

ARIEL

THE MODERN
MOTORCYCLE

Foreword

Although Ariel still occupies the unchallenged position of Leaders of Design, at no time has it been the Company's policy to jeopardise this enviable reputation by introducing changes of doubtful utility. Each year, however, unremitting research and a close study of the modern motor-cyclist's requirements enable us to introduce new features of proved worth and exceptional practical value and many instances of these will be discernible in our 1938 Range.

That this policy is fundamentally sound is proved by the fact that our Service Costs for 1937 were lower than at any period in the history of the Company and it is gratifying to know that this evidence of sterling reliability is reflected in the ever increasing demand for Ariel Motor Cycles which has taxed our production resources to the utmost. In this connection we would like to take the opportunity of apologising to those Ariel riders who, during the past season, were inconvenienced owing to the delay in delivery of their machines, a position which will be greatly alleviated as a result of considerable factory extensions now nearing completion.

In conclusion we wish all Ariel owners, present and future, happy motoring during 1938.



ARIEL MOTORS LIMITED
Selly Oak, BIRMINGHAM, England

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

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

Range & Prices for 1938

SQUARE FOUR

1000 c.c. ... Model 4G ... £95 0 0

RED HUNTER

500 c.c. ... Model VH ... £70 10 0

RED HUNTER

350 c.c. ... Model NH ... £62 10 0

RED HUNTER

250 c.c. ... Model LH ... £59 10 0

O.H.V. DE LUXE

500 c.c. ... Model VG ... £65 10 0

O.H.V. DE LUXE

350 c.c. ... Model NG ... £58 10 0

O.H.V. DE LUXE

250 c.c. ... Model LG ... £54 10 0

S.V. DE LUXE

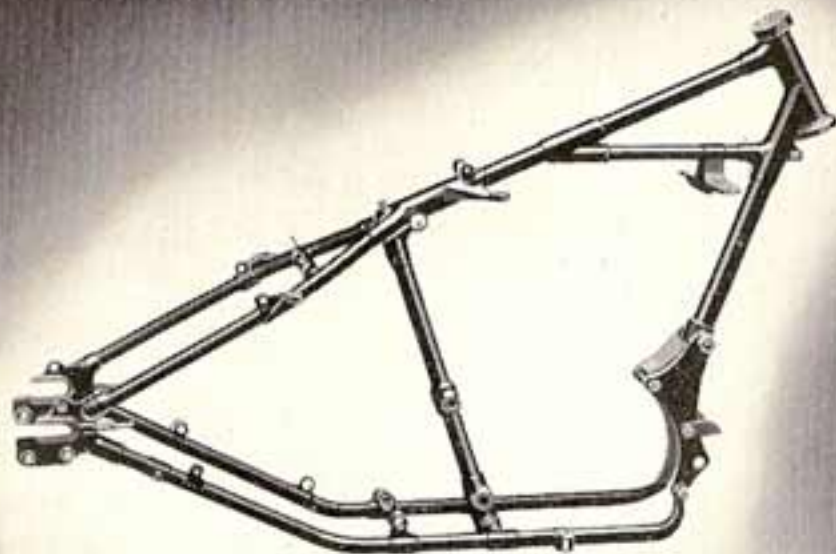
600 c.c. ... Model VB ... £62 10 0

*Prices include Lucas Magdyno Electric Lighting
and Electric Horn.*

All prices are subject to alteration without notice.



General FOR ALL



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 model 4G.)

BRAKES—Both brakes 7 in. diameter internal expanding. Millenite drums. Extra wide shoes with fulcrum adjustment for rear brake and self centralizing cam bearing on front 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.

Specification

MODELS

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 compensated voltage control. The battery is mounted on a strong steel platform under the saddle, is easily accessible and is entirely free from vibration.

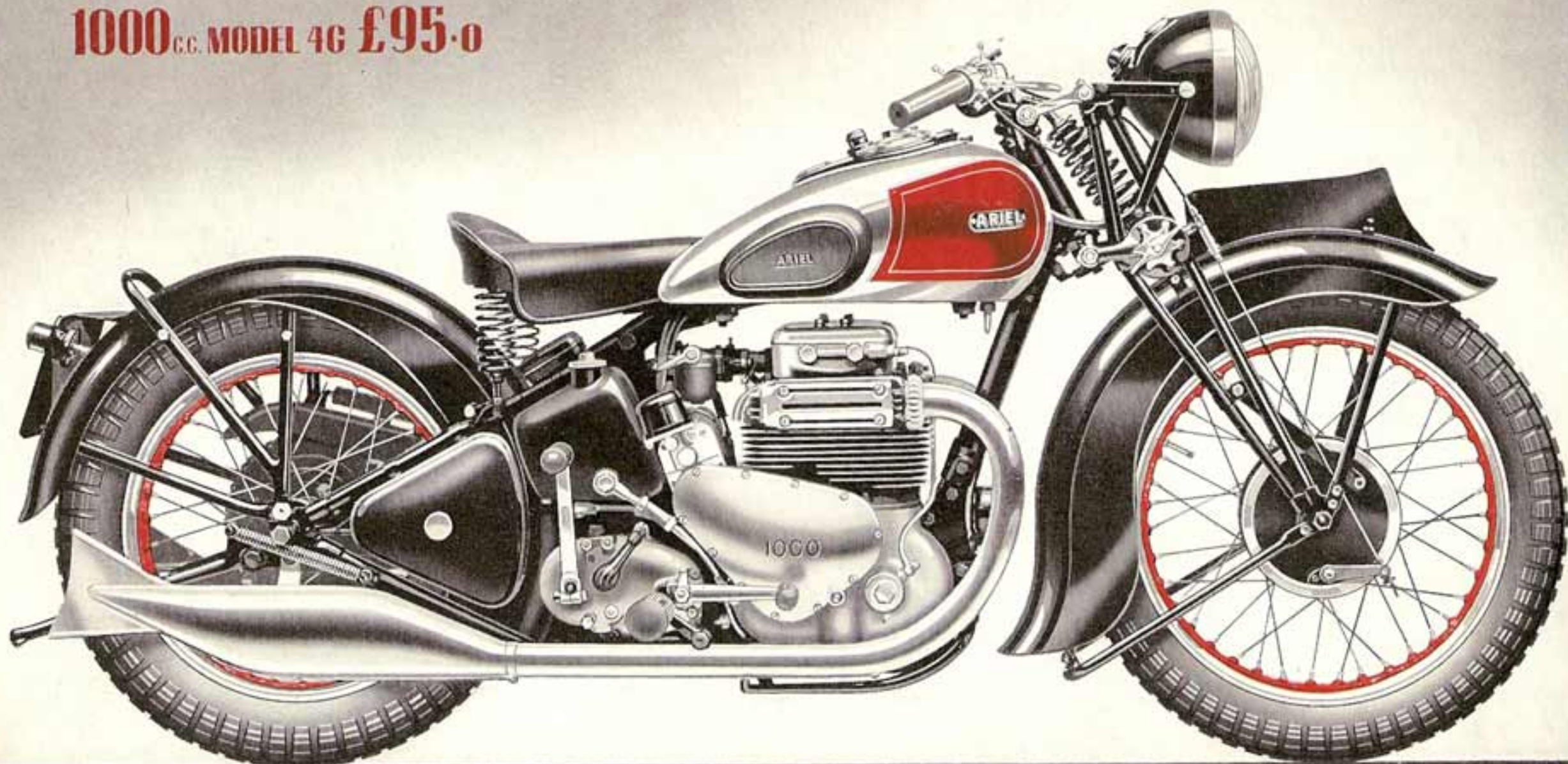
HORN—Electric, mounted on special bracket in protected position in front of the engine.

EQUIPMENT—Large all-steel tool box with 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.



The
SQUARE FOUR
1000_{cc.} MODEL 4G £95.0



The **SQUARE FOUR 1000 c.c. MODEL 4G**

ENGINE—65×75 mm. (997 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. Camshaft 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.

CARBURETTER—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. Clutch lever enclosed in rubber moulding.

