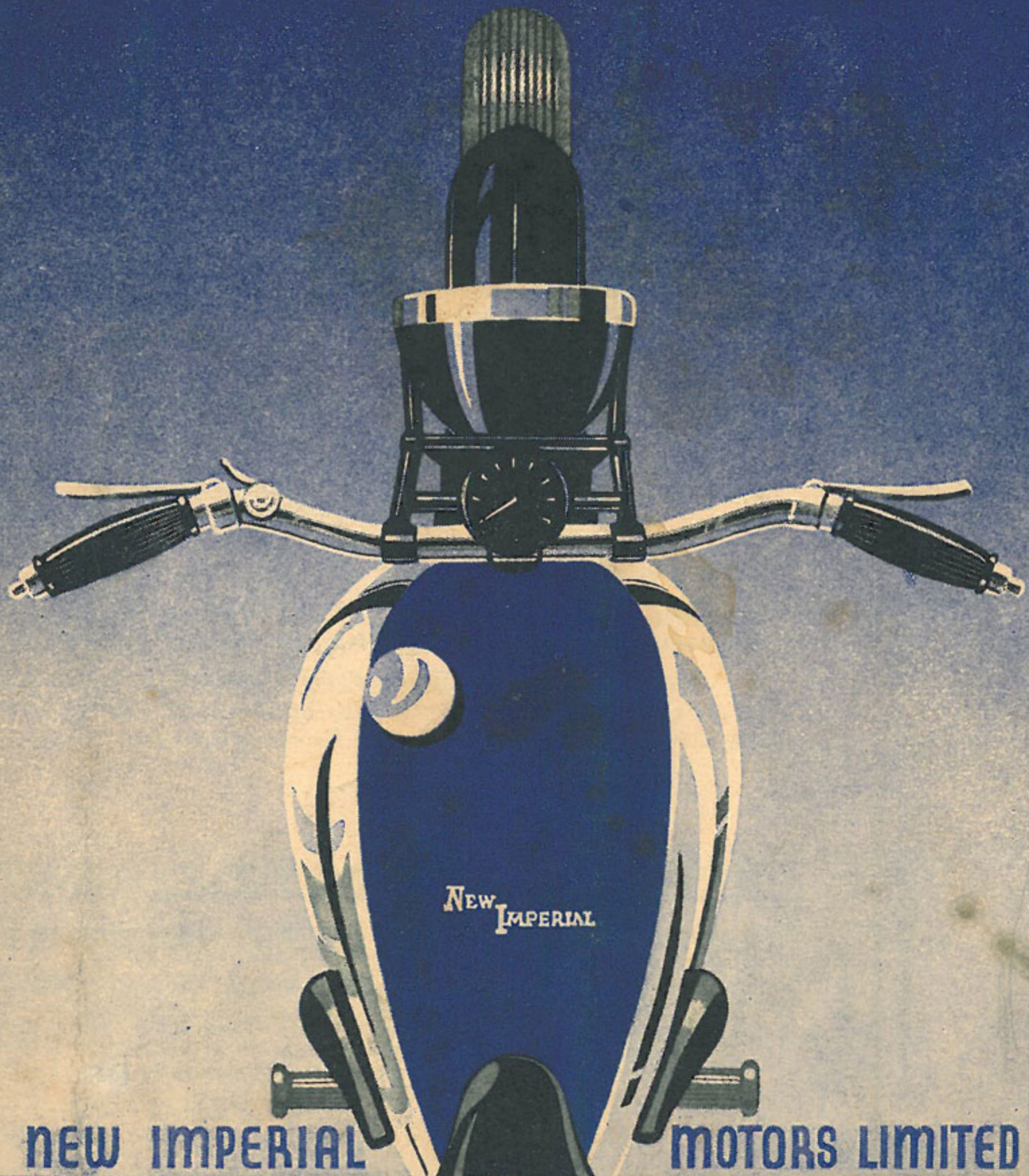


1939 NEW IMPERIAL



NEW IMPERIAL

MOTORS LIMITED

SPRING RD.

HALL GREEN

BIRMINGHAM

II.

Four Ranges :—the Lightweight, the Standard, the De Luxe, and the Grand Prix—comprise the "NEW IMPERIAL" programme for the 1939 Season.

The LIGHTWEIGHT RANGE embodies the 150 c.c. and the 250 c.c. "UTILITY DE LUXE" Models—the first named needs no introduction beyond saying that since its inception as far back as 1932, its popularity with the motoring public has increased enormously.

The 250 c.c. "UTILITY DE LUXE" machine, although a new-comer to the Motor Cycling world, has already established its reputation as a motor cycle that has met the need for a machine that will give a really flexible top gear performance at low engine speeds.

The STANDARD RANGE, whilst employing the same principles of design and construction which have proved so successful in past seasons, now embraces the following important features:—New cradle type frame, ensuring lower riding position, lower centre of gravity, and improved steering; shorter steering column, new shaped tank panels.

