





# PRE-WAR

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MRS CONSTANCE TEATHER, who joined the young Swallow Company in 1928 as Miss Connie Dickson.

'I left school when I was about 16<sup>1</sup>/<sub>2</sub> and worked for a short time for a firm called the Blackpool Rubber Company. I lived at Fleetwood, which was a little fishing town 10 miles away, and Blackpool was the big town in which to find work. This company sold tyres but went out of business after about nine months.

'After that I used to go to the library in Blackpool to look at the Situations Vacant, and found an advertisement for the Swallow Coachbuilding Company. So I went to see them and I think I must have been a day after everybody else. I got there on the Monday and all the crowd of young ladies who'd been answering the advertisement had been on Saturday morning – everybody worked Saturday morning then.

'That was the first time I met Alice Fenton. After waiting a little while, I was shown into Mr Lyons's office and he gave me a test of shorthand, which I had to type up as a letter, and percentages and decimals. Then we talked about wages, and I was offered five shillings a week.

'I said, "Oh no, I can't come for five shillings a week because it costs more than that for me to come on the train from Fleetwood". So then he suggested 10 shillings a week and I agreed, because I was very anxious to work.

I asked Connie if she had any idea of why she had been chosen in preference to all the others.

'Alice told me later, when I got to know her well, that at least I didn't smell of scent and I could do the sums. I think he was very good at finding somebody who was down to earth and not too fancy. I was more-or-less just a schoolgirl. That would have been April 1928.

'I used to stay for lunch and had sandwiches because I couldn't go home. Alice Fenton lived on the south shore and the Swallow Coachbuilding Company was on the north shore, and we grew very friendly. I think she found me very funny! We did enjoy each other's company very much and I used to walk with her along the promenade at lunchtime and we got to know each other better as the summer went by.

'The firm was then in the Cocker Street premises, which are still there and not very different – slightly altered inside. It was quite modern as a factory. Of course they had been in very poor premises earlier; Alice Fenton and Harry Teather had both worked in them. I think Alice joined in 1926 and Harry had joined in '23, so he was a long-time employee in '28!

'There was a factory sliding door, with a little wicket gate cut into it, and inside on the left was the office. This was very home-built, being made of a plywood bottom and glass top, with a little window that lifted for callers to enquire. Alice sat there in the Enquiry Office. She was the junior then and another woman, Miss Atkinson, who was mature – she seemed very old to me, she was 35ish and very staid – was Mr Lyons's secretary. Also there was the Secretary of the company, all downstairs in the office.

## JAGUAR SCRAPBOOK

'Then Mr Lyons and Mr Walmsley shared an inner sanctum, but they had just one telephone which was on a little shelf on the wall and when Mr Lyons had to speak on the telephone, he came out of his office and talked there in the General Office. I was interviewed in Mr Lyons's office but when I arrived the next Monday morning to start, I was shown up into the attic, which was the stores.

'It was up a flight of stairs on to the first storey. That was the big floor that was really the only workshop. Downstairs where the office was, there was a big new paintshop where the cars were brought down and kept very clean. At great expense they'd covered the walls and ceiling in cotton sheeting, so that no dust would penetrate, and they could get a very good coachbuilt finish. Cars were just starting in production then.

'When you'd walked up these rickety stairs, you had to traverse the whole of the work floor and then at the other end – with an anvil at the bottom for the blacksmith – there was another set of rickety stairs. You went down four steps into a storeroom, which was where the sidecars were stored and painted, and up four steps to the stores. In the corner of the stores, was a little office with a skylight. That's where Mr Whittaker was installed, and I was his typist.

'There'd been another girl there before me, but she had left for a better job and also because she'd been asked to give out screws from the stores when the men came up with a chit for different articles. I didn't know anything about this but when they said that the men would come up and I must get what they needed from the stores, I said, "Oh no, I started as a shorthand typist. I think that's what I should be!" I also didn't know then that work was increasing all the time.

'So they said, "We'll have to send for Harry Teather". He was downstairs painting sidecars with a man called Cyril Marshall, who was a wonderful pianist who played in a danceband in the hotels in the evening. But Mr Walmsley was the rough diamond of the staff and he said, "Ooh, we can't say Cyril – that's far too sissy a name. We'll have to call you Sam". So he was always known as Sam!

'Of course I didn't know anybody and was very shy when I first arrived. I had to use a very old Oliver typewriter which I found a bit difficult, but I soon got into the work. Apparently, Mr Whittaker had been the sidecar salesman but they had been selling so well and Mr Lyons confessed that, really, he wasn't very good as a salesman – he was so good himself – and so he brought Mr Whittaker in to do the buying.

'Mr Whittaker eventually became known as the most astute buyer in the whole of the motor trade.

'Apart from advertising and sales, I think everything else was more-or-less designated upstairs to our office. I used to have to go down every morning for the post, once Mr Lyons had scanned it. We didn't do accounts, of course, that went to the secretary. We did the service queries, of which there were very few at that time because only a few cars had gone out.

'It had only been the previous year that they had had one car, I think, and Mr Henly had asked them to put it outside Olympia to see what the reaction was. And, of course, lots of people were very interested in it. So in the summer of 1928 they had just got one or two orders from different agents and progress was very slow at that time. However, most of our business in that office was spares for sidecars.

'One of Harry's jobs as a young boy, before he was promoted to the paintshop, had been to make crates to send the sidecars away in. Also we had to have different joints to attach to different types of motorbike – like BSA, Douglas and Ariel Square-Four. They all had different joints and so these had to be despatched. I had a system with a book to give instructions to Harry Teather in the stores to make the parcel up, and then it came back to me and I had to take the parcels to the post. I had a post book to see how much had been spent on postage.



## JAGUAR SCRAPBOOK

'It was in that way that I got to know Harry because, when I was very laden, he asked if he could carry my parcels. That's how we got to know each other and became friends.'

I wondered how Lyons and Walmsley struck Connie in those early days.

'I was only 17 and, although they were very young, they didn't strike me as young 'cause to me they were old! Mr Lyons was married with a baby. He was always very smart with a very short-back-and-sides haircut. They were both always in Plus Fours, but that was the Prince of Wales's favourite outfit. It was very unusual, unless he was going on a special visit, that Mr Lyons came in a suit.

'Mr Walmsley was obviously more mature, and very hearty. One of the unforgettable experiences was when he said, "Has Fat made this putrid tea?" That was me, because I was as broad as I was long in those days! That was one of my duties to look after the tea.

'Mr Lyons was full of energy but I really didn't appreciate what was going on in the firm because I was stuck up in this attic. Eventually I could reply to the letters blindfold, knowing more-or-less what Mr Whittaker was going to say, unless it was some special query, and often Harry would help me or I would ask somebody in the works. Mr Whittaker always seemed to be up and down. He would probably be seeing reps downstairs. He would stand with them inside the factory somewhere.

'It was a very small company and I think they did everything by trial and error in those days. Mr Holland was there. He'd been imported from Wolverhampton as a specialist body designer and he had a board and easel near the window where he drew. Also there were two mature men, who were also body builders.

'The body builders were all raised in the middle of the room and then by the window there was one sewing machine for the trimming. Right in the corner at the bottom of the stairs where I came up to the stores was a welding machine and an anvil. That was the machine shop! Jack Bearsley was the blacksmith – he called himself a whitesmith – and he had a young boy who altered the starting handles.

'The chassis came in with the ordinary Austin Seven starting handle but because they fitted a newly designed radiator cowl, they needed far more length. So it was this poor youngster's job to saw away with a hacksaw and then put a distance piece between and Jack used to weld them.

'Harry Gill was also there. He was in charge of fitting the body to the chassis. In the summer of 1928 they got the order for 500 from Henlys and they were dismayed to find that Austin sent a whole batch of cars. They all arrived at Blackpool station and, of course, the railway company were livid. They wanted the room. It was summer and everywhere was chock-a-block. I remember these chassis being towed to the works and there were chassis everywhere, surrounding the factory.

'Apart from the office and paintshop, at the back of the works on the ground floor was a big lift and it was, apparently, the biggest in the north of England. One Sunday, that summer, Segrave had his *Miss England* and asked permission to use the lift so that it could be hoisted on to a lorry to be taken to the Lakes.

'That lift was used to take the chassis upstairs to be mounted, and then they all had to come downstairs to be painted. They must have been painted after they were mounted, which was the reverse of what happened in Coventry. The Marsh brothers were in charge of the workshop and they had come from Wolverhampton too. Everybody was very friendly and always making jokes.

'It was a very happy company to work for, I think, because we were all young. It was traditional that on Friday afternoon people would be wanting their wages and work till half past five. But Mr Lyons wouldn't have gone to the bank for them, he'd be far too busy! So they all had to



wait till the next day for their wages, and then they were grumbling.

'Mr Lyons was very ambitious and he must have taken some risks, but when he received the big order from Henlys that must have been very profitable. He was just determined that they would fulfil it.'

Did Lyons – I asked Mrs Teather – ever roll up his sleeves and get stuck in himself?

'No. Not that I remember. He wasn't a practical man. It was Mr Holland who transcribed his thoughts on to the board. Then Mr Holland would do a mock-up and we'd have small models in plasticine sometimes. Then he'd see if it looked right.

