



KING OF MOTORS
IMPERIAL

SEASON
1936

Barnstormers.co.nz

FOREWORD

In Advance—

Within these pages are to be found particulars of the 1936 Models offered by New Imperial. We are proud (justly—we think) of these machines as they represent the best of the Designer's art—absolute modernity, tempered with experience—experience of many years' Racing successes, Trials successes, and sound production methods.

The Company's factory at Hall Green, Birmingham, situated in the very heart of the Motor Cycle Industry, is built and equipped on the most modern lines. It has been carefully planned by specialists in precision production and only the latest machinery and processes are employed. This, together with the healthy, conditioned atmosphere in which operatives work, goes far towards the creation of the necessary esprit de corps which must exist to obtain the best work and output from the high-class labour employed.

The Works resources enjoyed by the Company enable us to undertake the manufacture of an unusually high percentage of the complete Motor Cycle, so that design can go forward unhindered by considerations of fitting "bought out" components to a basic design, with the undesirable compromises which follow such practice.

Every New Imperial has a magnificent backing—A modern factory staffed by men who ride and appreciate good Motor Cycles—a modern Service Department, anxious to serve you—a modern viewpoint exercised for your benefit.

In Particular—

We should wish to draw your attention to the four new Models which are offered for 1936.

Model 36. A 250 c.c. O.H.V. Model designed on the most "up to the minute" lines, employing Unit Construction, Lucas 6 v. Magdyno Lighting and Horn, Helical Gears in Die-cast Aluminium Primary Cover, large and powerful Brakes, Engine-shaft Shock Absorber. In short, a machine of distinction, of which any rider or Club Member might be proud. It is undoubtedly reliable, has excellent acceleration, and a most satisfactory turn of speed. (See page 7.)

Model 46. A replica of Model 36, with a 350 c.c. O.H.V. Engine. (See page 10.)

Model 90. A really fast sporting 250 c.c. O.H.V. machine of conventional design, having Engine separated from the Gearbox, and a most sturdy Frame and Forks. The Power Unit is almost a replica of the New Imperial T.T. Racing "250's" which have done so well in the Isle of Man, on the Continent, and in the Colonial Motor Cycle events. It is produced for the discerning man who requires a really fast Motor, who is anxious, on all occasions, to give a good account of himself. This Model will be known as the "Clubman 250." (See page 8.)

Model 100. A replica of Model 90, with a 350 c.c. O.H.V. Engine. (See page 11.)

In Conclusion—

The Rider who cannot find a Machine within our Range, to suit his particular requirements, will indeed be hard to please. Minor modifications we are ready to make to satisfy a customer, so that we trust we may have the pleasure of supplying you with—A King of Motors! In any case—Good luck and many happy miles.

NEW IMPERIAL MOTORS LIMITED
SPRING ROAD, HALL GREEN, BIRMINGHAM

Telephone: SPRingfield 1164-5-6 (3 lines).

'Grams: "PEERAGE, BIRMINGHAM."

DIRECTORS: Managing Director ... N. T. DOWNS.
General Manager ... W. R. WHEELER
Sales Manager ... A. A. GLOVER
Works Manager ... L. S. HORTON

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RETAIL PRICES

HIRE PURCHASE

HIRE PURCHASE TERMS

MODEL.	RETAIL PRICE.	HIRE PURCHASE TERMS					
		"A"			"B"		
		EXCLUDING INSURANCE.			INCLUDING COMPREHENSIVE INSURANCE for 12 months for all districts excepting London Postal area, Glasgow and Northern Ireland. (See Notes.)		
		DEPOSIT.	12 Monthly Payments of	18 Monthly Payments of	DEPOSIT.	12 Monthly Payments of	18 Monthly Payments of
	£ s. d.	£ s. d.	£ s. d.	£ s. d.	£ s. d.	£ s. d.	£ s. d.
23 Coil	29 15 0	7 8 9	2 1 0	1 8 6	8 13 9	2 7 10	1 13 4
23 M.L.	32 0 0	8 0 0	2 4 0	1 10 8	9 5 0	2 10 11	1 15 6
30 Coil	38 7 6	9 12 0	2 12 9	1 16 10	11 4 6	3 1 9	2 3 0
30 M.L.	40 12 6	10 3 6	2 15 10	1 18 11	11 15 9	3 4 10	2 5 2
36	47 0 0	11 15 0	3 4 8	2 5 1	13 7 6	3 13 7	2 11 3
90	55 0 0	13 15 0	3 15 8	2 12 9	15 7 6	4 4 7	2 18 11
40 Coil	42 0 0	10 10 0	2 17 9	2 0 3	12 2 6	3 6 9	2 6 6
40 M.L.	44 5 0	11 1 3	3 0 10	2 2 5	12 13 9	3 9 10	2 8 8
46	51 0 0	12 15 0	3 10 2	2 8 11	14 7 6	3 19 1	2 15 2
100	57 0 0	14 5 0	3 18 5	2 14 8	15 17 6	4 7 4	3 0 10
70	62 0 0	15 10 0	4 5 3	2 19 5	18 0 0	4 19 0	3 9 0
80	59 0 0	14 15 0	4 1 2	2 16 7	17 5 0	4 14 11	3 6 3
76	65 0 0	16 5 0	4 9 5	3 2 4	18 15 0	5 3 2	3 12 1
49 Coil (Combination) ...	53 5 0	13 6 3	3 13 3	2 11 1	14 5 9	3 18 7	2 14 9
49 M.L. (Combination) ...	55 10 0	13 17 6	3 16 4	2 13 3	14 17 0	4 1 8	2 17 0

NOTES

INSURANCE PREMIUMS.

For machines garaged within the LONDON POSTAL AREA, GLASGOW and District, and NORTHERN IRELAND, the following amounts must be added to the MONTHLY PAYMENTS quoted under "B."

Models.	12 Monthly Payments of	18 Monthly Payments of
23	s. d. 1 0	s. d. 9
30, 36, 90, 40, 46, 100	2 0	1 6
70, 80, 76 ...	4 0	3 0

Where Drivers are below the age of 21 and/or have had less than 12 months driving experience, the insurance premiums included under "B" are subject to alteration, details of which will be furnished on application.

Machines which are hired without Insurance "A" must be covered by a Comprehensive Insurance Policy taken out by the Hirer with an Insurance Company to be approved by us and endorsed.

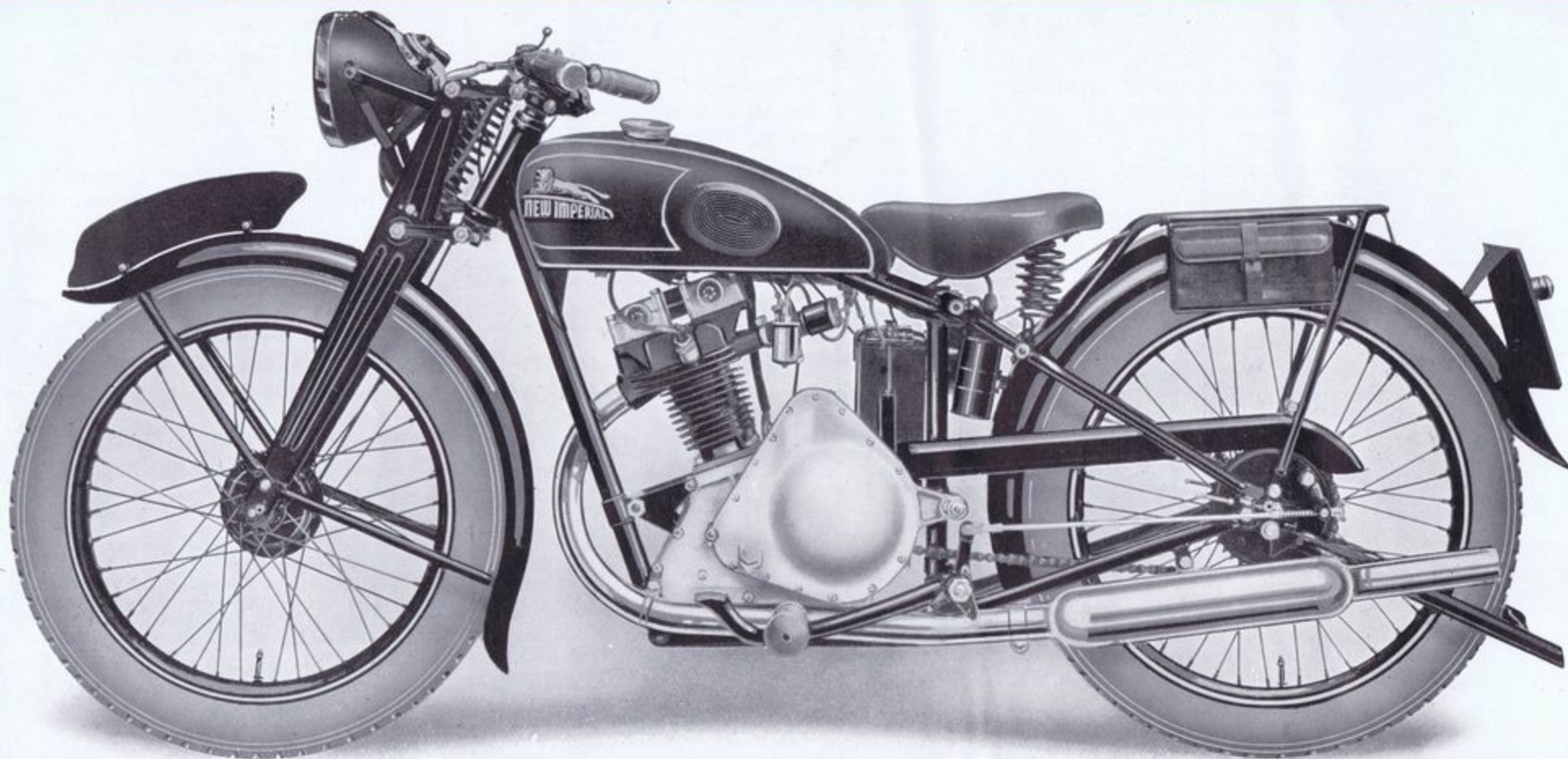
The Insurance Premium included in the Rentals quoted for the Sidecar Combination, Model 49, is at the reduced rate, covering use as a **Combination only**. If the machine is to be ridden Solo, an additional premium of £2 12s. 0d. must be paid with the Deposit.

