

ARIEL

THE *MODERN* MOTOR CYCLE



1934

FOREWORD

EVERYWHERE where Motor Cycles are ridden you will find an ARIEL—everywhere where Motor Cyclists foregather you will find ARIEL enthusiasts. In every corner of Great Britain, in the most distant outposts of Empire, in the remotest Foreign Lands, ARIEL Motor Cycles are rendering loyal service to their owners. The reason for our world-wide reputation is that back in the nineties we were building the best Motor Cycles of the day. Ever since then, year by year, we have progressed, always well ahead of our nearest rivals, and now for 1934 we set out in this Catalogue particulars of the finest range of full "man sized" Motor Cycles that has ever been offered to the International Motor Cycling fraternity.

The Square Four, The Red Hunters and the Standard Ariels are the most attractive, the fastest and the most reliable standard Motor Cycles ever produced. There is an Ariel machine to meet the exact requirements of every Motor Cyclist, and a study of this Catalogue will enable the prospective purchaser to decide on the machine best suited to his needs.

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

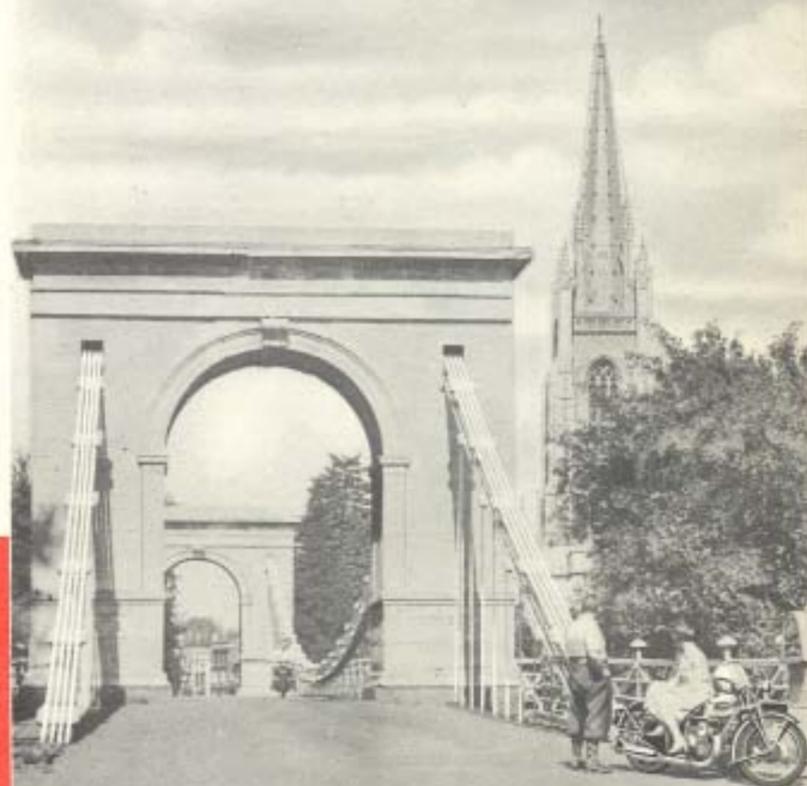
Telephone - - - SELLY OAK 1381 (5 lines)
 Telegrams - - - ARIEL, SELLY OAK
 Codes - A.B.C. 5th Edition, BENTLEY'S & MARCONI

1934 RANGE & PRICES

Type.	c.c.	Model.	Price.	Page.
Square Four	600.	4F.	£ 72 10 0	6
Red Hunter	500.	VH.	57 10 0	1
" "	350.	NH.	49 10 0	2
" "	250.	LH.	46 10 0	3
O.H.V. de Luxe	500.	VG.	54 10 0	4
" Standard	500.	VF3. (3-speed)	48 10 0	5
		VF4. (4-speed)	50 10 0	
" Standard	350.	NF3. (3-speed)	44 10 0	8
		NF4. (4-speed)	46 10 0	
" Standard	250.	LF3. (3-speed)	41 10 0	9
		LF4. (4-speed)	43 10 0	
S.V. de Luxe	550.	VB.	51 10 0	10
" Standard	550.	VA3. (3-speed)	45 10 0	11
		VA4. (4-speed)	47 10 0	

Ask for separate leaflet dealing with Ariel Sidecars.

All Ariel machines are supplied on Hire Purchase Terms: (25% Deposit—the Balance spread over 12 or 18 months). Ask your Dealer for full particulars.



O.H.V. STANDARD

350 c.c.
MODEL NF3 £44-10

MODEL NF4 £46-10

Lucas Lighting - - £5 15 0 extra

ENGINE—72x85 mm. (348 c.c.). High efficiency engine. Totally enclosed valve gear and valve springs. Ball bearings on both sides of Mainshaft. Double roller bearing big end. High tensile steel connecting rod. Aluminium alloy piston, 6 to 1 compression.

LUBRICATION—Dry sump system employing dual plunger pumps and ½ gallon capacity separate oil tank. Patent centrifugal oil purifier is embodied in the flywheels. Oil pressure gauge is mounted in the Instrument Panel. The oil circuit is so arranged that the timing gears are always completely submerged, so ensuring extremely silent operation.

CARBURETTOR—Down-draught Amal.

IGNITION—Lucas Magneto, or Lucas Magdyno with Lighting Set.

GEARBOX—NF3: 3-speed. NF4: 4-speed. Hand Control. Internal dog gear engagement permitting easy change at all speeds. Four-plate clutch. Hand Control.

TRANSMISSION—Engine shaft shock absorber. Steel chain case and rear chain guard. Both chains automatically lubricated.

EXHAUST SYSTEM—Two port with Tubular silencers.

WHEELS—Dunlop Tyres, 26x3.25.

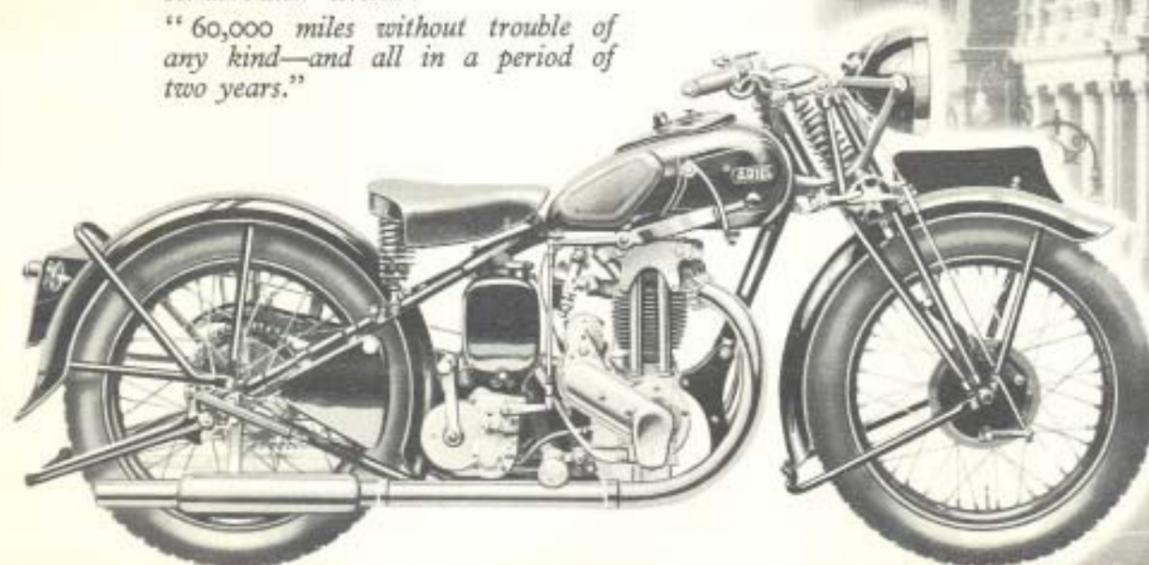
MUDGUARDS—Robust ribbed section steel guards as illustrated. Tail of rear guard quickly detachable to facilitate wheel removal.