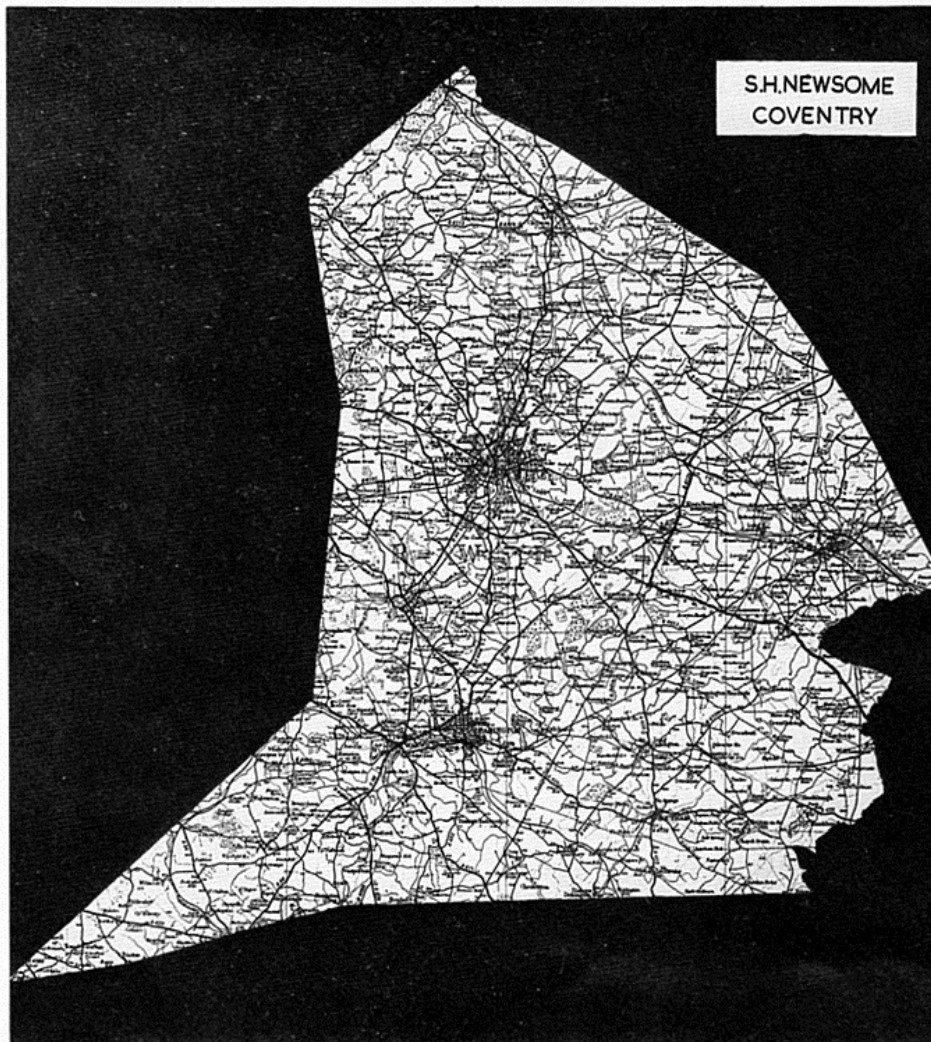
'“No, not low enough, Holland, Not low enough.”

'It obviously couldn't be made any lower. The Austin Seven Swallow had footwells so that it would not be too high and look sporty. Mr Lyons once said that without Cyril Holland transcribing his ideas, he could not have achieved what he wanted to do.

'I think he was only looking for a business to go into. He'd tried music and various things with his father before he went into the motor trade. Both he and Mr Walmsley were very keen on the motor trade and they met at the Blackpool races which operated on Blackpool Sands.

'Mr Lyons was just very keen to go into business, whereas Mr Walmsley was more-or-less independent, and just wanted a nice quiet life. It was only for something to do that he started it. He never had the same urgency to get on and get things done. He was more interested in designing and I think he would have designed other things if the pressure on the cars hadn't been so great.

'Mr Lyons was always very formal even in those days and called everybody by their surnames. I was Miss Dickson even in his later years. That was the way they were in the twenties.



*This is how Newsome's illustrated 'their' Jaguar territory. (Jaguar Cars).*

'It was a great shock to me when the notice went up on the board to say that they had decided to move to Coventry. Alice confided to me that Mr Lyons had requested her to ask her parents if she could come to Coventry. At that time a job was available in the office at the Opera House and her family was quite theatrical and very musical. She was very torn between the two, and did apply and go for an interview. She thought that was just as exciting as the motor industry.

'Anyway she confided in me that she was going to Coventry and she said, "Come on young Con, you come. Ask yer dad if you can come. Go and see Mr Lyons."

'So I went to see Mr Lyons and asked if I could come to Coventry.

' "Come to Coventry? How old are you? Seventeen! Have you asked your parents?"

'When I said that I hadn't he suggested I had better go and find another job, so I did. There happened to be a job in Fleetwood but I was very sorry to leave. That was about the end of October. They went down to Coventry in different groups. We'd no idea what Coventry was like or anything about it. On the clock there was a list of landladies that the boys could apply to for lodgings. You had to put your name down if you were going. Harry said he wasn't going 'cause he earned 30 shillings a week and what was the good of him going and not being able to afford any digs.

'Gradually the body builders went and the trimmers went. They had to take on more labour in Coventry and they had to get a Works Manager in Coventry because Mr Lyons couldn't be in two places at once. He was called Mr Etches. I can't remember when the painters left but Alice was due to go on 22 October and that was after the Motor Show.

'Mr Lyons and Mr Walmsley took Alice down, and I think Harry went about the same time. I'd left the week before and Harry was packing up the parts and putting the contents into great packing cases in the stores when Mr Lyons had come and offered him a rise to about three pounds ten, so that he could afford to live. So he agreed to go down.

'I went to the Boston Deep Sea Fishing Co. but that was a great change and I didn't like it very much. After a fortnight, on the Saturday morning there was a telegram to say, "If interested Coventry call Bispham Road at 3pm Sunday".

'My mother was away, so my sister Margaret and I went on the tram to Bispham Road and found Mr Lyons's bungalow. Mrs Lyons opened the door and she was carrying Pat on her arm. She chatted to us and Mr Lyons came in and said that Miss Fenton was fed-up and lonely with nobody to talk to, and all the work was piling up, and Mr Whittaker had no time to do it, and he hadn't found anybody else either, and would I want to go down.

'I said yes, and he wanted to know if I'd asked my father. But I knew he would let me come if I wanted to as long as I was with Alice. She was more mature and had more common sense than I had. She was very obviously ambitious, although she didn't look sophisticated and still had a long plait. Mr Lyons had said, the day before she was due to go, that she ought to put her hair up to look more sophisticated for Coventry!

'My father said I could go. He thought I would be back in a month. Mr Lyons and Mr Walmsley had brought Alice back up for the weekend, because both their wives were still in Blackpool. So he arranged for me to meet him at Talbot Road Station at nine o'clock. He picked me up and we went to Alice's house, and then on to Coventry. I had no idea where Coventry even was and he says, "Do you know anything about Coventry?" to make conversation.

'I enjoyed the drive very much indeed. I think we were in Mr Walmsley's Alvis, and I have the mascot on my mantelpiece because he

*'Lyons spent most of his time thinking about Jaguar, even when people were talking about something else. He was a very conservative man, but a fast driver.'*

ALAN NEWSOME  
Company Solicitor

*'There was extraordinary loyalty to the company and to Lyons. Jaguar prestige was so great that it was something to be associated with the company.'*

ALAN NEWSOME  
Company solicitor



*According to a Mr T. Carlisle of Bramhall, Cheshire some of the first Swallow sidecar bodies were made in a barnlike building adjacent to the Bamford Arms public house on Buxton Road, Heaviley, Stockport, Cheshire.*

gave it to Harry to look after for him later on. He was a very quick driver, Mr Lyons.

'Alice and I shared a room in our digs, which were in Holmesdale Road near the Courtaulds factory. My Lyons and Mr Walmsley were in St. Paul's Road. We thought Courtaulds was fabulous – this great big factory full of light. We weren't used to industry at all. We used to walk past it, along Holbrook Lane to Swallow Road, not that it was called that then. It was just a muddy patch.

'At Blackpool, Mr Lyons had said, "How much wage do you want to come down to Coventry? Do you know how much you'll need?"

'I'd no idea. I just gave my money to my mother, so I replied that I would need 35 shillings. I said that because Miss Atkinson earned 35 shillings. I thought that was a most fabulous wage.

'The digs cost a pound a week. The first week it rained every day and it was such a muddy road, I spent 15 shillings on a pair of Wellingtons. So I had no money till the next week!

'Mr Whittaker was seeing reps all day long because the word had got around that this new place was starting up. It was slump time so everyone came to try and get some business.

'The offices were built more-or-less the same but on a larger scale at Coventry. It was a disused mine factory, built in the First World War by Lloyd George's Government. The little windows were slits across so that if there was any bomb blast it wouldn't affect anything. So we had very little sunshine or daylight. When I first went the walls were all wringing wet because it had not been occupied for a long time and everywhere was very damp.

'You went in the factory door, the same as you did at Blackpool, and the office was still on the left, but the dimensions were bigger. I occupied the enquiry office, because I started being the enquiry girl, and then there was Mr Whittaker's office, which he never seemed to be in. I think he never seemed to be in there, except to dictate letters, because he liked having his ear cocked at the enquiry office to see who was coming to see him, at the same time talking to a rep in the corner. They used to smoke incessantly, and you couldn't see across the office for smoke.

'I was answering the telephone and dealing with enquiries, and sending spare parts orders out to Harry Teather, and answering as many service query letters as I could. When material was required, Harry would give me a list, or Mr Whittaker would. He always had to vet what Harry ordered. Then in my spare time, if any, I would check the orders against the material received and check the price. If everything was OK, it could be passed to Accounts for payment. The only thing was we ordered panels, at that time, in sets – nearside bonnet panel, offside bonnet panel; nearside door panel, offside door panel.

'I'd not a clue what offside and nearside were, and what wings were, and how to make them up into sets!

'After some time, we found that we were getting charged 10 shillings for a crate. All these crates had been thrown outside in the rain, 'cause everybody was very busy, and Harry had the job of packing all the crates and labelling them so that they could be returned to get the money back.

'After Mr Whittaker's office, there was the accounts office, and then Alice's sales office – she was the sales department. Next came Mr Lyon's office, and then an empty office which was supposed to be for people waiting for cars, or reps. There was a passage beyond and then the stores. The stores were just being built – there were joiners up in the roof and building trestles around all the materials. All the material that Harry had stored in the boxes had been tipped upside down and just parked on the floor. So he had the job of sorting it all out again and making a list for stock purposes.

'When we arrived, he met us with the news that the electricity cable had been stolen, so there were no lights, and Mr Lyons was in a real huff then. He wanted to know how it could have happened. It was bitterly

cold because it was November. I came down the day after Remembrance Sunday.