The DE LUXE RANGE follows the Standard Range very closely as regards principle of construction, but Spring Frames are fitted as standard to all De Luxe Models. The additional comfort and feeling of security which a Spring Frame gives to the rider must be experienced to be fully appreciated and the smooth movement beneficially affects all those parts of the machine which suffer from local shocks under unsprung conditions.

The GRAND PRIX RANGE introduces two machines of conventional design—separate engine and gearbox—as it is felt that such will appeal to the riders to whom the admitted advantages of Unit Construction fail to make an appeal. These two non-Unit Construction Models will follow in a somewhat modified degree their proto-types, which have achieved such success in the Isle of Man T.T. and Donington Speed events of recent years. (In the Lightweight T.T. of 1938, three privately owned machines gained Replicas, although each machine was then four years old).

In addition to the above, the 500 c.c. O.H.V. Clubman Unit—a sports type model of Unit Construction design—is again a feature of the Grand Prix range.

May we assure the many "NEW IMPERIAL" owners, and the new friends we are confident of making, that Satisfaction and Service is the constant aim and purpose of our Works and Dealer organization.

NEW IMPERIAL MOTORS LIMITED

SPRING ROAD · HALL GREEN · BIRMINGHAM, 11

Telephone Nos. SPRingfield 1164-5-6. Telegrams: "PEERAGE," BIRMINGHAM.

Directors: W. R. Wheeler (Managing), A. A. Glover (Sales), L. S. Horton (Works), K. Tompkins.

1939 RETAIL PRICES · EXTRAS

RETAIL PRICES EXTRAS

LIGHTWEIGHT RANGE.

Model 23	150 c.c. O.H.V.	Coil ...	33	0	0	35	0	0
Model 23	150 c.c. O.H.V.	M.L. ...	35	0	0	35	5	0
Model 36L	250 c.c. O.H.V.	Coil ...	38	0	0	38	0	0
Model 36L	250 c.c. O.H.V.	M.L. ...	40	5	0	40	5	0

STANDARD RANGE.

Model 36	250 c.c. O.H.V.	Coil ...	45	10	0	45	10	0
Model 36	250 c.c. O.H.V.	Magdyno	48	0	0	48	0	0
Model 46	350 c.c. O.H.V.	Coil ...	47	10	0	47	10	0
Model 46	350 c.c. O.H.V.	Magdyno	50	0	0	50	0	0
Model 76	500 c.c. O.H.V.	Coil ...	55	10	0	55	10	0
Model 76	500 c.c. O.H.V.	Magdyno	58	0	0	58	0	0

DE LUXE SPRING FRAME RANGE.

Model 36DL SF	250 c.c. O.H.V.	Magdyno	56	0	0	56	0	0
Model 46DL SF	350 c.c. O.H.V.	Magdyno	58	0	0	58	0	0
Model 76DL SF	500 c.c. O.H.V.	Magdyno	63	0	0	63	0	0

GRAND PRIX RANGE.

Model 50	250 c.c. O.H.V.	Magdyno	56	0	0	56	0	0
Model 60	350 c.c. O.H.V.	Magdyno	58	0	0	58	0	0
Model 110	500 c.c. O.H.V.	Magdyno	60	0	0	60	0	0

EXTRAS.

Red, Green or Black Panels on Chrome Tank
Red, Green or Black Enamelled Tank
Chromium Tank in place of Enamelled
Two Port Heads on Standard or De Luxe Range
Lightweight Speedometer (Model 23 only)
Speedometer Non-Trip 80 m.p.h.
Speedometer Trip 80 m.p.h.
Speedometer Non-Trip 100 m.p.h.
Speedometer Trip 100 m.p.h.
Pillion Footrests
Pillion Seat
Spring Frame Pillion Seat
Spring Frame for Sidecar use
Valanced Guards
Rear Stop Light
Leg Shields
Prop Stand

NOTES.

- These prices include Lucas Electric Lighting and Ignition, Electric Horn and Licence Holder.
- Speedometers are extra, but an 80 m.p.h. Illuminated Trip Speedometer is fitted to all Machines unless otherwise ordered.
- The above prices are for Great Britain only and the Company reserves the right to alter these prices without notice.
- Hire Purchase arrangements must be made by the Purchaser direct with his Dealer.

UTILITY
DE LUXE
RANGE

MODEL 23

150 c.c. O.H.V.

POWER UNIT.

146 c.c. block motor, bore 55 mm., stroke 62.5 mm. O.H.V. single port. Oil delivered by mechanical pump to crankcase, all parts lubricated by splash and oil returned to sump by gravity.

TRANSMISSION.

