



*The
Modern
Motor
Cycle*

1935

POWER - UNITS



THE 100 cc. 1100 HUSQVARNA

constituted by all in being the standard 1400 cc. machine of 1964, a better idea may be had. Capable of being tuned to operate successfully 300 miles, it places no limit on the scope of the off-roadman's quest and ride. The new long stroke engine (75 mm) is now offered with a longer bore, or with a straighter bore, without extra charge. The cylinder bores have been precision-machined for clarity in cooperation with the improved timing of the distribution and cylinder bores, give increased compression, and longer life. The exhaust manifold and flywheel assembly are designed to withstand all higher maximum speeds and torque loads.



The Power Unit of the SQUARE FOUR.

Torque and boost ratings perfect for thousands of varied uses, the high-performance four-cylinder motor cycle of all four strokes, except for detail by construction, unchanged for 1964. On the Square Four you can now increase or reduce top velocity in road speed to a range of 80 m.p.h. 1000 cc. (140 mm x 110 mm) of cylinder or bore of all engine speeds.



THE 195 cc. 480L SIDE VALVE ENGINE

has been largely redesigned. A new detachable cylinder head, in connection with a new heavily bored cylinder bore, an improved piston, and a dignified connecting rod, give substantially greater cooling, with complete freedom from "locking" and a considerable reduced bearing temperature. The 1.5. Model are consequently more reliable than ever for maximum touring use, and can be depended upon to give an lasting service over a long period with a minimum of attention.

All for engine further details with Axel Johnson. The Axel design, specially designed for being in the front position, is already incorporated in production in the other main 42 Axel models are equipped on the Swedish Export-217 Model, the highest speed one, 110 m.p.h. All your Dealer for full particulars.

FOREWORD

Whether from the House of ARIEL—the leader of Motor Cycle Design—or for P.O.S.T.

First of all, there is the Ariel Square Four—what "TOPIC" calls "The one drive it, if you will, one standard might drive a half, but if you are a fool, and drive the maker of machines with a flying start engine. Instead, you can handle this too easily. To start up, you just press the kick start, very gently, three or four full revolutions, without the least suspicion of effort." This is the Square Four—the World's most reliable Motor Cycle.

Then the Red Hunter, 300, 325, 350 cc. Which, from the most advanced Sports and Competition machines which have been evolved for purposes the opposite of being the fastest standard machine on the market. In every respect, offered in all Countries by these machines, usually demonstrate their outstanding merit.

Next come the D.H.A. machines—300, 300, 300—available in price, reliability in performance, economy every practical refinement. These are the best machines for sports touring, and so on. The 300 model is a full "open-wheel" Motor Cycle of the most recent construction, with a high performance and proved reliability.

And then the Side Valves. The type of machine of which the Ariel reputation was founded over three quarters of a century ago. The year that have been largely redesigned and brought to a higher pitch of perfection than ever before. If you want a machine that is successful in racing and endurance tests, but do not require ultra high speeds, the Ariel Side Valve will meet your exact requirements.

This is the 1935 Ariel Progressive—a real touring range of machines from which to choose.

We wish all Ariel Owners, present and future, Good Hunting for 1935.

ARIEL

The MODERN
MOTOR CYCLE

RANGE AND PRICES FOR 1935

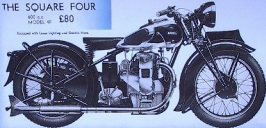
Type	C.C.	Wt.	Gears	Price
Square Four	300	47	4-Speed	380
Red Hunter	300	70	4-Speed	345/10
Red Hunter	325	101	4-Speed	375/10
Red Hunter	350	114	4-Speed	390/10
D.H.A. 40 cc. less	300	76	4-Speed	320/10
D.H.A. Standard	300	77	3-Speed	274/10
D.H.A. Standard	300	78	4-Speed	278/10
D.H.A. Standard	300	77.5	3-Speed	221/10
D.H.A. Standard	300	78.4	4-Speed	224/10
D.H.A. Standard	250	77.1	3-Speed	184/10
D.H.A. Standard	250	77.4	4-Speed	187/10
L.H. 40 cc. less	300	78	4-Speed	278/10
L.H. Standard	300	78.4	3-Speed	232/10
L.H. Standard	300	78.4	4-Speed	235/10

Prices include Lucas Magneto, Electric Lighting and Amalva Electric Horn.

