



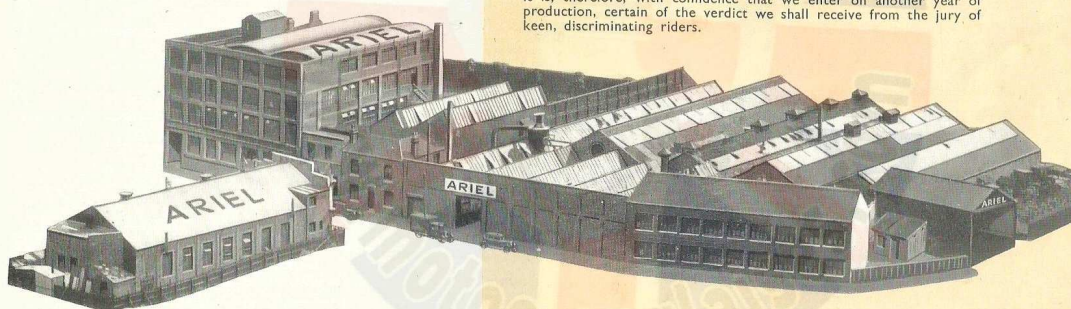
Foreword

It is significant, even in these days of advanced engineering skill, that when speaking of The Modern Motor Cycle the name Ariel springs naturally to the mind.

This enviable position has only been attained by years of painstaking efforts on the part of our Technicians and Craftsmen to produce not merely a good motor cycle but a machine which for outstanding design and excellence of material cannot be surpassed. Substantiation of this statement is to be found in the introduction, five years ago, of the first Square Four power unit, acclaimed by Automobile Engineers and practical Motor Cyclists throughout the World as the greatest advance in the evolution of the Motor Cycle. During the intervening period, experience and research have enabled us to carry out considerable improvements to this unit, so that the 1937 editions of the 600 c.c. and 1000 c.c. Square Fours are undoubtedly the most outstanding Motor Cycles of all time.

A season of unprecedented success in Trials and Competitions once again demonstrates the magnificent performance of our Single Cylinder Models and their suitability, particularly the 'RED HUNTER' machines to fulfil the exacting demands of hard riding and sporting Motor Cyclists.

It is, therefore, with confidence that we enter on another year of production, certain of the verdict we shall receive from the jury of keen, discriminating riders.



**ARIEL MOTORS (J.S.) LTD.
SELLY OAK, BIRMINGHAM, ENGLAND.**

Telephone :
SELLY OAK 1381 (5 lines).
Telegrams : ARIEL, SELLY OAK.

Codes :
A.B.C. 5th Edition.
BENTLEY'S & MARCONI.

General Specification for all Models

FRAME—Cradle type. Built of Aero quality tubes. All joints brazed, giving the greatest possible strength and torsional stiffness. Special lugs are provided for sidecar attachment.

FORKS—Steel taper tube girders with massive bridges giving great rigidity for solo or sidecar use. Large central compression spring and hand-controlled friction damper of large area.

STEERING DAMPER—Serrated control knob which will stay at any desired degree of adjustment. Four friction surfaces.

HANDLEBAR—Patent rubber insulated mounting. Adjustable. Sports pattern grips.

WHEELS—Immensely strong, with butted spokes. Hubs mounted on large diameter taper roller bearings. Rear chain sprocket detachable. Instantly detachable rear wheel can be fitted to any model at an extra charge. (Standard on models 4F and 4G.)

BRAKES—Both brakes 7 in. diameter internal expanding. Millenite drums. Extra wide shoes with fulcrum adjustment for rear brake. Smooth and powerful in operation, with long wearing qualities.

STANDS—Forged steel girder "spring-up" rear, and strong tubular front. Lifting handle on rear mudguard.

FOOTRESTS—Adjustable over wide range. Special lugs are provided on chain stays for pillion footrests.

CONTROLS—Twist grip throttle control. Hand-controlled clutch. All other controls adjustable to suit individual requirements.

SADDLE—Aero elastic soft top. Adjustable.

INSTRUMENT PANEL—Rubber insulated tank mounting. The panel incorporates the car type oil pressure gauge and the quick release cam-operated filler cap. Provision is also made for gearbox-driven speedometer and clock (see Extras). The panel light, which illuminates all instruments, is detachable for use as an inspection lamp.

IGNITION AND LIGHTING—Lucas 6-volt Magdyno equipment with large 8 in. head lamp, handlebar-controlled dimmer, tail light and automatic voltage control. The battery is mounted on a strong steel platform under the saddle, is easily accessible and is entirely free from vibration.

HORN—Electric, mounted on special bracket in protected position in front of the engine.

EQUIPMENT—Large all-steel tool box with (except on model LG) central screw fastening and water excluding rubber beading. Complete kit of tools, grease gun and tyre inflator.

FINISH—Three coats of finest black enamel on cosletized (anti-rust) base. All bright parts heavily chromium plated. Tanks are superbly finished according to specification. The "ARIEL" permanent enamel name badges on the tank and on the rear mudguard, give the whole machine an air of great distinction.

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Notes of Interest

Wheel Base	54½ in.
Length Overall	86 in.
Ground Clearance	4½ in.
Saddle Height	26½ in.
Width of Handlebar	30 in.