TANK—All steel saddle type with Instrument Panel. 2½ gallon capacity. Superbly finished in Black enamel, lined Gold.

For General Specification and New Features, see Page 12.

Neat, compact and attractive—a good looker in fact, as are all Ariel machines—the 350 c.c. Model NF is ideal for every day business use but equally suitable for pleasure riding—solo or pillion. An enthusiastic Ariel owner writes:

"60,000 miles without trouble of any kind—and all in a period of two years."

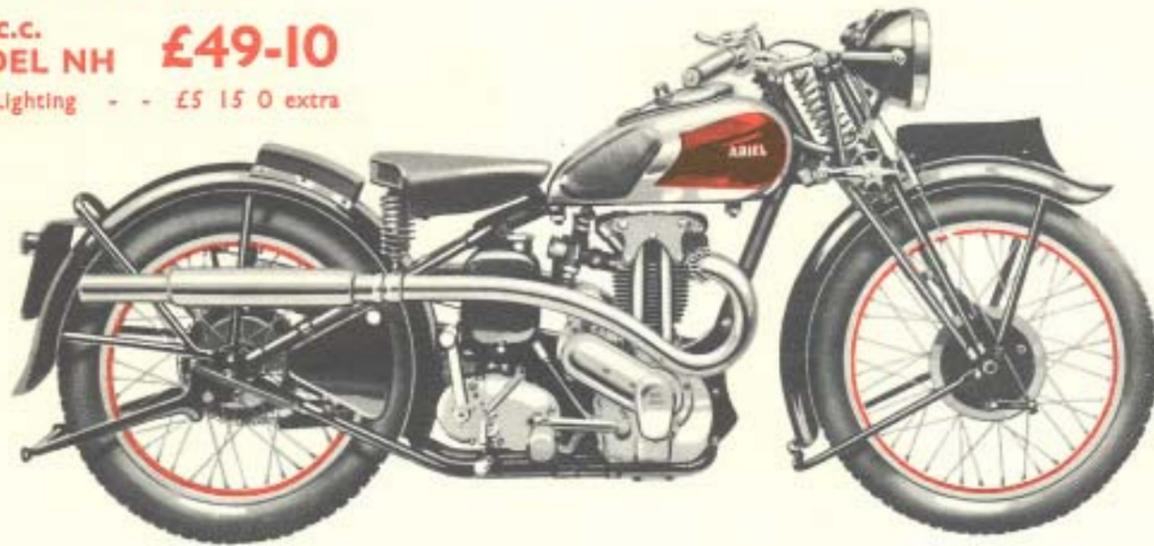


All Ariel Machines are supplied on Hire Purchase Terms. (25% Deposit—the Balance spread over 12 or 18 months). Ask your Dealer for full particulars.

The RED HUNTER

350 c.c.
MODEL NH £49-10

Lucas Lighting - - £5 15 0 extra



ENGINE—72x85 mm. (347 c.c.). Immensely strong and rigid crank assembly embodying heavily ribbed crankcase and polished forged steel flywheels. Special polished alloy steel con-rod. Highly polished ports. Racing cams and best quality Aero valve springs. 14 mm. Sparking Plug. Bench tested and specially tuned to give a road speed of 75/78 m.p.h. High compression (7 to 1) piston is fitted as standard to all machines.

LUBRICATION—Dry sump system employing dual plunger pumps and $\frac{1}{2}$ gallon capacity separate oil tank. Patent centrifugal oil purifier is embodied in the flywheels. Oil pressure gauge is mounted in the Instrument Panel. The oil circuit is so arranged that the timing gears are always completely submerged, so ensuring extremely silent operation.

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

IGNITION—Lucas Racing Magneto, or Lucas Magdyno with Lighting Set.

GEARBOX—Four-speed, Foot change with "neutral" indicator. Internal dog gear engagement permitting easy change at all speeds. Four-plate clutch. Hand control.

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

EXHAUST SYSTEM—Two port with round spiral baffle silencers. Pipes upswept as illustrated or downswept (as Model NF) without extra charge, which we recommend for maximum efficiency.

WHEELS—Dunlop Tyres 26x3.25 Studded rear, 26x3 Ribbed front. Chromium brake plates. Chromium rims—Red centres.

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

BACKREST—Fitted to rear guard as illustrated.

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

For General Specification and New Features, see page 12.

Like the 500 Red Hunter, this machine is designed to meet the requirements of the keen sportsman. The design is based on practical experience gained in the World's most strenuous competitions. The Red Hunter with its carefully tuned engine, wonderful steering and road holding qualities is the recognised choice of the expert.



Page Two

ARIEL

THE MODERN MOTOR CYCLE

ENGINE—61x85 mm. (249 c.c.). Immensely strong and rigid crank assembly embodying heavily ribbed crankcase and polished forged steel flywheels. Special polished alloy steel con-rod. Highly polished ports. Racing cams and best quality Aero Valve springs. 14 mm. Sparking Plug. Bench tested and specially tuned to give a road speed of 67/70 m.p.h. High compression (7 to 1) piston is fitted as standard to all machines.

LUBRICATION—Dry sump system employing dual plunger pumps and $\frac{1}{2}$ gallon capacity separate oil tank. Patent centrifugal oil purifier is embodied in the flywheels. Oil pressure gauge is mounted in the Instrument Panel. The oil circuit is so arranged that the timing gears are always completely submerged, so ensuring extremely silent operation.

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

IGNITION—Lucas Racing Magneto, or Lucas Magdyno with Lighting Set.

GEARBOX—Four-speed, Foot change with "neutral" indicator. Internal dog gear engagement permitting easy change at all speeds. ^{3 plate} Four-plate clutch. Hand control.

TRANSMISSION—Engine shaft shock absorber. Steel chain case and rear chain guard. Both chains automatically lubricated.

EXHAUST SYSTEM—Two port with round spiral baffle silencers. Pipes upswept as illustrated or downswept (as Model LF) without extra charge, which we recommend for maximum efficiency.

WHEELS—Dunlop Tyres 26x3, Studded Rear, Ribbed Front. Chromium brake plates. Chromium rims—Red centres.

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

BACKREST—Fitted to rear guard as illustrated.