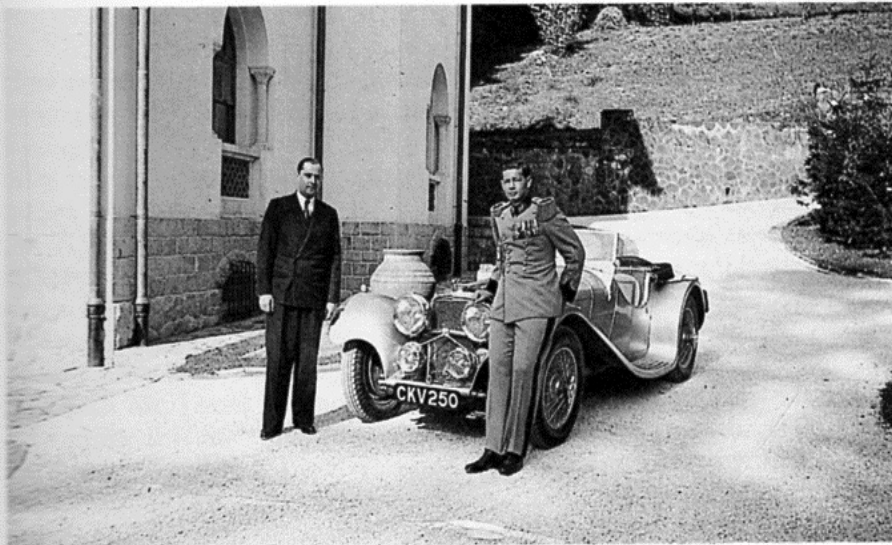
'Mr Lyons ordered some braziers, like they had on the road, so that the men could work, but the doors had to be perpetually open to let the smoke out!

'They worked for a long time with just braziers, and we had paraffin stoves. He ordered a stove to be beside each stool. At first we sat on orange boxes with benches covered in brown lino for your typewriter.

'Mr Whittaker would be talking to reps all day long and then when it got quiet and the phone stopped at half past five, we would do some letters. "This must go and that must go. We ought to do this, and this man will be irate if he doesn't get a reply". We used to go on till eight and nine doing the important letters.

'Mr Lyons would send somebody in a car – there was one man particularly who had a car, which was unusual – and they would send him to the GPO to catch the nine o'clock post. Taffy Morris was one of them. He was a toolmaker in the factory and was a very nice person. We used to get hungrier and hungrier, and there were no facilities, apart from this putrid cup of tea that I made at four o'clock, and it was known that Taffy Morris had some chocolate in his toolbox. We used to go up and buy a sixpenny bar from him, and that's how we existed.

'Mr Lyons and Mr Walmsley used to walk us home when it was late and dark. They were making plans to move, but in those first few months they used to go home regularly every three weeks, and they used to ask us if we would like to go and we always said yes. That meant that we had a morning off, coming back on the Monday morning, but we more than made up for it working late. We did attempt to go to night school, Alice and I, to learn German and French, because already we were getting enquiries for sidecars and cars in foreign languages. But we always got there as the class was finishing, so we gave up in the end.'



*The Prince of Romania owned an SS Jaguar 100 which he stated he preferred to his BMW 328.*

**CHARLES NEEDHAM, on the 1933 International Alpine Trial, the Company's first international competitive success.**

'It was quite a courageous decision for a comparatively small firm, producing touring cars, to decide to enter an official trade team in the International Alpine 1933. However, "Bill" Lyons decided to have a go and as I had in the previous year won a Coupe in an Invicta car, I was asked my opinion, and I thought that at least they would finish the



course and be an advertisement for the firm.

'As was usual, in those days, I drove the whole way merely taking along a friend for helping with the necessary work – clocks and refuelling, etc. His name was D. Munro who, with that exceedingly successful and keen motorist Humphrey Symons driving the second car and Miss Margaret Allen, now Mrs Jennings, driving the third car, made up the team.

'We were particularly successful and we were able to win the team prize. If the car was not fast, it was at least reasonably reliable, with a maximum speed of 78 mph, but it had a snag of slightly overheating, which was a common fault in those days, and the steering was inclined to stiffen up on full lock and require frequent greasing.

'This, of course, can mean a loss of a second or two on every hairpin bend but in spite of that, owing to the light weight of the car, the general all-round performance was much better than people expected.

'I was rather amused a little later when I used one of these for my own journeys in England, to overhear two undergraduates in Oxford walking past, saying one to the other, "what a nice sweet smell there is around here". The reason being, of course, that they were very good smart looking cars and therefore had all sorts of rude names given to them by the new generation.

'However, those fellows were hardly likely to know that this actual car had done a marvellous job of work and had put up a better performance than many famous makes in that very tough event and, believe me, it was darned hard work. If I remember rightly there were about 135 starters.

'The next year, 1934, the firm decided again to put us in, but this time the competition had speeded up a bit and once again it was obvious we could not win a Coupe. Also the cars were rather stiff and not well run in, and practically brand new when we left for France. I decided early on that they would probably run too hot and quietly formulated the plan to use, whenever possible, 25 per cent Benzole mixture, which I took around with me and refilled or ordered the night before. I also had no practice in the Alps deliberately, but did as much running in as possible and this meant that I was the only car to go through without any distortion of the aluminium cylinder head.

'The second car was driven by A.G. Douglas-Cleese and the third by S. Light. Owing to overheating, we were beaten by Clemente-Talbot, which incidentally, was a very expensive and racing set-up using modified Brooklands and Le Mans cars. They took the first team prize and we took the second team prize, with silver plaques. It was obvious from this point onwards that more power and less weight would give a definite win and from this time the 100 mph spartan SS Sports was evolved, which T.H. Wisdom later ran, and I think I am correct in saying he won the first Coupe for S.S. cars.

'These were the first successful International events which the old firm achieved under extreme difficulties and I think was very creditable, looking back, that no single car failed to finish and they did not leave the road, despite some very fast driving down hill. The roads were far more difficult then than now, being narrow and uneven, with dust and ruts, and always macadam once off the main road in the valley. Passing was very tricky and petrol stations were few and far between. All corners were bare of safety walls and actually were designed for Alpine troop movements with mule transport.'

CHARLES NEEDHAM



*Bertie Henley seen in later years. It was his order for 500 Swallow-bodied Austins that forced Swallow into serious mass-production.*




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**S.H. NEWSOME, on Old Number 8**

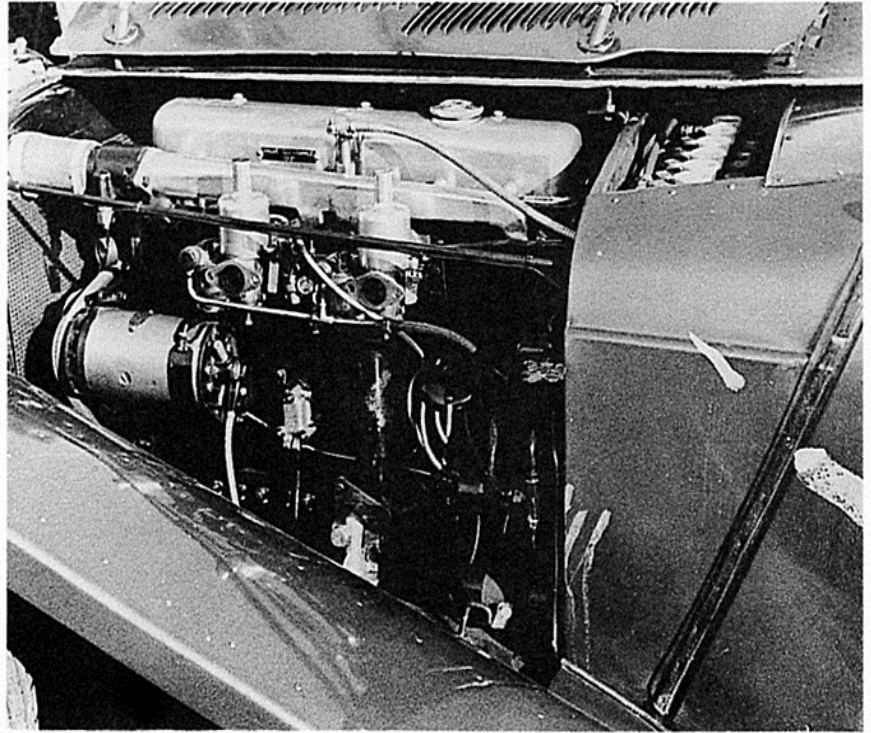
'The origin of the special 3<sup>1</sup>/<sub>2</sub>-litre SS100 is rather interesting. This was originally a 2<sup>1</sup>/<sub>2</sub>-litre SS100 of a completely standard specification which I bought for the purpose of rallies, etc., having decided to give up racing after several years of participation at Le Mans, etc., on various other makes.

'I had tried, without success, to persuade Mr Lyons (as he then was) to take an interest in speed events, but he was somewhat reluctant at that stage. I was particularly interested in Shelsley Walsh, and eventually rather forced his hand by entering this car for the event for sports cars up to 3 litres, with the intention of running it in standard form. However, Mr. Lyons was not enthusiastic about this as he particularly wanted the first SS "100" to take part in a speed event to put up a good show, and therefore a 2<sup>1</sup>/<sub>2</sub>-litre engine was prepared with such minor modifications as a higher compression and a lower axle ratio, and some special fuel supplied through A.K.W. Von der Becke. I ran the car in its standard form in the Scottish Rally and left Glasgow at 5.30 p.m. on the Thursday evening at the end of the rally, arriving at the factory around midnight. The car was then taken over by the Experimental Department and the engine and back axle were changed, in addition to sundry other minor work such as the removal of surplus equipment.

'I picked up the car at 9 am the next morning and drove it to Shelsley for practice when it behaved perfectly, and succeeded in winning its class the following day. Mr Lyons was so interested in its performance that the car was kept in this form and retained as a sprint car. I was provided with another one in its place and I drove the car with this 2<sup>1</sup>/<sub>2</sub>-litre engine quite successfully in several other events.

