



ARIEL

The modern motor
cycle



BARNSTORMERS.CO.NZ

Foreword

Over 35 years experience of motor engineering has taught us that our policy of confining all the energies of our highly-skilled personnel to the production of high-class Motor Cycles is the correct one.

Our aim has always been to produce the most reliable Motor Cycle and to offer the best possible value for money. That we have been successful is proved by the fact that over a long period of years Ariels have won a Premier Award in almost every Trial, culminating during the past Season by an unparalleled success in the International Six Days' trial, winning the Colmore Cup outright, and the Manufacturer's Team Prize in the Scottish Six Days' Trial for the third successive year.

For 1936 we offer from Ariel's Modern Factory a range of machines unequalled for appearance, performance and design. No drastic alterations have been found necessary although many important improvements have been incorporated, and all models are now equipped with every feature demanded by the practical Motor Cyclist.

Range and Prices for 1936

SQUARE FOUR

600 c.c. ... Model 4F ...

RED HUNTER

500 c.c. ... Model VH ...

RED HUNTER

350 c.c. ... Model NH ...

RED HUNTER

250 c.c. ... Model LH ...

O.H.V. DE LUXE

500 c.c. ... Model VG ...

O.H.V. DE LUXE

350 c.c. ... Model NG ...

O.H.V. DE LUXE

250 c.c. ... Model LG ...

S.V. DE LUXE

600 c.c. ... Model VB ...

*Prices include Lucas Magdyno Electric Lighting
and Electric Horn*

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

ARIEL MOTORS (J.S.) LTD.
SELLY OAK BIRMINGHAM ENGLAND
BARNSTORMERS.CO.NZ

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.

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

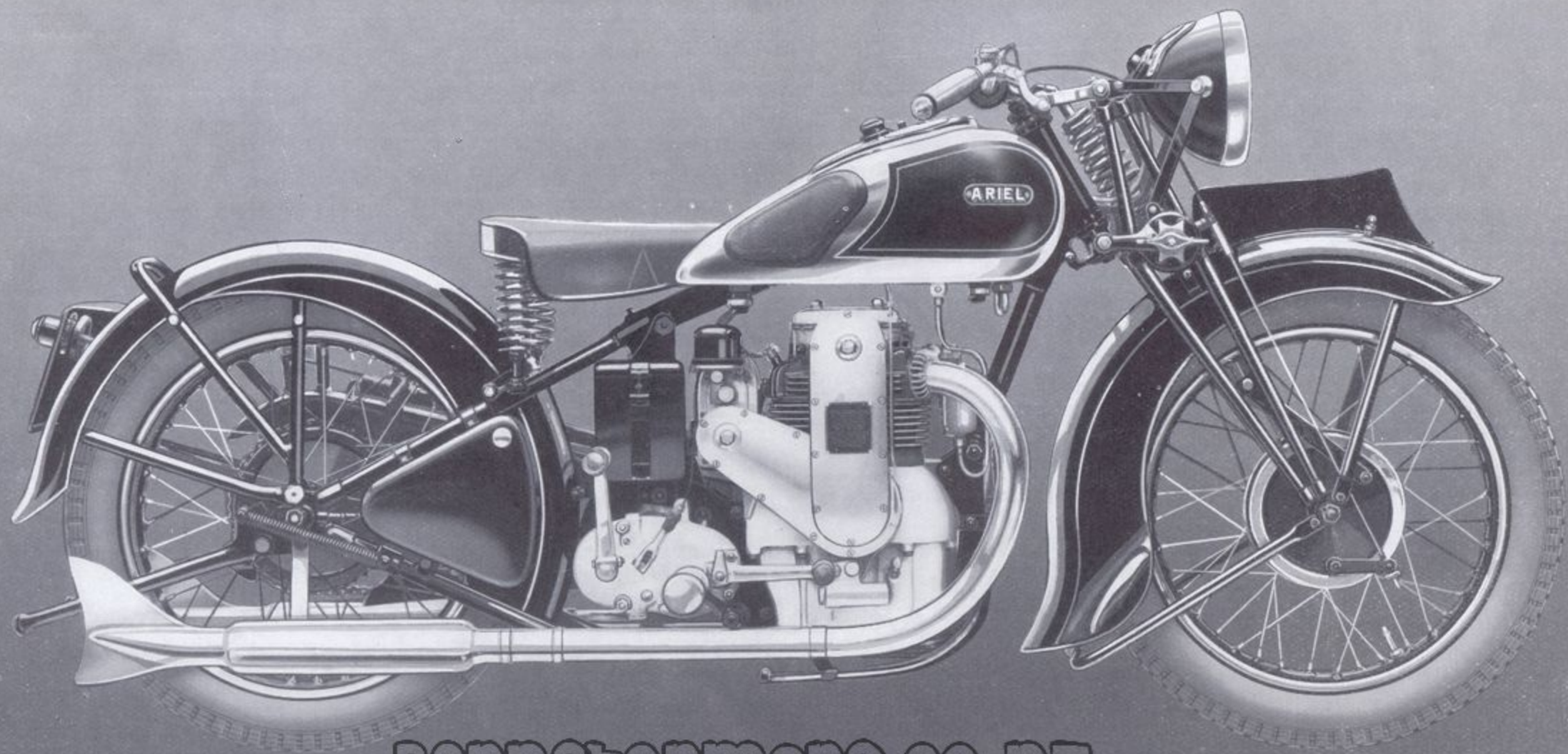
HORN—Electric, mounted on special bracket in protected position in front of the engine.

EQUIPMENT—Large all-steel tool box, with secure screw fastening. 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**

600 c.c. MODEL 4F



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The Square Four

600 c.c. MODEL 4F

ENGINE—56×61 mm. (597 c.c.). Four cylinders cast "en bloc" in square formation. Detachable cylinder head with integral radial induction manifold. Totally enclosed valves operated by overhead camshaft. The overhead camshaft and the magdyno are driven by automatically tensioned roller chains. 14 mm. sparking plugs. The twin crankshafts are mounted in large diameter ball bearings and are coupled by hardened and ground gears immersed in oil in a separate compartment within the crankcase. Roller bearing big-ends. Special aluminium alloy pistons.

LUBRICATION—By large single plunger pump. Approximately $\frac{1}{2}$ -gallon of oil is contained in the lower half of the crankcase, which has an accessible filler and dip-stick level indicator. A tecalemit oil filter, quickly detachable for cleaning, is arranged in the oil circuit.

CARBURETTER—Amal. Specially designed for "Square Four."

IGNITION SWITCH—Incorporated in the instrument panel.

GEARBOX—Four-speed. Foot control.

TRANSMISSION—Engine shaft shock absorber. Polished aluminium oil bath chain case. Rear chain fully protected and automatically lubricated.

EXHAUST SYSTEM—Two-port interconnected.

WHEELS—Dunlop Tyres, 26×3.25. Chromium brake plates. Chromium rims. Black centres.