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

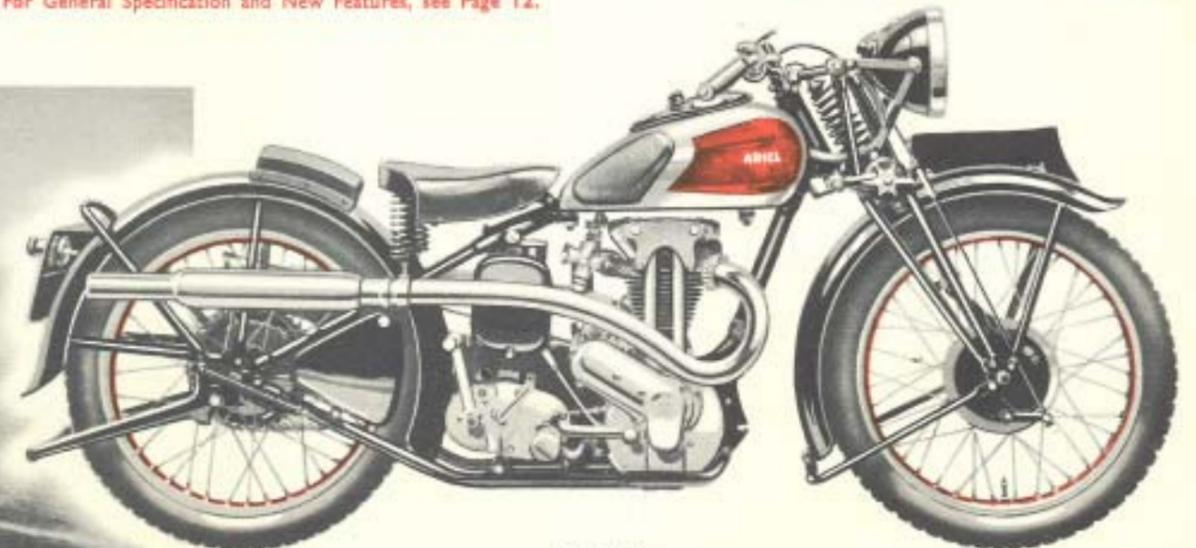
For General Specification and New Features, see Page 12.

The smallest member of the Red Hunter family. The 250 has been introduced to meet the requirements of riders who prefer a lighter machine for competition work. Identical in many respects to the larger machines the 250 Red Hunter is an outstanding example of a full "man sized" high-performance machine. Tax 30/- per annum.

The RED HUNTER

250 c.c.
MODEL LH £46-10

Lucas Lighting - - £5 15 0 extra



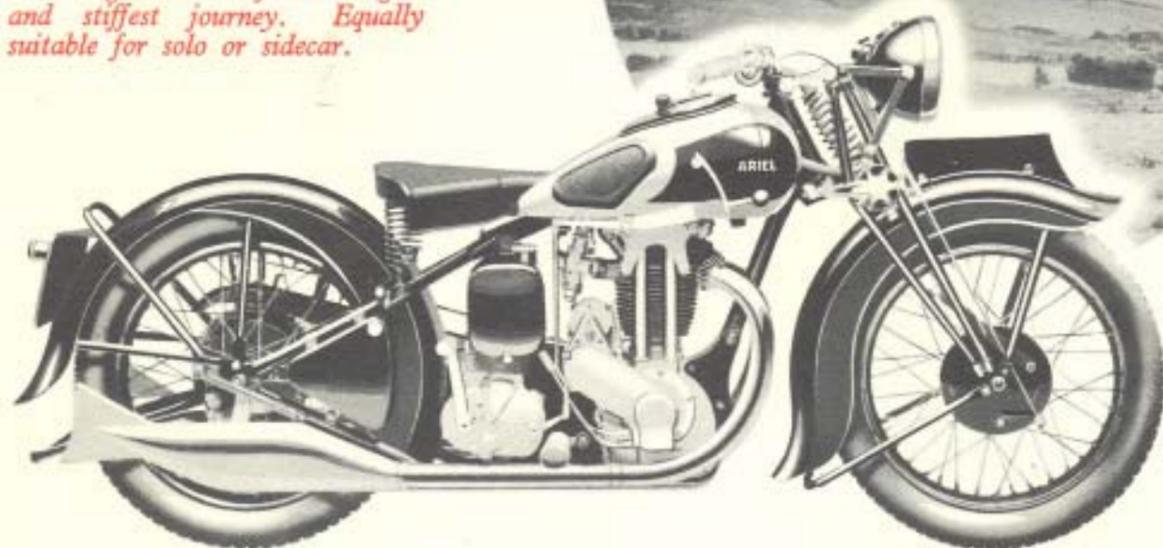
Page Three

O.H.V. DE LUXE

500 c.c.
MODEL VG £54-10

Lucas Lighting - £5 15 0 extra

A smart "de Luxe" machine for sports touring, embracing every practical refinement and having a performance which will satisfy every demand of the sporting rider. Snappy acceleration, high maximum speed and powerful brakes make light work of the longest and stiffest journey. Equally suitable for solo or sidecar.



ENGINE—86.4x85 mm. (497 c.c.). High efficiency engine. Totally enclosed valve gear and valve springs. 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. Patent centrifugal oil purifier is embodied in the flywheels. Oil pressure gauge is mounted in the Instrument Panel. The oil circuit is so arranged that the timing gears are always completely submerged, so ensuring extremely silent operation.

CARBURETTER—Down-draught Amal.

IGNITION—Lucas Magneto, or Lucas Magdyno with Lighting Set.

GEARBOX—Four-speed. Hand Control. Internal dog gear engagement permitting easy change at all speeds. Four-plate clutch. Hand Control.

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

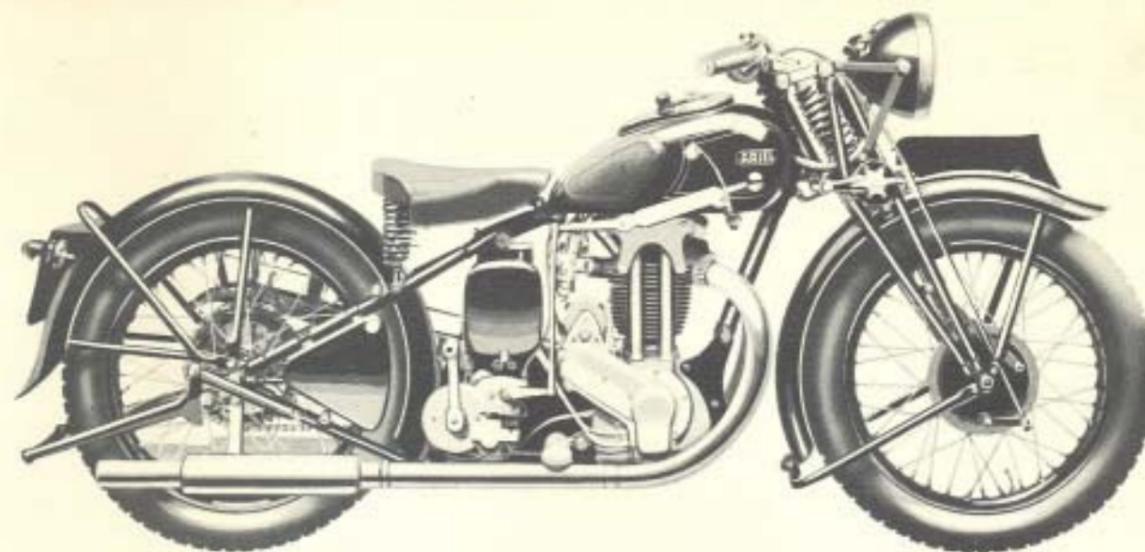
EXHAUST SYSTEM—Two port with streamlined fishtail silencers.