SPEEDOMETER—Smith 100 m.p.h. Trip Speedometer will be fitted at extra (see page 24) unless otherwise ordered.

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 Universal Tyres, 4.00×18 Rear; 3.25×19 Front. Chromium rims, Red centres (Black centres optional). Chromium brake plates. Detachable rear wheel.

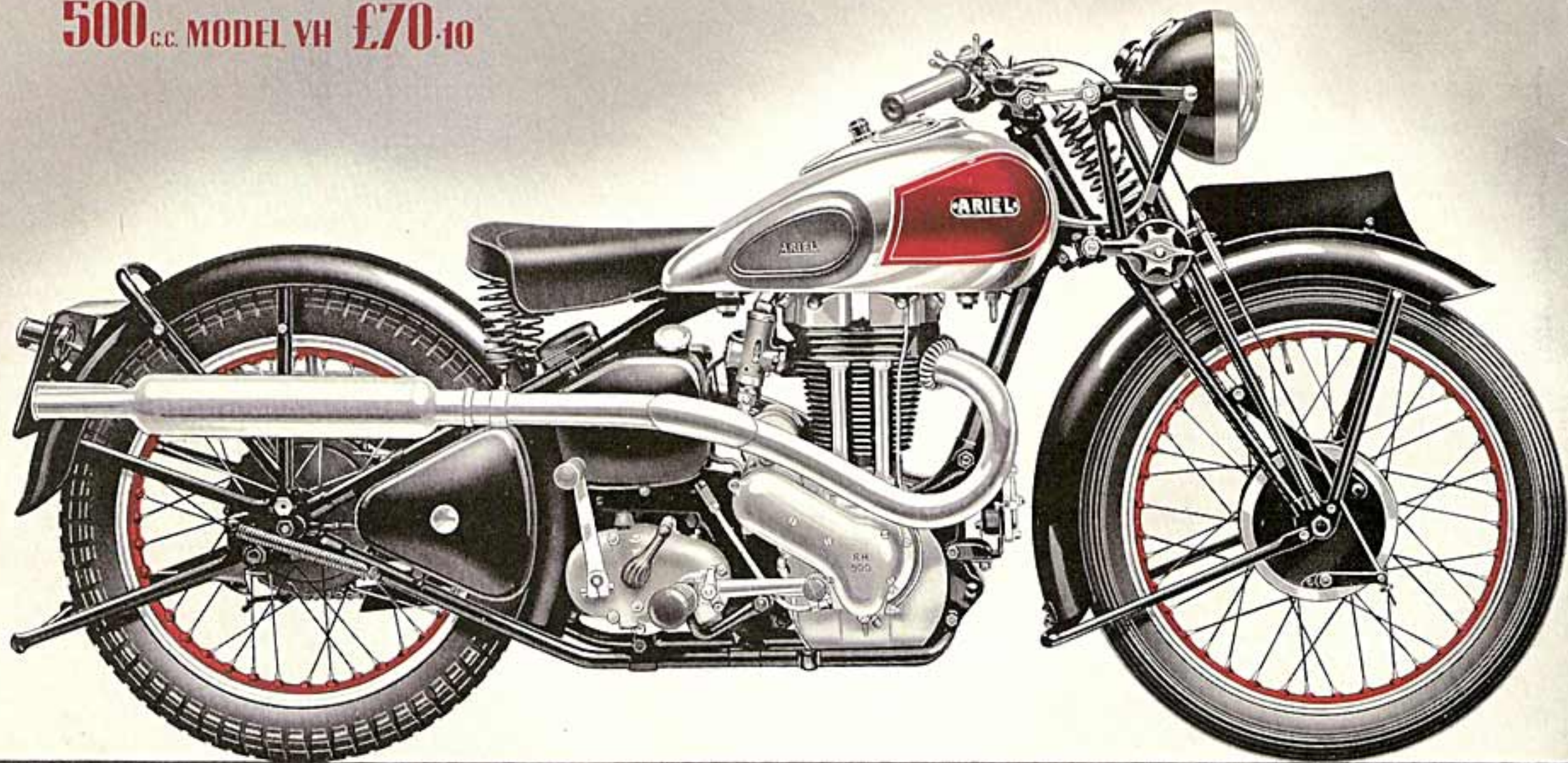
MUDGUARDS—Robust ribbed section steel guards, fully valanced. Tail of rear guard hinged to facilitate wheel removal.

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

TANK—All steel saddle type with instrument panel. $3\frac{7}{8}$ gallon capacity. Superbly finished in Chromium and Red, lined Gold. (Chromium and black optional).



The
RED HUNTER
500 c.c. MODEL VH **£70.10**



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. Completely enclosed valve and rocker gear automatically lubricated under pressure. 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. Clutch lever enclosed in rubber moulding.

SPEEDOMETER—Smith 100 m.p.h. Trip Speedometer will be fitted at extra (see page 24) unless otherwise ordered.

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.

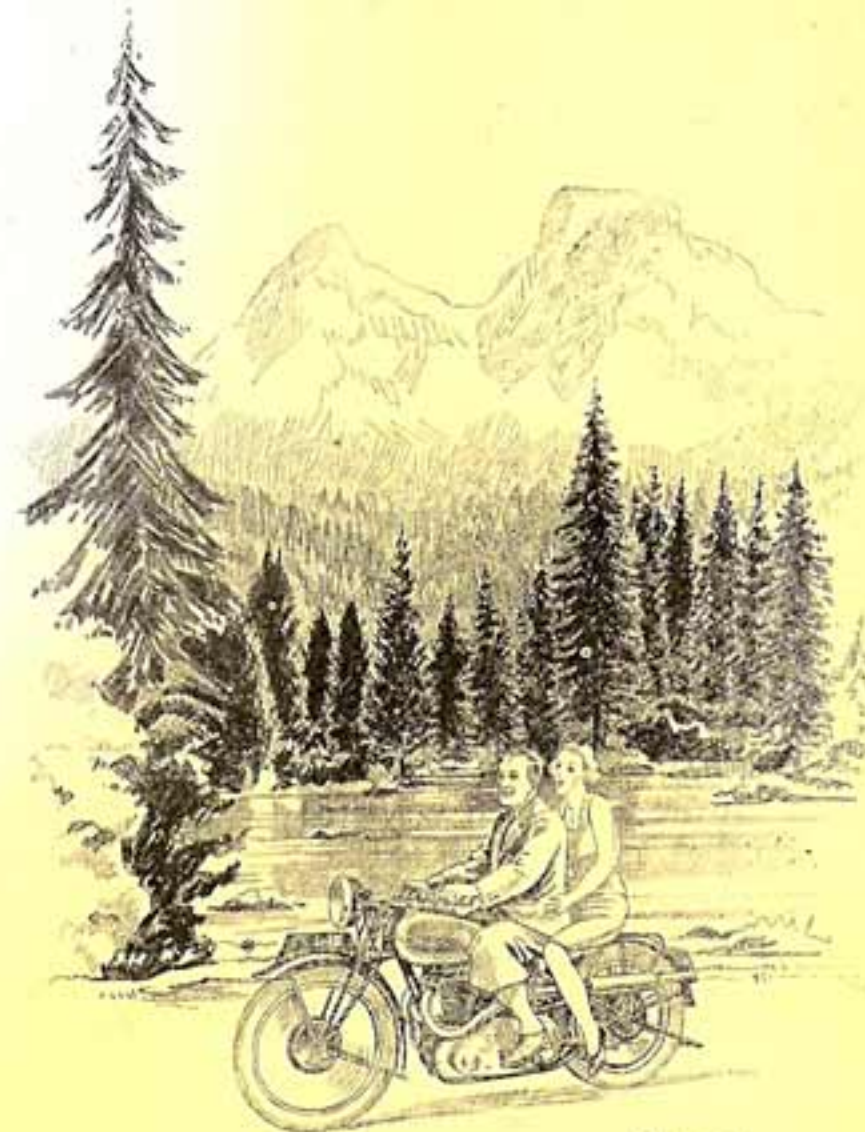
EXHAUST SYSTEM—Two-port: Silencers: Large capacity, as illustrated.
Pipes: Upswept with leg guards or low level to special order.
Single-port: Silencer: As Model VG.
Pipe: Upswept with leg guard or low level to special order.