The INSURANCE PREMIUMS included under "B" are for twelve months only, and the RENEWAL PREMIUM when it becomes due, must be paid by the Hirer.

EXTRAS

Description.	RETAIL CASH PRICE.	HIRE PURCHASE TERMS (To be added to Hire Purchase Deposit and Rentals for machine.)			
		DEPOSIT.	12 Monthly Payments of	18 Monthly Payments of	
	£ s. d.	£ s. d.	s. d.	s. d.	
Rear Stop Light	5 0	1 3	5	4	
Trip Speedometer, F.W.D.	2 10 0	12 6	3 6	2 6	
" " on Model 23	2 5 0	11 3	3 1	2 2	
" " 100 m.p.h. (F.W.D.), with 5 inch dial	5 5 0	1 6 3	7 3	5 1	
Pillion Footrests	6 0	1 6	6	4	
Pillion Seat (Mudguard fitting)	12 6	3 3	1 0	8	
Rear Carrier (except Models 70 and 80)	5 0	1 3	5	4	
Foot Control (where extra)	1 0 0	5 0	1 5	1 0	
Chrome Tank (where extra)	12 6	3 3	1 0	8	
Leg Shields	10 0	2 6	9	6	
Upswept Exhaust Pipe, on all Models, except 90, 100 and 76	10 0	2 6	9	6	

THE ABOVE HIRE PURCHASE TERMS DO NOT APPLY TO THE IRISH FREE STATE.

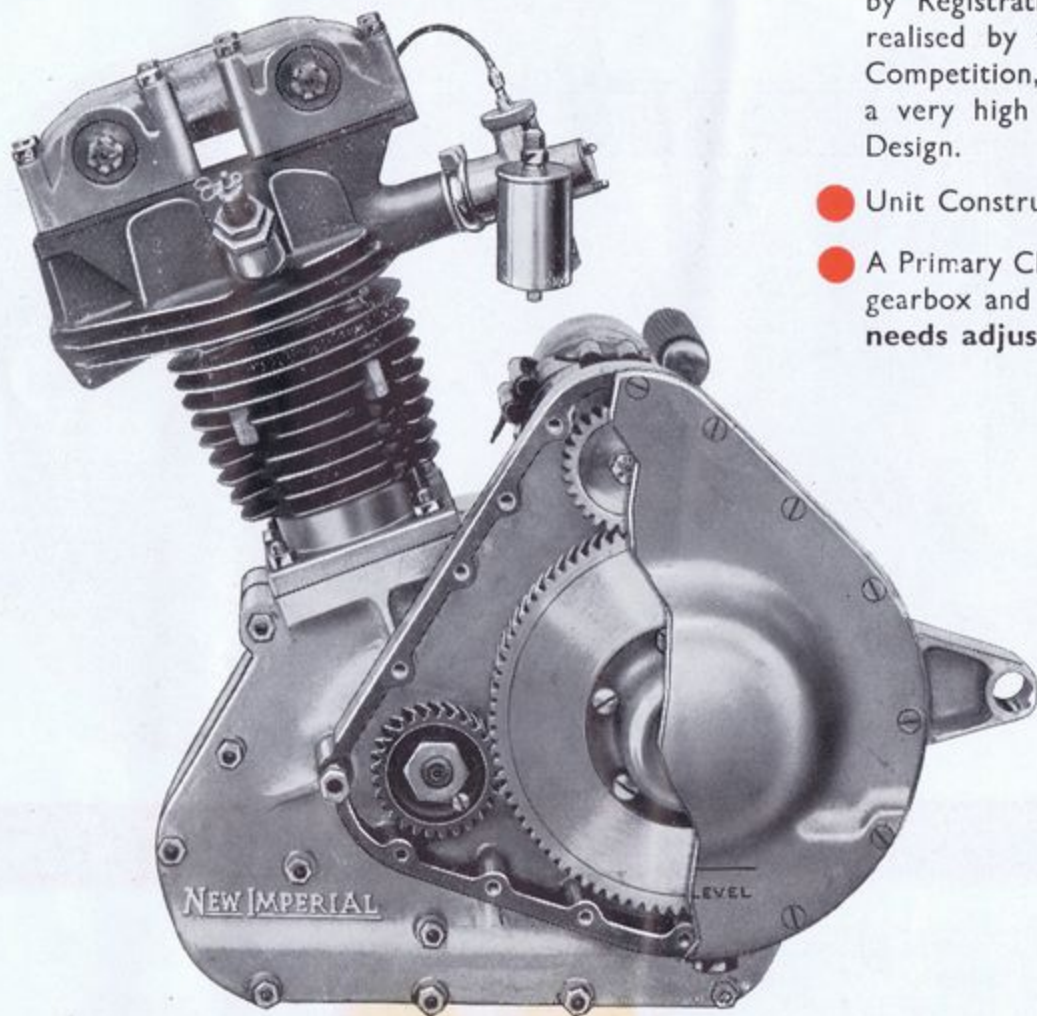


£29-15-0 or £7-8-9 deposit and 18 monthly payments of £1-8-6

- 1. The recognised pioneer and leader in its class, suitable for any purpose. Runs at a minimum cost.
- 2. 150 c.c. O.H.V. Engine with totally enclosed Valve Gear of robust design, in Unit Construction with—
- 3. A three-speed hand controlled "New Imperial" Gear-Box, the Primary Drive being by helical Gear Wheels, silent in operation, unbreakable and wear-proof, running in a die cast aluminium oil bath. (4-speed £1 extra.)
- 4. Lucas 6-volt Coil Lighting and Ignition Set. (Maglita £2-5-0 extra.)
- 5. Electric Horn.
- 6. Cradle Frame with three-point Engine suspension.
- 7. 25x3in. Dunlop Tyres.
- 8. Tank finished in black and gold lining—usual bright parts in Chromium.

BARNSTON & SONS LTD.
FOR FULL SPECIFICATION SEE PAGE 18

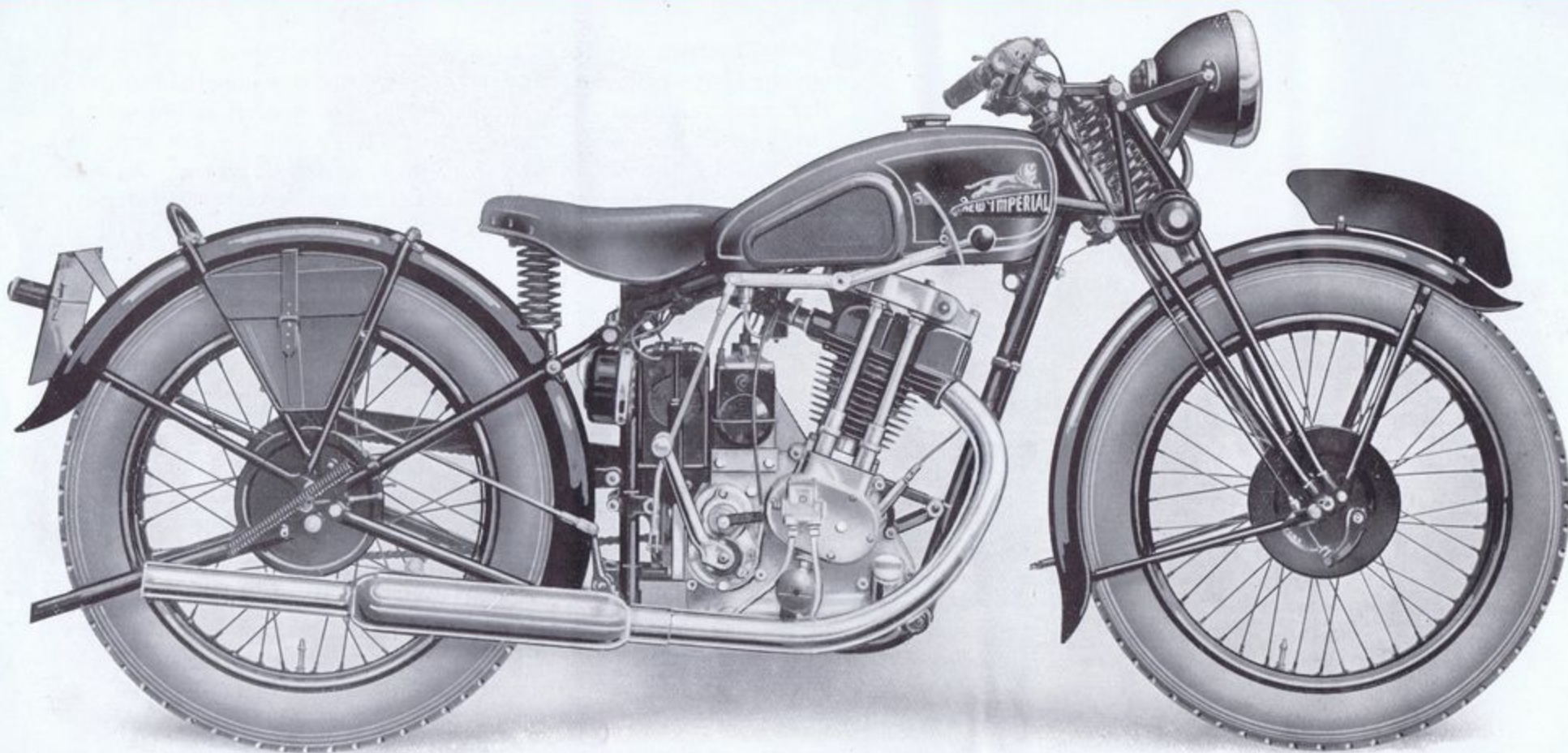
UNIT CONSTRUCTION—What it means to you



AS FITTED ON MODELS 23, 30 AND 40.

