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**ARIEL**

# ARIEL

In this preliminary folder will be found brief details of the 1937 models offered by Ariel "Leaders of Design." Embracing the Square Fours, 1000 and 600—the World's most exclusive motor cycles,—the famous Red Hunters 500, 350, 250, amazingly

successful in all competitions, — the De Luxe models, economical in price and equipped with every modern refinement, and the 600 Side Valve, they represent the finest range ever introduced to the Motor Cycling public.



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**ARIEL MOTORS (J.S.)  
LTD.,**

**Selly Oak, Birmingham,  
England.**

\*Phone: Selly Oak 1881 (3 lines)  
\*Grams: ARIEL SELLY OAK

# Range and Prices

<b>SQUARE FOUR</b>				
1000 c.c.	Model 4G ...	...	£90	0 0
<b>SQUARE FOUR</b>				
600 c.c.	Model 4F ...	...	£84	0 0
<b>RED HUNTER</b>				
500 c.c.	Model VH ...	...	£66	10 0
<b>RED HUNTER</b>				
350 c.c.	Model NH	...	£58	10 0
<b>RED HUNTER</b>				
250 c.c.	Model LH	...	£55	10 0
<b>O.H.V. DE LUXE</b>				
500 c.c.	Model VG ...	...	£61	10 0
<b>O.H.V. DE LUXE</b>				
350 c.c.	Model NG	...	£54	10 0
<b>O.H.V. DE LUXE</b>				
250 c.c.	Model LG	...	£50	10 0
<b>S.V. DE LUXE</b>				
600 c.c.	Model VB ...	...	£58	10 0

Prices include Lucas Magdyno Electric Lighting and Electric Horn.

# NOTABLE ARIEL FEATURES

**RESILIENT HANDLEBAR.** The Ariel patent rubber insulated Handlebar reduces the fatigue factor to a minimum.

**PATENT ARIEL CLUTCH.** The clutch is situated outside the chainbash and runs dry thereby removing all possibility of clutch drag.

**TOOL BOX.** Central fixing and water tight.

**OIL PURIFIER.** The Flywheels of all single cylinder models embody the Patent Ariel Oil Purifier.

**DETACHABLE REAR WHEEL.** One spanner — one minute.  
Available for all models, £2 extra (standard on 4F and 4G).

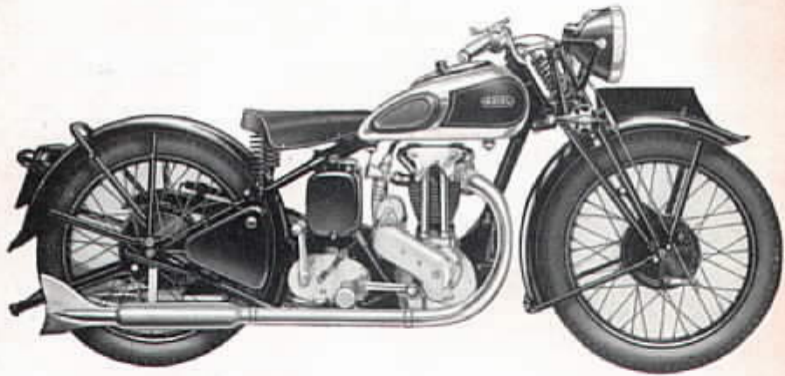
*Send for your free copy of the*  
**ARIEL CATALOGUE**

We invite you to write for the 1937 Ariel Catalogue which attractively illustrates and describes the complete Range.

Write to:—

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



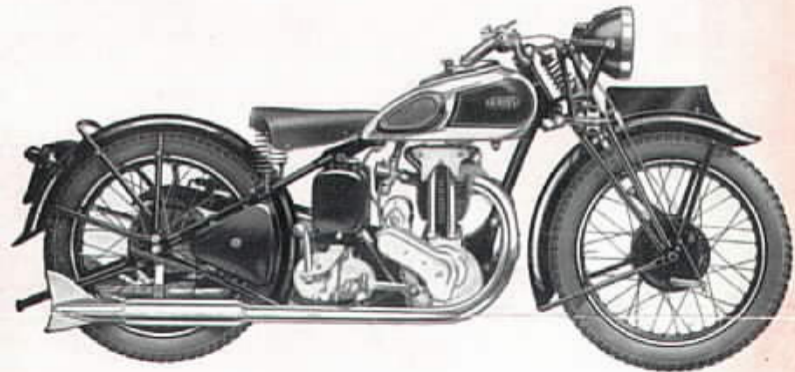


**O.H.V. DE LUXE, 250 c.c. Model LG, £50 10 0**

**Engine** — 61 x 85 (249 c.c.). High efficiency engine. Totally enclosed Valve Springs. Ball Bearings on both sides of mainshaft.