WHEELS—Dunlop Tyres. 3.25×19 universal rear; 3.00×20 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.

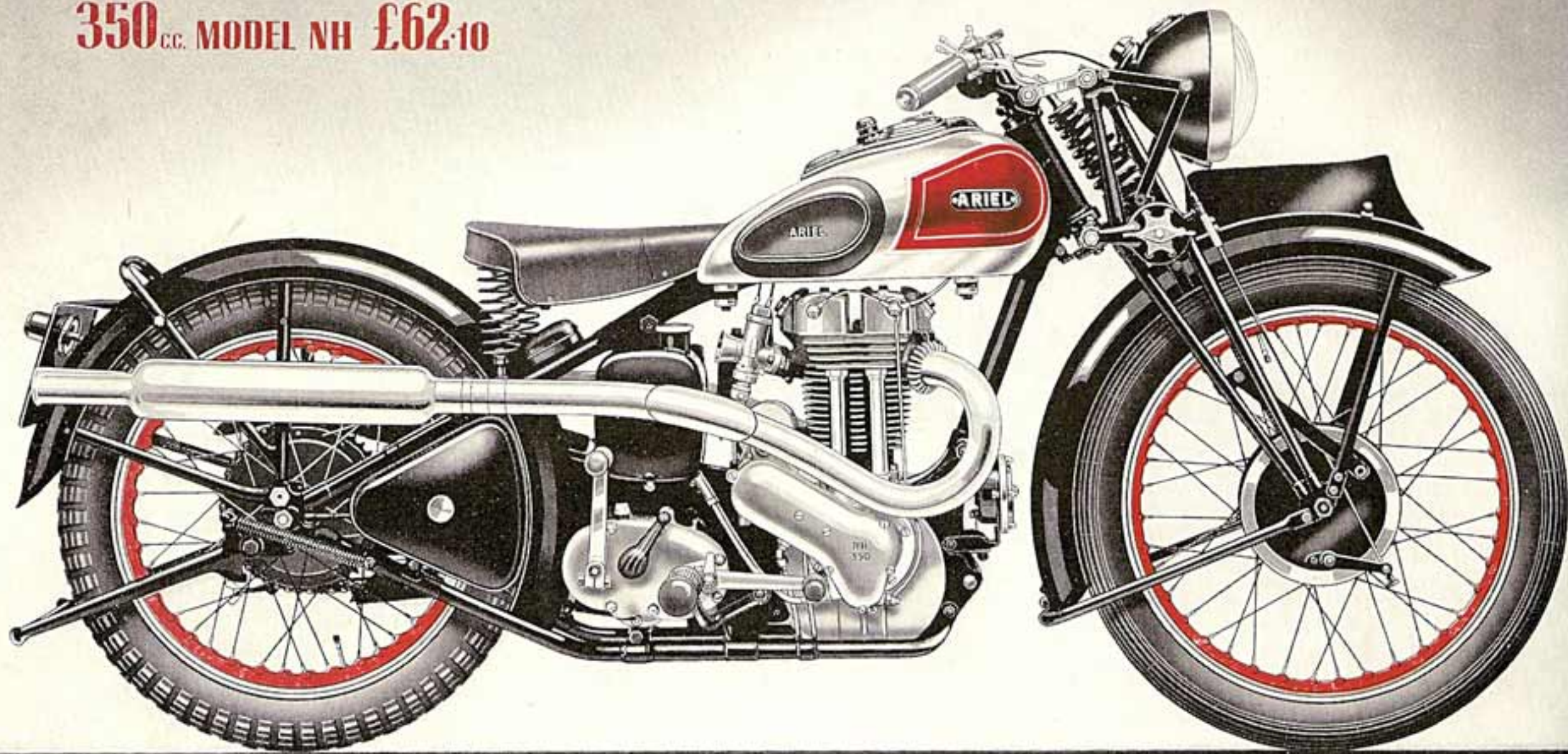
TANK—All-steel saddle type, with instrument panel. $3\frac{1}{2}$ gallon capacity. Superbly finished Chromium and Red, lined Gold.

For special Competition Equipment see page twenty.



AUSTRIA

The
RED HUNTER
350_{CC.} MODEL NH £62.10



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. Completely enclosed valve and rocker gear automatically lubricated under pressure. 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.

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

GEARBOX—Four-speed. Foot control. Clutch lever enclosed in rubber moulding.

SPEEDOMETER—Smith 80 m.p.h. Trip Speedometer will be fitted at extra (see page 24) unless otherwise ordered.

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.

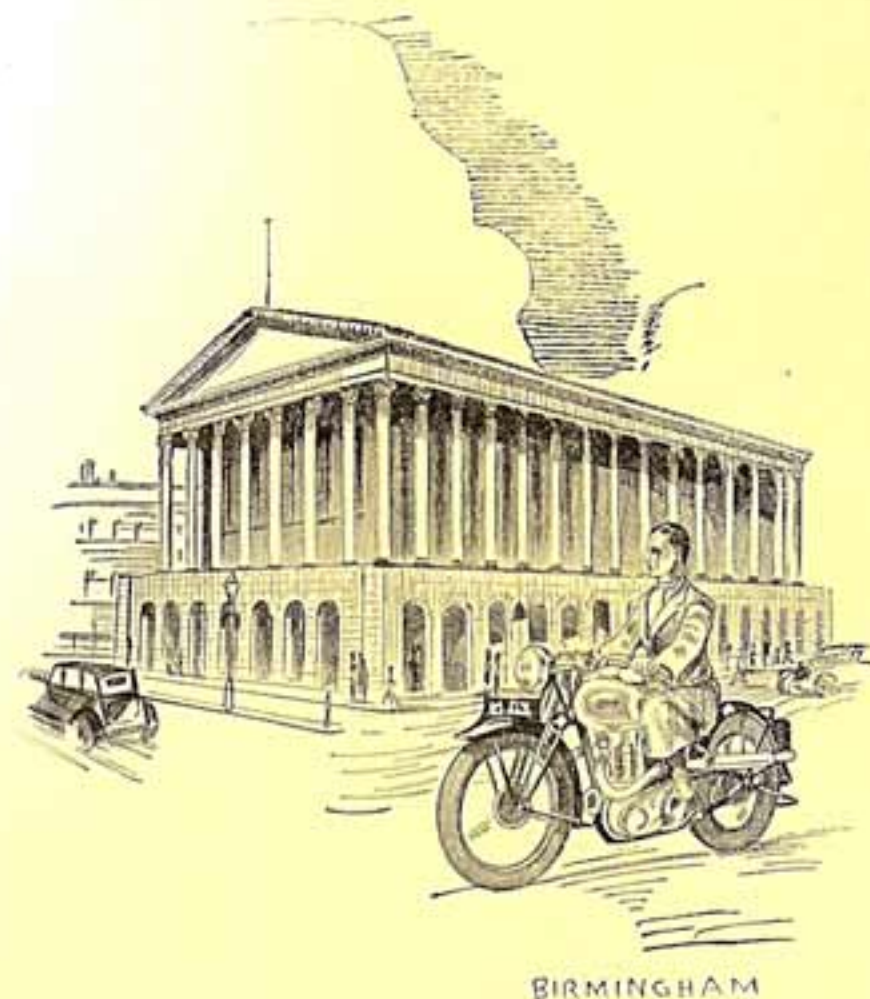
EXHAUST SYSTEM—Two-port Silencers: Large capacity, as illustrated.
 or Pipes: Upswept with leg guard(s) or low level to special
 Single-port: order.

WHEELS—Dunlop tyres 3.25×19 universal rear; 3.00×20 ribbed front. Chromium brake plates. Chromium rims. Red centres.