GEAR RATIOS

	Engine Sprocket	Top	3rd	2nd	1st
Square Four					
1000 c.c. Solo ...	24T	4.5	5.7	7.7	12.1
Sidecar ...	22T	4.9	6.2	8.4	13.2
600 c.c. Solo ...	24T	5.4	6.8	9.1	14.4
Sidecar ...	22T	5.85	7.5	9.9	15.7
500 c.c. Models,					
Solo ...	23T	4.7	6.0	8.0	12.6
Sidecar ...	19T	5.7	7.2	9.3	15.3
350 c.c. Models ...	20T	5.7	7.3	10.1	15.3
250 c.c. Models ...	18T	6.4	8.2	11.2	17.0

OIL CONSUMPTION. By following our recommendation with regard to draining the oil tank, consumption will approximate to 2,000 m.p.g. on all models.

PETROL CONSUMPTION will vary according to running speed and road conditions, etc., but under average touring conditions (solo) should be approximately as follows in miles per gallon : LG, LH, 90 ; NG, NH, 85 ; VG 80 ; VB, VH, 4F, 75 ; 4G, 60/70.

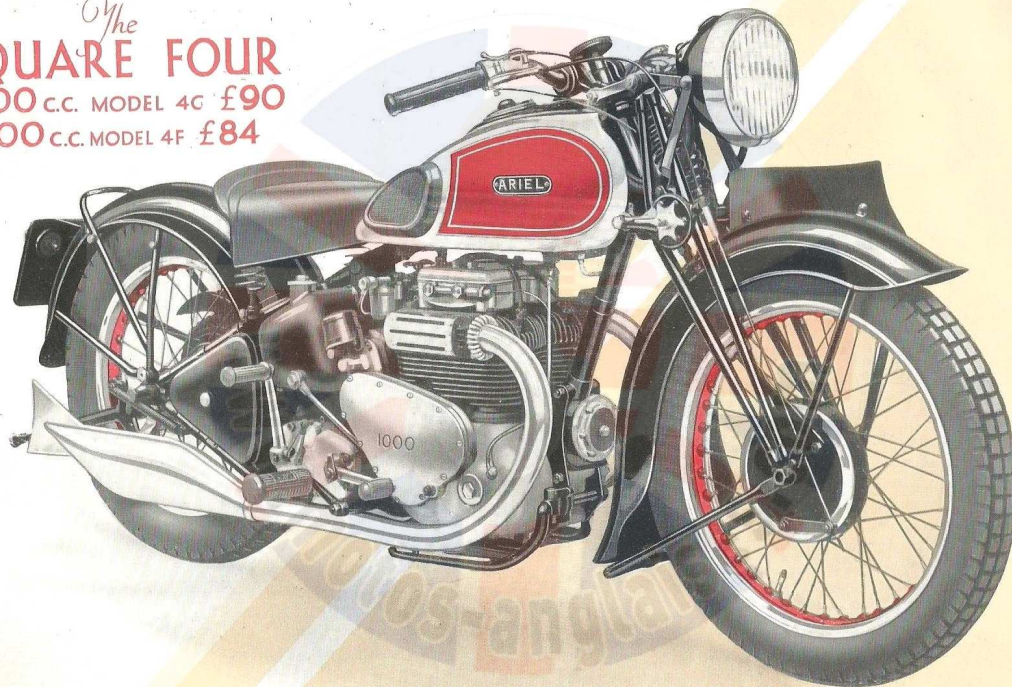
Range & Prices

SQUARE FOUR		
1000 c.c. ... Model 4G ...	£90	0 0
SQUARE FOUR		
600 c.c. ... Model 4F ...	£84	0 0
RED HUNTER		
500 c.c. ... Model VH ...	£66	10 0
RED HUNTER		
350 c.c. ... Model NH ...	£58	10 0
RED HUNTER		
250 c.c. ... Model LH ...	£55	10 0
O.H.V. DE LUXE		
500 c.c. ... Model VG ...	£61	10 0
O.H.V. DE LUXE		
350 c.c. ... Model NG ...	£54	10 0
O.H.V. DE LUXE		
250 c.c. ... Model LG ...	£50	10 0
S.V. DE LUXE		
600 c.c. ... Model VB ...	£58	10 0

Prices include Lucas Magdyno Electric Lighting and Electric Horn.

page three

The
SQUARE FOUR
 1000 c.c. MODEL 4G £90
 500 c.c. MODEL 4F £84



The **SQUARE FOUR . . .**

1000 c.c. MODEL 4G

500 c.c. MODEL 4F

ENGINE—Bore and stroke : 4G, 65×75 mm. (997 c.c.). 4F, 50.4×75 mm. (597 c.c.). Four Cylinders cast en bloc in square formation. Detachable cylinder head with integral radial induction manifold and detachable exhaust manifolds. Totally enclosed overhead valves operated by short push rods. Camshafts and Magdyno driven by automatically tensioned roller chain. The twin crankshafts are mounted on substantial bearings and coupled by hardened and ground gears immersed in oil in a separate compartment adjacent to the crankcase. Both crankshafts are substantial nickel-steel drop forgings, carrying central flywheels, bobweighted and accurately balanced. Light rigid con-rods with split lined big ends.

LUBRICATION—Dry sump system in conjunction with a separate oil tank holding $\frac{3}{4}$ gallon. Double plunger pump, one of which forces lubrication through all engine bearings at a nominal pressure of 60 lbs. per square inch. The valve gear is lubricated by pressure, requiring no attention. The scavenging pump returns oil which drains to the bottom of the crankcase by gravity through a star shaped filter back to the oil tank. The oil tank is provided with a large gauze on the delivery side and a separate large capacity vent.