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

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

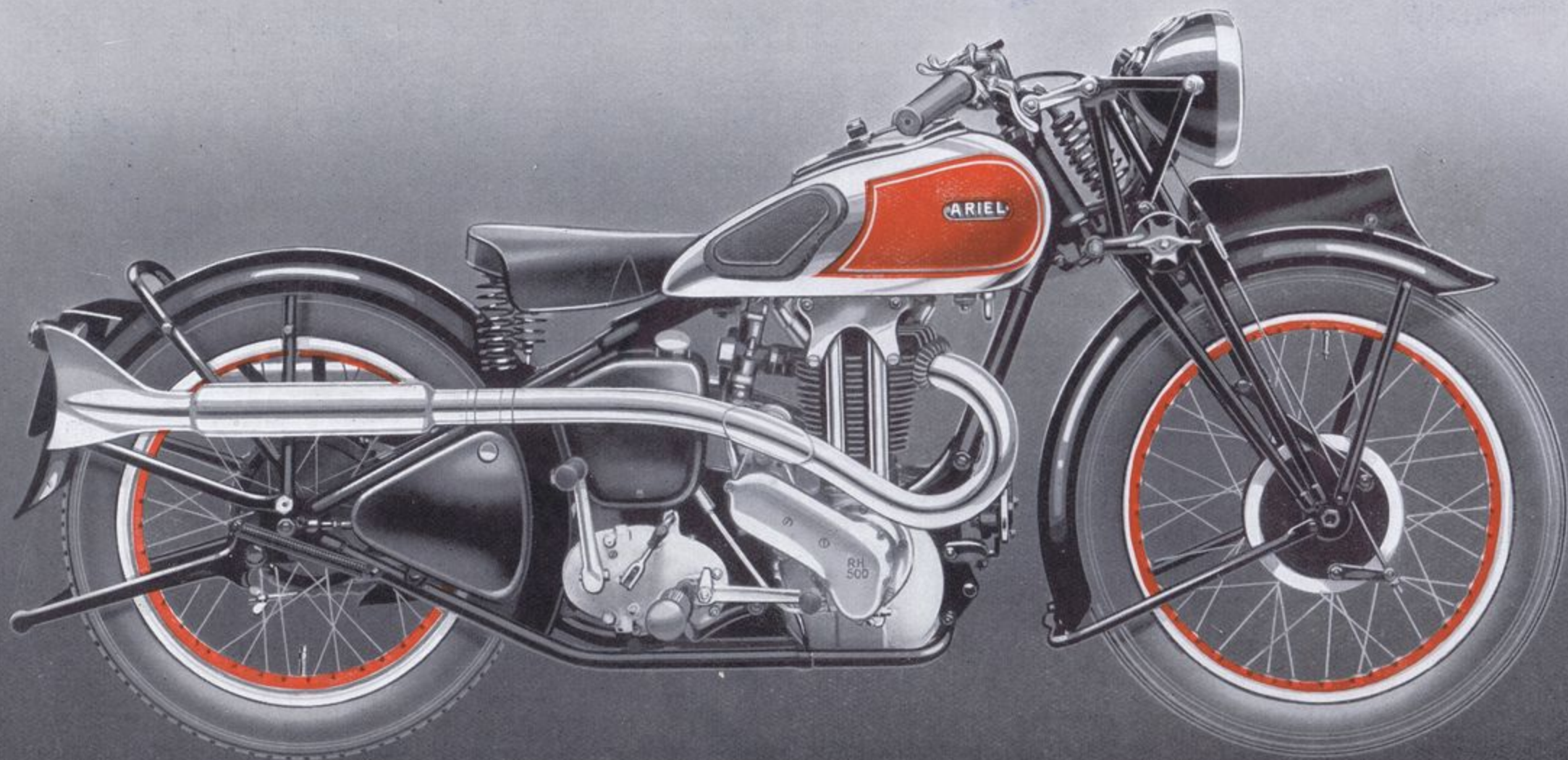
TANK—All-steel saddle type, with instrument panel. $3\frac{1}{4}$ -gallon capacity. Superbly finished Chromium and Black, lined Gold.



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The **Red Hunter**

500 c.c. MODEL VH



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The Red Hunter

500 c.c. MODEL VH

ENGINE—81.8×95 mm. (497 c.c.). O.H.V. Two-port (VH2) or Single-port (VH1) 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. Rear chain fully protected and automatically lubricated.

EXHAUST SYSTEM—Two-port: Silencer: As illustrated.
Pipes: Upswept with leg guards or low level to special order.
Single-port: Silencer: As Model VG.
Pipe: Low level or upswept with leg guard 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. $3\frac{1}{4}$ -gallon capacity. Superbly finished. Chromium and Red, lined Gold.

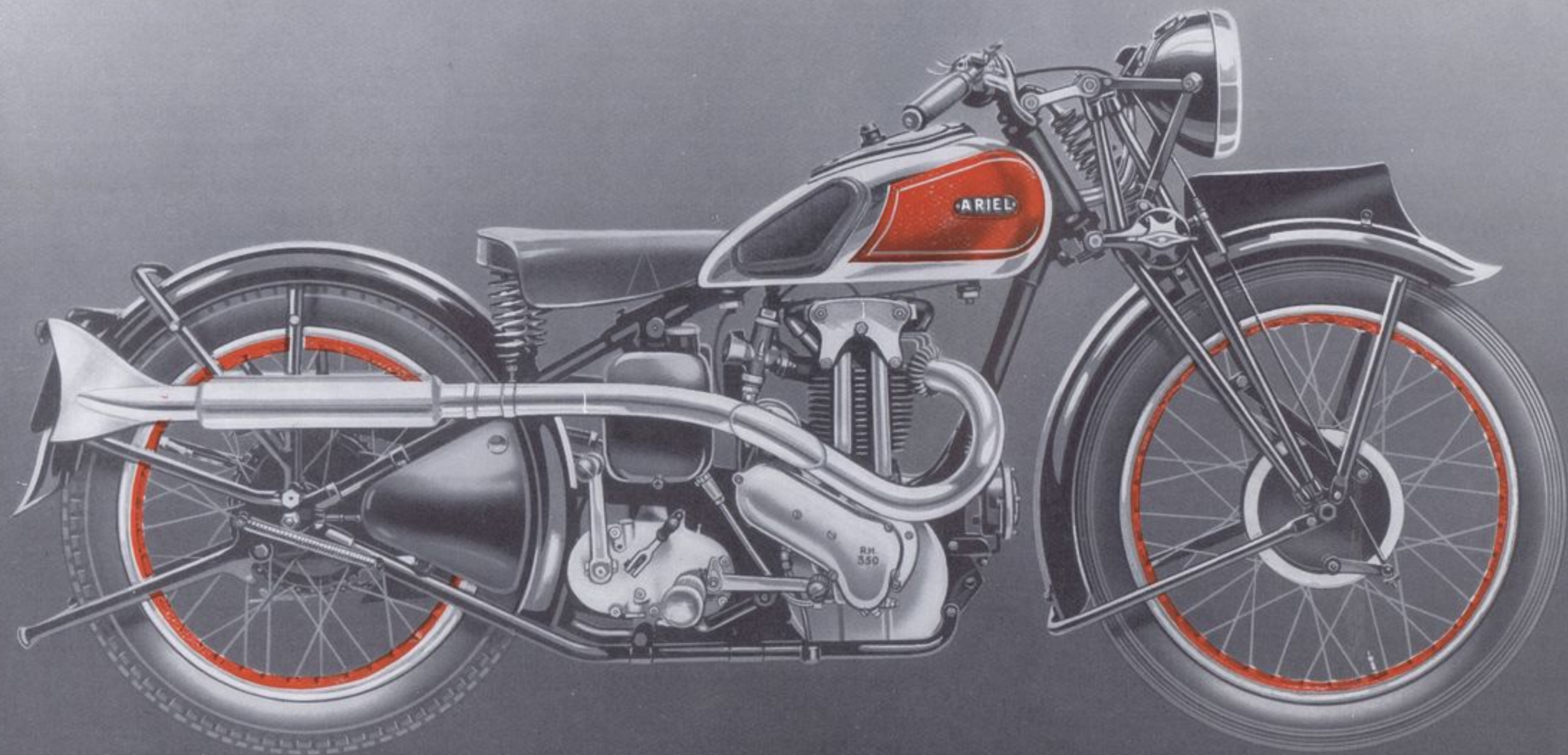
For Special Competition Equipment see Page 18.

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The **Red Hunter**

350 c.c. MODEL NH



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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.

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. Rear chain fully protected and automatically lubricated.