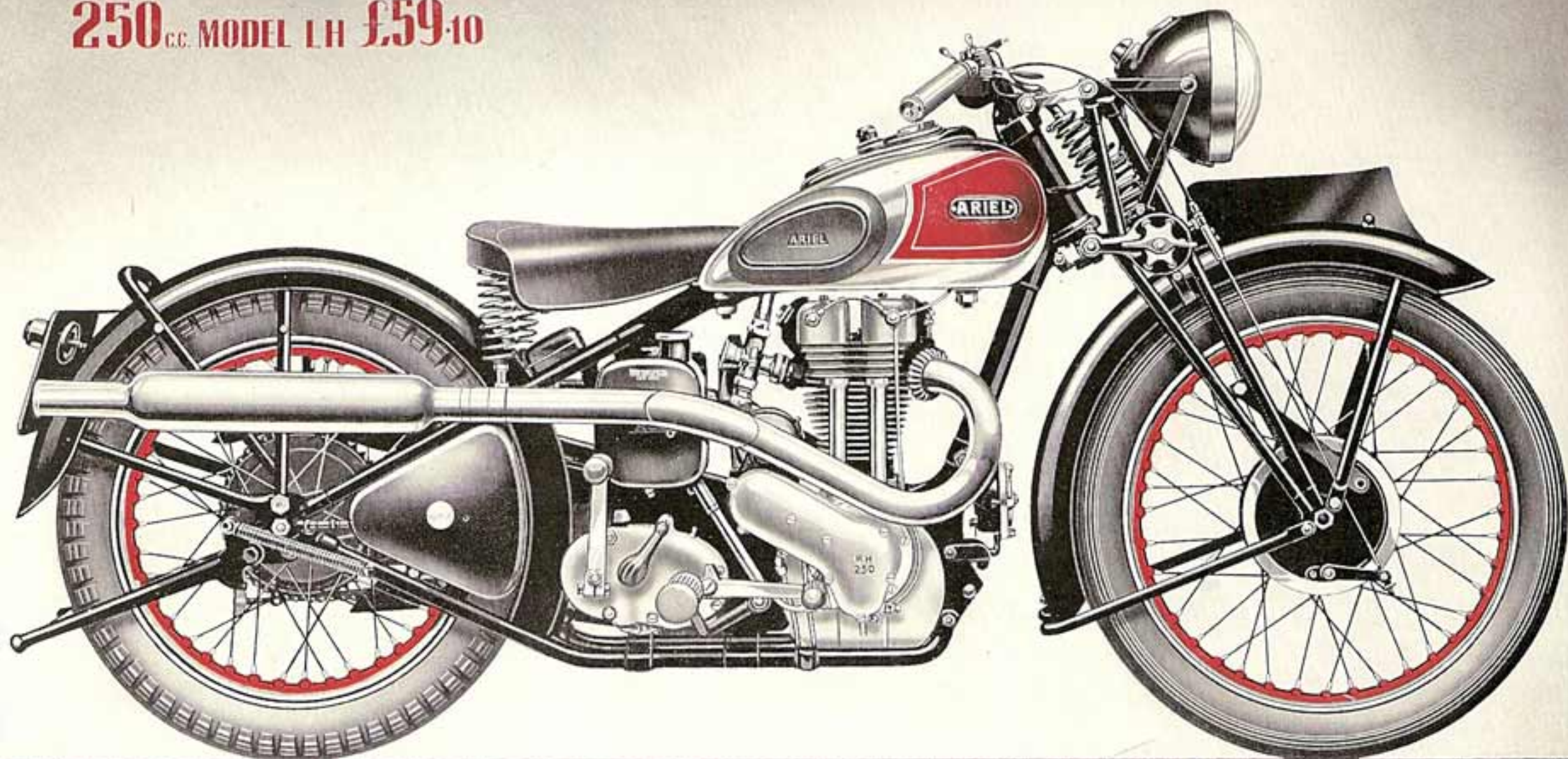
MUDGUARDS—Robust ribbed section steel guards, as illustrated. Tail of rear guard hinged to facilitate wheel removal.

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.



The
RED HUNTER
250 cc. MODEL LH **£59.10**



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. Completely enclosed valve and rocker gear automatically lubricated under pressure. 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.

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

GEARBOX—Four-speed. Foot control. Clutch lever enclosed in rubber moulding.

SPEEDOMETER—Smith 80 m.p.h. Trip Speedometer will be fitted at extra (see page 24) unless otherwise ordered.

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: Large capacity, as illustrated.
 or Pipes: Upswept with leg guard(s) or low level to special
 Single-port: order.

WHEELS—Dunlop Tyres 3.25 × 19 universal rear; 3.00 × 20 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.

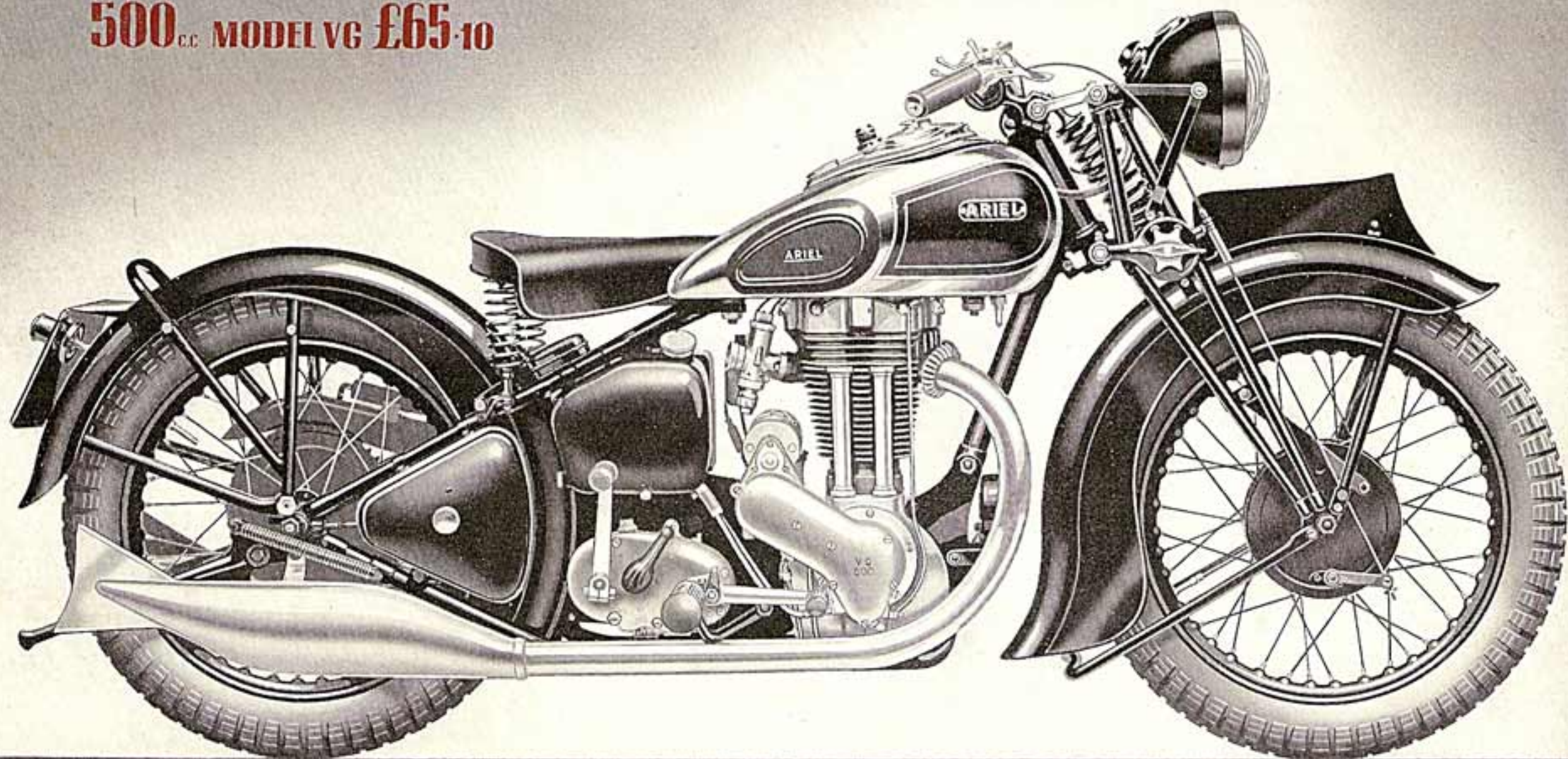
TANK—All-steel saddle type, with instrument panel. 2 $\frac{1}{2}$ -gallon capacity. Superbly finished chromium and Red, lined Gold.