CARBURETTOR—Fully automatic.

IGNITION—Magdyno with self contained gear driven distributor. 14 mm. sparking plugs. Cut-out switch in instrument panel.

GEARBOX—Four-speed. Foot control.

TRANSMISSION—Engine shaft 3-cam shock absorber. Polished aluminium oilbath chain case, and Ariel outside clutch of large dimensions. Rear chain fully protected and automatically lubricated.

EXHAUST SYSTEM—Two-port. Large and efficient silencers.

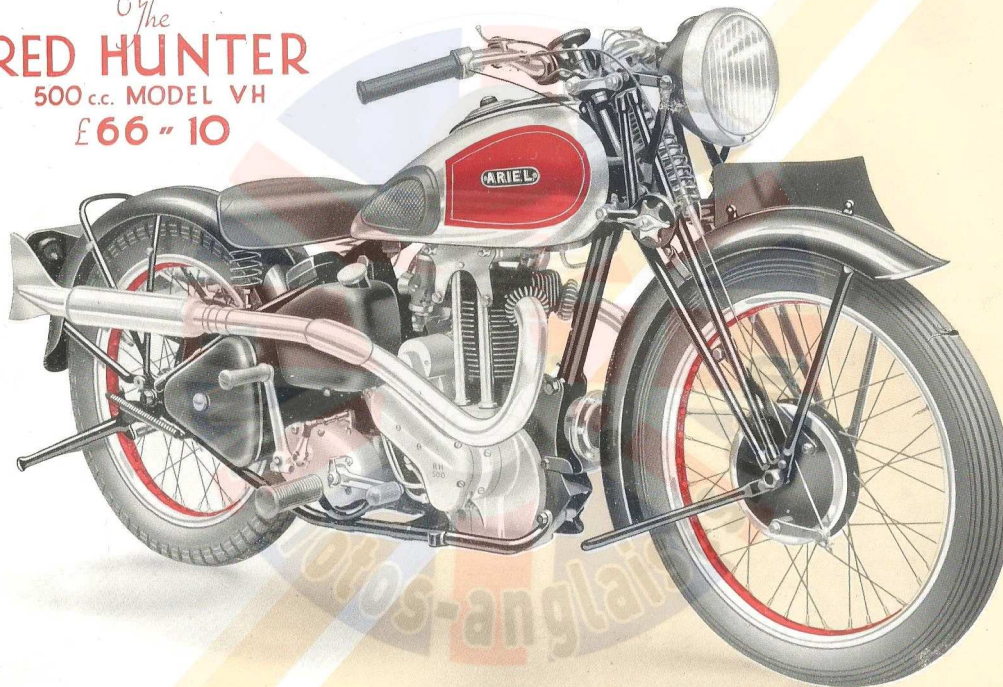
WHEELS—Dunlop Tyres—4G, 26×4 rear, 26×3.25, front. 4F, 26×3.25 rear and front. Chromium rims, Red centres (Black centres optional). Chromium brake plates. Detachable rear wheel.

MUDGUARDS—Robust ribbed section steel guards, fully valanced. Tail of rear guard hinged to facilitate wheel removal.

PROP STAND—Fitted to offside of machine in addition to two normal stands.

TANK—All steel saddle type with instrument panel. $3\frac{3}{4}$ gallon capacity. Superbly finished in Chromium and Red, lined Gold. (Chromium and Black optional).

The
RED HUNTER
 500 c.c. MODEL VH
 £66 " 10



The **RED HUNTER** 500 c.c. MODEL VH

ENGINE—81.8×95 mm. (497 c.c.) O.H.V. Two-port (VH 2) or Single-port (VH 1) optional. Specially bench-tested and capable of being tuned to speeds exceeding 100 m.p.h. Totally enclosed valve springs. Valve guides automatically lubricated. Ground and highly polished ports. 14 mm. sparking plug. Extremely rigid crankcase designed for maximum speeds and efficiency. Polished high tensile steel flywheels. Large diameter mainshafts mounted on two heavy duty roller bearings and one ball bearing. Extra large double roller bearing big-end with duralumin cage. Light and rigid nickel-chrome steel con-rod polished all over. Special light pressure piston rings. A medium compression piston is fitted as standard. A high compression piston, giving a ratio of 7.5 to 1 (suitable for 50/50 Petrol/Benzole only) can be fitted to special order, without extra charge.

LUBRICATION—Dry sump system, employing dual plunger pumps and $\frac{3}{4}$ -gallon capacity separate oil tank.

CARBURETTER—Large bore, down-draught Amal. Petroflex supply pipe.

GEARBOX—Four-speed. Foot control.

TRANSMISSION—Engine shaft shock absorber. Polished aluminium oil bath chain case and Ariel outside clutch of large dimensions. Rear chain fully protected and automatically lubricated.

EXHAUST SYSTEM—Two-port : Silencers : As illustrated. Can be supplied with detachable fishtails to special order.

Pipes : Upswept with leg guards or low level to special order.

Single-port : Silencer : As model VG.

Pipe : Upswept with leg guard or low level to special order.

WHEELS—Dunlop tyres, 26×3.25, studded rear ; 26×3 ribbed front. Chromium brake plates. Chromium rims. Red centres.

MUDGUARDS—Robust ribbed section steel guards, as illustrated. Tail of rear guard hinged to facilitate wheel removal.

TANK—All-steel saddle type, with instrument panel. $\frac{3}{4}$ -gallon capacity. Superbly finished Chromium and Red, lined Gold.