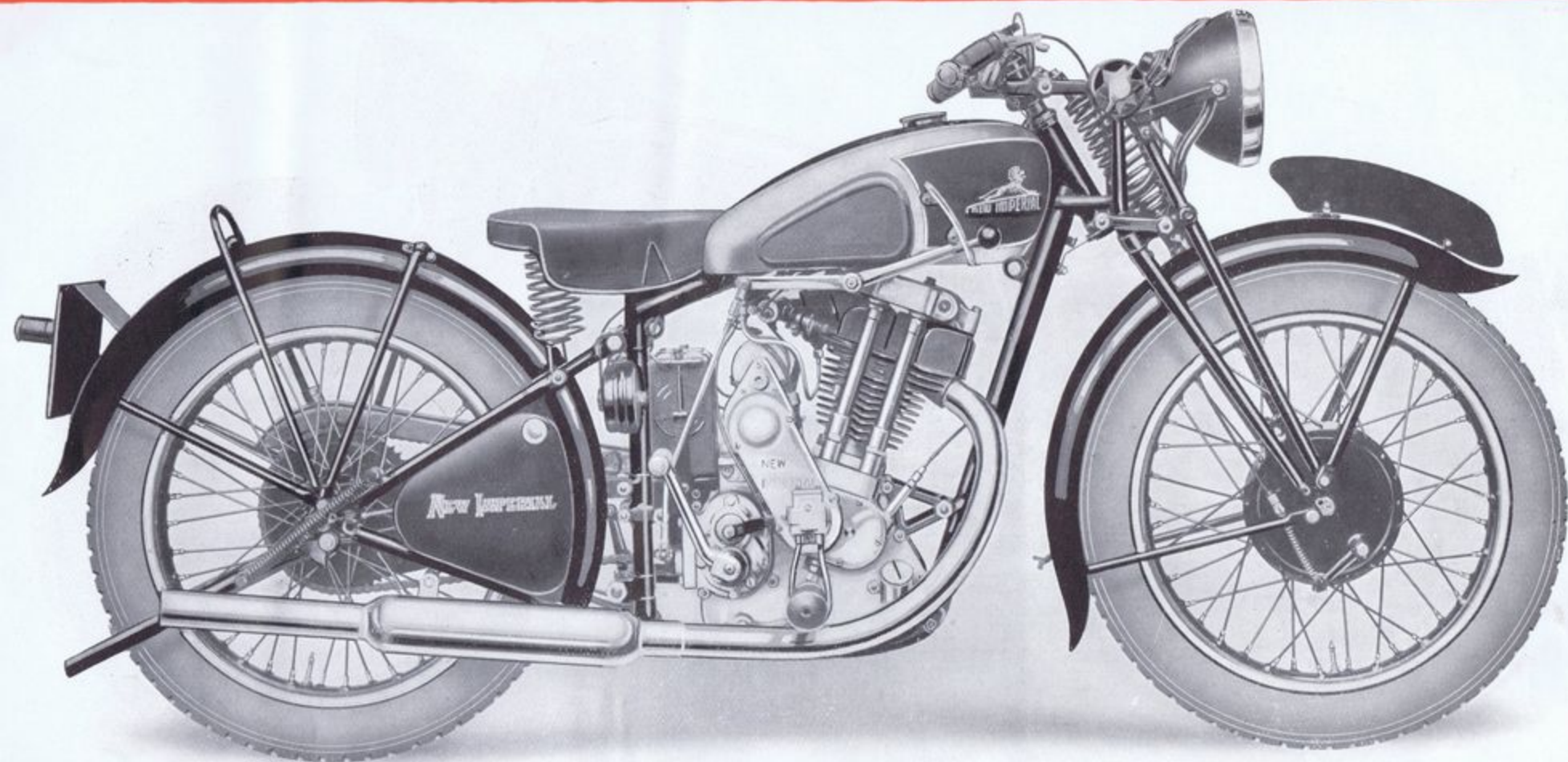
OTHER MODELS EMPLOYING UNIT CONSTRUCTION HAVE MAGDYNOS DRIVEN OFF THE TIMING-SIDE AND HAVE ENGINE SHAFT SHOCK ABSORBERS. (See Page 15).

- Unit Construction—the practice of building the Engine and Gearbox in one Unit—has been advocated and used on New Imperial Machines for many years and this particular design is covered at various points by Registrations and Letters Patent. Its popularity can best be realised by the knowledge that, in a recent “Personal Design” Competition, organised by a prominent Motor Cycle Technical Paper, a very high proportion of the entrants specified the New Imperial Design.
- Unit Construction has a host of advantages.
- A Primary Chain **must** be adjusted, which usually means moving the gearbox and re-adjusting the rear chain. Unit Construction **never** needs adjusting.
- New Imperial have sold in the last few years some 25,000 machines with Unit Construction—we are still waiting for our first order for a replacement Helical Gear Wheel.
- Frictional Losses, between Engine and Gearbox are reduced to a minimum. This gives economy in running costs and reduces wear and tear.
- The Helical Gear Wheels run in oil all the time and no grit, mud or water can reach them.
- Unlike a separate Engine and Gearbox, Unit Construction cannot run out of line.
- Why is not Unit Construction fitted to all New Imperials? The way of the pioneer is always hard and as many riders still prefer separated units we serve the requirements of both schools of thought in an equally scientific and satisfactory manner, offering machines with conventional drive equal to the best of that type.



£38-7-6 or £9-12-0 deposit and 18 monthly payments of £1-16-10

- 1. An excellent all-purpose Machine for heavy utility work, reliable and economical.
- 2. 250 c.c. O.H.V. Engine with totally enclosed Valve Gear of robust design, in Unit Construction with—
- 3. A four-speed hand controlled "New Imperial" Gear-Box, the Primary Drive being by helical Gear Wheels, silent in operation, unbreakable and wear-proof, running in a die cast aluminium oil bath.
- 4. Lucas 6-volt Coil Lighting and Ignition Set. (Maglita £2-5-0 extra.)
- 5. Lucas H.F. Horn.
- 6. Cradle Frame with three-point Engine suspension.
- 7. 26×3-25in. Dunlop Tyres.
- 8. Tank finished in black and gold lining—usual bright parts in Chromium.



£47-0-0 or £11-15-0 deposit and 18 monthly payments of £2-5-1

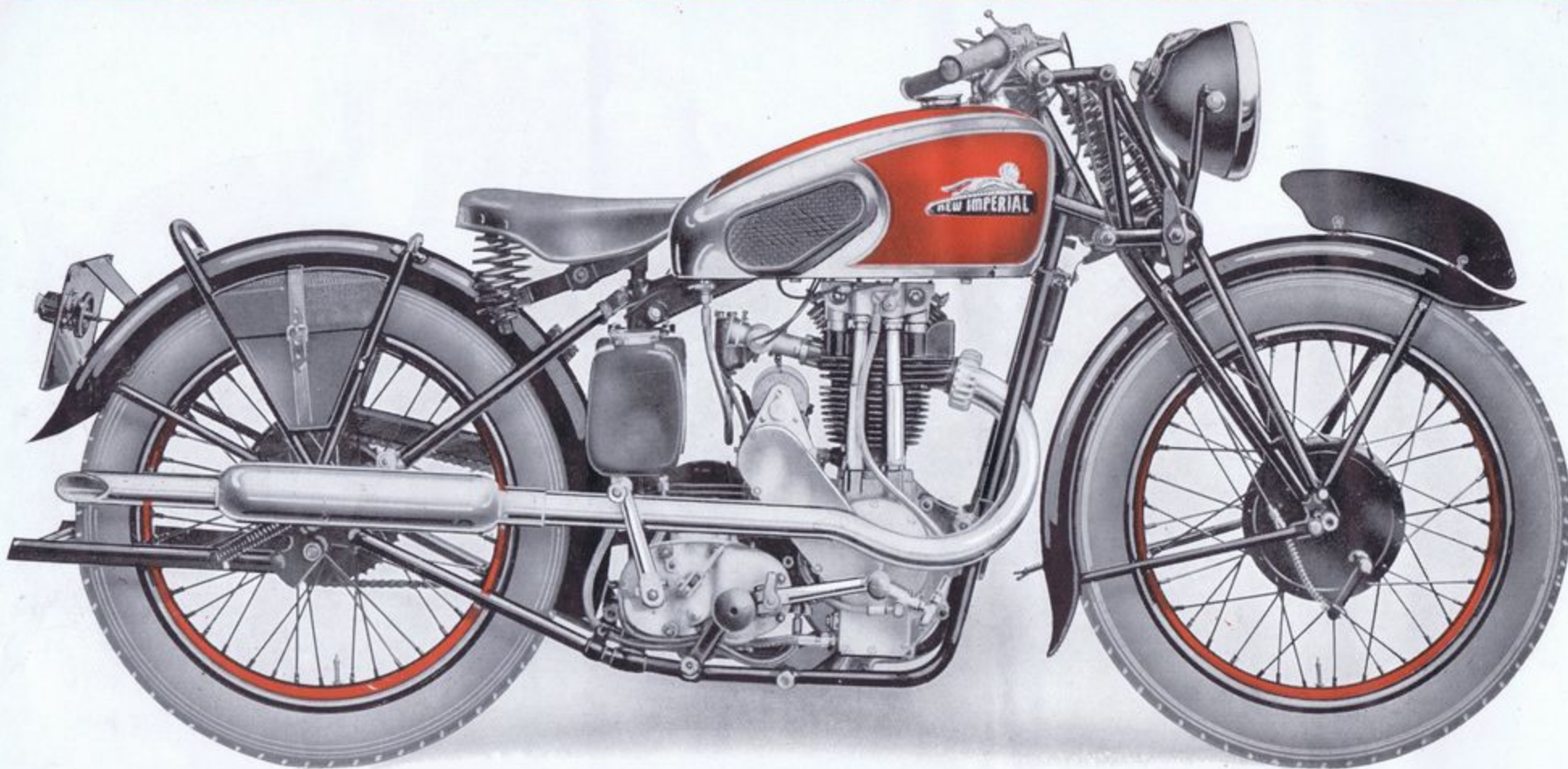
- 1. A new Model with a very complete equipment, reliable and fast, suitable for prolonged touring at a high average speed.
- 2. 250 c.c. O.H.V. Engine with totally enclosed Valve Gear of robust design, Engine Shaft Shock Absorber in Unit Construction with—
- 3. A four-speed hand controlled "New Imperial" Gear-Box (Foot control 20/- extra), the Primary Drive being by helical Gear Wheels, silent in operation, unbreakable and wear-proof, running in a die cast aluminium oil bath.
- 4. Lucas 6-volt **Magdyno** Lighting and Ignition Set driven from the timing side of Engine.
- 5. Lucas H.F. Horn.
- 6. Cradle Frame with three-point Engine suspension.
- 7. 26 x 3.25 in. Dunlop Tyres on Chrome Plated Rims, black centres.
- 8. Sturdy Forks with Steering and Fork Dampers.
- 9. Chromium plated Handlebars with clip-on controls to individual position. Tank finished in Chromium and black, gold lined, usual bright parts in Chromium.