For special Competition Equipment see page twenty.



AUSTRALIA

The
O.H.V. DE LUXE
500_{cc} MODEL VG £65.10



The **O.H.V. DE-LUXE 500 c.c. MODEL V6**

ENGINE—81.8×95 mm. (497 c.c.). High efficiency engine. Completely enclosed valve and rocker gear automatically lubricated under pressure. 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. Clutch lever enclosed in rubber moulding.

SPEEDOMETER—Smith 80 m.p.h. Trip Speedometer will be fitted at extra (see page 24) unless otherwise ordered.

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.

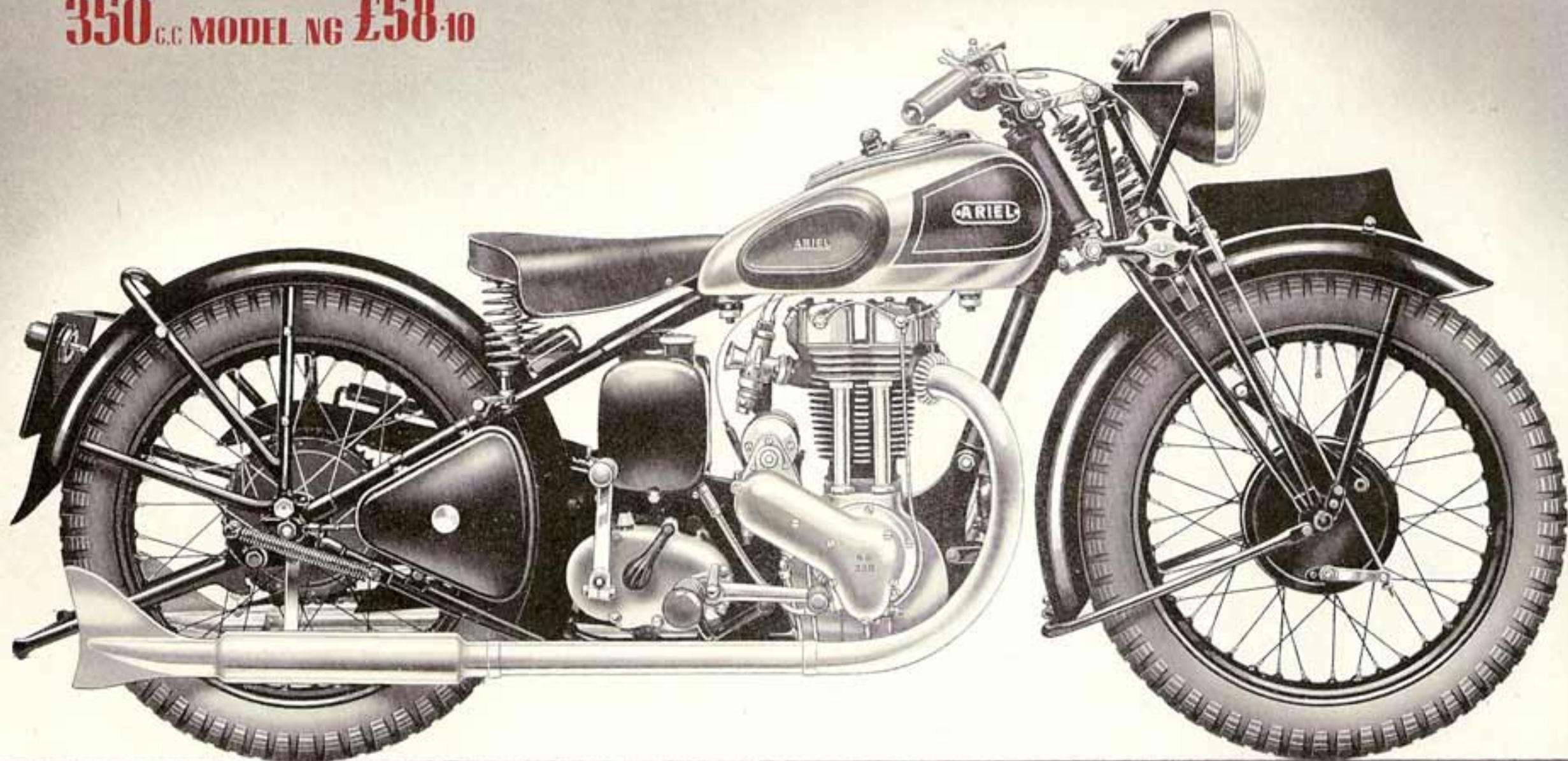
WHEELS—Dunlop universal tyres, 3.25×19.

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. $3\frac{1}{4}$ -gallon capacity. Superbly finished Chromium and Black, lined Gold.



The
O.H.V. DE-LUXE
350 C.C. MODEL NG **£58.10**



The **O.H.V. DE-LUXE 350 c.c. MODEL N6**

ENGINE—72×85 mm. (347 c.c.). High efficiency engine. Completely enclosed valve and rocker gear automatically lubricated under pressure. 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. Clutch lever enclosed in rubber moulding.

SPEEDOMETER—Smith 80 m.p.h. Trip Speedometer will be fitted at extra (see page 24) unless otherwise ordered.

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).

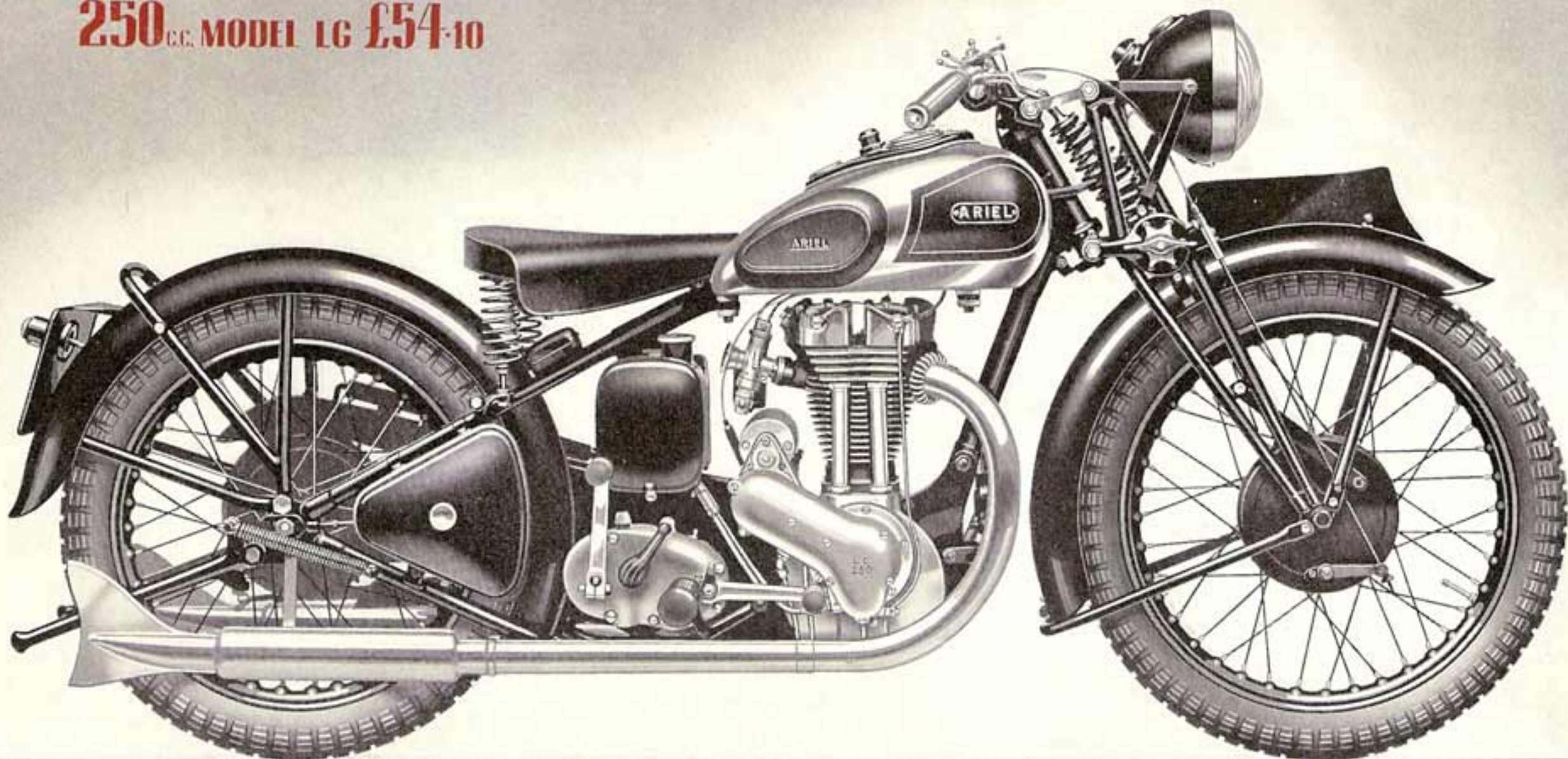
WHEELS—Dunlop universal tyres 3.25×19.