THE SQUARE FOUR

500 c.c.
MODEL '67 £80

Equipped with laser lighting and electric start.



ENGINE. 44 x 51 mm (1.71 x 2.0) Four cylinders cast "in die" in square formation. Distributor valve head with integral valve induction manifold. Totally enclosed valves operated by overhead camshaft. The overhead camshaft and the magnets are driven by automatically tensioned roller chains. 14 mm. opening plugs. The two crankshafts are mounted in large diameter ball bearings and are coupled by hardened steel ground gears mounted in oil in a separate compartment within the crankcase. Roller bearing flywheels. Special aluminum alloy pistons.

LUBRICATION. By large single plunger pump. Approximately 1 gallon of oil is contained in the lower half of the crankcase, which has an adjustable filter and electric level indicator. A reservoir of filter, easily detachable for cleaning, is arranged in the oil circuit.

CARBURETOR. Amal. Specially designed for "Four Square."

IGNITION SWITCH. Incorporated in the instrument panel.

GEARBOX. Four-speed, fixed control. Internal dog gear engagement, permitting easy change at all speeds.

TRANSMISSION. Engine shaft direct operation. Polished aluminum of both chain case. Rear chain 1/2 by protected and automatically lubricated.

EXHAUST SYSTEM. Two-part interconnected round pipe baffles chambers with detachable muffler.

WHEELS. Daring Type, 44 x 2.25. Chromium brake plates. Chromium rims. Black centers.

INSTRUMENTS. Hubcap - fitted center speed gauge, fully enclosed, as illustrated. Tail of rear guard hinged to facilitate wheel removal.

PEEP HOLE. Fitted to the side of the machine in addition to the two normal studs.

TANK. Aluminized saddle type, with instrument panel. 13 gallon capacity. Special Stated Chromium and Black, Steel Gold.

THE RED HUNTER

1966 cc. MODEL 191 E65-10

Equipped with Lucas Lighting and Benda Horn.



ENGINE 64.8 cc. 1966 cc. OHV, Two-cyl. (V42) or Single-cyl. (V41) optional. Specially balanced and capable of being tuned to speeds exceeding 100 m.p.h. Thick piston valve springs. Valve guides automatically and partially lubricated. Ground and highly polished ports. 11 mm. sparking plug. Internally rigid transmission designed for maximum speeds and efficiency. Polished high tensile steel sparkplugs. Large diameter mainshaft mounted on two heavy duty roller bearings and one ball bearing. Heavy large double roller bearing big end with stainless cage. Light and rigid roller-bearing steel ground polished all over. Special light pressure piston rings. A modified compression piston to fit as standard. A high compression piston, giving a ratio of 15 to 1, suitable for 50/50 Petrol, available only, can be fitted to special order, without extra charge.

LUBRICATION Dry sump system, employing dual plunger pumps and 1 gallon capacity reservoir of oil.

CAMSHAFTS Large bore, down-draught Amal. Petrol-air supply pipe.

GEARBOX Four-speed foot change with "neutral" indicator. Internal dog gear arrangement, permitting easy change of all speeds.

TELEGRAPHICALLY Engine shaft clutch actuator. Polished stainless steel bell chain drive. Rear chain fully protected and automatically lubricated.

EXHAUST SYSTEM Two-part, round pipe tailfe assembly with detachable tailfe. Exhaust pipes with lag joints. Low level pipes optional. Single-part, streamlined tailfe element. Low level pipe (steep) pipe, with lag joint optional to special order.

WHEELS Duraloy wheels 18 x 2.25, skidless rear; 16 x 2, skidless front. Chromean brake plates. Chromean rims. Red centres.