**Tyres** — 26 x 3.25 Rear, 26 x 3 Front.

**Tank** — 2½ gallon capacity. Superbly finished Chromium and Black, lined Gold.

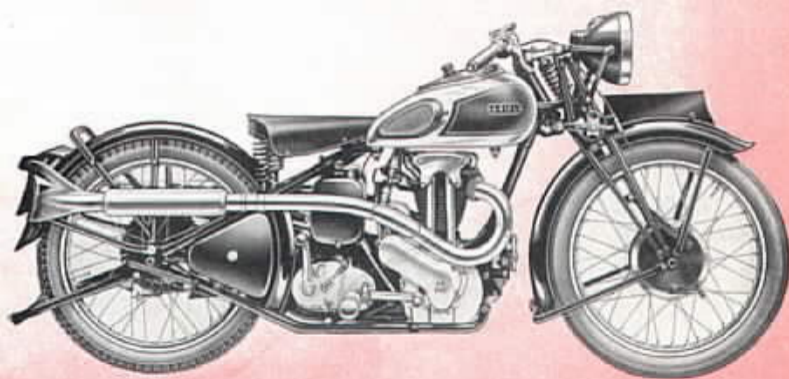


**O.H.V. DE LUXE, 350 c.c. Model NG, £54 10 0**

**Engine** — 72 x 85 (347 c.c.). High efficiency engine. Totally enclosed Valve Springs. Ball Bearings on both sides of mainshaft.

**Tyres.**— 26 x 3.25.

**Tank** — 2½ gallon capacity. Superbly finished Chromium and Black, lined Gold.

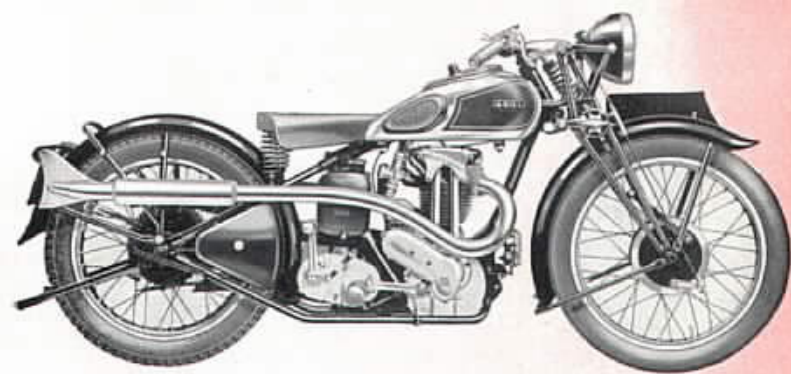


**RED HUNTER, 250 c.c. Model LH, £55 10 0**

**Engine** — 61 x 85 (249 c.c.). Two Port or Single Port. Specially bench tested. Polished Steel Flywheels. Polished Ports. 14 mm. Plug. Ball Bearings on both sides of mainshaft. Large bore down-draught Carburetter.

**Tyres** — 26 x 3.25 Rear, 26 x 3 Front. Chromium Rims—Red Centres.

**Tank** — 2½ gallon capacity. Superbly finished Chromium and Red, lined Gold.



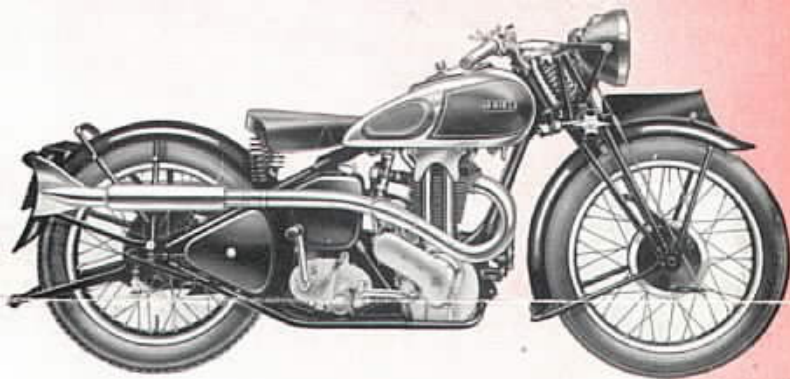
**RED HUNTER, 350 c.c. Model NH, £58 10 0**

**Engine** — 72 x 85 (347 c.c.). Two Port or Single Port. Specially bench tested. Polished Steel Flywheels. Polished Ports. 14mm. Plug. Ball Bearings on both sides of mainshaft. Large bore down-draught Carburetter

**Tyres** — 26 x 3.25 Rear, 26 x 3 Front. Chromium Rims — Red Centres.

**Tank** — 2½ gallon capacity. Superbly finished Chromium and Red, lined Gold.



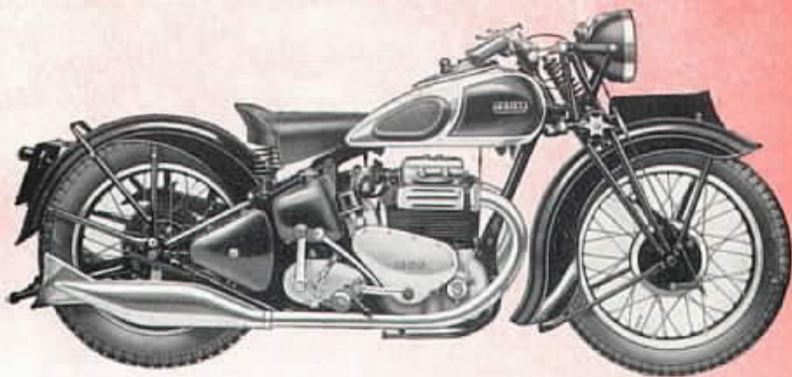


**RED HUNTER, 500 c.c. Model VH, £66 10 0**

**Engine** — 81.8 x 95 (497 c.c.). Two Port or Single Port. Specially bench tested, capable of tuning to 100 m.p.h. Polished steel flywheels. Polished ports. Special heavy crankcase. Mainshafts on two heavy roller bearings and one ball bearing. Large bore down-draught carburetter. 14 m.m Plug.