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MODEL 90.

"CLUBMAN 250"

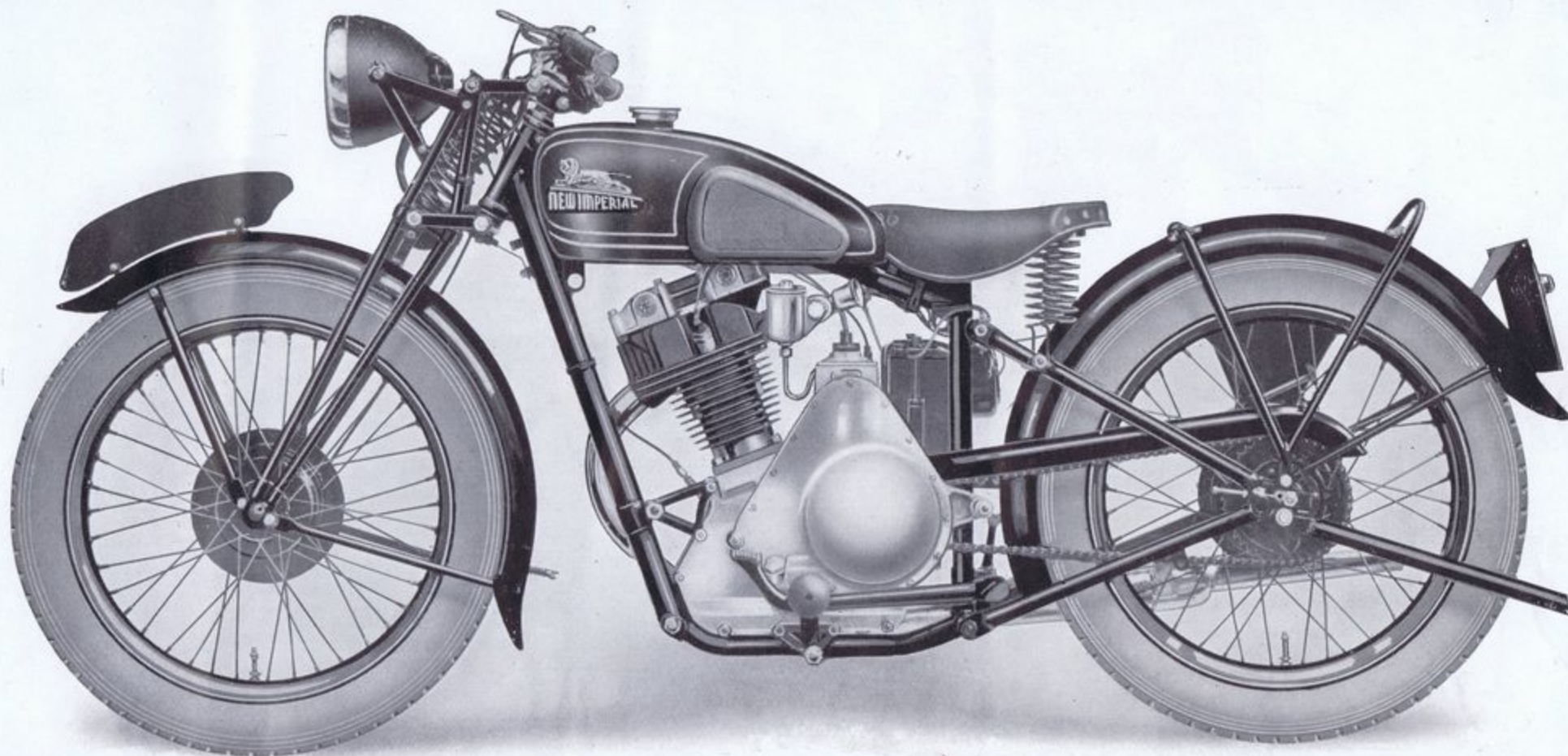
250 c.c. O.H.V. SPECIAL



£55-0-0 or £13-15-0 deposit and 18 monthly payments of £2-12-9

1. This highly efficient sporting Machine is produced for the Club Rider, or one who requires a brilliant performance. It represents the very best of its type, and is recommended with the highest degree of confidence.
2. 250 c.c. O.H.V. Engine with enclosed Valve Gear, Double roller bearing big end, double ball bearing on both sides of Crank Case, special Aluminium Piston, floating Gudgeon pin. This engine is a replica of the successful Grand Prix racing engines.
3. Four-speed Gear-Box with foot control built in.
4. Lucas 6-volt Magdyno Lighting Set.
5. Lucas H.F. Horn.
6. Duplex Cradle Frame with three-point Engine suspension.
7. 26x3-25in. ribbed Tyre on front, studded on rear. 7in. Brakes. Chrome Plated Rims, carnation centres.
8. Sturdy Forks with Steering and Fork Dampers.
9. Chromium plated Handlebars with clip-on controls to individual position. Large Tank finished in Chromium and carnation, gold lined—usual bright parts in Chromium.

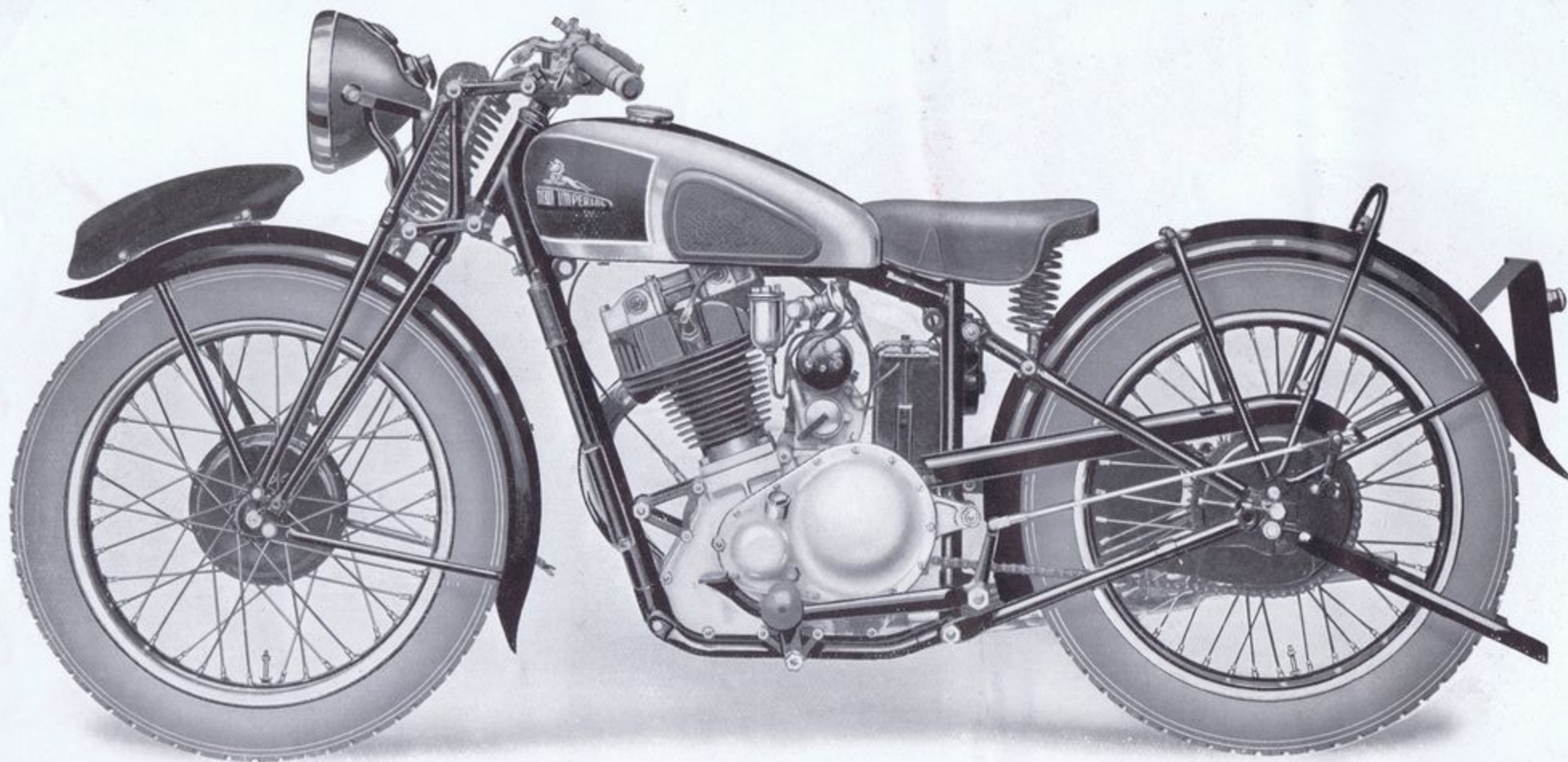
BARNSIDE PARTS CO. LTD.
FOR FULL SPECIFICATION SEE PAGE 18



