chrome iron cylinder block; light alloy connecting rods; machined combustion chamber; cooling by pump circulation with by-pass thermostat control; forced lubrication throughout by submerged oil pump; Tecalemit oil filter; coil ignition; S.U. down-draught carburetter; 14-gallon rear tank with reserve tap; single dry-plate, light action clutch; 4-speed gearbox with synchro-mesh on second, third and top; underslung all box-section frame; 12 in. Girling brakes with heavily-ribbed Millenite drums; Burman-Douglas steering with Bluemel adjustable steering wheel; spiral-bevel final drive; 4-door, 4-light saloon body; full 5-seater; flush-fitting sliding roof (or two-door Drop-head Coupe); Dunlopillo and Vaumol hide upholstery; polished walnut finish interior fittings; front seats adjustable on Leveroll slides; folding rear arm-rest; all-enclosed luggage accommodation; spare wheel carried beneath rear locker; twin electric windscreen wipers; speedometer; rev. counter; clock; self-cancelling trafficators with warning light; cigar lighter; large powerful headlights; twin horns; easy jacking; all electrical equipment Lucas de Luxe; Dunlop "90" tyres; wheelbase 9 ft. 4½ in., track 4 ft. 7 in. Overall length 14 ft. 5 in., width 5 ft. 5½ in., height 5 ft. 0 in. Ground clearance 7 in. Dry weight 25 cwt.

PRICES: SALOON £298. DROP-HEAD COUPE £318.

THE 2½ LITRE

Engine 73 mm. bore × 106 mm. stroke; 2,663.7 c.c. (Treasury rating 19.84 h.p.), tax £15; overhead valves, pushrod operated; counterweighted crankshaft carried in seven bearings; aluminium pistons; chrome iron cylinder block; light alloy connecting rods; machined combustion chamber and ports; detachable head; cooling by pump circulation with by-pass thermostat control; submerged oil pump; forced lubrication throughout; complete circulation oil-filter; special Lucas coil and distributor ignition; twin S.U. carburetters with thermo-electric starting carburetter; single-plate clutch; air cleaners; synchro-mesh 4-speed gearbox; underslung frame box section throughout; 14-in. Girling brakes with heavily ribbed Millenite drums; Burman-Douglas steering with Bluemel-Douglas steering wheel adjustable for height; spiral-bevel final drive; 4-door saloon body; all metal sliding roof (or two-door Drop-head Coupe); full 5-seater; folding rear arm rests; Vaumol leather hide on Dunlopillo upholstery; polished walnut interior fittings; adjustable front seats; illuminated tool-container in locker lid; spacious all-enclosed luggage accommodation; twin windscreen wiper with independent operation and concealed electric motor; speedometer; rev. counter; ammeter; oil-pressure gauge; clock; self-cancelling trafficators; P.100 head-lamps; Lucas de Luxe electric equipment; Dunlop "90" tyres, 5.50 in. × 18 in.; spare wheel and tyre carried beneath rear locker; wheelbase 10 ft., track 4 ft. 8 in. Overall length 15 ft. 6 in., width 5 ft. 6 in., height 5 ft. 1 in. Ground clearance 7 in. Dry weight 31½ cwt.

PRICES: SALOON £395; DROP-HEAD COUPE, £415.



C A T I O N S

THE 3½ LITRE

Engine 82 mm. bore, 110 stroke ; 3485.5 c.c. (Treasury rating 25.01 h.p.), tax £18 15s. ; overhead valves, pushrod operated ; counterweighted crankshaft carried in seven bearings ; aluminium pistons ; chrome iron cylinder block, light alloy connecting rods, machined combustion chamber and ports, detachable head, cooling by pump circulation with by-pass thermostat control ; submerged oil pump ; forced lubrication throughout ; complete circulation oil-filter ; special Lucas coil and distributor ignition ; twin S.U. carburettors with thermo-electric starting carburetter ; single-plate clutch ; air cleaners ; synchro-mesh 4-speed gearbox ; underslung frame box section throughout ; 14 in. Girling brakes with heavily ribbed Millenite drums ; Burman-Douglas steering, with Bluemel-Douglas steering wheel adjustable for height ; spiral-bevel final drive ; 4-door Saloon body, full five seater ; all-metal sliding roof (or Drop-head Coupe body, 2 doors) ; Vaumol leather hide on Dunlopillo upholstery ; polished walnut finish interior fittings ; adjustable front seats ; folding rear arm rests ; illuminated tool container in locker lid ; spacious all-enclosed luggage accommodation ; twin windscreen wiper with independent operation and concealed electric motor ; speedometer ; rev. counter ; ammeter, oil-pressure gauge ; clock, self-cancelling trafficators ; P.100 head-lamps ; Lucas de Luxe electric equipment ; Dunlop "Fort" tyres, 5.50 in. x 18 in. ; spare wheel and tyre carried beneath rear locker ; wheelbase, 10 ft. ; track 4 ft. 8 in., overall length 15 ft. 6 in., width 5 ft. 6 in., height 5 ft. 1 in., ground clearance 7 in. Dry weight 31½ cwt.