EXHAUST SYSTEM—Two-port: Silencer: As illustrated.
Pipes: Upswept with leg guards or low level to special order.
Single-port: Silencer: As illustrated.
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. 2 $\frac{1}{2}$ -gallon capacity. Superbly finished Chromium and Red, lined Gold.

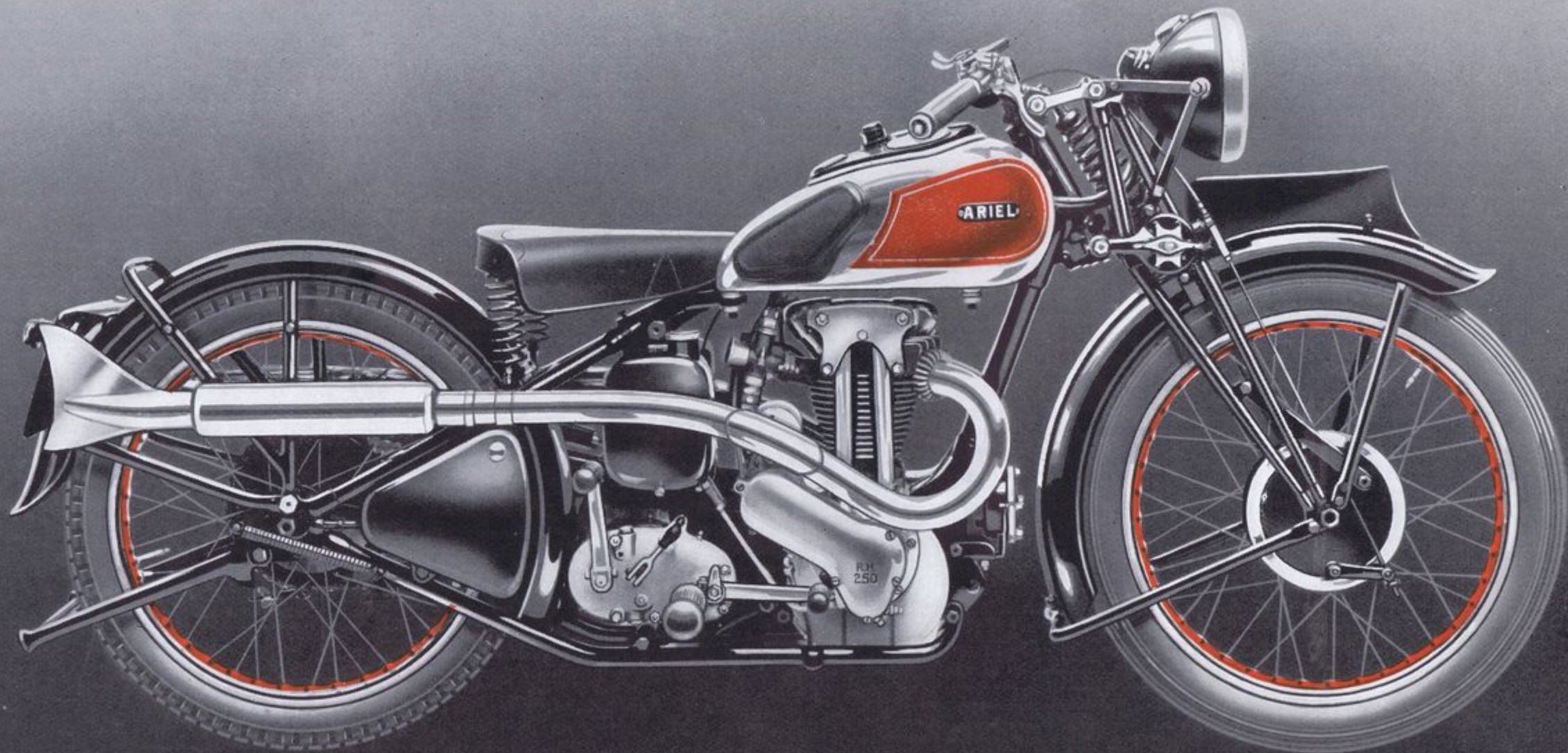
For Special Competition Equipment see Page 18.

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The **Red Hunter**

250 c.c. MODEL LH



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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.

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. Rear chain fully protected and automatically lubricated.

EXHAUST SYSTEM—Two-port: Silencer: As illustrated.
Pipes: Upswept with leg guards or low level to special order.
Single-port: Silencer: As illustrated.
Pipe: Low level or upswept with leg guard to special order.

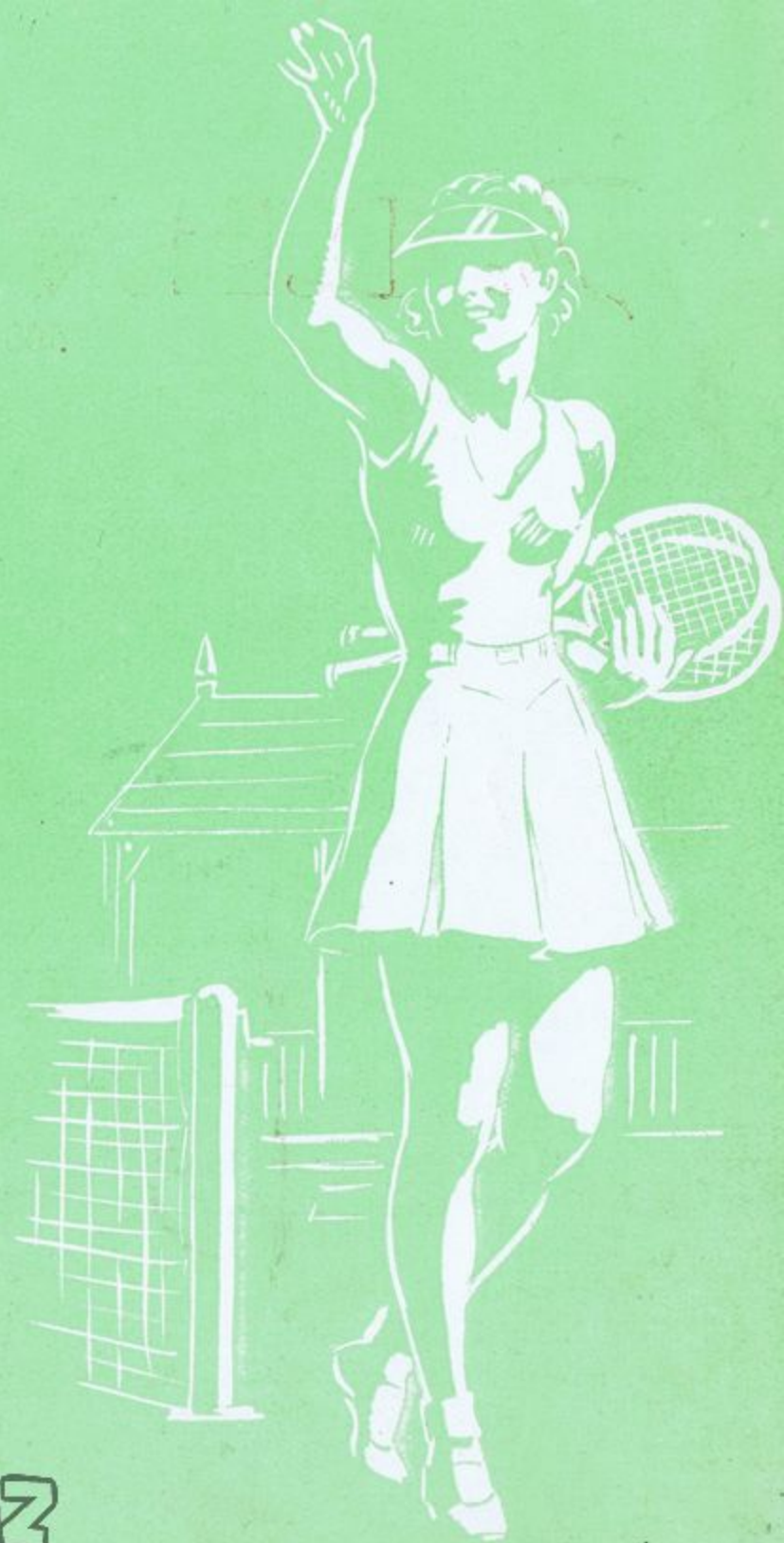
WHEELS—Dunlop tyres, 26×3. Studded rear, ribbed front. Chromium brake plates. Chromium rims. Red centres.