WHEELS—Dunlop Tyres 26x3.25.

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

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

For General Specification and New Features, see Page 12.



O.H.V. STANDARD

500 c.c.
MODEL VF3 £48-10

MODEL VF4 £50-10

Lucas Lighting - - £5 15 0 extra

ENGINE—86.4x85 mm. (497 c.c.). High efficiency engine. Totally enclosed valve gear and valve springs. 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. Patent centrifugal oil purifier is embodied in the flywheels. Oil pressure gauge is mounted in the Instrument Panel. The oil circuit is so arranged that the timing gears are always completely submerged, so ensuring extremely silent operation.

CARBURETTER—Down-draught Amal.

IGNITION—Lucas Magneto, or Lucas Magdyno with Lighting Set.

GEARBOX—VF3 : 3-speed. VF4 : 4-speed. Hand Control. Internal dog gear engagement permitting easy change at all speeds. Four-plate clutch. Hand Control.

TRANSMISSION—Engine shaft shock absorber. Steel chain case and rear chain guard. Both chains automatically lubricated.

EXHAUST SYSTEM—Two port with Tubular silencers.

WHEELS—Dunlop Tyres 26x3.25.

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

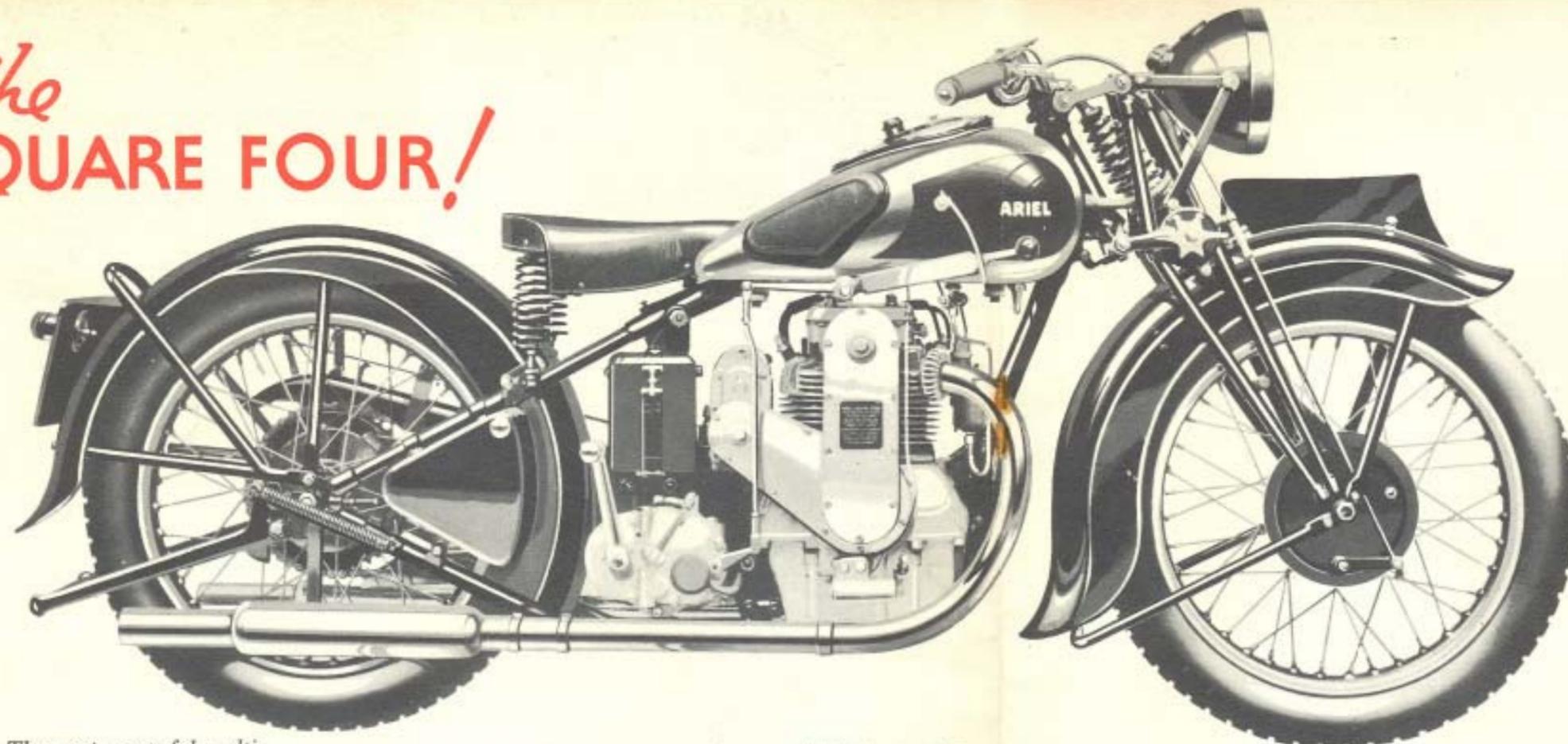
TANK—All steel saddle type with instrument panel. $2\frac{1}{2}$ gallon capacity. Superbly finished in Black enamel, lined Gold.

For General Specification and New Features, see Page 12.

This is a similar machine to the VG but with a more modest specification and at an even more modest price. A powerful mount produced to the same fine standard of workmanship associated with all Ariel products and suitable for any conditions at Home or Overseas.



The SQUARE FOUR!



THE WORLDS
MOST
Exclusive
MOTOR
CYCLE

The
SQUARE FOUR
600 c.c. **£72-10**
Model 4F
Lucas Lighting - - £5 15 0 extra

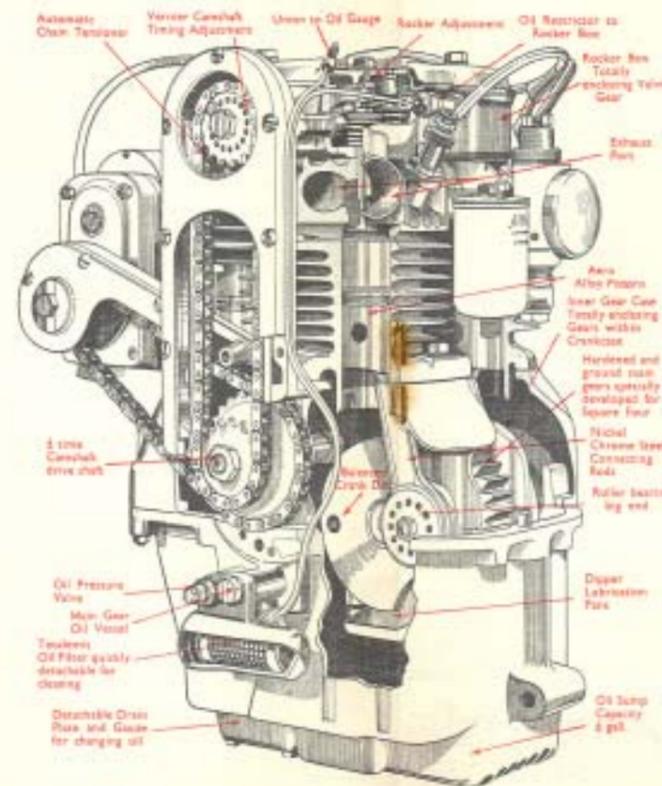
The most successful multi-cylinder Motor Cycle of all time. On the Square Four you can tour in silence or you can indulge in road speeds in excess of 80 m.p.h. This is what the experts say:

