

# ARIEL



1924

MOTOR  
CYCLES

# ARIEL

## MOTOR CYCLES & SIDE-CARS



TELEPHONE  
28 SELLY OAK

COBBE-BENTLEY'S  
AND SPECTATOR  
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TELEGRAMS  
ARIEL SELLY OAK

CONTRACTORS TO  
HIS MAJESTY'S  
GOVERNMENT.

ARIEL WORKS LTD  
BOURNBROOK  
BIRMINGHAM

# ARIEL

2½ H.P. (249 c.c.) LIGHTWEIGHT MODEL,  
COUNTERSHAFT THREE-SPEED,  
CHAIN DRIVE



## SPECIFICATION

**ENGINE.**—Buckhorn 2½ H.P., specially designed for an 80-100 cc. 2½ c.c. per stroke. Fitted with roller bearing for pist.

**LUBRICATION.**—By hand-operated pump, with anti-floodback dip feed.

**COUNTERSHAFT THREE-SPEED GEAR BOX, FREE ENGINE, CLUTCH, RICK-STARTER AND SILENCER ARMATURE.**—Last Patent, No. 1,210,101.

**CLUTCH.**—Plate clutch, hand-operated.

**CARBURETTOR.**—E. and S. or A.M.C., readily adapted and very economical.

**IGNITION.**—Magneto, high tension, distributor and water-cooled, full bearing and chain drive, with aluminium cover and full fanblade cover.

**TRANSMISSION.**—As chain, 1½ 20/26, with 1½ 20/26 gear.

**FRAME.**—Specially designed loop frame, with low centre position, excellent rigidity, lightness and strength.

**FOKES.**—Steel plate, hand design.

**FOOTRESTS.**—With rubber pads and adjustable for length and position.

**HANDLEBARS.**—Turning at shoulder, or bent T.T. fitted with complete rubber grip.

**WHEELS.**—Fitted with 20-2½in. Dunlop Rubber Shodded Heavy Tread. Improved tube, constructed out of stainless steel.

**SADDLE.**—Large and comfortable seat mat, with coil springs.

**BRAKES.**—Foot applied rear, hand-applied to front wheel. V-type operating, rubber brake rim.

**TANK.**—Lined innerplate, complete with oil gauge, dip and hand lubricator with petrol indicator, etc. Patent registered, 15 claims. Oil 2 1/2 gallon. Large filler caps.

**STANDS.**—Foot, fitted to front fork and secured by spring clip. Rear: Foot to rear fork and secured with spring clip.

**CARRIER.**—Strong tubular steel rear wheel.

**TOOL CASE.**—Complete with roll and full set of tools, and repair outfit.

**MEASUREMENTS, etc.—Weight:** Solo version, 136 lb. With tank, 170 lb. General clearance, 45 in.

**FINISH.**—All body structural parts and run-in-plates in Colours Patent Red—see previous leaflet for illustration.

**NET CASH PRICE - £47 10**

For detailed particulars, see page 12.  
Catalogue Paid for Goods Trade to nearest Station.

# ARIEL

2½ H.P. (249 c.c.) SPORTS LIGHTWEIGHT  
MODEL, O.H.V. ENGINE, COUNTERSHAFT  
THREE-SPEED, CHAIN DRIVE



## SPECIFICATION

**ENGINE.**—Special O.H.V. Buckhorn 2½ H.P., 40,000 revs. 200 cc. per stroke. Fitted with roller bearing for pist.

**LUBRICATION.**—By hand-operated pump, with anti-floodback dip feed.

**COUNTERSHAFT THREE-SPEED GEAR BOX, FREE ENGINE, CLUTCH, RICK-STARTER AND SILENCER ARMATURE.**—Last Patent, No. 1,210,101.

**CLUTCH.**—Plate clutch, hand-operated.

**CARBURETTOR.**—A.M.C., specially designed and very economical.

**IGNITION.**—Magneto, high tension, distributor and water-cooled, full bearing and chain drive, with aluminium cover and full fanblade cover.

