



Barnstormers.co.nz

5000 MILES NON-STOP

A STANDARD ARIEL SIDE VALVE MOTOR-CYCLE AND SIDE-CAR was driven continuously for 5011 miles, taking ten days and nights, by relays of drivers, without once stopping the engine. The side-car passengers were A.C.U. observers and the course was chosen to centre from Banbury. For this World's Record the "Maudes Trophy" was awarded to Ariel Works Ltd., for the most meritorious performance of the year.



ARIEL WORKS LIMITED
Selly Oak, Birmingham

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A FEW ARIEL AWARDS

MAUDES

TROPHY

BEN LOMOND
CLIMBED IN
RECORD TIME

SNOWDON
CLIMBED IN
RECORD TIME

FOR THE MOST
PERFORMANCE

MERITORIOUS
OF THE YEAR

5,000
MILES

NON-
STOP



International Six Days Trial.
4 Gold Medals and Team Prize.

Colmore Cup Trial.

Hubert Hassell Cup, Kershaw Trophy. Runner up for 500 c.c. Cup. 1 Gold Medal, 7 Silver Medals.

Scottish Six Days.

1 Silver Cup, 5 Gold Medals.

M.C. & A.C. 24-Hour Trial.

B.N. Bowl for best performance in 350 c.c. to 500 c.c. Class.

1 Gold Medal, 2 Silver Medals.

Travers Trophy Trial.

4 Gold Medals.

Alan Trophy Trial.

Barron Trophy, Foolstep Cup, 2 Gold Medals.

Cambrian Open Trial.

Cup for best 500 c.c. performance.

South Wales 24 Hour Trial.

Challenge Cup, Best Performance 500 c.c. Class.

Victory Cup Trial.

2 Gold Medals, 2 Silver Medals.

London-Gloucester Trial.

7 Silver Cups.

Dublin University Speed Trials.

1st 600 c.c. Class at 92 m.p.h.

Syston Grand Prix Races.

1st 600 c.c. Class Solo, 1st 1,000 c.c. Class S/c, two 2nd places unlimited class S/c.

Kickham Trial.

Speed Cup, 3 Silver Cups.

WELSH T.T.



Lincoln Road Races.

1st 500 c.c. Class and Fastest time.

Cardiff-Leicester Trial.

5 Silver Cups.

N. Wales Rough Riders.

Premier Award, Cup for Fastest Time.

RIDER - MR. R. CLARKE



ARIEL WORKS LIMITED
Selly Oak, Birmingham

Telephone: Selly Oak 461 (4 lines)
Telegrams: "Ariel" Selly Oak
Cables: Selly Oak and A.R.C. Ltd. Ltd.

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NEW FEATURES

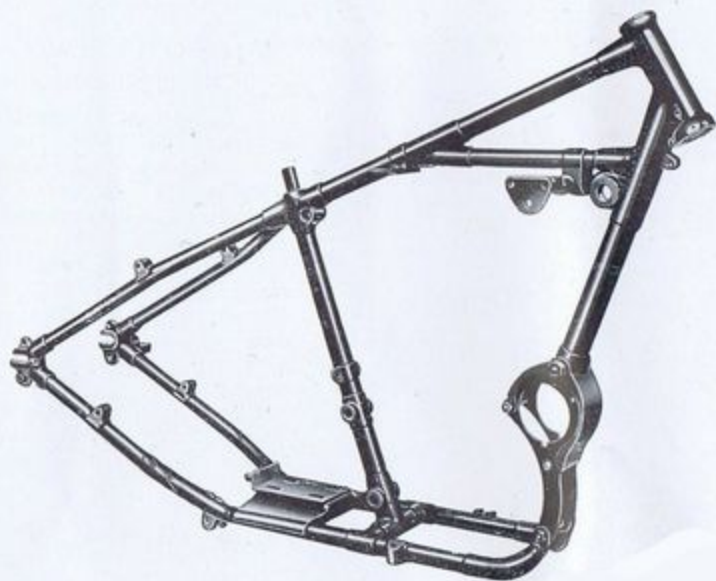
500 c.c. and 550 c.c. MODELS

DRY SUMP LUBRICATION and Separate OIL TANK.
BIG-END lubrication under pressure to centre of crank pin.
RIBBED CRANKCASE for rigidity and cool running.
Ground Timing Gears.
TOTALLY ENCLOSED SIDE VALVES.
ENCLOSED new type overhead valve ROCKER GEAR.
Short induction pipe for easy starting.
LARGE FILLER CAP.
New type front FORK SPRING.
BRAKES, die pressed linings.
Improved FRONT BRAKE ANCHORAGE, giving smoother action.
Improved ADJUSTABLE FOOTRESTS, all models.
Spring-up REAR STAND.
Separate DYNAMO LIGHTING (extra).
SPEEDOMETER with Gear-box Drive built in Tank (extra).
New type SIDE-CAR CHASSIS.

INHERITED FEATURES

250 c.c. MODELS

DRY SUMP LUBRICATION and Separate OIL TANK.
TOTALLY ENCLOSED SIDE VALVES.
ENCLOSED overhead valve OPERATING GEAR.
BRAKES, Floating cams and die pressed linings.
Special FRONT BRAKE ANCHORAGE, giving particularly smooth action.
Frame. Practically indestructible. Main parts built of heavy gauge Aero quality steel tube. Also steel lugs and brazed joints. Three pairs of stays to back wheel.
Special COMPOSITION DISCS incorporated at eight points of contact between FORK and FORK LINKS.
TYRES 25 in. by 3 in.
Spring-up REAR STAND.
Separate DYNAMO LIGHTING (extra).
SPEEDOMETER with Gear-box Drive built in Tank (extra).



550 c.c. and 500 c.c. frame. Improved frame of tremendous strength, having one piece steel head lug, front down tube $1\frac{1}{2}$ in. diameter. All main tubes Aero quality. Four point engine fixing, giving great stability. Bracket for separate dynamo is incorporated.



FORKS.

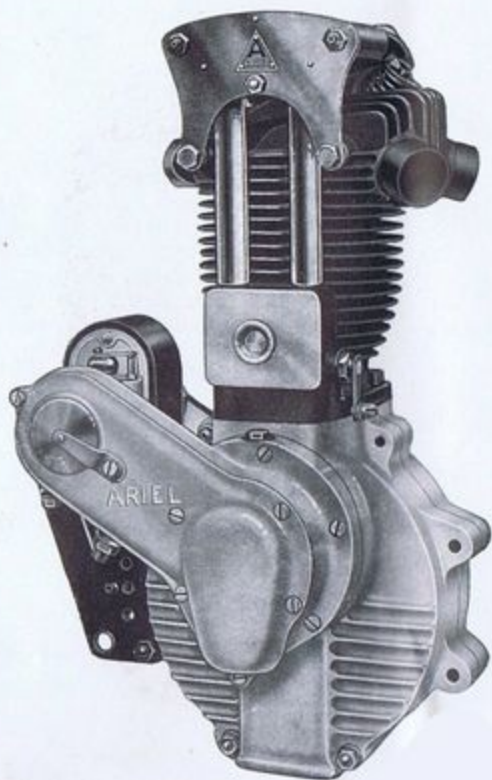
Neat and strong girder design with new type central tension spring and incorporated dampers, giving vertical motion to front wheel, improved road holding qualities and comfort.