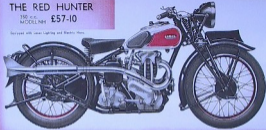
SKIDPLATE Robust skid section steel plate on skidless. Tail of rear guard hinged to facilitate wheel removal.

TIRES Skidless saddle type, with instrument panel. 1 1/2 gallon capacity. Tapable fuel tank. Chromean and Red, Tool Chest.

THE RED HUNTER

150 c.c.
MODEL NH £57-10

Equipped with Lucas Lighting and Bendis Horn.



ENGINE: 15 x 85 mm. (50 c.c.). COVA. Specially bench tested and capable of being tuned to speeds exceeding 80 m.p.h. Fully adjusted valve springs. Valve gears automatic and positively lubricated. Ground and highly polished ports. 4 mm. opening ring. Highly alloy pistons. Polished forged steel flywheels. Ball bearings on both sides of the shaft. Six-tooth roller bearing legend. Special partition also steel control. A reed compressor plate is fitted as standard. A high compression valve, giving a ratio of 7.5 to 1 suitable for 50 cc. (Note: Results only can be fitted to special order, without extra charge).

LUBRICATION: Dry sump system, employing steel plunger pump and 1-gallon capacity reservoir on tank.

CARBURETTOR: Large bore, down-draft Royal. Perforator supply pipe.

GUARDS: Transpond fuel change with "boxed" indicator. Internal ring gear engagement permitting easy change of all speeds.

TRANSMISSION: Single shaft chain drive. Folded chain of both side's case. Rear chain fully protected and automatically lubricated.

EXHAUST SYSTEM: Transpond. Round steel bellows silencer, with detachable muffler. Upstream pipes with lag guards. Low level pipes optional.

WHEELS: Spring forks, 26 x 3.75. Padded rear. 25 x 3, alloy front. Chromium bellows guards. Chromium rims. Red centres.

MUDGUARDS: Polished alloy spider steel guards, or Enamel. Tail of rear guard hinged to facilitate wheel removal.

TRAIL: Alloyed saddle type with insulation panel. 2-gallon capacity. Specially finished Chromium and Red, Trail Gold.

THE RED HUNTER

150 cc.
MODEL LH

£54.10

Equipped with Lucas Lighting and Pannal Parts.



FRAME of a 40 mm (1 5/8 in.) D.H.S. Specially heat-treated and capable of being bent to comply according to road. Fully enclosed roller springs. New gears, axles, axles and perfectly lubricated. Ground and highly polished parts. 19 mm. steering pipe. Heavily ribbed casters. Polished forged steel footrests. All bearings on both sides of axles. Double roller bearing top-end. Special polished alloy steel conical. Special stainless alloy pipes. 2 to 1 compression.

LUBRICATION Dry sump system, applying dual change pump and special capacity reservoir of oil.

CONNECTOR Large-bore, down-draft head. Polished supply pipe.

CLUTCH Four-speed, foot change with "neutral" indicator. Internal dog gear engagement, permitting dog change of all speeds.

TRANSMISSION Doge shaft drive chain. Polished sprocket on both chain runs. Rear chain fully protected and automatically lubricated. **BRAKING SYSTEM** Front. Round solid alloy disc, with detachable fenders. Upstream pipes with 14-gauge. 100 mm. pipe system.

WHEELS Dunlop tyres, 24 x 1. Studded rear ribbed tyre. Overbar fender plates. Chromalox rim. Real centre.

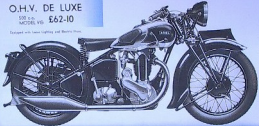
ACCESSORIES Heavily ribbed motor steel parts, as illustrated. Top of rear guard folded to facilitate wheel removal.

TOOLS All round saddle bag, with instrument panel. 14-gauge capacity. Legally Redden-Chromalox and Real Road Oil.

O.H.V. DE LUXE

500 c.c.
MODEL NO. **E62-10**

Equipped with beam lighting and Beam's Drive.