**TRANSMISSION.**—As chain, 1½ 20/26, with 1½ 20/26 gear.

**FRAME.**—Specially designed loop frame, with low centre position, excellent rigidity, lightness and strength.

**FOKES.**—Steel plate, hand design.

**FOOTRESTS.**—With rubber pads and adjustable for length and position.

**HANDLEBARS.**—Turning at shoulder, or bent T.T. fitted with complete rubber grip.

**WHEELS.**—Fitted with 20-2½in. Dunlop Rubber Shodded Heavy Tread. Improved tube, constructed out of stainless steel.

**SADDLE.**—Large and comfortable seat mat, with coil springs.

**BRAKES.**—Foot applied rear, hand applied to front wheel. V-type operating, rubber brake rim.

**TANK.**—Lined innerplate, complete with oil gauge, dip and hand lubricator with petrol indicator, etc. Patent registered, 15 claims. Oil 2 1/2 gallon. Large filler caps.

**STANDS.**—Foot, fitted to front fork and secured by spring clip. Rear: Foot to rear fork and secured with spring clip.

**CARRIER.**—Strong tubular steel rear wheel.

**TOOL CASE.**—Complete with roll and full set of tools, and repair outfit.

**MEASUREMENTS, etc.—Weight:** Solo version, 136 lb. With tank, 170 lb. General clearance, 45 in.

**FINISH.**—All body structural parts and run-in-plates in Colours Patent Red—see previous leaflet for illustration.

**NET CASH PRICE - £55**

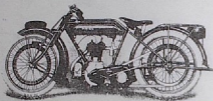
For detailed particulars, see page 12.

Buckhorn Engine, as fitted to above Model, were used on the winning machine in the 1923 Junior and Lightweight T.T. events; also the Belgian Grand Prix and Italian T.T., etc.

Catalogue Paid for Goods Trade to nearest Station.

# ARIEL

SPORTS MODEL,  $3\frac{1}{2}$  H.P. (498 c.c.)  
COUNTERSHAFT THREE-SPEED,  
CHAIN AND BELT DRIVE



## SPECIFICATION

**ENGINE**—Ariel 2 $\frac{1}{2}$  h.p. 364 cc. semi-  
DTU, new design, incorporating big and  
rich timing and full bearing to insure  
life of main shaft.

**DECOMPRESSION**—New piston, exhaust  
and starting.

**LUBRICATION**—By hand operated  
pump, with 200 cc. indicator and bell.

**ARIEL COUNTERSHAFT THREE-  
SPEED GEAR BOX, FREE ENGINE,  
CAUTION AND KICK STARTER**—  
John Gear Motor, 25 lb and 14 lb. For  
reference work, 15, 16 and 17.

**CLUTCH**—Ariel plate clutch, hand-  
operated.

**CARBURETTOR**—B. and S. specially  
designed and very economical.

**IGNITION**—Magneto, high tension, dual  
coil and magnifying, full bearing and  
chain drive, with aluminum dust cap  
and hand-operated valve.

**TRANSMISSION**—Combined chain and  
belt, 1 $\frac{1}{2}$  in. shaft in front and rear wheel  
and 1 $\frac{1}{2}$  in. double roller belt in rear wheel.

**FRAME**—Special design, with the  
saddle spring and 192 cc. wheel base  
tubing and heavy-duty aluminum  
bars.

**FORKS**—Steel plate, made under  
tension.

**FOOTRESTS**—With rubber pads.

**HANDLEBAR**—T.T. as illustrated, or  
Leving, fitted with shockless 1200 cc.  
DTU.

**WHEELS**—Fitted with 26 x 2 $\frac{1}{2}$  in. Dunlop  
Rubber Shodded Heavy Tyre. Improved  
hubs, decorated and oil retaining.