250 c.c. FRAME.

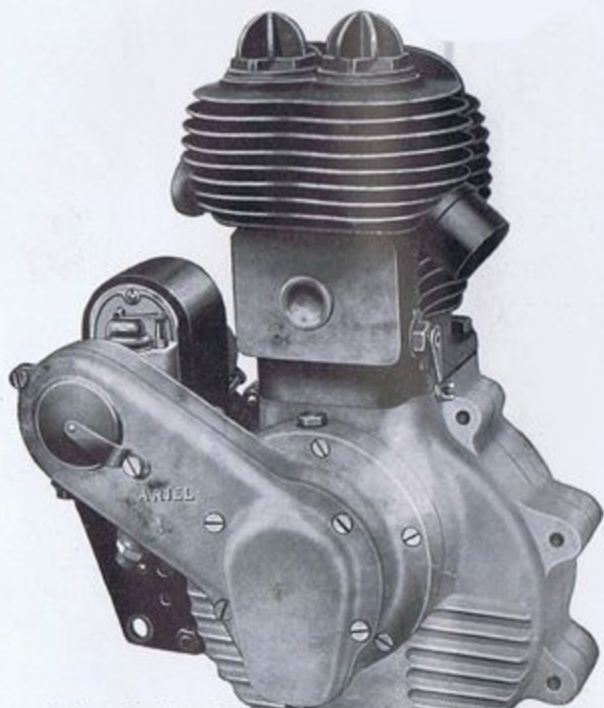
The front portion is built up with heavy gauge Aero quality steel tube, with all-steel lugs and brazed joints. The rear portion consists of 3 pairs of tubes, namely, Seat stays, chain and torque stays, which are bolted off in position. The frame has successfully undergone our usual test on our Colonial frame testing machine, proving that the frame is practically indestructible.

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500 c.c. O.H.V. TWO PORT ENGINE.

Bore 81.8 mm. \times stroke 95 mm., 497 c.c. Two Port cylinder head with exceptionally deep fins; streamline valve ports and two complete silencing systems. Double roller bearing big end, ball bearing on driving side of main shaft. Heat treated aluminium alloy piston, fully floating gudgeon pin. Special O.H. rocker gear, and push rod return springs enclosed in a box cast integral with the barrel, which also contains the tappet adjusting screws. Double valve springs and grease gun lubrication to rockers, and ball and cup bearings on push rods.



550 c.c. S.V. ENGINE.

Bore 86.4 mm. \times stroke 95 mm., 557 c.c. Double roller bearing big end, ball bearings on driving side of mainshaft, specially heat treated aluminium alloy piston, fully floating gudgeon pin. Features of this engine are its high power output, proved reliability and cool running.

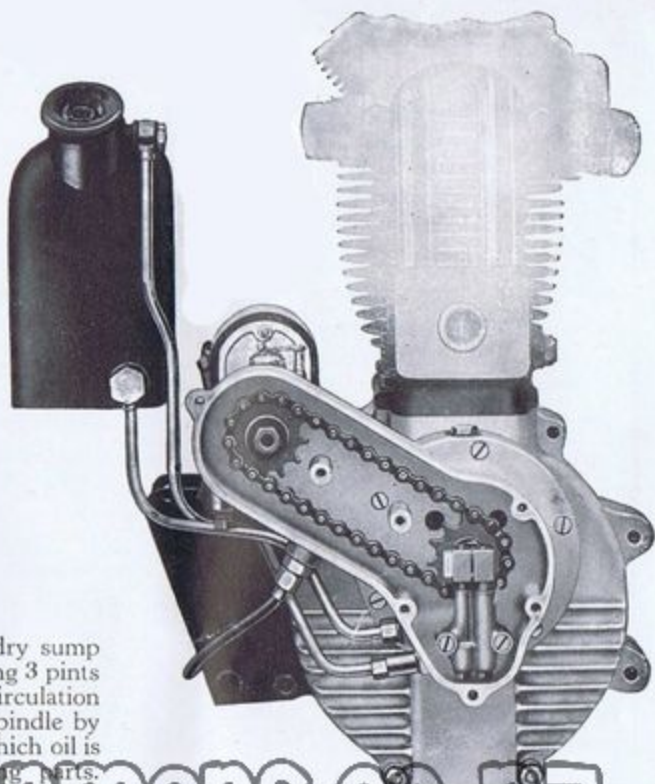
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Bird's eye view of tank showing large type and leak proof petrol filler cap, and speedometer sunk in tank. When speedometer is not fitted a neat cover similar to the filler cap is provided in its place.



Car type brakes to both wheels of 500 and 550 c.c. models 7 in. diameter internal expanding.

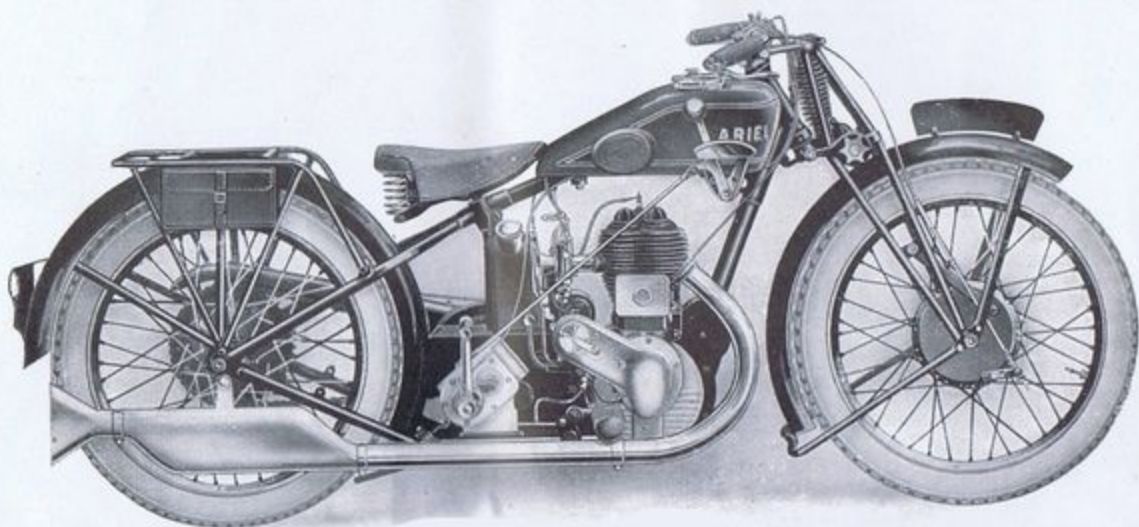
For particulars of brakes on 250 c.c. models, see specification on page 10.



Oiling system is by car type dry sump with separate oil tank containing 3 pints of oil. Continuous automatic circulation of oil through hollow timing spindle by pressure to the big end from which oil is thrown and fed to all moving parts. Chains automatically lubricated by this system.