ENGINE. 50.4 x 85 mm (2 1/4), high efficiency engine. Safely enclosed valve springs. Valve guides automatically and positively lubricated. Ball bearings on both sides of main shaft. Double valve-bearing layout. High torque steel connecting rod. Aluminum alloy pistons, 2 to 1 compression.

LUBRICATION. Dry sump system employing dual storage points and 3-gallon capacity reservoir oil tank.

CARRIAGES. Down-tough Aerial.

CLARION. Five-speed, Hand control, Internal dog gear engagement, permitting easy change of all speeds.

TRANSMISSION. Engine shaft drive structure. Polished steel case off belt chain case. Gear chain fully protected and automatically lubricated.

EXHAUST SYSTEM. Two-part, with streamlined, hinged silencers.

WHEELS. Double type, 18 x 2.15.

MUDGUARDS. Rubber skirted section steel guards fully valenced, as illustrated. Full of new guard swept to back into wheel rim area.

TIRE. All-steel safety type with maximum puncture resistance capacity. Superly-Grained—Chlorosulfonated Black, Green Guard.

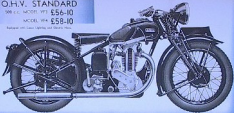


O.H.V. STANDARD

1961 U.S. MODEL YF1 **£56-10**

MODEL YF4 **£58-10**

Excludes 1961 Lane Lightbulb and Spare Parts.



ENGINE. 250 cc. (19.1 cu. in.). High efficiency engine. Twin overhead valve springs. Valve guides automatically self-lubricated. Ball bearings on both sides of crankshaft. Double roller-bearing bearings. High torque steel connecting rod. Aluminum alloy piston, 2 to 1 compression.

LUBRICATION. Dry sump system, ensuring steel plates compressed (oilpan capacity exceeds oil tank).

CLARINETTOR. Counterweight Arm.

GEARBOX. 5th, 4-speed, 15th, 4-speed. Steel control. Internal dry gear engagement, permitting easy change of all speeds.

TRANSMISSION. Spring steel shaft drive. Steel chain case and rear chain guard. Both chains automatically lubricated.

REARWHEEL DRIVE. Torque, with steel axle (left) drive.

WHEELS. Single tires, 24 x 2.75.

FRONTWHEEL. Rubber-tired nylon steel spools, or Castrol. Set of rear spool (single) to facilitate wheel removal.

FRAME. Aluminum alloy type, with instrument panel. Oilpan capacity. 100 cc. (3.5 fl. oz.) fuel tank. Steel tank.

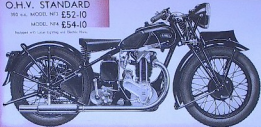


O.H.V. STANDARD

NO. 44, MODEL N13 £52-10

MODEL N14 £54-10

Included with Local Lighting and Electric Horn.



ENGINE. 70 c.c. (4 1/2 in. BHP S.E.). High efficiency engine. Fully air-cooled with springs. Valve gears externally and positively lubricated. Ball bearings on both sides of crankshaft. Double roller bearing big-end. High tensile steel connecting rod. Aluminium alloy pistons. 3 to 1 compression.

LUBRICATION. Dry sump system, employing dual plunger pumps and injection quantity controls of tank.

CARBURETTOR. Down-draught Amal.

CLARION. N13, Toprod, N14, Axcess. Hand control. Internal dog gear engagement, permitting easy change of all speeds.

TRANSMISSION. Engine shaft clock operation. Steel chain case and rear chain guard. Both chains automatically lubricated.

EXHAUST SYSTEM. Two-part with round spiral baffles silencer.

WHEELS. Dunlop tyres, 34 x 3.0.

MUDGUARDS. Ribbed rolled section steel guards, as illustrated. Tail of rear guard hinged to facilitate wheel removal.

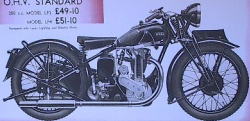
FRAME. All-steel saddle type, with equipment plate. 25-gallon capacity. Specially finished to Black enamel, lined Gold.