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 cc. MODEL LG £54.10



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

ENGINE—61×85 mm. (249 c.c.) High efficiency engine. Completely enclosed valve and rocker gear automatically lubricated under pressure. 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. Clutch lever enclosed in rubber moulding.

SPEEDOMETER—Smith 80 m.p.h. Trip Speedometer will be fitted at extra (see page 24) unless otherwise ordered

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 universal tyres 3.25×19 rear; 3.00×20 front.

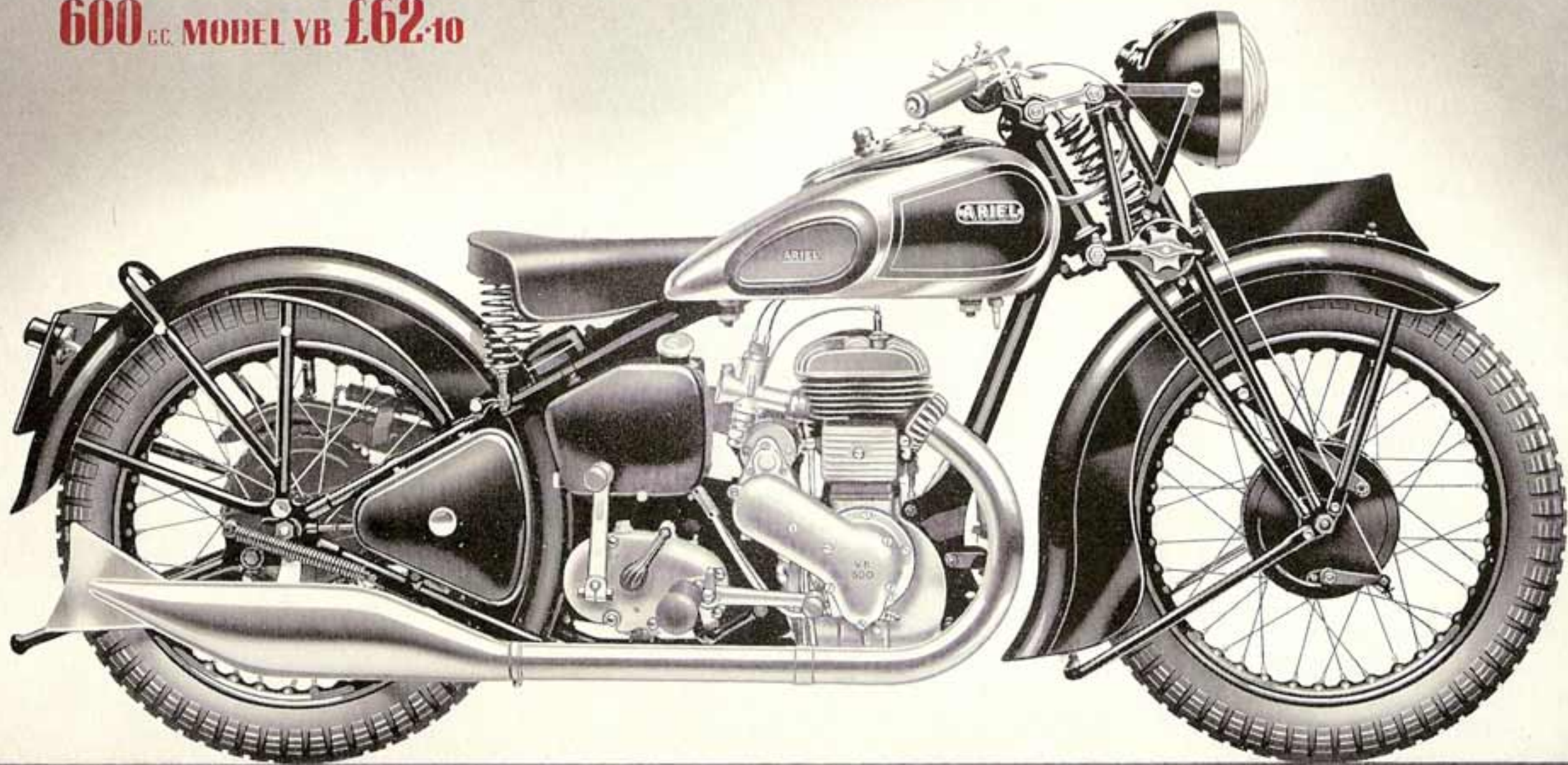
MUDGUARDS—Robust ribbed section steel guards, as illustrated. Tail of rear guard hinged to facilitate wheel removal.

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



SOUTH AFRICA

The
S.V. DE-LUXE
600_{CC.} MODEL VB £62.10



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. Clutch lever enclosed in rubber moulding.

SPEEDOMETER—Smith 80 m.p.h. Trip Speedometer will be fitted at extra (see page 24) unless otherwise ordered.

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 universal tyres 3.25×19.

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. $3\frac{1}{4}$ -gallon capacity. Superbly finished Chromium and Black, lined Gold.