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550 c.c. STANDARD SIDE VALVE MODEL A



SPECIFICATION

Engine. For further information see separate illustration and notes.

Lubrication. For further information see separate illustration and notes.

Carburettor. AMAL 2 lever control, flange fixing, short induction pipe for easy starting.

Magneto. Lucas.

Silencers. Large expansion chamber with baffles, giving an exceptionally quiet exhaust note. Silencing efficiency certified by The Automobile Association.

Gearbox. Special Sturmey-Archer with bottom fixing and top anchorage. Three speeds with internal locking device for correct gear position. Tank tube control; hand operated, 3 plate cork clutch with shock absorber. Speedometer drive not provided unless speedometer is fitted.

Gear Ratios.		1st	2nd	3rd
Solo (Normal)	Hilly country	14.0	7.6	4.75
	Standard	15.3	8.3	5.2
Sidecar		17.0	9.2	5.75

Transmission. Front and rear chains running over large sprockets and protected by efficient chain covers. Front chain half inch pitch.

Frame. For further information see separate illustration and notes.

Front Forks. For further information see separate illustration and notes.

Brakes. For further information see separate illustration and notes.

Wheels. Well base Dunlop rims and heavy gauge spokes giving exceptional strength. Taper Roller Bearings.

Tyres. Dunlop 26in. x 3in. wired on.

Mudguards. Wide arched section, giving ample protection with special fixings and supporting struts preventing mudguard vibration.

Stands. Top rear, behind gearbox. Front strong tubular.

Rear Carrier. Pressed steel type of large dimensions, detachable and independent of mudguard.

Saddle Tank. All steel, heavily stove enamelled and unaffected by petrol. Capacity 2 gallons. Separate oil tank. Submerged strainers for petrol and oil. Large petrol filler cap absolutely leak proof. Cork seated petrol tap.

Knee Grips. Special large soft type.

Footrests. Solid steel forgings fitted with rubber pads: adjustable.

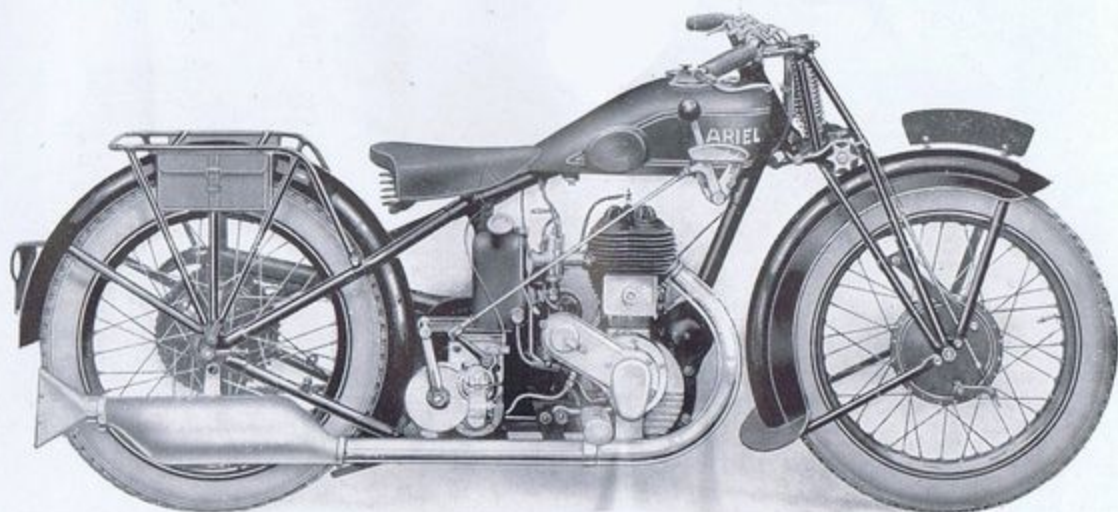
Saddle. Spring Seat. Very low riding position: adjustable.

Handlebar. Sporting pattern, attractive in appearance and comfortable in use. Adjustable through a wide range.

Equipment. Oil box as illustrated with complete set of tools, grease gun and tyre inflator.

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550 c.c. DE LUXE SIDE VALVE MODEL B



SPECIFICATION

General. A de luxe edition of Model "A" with the exception of the following points, which make for increased comfort.

Tyres. Dunlop 26in. x 3.25in. wired on.

Mudguard. Wide and large section with extra valance on front guard.

Steering Damper. ... and efficient, controlled from handlebar.

Gearbox. Special Burman ... bottom fixing and top anchorage; 3 speeds with internal locking device for correct gear position. Tank tube control; hand operated 3 plate cork clutch with shock absorber. Oil retaining device for kick starter, provision made for Speedometer drive.

Gear Ratios.	1st	...	2nd	...	3rd
Solo (Normal)	13.0	...	7.6	...	4.75
Hilly Country	14.2	...	8.3	...	5.2
Sidecar Standard	15.7	...	9.2	...	5.75

TESTIMONY

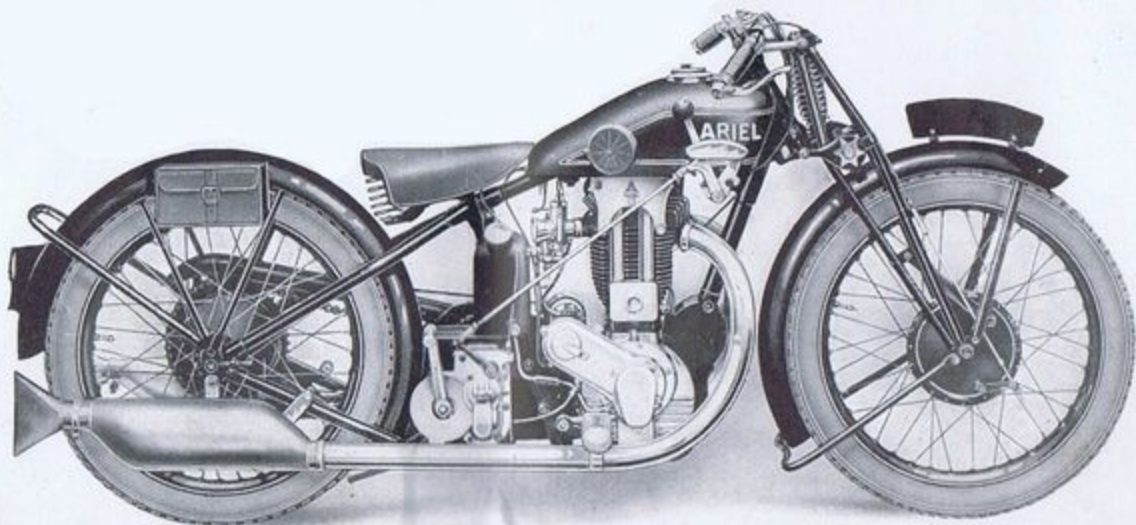
Dear Sirs,

Will you please forward to me particulars re 1929 500 c.c. 2 port model when Catalogue is out as I want another of the same model.