£42-0-0 or £10-10-0 deposit and 18 monthly payments of £2-0-3

- 1. An excellent all purpose machine for heavy utility work as a solo or with a light side-car. Reliable and economical to a degree. The **Model 49 Combination (Model 40 with light side-car)** finished in black fabric with red upholstery, complete with windscreen, hood and lamp, sells at £53 - 5 - 0 with Coil Lighting. Maglita Set £2 - 5 - 0 extra.
- 2. 350 c.c. Engine with totally enclosed Valve Gear, in Unit Construction with—
- 3. A four-speed hand controlled "New Imperial" Gear-Box, the Primary Drive being by helical Gear Wheels, silent in operation, unbreakable and wear-proof, running in a die cast aluminium oil bath.
- 4. Lucas 6-volt Coil Lighting and Ignition Set. (Maglita £2 - 5 - 0 extra.)
- 5. Lucas H.F. Horn.
- 6. Cradle Frame with three-point Engine suspension.
- 7. 26 x 3.25 in. Dunlop Tyres.
- 8. Tank finished in black and gold lining—usual bright parts in Chromium.

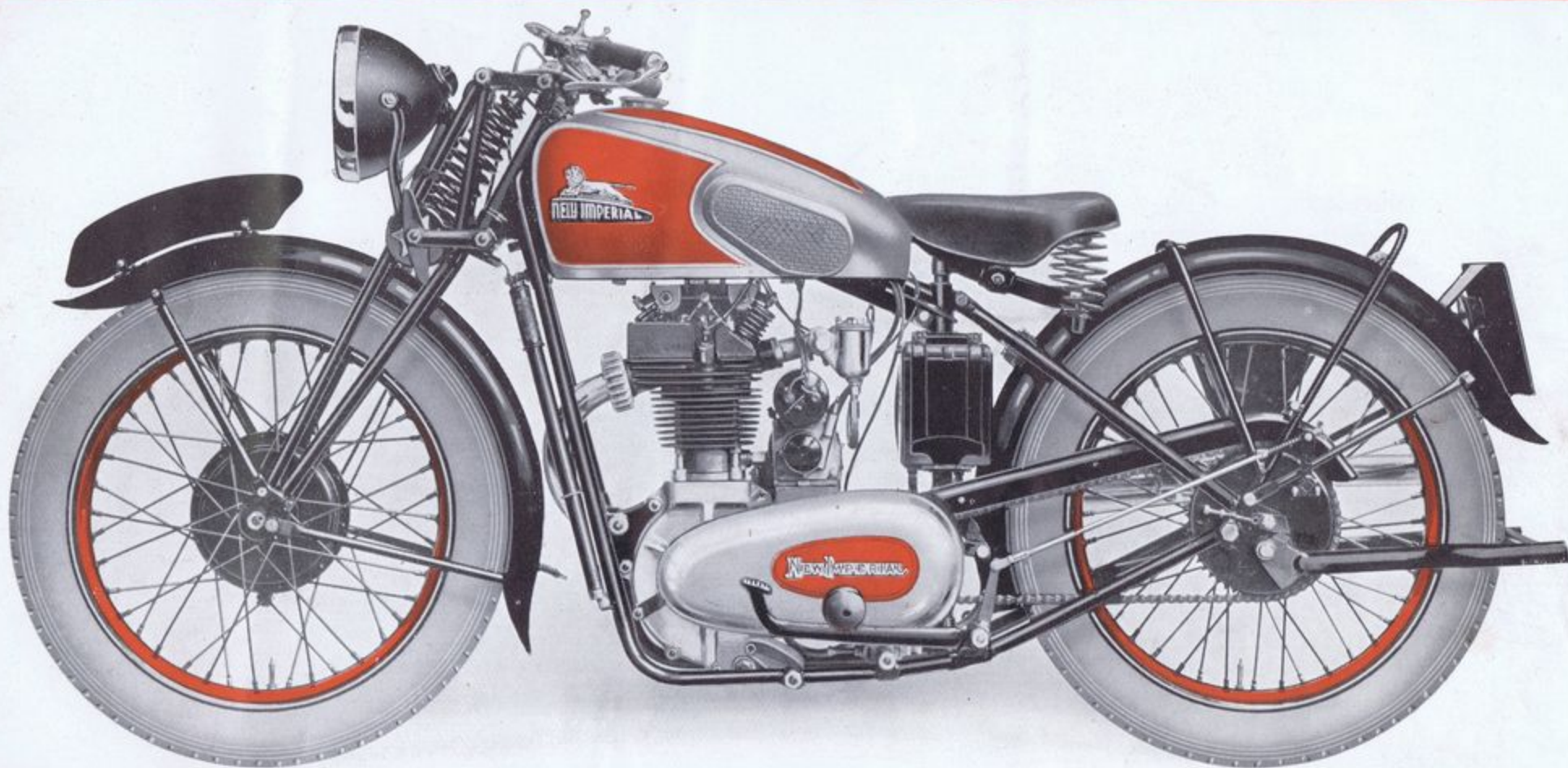
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£51-0-0 or £12-15-0 deposit and 18 monthly payments of £2-8-11

- 1. A new Model with a very complete equipment, reliable and fast, suitable for prolonged touring at a high average speed. Can be fitted with a light side-car.
- 2. 350 c.c. O.H.V. Engine with totally enclosed Valve Gear of robust design, Engine Shaft Shock Absorber in Unit Construction with—
- 3. A four-speed hand controlled "New Imperial" Gear-Box (Foot control 20/- extra), the Primary Drive being by helical Gear Wheels, silent in operation, unbreakable and wear-proof, running in a die cast aluminium oil bath.
- 4. Lucas 6-volt **Magdyno** Lighting and Ignition Set driven from the timing side of Engine.
- 5. Lucas H.E. Horn
- 6. Cradle Frame with three-point Engine suspension.
- 7. 26 x 3.25 in. Dunlop Tyres on Chrome Plated Rims, black centres.
- 8. Sturdy Forks with Steering and Fork Dampers.
- 9. Chromium plated Handlebars with clip-on controls to individual position. Tank finished in Chromium and black, gold lined, usual bright parts in Chromium.

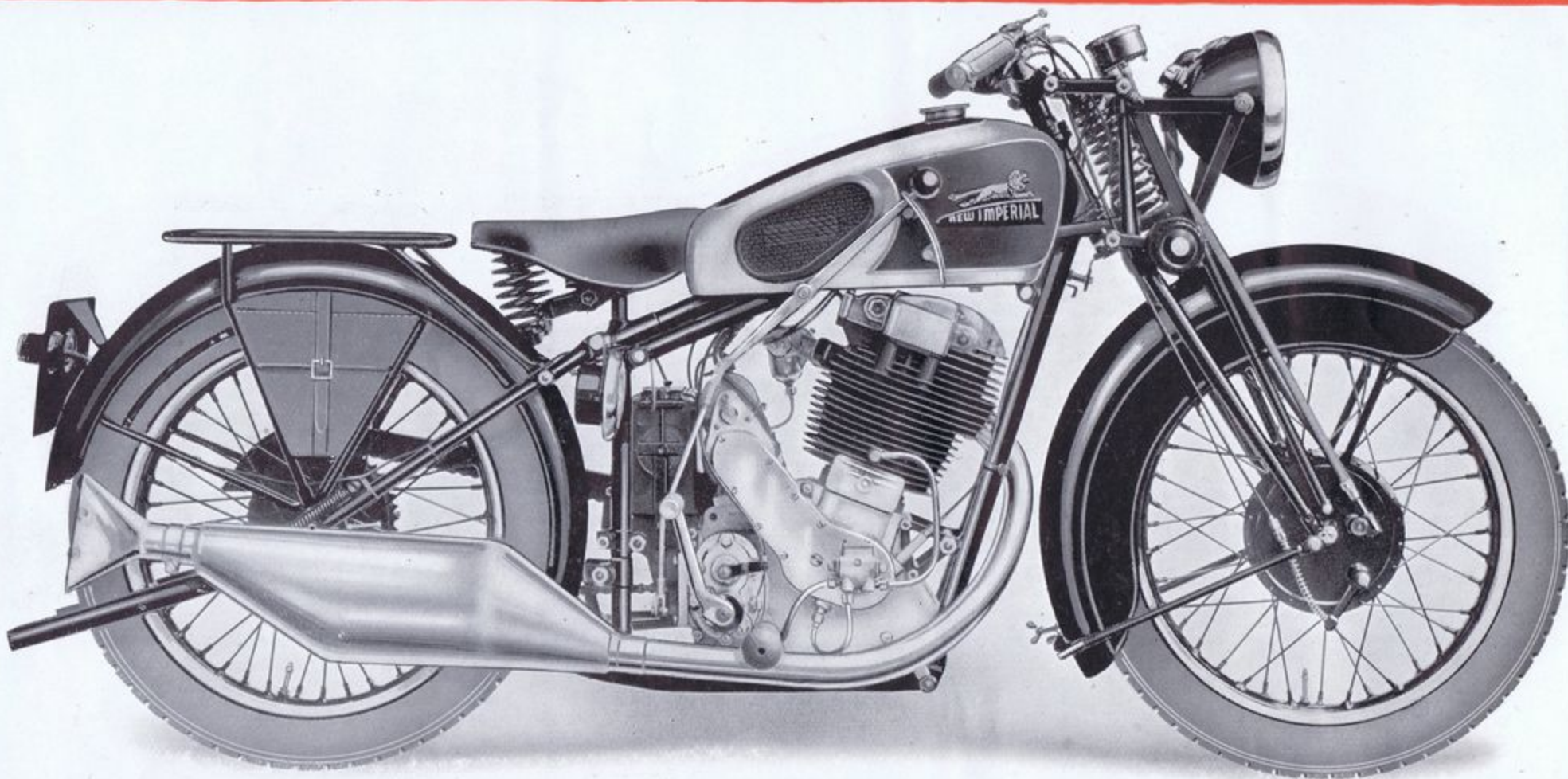
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£57-0-0 or £14-5-0 deposit and 18 monthly payments of £2-14-8