*Sammy Newsome takes the 'factory' 100 up Shelsley Walsh hill climb in September 1937 recording times of 45.92 and 45.52 seconds. (Midland Automobile Club Archive)*





*Under-bonnet view of the SS 100 shows that the area was well-filled on this model. (Mrs. E. Simms)*

**A MR KEY writing in the sixties (from the Ndola Club, N. Rhodesia) of his experiences with his S.S.I**

*Mr Key, it seems, purchased the 1933 Motor Show S.S.I which he and his wife then drove for two years before being forced, by an increase in the family, to part with it.*

*'The car - a very pretty shade of Lemon/Cream with black wings, top, etc. - was quite one of the most comfortable I have ever driven (and that covers a few score!).*

*'It was the first car in which I actually covered 60 miles within the hour; the place, the Winchester-Basingstoke-Camberley Heath road on Armistice Sunday 1934. My wife and I were on holiday at Sidmouth when we received an early morning phone call to say that her mother was not expected to live. The S.S. answered up magnificently and enabled my wife to see her mother for a short time before she died.*

'The following year a prototype 3 $\frac{1}{2}$ -litre engine was fitted, with a higher compression ratio, which I drove at Shelsley in what was then the very good time of 44 seconds, or thereabouts. At this stage the car was very potent and the main problem was that weight distribution was not really suitable for this type of event, and it was quite a handful. Subsequently Wally Hassan joined the company, and the chassis layout was substantially altered, the engine being set back to a considerable extent and the body being altered to reduce weight.

'A good deal of attention was paid to the engine, and it is perfectly true that it developed a figure in the region of 170 bhp. The engine was basically standard but had rather an extraordinary compression ratio which I believe was in the neighbourhood of 12 $\frac{1}{2}$ :1 and of course it ran on dope. This car put up some remarkable performances although, of course, it was always handicapped by roadholding qualities which were naturally inferior to those of specially built racing cars.

'At Shelsley I did eventually succeed in getting it down to the time of 41.4 secs, and in the hands of Tommy Wisdom it lapped Brooklands at over 118 mph.

'I ran this car throughout 1938 and 1939 and again in 1946 and 1947, until a weak accelerator spring upset things in the second part of the S-bend and I had a somewhat exciting argument with the bank in practice. I did actually manage to run the car the next day, but the accident caused some dislocation of my back and I had to give up racing altogether.

'This special was certainly a very exciting car, and I think its particular interest lies in the fact that it was really the first effort of the Jaguar Company at entering speed events, which may or may not have played its part in later developments, by demonstrating the commercial potentiality of participation in competitions other than rallies.

'One interesting point was that in its later form the car had a 6 $\frac{1}{2}$ :1 axle ratio and I was able to use top gear in the earlier stretch of the hill and in the finishing straight.'

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'It is perfectly true that I designed and produced a special drop head coupé on the "100" chassis in 1939, but only three were built as the war broke out just as we were about to go into production.'

# JAGUAR SCR

'Its only vice, as I recall, manifested itself in sudden, and usually most inconvenient, collapses of the clutch pedal push rod; it seems the rods were not man enough to cope with the clutch return spring and, after a period of time, they would suddenly bend at right angles leaving the clutch pedal flopping on the floor. This treatment was once meted out to me half way down Piccadilly in a traffic jam; you can no doubt picture the rest. I subsequently discovered the longest length axle supplied in the old Meccano kit served as an admirable substitute and, after fitting one of these, I had no further trouble.

'During the two years that we owned it, we covered some 40,000 miles with no trouble, other than the nuisance-value of the aforementioned clutch, and on one occasion we actually essayed the ascent of Snowdon but, needless to relate, the narrowing of the track prevented our getting very far.'

G.M. KEY

An ex-factory document showing assembly weights for various SS cars.

## ASSEMBLY WEIGHTS.

2½ Litre.

	CWTS.	LBS.
Engine complete with oil	5	81½
Gear Box complete with oil		106½
Frame	2	88
Front axle with brake drums	1	37½
Rear axle with brake drums	2	25½
Front springs		54½
Rear Springs		60½
Shock absorbers Front		19
" " Rear		21
Four wheels with tyres	1	74
" " without tyres		78
Radiator		57
Steering column and box		38
Pro. shaft		18½
Battery		74
Four brake drums		82½
Exhaust system		27½
Petrol tank		23
Bumpers Front		39½
" Rear		20½

## S.S. CHASSIS AND BODY WEIGHTS.

### CHASSIS.

Chassis Components.	AIRLINE			SS1 Saloon			SS1 Tourer			SS11 Saloon			SS11 Tourer		
	cwt.	qs.	lb.	cwt.	qs.	lb.	cwt.	qs.	lb.	cwt.	qs.	lb.	cwt.	qs.	lb.
Chassis completed for mounting. (Less components shown below)	15	2	5	15	1	5	15	1	5	11	0	13	11	0	13
Engine oil.	0	0	18	0	0	18	0	0	18	0	0	10	0	0	10
Gear Box Oil.	0	0	2½	0	0	2½	0	0	2½	0	0	2½	0	0	2
Rear axle oil.	0	0	3½	0	0	3½	0	0	3½	0	0	2½	0	0	2
Front wings	0	2	10	0	2	1	0	2	1	0	1	1	0	1	1
Rear wings.	0	0	26½	0	1	0	0	1	0	0	0	20½	0	0	20½
Complete Front bumper.	0	1	19	0	1	19	0	1	19	0	0	14	0	0	14
Complete rear bumper.	0	0	18	0	1	6½	0	1	6½	0	0	26	0	0	26
Spare wheel covers. (2 Spares)	0	3	10	0	1	19	0	1	19	0	1	10½	0	1	10½
Radiator shell block	0	2	6	0	2	6	0	2	6	0	1	18	0	1	18
Bonnett complete with tie rods, brackets & fasteners.	0	2	1	0	1	27	0	1	27	0	1	14	0	1	14
Wing step beads.	0	0	8	0	0	8	0	0	8	0	0	6	0	0	6

'The S.S.I was in a different street. It romped past most things on the road and earned the impolite soubriquet of the "Cad's Car". But it was all good publicity!

ERIC FINDON



S.S. CHASSIS AND BODY WEIGHTS. Cont.

Complete set of electrical equipment.	0	3	16½	0	3	15	0	3	15	0	3	11½	0	3	11½
Kit of tools	0	1	4½	0	1	4½	0	1	4½	0	1	2½	0	1	2½
Spare wheel (2 nuts & distance pieces) nut.	0	0	14	0	0	3	0	0	3	0	0	2½	0	0	2½
Spare wheel cover. (2 covers.)	0	1	14	0	0	13	0	0	13	0	0	11½	0	0	11½
Petrol filler knock cap	0	0	3½	0	0	2	0	0	2	0	0	1½	0	0	1½
Chassis vulcanite 2 front aprons	0	0	23	0	0	23	0	0	23	0	0	21	0	0	21

	AIRLINE.	SS1 SALOON	SS1 TOURER.	SS11 SALOON.	SS11 TOURER.
Components.	cts. qrs. lbs.	cts. qrs. lbs.	cts. qrs. lbs.	cts. qrs. lbs.	cts. qrs. lbs.

Total complete chassis weight (less water)	20	0	7	20	0	7	14	2	21	14	2	21
Water in radiator & engine jacket.	0	1	12	0	1	12	0	1	0	0	1	0
Complete body weight	5	1	9	4	2	9	5	2	7	4	3	7
Complete car weight (less petrol)	27	1	0	25	3	0	20	2	0	19	3	0

1 Gal. Petrol (Ethyl) = 7 lbs 6 oz.

It should be noted when quoting any of the above figures that no two chassis, bodies or components have exactly the same weights, but the variations are sufficiently slight as to be of no consequence for all general purposes

WEIGHT OF SS1 FRONT AXLE COMPLETE WITH BRAKE DRUMS, TRUCK RODS, SHOCK ABSORBERS AND ROVER SPRINGS. = 182 LBS

THE LATE MICHAEL SEDGWICK writing to Eric Findon, formerly of the magazine *Light Car*, upon the subject of the S.S.II

'I've never driven one and the comments I've heard up to now were almost uniformly "beastly little car". The late Malcolm Henderson, of Craig & Rose, the paint people, bought one for his honeymoon in, I think, 1934, and was so disgusted with it that he refused an offer of S.S. shares when the public company was floated. When I last spoke to him (1953, I think) he was still kicking himself for an error of judgement.'

ERIC FINDON replying

'Comparing the S.S.II with contemporary light cars, I would say that, in some cases, it showed up badly on performance, but held its own in equipment and appearance. The Aero Minx could make rings round it, and so could the Triumph, on the road; but without referring back, I can't say how they compared on price. Round about 1934 I had a six-cylinder Wolseley Hornet Special with free wheel. It was the cat's pyjamas until it got up to about 70 then it started to wander all over the road. No, I think that the S.S. II sold on its looks not on its performance.'

The curtain rises on the first S.S.

An advertisement placed in the 14 February 1936 *New York Times*, by Hilton Motors who were located up-town at the Grand Concourse at 151st New York City, ran as follows.

'ANNOUNCEMENT - Thirty-three of the Sensational British Standard Swallow Sports Cars will arrive in a shipment from England. These cars are in various body types and are the latest models available. Above cars will be on display at our showroom not later than Feb. 19 and can be purchased at a considerable saving.'

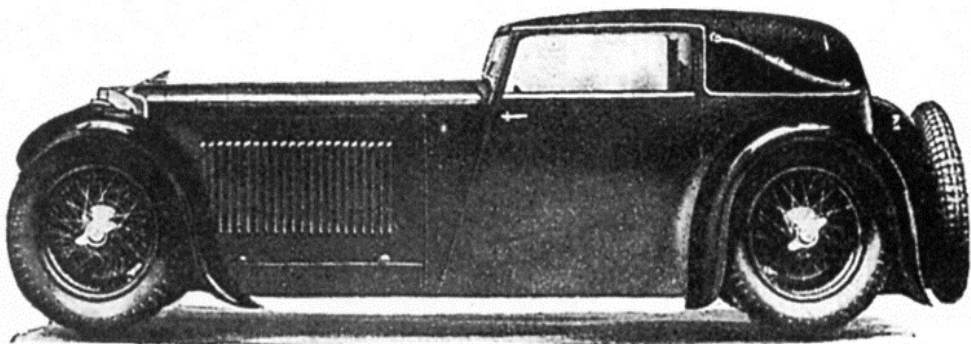
It is said that they were a batch of left-over 1935 cars, including examples of the rare Drophead S.S.Is.