I have had good service from a 1928 one and as it is my practice to change each year it is to be another real motor that can stand a real beating in the hands of yours truly,

A. G. W.

500 c.c. O.H.V. Two Port STANDARD MODEL E



SPECIFICATION

Engine. For further information see separate illustration and notes.

Lubrication. For further information see separate illustration and notes.

Carburettor. AMAL two lever control. Flange fixing.

Magneto. Lucas.

Silencers. Two large efficient silencers mounted one each side of rear wheel. Each silencer is fitted with a large fish tail and baffles, thus giving a quiet and pleasing note. Silencing efficiency certified by the Automobile Association.

Gearbox. Special Burman with bottom fixing and top anchorage; three speeds, with internal locking device for correct gear position. Tank tube control; hand operated, 3 plate cork clutch with shock absorber. Oil retaining device on kickstarter. Provision is made for speedometer drive.

Specialty manufactured by Messrs. Burman's, of robust construction and silent in operation.

		1st	2nd	3rd
Gear	Solo (Normal)	13.0	7.6	4.75
Ratios	Hilly country	14.2	8.3	5.2

Gear	Sidecar	15.7	9.2	5.75
Ratios.	Standard			

A high ratio gearbox can be supplied to special order, without extra charge.

		1st	2nd	3rd
Ratios.	Solo (Normal)	9.4	6.9	4.75
	Sidecar Standard	11.4	8.4	5.75

Transmission. Front and rear chains, running over large sprockets, and protected by efficient chain covers. Front chain has anti-sitter.

Frame. For further information see separate illustration and notes.

Front Forks. For further information see separate illustration and notes.

Brakes. For further information see separate illustration and notes.

Wheels. Well base Dunlop rims and heavy gauge spokes giving exceptional strength. Taper roller bearings.

Tyres. Dunlop 26in. x 3in. wired on.

Mudguards. Wide and large section, giving ample protection with special fixings and supporting stays preventing mudguard vibration.

Stands. Strong tubular front. Rear spring up type behind gearbox.

Saddle Tank. All steel, heavily stove enamelled and unaffected by petrol. Capacity 2 gallons. Separate oil tank. Submerged strainers for petrol and oil. Large petrol filler cap, absolutely leak proof. Cork seated petrol tap.

Knee Grips. Special large soft type.

Footrests. Solid steel forgings fitted with rubber pads; adjustable.

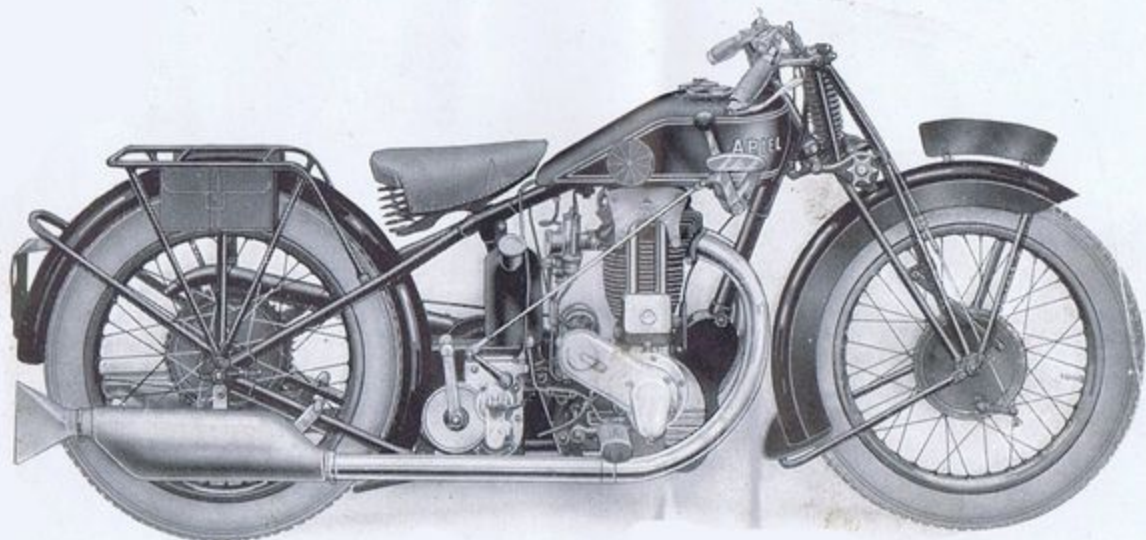
Saddle. Spring seat.

Handlebar. Sporting pattern, attractive in appearance and comfortable in use. Adjustable through a wide range.

Steering Damper. Neat and efficient, controlled from handlebar.

Equipment. Tool box, with complete set of tools, grease gun and tyre inflator.

500 c.c. O.H.V. Two Port DE LUXE MODEL F



SPECIFICATION

General. A de luxe edition of Model "E" with the exception of the following points, which make for increased comfort.

Tyres. Dunlop 26in. x 3.25in. wired on.

Mudguards. Wide and large section with extra valance to front guard.

Saddle. Spring seat.

Carburetter. Amal Twist grip throttle control (or lever optional).

TESTIMONY.

Dear Sirs,

My Ariel outfit which I have had for nine months is on the road every day doing some really hard work, has never let me down once. You may use this as you wish.

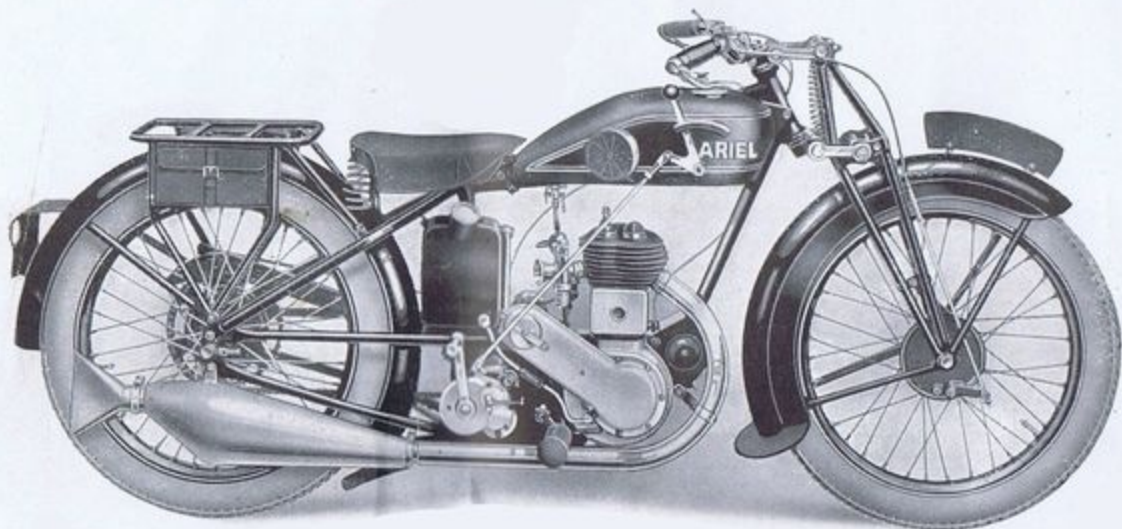
I might say mine is the only side-car outfit in our village and friends tell me that I'm a good advertisement for Ariels. the loads I take in the box side-car

I might add that they are capable of moving quite heavy loads (one case) I towed a 15 cwt. car for 5 miles including a hill of one in seven gradient without any signs of stress.