PRICES: SALOON £445. DROP-HEAD COUPE £465.

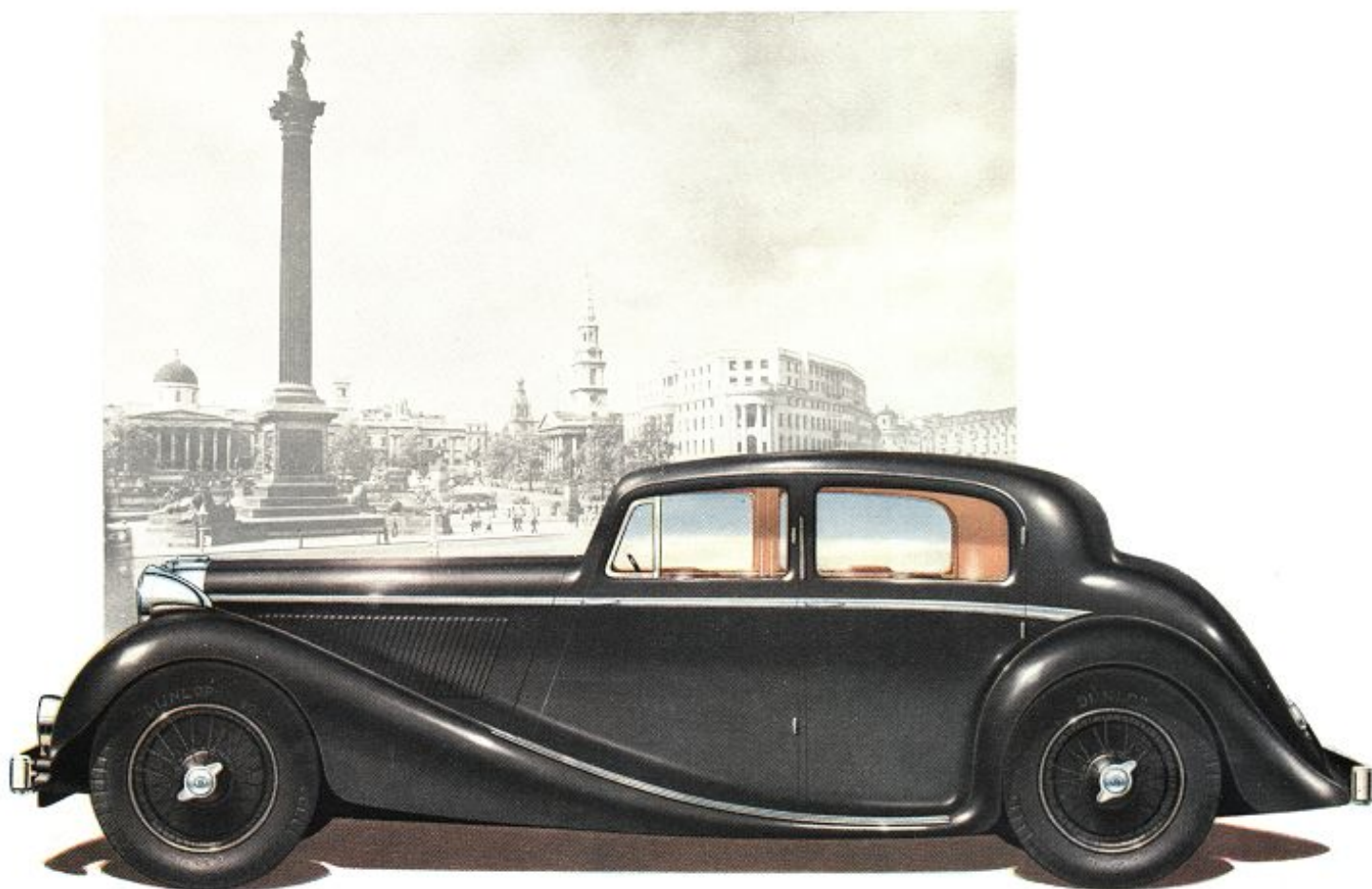
THE "100" MODEL

(2½ or 3½ Litre Chassis)

Engine (3½ Litre) 82 mm. bore x 110 mm. stroke, 3,485.5 c.c. (Treasury rating 25.01 h.p.), tax £18 15s. ; (2½ Litre) 73 mm. bore x 106 mm. stroke 2663.7 c.c. (Treasury rating 19.84 h.p.), tax £15 ; overhead valves, pushrod operated ; large diameter 7-bearing counterweighted crankshaft ; aluminium pistons ; chrome iron cylinder block ; light alloy connecting rods ; steel-backed bearings ; machined combustion chamber ; detachable head ; cooling by pump circulation with by-pass thermostat control ; submerged oil pump ; forced lubrication throughout ; complete circulation Tecalemit oil-filter ; special Lucas coil and distributor ignition ; twin S.U. carburettors ; special short chassis boxed and cross-braced for extreme rigidity ; special outrigger spring brackets giving wide spring track for utmost stability ; Luvax C.M.P.C. hydraulic shock absorbers front and rear with additional friction type in front ; 13-in. Girling brakes with Ferodo BZ linings ; deeply ribbed Millenite brake drums ; Le Mans type two-seater body ; aluminium panelled, and with luggage accommodation behind seats ; 14 gallon rear tank with reserve supply ; quick-lift filler caps to radiator and petrol tank ; 4-speed gearbox with synchro-mesh on second, third and top ; large diameter head-lamps fitted stoneguards ; fold-flat windscreen and two detachable aero-screens ; radiator stone guard ; 5 in. 120 m.p.h. speedometer ; 5 in. rev. counter ; ammeter ; oil-pressure gauge ; temperature gauge ; petrol gauge ; clock ; cigar lighter ; twin horns ; full all-weather equipment, including tonneau cover with Zipp fastener ; Dunlop splined hub knock-on racing type wheels with Dunlop "90" 5.25 in. x 18 in. tyres (Dunlop "Fort" on 3½ Litre model) ; spare wheel and tyre at rear ; wheelbase 8 ft. 8 in., track 4 ft. 5 in. Overall length 12 ft. 6 in., width 5 ft. 3 in., height 5 ft. 3 in. (hood up) ; Ground clearance 6 in. Dry weight 23 cwt.

PRICES: 2½ LITRE £395. 3½ LITRE £445.