**Tyres** — 26 x 3.25 Rear, 26 x 3 Front. Chromium rims, Red centres.

**Tank** — 3½ gallon capacity. Superbly finished Chromium and Red, lined Gold.

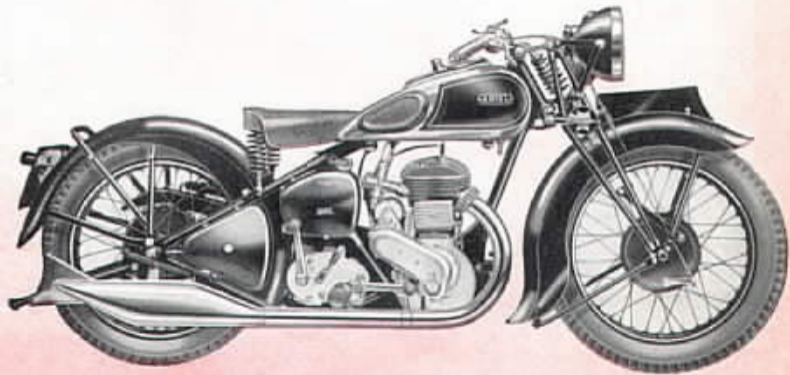


**SQUARE FOUR, 1000 c.c. Model 4G ... £90**  
**600 c.c. Model 4F ... £84**

**Engine** — 4G, 65 x 75 (997 c.c.). 4F, 51.4 x 75 (597 c.c.).  
Four Cylinders cast en bloc in square formation. Detachable Cylinder Head. Twin gear-coupled crankshafts. Valves operated by push rods. Automatic lubrication by plunger pump. Dry sump system with separate oil tank.

**Tyres** — 4G, 26 x 4 Rear, 26 x 3.25 Front. 4F, 26 x 3.25, Rear and Front. Chromium rims, Red centres (Black centres optional). Quickly detachable Rear Wheel.

**Tank** — 3½ gallon capacity. Superbly finished Chromium and Red, lined Gold. (Chromium and Black optional).

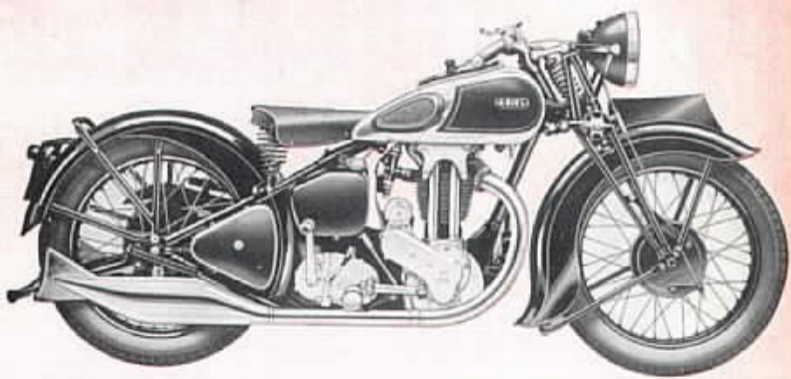


**S.V. DE LUXE, 600 c.c. Model VB, £58 10 0**

**Engine** — 86.4 x 102 (598 c.c.). Detachable high power Cylinder Head. Valves totally enclosed. Ball Bearings on both sides of mainshaft. Designed for efficient service over long periods without attention.

**Tyres** — 26 x 3.25.

**Tank** — 3½ gallon capacity. Superbly finished Chromium and Black, lined Gold.



**O.H.V. DE LUXE, 500 c.c. Model VG, £61 10 0**

**Engine** — 81.8 x 95 (497 c.c.). High efficiency engine.  
Totally enclosed Valve Springs. Ball Bearings on both sides of mainshaft.

**Tyres** — 26 x 3.25.

**Tank** — 3½ gallon capacity. Superbly finished Chromium and Black, lined Gold.

*Only*

# S.V. DE-LUXE

600cc MODEL VB

£58 - 10



*Only*  
**O.H.V. DE-LUXE**  
500 cc. MODEL V6  
£61 - 10



*The*  
**RED HUNTER**  
350 cc. MODEL NH  
**£58 - 10**



*Old*  
**OHV. DE-LUXE**  
350cc. MODEL NG  
**E54 - 10**





*Big Mac*  
**SQUARE FOUR**  
1000 C.C. MODEL 40 £90  
600 C.C. MODEL 4F £84