R. H.

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250 c.c. SIDE VALVE DE LUXE MODEL LB



SPECIFICATION

Side Valve Engine. Bore 65 mm., stroke 75 mm., cubic capacity 248 c.c.s. Double roller bearing big end, ball bearing on driving side mainshaft, plain bearing on the timing side. The valve springs and tappets are enclosed in an oil tight dust proof box, cast integral with the cylinder. Valve stems and tappets automatically lubricated.

Piston. Special aluminium alloy die casting with two rings, one forming an oil scraper.

Engine Lubrication. Engine lubrication is by "Dry sump method." There is a continuous mechanical oil circulation operated by a double plunger supply and scavenging pump. The control is entirely automatic and the return of lubricant gives extremely low oil consumption and eliminates the possibility of oiling up the sparking plug or over-oiling.

Carburettor. Standard AMAL two lever, automatic.

Magneto. Lucas, situated behind engine.

Silencer. Large expansion chamber with baffle plates giving an exceptionally quiet exhaust note. A.A. Efficiency Certificate supplied with every machine.

Gearbox. Specially manufactured by Messrs. Burman, mounted by top swivel and bottom clamp with screw adjustment. Grease can be added to the gearbox by means of the standard grease gun. Provision is made for driving a Smith speedometer from the gearbox.

Gear	1st	2nd	3rd
Ratio.	17-1	10.4-1	6.4-1

Front and Rear Chains. $\frac{1}{2}$ in. Pitch \times .205 wide automatically lubricated and protected by efficient chain covers.

Frame. For further information see separate illustrations and notes.

Front Forks. Tubular girder pattern with central tension spring. The fork links do not make metallic contact with the forks, but are separated by friction discs at each of the eight points.

Brakes. $5\frac{1}{2}$ in. diameter, lined with die pressed fabric; Internal expanding type, very powerful in action. Backing plate arranged to overlap brake drum, thus effectually excluding water and mud from the brake shoes.

Wheels. Well base Dunlop rims, heavy gauge spokes giving exceptional strength, run on taper roller bearings. Dunlop Balloon Tyres 25×3 in. W.O.

Mudguards. 5 in. "D" section front and rear with large valance to front.

Front and Rear Stand. Rear, spring-up type beneath gearbox, making it easy to remove the rear wheel. Front stand secured to front of crankcase and hinged back neatly under engine.

Rear Carrier. One piece steel pressing, carrying two pannier tool bags. Quite suitable for Pillion Riding.

Saddle Petrol Tank. Provision is made for a Smith's Speedometer to be fitted flush into the petrol tank so that the cable, which is driven from the gearbox is concealed. When no speedometer is fitted a neat plated cover is used to cover the aperture. Large petrol filler cap is absolutely leak-proof. All-steel construction, heavily stove enamelled and unaffected by petrol or benzole. Capacity 2 gallons.

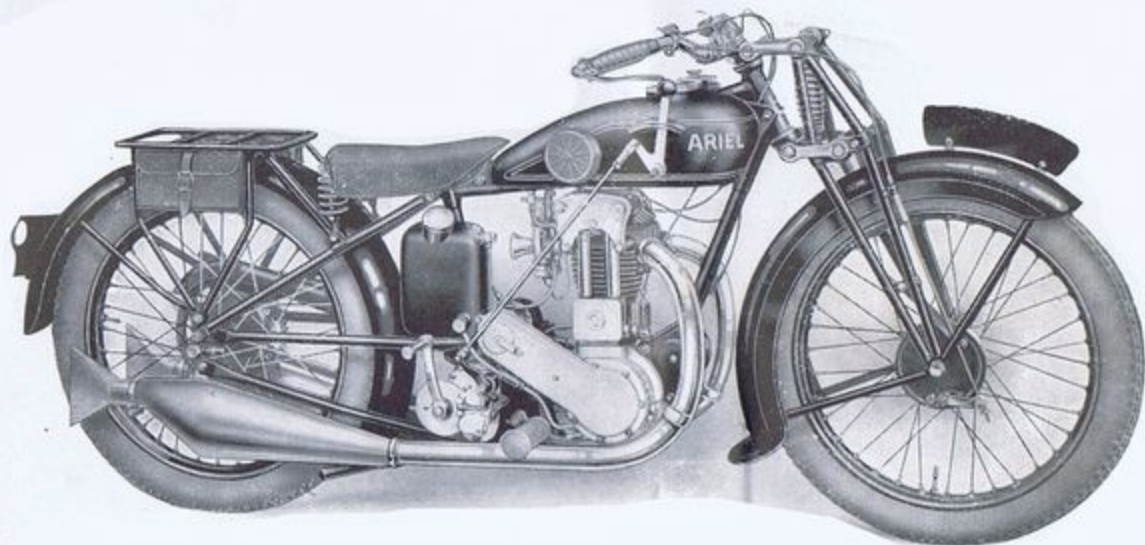
Knee Grips. Pneumatic type fitted on tank.

Footrests. Adjustable, solid steel forging.

Oil Tank. Capacity 3 pints.

Saddles. Three point suspension Lycett Flexible.

250 c.c. O.H.V. Two Port DE LUXE MODEL LF



SPECIFICATION

The general construction of the engine follows the lines of the side valve model, the main difference being the overhead gear and piston. The overhead rockers are carried by two steel plates bolted to the side of the cylinder head and are enclosed in an aluminium box. The rockers operating upon hardened steel spindles, are lubricated by means of a grease gun which also forces grease into the top ball cup of the push rod. The return springs, tappets and adjusters are enclosed in an oil tight box integral with the barrel similar to the Side Valve Model. The Combustion chamber is truly spherical. The construction is such that the Cylinder head can be removed for decarbonising while the engine is in the frame without disturbing any of the rocker gear. This engine develops 10 b.h.p. minimum and has approximately the same petrol and oil consumption as the Side Valve Model.

Specification details similar to those of Model L.B.

Gear Ratios. 1st, 16.0—1; 2nd, 10.0—1; 3rd, 6.0—1.

Dear Sir,

I must congratulate you on the running and wear of my machine. It has been running practically for three years in all weathers besides standing outside for hours in the rain, it has never loosed me down, and in all it has cost me a new plug and back tyre.

I am recommending your machines to my friends everywhere I go as one of the finest machines on the road for all class of work.

Well, in fact I can prove where three gentlemen out of Crewe bought one of your machines apiece and two in Sandbach on my recommendation when they had made up their minds to buy —.

If I can be of assistance to you in regards to advertising your machines I should be very pleased.