"You can drive it, if you wish, as a chauffeur might drive a Rolls, but if you are a lad, and desire the gamut of sensations which a fighting scout aeroplane bestows, you can handle this bus violently. To start up, you just press the kick starter very gently down against full compression without the least symptom of effort." "IXION."

"The new Ariel four-cylinder manages, as if by magic, to cram into one frame the best points of all machines and a good many unique ones into the bargain." "CYCLOPS."

The Square Four is fully protected by World Patents.

The accompanying illustration shows the Four Cylinder power unit partially cut away to reveal the disposition of the various working parts. The cylinder head may be removed by unscrewing 8 bolts leaving the timing gear undisturbed, whilst the whole of the valve gear and camshaft can be readily inspected by the removal of the top cover. The smooth power output of this engine, together with complete absence of vibration at all engine speeds, are some of the reasons why the Square Four is the world's most exclusive Motor Cycle.



ENGINE—56x61 mm. (597 c.c.). Four Cylinders cast "en bloc" in square formation, giving abundant cooling area. Aero alloy pistons, 5.8 to 1 compression ratio. Detachable cylinder head with integral radial induction manifold. Totally enclosed overhead valves operated directly through rockers by overhead camshaft. The twin gear-coupled crankshafts are mounted in large diameter ball bearings. The half-time shaft, which drives the overhead cam shaft and the magneto by automatically tensioned roller chains, is driven by hardened and ground gears from the forward crankshaft.

LUBRICATION—By large single plunger pump driven by an eccentric from the half-time shaft. 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. The oil is pumped through a pressure valve into the chamber enclosing the main gears within the crankcase. From this chamber the oil overflows into troughs and is picked up by dippers on the big ends. The remainder of the internal parts of the engine are lubricated by oil mist. A separate lead from the supply pump is taken to the overhead camshaft and valve gear. The oil drains back to the sump by gravity. An oil pressure gauge is mounted in the Instrument Panel.

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

IGNITION—Lucas Magneto, or Lucas Magdyno with Lighting Set. Ignition switch incorporated in the Instrument Panel.

GEARBOX—Four-speed, Hand Control. Internal dog gear engagement permitting easy change at all speeds. Four-plate clutch. Hand Control.

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

EXHAUST SYSTEM—Two port with inter-connected round spiral baffle silencers. Fishtail silencers (as Model VG) can be supplied without extra charge.

WHEELS—Dunlop Tyres 26x3.25. Chromium brake plates. Chromium rims—Black centres.

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

TANK—All steel saddle type with Instrument Panel. $3\frac{1}{2}$ gallon capacity. Superbly finished Chromium and Black, lined Gold.

For General Specification and New Features, see Page 12.

O.H.V. STANDARD

350 c.c.

MODEL NF3 £44-10

MODEL NF4 £46-10

Lucas Lighting - - £5 15 0 extra

ENGINE—72x85 mm. (348 c.c.). High efficiency engine. Totally enclosed valve gear and valve springs. 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. Patent centrifugal oil purifier is embodied in the flywheels. Oil pressure gauge is mounted in the Instrument Panel. The oil circuit is so arranged that the timing gears are always completely submerged, so ensuring extremely silent operation.

CARBURETTER—Down-draught Amal.

IGNITION—Lucas Magneto, or Lucas Magdyno with Lighting Set.

GEARBOX—NF3 : 3-speed. NF4 : 4-speed. Hand Control. Internal dog gear engagement permitting easy change at all speeds. Four-plate clutch. Hand Control.

TRANSMISSION—Engine shaft shock absorber. Steel chain case and rear chain guard. Both chains automatically lubricated.

EXHAUST SYSTEM—Two port with Tubular silencers.

WHEELS—Dunlop Tyres, 26x3.25.

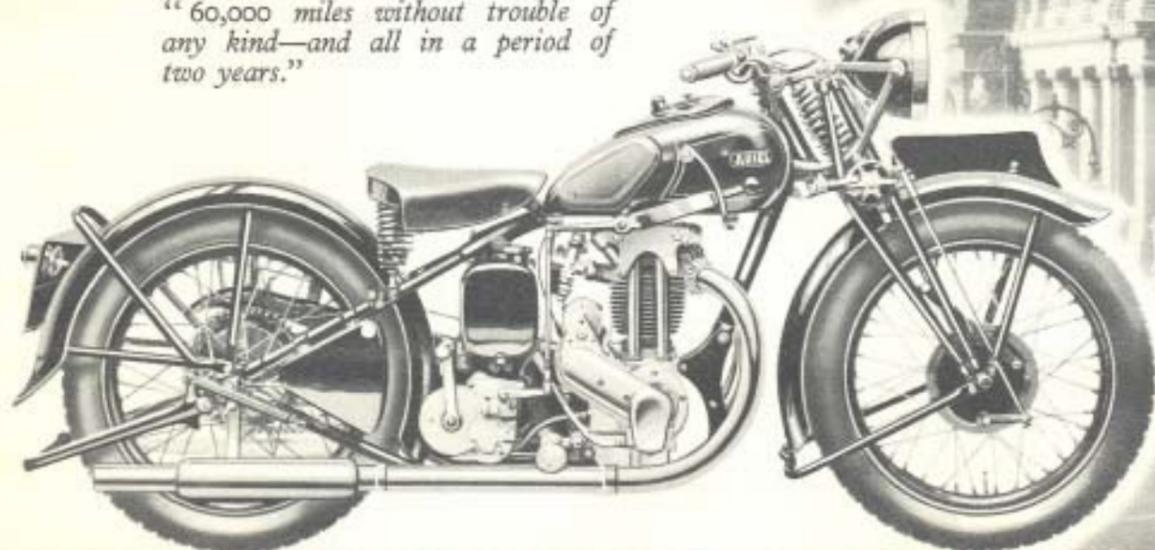
MUDGUARDS—Robust ribbed section steel guards as illustrated. Tail of rear guard quickly detachable to facilitate wheel removal.

TANK—All steel saddle type with Instrument Panel. $2\frac{1}{2}$ gallon capacity. Superbly finished in Black enamel, lined Gold.

For General Specification and New Features, see Page 12.