**SADDLE**—Leves and comfortable gas  
cell, with oil spring.

**SEATBELT**—Flax-impregnated, hand-  
operated, 10 inch, waist, extending to  
17 inch rim.

**TANK**—Latest improved, complete with  
oil pump, 20 cc. duct, hand lubricator and  
petrol tap, with 100 cc. petrol capacity, 24  
gallon, 50 lb. tank. Lays flat when  
down.

**STANDS**—Prest. Fitted to front fork and  
set secured by spring clip. Rear stand  
is over 100 cc. and secured with patent  
spring clip.

**CARRIER**—Strong tubular, over rear  
wheel.

**TOOL CASE**—Complete with roll and full  
set of tools, and repair outfit.

**MEASUREMENTS**—See Weight, Size,  
Height, 22 lb. Wheelbase, 20 in. Overall  
height, 40 in.

**FINISH**—All black, enamelled parts first  
patronized by Cooper's Patent. All other  
parts before assembling.

# ARIEL

SPORTS MODEL  $3\frac{1}{2}$  H.P. (498 c.c.)  
COUNTERSHAFT THREE-SPEED,  
ALL CHAIN DRIVE



## SPECIFICATION

**ENGINE**—Ariel 2 $\frac{1}{2}$  h.p. 364 cc. semi-  
DTU, new design, incorporating big and  
rich timing and full bearing to insure  
life of main shaft.

**DECOMPRESSION**—Ariel piston, exhaust  
and starting.

**LUBRICATION**—By hand operated  
pump, with semi-automatic 200 cc. fuel.

**ARIEL COUNTERSHAFT THREE-  
SPEED GEAR BOX, FREE ENGINE,  
CLUTCH AND KICK STARTER**—  
John Gear Motor, 25 lb and 14 lb. For  
reference work, 15, 16 and 17.

**CLUTCH**—Ariel plate clutch, hand-  
operated.

**CARBURETTOR**—B. and S. specially  
designed and very economical.

**IGNITION**—Magneto, high tension, dual  
coil and magnifying, full bearing, hand-  
operated and waterproof, full bearing and  
chain drive, with aluminum dust cap  
and hand-operated valve.

**TRANSMISSION**—All chain, 1 $\frac{1}{2}$  in.  
shaft and rear.

**ROCK ARMORER**—on engine shaft.

**FRAME**—Specially designed, with the  
saddle spring and long wheelbase, heavy  
tubing and enamelled exterior tin.

**FORKS**—Crated petrol, made under  
tension.

**FOOTRESTS**—with rubber pads.

**HANDLEBAR**—T.T. as illustrated, or  
Leving, fitted with shockless rubber  
DTU.

**WHEELS**—Fitted with 26 x 2 $\frac{1}{2}$  in. Dunlop  
Rubber Shodded Heavy Tyre. Improved  
hubs, decorated and oil retaining.

**SADDLE**—Leves and comfortable gas  
cell, with oil spring.

**SEATBELT**—Flax-impregnated, hand-  
operated, 10 inch, waist, extending to  
17 inch rim.

**TANK**—Latest improved, complete with  
oil pump, 20 cc. duct, hand lubricator and  
petrol tap, with 100 cc. petrol capacity, 24  
gallon, 50 lb. tank. Lays flat when  
down.

**STANDS**—Prest. Fitted to front fork  
and set secured by spring clip. Rear  
stand is over 100 cc. and secured with  
patent spring clip.

**CARRIER**—Strong tubular, over rear  
wheel.

**TOOL CASE**—Complete with roll and full  
set of tools, and repair outfit.

**MEASUREMENTS**—See Weight, Size,  
Height, 22 lb. Wheelbase, 20 in. Overall  
height, 40 in.

**FINISH**—All black, enamelled parts first  
patronized by Cooper's Patent. All other  
parts before assembling.

NET CASH PRICE - £57 10  
SPORTS OR SEMI-TOURING MODEL SIDE CAR - £17 10

For greater particulars, see page 10.  
Carriage Paid by Goods Train to nearest Station.