*Enter*

**the most remarkable  
car of the year**

IN appearance and in every way a £1,000 car but . . . the price is only £310. Lower . . . faster . . . smarter . . . utterly unique . . . its introduction signalises a remarkable advancement in automobile construction. 15 h.p., 6 cylinders, 4 speeds, silent third, flashing acceleration . . . 60, 70, 75 m.p.h. Look at its delightful lines. Does it not delight the eye? Right . . . then act. Get the thrill of your life . . . see and try it personally at Olympia.

*The new S.S. .... See it on Stand 72*



a SWALLOW production

Manufacturers: **THE SWALLOW COACHBUILDING CO.,  
FOLESHILL, COVENTRY.**  
London Distributors: Henlys, Devonshire House,  
Piccadilly, and Henly House, Euston Road.



Even as early as 1932, suppliers of automotive parts were keen to share in the Swallow limelight.

THE AUTOCAR. ADVERTISEMENTS. OCTOBER 1932. 95

**In the North**



You can be sure of the finest selection of THE new models, earliest delivery and the maximum allowance for your present car in exchange. Parker's finance and control their own credit terms, which are flexible and adaptable to your own particular requirements, also ensuring absolute privacy.

Why not call and arrange for a trial run? We shall be delighted, and it will not involve the slightest obligation. But be sure to come soon, so that you can then be certain of early delivery.

OUR TWO CENTRES ARE:  
**DEANSGATE, MANCHESTER.**  
 (Phone: . . . . . Blackheath 7227-8)  
**BRADBOWGATE, BOLTON.**  
 (Phone: . . . . . 2228)

**PARKERS**

**PARKER'S**  
 (Manchester & Bolton) LTD.

REPRINTED BY "THE AUTOCAR," WHEN WRITING TO ADVERTISERS, WILL PLEASE PRINT ATTENTION.

The firm of Parkers were one of Swallow's very first agents, and would later be taken over by Henlys.

32 THE AUTOCAR. ADVERTISEMENTS. SEPTEMBER 30TH, 1932.





*Craftsman to Craftsman*



When Swallow designed "this car for the fastidious" Wilmot-Breeden Bumpers naturally formed part of the equipment.

**WILMOT-BREEDEN BUMPERS FOR ALL CARS**

**WILMOT-BREEDEN LTD**  
 EASTERN WORKS, BIRMINGHAM

Telegrams: "Bumpers, Birmingham" Telephone: Central 4593 (5 lines)

<b>LONDON</b> 177, THE VALE, ACTON, W.3. SHEPHERD WALK, VOYSEBASTE, LONDON, E.C.	<b>DUBLIN</b> JOYCE & BRADY, LEMON STREET, Phone - - - 43530. "PLUGS, DUBLIN."	<b>BELFAST</b> J. C. HOLLAND, 27, FRANKLIN ST., Phone - - - 7021. BOLANDYER, BELFAST.	<b>MANCHESTER</b> 18, ATKINSON ST., DEANSGATE, BLACKFRIARS - - 5874. WILDBUMPER, MANCHESTER.
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**The "Swallow" Touch**

The Advertisement Index is on the page facing inside back cover. C1

CYRIL MANN, SS Jaguar 100 owner

Prior to, and after, the last war I regularly competed in rather a special 3.5-litre "100" model, which was finally sold to an American in 1952 for 2000 dollars, and exported to Buffalo. It was not until a Brighton Speed trial in the middle forties that it was ever beaten by another SS, and that due to the fact that, with a 9:1 compression ratio, I overdid the ratio of Pool petrol and Toluene, and the car ran way below its usual form.

With full standard road equipment, but with screen removed, it

achieved 106 mph in 1939, 0-50 mph in 7.4 secs, and a standing lap on the Brooklands outer circuit at over 86 mph.

Just after the war at the first "proper" speed trial, at Elstree, it won the unlimited racing class (with full equipment) and the only unblown car to beat it was John Bolster's Bloody Mary.

CYRIL MANN

[On a personal note, I would be very interested to hear from anybody who knows the whereabouts of Mr Mann today as he owned and rallied my XK120 Roadster! P.P.]

PLAGIARISM OR COINCIDENCE

Jaguar were not the first to use the slogan 'Grace, Space and Pace'.

In fact, as the noted MG historian, F. Wilson McComb once pointed out, in 1935/6 the MG company used the following slogan in advertising their 1½-litre and 2-litre push-rod range:

*for space for grace for pace*

There was also some suggestion that the famous leaping jaguar may have been inspired by a mascot which Cecil Kimber found on his travels on the continent. On his return he had a

small number of replicas cast in bronze as a Tigress mascot.

Bill Rankin told the late Michael Sedgwick in the early sixties that the Jaguar mascot came about because, when the SS Jaguar was announced, one of the accessory firms brought out a horrible mascot which looked like a 'cat shot off a fence'! Rankin asked Lyons's permission to design a better one. The result was a Rankin design stylised by Gordon-Crosby. It was, of course, merely an optional extra until 1957.

Curiously Gordon-Crosby was associated with Kimber, and according to McComb owned a Mark II 18/80 saloon which MG built specially for him. The Tigress mascot was to have been fitted to the Mark III, the road-racing version of the Mark II!

THE AUTOCAR. ADVERTISEMENTS. SEPTEMBER 7TH, 1934. 49

# 1935

*Programme*  
OVERLEAF

BEHOLD, in specifications as follows:  
16 h.p. 4-cyl. engine  
4-speed, v-hor. shod  
Cantilever body, large  
steering wheel. Uphol-  
stery of finest hand-tufted

DEEP armchair seats,  
providing perfect comfort for four  
adults. Front seats quickly  
adjustable. All essential equip-  
ment equivalent to "closed car"  
protection. Laminé fenders and  
laminé panels. Many striking colour  
schemes at choice from:  
551 model in 6125. With  
27 h.p. engine 400 cc. 5.5:1  
17 h.p. 2215

**HENLYS**  
See S.S. Distributors in Southern  
England  
Holly House, Essex Rd., N.W.1  
Museum 7774 (10 lines)  
Dorchester House, Piccadilly,  
W.1

Manufacturers  
The Rover  
Car-Building  
Co., Ltd.  
Lambeth,  
London.

FI MENTION OF "THE AUTOCAR," WHEN WRITING TO ADVERTISERS, WILL ENSURE PROMPT ATTENTION.

THE AUTOCAR ADVERTISEMENTS - SEPTEMBER, 1934. MAY 1934, 1935

*Now open or closed*  
**BRITAIN'S MOST BEAUTIFUL CAR**

Now, in addition to the renowned S.S. Saloon model, comes this striking new S.S. Tourer.

Long low sleek is combined the admirable and elegant beauty of every S.S. with the efficient running power and speed of which "The Autocar" is replete. From a standing start the S.S. Saloon reached a speed of 80 m.p.h. in 26 seconds. Toped speed over 1 mile was 27 m.p.h.

Side Deep armchair seats, providing perfect comfort for four adults. Front seats quickly adjustable. All essential equip- ment equivalent to "closed car" protection. Laminé fenders and laminé panels. Many striking colour schemes at choice from:  
551 model in 6125. With 27 h.p. engine 400 cc. 5.5:1 17 h.p. 2215

**HENLYS**  
See S.S. Distributors in Southern England  
Holly House, Essex Rd., N.W.1  
Museum 7774 (10 lines)  
Dorchester House, Piccadilly, W.1

Manufacturers  
The Rover  
Car-Building  
Co., Ltd.  
Lambeth,  
London.

*The company never believed in modesty!*

*A tremendous amount of creative imagination always went into the company advertisements, with whole pages not even showing a car.*



28th May, 1935.

*Weslake*

Standard Swallow 20 H.P. C.H.V. Conversion.

Parts List.

Standard Swallow 20 hp O.H.V. Conversion Parts List, 1935. Note the name of Weslake in the top left-hand corner.

**IKE WEBB, director of Blacknell Sidcars**

*I helped to fit the first Swallow sidecar shown at Olympia; year about 1924.*

*'At that time I was Works Foreman at Brough Superior, and Billy Lyons (as he was then known) was fitting a Swallow sidecar to one of our SS80 models. I had fixed the fittings at the works, but owing to a last minute change at the Show, it was necessary to remove the front taper fitting. Looking on was Mr F.P. Dickson, himself a Brough Superior owner, and well known at the works.*

*'Mr Lyons was in his shirt sleeves, struggling to unscrew the nut without much success, when Mr Dickson remarked, "I'll bet that's one Ike tightened up! I had better see if he will give you a hand" - which I did, much to Mr Lyon's satisfaction.'*

**IKE WEBB**

*This is a curious one. It is clearly a one-off special-bodied S.S.I. Unfortunately the torn-out magazine page, on which I discovered it, has no date or title. Did it come before the SS90 and, if so, did it provide the inspiration?*