- 1. This highly efficient sporting Machine is produced for the Club Rider, or one who requires a brilliant performance. It represents the very best of its type, and is recommended with the highest degree of confidence.
- 2. 350 c.c. O.H.V. Engine with enclosed Valve Gear, Double roller bearing big end, double ball bearing on both sides of Crank Case, special Aluminium Piston, floating Gudgeon pin. This engine is a replica of the successful Grand Prix racing engines.
- 3. Four-speed Gear-Box with foot control built in.
- 4. Lucas 6-volt Magdyno Lighting Set.
- 5. Lucas H.F. Horn.
- 6. Duplex Cradle Frame with three-point Engine suspension.
- 7. 26×3-25in. ribbed Tyre on front, studded on rear. 7in. Brakes. Chrome Plated Rims, carnation centres.
- 8. Sturdy Forks with Steering and Fork Dampers.
- 9. Chromium plated Handlebars with clip-on controls to individual position. Large Tank finished in Chromium and carnation, gold lined—usual bright parts in Chromium.

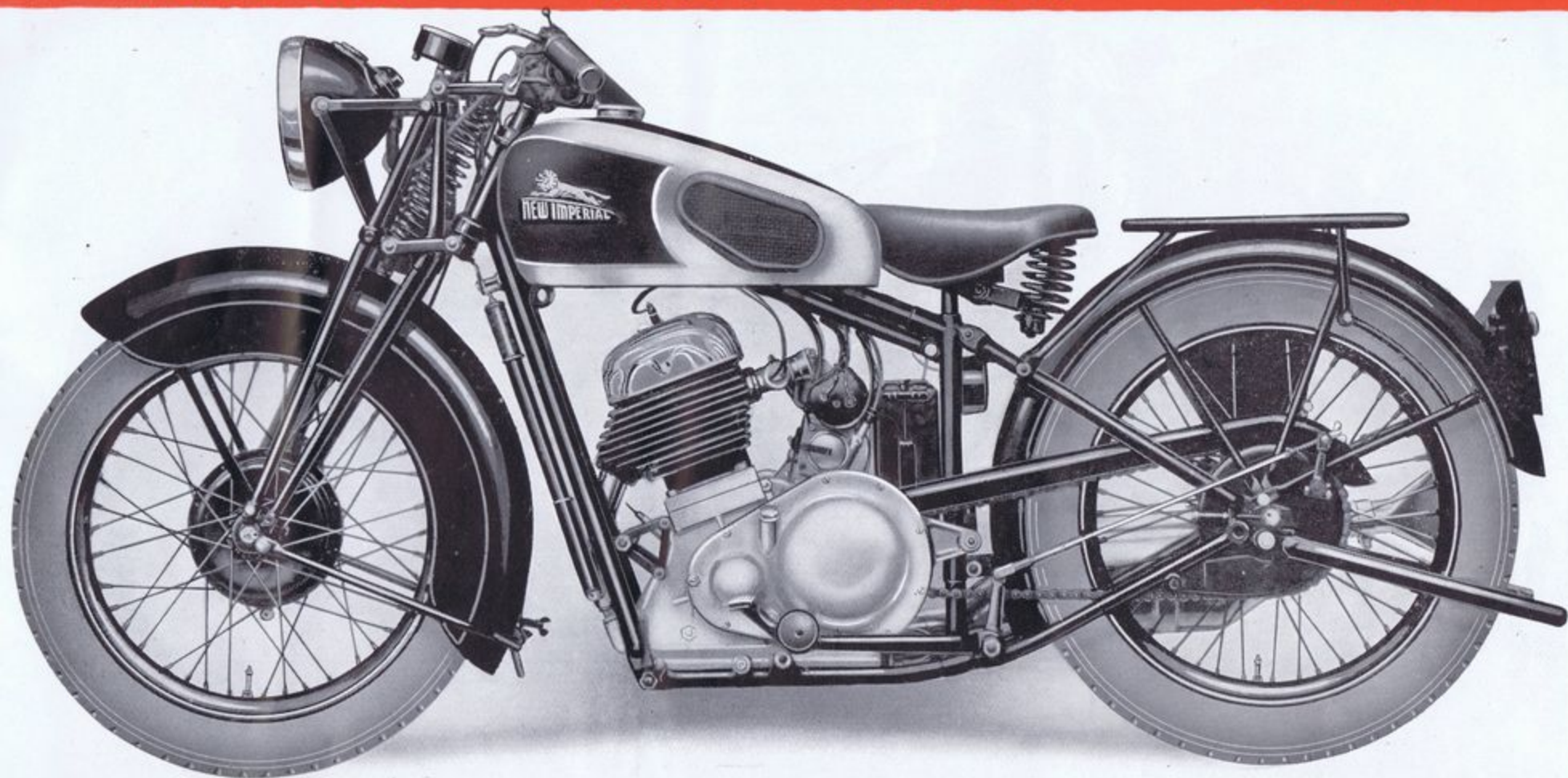
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£62-0-0 or £15-10-0 deposit and 18 monthly payments of £2-19-5

- 1. An extremely fine machine, exceptionally fast and suitable for fast touring under any conditions, either sidecar or solo. The "Motor Cycle" said "the power developed was a delight—acceleration is particularly good—the steering is of that 'perfect' type for which riders long but seldom obtain."
- 2. A 500 c.c. Engine of powerful dimensions, with totally enclosed Valve Gear, positively lubricated.
- 3. A four-speed hand controlled "New Imperial" Gear-Box in unit with the Engine. (Foot Control 20/- extra.)
- 4. Primary drive by helical Gear Wheels, silent in operation, unbreakable and wear-proof, running in a die cast aluminium oil bath.
- 5. Lucas Magdyno Lighting and Lucas Altette Horn.
- 6. 7in. Brakes, front and rear.
- 7. Duplex Cradle Frame of ample proportions.
- 8. Sturdy Forks with Steering and Fork Dampers.
- 9. 26×3-25in. Dunlop Tyres on chrome wheels with black centres.
- 10. Chrome and black tank, gold lined, usual bright parts heavily Chromium plated.