NET CASH PRICE - £62 10  
SPORTS OR SEMI-TOURING MODEL SIDE CAR - £17 10

For greater particulars, see page 10.  
Carriage Paid by Goods Train to nearest Station.

# ARIEL

TOURING MODEL 3 $\frac{1}{2}$  H.P. (498 c.c.)  
COUNTERSHAFT THREE-SPEED.  
ALL CHAIN DRIVE



## SPECIFICATION

**ENGINE**—498 cc. 2 $\frac{1}{2}$  h.p. 3 $\frac{1}{2}$  h.p. 498 cc. and side bearing on driving side of main shaft.

**COMPRESSOR**—Air valve Empire non-rotating.

**LUBRICATION**—Oil tank 1 gallon pump, with anti-siphon back valve.

**ARIEL COUNTERSHAFT THREE-SPEED 14 IN. GEAR, FREE ENGINE, CLUTCH AND KICK STARTER**—Standard Gear Ratio, 24, 18 and 14 to 1 for 1st, 2nd and 3rd gears to give 17.5 to 1 for 1st gear.

**CLUTCH**—Air oil plate clutch, hand-operated.

**GASBUCKET**—E and S, specially shaped and very economical.

**IGNITION**—Magneto, high tension, distributor and magneto, lead bearing and timing device, with distributor chain case and carburettor mount.

**TRANSMISSION**—All chain drive, 14 in. front and rear.

**BRACE ARMORER**—In single shock frame.

**FRAME**—Specially designed, with low friction front and back springs, front fork and incorporated rear spring.

**FOKES**—Aerial improved design, with springs in housing. Oil discharge provided, containing sufficient oil for 1,000 miles.

**FOOTPLATES**—Aluminium, large and comfortable.

**HANDLEBAR**—Touring, as illustrated, or Semi T.T.

**WHEELS**—Fitted with 24 in. 24 in. Double Valve Rimmed Heavy Tyre. Puff hose, inner tube, improved horn, with special alloy arrangement at end of spokes. Down speed and oil discharge.

**SPRING SEAT PILLAR**—Alloy patent. A real shock absorber, used by so many firms with great success.

**SADDLE**—Crown and comfortable padding, with roll springs.

**BRACKETS**—Rear-mounted rear wheel, applied to front wheel, operating in 2 brackets.

**TANK**—Aerial improved complete with oil gauge, dip pipe lead, harness and petrol capacity, 24 litres. Oil 2 litres. Large filler cap.

**STANDS**—Front: fitted to front fork end and removed by spring clip and wing nut. Rear: fixed to rear fork end and secured with pinned roller clip.

**CARRIER**—Strong tubular, over rear wheel.

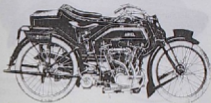
**TOOL BAG**—Two, complete with roll and 160 sq. ft. of tools, complete with roll and included by mail order.

**MEASUREMENTS**, etc.—Height: 54 in. Approx. 60 in. Wheelbase, 37 in. Ground Clearance, 4 in.

**FINISH**—All black enamel paint first class supplied by Carbide Patent Anti-rust process before enamelling.

# ARIEL

TOURING MODEL 8 H.P. (994 c.c.) M.A.G.  
TWIN CYLINDER. CHAIN DRIVE



## SPECIFICATION

**ENGINE**—8 H.P. M.A.G. Twin Cylinder, 994 cc. 2 $\frac{1}{2}$  in. 24 in.

**LUBRICATION**—Oil tank 1 gallon pump, with anti-siphon back valve.

**ARIEL COUNTERSHAFT THREE-SPEED GEAR BOX, FREE ENGINE, CLUTCH AND KICK STARTER**—Standard Gear Ratio, 24, 18 and 14 to 1.

**CLUTCH**—Air oil plate clutch, hand-operated.

**GASBUCKET**—A.M.C., specially shaped and very economical.

**IGNITION**—Magneto, high tension, water-proof coil distributor, lead bearing and timing device, with distributor chain case and carburettor mount.