For special Competition Equipment see page twenty.

The
RED HUNTER
 350 c.c. MODEL NH
£58 " 10



The **RED HUNTER** 350 c.c. MODEL NH

ENGINE—72×85 mm. (347 c.c.) O.H.V. Two-port (NH 2) or Single-port (NH 1) optional. Specially bench-tested and capable of being tuned to speeds exceeding 80 m.p.h. Totally enclosed valve springs. Valve guides automatically lubricated. Ground and highly polished ports. 14 mm. sparking plug. Heavily ribbed crankcase. Polished forged steel flywheels. Ball bearings on both sides of mainshaft. Double roller bearing big-end. Special polished alloy steel con-rod. A medium compression piston is fitted as standard. A high compression piston, giving a ratio of 7.5 to 1 (suitable for 50/50 Petrol/Benzole only) can be fitted to special order, without extra charge.

LUBRICATION—Dry sump system, employing dual plunger pumps and $\frac{1}{2}$ -gallon capacity separate oil tank.

CARBURETTOR—Large bore, down-draught Amal. Petroflex supply pipe.

GEARBOX—Four-speed. Foot control.

TRANSMISSION—Engine shaft shock absorber. Polished aluminium oil bath chain case and Ariel outside clutch of large dimensions. Rear chain fully protected and automatically lubricated.

EXHAUST SYSTEM—Two-port Silencers : As illustrated (detachable fishtails optional)
 or Pipes : Upswept with leg guard(s) or low level to special order.
 Single-port : special order.

WHEELS—Dunlop tyres, 26×3.25 studded rear ; 26×3 ribbed front. Chromium brake plates. Chromium rims. Red centres.

MUDGUARDS—Robust ribbed section steel guards, as illustrated. Tail of rear guard hinged to facilitate wheel removal.

TANK—All-steel saddle type, with instrument panel. $2\frac{1}{2}$ -gallon capacity. Superbly finished Chromium and Red, lined Gold.

For special Competition Equipment see page twenty.

CONWAY SMITH

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The
RED HUNTER
250 c.c. MODEL LH
£55 " 10



The RED HUNTER 250 c.c. MODEL LH

ENGINE—61×85 mm. (249 c.c.) O.H.V. Two-port (LH 2) or Single-port (LH 1) optional. Specially bench-tested and capable of being tuned to speeds exceeding 70 m.p.h. Totally enclosed valve springs. Valve guides automatically lubricated. Ground and highly polished ports. 14 mm. sparking plug. Heavily ribbed crankcase. Polished forged steel flywheels. Ball bearings on both sides of mainshaft. Double roller bearing big-end. Special polished alloy steel con-rod. Special aluminium alloy piston. 7 to 1 compression.

LUBRICATION—Dry sump system, employing dual plunger pumps and $\frac{1}{2}$ -gallon capacity separate oil tank.

CARBURETTOR—Large bore, down draught Amal. Petroflex supply pipe.

GEARBOX—Four-speed. Foot control.

TRANSMISSION—Engine shaft shock absorber. Polished aluminium oil bath chain case and Ariel outside clutch of large dimensions. Rear chain fully protected and automatically lubricated.

EXHAUST SYSTEM—Two-port or Single-port : Silencers : As illustrated (detachable fishtails optional). Pipes : Upswept with leg guard(s) or low level to special order.

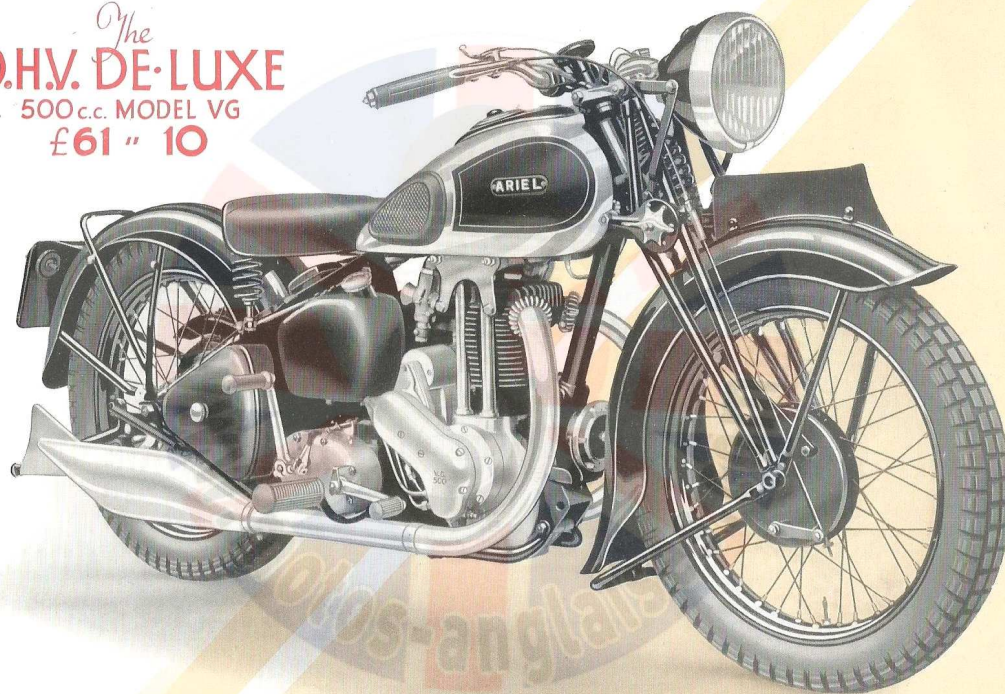
WHEELS—Dunlop tyres, 26×3.25 studded rear, 26×3 ribbed front, Chromium brake plates. Chromium rims. Red centres.