O.H.V. STANDARD

150 cc. MODEL LF1 **£49-10**

MODEL LF4 **£51-10**

Equipped with Lucas Lighting and Battery Work.



ENGINE: 61 x 85 mm (2 1/4 x 3 1/4) cc. High efficiency engine. Fully enclosed valve springs. Valve guides automatically and positively lubricated. Ball bearings on both sides of crankshaft. Double roller bearing beyond. High tensile steel connecting rod. Aluminium alloy pistons, 2 to 1 compression.

LUBRICATION: Dry sump system employing dual plunger pumps and 4-4000 capacity separate oil tank.

CARBURETTOR: Down-draught Amal.

GEARBOX: LF1, 3-speed; LF4, 4-speed. Hand control. Internal dog gear engagement, permitting easy change of all gears.

FRAMING: Engine shaft shock absorber. Steel chain case and rear chain guard. Ball chains automatically lubricated.

HEADLAMP SYSTEM: Transport with raised spiral bulb chamber.

WHEELS: Roving tyres, 24 x 2.

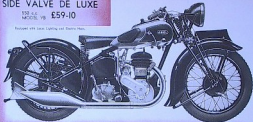
WHEELS: Robust ribbed section steel rims, as illustrated. Tyre of the pump fitted to facilitate inflation.

TANK: Alkaline saddle type with instrument panel. 1 1/2 gallon capacity. Specially treated to block corrosion from inside.

SIDE VALVE DE LUXE

150 c.c.
MODEL '98 £59-10

Equipped with Special Lighting and Electric Horn.



ENGINE. 4 1/2 x 71 mm. 227 c.c. Detachable high power cylinder head. Fully enclosed valve springs. Ball bearings on both sides of pistons. Spring rider bearing big end. Flys locate piston connecting rod. Aluminium alloy pistons, 3 to 1 compression.

LUBRICATION. Dry sump system, featuring dual oilpans pumps and 1 gallon capacity reservoir oil tank.

CABLES/ETTES. Downstroke type.

CLUTCH. One-speed hand control. Internal dog gear independent shifting by mere change of oil gears.

TRANSMISSION. Top gear shaft drive drive. Polished aluminium oil bath chain case. Rear chain fully protected and automatically lubricated.

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

WHEELS. Down type, 16 x 1.75.

WHEELRIMS. Polished ribbed section steel rims, fully enclosed oil distributed. Tail oil rim guard fitted to facilitate wheel removal.

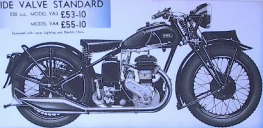
TANK. All-steel welded type, with instrument panel. 1 1/2 gallon capacity. Equipped with fuel...Chromonox and Black, 3 wax finish.

SIDE VALVE STANDARD

350 C.C. MODEL YA3 £53-10

MODEL YA4 £55-10

Equipped with Lucas lighting and Dunlop tires.



ENGINE. 350 c.c. 45 mm. (567 c.c.). Detachable high power cylinder head. Fully enclosed valve springs. Ball bearings on both sides of crankshaft. Double roller-bearing big-end. High tensile steel connecting rod. Aluminium alloy pistons. 1 to 1 compression.

LUBRICATION. Dry sump system, employing dual plunger pumps and 3 gallon capacity separate oil tank.

CARBURETTOR. Over-draught Amal.

GEARBOX. YA3, 3-speed; YA4, 4-speed. Hand control. Internal dog gear engagement permitting easy change of all gears.

TRANSMISSION. Bevel shaft chain drive. Steel chain case and rear chain guard. Both chains automatically lubricated.

EXHAUST SYSTEM. Large diameter exhaust pipe with streamlined full bell exhaust.

WHEELS. Dunlop tyres, 26 x 2.25.

MISCELLANEOUS. Reheat ribbed section steel guards on (standard). Tail of rear guard hinged for facilities when removed.

TANK. Aluminol saddle type, with instrument panel. 3 1/2-gallon capacity. Superdry finished in Black enamel. Dual lined.