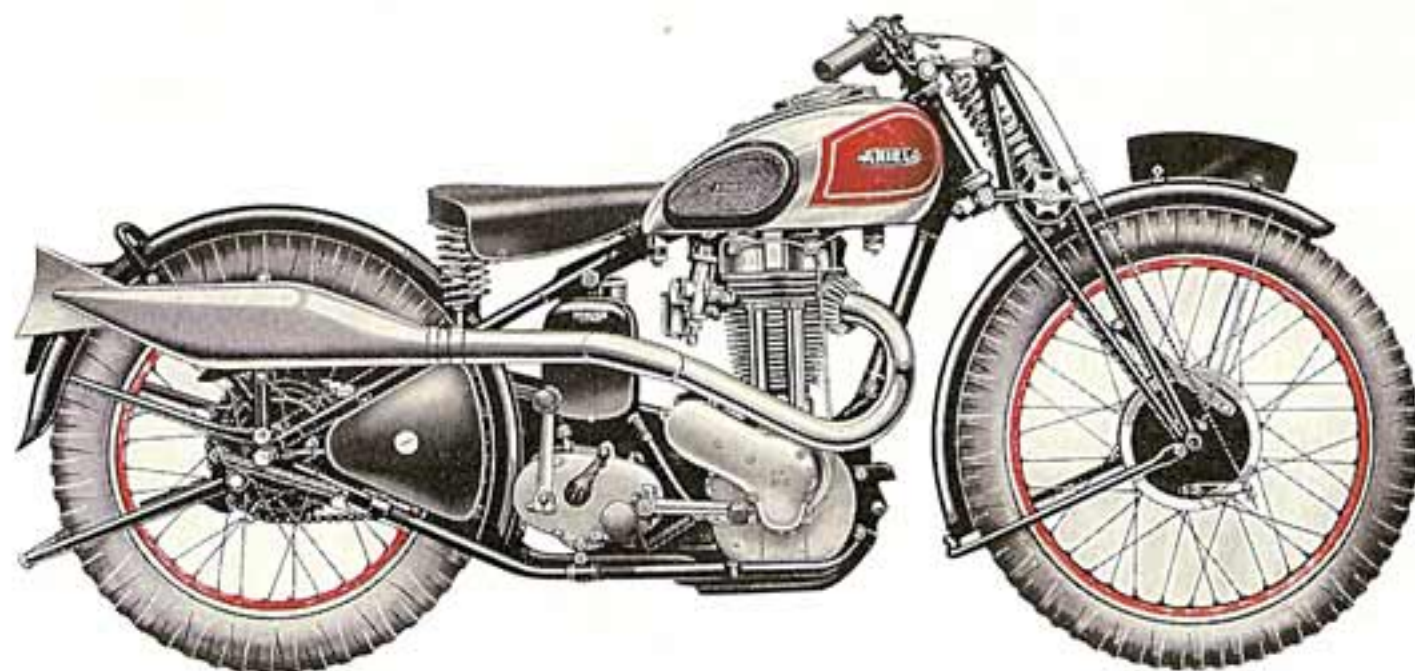
NORWAY

The **ARIEL**

500_{cc} RED HUNTER

*in competition
form*

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 Undershield.
3.00×21 Front Competition Tyre.
4.00×19 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.

Smith Trip Speedometer will be fitted at extra (see page 24) unless otherwise ordered.
VH I.—100 m.p.h.; NH I. and LH I.—80 m.p.h.

Prices without lighting set and Horn.

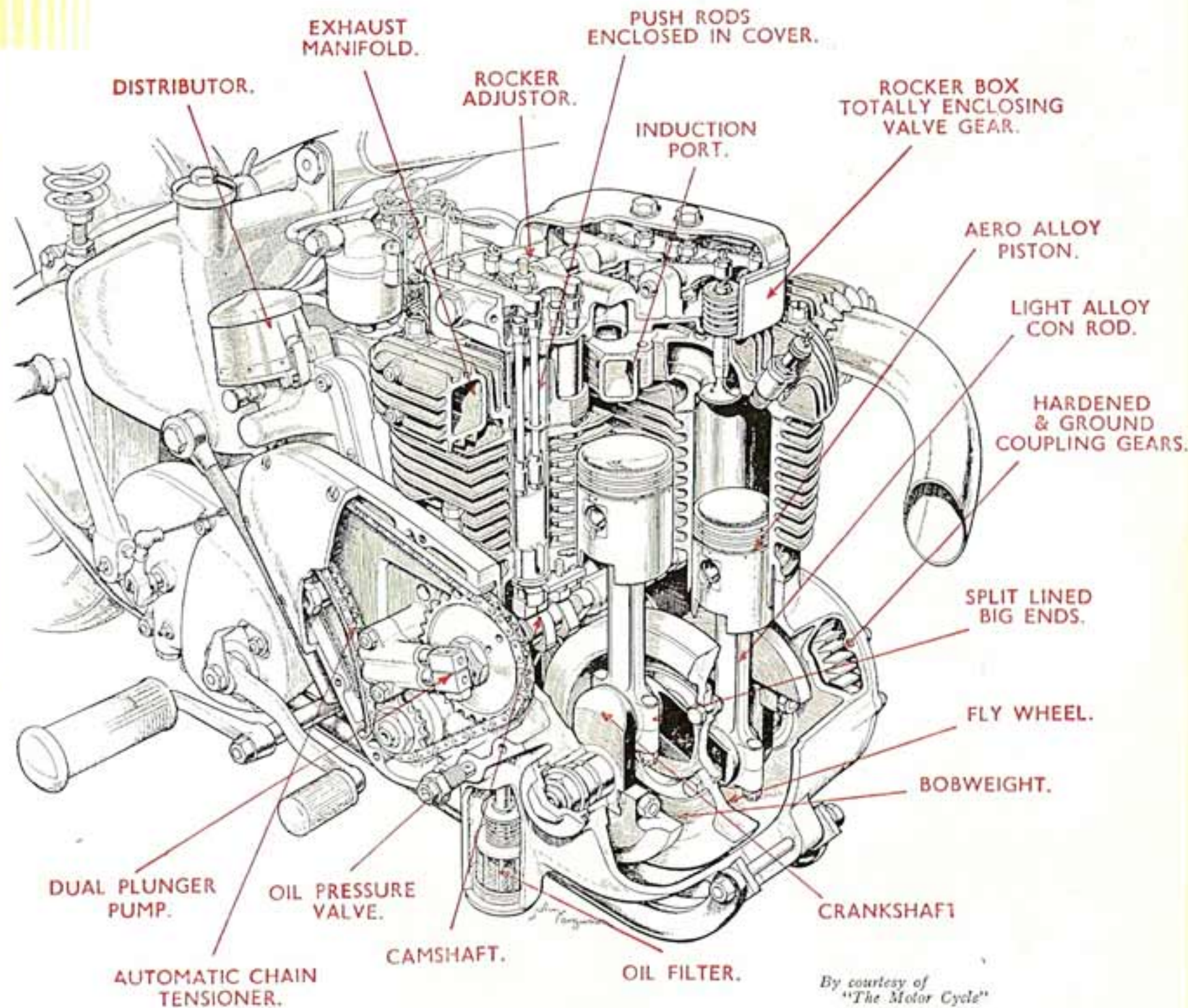
500 c.c.	VH.I.	£71	0	0
350 c.c.	NH.I.	£63	0	0
250 c.c.	LH.I.	£60	0	0

If a Lucas Magdyno Lighting Set and Electric Horn are required instead of the B.T.H. Magneto, the above prices are increased by £5 0. 0.

If Lucas Battery Set is required the above prices are increased by £2 12. 6.

All prices are subject to alteration without notice.

The
FAMOUS
POWER UNIT
of the
ARIEL
SQUARE
FOUR



*By courtesy of
 "The Motor Cycle"*



L. Heath negotiating a tricky section during the Scottish Six Days Trial.

By courtesy of "The Motor Cycle."

W. A. West making a perfect climb during the Cotswold Scramble.

By courtesy of "The Motor Cycle."



ARIEL

THE WORLD'S

Some 1937

WEST OF ENGLAND TRIAL.

Won by L. Heath (500 Ariel) for best performance FOR SECOND SUCCESSIVE YEAR.
Also 250 Cup (J. White, Ariel).

SUNBEAM SCRAMBLE.

Won by G. Wolsey (500 Ariel) for best performance.

SOUTHERN TRIAL.

Won by N. J. Wolsey (500 Ariel) for best performance. Also 9 first class Awards.

LANCASHIRE GRAND NATIONAL.

Won by W. A. West (500 Ariel) for best time of day.

SCOTT TRIAL.

Best 250 c.c. Tied (J. White, Ariel).
5 first class Awards.

MARCH HARE TRIAL.

Won by W. J. Stocker (Ariel s.c.) for best performance. Also best '250' (J. White, Ariel).

SOUTHERN EXPERTS TRIAL.

Won by E. J. Heath (500 Ariel) for best performance FOR SECOND SUCCESSIVE YEAR.

SOUTH AUSTRALIAN CENTENARY SIDECAR T.T.

Won by R. Badger on a 1000 c.c. Square Four and Sidecar at average speed of 71 m.p.h.

DUBLIN INTER-VARSITY TRIAL.

Won by A. H. Archer (500 Ariel) for best performance.

BRITTEN MEMORIAL TRIAL.

Best solo performance (J. White, Ariel).

IRISH PATLAND CUP TRIAL.