MUDGUARDS—Robust ribbed section steel guards, as illustrated. Tail of rear guard hinged to facilitate wheel removal.

TANK—All-steel saddle type, with instrument panel. 2½-gallon capacity. Superbly finished Chromium and Red, lined Gold.

For special Competition Equipment see page twenty.

The
O.H.V. DE·LUXE
 500 c.c. MODEL VG
 £61 " 10



The **O.H.V. DE·LUXE** 500 c.c. MODEL VG

ENGINE—81.8×95 mm. (497 c.c.). High efficiency engine. Totally enclosed valve springs. Valve guides automatically lubricated. Ball bearings on both sides of mainshaft. Double roller bearing big-end. High tensile steel connecting rod. Aluminium alloy piston, 6 to 1 compression.

LUBRICATION—Dry sump system, employing dual plunger pumps and $\frac{3}{4}$ -gallon capacity separate oil tank.

CARBURETTER—Down-draught Amal.

GEARBOX—Four-speed. Foot control.

TRANSMISSION—Engine shaft shock absorber. Polished aluminium oil bath chain case and Ariel outside clutch of large dimensions. Rear chain fully protected and automatically lubricated.

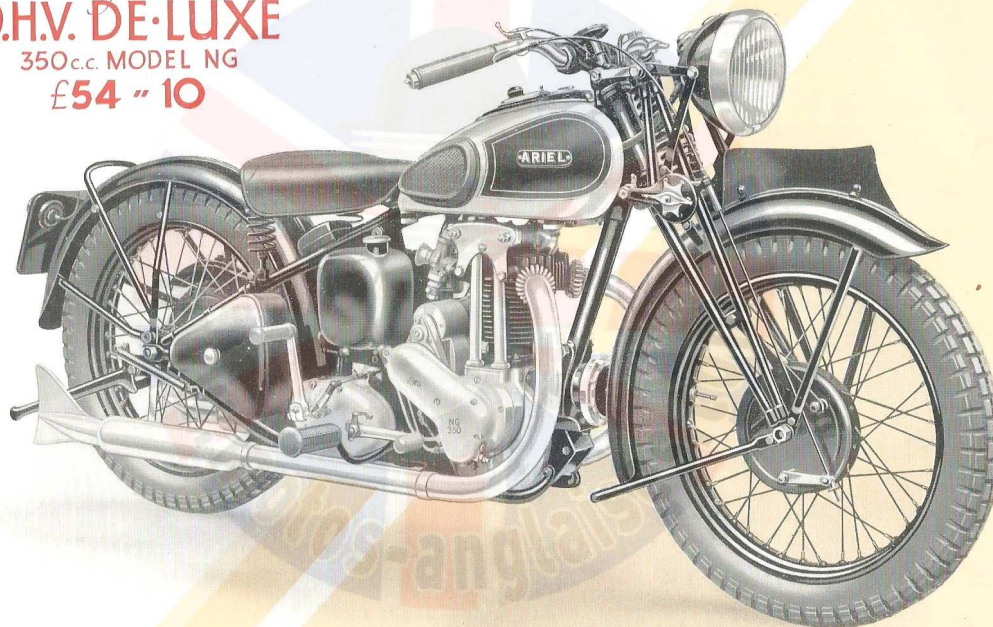
EXHAUST SYSTEM—Two-port, with streamlined silencers.

WHEELS—Dunlop tyres, 26×3.25.

MUDGUARDS—Robust ribbed section steel guards, fully valanced, as illustrated. Tail of rear guard hinged to facilitate wheel removal.

TANK—All-steel saddle type, with instrument panel. $\frac{3}{4}$ -gallon capacity. Superbly finished Chromium and Black, lined Gold.

The
O.H.V. DE-LUXE
 350 c.c. MODEL NG
£54 " 10



The **O.H.V. DE-LUXE** 350 c.c. MODEL NG

ENGINE—72×85 mm. (347 c.c.). High efficiency engine. Totally enclosed valve springs. Valve guides automatically lubricated. Ball bearings on both sides of mainshaft. Double roller bearing big-end. High tensile steel connecting rod. Aluminium alloy piston. 6 to 1 compression.

LUBRICATION—Dry sump system, employing dual plunger pumps and $\frac{1}{2}$ -gallon capacity separate oil tank.

CARBURETTER—Down-draught Amal.

GEARBOX—Four-speed. Foot control.

TRANSMISSION—Engine shaft shock absorber. Polished aluminium oil bath chain case and Ariel outside clutch of large dimensions. Rear chain fully protected and automatically lubricated.