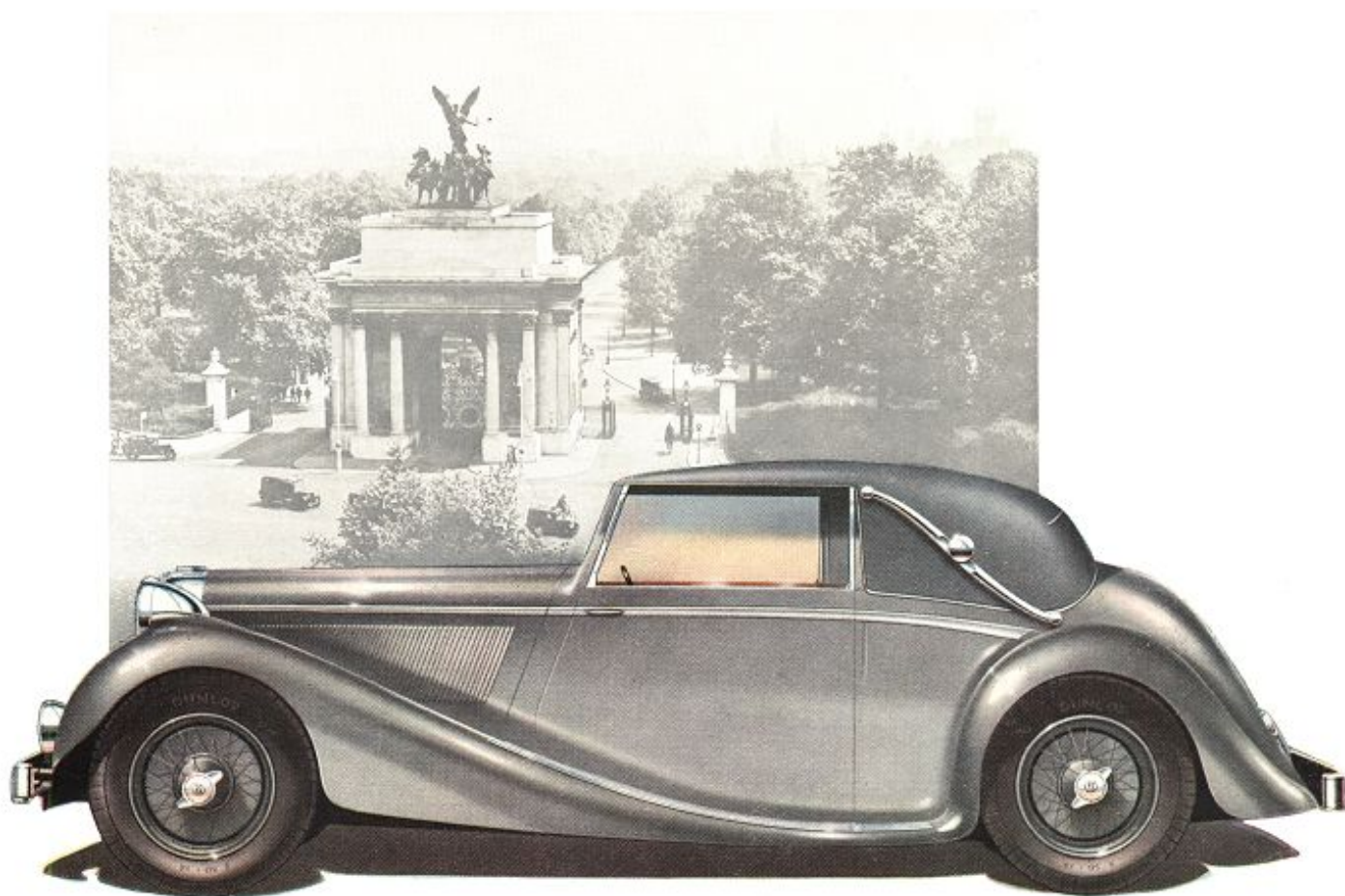




THE 3 $\frac{1}{2}$ LITRE SALOON

Outstanding by the sheer merit of its splendid performance, this beautifully proportioned Saloon is firmly established in its leadership of contemporary design. Instantly responsive, either to bursts of vivid acceleration or long sustained periods at high speeds, this car can be handled with an ease that is as satisfying as it is exhilarating. The comfort afforded to driver and passengers is of the most luxurious order, whilst every detail of appointment is carried out with that high degree of refinement found in all Jaguar models. The price of the 3 $\frac{1}{2}$ Litre Saloon is £445 and the Drop-head Coupe £465.