500 c.c. Class Award (R. G. Leask, Ariel) 3 first class Awards. Club Team Award.

LISTER TROPHY TRIAL.

Best sidecar performance (H. Tozer, Ariel s.c.).
Best '500' performance (L. Heath, Ariel).
Best '250' performance (J. White, Ariel).

COLMORE CUP TRIAL.

Cranmore Trophy (Best 500 c.c. performance L. Heath, Ariel).
Hassell Cup. (Best Sidecar 350-500 c.c. H. Tozer, Ariel).

H. R. Taylor performing well in the International Six Days Trial. Mr. Taylor was the only 500 c.c. Sidecar rider to complete this Trial without loss of marks, thus gaining a Gold Medal.

By courtesy of "Motor Cycling."



FINEST COMPETITION MACHINE

Successes

NORTH HANTS SCRAMBLE.

Won by L. Heath (500 Ariel) for best performance for SECOND SUCCESSIVE YEAR.
Also 500 c.c. Cup (W. J. Stocker, Ariel) Team Award.

VICTORY CUP TRIAL.

Sidecar Cup won by H. Tozer (500 Ariel s.c.) for best Sidecar performance. Also 2 first class Awards.

SOUTH MIDLAND TRIAL.

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

HAMPSHIRE GRAND NATIONAL.

500 c.c. Cup (W. A. West, Ariel).
350 c.c. Cup (A. J. Grover, Ariel).

WELLER CUP TRIAL.

Won by F. Wilkins (500 Ariel) for best performance.

BEGGARS ROOST TRIAL.

Best Sidecar Performance (W. J. Stocker, 500 Ariel s.c.) 250 Cup (T. A. Gattrell, Ariel).

LEINSTER TRIAL.

Won by A. H. Archer (500 Ariel) for best performance.

SCOTTISH SIX DAYS TRIAL.

3 Coronation Cups.
5 Silver Plaques.

SUNBEAM "200."

Won by W. A. West (500 Ariel) for best performance for THIRD SUCCESSIVE YEAR.
Also 7 first class Awards.

EXMOOR SCRAMBLE.

Best 500 c.c. (F. E. Quick, Ariel).
Best Sidecar (W. J. Stocker, 500 Ariel s.c.).

BAYSWATER SCRAMBLE.

Won by W. A. West (500 Ariel) for fastest time.

COTSWOLD SCRAMBLE.

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

WITLEY SCRAMBLE.

All classes won by Ariel.
Unlimited c.c. Class won by W. J. Stocker (500 Ariel).
350 Class won by A. J. Grover (348 Ariel).
250 Class won by L. Bates (248 Ariel).

1937 INTERNATIONAL SIX DAYS TRIAL.

8 Gold Medals.
4 Silver Medals.
2 Bronze Medals.



E. J. Heath pilots his Ariel through thick mud during the Southern Experts Trial.

By courtesy of "Motor Cycling."

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
1000 c.c. Square Four					
Solo	24T	4.5	5.7	7.7	12.1
Sidecar	22T	4.9	6.2	8.4	13.2
500 c.c. & 600 c.c. Models					
Solo	23T	4.7	6.0	8.0	12.6
Sidecar	19T	5.7	7.2	9.7	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 will depend upon running conditions but single cylinder models will normally average 2,000—2,500 m.p.g. whilst the Four cylinder will give 1,500—2,000 m.p.g.

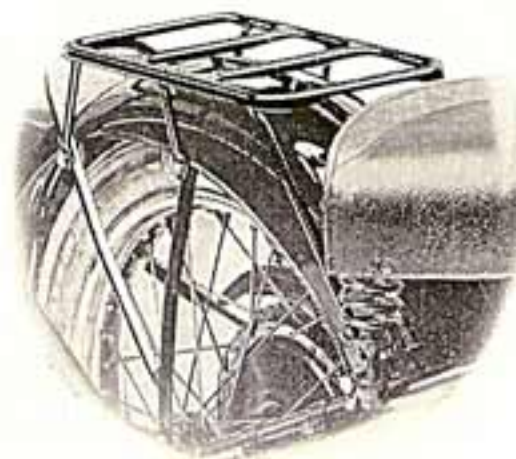
PETROL CONSUMPTION will vary according to running speed and road conditions, etc., but under average touring conditions (solo) should be approximately as follows in miles per gallon:—LG, LH, 85; NG, NH, 80; VG, VB, VH, 75; 4G, 60/65.

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	15	0
Smith 8-day Clock	1	10	0
Dunlop Tyres, 3.25 x 19 Fort pair	15	0	
Dunlop Tyres, 3.50 x 19 "	15	0	
Dunlop Tyres, 3.50 x 19 Fort "	1	5	0
Dunlop Tyres, 3.00 x 21 Competition ... each	7	6	
Dunlop Tyres, 4.00 x 19 Competition ... each	17	6	
Lucas Stop instead of Tail Light	9	0	
Pillion Footrests	7	6	
Pillion Seat	10	0	
Pillion Exhaust Pipe Leg Guards, pair	7	6	
Carrier	10	0	
Front Valanced Guards (where not standard) ...	7	6	
Rear Valanced Guards (where not standard) ...	7	6	
Chromium Plated and Enamelled Centred 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.

All prices are subject to alteration without notice.

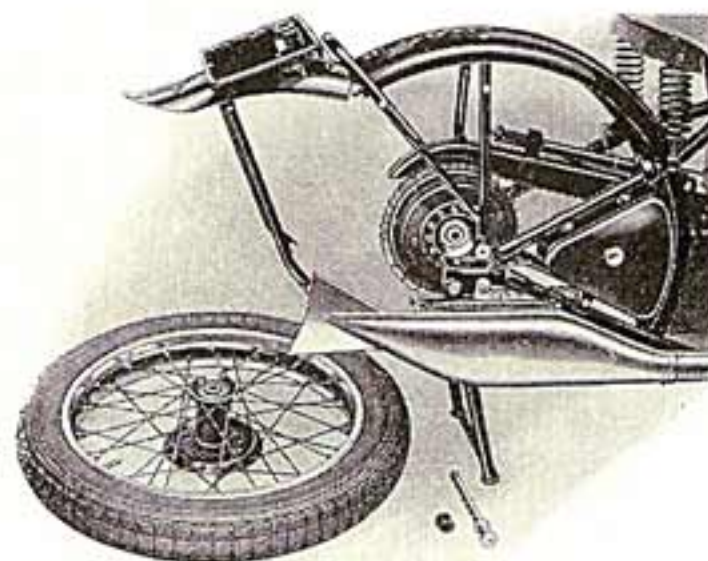
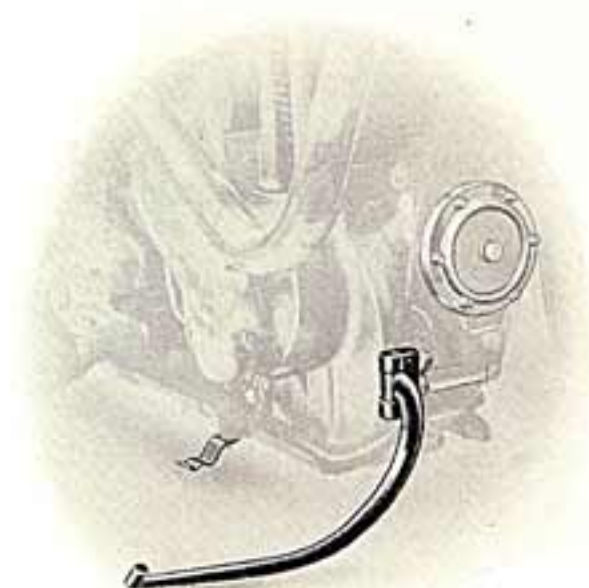


CARRIER.

Provision is made on all Models for the ARIEL quickly detachable carrier, which can be supplied at an extra charge of 10s.

PROP STAND.

The Ariel Prop Stand, spoken of so enthusiastically by "IXION," is standardised on the Square Four 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 $\frac{1}{4}$ 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 Four). 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."