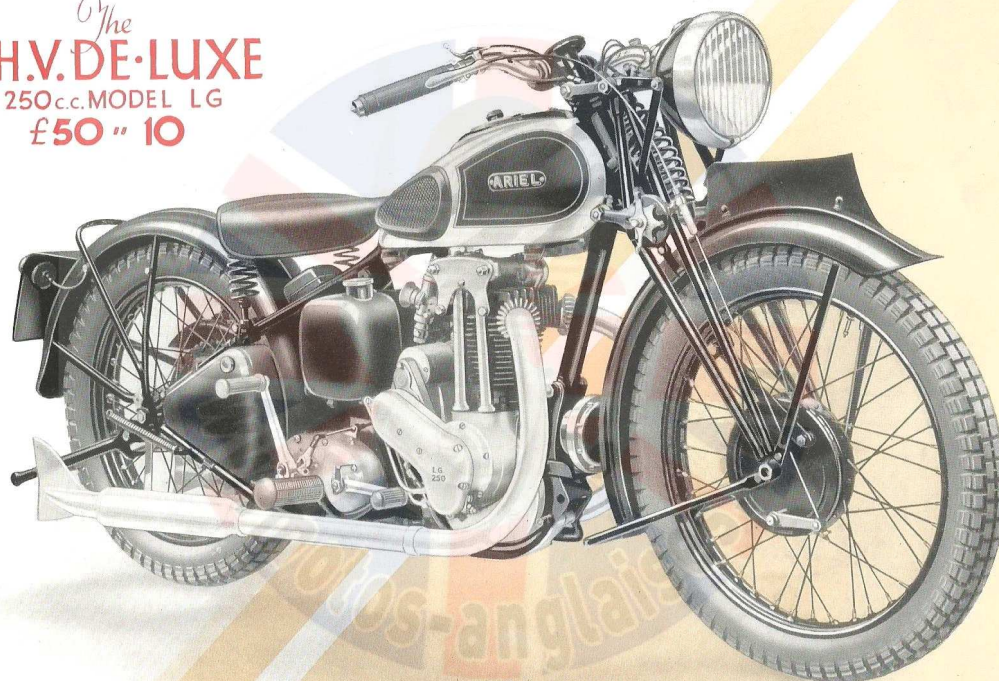
EXHAUST SYSTEM—Two-port with round spiral baffle silencers. (Detachable fishtails optional).

WHEELS—Dunlop tyres, 26×3.25.

MUDGUARDS—Robust ribbed section steel guards, as illustrated. Tail of rear guard hinged to facilitate wheel removal.

TANK—All-steel saddle type, with instrument panel. 2 $\frac{1}{2}$ -gallon capacity. Superbly finished Chromium and Black, lined Gold.

The
O.H.V. DE·LUXE
 250 c.c. MODEL LG
 £50 " 10



The **O.H.V. DE·LUXE** 250 c.c. MODEL LG

ENGINE—61 × 85 mm. (249 c.c.). High efficiency engine. Totally enclosed valve springs. Valve guides automatically lubricated. Ball bearings on both sides of mainshaft. Double roller bearing big-end. High tensile steel connecting rod. Aluminium alloy piston, 6 to 1 compression.

LUBRICATION—Dry sump system, employing dual plunger pumps and ½-gallon capacity separate oil tank.

CARBURETTER—Down-draught Amal.

GEARBOX—Four-speed. Foot control.

TRANSMISSION—Engine shaft shock absorber. Polished aluminium oil bath chain case and Ariel outside clutch of large dimensions. Rear chain fully protected and automatically lubricated.

EXHAUST SYSTEM—Two-port with round spiral baffle silencers. (Detachable fishtails optional).

WHEELS—Dunlop tyres, 26 × 3.25 rear, 26 × 3 front.

MUDGUARDS—Robust ribbed section steel guards, as illustrated. Tail of rear guard hinged to facilitate wheel removal.

TANK—All-steel saddle type with instrument panel. 2½-gallon capacity. Superbly finished Chromium and Black, lined Gold.

The
S.V. DE·LUXE
 600 c.c. MODEL VB
£58" 10



The **S.V. DE·LUXE** 600 c.c. MODEL VB

ENGINE—86.4×102 mm. (598 c.c.). Detachable high power cylinder head. Totally enclosed valve springs. Ball bearings on both sides of mainshaft. Double roller bearing big-end. High tensile steel connecting rod. Aluminium alloy piston, 5 to 1 compression.

LUBRICATION—Dry sump system, employing dual plunger pumps and $\frac{3}{4}$ -gallon capacity separate oil tank.

CARBURETTER—Down-draught Amal.

GEARBOX—Four-speed. Foot control.

TRANSMISSION—Engine shaft shock absorber. Polished aluminium oil bath chain case and Ariel outside clutch of large dimensions. Rear chain fully protected and automatically lubricated.

EXHAUST SYSTEM—Large diameter exhaust pipe, with streamlined silencer.

WHEELS—Dunlop tyres, 26×3.25.

MUDGUARDS—Robust ribbed section steel guards, fully valanced, as illustrated. Tail of rear guard hinged to facilitate wheel removal.

TANK—All-steel saddle type, with instrument panel. $\frac{3}{4}$ -gallon capacity. Superbly finished Chromium and Black, lined Gold.

The
ARIEL
RED HUNTER
*is the World's finest
Competition
Machine*

All Single-port Red Hunters are available in Competition Form. They are identical in every respect to the Standard Red Hunters except for equipment which is as follows :—

Crankcase Undersield.
27" x 3" Front Competition Tyre.
27" x 4" Rear Competition Tyre.
Nail Catchers.
Fabric Clutch.
Detachable Rear Wheel.
Special High Clearance Mudguards.
Aluminium Chain Guard instead of Oil Bath.
2½ instead of 3½-gallon Tank on 500 c.c. Model.
B.T.H. Magneto.