Neat, compact and attractive—a good looker in fact, as are all Ariel machines—the 350 c.c. Model NF is ideal for every day business use but equally suitable for pleasure riding—solo or pillion. An enthusiastic Ariel owner writes :

“60,000 miles without trouble of any kind—and all in a period of two years.”

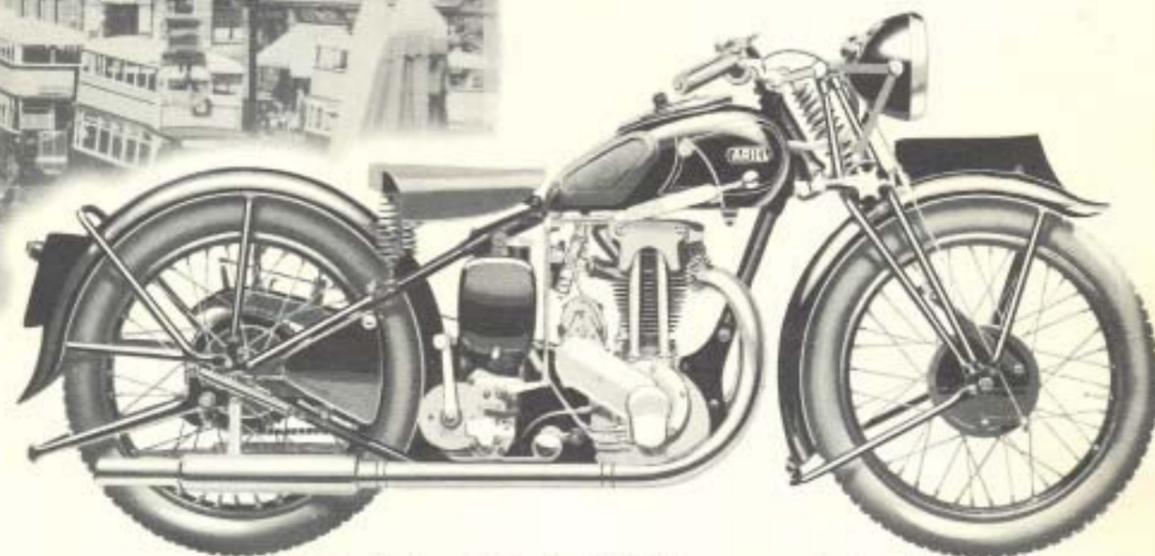


All Ariel Machines are supplied on Hire Purchase Terms. (25% Deposit—the Balance spread over 12 or 18 months). Ask your Dealer for full particulars.

Page Eight

Ask for separate leaflet dealing with Ariel Sidecars. The Ariel triangulated chassis specially designed for fitting to the Ariel machine is strongly recommended in preference to any other make.

This is a new Model introduced to meet the needs of the man who requires a full “man sized” Motor Cycle, robust in construction, with a lively performance and assured reliability. The careful design and attention to detail which is applied to all Ariel products makes this newcomer a worthy addition to the 1934 Range. An ideal mount for business or pleasure. Tax 30/- per annum.



ENGINE—61x85 mm. (249 c.c.). High efficiency engine. Totally enclosed valve gear and valve springs. 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. Patent centrifugal oil purifier is embodied in the flywheels. Oil pressure gauge is mounted in the Instrument Panel. The oil circuit is so arranged that the timing gears are always completely submerged, so ensuring extremely silent operation.

CARBURETTER—Down-draught Amal.

IGNITION—Lucas Magneto, or Lucas Magdyno with Lighting Set.

GEARBOX—LF3 : 3-speed. LF4 : 4-speed. Hand Control. Internal dog gear engagement permitting easy change at all speeds. Four-plate clutch. Hand Control.

TRANSMISSION—Engine shaft shock absorber. Steel chain case and rear chain guard. Both chains automatically lubricated.

EXHAUST SYSTEM—Two port with Tubular silencers.

WHEELS—Dunlop Tyres, 26x3.

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

TANK—All steel saddle type with Instrument Panel. $2\frac{1}{2}$ gallon capacity. Superbly finished in Black enamel, lined Gold.

For General Specification and New Features, see Page 12.

O.H.V. STANDARD

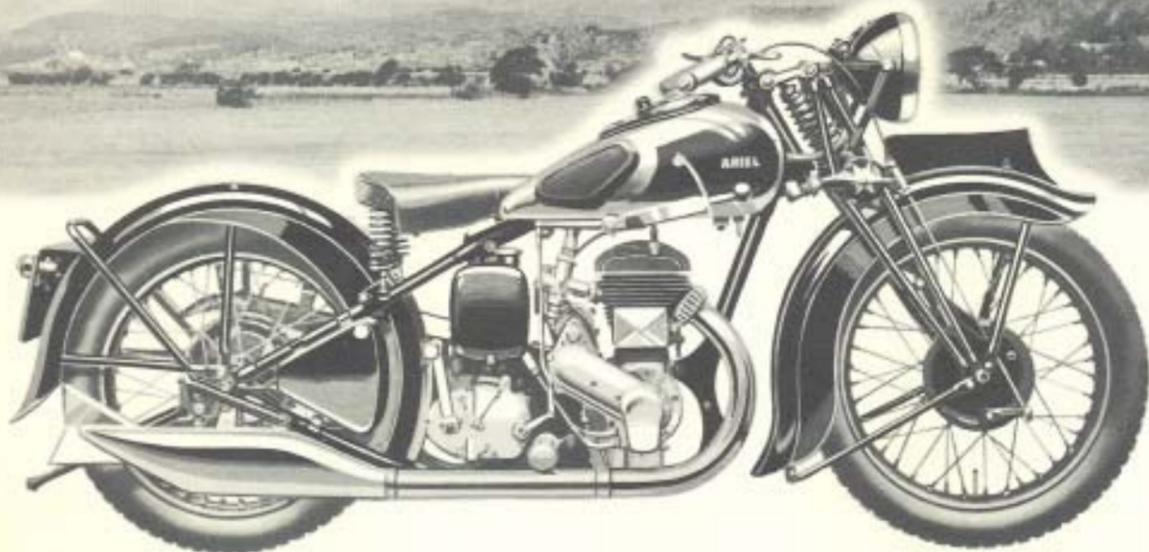
250 c.c.

Model LF3 £41-10

Model LF4 £43-10

Lucas Lighting - £5 15 0 extra

Page Nine



S.V. DE LUXE
550 c.c.
MODEL VB £51-10

Lucas Lighting - £5 15 0 extra

This "de Luxe" Model Side Valve is a first-rate dual purpose machine. It can be depended upon to give unfaltering service over a long period with a minimum of attention and adjustment. Very robust in construction and extremely silent in operation.

ENGINE—86.4x95 mm. (557 c.c.). Detachable high power Cylinder Head. Totally enclosed valve gear embodying direct operating tappets. 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 $\frac{1}{2}$ gallon capacity separate oil tank. Patent centrifugal oil purifier is embodied in the flywheels. Oil pressure gauge is mounted in the Instrument Panel. The oil circuit is so arranged that the timing gears are always completely submerged, so ensuring extremely silent operation.

CARBURETTER—Down-draught Amal.

IGNITION—Lucas Magneto, or Lucas Magdyno with Lighting Set.