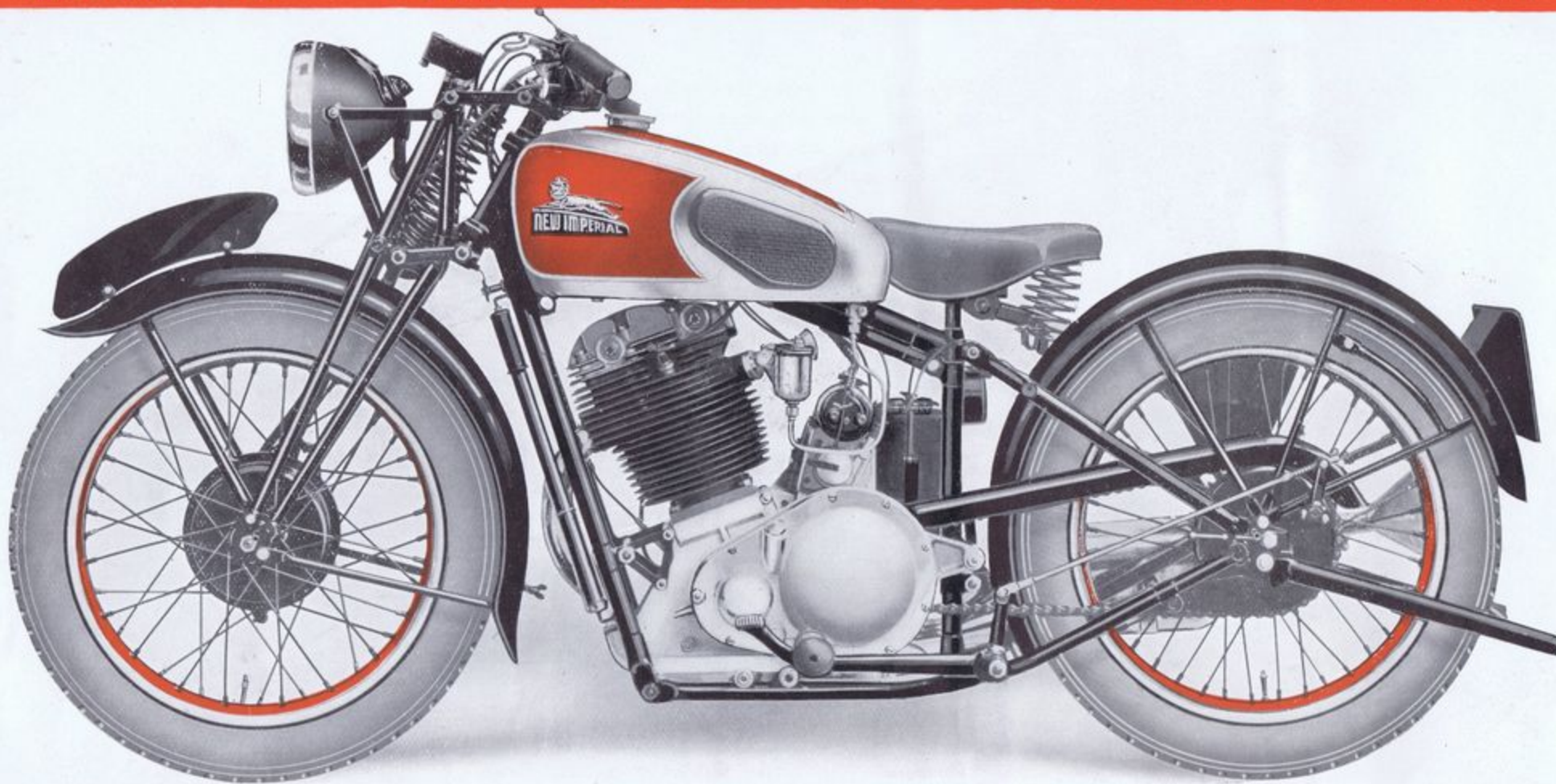
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£59-0-0 or £14-15-0 deposit and 18 monthly payments of £2-16-7

- 1. A sweet-running, powerful machine—offered primarily for side-car work and heavy duty.
- 2. A 550 c.c. Engine of modern design with an aluminium head. This machine runs very economically—is cool and quiet in operation.
- 3. A four-speed hand controlled "New Imperial" Gear-Box in unit with the Engine. (Foot Control 20/- extra.)
- 4. Primary drive by helical Gear Wheels, silent in operation, unbreakable and wear-proof, running in a die cast aluminium oil bath.
- 5. Lucas **Magdyno** Lighting and Lucas **Altette** Horn.
- 6. 7in. Brakes, front and rear.
- 7. Duplex Cradle Frame of ample proportions.
- 8. Sturdy Forks with Steering and Fork Dampers.
- 9. 26x3.25in. Dunlop Tyres on chrome wheels with black centres.
- 10. Chrome and black tank, gold lined, ~~usual~~ bright parts heavily Chromium plated.

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£65-0-0 or £16-5-0 deposit and 18 monthly payments of £3-2-4

1. Produced for the Sporting Rider, Trials Man and Club Enthusiast, this Model has the Model 70 as its base.

The Engine has a higher compression and is tuned for its purpose. Its performance is amazing and it is recommended in particular to those riders who require an exceptional machine which combines reliability and long life with really vigorous sporting characteristics, solo or with side-car.

2. A 500 c.c. Engine of powerful dimensions, with totally enclosed Valve Gear, positively lubricated.

3. A four-speed foot controlled "New Imperial" Gear-Box in unit with the Engine.

4. Primary drive by helical Gear Wheels, silent in operation, unbreakable and wear-proof, running in a die cast aluminium oil bath.

5. Lucas Magdyno Lighting and Lucas Allette Horn.

6. 7in. Brakes, front and rear.

7. Duplex cradle frame of ample proportions.

8. Sturdy Forks with Steering and Fork Dampers.

9. 26 x 3.25in. Dunlop Tyres on chrome wheels with carnation centres.

10. Chrome and carnation tank, gold lined - usual bright parts heavily Chromium plated.

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SPECIAL FEATURES on "New Imperial" Machines

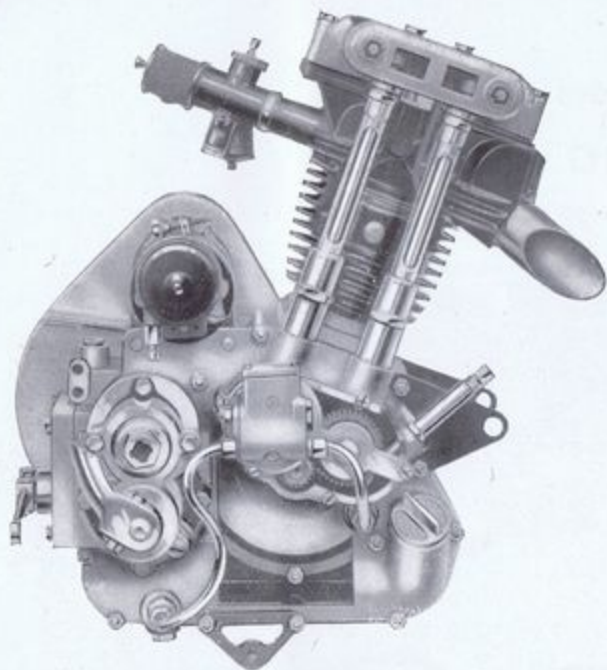


Illustration "A"

Illustration "A" shows the Timing Side of the UNIT as placed with three-point suspension into the Frame, including Dynamo (or Maglita) and Carburetter complete.

The Piston, Valves and Crank Case are shown in section. The oil is supplied through a filler into the sump, and by means of a single action pump, it is delivered from the Sump to the Crank Case, and, for the lubrication of the Gear-Box, the oil is taken up by the fly-wheels, and a scraper delivers it to the Gear Box, where it lubricates all moving parts, and by gravity through a non-return valve it flows back into the sump, the same action taking place continually.

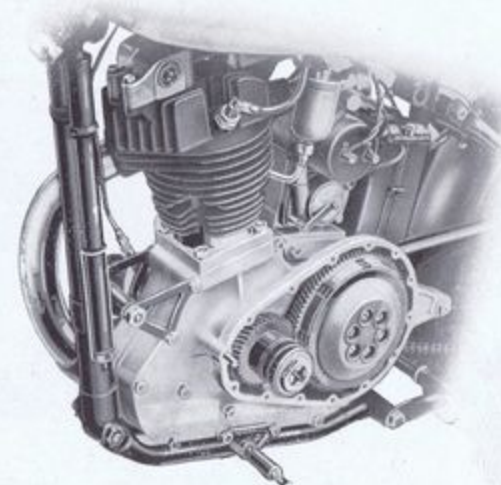


Illustration "C"

Illustration "B" shows the Driving Side of the UNIT by means of three Helical Gears, viz. :—Engine Pinion, Clutch Gear and Dynamo Pinion, the Multiple Clutch being shown in section.

Lubrication of the Primary Drive is entirely separate. Oil is supplied through a filler to a specified level (cut away in the illustration) to a sump at the bottom of the case. The Dynamo is fixed into a semi-circular housing, milled on the top of the Crank Case, so as to ensure perfect alignment with the Clutch Gear. It is further fastened with a steel strap so as to keep it definitely in the correct position at all times.

Illustration "C" shows the driving side of the New "UNIDYNO" Models (36 and 46). The engine shaft shock absorber can be seen, and the Magdynamo is driven off the timing side by separate chain.

Illustration "D" shows the cylinder head of the Models 70 and 76 (500 c.c. O.H.V.) and the total enclosure of the valves and rocker gear. These are positively lubricated, the valve guides having an unusually long life in consequence.

Models 70, 76 and 80 have Engine Shock Absorbers as in illustration "C" and the Magdynamo is driven off the timing side by gear wheels.

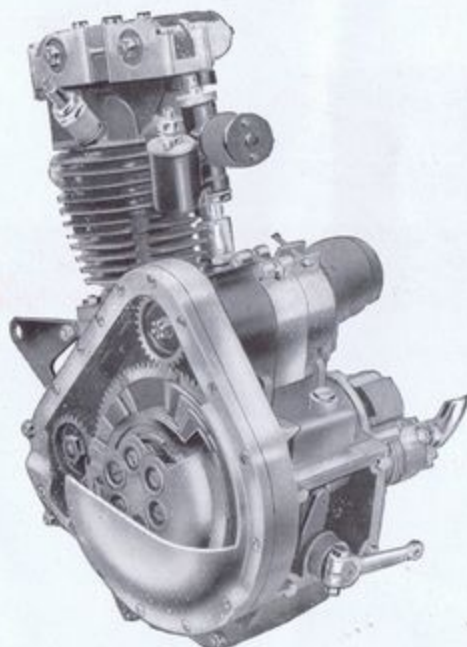


Illustration "B"