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The 500 cc. RED HUNTER IN
COMPETITION FORM

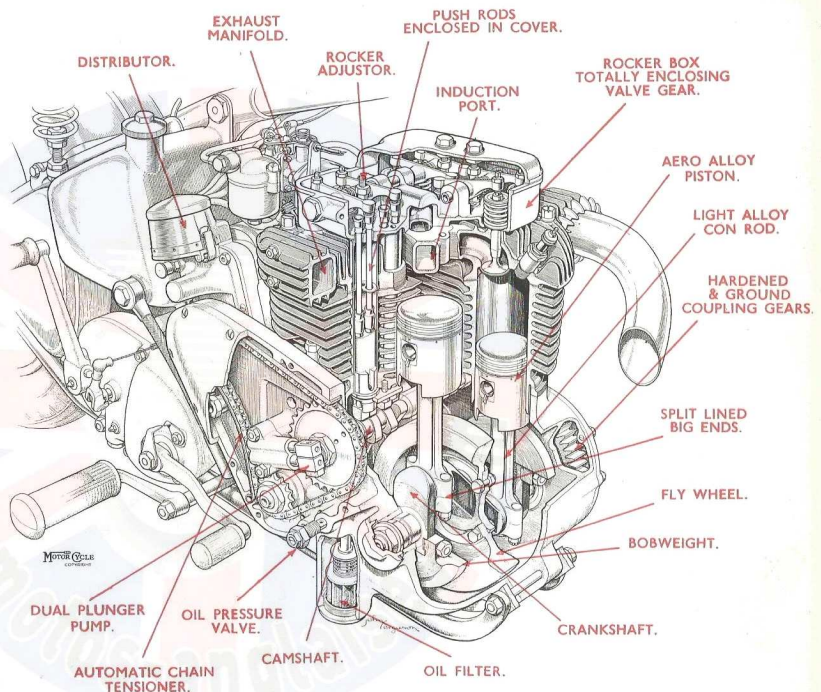
Prices without lighting set and Horn.

500 c.c. ...	VH.I. ...	£67 0 0
350 c.c. ...	NH.I. ...	£59 0 0
250 c.c. ...	LH.I. ...	£56 0 0

If a Lucas Magdyno Lighting Set and Electric Horn are required instead of the B.T.H. Magneto, the above prices are increased by £3 10s. 0d.



The
**FAMOUS
POWER UNIT**
of the
ARIEL
**SQUARE
FOUR**



By courtesy of "The Motor Cycle"

page twenty-one



Len Heath making an excellent climb of STONEY BRAE (Scottish Six Days).
By courtesy of "The Motor Cycle"



Jack White, Len Heath, Jimmy Edward, Members of the Ariel Team which won Team Awards in many important Trials.
By courtesy of "The Motor Cycle"

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ARIEL

and some of last years

WEST OF ENGLAND TRIAL.

Won by L. Heath (500 Ariel) for best performance. Also 250 cup. West of England Club Cup. Torbay and Totnes Club Cup. 3 first class awards.

BRITISH EXPERTS TRIAL.

Won by L. Heath (500 Ariel) for best performance. Also 5th, 6th and 10th places.

SCOTT TRIAL.

Won by L. Heath (500 Ariel) for best performance. Also 4 first class awards.

SOUTHERN TRIAL.

500 c.c. Solo Cup. 500 c.c. Sidecar Cup (tied). 7 first class awards.

SOUTHERN EXPERTS TRIAL.

Won by J. White (250 Ariel) for best performance. Also best sidecar performance (W. J. Stocker, 500 Ariel sc.).

THREE MUSKETEERS TRIAL.

Won by F. J. Heatt (500 Ariel) for best performance. Also 500 c.c. Cup and two members of team award.



J. C. Edward tackles a notorious bend in fine style during the Scottish Six Days.
By courtesy of "Motor Cycling"

COLMORE CUP TRIAL.

Won by L. Heath (500 Ariel) for best performance FOR THIRD SUCCESSIVE YEAR. Also 3 first class awards.

NORTH HANTS SCRAMBLE.

Won by L. Heath (500 Ariel) for fastest time of day. Also Royal Enfield Challenge Bowl (best performance of a visitor), Heath Challenge Trophy (best North Hants M.C. Member) and 500 Cup.

KICKHAM MEMORIAL TRIAL.

Won by E. J. Heath (500 Ariel) for best performance. Also Manufacturers Team Prize and 3 first class awards.

LEVIS TRIAL.

Won by N. Palmer (250 Ariel) for best performance.

HAMPSHIRE GRAND NATIONAL.

Won by W. A. West (500 Ariel) for best performance.

VICTORY CUP TRIAL.

Won by L. Heath (500 Ariel) for best performance. Also Premier Cup (best 250 c.c.) Manufacturers Team Prize and 3 first class awards.

MITCHELL MEMORIAL TRIAL.

250 c.c. Cup and 2 first class awards.

ELVETHAM SCRAMBLE.

Won by L. Heath (500 Ariel) for fastest time of day.

THE WORLD'S FINEST COMPETITION MACHINE

magnificent successes!



GROSVENOR CUP TRIAL.

Won by J. White (250 Ariel) for best performance. Also Grove Cup (second solo).

STAR GROUP TRIAL.

Won by G. A. Wolsey (500 Ariel) for best performance. Also Morris Cup (best over 350 c.c.), Rooker Cup (fastest over 350 c.c.), and Pinhard Cup (best novice).

WELLER PILLION CUP TRIAL.

Won by A. J. White (500 Ariel) for best performance. Also North East London Cup (best visitor).

LONDON LANDS-END TRIAL.