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.

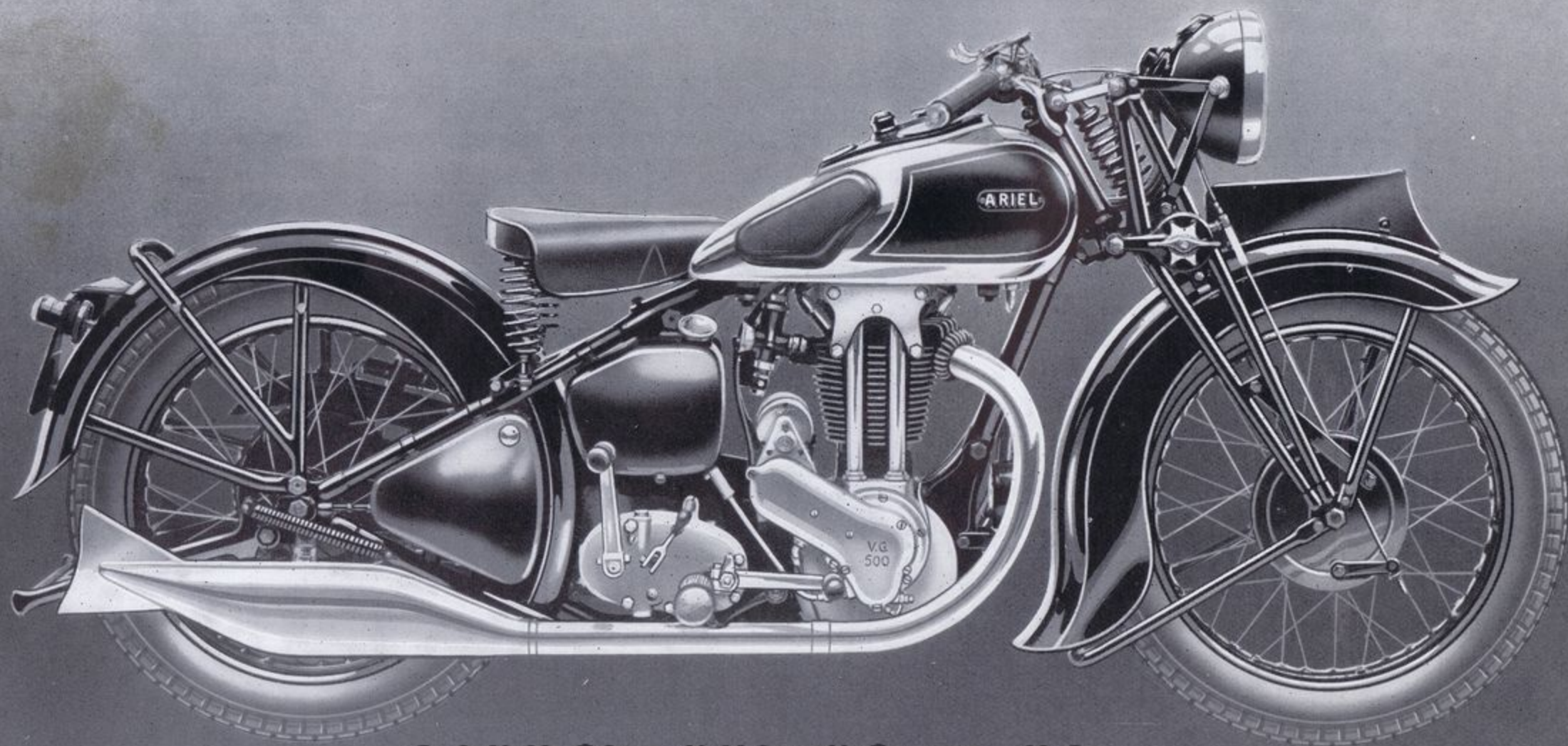
For Special Competition Equipment see Page 18.

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The **O.H.V. de luxe**

500 c.c. MODEL VG



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



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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. Rear chain fully protected and automatically lubricated.

EXHAUST SYSTEM—Two-port with round spiral baffle silencers.

WHEELS—Dunlop tyres, 26×3.25.

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

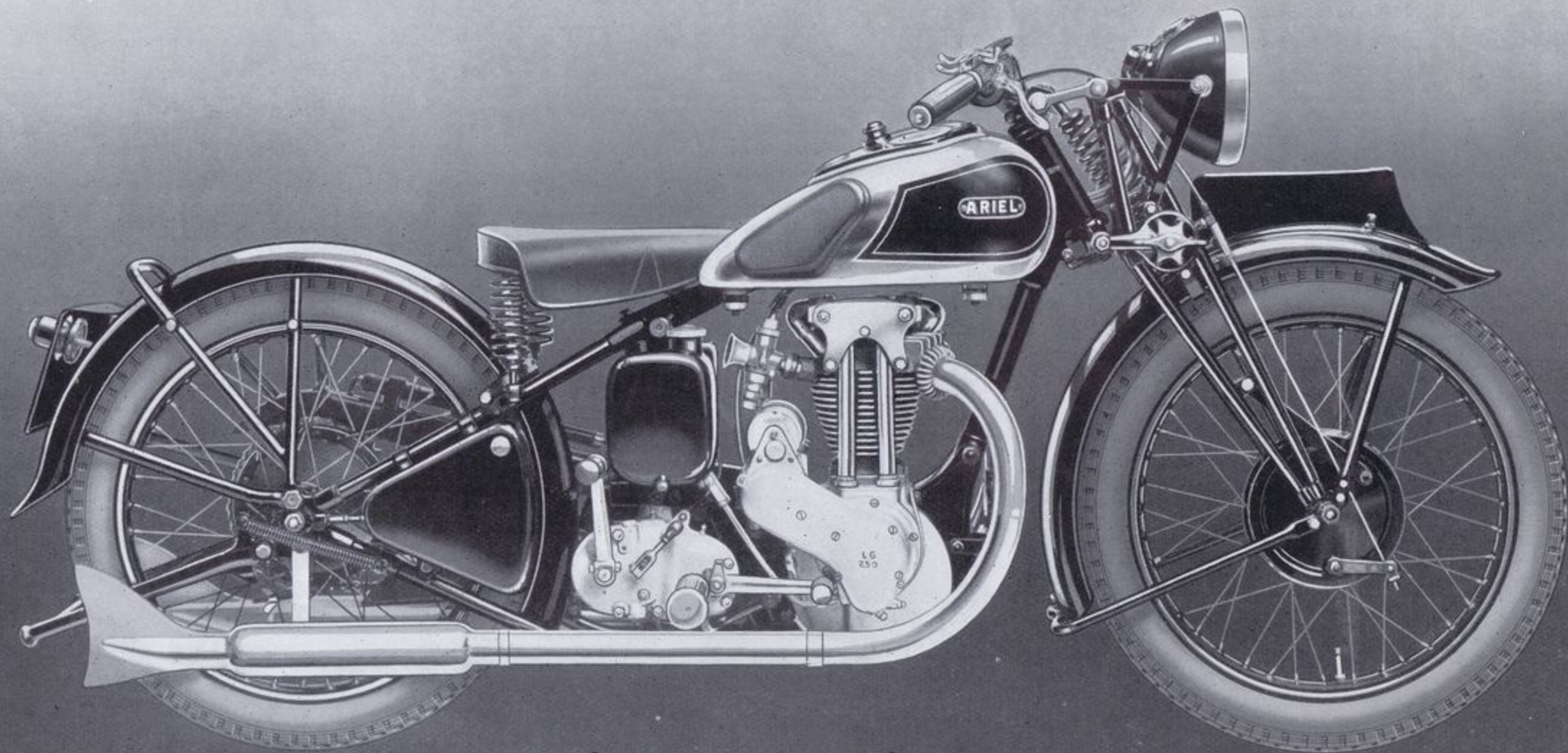
TANK—All-steel saddle type, with instrument panel. 2 $\frac{1}{2}$ -gallon capacity. Superbly finished. Chromium and Black, lined Gold.