Part No.	Name.	Material	No. off.
WH.1704	Cylinder head.	C.I.	1
WH.1745	Cylinder head gasket.	C.A.	1
WH.1747	Cylinder head studs.	3/4 Ni.S.	19
WH.1710	Cylinder head nuts (centre row).	3/8 Ni.Steel.	7
WH.1717	Inlet valve.	3/8 Ni.Steel	6
WH.1718	Exhaust valve.	Valkrom.	6
WH.1739	Valve spring, inner.	Spring S.	12
WH.1738	Valve spring, outer.	Spring S.	12
WH.1742	Valve spring collar.	3/8 Ni.S.	12
WH.1744	Valve spring bottom guide.	M.S.	12
WH.1724	Split cone.	M.S.	12 pairs
WH.1716	Valve guide.	C.I.	12
WH.1711	Rocker No. 1.	3/8 Ni.Chrome C.H.S.	6
WH.1712	Rocker No. 2.	3/8 Ni.Chrome C.H.S.	6
WH.1714	Rocker bush.	Phosphor Bronze.	12
WH.1726	Rocker shaft.	M.S. drawn tube.	1
WH.1713	Rocker bracket Nos. 1 - 5.	M.l. Casting.	5
WH.1728	Rocker bracket No. 6.	M.l. Castg.No.WH.1713	1
WH.1719	Rocker bracket stud.	M.S.	6
WH.1727	Locking screw for rocker shaft.	M.S. hex. bar.	1
	Plug for rocker oil hole.	Brass rod 1/8" dia. by 1/8" long.	24
	Nut for rocker bracket.	3/8 B.S.F.	6
	Plain washer for rocker bkt.	3/8"	6
	Wick for oil hole.	Lampwick 1/8" dia.	16 1/2"
WH.1736	Rocker separating springs.	Spring steel wire.	5
WH.1737	Rocker end spring.	Flat spring steel.	2
WH.1729	End washer, rocker shaft.	M.S.	2
	End plug, rocker shaft.	3/8 B.S.F. x 1/4" set screw.	1
WH.1735	Rocker cover joint.	Compressed cork.	1
WH.1734	Rocker cover.	Al. Cast.	1
WH.1720	Stud for rocker cover.	M.S.	2
	Nut for rocker cover.	5/16" B.S.F. Cap nut. N.P.	2
W.H.1746	Filler cap.	Al. Cast.	1
WH.1730	Rocker oil feed banjo union.	H.D. Brass.	1
	Fibre washers.	3/8" O.D. x 3/8" x 1/32"	5
WH.1731	Union screw for above.	M.S. hex. bar.	1
	Cu. pipe, 3/16" O.D. x 21 S.W.G.	2 1/2" long.	
	3/8" B.S.F. union.	H.D. Brass.	2
	3/16" nipple.	H.D. Brass.	2
	3/8" B.S.F. union nut.	H.D. Brass.	2
	Fibre washers.	3/8" O.D. x 3/8" x 1/32"	2
WH.1774	Distributor bracket.	C.I.	1
WH.1708	Studs for distributor bracket.	M.S.	3
	Nuts, 5/16" B.S.F.	M.S.	3
	Spring washers, 5/16"	Spring S.	3
WH.1743	Distributor extension shaft.	M.S.	1
WH.1772	Exhaust manifold.	C.I.	1
WH.1709	Studs for manifold.	M.S.	15
	Nuts 3/8" B.S.F.	Brass.	15
	Spring washers, 3/8"	Spring S.	13
	3/8" B.S.F. x 1 1/2" bolts.	M.S.	2
W.H.1721	Joint, centre flanges.	Cu. Asb.	1
WH.1722	Joint, Nos. 2 & 5 flanges.	Cu. Asb.	2
WH.1723	Joint, Nos. 1 & 6 flanges.	Cu. Asb.	2
WH.1748	Water uptake, front.	Al. Cast.	1
WH.1749	Water uptake, rear.	Al. Cast.	1
WH.1750	Studs for water uptake.	M.S.	7
	Nuts 5/16" B.S.F.	M.S.	2
Standard	Washers, 5/16"	M.S.	7
Standard	Rubber hose for joint, 1 1/2" bore.	3" long.	1 piece
Standard	Clips for joint.	Jubilee 1 1/2"	2
WH.1732	Joint, centre.	Vellumoid, 1/32"	1
WH.1733	Joint, ends.	Vellumbid, 1/32"	2
WH.1741	Push rod.	Drawn steel tube.	12
WH.1740	Ball end.		24
WH.1754	Tappet adjusting screw.	Steel .60 carbon.	12
WH.1753	Dynamo bracket.	M.S. Press.	1
WH.1752	Dynamo bracket stud.	M.S.	2
WH.1751	Carburettor stud.	M.S.	8
WH.1769	Dynamo lug.	M.S.	2
WH.1770	Ignition wire clamp.	Bakelite.	2
WH.1771	Stud.	M.S.	4
	Nut.	M.S.	4
	Spring washers.	Spring S.	4
	Welch washer for ind. pipe.	M.S. 1 1/2"	2
WH.1773	Balance for induction pipe.	Al.	1
	Oil pipe for rocker feed.	Copper 3/16" O.D. x 1/16" I.D.	
	T-piece for brazing in oil gauge pipe for oil feed to rockers.	Brass to take 3/16" pipe.	1

THE AUTOCAR.

ADVERTISEMENTS.

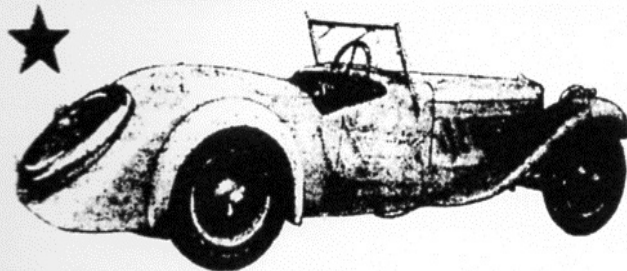
SEPTEMBER 27TH, 1935. 39



**PRESENT**

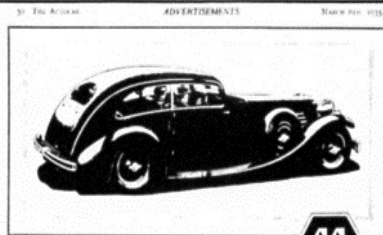
*the new*

**JAGUAR**



**85 m.p.h. Special!** 16 h.p. S.S.1  
 Chassis fitted  
 super sports Le Mans type open 2-seater, body alone cost over £90,  
 disappearing hood, all chromium plate, etc., 6 in. rev. counter, speedo-  
 meter, etc., fastest and smartest S.S. on the road.  
 first registered 1933, 12 months' guarantee ..... **£179**  
**GOLDEN ARROW GARAGE COLNBROOK, BUCKS. 'Phone 96**

*A name is born.*



**Streamlining without sacrifice**

*and a revelation in high performance and effortless power*

There is no question that streamlining adds speed and distinction to many cars—but too often it is achieved at the expense of comfort and space. Not so with this beautiful S.S. Airline. Here is consummate beauty allied with a roominess that amazes experts. Never was a car so comfortable, yet so individual . . . such a delight to drive as he driven in . . . such a revelation in high performance and effortless power.

London Motor Garage Ltd., The Works, 10, Colindale Avenue, London, N. 4. • Incomparable beauty. • High compression engine with special three valve combustion chamber giving off-peak running speed and high maximum speed. • Remarkable ease of handling. • Wonderful fuel economy. • Multiple gear ratios in second, third and top. • Breakthrough doors in front. • Riding seat. • Long beam suspension. • Directional steering mechanism. • Motorized clutch. • Mechanical self-cleaning steering column. • Streamlined stainless steel suspension. • JAGUAR badge of colour.

1935 Saloon prices below (all taxes): 16 h.p. (16.5 h.p. in S.S.1) £1,075 (1,140 h.p. in S.S.1) £1,275. There is also a motor cycle car (16.5 h.p.) £475 (1,500 h.p. in S.S.1) £575. Prices shown are cash prices (all taxes).



**JAGUARS LTD., HOLBROOK LANE, COVENTRY**

The Advertisement Index is on the page facing inside back cover.

*It is said that Lyons never liked the Airline model, but it sold very well.*



THE second woman mentioned in the late George VI, the 16 h.p. S.S.1 car, has a big appeal. Not only for its graceful lines, but also in its outstanding performance, but rather in its combination of excellence for the Jaguar captured the imagination of thousands of motorists. There is that something in the effortless swiftness that amazes its spectators. A fact which is being proved every day in every town.

Here are some features of the Jaguar 16 h.p. S.S.1: engine; a special cylinder neck profile, a bearing mechanism; twin carburetors; super pre-mixing; leather upholstery; heavy-duty double steering with electrical adjustable steering wheel. Change for a more powerful 16 h.p. S.S.1 (16.5 h.p. in S.S.1) £1,075 (1,140 h.p. in S.S.1) £1,275.

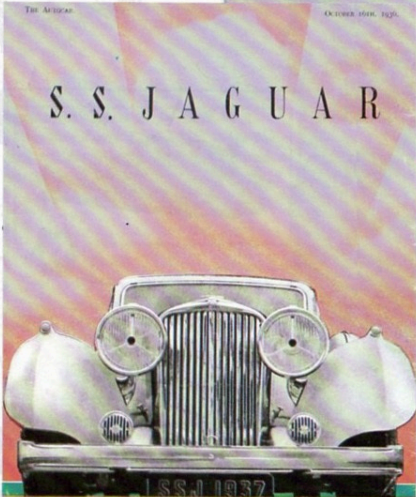
JAGUARS LTD., HOLBROOK LANE, COVENTRY.

*Lyons always wanted his cars to be ultra-low and have the longest possible bonnets. It seems that he must have personally instructed the artist who prepared this advertisement!*



THE AUTOCAR.