7 Premier awards.

BEGGARS ROOST TRIAL.

Won by B. H. M. Viney (550 Ariel) for best performance. Also unlimited C.C. Tankard. Special award (pre 1930 machine) and Novice award.

CLYDEBANK M.C.C. OPEN SCRAMBLE.

Won by D. Lamb (Ariel) for fastest time.

EASTERN CENTRE EXPERTS TRIAL.

Won by M. Banks (350 Ariel) for best performance.

Also runner-up.

SCOTTISH SIX DAYS TRIAL.

4 Silver cups.

5 Silver plaques.

2 Silver medals.

ANNUAL WILDE SCRAMBLE.

Won by W. J. Stocker (500 Ariel) also 250 c.c. Event.

SUNBEAM '200.'

Won by Len Heath (500 Ariel) for best performance FOR SECOND SUCCESSIVE YEAR. Also Team Prize and 6 first class awards.

EXMOOR SCRAMBLE.

Won by G. A. Wolsey (500 Ariel) for second successive year. Also 350 event.

NEWPORT NOVICES ONLY TRIAL.

Won by R. Marsh (350 Ariel) for best performance.

COTSWOLD SCRAMBLE.

Througham Cup (second best performance—Senior Event).

BAYSWATER SCRAMBLE.

500 c.c. event won by W. J. Stocker (Ariel).

250 c.c. event won by F. Bates (Ariel).

CLAYTON TROPHY TRIAL.

Won by W. A. West (497 Ariel) for best performance. Also 2 first class awards.

1936 INTERNATIONAL SIX DAYS TRIAL.

5 Gold Medals.

4 Silver Medals.



Len Heath, winner of the event, with W. J. Stocker during the Elvetham Scramble.
By courtesy of "Motor Cycling"



W. A. West riding in confident manner during the Victory Cup Trial.
By courtesy of "Motor Cycling"

W. J. Stocker going well through a difficult section in the Scottish Six Days.
By courtesy of "Motor Cycling"

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Extras

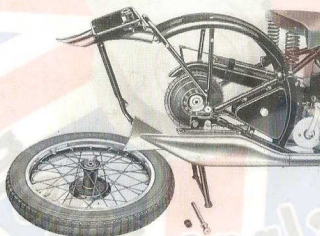
	£	s.	d.
Detachable Rear Wheel (where not Standard)	2	0	0
Licence Holder	2	6	
Smith Trip Type Speedometer, 80 m.p.h.	2	10	0
Smith Trip Type Speedometer, 100 m.p.h.	2	16	0
Smith 8-day Clock	1	10	0
Dunlop Tyres, 26 x 3.25 Fort ... pair	15	0	
Dunlop Tyres, 26 x 3.5	15	0	
Dunlop Tyres, 26 x 3.5 Fort	1	0	0
Dunlop Tyres, 27 x 3 Competition, each	7	6	
Dunlop Tyres, 27 x 4 Competition, each	15	0	
Lucas Stop instead of Tail Light... ..	7	6	
Pillion Footrests	7	6	
Pillion Seat	10	0	
Pillion Exhaust Pipe Leg Guards, pair	7	6	
Carrier	10	0	
Backrest on Red Hunters	5	0	
Front Valanced Guards (where not standard)	7	6	
Rear Valanced Guards (where not standard)	7	6	
Chromium Plated Rims (where not standard) pair	15	0	
Special Prop Stand (where not standard)	10	0	
Leg Shields	1	10	0
Crankcase Undershield	10	0	
Colonial Sidecar Handlebars	10	0	

NOTE—Hand-control instead of foot-control can be fitted to special order on any model without extra charge.

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PROP STAND

The Ariel Prop Stand spoken of so enthusiastically by "IXION" is standardised on the Square Fours and can be fitted to any other Model at an extra charge of 10s.



DETACHABLE REAR WHEEL

The Ariel detachable rear wheel can be removed by the aid of one spanner in less than one minute. The brake drum and sprocket remain intact. The drive is transmitted to the wheel by twelve 3-in. hardened pegs. The wheel itself is mounted on two self-contained journal bearings, requiring no adjustment. Available for all models, at £2 extra, (fitted as standard on Square Fours). The illustration also shows the standard hinged rear guard in use.

Guarantee

The following Guarantee is given by all authorised Dealers in Ariel Motor Cycles and Sidecars :

"We give the following Guarantee with our Motor Cycles and Sidecars in place of and to the exclusion of any implied Conditions of Warranties or any liabilities whatsoever Statutory or otherwise :

"We guarantee that all precautions which are usual and reasonable have been taken by us to secure excellence of materials and workmanship, but this guarantee is to extend and be in force for 6 months only from date of purchase. The damages for which we make ourselves responsible under this Guarantee are limited to the free repair of or supply of a new part in exchange for the part which may have proved defective. We do not undertake to bear the cost of replacing or refixing any such new part. As Motor Cycles and Sidecars are easily liable to derangement by neglect or misuse this Guarantee does not apply to defects caused by wear and tear, neglect or misuse. We do not guarantee Tyres, Saddles, Chains, Electrical Equipment or any other Specialities of Accessory Manufacturers.

"If a defective part should be found in our Motor Cycles or Sidecars it must be sent to us carriage paid, and accompanied by an intimation from the owner that he desires to have it repaired or exchanged free of charge under our guarantee, and he must also furnish us at the same time with the number of the machine and the date of purchase."

Press of James Cond Ltd., Birmingham.