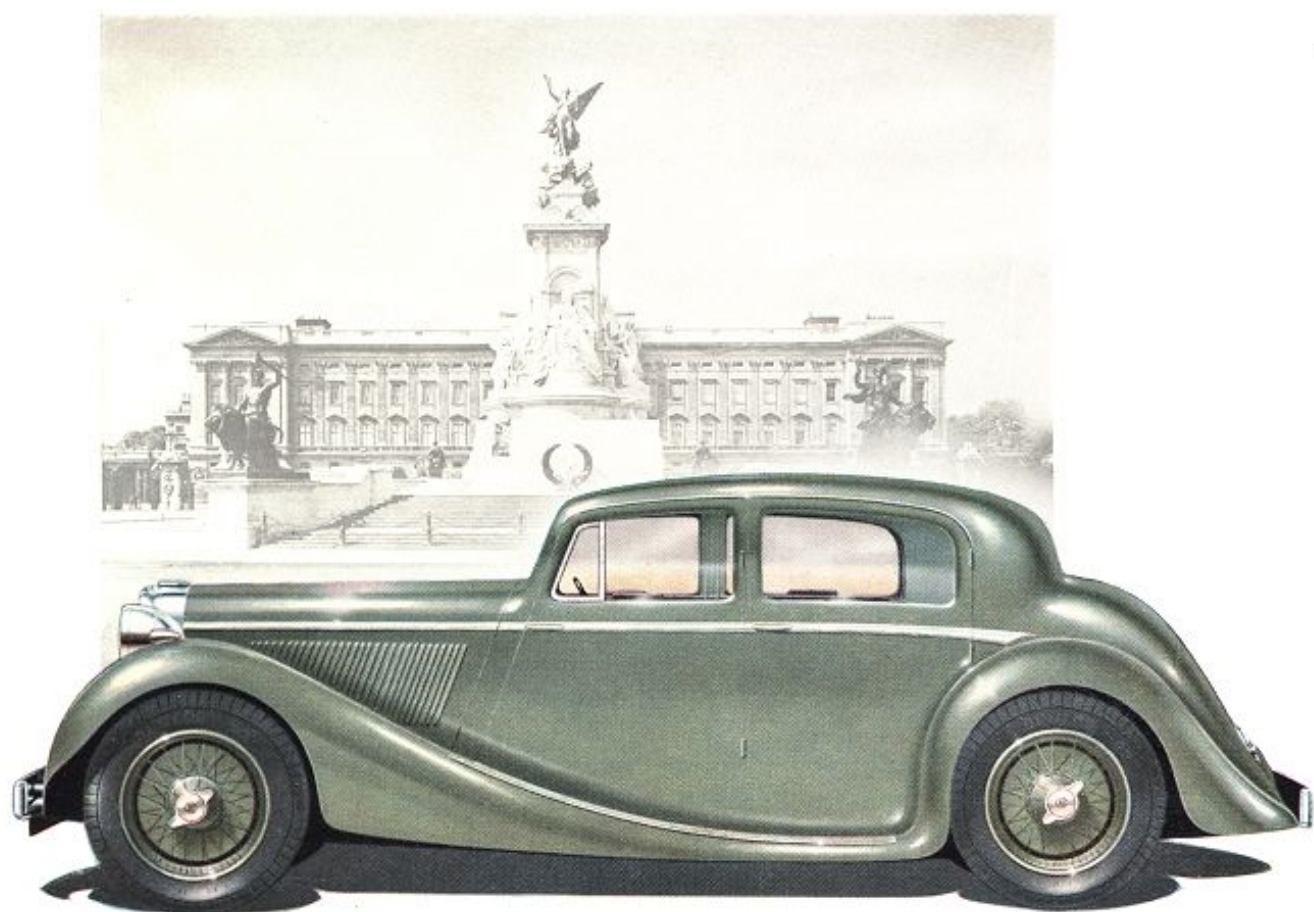


THE DROP-HEAD COUPE

Elegant, practical, and with the famous Jaguar performance, this Drop-head Coupe combines the advantages of both closed and open cars. The head folds perfectly flush, or the fore part only may be rolled back. Entrance to and exit from the rear compartment is rendered particularly easy by the generous width of the doors. Seating five persons in superlative comfort, the Drop-head Coupe is available on the 3½, 2½ and 1½ Litre chassis. The model illustrated is the 2½ Litre.

1½ LITRE MODEL £318. 2½ LITRE MODEL £415. 3½ LITRE MODEL £465.





THE 1 $\frac{1}{2}$ LITRE SALOON

With full five-seater accommodation the 1 $\frac{1}{2}$ Litre Jaguar is one of the outstanding achievements of the Jaguar programme. Although of moderate nominal horse power, the new O.H.V. engine develops no less than 65 brake horse power, giving a maximum speed of 75 m.p.h. Characterised by the same dignified lines as the higher powered models, the 1 $\frac{1}{2}$ Litre Jaguar Saloon affords a degree of comfort and a measure of refined performance unmatched by any other car of its type. The price of this 1 $\frac{1}{2}$ LITRE SALOON is £298.