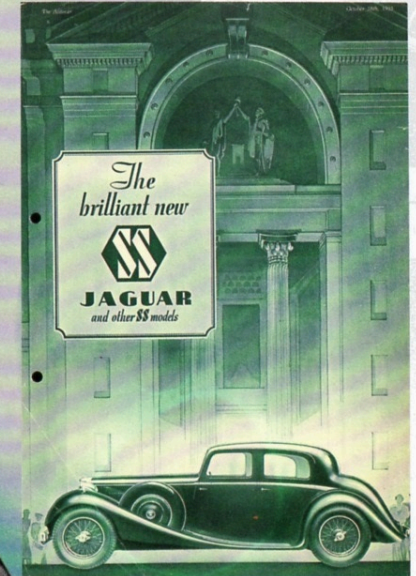
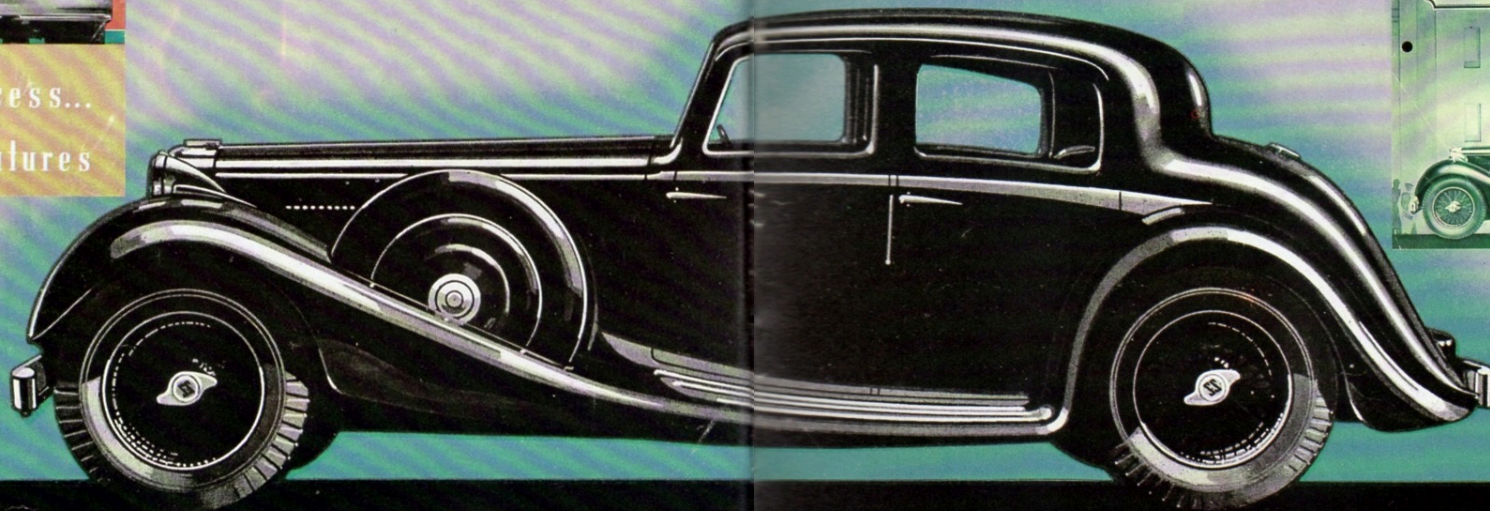
OCTOBER 16TH, 1936.



# S. S. JAGUAR

The proved succe's...  
plus 22 new features

*S.S. and Jaguar advertising was always bold, colourful, imaginative and beautifully presented. It was one area in which Lyons could be persuaded to spend some money!*



*The suggestion here seems to be that the name Jaguar only applied to one model, whereas in reality it would henceforth be applied to the whole range.*

*As outstanding on the open road as it is in the show*

2½ LITRE SALOON (TAX £15) £385

Already the 1937 S.S. Jaguar has created a profound impression. The inclusion of 22 important features has added both to its acceptedly outstanding performance and to its exclusive refinement. No other car within hundreds of pounds of its price can offer such fascinating ease of handling . . . such safe cornering and roadholding . . . such complete restfulness combined with such responsive vivacity. And surely no car at *any* price can match its coveted individuality of design or — what is perhaps the most important — its unparalleled value.

S.S. CARS LTD., HOLBROOK LANE, COVENTRY (TELEPHONE: COVENTRY 8681)

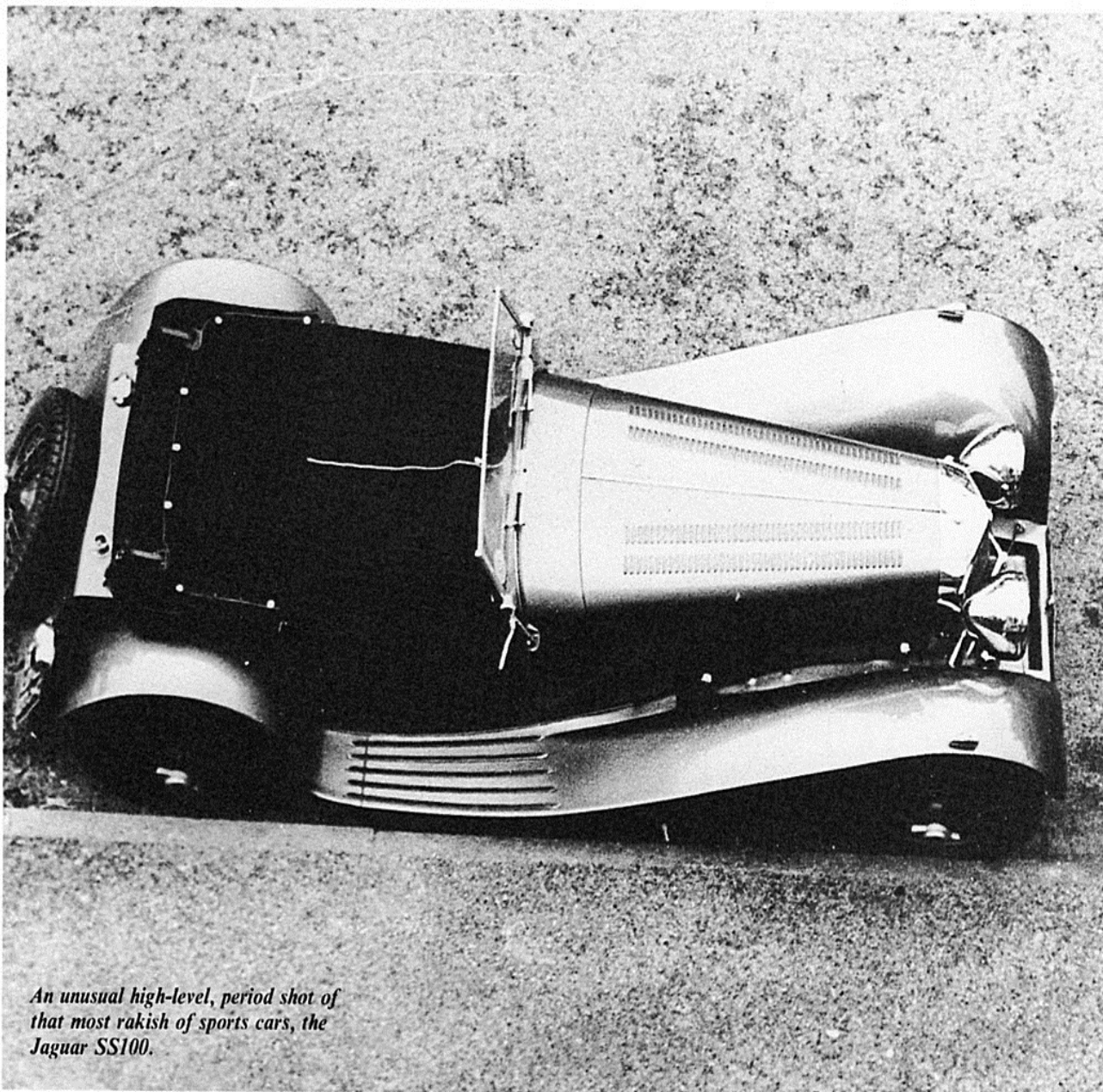
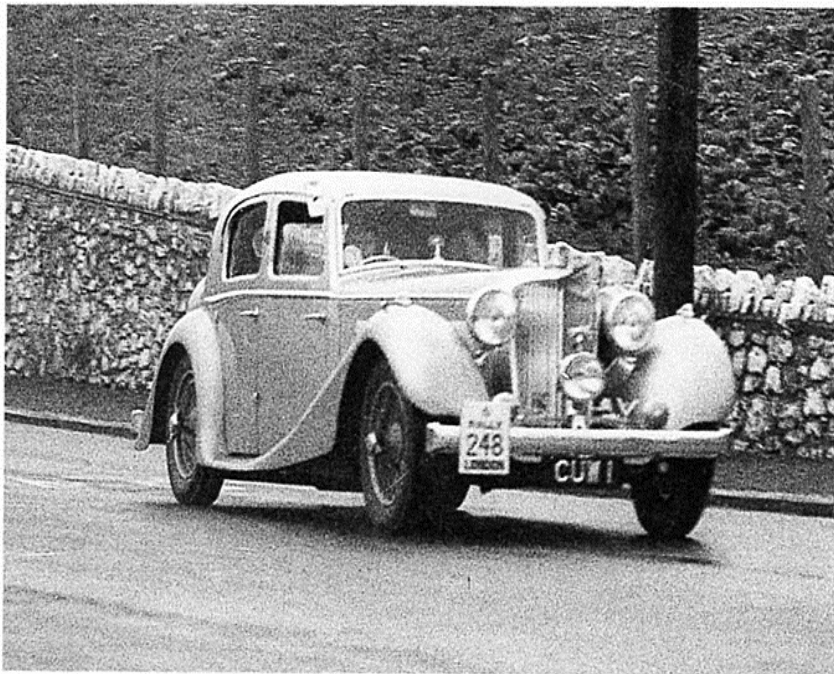
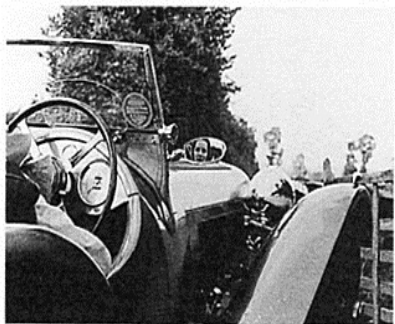
New features include wider floor area, increasing leg, foot and seating room. Latest S.U. Automatic carburettors, Tecalemit Oil Filter, New Dunlopillo upholstery. No-draught, winding type half windows in front doors. P.100 lamps. 14" brakes with new, improved linkage, specially designed brake drums, and Ferodo Racing Type Linings. New engine fittings, greatly increasing silence and smoothness, etc., etc. Arrange for a trial run — when you visit Stand 116, Olympia, or with your local Agent. Literature on request.