**TRANSMISSION**—Chain, throughout, 14 in. front. Patent spring-back chaincase to 140 sq. ft. 17 in.

**FRAME**—Specially designed, with long steering head and low friction front fork and incorporated rear spring.

**FOKES**—Aerial improved design, with springs in housing. Oil discharge provided, containing sufficient oil for 1,000 miles.

**FOOTPLATES**—Aluminium, large and comfortable.

**HANDLEBAR**—Touring, as illustrated, or Semi T.T.

**WHEELS**—Fitted with 24 in. 24 in. Double Valve Rimmed Heavy Tyre. Puff hose, inner tube, improved horn, with special alloy arrangement at end of spokes. Down speed and oil discharge.

**SPRING SEAT PILLAR**—Alloy patent. A real shock absorber, used by so many firms with great success.

**SADDLE**—Large and comfortable padding, with roll springs.

**BRACKETS**—Rear-mounted rear wheel, applied to front wheel, operating in 2 brackets.

**TANK**—Aerial improved complete with oil gauge, dip pipe lead, harness, petrol capacity, 24 litres. Oil 2 litres.

**STANDS**—Front: fitted to front fork end and removed by spring clip and wing nut. Rear: fixed to rear fork end and secured with pinned roller clip.

**CARRIER**—Strong tubular, over rear wheel.

**TOOL BAGS**—Two, complete with roll and 160 sq. ft. of tools, complete with roll and included by mail order.

**MEASUREMENTS**, etc.—Height: 54 in. Approx. 60 in. Wheelbase, 37 in. Ground Clearance, 4 in.

**FINISH**—All black enamel paint first class supplied by Carbide Patent Anti-rust process before enamelling.

**ARIEL ROSS-CAR**—2 $\frac{1}{2}$  H.P. Model, nearly built, new design. Luggage locker at rear, carrying top for carrying additional luggage.

NET CASH PRICE - £80

ARIEL TOURING MODEL No. 1 SIDECAR - £25

For quoted prices particulars see page 15.  
Carriage Paid by Goods Train to nearest station.

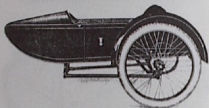
NET CASH PRICE - £67 10

ARIEL TOURING MODEL No. 2 SIDECAR - £22 10

For quoted prices particulars see page 15.  
Carriage Paid by Goods Train to nearest station.

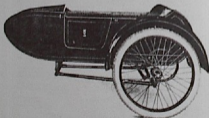
# ARIEL

## SPORTS SIDECAR



Net Cash Price . . £17.10.0

## SEMI-TOURING SIDECAR



Net Cash Price . . £17.10.0

The above are specially designed for attachment to Ariel Motor Cycles and are complete with axles and wheels, and fitted with a 20" x 10" Dunlop heavy rubber treaded tyre. A size produced with inflated tyre, and the rear contains a luggage compartment at the rear.

# ARIEL

## TOURING SIDECAR

No. 2 MODEL

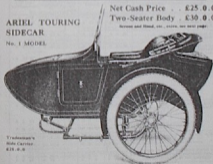


Net Cash  
Price  
£22.10.0

Specially designed for Ariel 2 1/2 h.p. Models and with four gear attachment. Equipped with an inflation tyre, exceptionally well sprung and most comfortable. The body is large and roomy, containing a luggage rack with a large compartment for luggage, complete with apron and mat.

## ARIEL TOURING SIDECAR

No. 1 MODEL



Tradesman's  
Side Carrier.  
£19.0.0

Net Cash Price . . £25.0.0  
Two-Seater Body . £30.0.0

Reverses and Road, etc., extra, see next page.

For 2 1/2 h.p. motor cycles. Has four gear attachment and drive belt system. The body is beautifully appointed, very roomy and has a large luggage compartment at the rear. The top of the body is covered in green leather, and is very suitable to carry a suit case in searching quality.

VINTAGE AND VETERAN RESTORATIONS  
*(Publication)*

4 Hasting Street  
Lidcombe 2140  
Australia