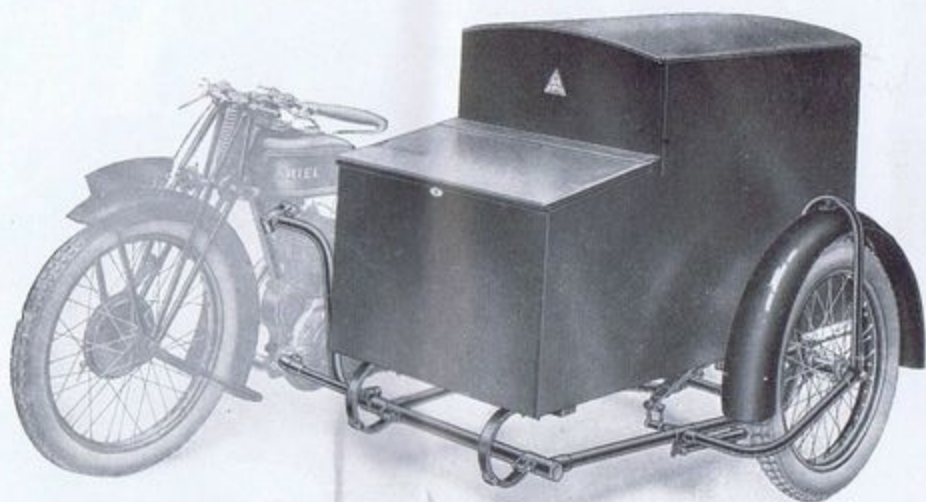
I remain,

*Yours faithfully,
F. J.*

BEN NEVIS CLIMBED IN RECORD TIME.

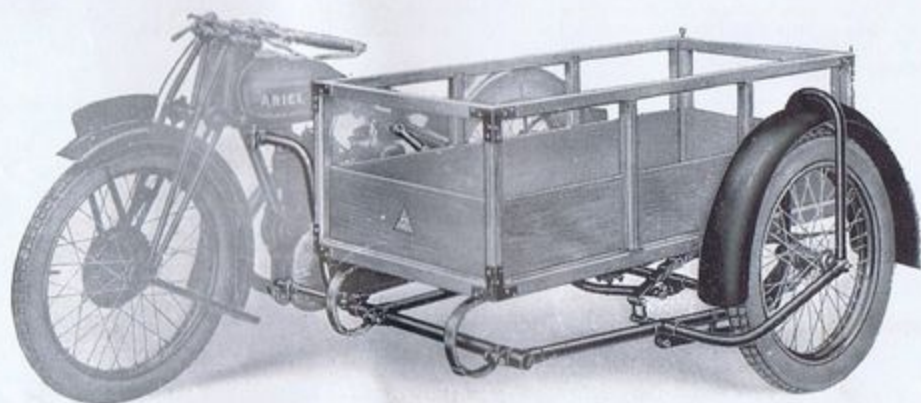
Mr. James Taylor riding a standard Ariel motor-cycle with sidecar climbed to the summit of Ben Nevis in record time. Only one attempt had to be made. The machine, although it had been through two Scottish Six Days Trials and climbed Ben Lomond in record time, ran perfectly throughout. The engine, brakes, clutch and gearbox were in perfect condition after this very strenuous test.

THE TRADESMAN



MODEL Z

The Van is ideal for light merchandise needing protection from weather and is capable of carrying a load of 2½ cwt. Length, 4ft. 7in. Width, 2ft. 3in. Height, 2ft. 8½in. Carrying capacity 17 cu. ft. Lettering on Van according to customers' own requirements at an extra charge.



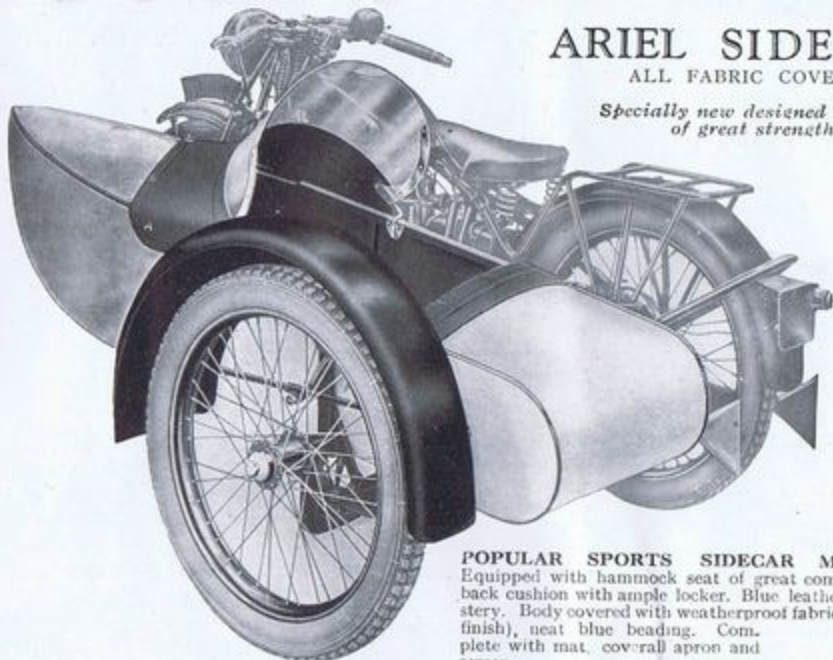
MODEL Y

The Flat is ideal for goods in bulk for the closed type of Van and is ideal for Tradesmen requiring clean and rapid transport for bulky goods. Length, 4ft. 7in. Width, 2ft. 3in. Height, 2ft. 8½in. Sides boarded, 7in. Lettering on Van according to customers' own requirements at an extra charge.

ARIEL SIDECARS

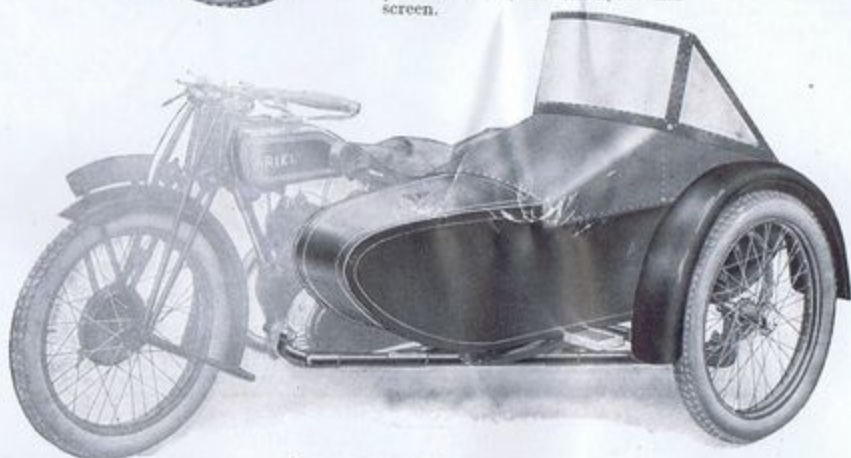
ALL FABRIC COVERED

*Specially new designed Chassis
of great strength*



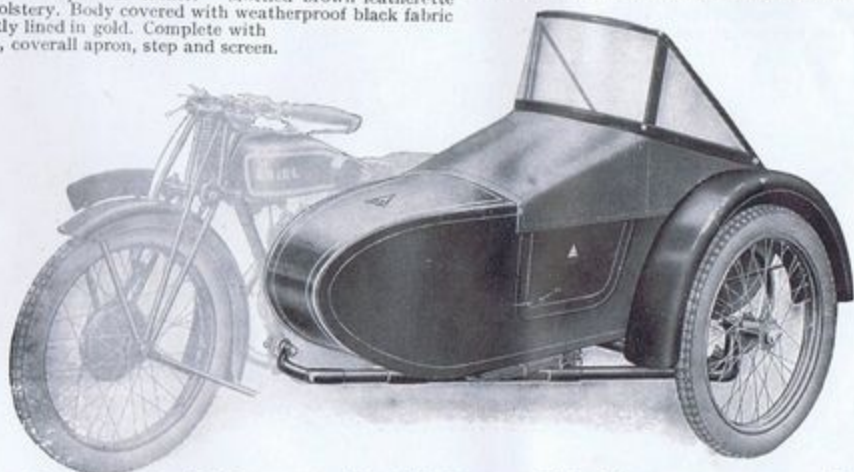
POPULAR SPORTS SIDECAR MODEL Q.