LONDON SHOWROOMS: HENLYS, DEVONSHIRE HOUSE, PICCADILLY, W.1 (GROSVENOR 2287)



*An SS Jaguar is seen passing through Newton Abbot on the way to Torquay during the 1936 London Rally.*

*Don't look now, madam, but there is a camera trying to overtake you! (Mrs. E. Simms)*



*An unusual high-level, period shot of that most rakish of sports cars, the Jaguar SS100.*





*Cigar smoking comedian, Fred Duprez, takes a close look at the latest product at the 1937 Earls Court Motor Show.*



*'The Silent Fast Car' sounds suspiciously close to 'The Silent Sports Car' used by a certain other company.*

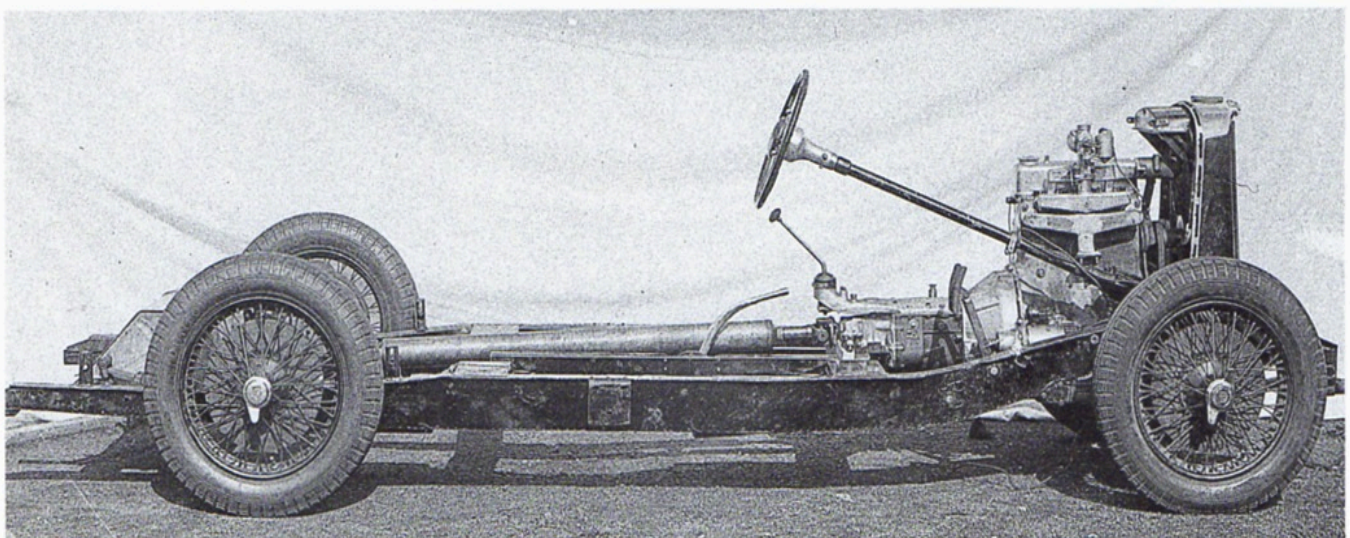
*'Lyons dumped about 40 unsold 1935 S.S.Is on the New York agents in February 1936, as "the latest British SS sports cars". It probably paid Lyons to rework the grilles to 1936 standard in case anybody asked awkward questions.'*

ANON



*William Walmsley, the man who inspired the Swallow sidecar upon which Jaguar's fortunes were eventually to be built.*

*Here we see a 1938 1 1/2-litre chassis photographed at the factory.*





# JAGUAR SCRAPBOOK

## THE STANDARD MOTOR CO. LTD. COVENTRY

TELEGRAMS  
FLYWHEEL COVENTRY  
TELEPHONE NUMBERS  
HEAD OFFICE WORKS  
SALES REPAIRS &  
SPARES DEPARTMENTS

REGISTERED OFFICE CANLEY, COVENTRY

ALL CODES USED



LONDON SERVICE DEPOT  
STANDARD ROAD CHASE ESTATE  
PARK ROYAL N.W. 10.  
TELEPHONE NO. WILLESDEN 4811

LHD/EC 13th April 1938  
Messrs S.S.Cars Ltd  
Boleshill  
COVENTRY.

ATTENTION: MR. HEYNES

Dear Mr. Heynes,

Herewith copy of results  
of the test of your two Front Springs.  
I felt that you would like  
to have all the figures before you when  
proceeding with your analysis of the  
stiffness of the complete suspension.

Yours faithfully,  
For the STANDARD MOTOR CO LTD.,

E. Grinham  
DIRECTOR & CHIEF ENGINEER.

*E. Grinham*  
*H. Dawtrey*

RECEIVED

### SPRING TEST SHEET

TEST NO. ---

MODEL W.M.H. S.S.1 DRG NO FRONT SPRINGS DATE 8 APRIL 38

DISTANCE TESTED (A-B) 2"  
SPRING A SPRING B

DOWN A 4-2-12 4-3-9

B 9-0-2 9-1-18

DIFF 4-1-18 4-2-9

UP B 7-3-9 7-3-12

A 4-0-2 3-3-14

DIFF 3-3-7 3-3-26

4 | 8-0-25 8-2-7

2-0-6 2-0-15 3/4

RATE 230 LB/W 239 3/4

LADEN LOAD 830 LBS 7-1-18

SPRING A SPRING B

CAMBER DOWN 15-35 15-16

UP 15-9 15-79

AVERAGE CAMBER 15-625 15-475

CAMBER 3/16 NEG 1/8 NEG 1/8

Grinham and Dawtrey had been young William Heynes's bosses at Humber before they moved to Standard. Subsequently it was they who suggested Heynes to Lyons when the latter was looking to appoint a Chief Engineer for his growing company. With Standard supplying chassis to S.S. Cars, it was natural that they should work together. Note the reference to the new model as the W.M.H. S.S.I.

12 THE ASSOCIATED ADVERTISEMENTS January 1938, 1937

**JAGUAR**

"A name cut deep in the history of modern motoring"

Quality built from end to end, the specification of this fine car challenges comparison with cars costing many times its price. Powerful OHV, 6-cylinder Engine, Circling Brakes, Twin Carburettors with automatic starting control, Duralumin upholstery, 1200 lb load-carrying capacity, adjustable steering wheel, Over-size shock absorbers, Lead coated springs... these are but a few of the features which, allied to superlative performance, make the SS Jaguar the most outstanding car of this generation.

Models and Prices - 35 Junior 14 Ltr Saloon £285, 17 Ltr 2275, "140" Competition Model £395, 14 Ltr Saloon £295.

SS CARS LTD, HOURLOCK LANE, COVENTRY, London Showrooms: Harley, Devonshire House, Piccadilly, W.1.

This must be one of the earliest appearances of the leaping feline, though this one looks more as though he is crawling up an incline!

The Standard Motor Co. supplied the 1776 cc engine after the war to a pre-war order and, in fact, 100 of these were supplied in 1939 for the 1940 season. A further order was received for 6000 of these engines in the forties and these lasted until 1948.

STANDARD-TRIUMPH

Dear old Michael Sedgwick, the late-lamented motoring historian, once referred to the pre-war S.S. Car Club as 'Cads Incorporated'!

**COL RIXON BUCKNALL**

Builder of the famous 'Red Car', commenting on the Swallow Wolseley Hornet Special of which he had three examples in three years.

'It was a splendid sports car in miniature and was therefore stilled to appease MGs.'

Bill Heynes' personal table of comparative performance figures prepared, presumably, in the late-thirties. (Bill Heynes)



Arthur Whittaker, like Alice Fenton, was a loyal and long serving employee who joined Swallow in the very early days and retired with the position of Vice-Chairman. To him must go much of the credit for Jaguar's ability to offer such remarkable value for money, as there was no more shrewd buyer in the business. (Jaguar Cars)

The bulbous Miles MS7 Aerovan 4 in the background might have benefited from some Lyons styling!  
The factory SS 100, affectionately known as Old Number 8, was gradually developed to a greater and greater degree, shedding its wings in the process.

Comparative Performance Figures

Make of Car	Cylinders	Capacity	Top speed 116.000000	Miles per gallon	Top speed 216.000000	TYRES			Top speed 216.000000	Top speed 216.000000	Top speed 216.000000	Top speed 216.000000	Top speed 216.000000
						Front	Side	Rear					
2 1/2 L. Jags	6 cyl. 73x106	2667	1460	34 1/2	4.5	5.50x18	14.35	702	4600	87	457	269	
3 1/2 L. Jags	6 cyl. 82x114	3485	1920	34	4.25	5.50x18	14.35	702	4600	92	569	334	
1 1/2 L. Jags	4 cyl. 73x106	1775	970	28	4.78	5.25x18	14.15	712	4600	81	327	234	
BMW	"	1775	970	24	4.5	5.25x17	13.5	747	4600	82	324	270	
Vauxhall 141P Six	6 cyl. 61.5x100	1781	972	24 3/4	4.71	5.50x16	13.00	775	-	71*	353	274	
Vauxhall 121P Six	4 cyl. 63.5x95	1442	792	21 1/2	4.71	5.25x16	12.70	794	-	65*	294	273	
Bentley 4 1/2 h	6 cyl. 89x114	4257	2340	37 3/4	4.30	6.50x17	14.45	698	4450	89*	697	369	
									4050	92*	590	321	
2 1/2 P.W.			1460	24		6.00x15	13.00	775	4600		316	380	
1 1/2 P.W.			970	23 1/2		6.00x15	13.00	775	4600				
Roller	8 cyl. 76x114	4168	2290	29 1/2	4.1	6.50x16							



An unknown S.S. owner on service S.S.-style.  
'When I had my S.S. cars, the works were at Foleshill, Coventry, and I usually collected my cars after repairs on a Sunday.  
'On one occasion, the Service Department chief found, just as I was

leaving, that my dynamo was not charging. He himself took a dynamo off another car and, as this took time, he invited me to tea at his home, then came along to show me the way out of Coventry, and adjusted the brakes at the roadside, when I stopped and told him they were working unevenly.'