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The O.H.V. de luxe

250 c.c. MODEL LG



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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 $\frac{1}{2}$ -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. Rear chain fully protected and automatically lubricated.

EXHAUST SYSTEM—Two-port with round spiral baffle silencers.

WHEELS—Dunlop tyres, 26 × 3.

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

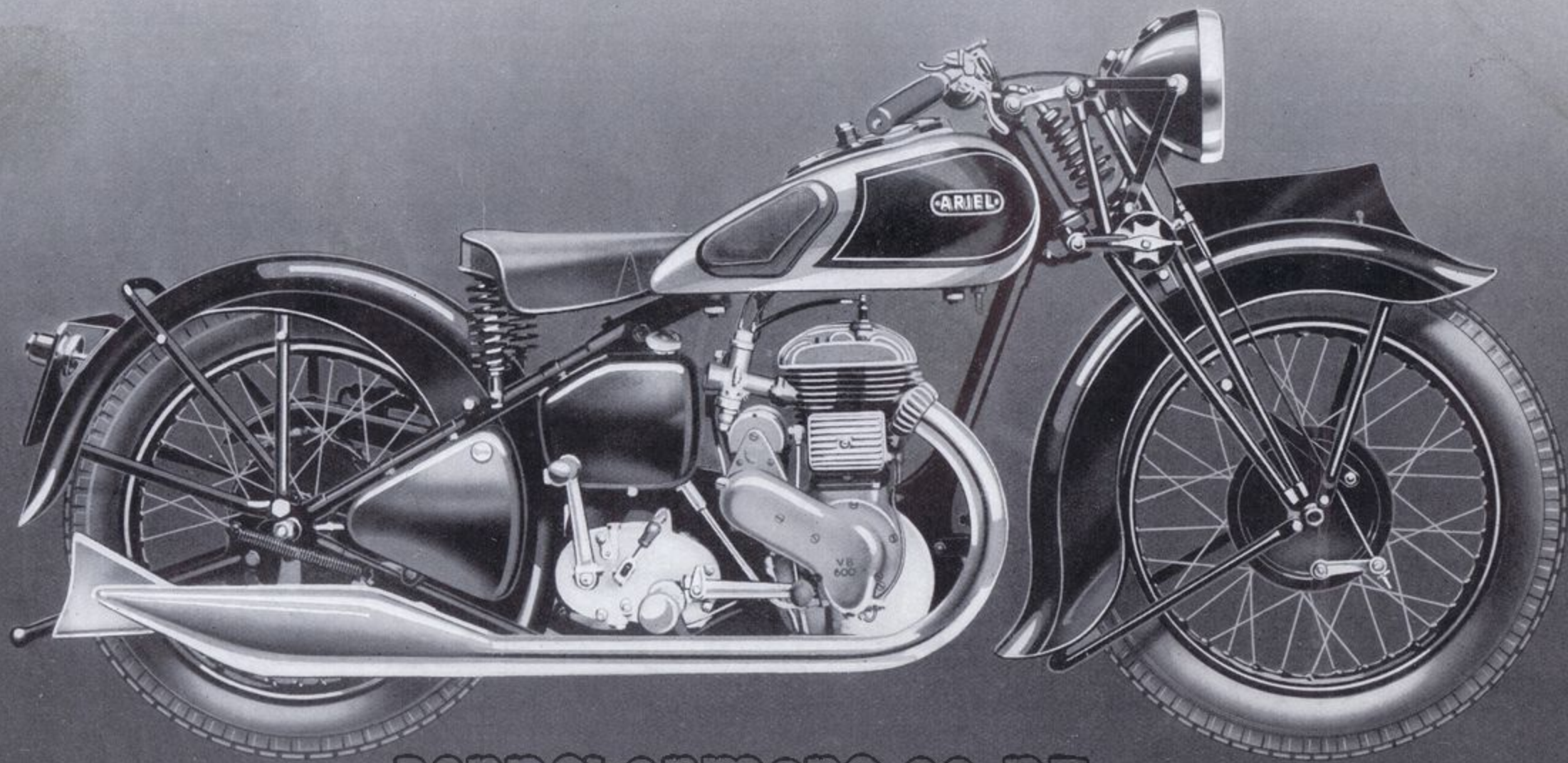
TANK—All-steel saddle type with instrument panel. $2\frac{1}{2}$ -gallon capacity. Superbly finished Chromium and Black, lined Gold.



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The S.V. de luxe

600 c.c. MODEL VB



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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 bearing 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. Rear chain fully protected and automatically lubricated.

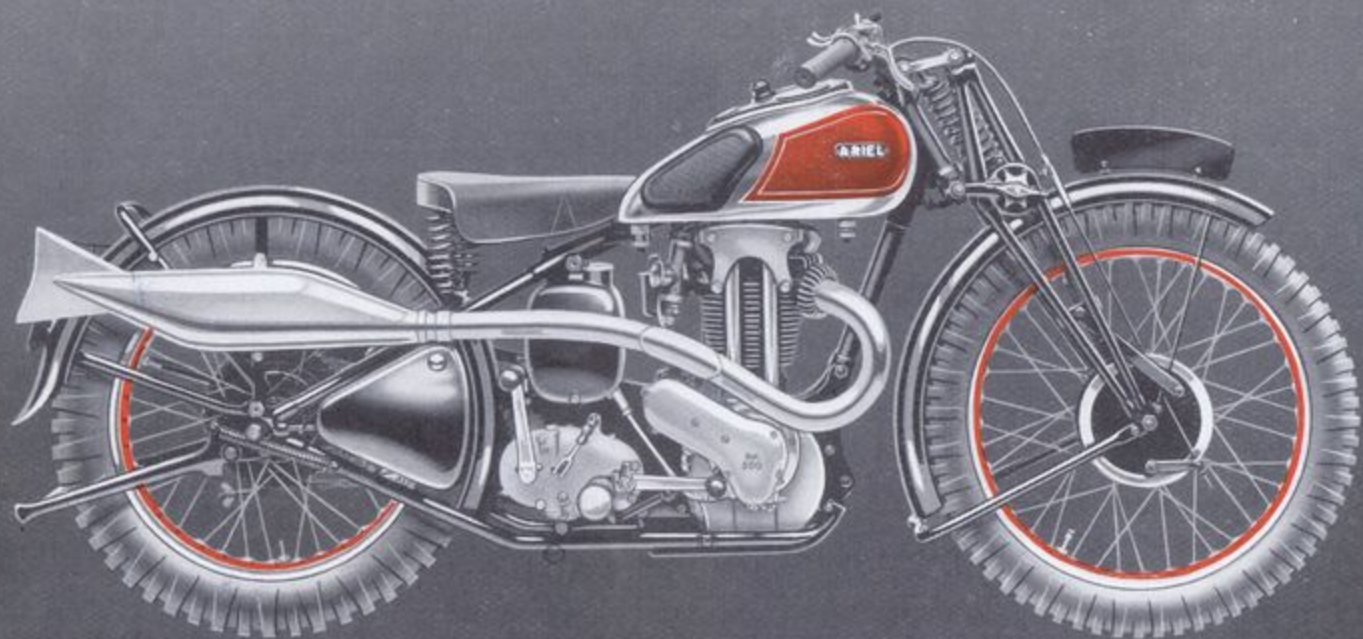
EXHAUST SYSTEM—Large diameter exhaust pipe, with streamlined silencer.