Equipped with hammock seat of great comfort, padded back cushion with ample locker. Blue leatherette upholstery. Body covered with weatherproof fabric (aluminium finish), neat blue beading. Complete with mat, coverall apron and screen.



POPULAR TOURING SIDECAR MODEL R. Equipped with

moveable seat over well compartment and swing back cushion giving access to spacious locker. Mottled brown leatherette upholstery. Body covered with weatherproof black fabric neatly lined in gold. Complete with mat, coverall apron, step and screen.



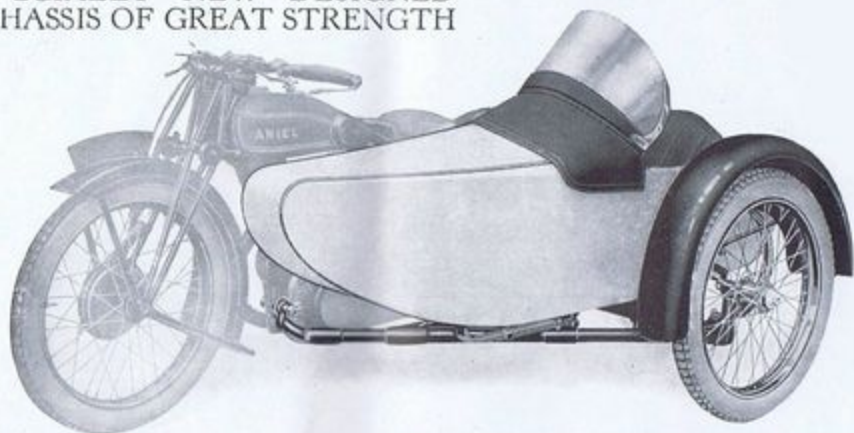
STANDARD TOURING SIDECAR MODEL S. Equipped with

moveable seat over well compartment and swing back cushion giving access to spacious locker. Mottled brown leatherette upholstery, hinged door with snap catch. Body covered with weatherproof black fabric neatly lined in gold. Complete with coverall apron, mat and screen.

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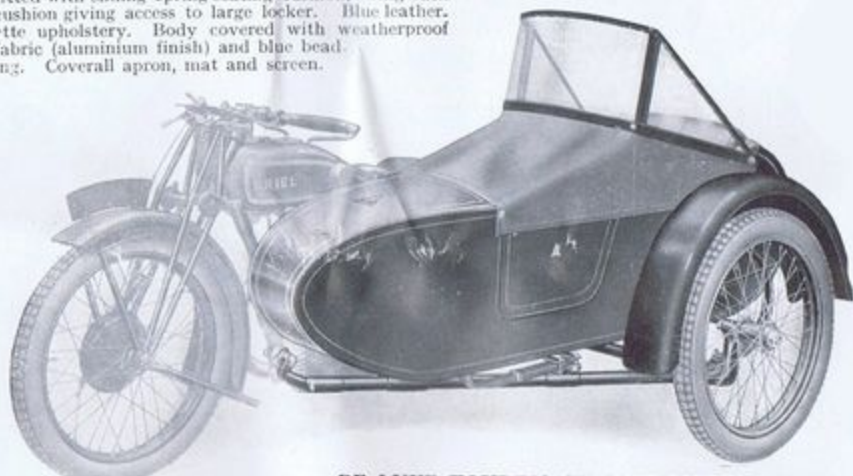
ARIEL SIDECARS (ALL FABRIC COVERED)

SPECIALLY NEW DESIGNED
CHASSIS OF GREAT STRENGTH



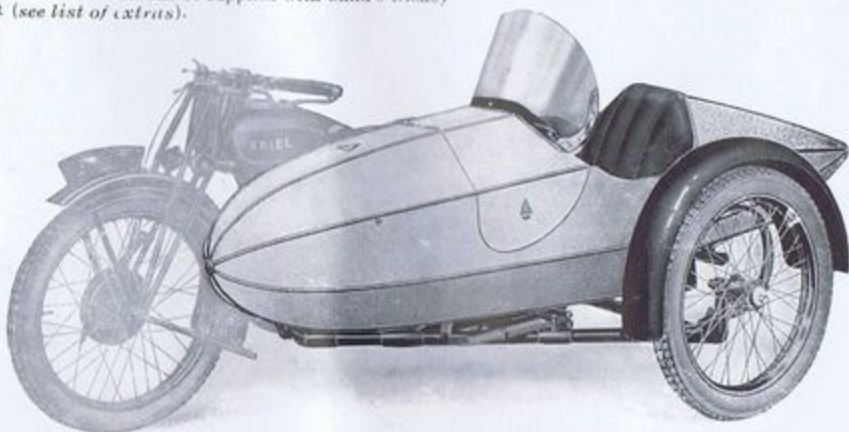
STANDARD SPORTS SIDECAR MODEL T. Of noble

appearance with low and protected riding position, fitted with sliding spring seating cushion, swing back cushion giving access to large locker. Blue leatherette upholstery. Body covered with weatherproof fabric (aluminium finish) and blue bead. Coverall apron, mat and screen.



DE LUXE TOURING SIDECAR MODEL U. Roomy

sidecar with spring seating cushion over well compartment. Swing back cushion allowing access to large locker. Comfortable arm rests. Hinged door with map pocket. Mottled brown leatherette upholstery. Body covered with weatherproof black fabric neatly lined in gold. Coverall apron, mat and wind-screen. This model can be supplied with Child's Dickey Seat (see list of extras).



SUPER SPORTS SIDECAR MODEL V. Teardrop shaped body of large dimensions. Spring seating cushion. Swing back cushion giving access to large compartment locker. Blue leatherette upholstery. Body finished with weatherproof fabric (aluminium finish) and blue bead. Coverall apron and wind screen.

BAIRD MOTOR CO. LTD.