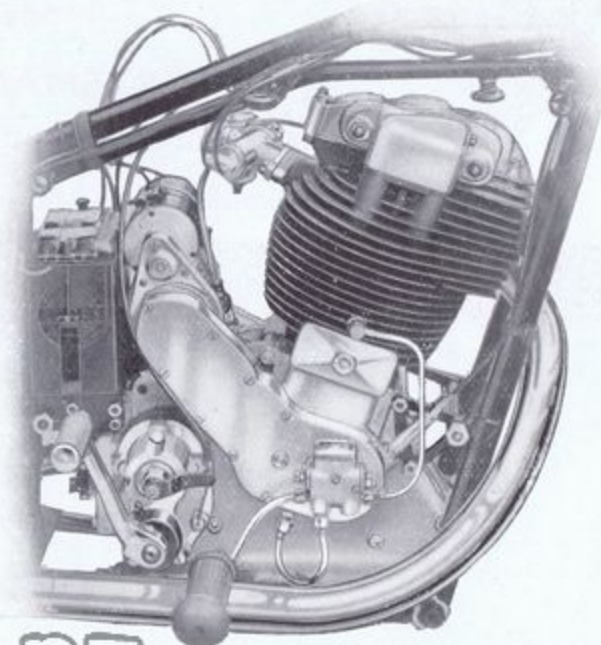
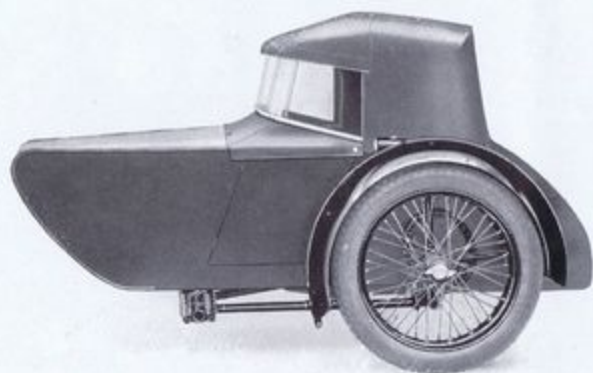


Illustration "D"



Model "A"

TOURING SIDECAR.

(FOR USE WITH MODELS 70, 76 and 80.)

Best selected three-ply and silver steel panels, cellulosed. Extra quality leather upholstery with lace spring seat and back, arm rests and two pockets. Spacious luggage locker at rear, accessible without disturbing passenger. Coachwork brilliantly finished in Black, and upholstery antique Red. Electric Lamp on Mudguard. Length inside : 48ins. ; length overall : 70ins. ; seat, 15 x 20ins. ; depth of back, 21½ins. Fourth Arm Connection Standard.

PRICE (with Hood) £16 - 17 - 6 nett.

Model "B"

SPORTSMAN'S COUPÉ.

(FOR USE WITH MODELS 40, 46, 70, 76 and 80.)

Coachbuilt, with silver steel panels, cellulosed.

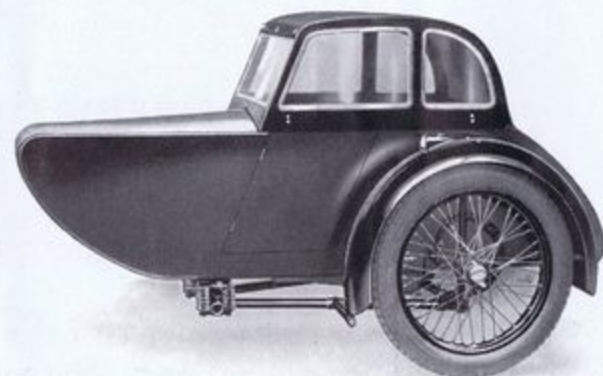
Equipped with stamped steel canopy, detachable waterproof hood, roomy rear locker.

Lace spring upholstery, with good quality leather cloth. Electric Lamp on Mudguard. Length overall : 70ins. ; length inside, 48ins. ; seat, 15½ x 19ins. ; depth of back, 19ins.

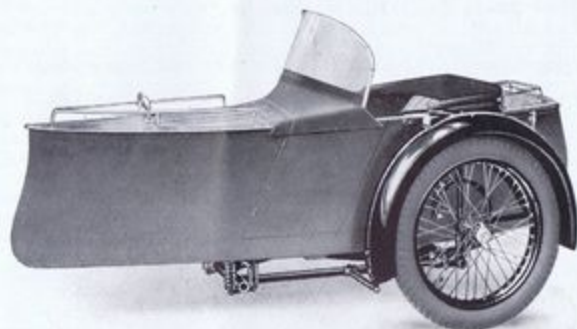
For Models 40, 46 £15 - 0 - 0 nett.

For Models 70, 76 and 80 £15 - 15 - 0 nett.

(Fourth Arm Connection 10/- extra.)



Model "L" SPORTS LAUNCH SIDECAR. (FOR USE WITH MODELS 40, 46, 70, 76 and 80.)



A Sports Launch Sidecar, Coachbuilt, with rear locker. Equipped with sports type windscreen in aluminium moulding. Waterproof hood and envelope. Front and rear chrome plated deck rails and chrome plated cowl. Electric Lamp on Mudguard. Length overall, 83ins. ; length inside, 53ins. ; depth of back, 20ins. ; seat, 15 x 20ins.

For Models 40, 46 £15 - 0 - 0 nett.

For Models 70, 76 and 80 £15 - 15 - 0 nett.

(Hood 15/- extra. Fourth Arm Connection 10/- extra).

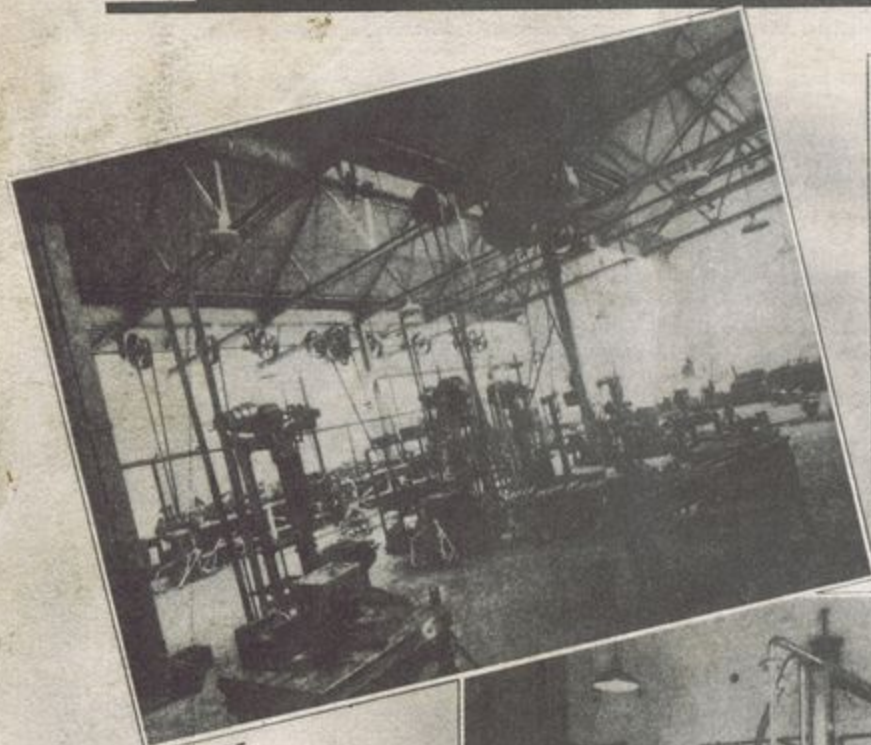
Commercial Boxes, Tradesmen's Vans, Milk Floats, etc. Prices will be given upon application.

NEW IMPERIAL CHASSIS.

(AS FITTED TO MODELS 70, 76 and 80.)

This chassis is very strongly constructed of the best steel tubing fitting into high-class machined lugs. The body is mounted on double coil springs on both sides in the front and "C" springs on both sides at the rear. Attachment is by three points.

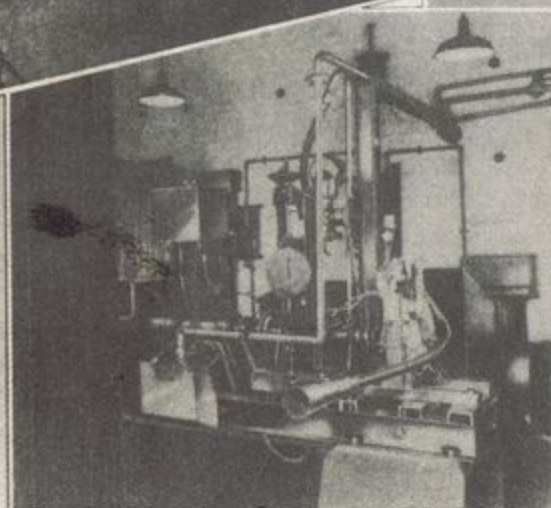




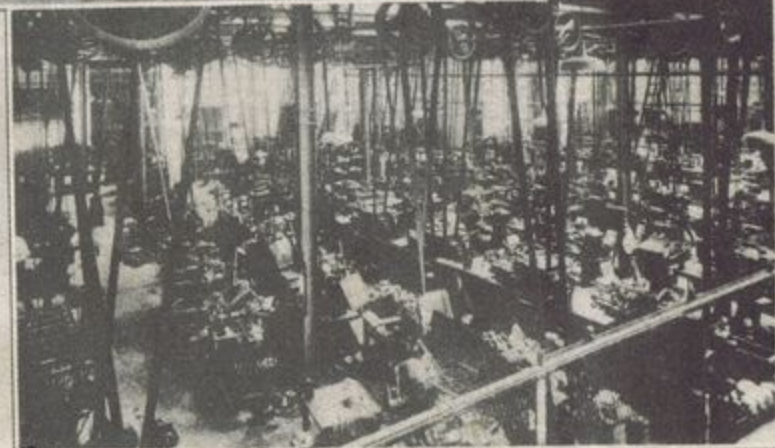
PART OF
BUILDING SHOP



PART OF
ASSEMBLING SHOP



ENGINE
TEST PLANT



PART OF GENERAL MACHINE SHOP