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





THE
ARIEL
RED HUNTER
*is the World's
 Finest Competition
 Machine*

The 500 c.c. Red Hunter in Competition Form.

PRICES WITHOUT LIGHTING SET AND HORN

500 c.c.	..	VHI.	..
350 c.c.	..	NHI.	..
250 c.c.	..	LHI.	..

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

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 :—

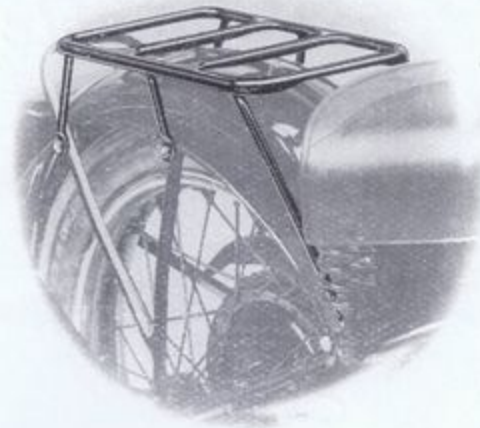
Crankcase Undershield.
 27 x 3 Front Competition Tyre.
 27 x 4 Rear Competition Tyre.
 Nail Catchers.
 Fabric Clutch.
 Detachable Rear Wheel.
 Special high clearance Mudguards.
 Aluminium Chain Guard instead of Oilbath.
 2½ instead of 3½ gallon Tank on 500 c.c. Model.
 B.T.H. Magneto.

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Extras

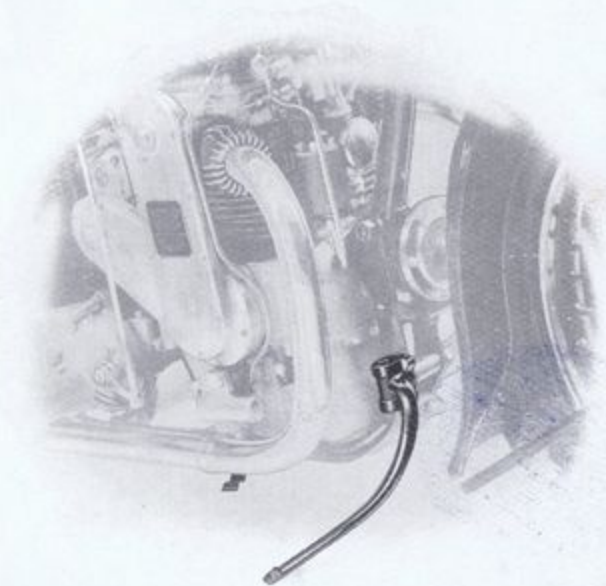
Detachable Rear Wheel
Licence Holder
Smith Trip Type Speedometer, 80 m.p.h.
Smith Trip Type Speedometer, 100 m.p.h.
Smith 8-day Clock
Dunlop Tyres, 26×3.25 Fort	Pair	
Dunlop Tyres, 26×3.5	..	"
Dunlop Tyres, 26×3.5 Fort	..	"
Dunlop Tyres, 27×3 Competition	...	Each
Dunlop Tyres, 27×4 Competition	...	Each
Lucas Stop instead of Tail Light	...	
Pillion Footrests
Pillion Seat
Pillion Exhaust Pipe Leg Guards	...	Pair
Carrier
Backrest on Red Hunters
Front Valanced Guards (where not standard)
Rear Valanced Guards (where not standard)
Chromium Plated Rims (where not standard)	...	Pair
Special Prop Stand
Leg Shields
Crankcase Undershield
Colonial Sidecar Handlebars

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



CARRIER

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



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



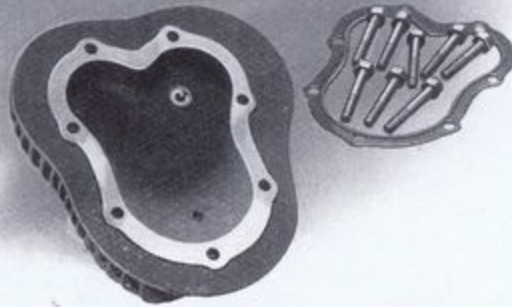
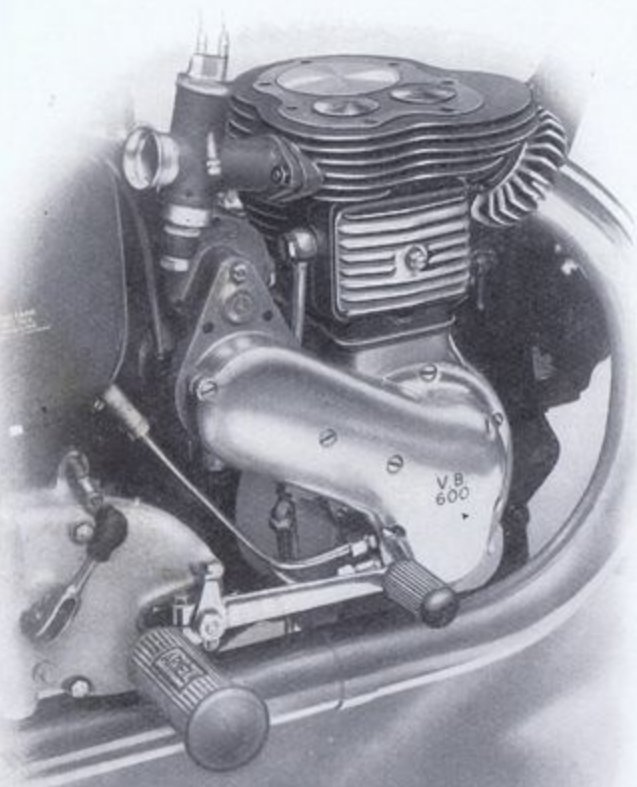
DETACHABLE WHEEL

The new 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 $\frac{3}{16}$ in. hardened pegs. The wheel itself is mounted on two self-contained journal bearings, requiring no adjustment. Available for all Models, at extra. The illustration also shows the standard hinged rear guard in use.

Notable

ARIEL

Features



1936 ARIEL SIDE VALVE ENGINE

The smooth and reliable Ariel Side Valve Engine has been increased from 550 c.c. to 600 c.c. for 1936, the new Bore and Stroke being 86.4 x 102 mm. This will give increased power and will improve top gear performance retaining the present smoothness and mechanical silence.