GEARBOX—Four-speed, Hand Control. Internal dog gear engagement permitting easy change at all speeds. Four-plate clutch. Hand Control.

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

EXHAUST SYSTEM—Large diameter exhaust pipe with streamlined fishtail silencers.

WHEELS—Dunlop Tyres, 26x3.25.

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

TANK—All steel saddle type with Instrument Panel. $3\frac{1}{2}$ gallon capacity. Superbly finished Chromium and Black, lined Gold.

For General Specification and New Features, see Page 12.

ENGINE—86.4x95 mm. (557 c.c.). Detachable high power Cylinder Head. Totally enclosed valve gear embodying direct operating tappets. 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 $\frac{1}{2}$ gallon capacity separate oil tank. Patent centrifugal oil purifier is embodied in the flywheels. Oil pressure gauge is mounted in the Instrument Panel. The oil circuit is so arranged that the timing gears are always completely submerged, so ensuring extremely silent operation.

CARBURETTER—Down-draught Amal.

IGNITION—Lucas Magneto, or Lucas Magdyno with Lighting Set.

GEARBOX—VA3 : 3-speed. VA4 : 4-speed. Hand Control. Internal dog gear engagement permitting easy change at all speeds. Four-plate clutch. Hand Control.

TRANSMISSION—Engine shaft shock absorber. Steel chain case and rear chain guard. Both chains automatically lubricated.

EXHAUST SYSTEM—Large diameter exhaust pipe with streamlined fishtail silencers.

WHEELS—Dunlop Tyres, 26x3.25.

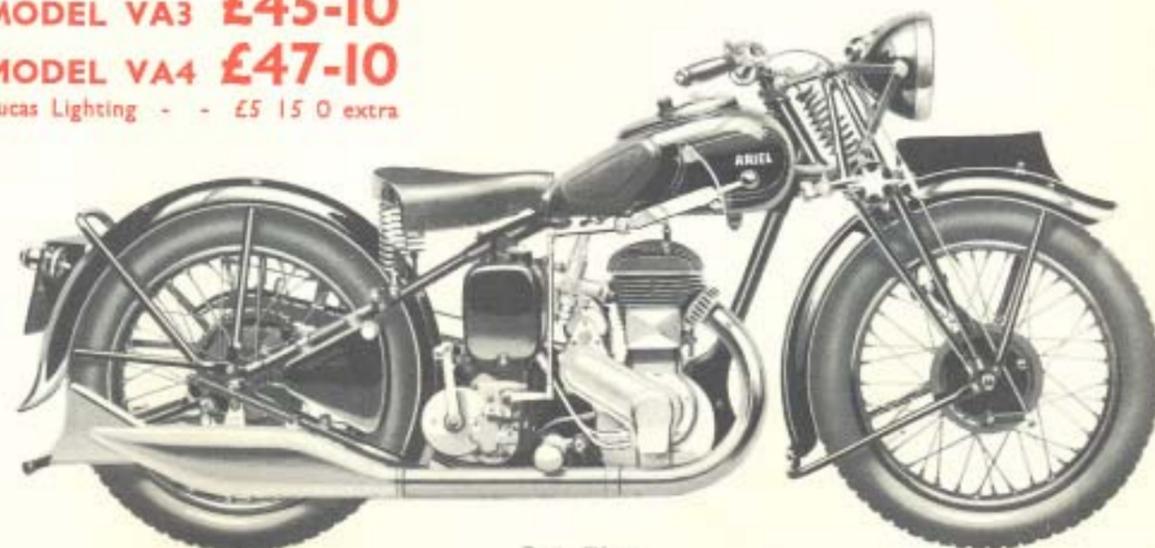
MUDGUARDS—Robust ribbed section steel guards as illustrated. Tail of rear guard quickly detachable to facilitate wheel removal.

TANK—All steel saddle type with Instrument Panel. $2\frac{1}{2}$ gallon capacity. Superbly finished in Black enamel, lined Gold.

For General Specification and New Features, see Page 12.

S.V. STANDARD
550 c.c.
MODEL VA3 £45-10

MODEL VA4 £47-10
 Lucas Lighting - - £5 15 0 extra



A similar machine to the VB at a lower price. The general design of this machine renders it most economical in running and maintenance costs. It has plenty of power and will take a sidecar anywhere where the rear wheel will grip.

GENERAL SPECIFICATION—ALL MODELS

FRAME—Cradle type, built of Aero quality tubes, giving great strength and torsional stiffness. Special lugs are provided for sidecar attachment.

WHEELS—Immensely strong, with butted spokes. Hubs mounted on large diameter taper roller bearings. Rear chain sprocket detachable.

BRAKES—Both brakes 7" diameter internal expanding. 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. All other controls adjustable to suit individual requirements.

SADDLE—Aero elastic soft top. Adjustable.

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

LIGHTING—Lucas 6-volt Magdyno Equipment with large 8" Head Lamp. 7" Head Lamp can be supplied to special order. The battery is mounted on a strong steel platform under the saddle and is easily accessible.

EQUIPMENT—Large all steel tool box with secure screw fastening. Complete kit of tools, grease gun and tyre inflater.

FINISH—Three coats of finest black enamel on coslettized (anti-rust) base. All bright parts heavily chromium plated. Tanks are superbly finished according to specification, and incorporate the new "ARIEL" permanent enamel name badge, which gives the whole machine an air of great distinction.

NOTES OF INTEREST

Wheel Base	54½"
Length overall	86"
Ground clearance	4½"
Saddle height	26½"
Width of Handlebar	30"

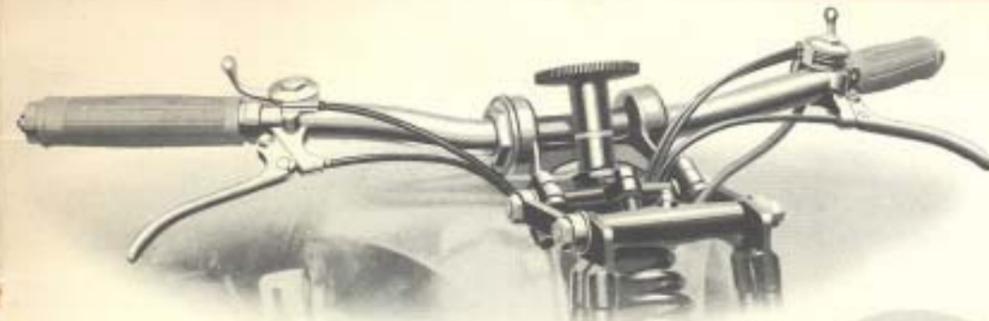
GEAR RATIOS.