SPECIAL ARIEL FEATURES



RESILIENT HANDBAR

All models are fitted with the patent "ARIEL" rubber insulated handbar mounting, which absorbs all engine vibration and road shocks, so reducing the fatigue factor to a minimum. Invented and used exclusively by Ariel during the 1934 season, and acclaimed by the Press as the most important improvement in Motor Cycle design in recent years.



VALVE GEAR LUBRICATION

The illustration of a valve gear shows the oil leads from the cylinder line to the valve guides which are automatically and positively lubricated on all Ariel Cylinders (C.P.A. Models).



FRONT HUB

Illustrating the new ribbed Belleville brake drum. The material, which is extremely rigid, enables harder springs to be used, resulting in still more efficient brakes and increased life.



INSTRUMENT PANEL

As fitted to all Models, showing the oil gauge, filler cap and panel light. The tachometer and clock are extra. The system which is fitted to the Four Square cars.

EXTRAS

Instantly Detachable Rear Wheel	2	1	4
Leaning Handle	0	1	0
Graph Tape Type Speedometer, 80 mph	2	3	0
Graph Tape Type Speedometer, 100 mph	2	10	0
Graph Meter Clock	1	10	0
Carrier Type, 26 x 3.25 Foot	75	0	0
Carrier Type, 26 x 2.25	75	0	0
Carrier Type, 26 x 3.5 Foot	4	0	0
Wheel Footrest	7	4	0
Wheel Seat	10	0	0
Wheel Mount Pipe Leg Guards (pat.) Carrier	7	4	0
Rest Seat on Rear Handle	5	0	0
Front Fenders Guards (where not standard)	7	4	0
Rear Fenders Guards (where not standard)	7	4	0
Front Chain, 3-speed Models	18	0	0
Front Chain, 4-speed Models (where not standard)	1	8	0
Clonson Patent Tire (where not standard)	1	0	0
Clonson Patent Rim (where not standard)	18	0	0
Aluminum Oil-Proof Chain Case (where not standard, cannot be fitted to 3-speed models)	3	0	0
Special Fly Wheel	10	0	0
Leg Straps	1	10	0
Clonson (Inflatable)	12	0	0
Canadian Safety Handbars	12	0	0



PROP STAND.

The ABT Prop Stand system of an instantaneously by "click" is standardized on the Square Four and can be fitted to any other Model at an extra charge of \$2.

CARRIER.

Provision is made on all Models for the new ABT, quick detachable carrier which can be supplied at an extra charge of \$2.



DETACHABLE WHEEL.

The new ABT detachable rear wheel can be removed by the aid of one person in less than one minute. The brake drum and sprocket remain intact. The drive is transmitted to the wheel by means of a hardened pipe. The wheel itself is mounted on two self-contained journal bearings, requiring no adjustment. Available for all Models of 12 wires. The illustration also shows the standard hinged rear guard in use.



World-Wide Popularity

of ARIEL



The Cathedral of St. Peter and Paul in Prague, Czech Republic, is a masterpiece of Gothic architecture. It features a tall, slender spire and a large rose window. The church is surrounded by a beautiful garden and is a popular tourist attraction in Prague.



The Canal Ring in Amsterdam, Netherlands, is a historic district of canals and traditional Dutch houses. The boats are a popular mode of transport and a major attraction for tourists.



The Piazza del Campo in Siena, Italy, is a famous shell-shaped square. It is the site of the Palio di Siena, a traditional horse race held twice a year. The square is surrounded by historic buildings and is a major tourist destination.



The Arch of Titus in Rome, Italy, is a triumphal archway that commemorates the victories of the Roman Emperor Titus. It is a major landmark in the city and a popular tourist attraction.



The Parthenon in Athens, Greece, is an ancient temple dedicated to the goddess Athena. It is a major landmark in the city and a popular tourist attraction.



The Beaches of the Maldives are known for their white sand and turquoise water. They are a popular destination for tourists looking for a tropical getaway.