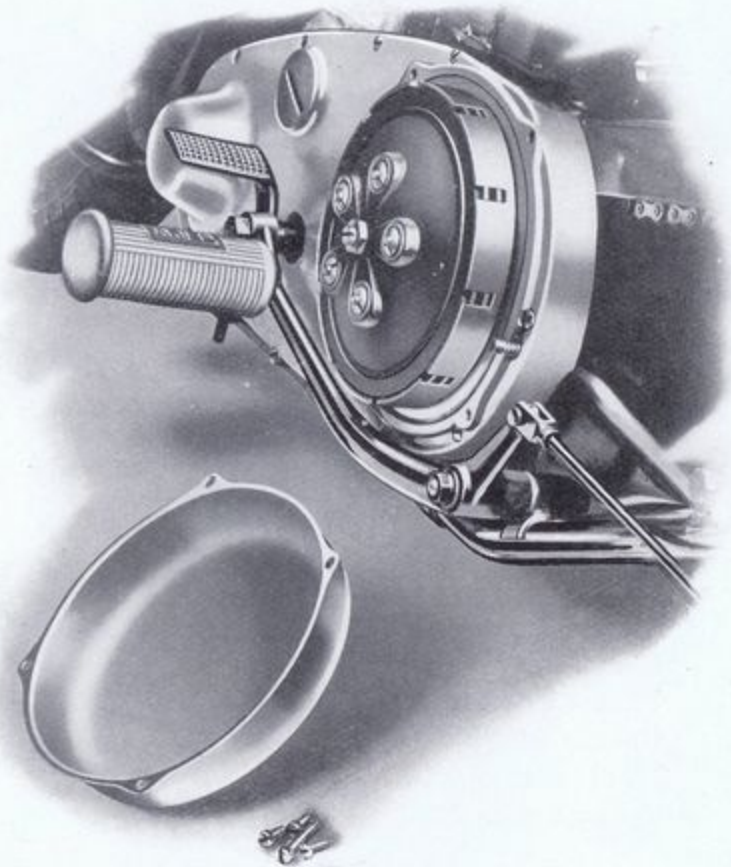
PETROL TANK

The graceful lines of the welded steel petrol tank are enhanced by the permanent enamel ARIEL name badges. A similar badge is now fitted to the rear mudguard.



THE NEW PATENTED ARIEL CLUTCH

The new Clutch fitted to all single cylinder models removes all the disadvantages hitherto associated with primary Chainbath transmission. The Clutch is now situated outside the Chainbath and runs dry, thereby removing all possibility of clutch drag. It is protected by a chromium plated steel cover and is instantly accessible without recourse to dismantling the Chainbath proper. Furthermore it has been increased in size by 40% additional load capacity. The picture also illustrates the new Ariel Brake Pedal fitted to all single cylinder models. This Brake Pedal and mounting, in conjunction with the improved brake plate anchorage, vastly improves the effectiveness of braking, and will tend to increase the confidence of the rider when travelling over greasy surfaces.

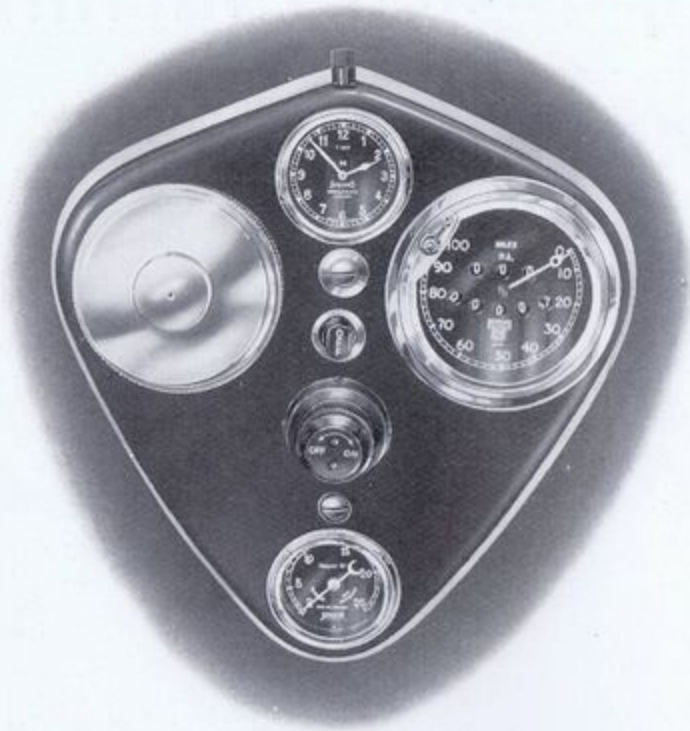


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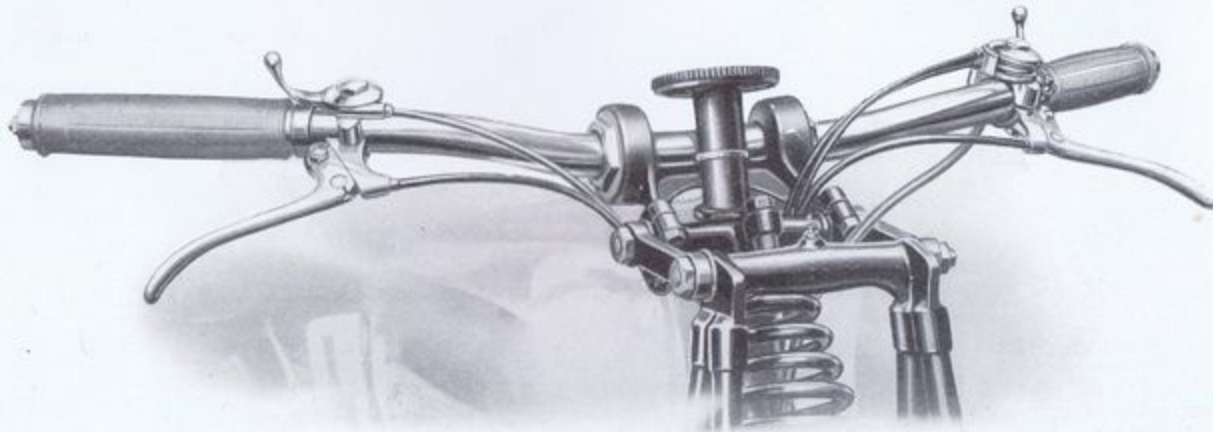
Notes of Interest

INSTRUMENT PANEL

As fitted to all Models, showing the oil gauge, filler cap and panel light. The Speedometer and Clock are extras. The ignition switch is fitted to the Square Four only.



RESILIENT HANDLEBAR



All models are fitted with the patent "ARIEL" rubber insulated handlebar mounting, which entirely absorbs all engine vibration and road shocks, so reducing the fatigue factor to a minimum. Introduced by Ariel and acclaimed by the Press as one of the most important improvements in motor cycle design of recent years.

Wheel Base	54½ in.
Length overall	86 in.
Ground Clearance	4¾ in.
Saddle Height	26½ in.
Width of Handlebar	30 in.

GEAR RATIOS

	Engine Sprocket	Top	3rd	2nd	1st
Square Four					
Solo ...	21T	5.2	6.6	8.8	13.8
Sidecar...	19T	5.7	7.2	9.7	15.3
500c.c. Models					
Solo ...	23T	4.7	6.0	8.0	12.6
Sidecar...	21T	5.2	6.6	8.8	13.8
350c.c. Models	20T	5.7	7.3	10.1	15.3
250c.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.

ARIEL *The World's Best Competition Machine*



Len Heath climbing STONEY BRAE during the 1935 Scottish Six Days Trial.

By courtesy "Motor Cycling."



J. Edward climbs BOLESKINE in confident style.

By courtesy of "The Motor Cycle."



Jack White, Len Heath, Jimmy Edward, Members of the Ariel Team that performed so meritoriously in the International Six Days Trial and Scottish Six Days Trial.

By courtesy of "The Motor Cycle."

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— and some of last year's MAGNIFICENT SUCCESSES !

INTERNATIONAL SIX DAYS' TRIAL

Manufacturers' Team Prizes

Ariel " A " Team, F.I.C.M. Gold Medal Ariel " B " Team, F.I.C.M. Gold Medal.

International Vase

Member of British " B " Team, Winners. Member of Irish " B " Team, Runners up.

Club Team Prize

Member of Dublin University Team : Winners.
Two Members of Sunbeam Team : Runners-up.
Three Members of I.O.M. Team : Third.

Eleven Gold Medals

Next best British Marque, 4 Gold Medals.
One of the only two 500 Sidecar Gold Medals.

LANDS END TO JOHN O'GROATS

Graham Oates' 1,000 mile non-engine-stop in just over 31 hours on a Side Valve model with sidecar.