4-speed Gear Boxes		Engine Spro'ket	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
500 c.c. Models.	Solo	23T.	4.7	6.0	8.0	12.6
	Sidecar	21T.	5.2	6.6	8.8	13.8
350 c.c. Models		20T.	5.7	7.3	10.1	15.3
250 c.c. Models		18T.	6.0	8.2	11.2	17.0
3-speed Gear Boxes.						
500 c.c. Models.	Solo	23T.	4.7	—	7.7	13.7
	Sidecar	21T.	5.2	—	8.4	15.0
350 c.c. Models		20T.	5.4	—	8.9	15.8
250 c.c. Models		18T.	6.0	—	9.9	17.5

EXTRAS

	£	s.	d.
Lucas Lighting with Panel Light	5	15	0
Lucas Spartan Electric Horn		12	6
Lucas Altette " "	1	3	0
Clear Hooter " "		12	6
Licence Holder		2	6
Smith Trip Type Speedometer, 80 m.p.h.	2	5	0
Smith Trip Type Speedometer, 100 m.p.h.	2	10	0
Smith 8-Day Clock	1	10	0
Dunlop Tyres 26x3.25 Fort		15	0
Dunlop Tyres 26x3.5		15	0
Dunlop Tyres 26x3.5 Fort	1	0	0
Pillion Footrests		7	6
Pillion Seats		10	0
Carrier		10	0
Pillion Seat } Instead of backrest on Red Hunters } Carrier		5	0
Front Valanced Guards (where not standard)		7	6
Rear Valanced Guards (where not standard)		7	6
Foot Change 3-speed Models		15	0
Foot Change 4-Speed Models (where not standard)	1	0	0
Chromium Plated Tank (where not standard)	1	0	0
Chromium Plated Rims (where not standard)	15	0	0
Aluminium Oilbath Chaincase (where not standard —cannot be fitted to 3-speed Models)	2	0	0
Special Prop Stand		15	0
Legshields	1	10	0

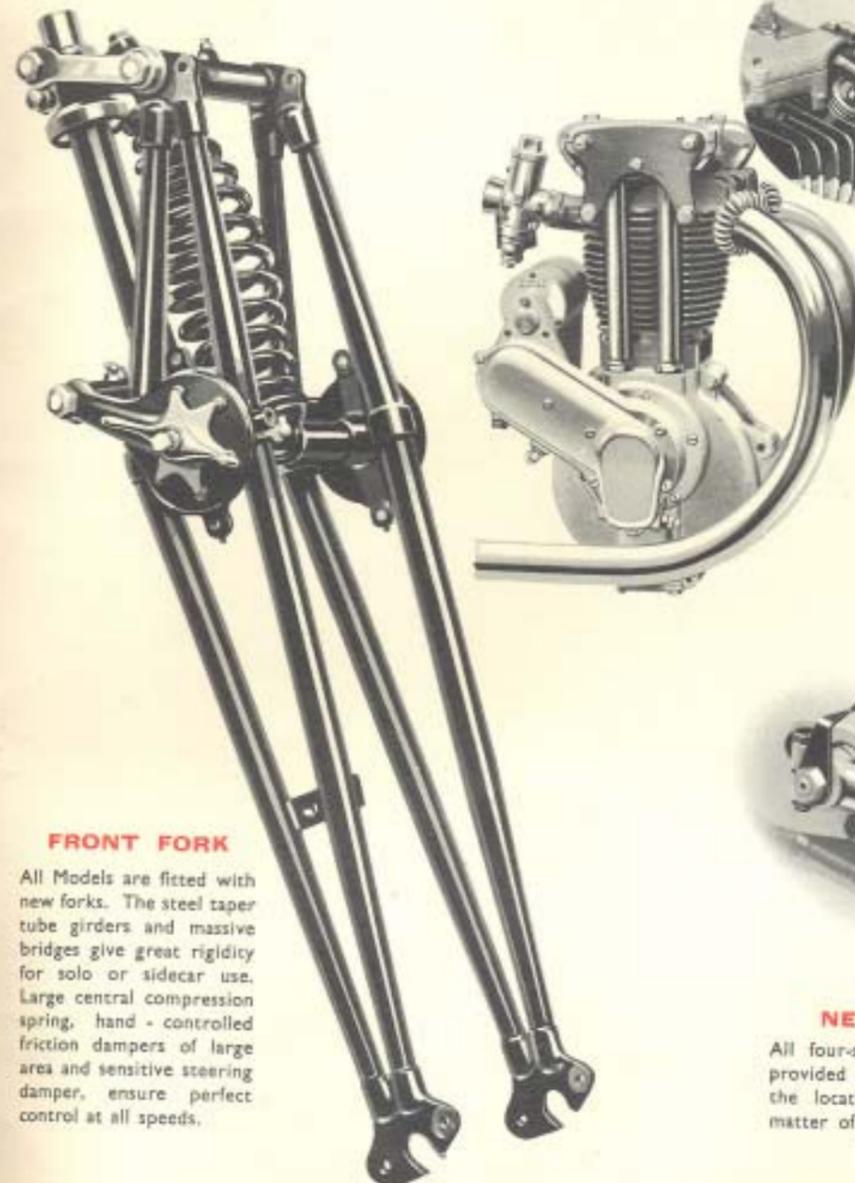
ARIEL *important new Features*



RESILIENT HANDLEBAR

(PATENTS PENDING)

All Models are fitted with the new "ARIEL" rubber insulated handlebar mounting, which entirely absorbs all engine vibration and road shocks, so reducing the fatigue factor to a minimum. The design is such that the steering is in no way affected—in fact the elimination of vibration from the rider's wrists is a definite aid to high speed cornering. This is the latest invention in the Motor Cycle world and will be greatly appreciated by all Motor Cyclists.



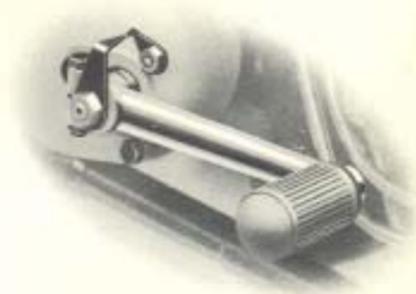
FRONT FORK

All Models are fitted with new forks. The steel taper tube girders and massive bridges give great rigidity for solo or sidecar use. Large central compression spring, hand-controlled friction dampers of large area and sensitive steering damper, ensure perfect control at all speeds.

TOTALLY ENCLOSED O.H.V. GEAR

(PATENTS PENDING)

All O.H.V. Single Cylinder Models have a new aluminium die-cast rocker box, with total enclosure and automatic lubrication of all working parts including the valves and springs. The adjustment is instantly accessible by removing the "snap on" cover. The new design also includes oil-tight tappet tubes, alloy steel rockers and special return springs.



NEUTRAL INDICATOR

All four-speed foot change gearboxes are provided with a "neutral" indicator, thus the location of neutral is no longer a matter of guess work.

SUCCESSES

FOR years past Ariel machines have always figured prominently in Competition Work at Home and Overseas. During the year 1933 we have achieved outstanding successes in almost every important Trial. The results of the only two classic Six Days which have been held during the season are clear proof of Ariel Supremacy :

Scottish Six Days Trial

Manufacturer's Team Prize.
(L. Heath, J. White, J. C. Edward.)
Best Solo Performance over 350.
Allan Hay Memorial Trophy.
Three Gold Medals.

International Six Days Trial

Nine Gold Medals.
Three Silver Medals.
The highest number of awards gained
by any make of machine.

GUARANTEE

All Ariel Products
are subject to the
usual Six Months'
Guarantee.