ARIEL MOTOR CYCLES, 1929

550 c.c. Side Valve, Standard Model A
550 c.c. Side Valve, De Luxe Model B
500 c.c. Two Port O.H.V. Standard Model E
500 c.c. Two Port O.H.V. De Luxe Model F
250 c.c. Side Valve De Luxe Model LB
250 c.c. Two Port O.H.V. De Luxe Model LF

ALTERNATIVE EQUIPMENT

Lucas 6-volt Dynamo Electric Lighting Set, with Tail Lamp, for Models A, B, E and F—Solo
Lucas 6-volt Dynamo Electric Lighting Set, with Tail Lamp, for Models A, B, E and F—Combination
Lucas 4-volt Dynamo Electric Lighting Set, with Tail Lamp, for Models LB and LF
Ariel Lucas Acetylene Lighting Set (for 250 c.c. Models)
Lucas Spartan Electric Horn
Lucas No. 63 Bulb Horn
Dunlop 26 x 3.25 Tyres on Models A or E—Solo
Dunlop 26 x 3.25 Tyres on Models A or E—Combination
Dunlop 26 x 3.50 Reinforced Balloon Tyres, on Models A, B, E or F—Solo
Dunlop 26 x 3.50 Reinforced Balloon Tyres, on Models A, B, E or F—Combination
Steering Damper on Model A
Valanced Front Mudguard on Models A or E
Carrier on Model E
Smith's Special Speedometer, Flush fitting in tank and with gearbox drive. All models, but if for Model A, must be specified with new machine
Leg Shields, any model
Footboards, any model
Moseley Float-on-Air Pillion Seat
Pillion Footrests, any model
Child's Dickey Seat on Model U Sidecar

Sidecar Luggage Grid on Models C, R, S, T or U
 Anal Twist Grip, Models A, B, E, LB and LF

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NOTES OF INTEREST

WEIGHTS

MODEL A.	280 lbs.	MODEL B.	285 lbs.
MODEL E.	295 lbs.	MODEL F.	300 lbs.
MODEL LB. (no equipment)			194 lbs.

With Acetylene Lighting Set, Horn (as listed) Licence Holder.. 199½ lbs.

This machine equipped as above and weighed without tyre pump and spanners, is taxed at 30/-

With dynamo lighting set, the weight is over 200 lbs. and the tax is £3.

MODEL LF. is over 200 lbs. with Acetylene Lighting or dynamo lighting set, and does not come under the 30/- tax.

Average weights of Combination . 400 lbs. to 450 lbs. (According to model).

Saddle height (all Models) . 26½ ins.

Average width of Combination . 60 ins.

Length of Motor Cycle . 86 ins.

Width of handlebars, all Models . 30 ins.

Wheel base—

(550 c.c. and 500 c.c. Models) . 55 ins.

(250 c.c. Models) . 50¾ ins.

Oil, mileage per gallon, all Models . Approx. 4,000 m.p.g.

Petrol, mileage per gallon—

550 S/V . 75/80.

500 O.H.V. . 80/85.

250 c.c. S/V and O.H.V. . Approx. 100 m.p.g.

Petrol capacity . 2 Gals. (all Models).

Oil capacity . 3 pints.

Ground clearance—

500 c.c. and 550 c.c. models . 4½ in.

250 c.c. . 4½ in.

Where to grease . 2 Hubs, 6 places on forks, 2 places on steering head, 2 places on O.H.V. Rockers, 1 place on Gearbox, 2 places on Sidecar Springs, 1 place on Engine shock absorber.

A.C.U. Rating . 250 c.c., 2.50 h.p.:

550 c.c., 5.50 h.p.:

500 c.c., 5.00 h.p.

B.H.P. developed . 250 c.c., S.V., 7; O.H.V., 10.

550 c.c., S.V., 12;

500 c.c., O.H.V., 20.

Tappet clearances . Inlet., S.V., .002; O.H.V., nil, when cold. Exhaust, S.V., .004; O.H.V., nil, when cold.

Our machines have been examined and officially tested by engineers of the Automobile Association and a Certificate has been given testifying to the efficiency of the Silencing System on each Model.

GUARANTEE

NOTICE

We do not appoint agents for the sale on our behalf of our motor cycles or other goods, but we assign to cycle and motor cycle Dealers areas in which we supply to such Dealers exclusively for re-sale in such areas. No such Dealer is authorised to transact any business, give any warranty, make any representation or incur any liability on our behalf.

GUARANTEE

We give the following guarantee with our bicycles, motor cycles, motor cycle combinations and sidecars, which is given in place of any implied conditions, warranties, or liabilities whatsoever statutory or otherwise all such implied conditions, warranties, and liabilities being in all cases excluded. Any statement, description, condition or representation contained in any catalogue, advertisement leaflet or other publication, shall not be construed as enlarging varying or overriding this guarantee. In the case of machines which have been used for " hiring out " purposes, or from which the trade mark, name, or manufacturing number has been removed, no guarantee of any kind is given or is to be implied.

We guarantee, subject to the conditions mentioned below, 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 six months only from date of purchase, and damages for which we make ourselves responsible under this guarantee are limited to the free supply of a new part in exchange for the part of the bicycle, motor cycle, motor cycle combination and sidecar which may have proved defective. We do not undertake to replace or refix, or bear the cost of replacing or refixing such new part in the bicycle, motor cycle, motor cycle combination and sidecar. We undertake subject to the conditions mentioned below, to make good at any time within six months any defects in these respects. As the bicycles, motor cycles, motor cycle combinations and sidecars are easily liable to derangement by neglect or misuse, this guarantee does not apply to defects caused by wear and tear, misuse or neglect.

The term " misuse " shall include amongst others, the following acts :—

1. The attaching of a sidecar to the motor cycle in such a manner as to cause damage, or calculated to render the latter unsafe when ridden.
2. The use of a motor cycle, or of a motor cycle and sidecar combined, when carrying more persons, or a greater weight than that for which the machine was designed by the manufacturers.
3. The attaching of a sidecar to a motor cycle by any form of attachment not provided or supplied by the manufacturers or to a motor cycle which is not designed for such use.

Any bicycle, motor cycle, motor cycle combination or sidecar sent to us to be plated, enamelled or repaired will be repaired upon the following conditions, i.e., we guarantee that all precautions which are usual and reasonable have been taken by us to secure excellence of material and workmanship such guarantee to extend and be in force for three months only from the time such work shall have been executed or until the expiration of the six months above referred to and this guarantee is in lieu and in exclusion of any common law or statute warranty or condition and the damages recoverable are limited to the cost of any further work which may be necessary to amend and make good the work found to be defective.

CONDITIONS OF GUARANTEE

If a defective part should be found in our bicycles, motor cycles, motor cycle combinations or sidecars, or in any part supplied by way of exchange before referred to, 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, the date of the purchase, or the date when the alleged defective part was exchanged as the case may be.

Failing compliance with the above, such articles will lie here AT THE RISK OF THE OWNER, and this guarantee and any implied guarantee, warranty or condition shall not be enforceable.

We do not guarantee specialities such as tyres, saddles, chains, lamps, etc., or any component parts supplied to the order of the Purchaser differing from our standard specifications supplied with our bicycles, motor cycles, motor cycle combinations, sidecars or otherwise.

September 1st, 1928.

ARIEL WORKS LTD
SEELY OAK, BIRMINGHAM