WEST OF ENGLAND TRIAL

250 c.c. Cup. Trade Team Cup.
Unlimited c.c. Solo Cup and West of South Western Cup and Exeter Cup.
England Cup. 1 First-class award.

THE LANCASHIRE GRAND NATIONAL

Pennine Cup (fastest 500 c.c.). Mendip Cup (fastest 250 c.c.)

BRITISH EXPERTS TRIAL

6 Entries—6 Finishers.
3 in first 10.

THREE MUSKETEER'S TRIAL

500 Cup. Team award.
South Reading Cup. 4 First-class awards.
Ariel Cup.

SCOTT TRIAL

" Yorkshire Evening Post " Rose Bowl (best performance on observation).
3 First-class awards.

COLMORE TRIAL

Colmore Cup outright (best performance 2 years in succession).
Cranmore Trophy (best solo performance).

KICKHAM TRIAL

The Wessex Cup (best 250 c.c. class).
2 First-class awards.

VICTORY TRIAL

Duke Cup (best 500 c.c.) 2 First-class awards.

MITCHELL MEMORIAL TRIAL

Abergavenny Club Cup. 2 First-class awards.

COTSWOLDS CUPS TRIAL

Manufacturers' Team Prize (White Trophy). Gibb Trophy (best 500 c.c.)
William Box Trophy (best 250 c.c. tied). H.A.C. Cup (best Wye Valley Club member).

BEMROSE TRIAL

1 First-class award.

TRADERS CUP TRIAL

Wye Valley Traders' Cup (best performance) tied.
Stewart Team Trophy (Manufacturers' Team Prize).
Watson Cup (best 250 c.c.) 1 First-class award.

TRAVERS TROPHY TRIAL

1 First-class award.

LONDON—LANDS END TRIAL

7 Entries—7 Finishers.

SCOTTISH SIX DAYS' TRIAL

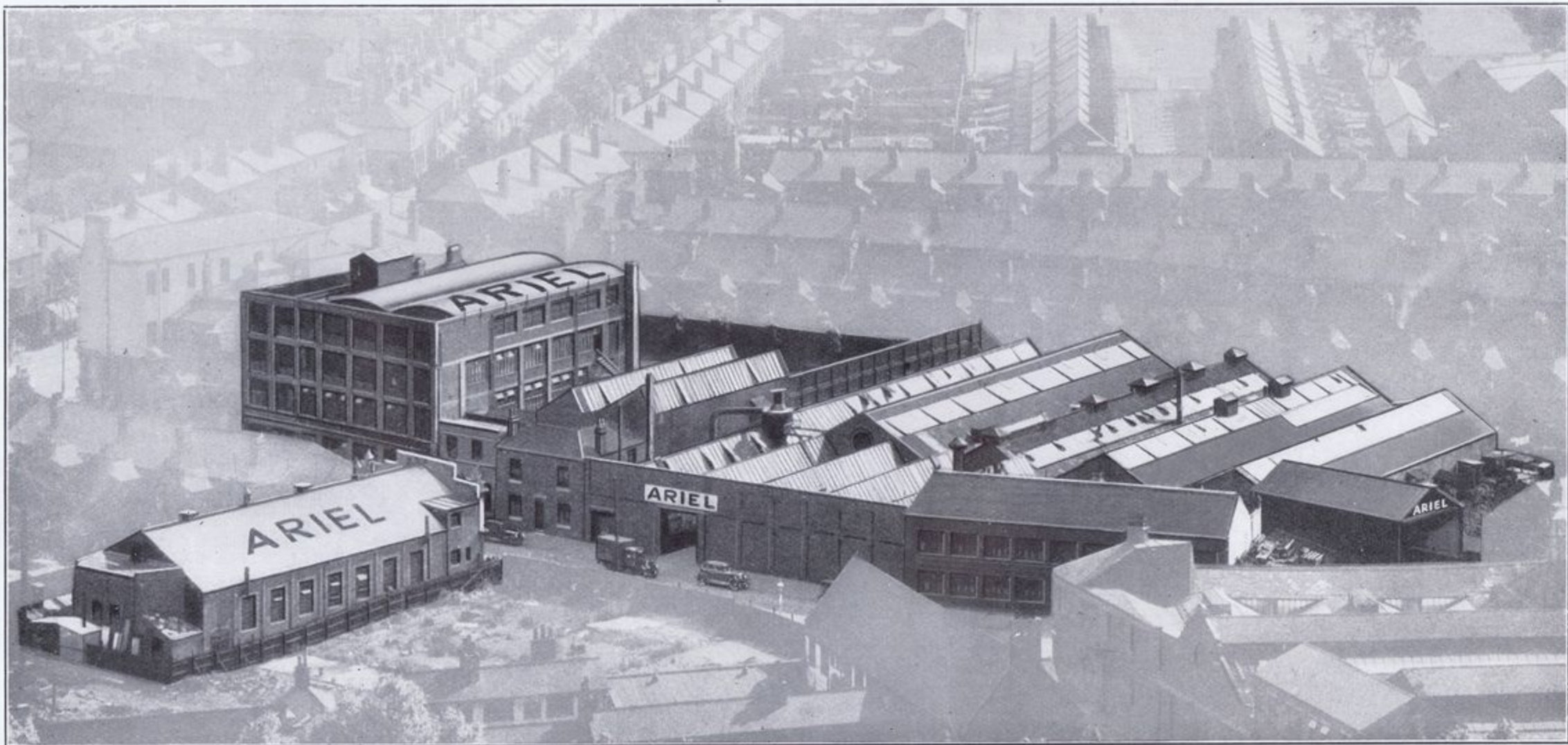
Manufacturers' Team Prize (for 3rd successive year).
4 Silver Cups.
2 Silver Plaques.
P. S. Chamberlain Trophy (best performance by a newcomer).

SUNBEAM " 200 "

Won by J. White (for best performance). Manufacturers' Team Award.
Minehead Tankard (best unlimited). 4 First-class Awards.

EXMOOR SCRAMBLE

Won by L. Heath. Unlimited Tankard.



SITUATED 3 miles South of Birmingham on the main Bristol Road. This Factory, with its spacious and well-lighted shops is equipped with all modern appliances, plant, etc., and is solely devoted to the production of high-grade Motor Cycles. To all Motor Cyclists we extend a hearty welcome to our Works, when they will be given every facility of inspecting the Modern Motor Cycle during its various phases of manufacture.

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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 or 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.”

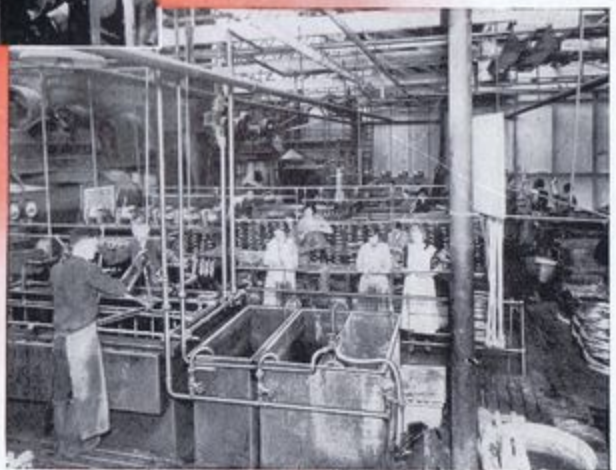
A section of the main Machine Shop. Equipped with modern Machine tools capable of producing components of the exceptionally high standard that is called for in the Modern Motor Cycle.



A corner of the Engine Test Bay where all power units are subjected to a prolonged and exacting test and a meticulous examination prior to an extended run on the road.



The Chromium and Electro Plating Department. Equipped with the latest apparatus, this Department in conjunction with the most up-to-date Enamelling Plant in the industry, contributes greatly to the excellent appearance and lasting finish which have always been outstanding characteristics of Ariel Motor Cycles.



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