By helical gears to clutch and dynamo. The dynamo pinion is made from "Tufnol," a material giving a high degree of silence. The multi-plate clutch, with Ferodo inserts, is coupled to a three-speed gear, with hand control. The drive from unit to rear wheel is by $\frac{1}{2}$ " x .305 chain.

IGNITION AND LIGHTING.

Lucas Dynamo and coil, 6-volt set, having voltage control, parking and dipping devices, and H.F. horn.

FRAME.

Tubular cradle type, with pressed steel fork, light in weight and of great strength.

TANK.

2 $\frac{1}{2}$ gallons capacity, finished in a pleasing shade of blue, lined gold.

WHEELS.

19" x 2 $\frac{1}{4}$ " rims, 25" x 3" tyres.

BRAKES.

Internal expanding type, powerful and smooth in action.

EQUIPMENT.

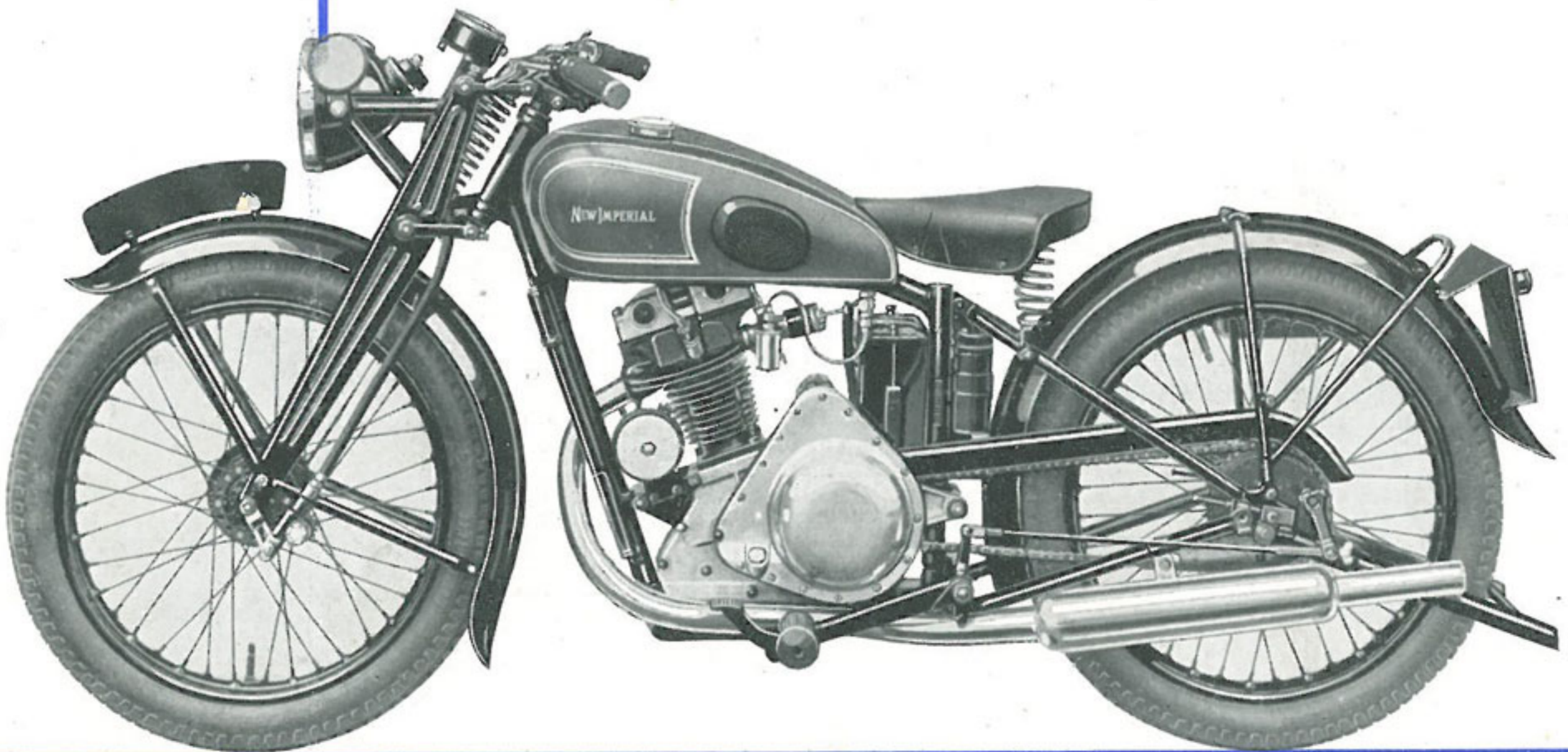
Includes "AMAL" carburetter, flexible top saddle, toolbox and kit, pump, licence holder, spring-up rear stand.

FINISH.

Black enamel, 3 coats, on frame, wheels, etc. Usual fittings chromium-plated.

PRICE COMPLETE

(Illuminated Trip Speedometer ...	extra.	Maglita Lighting	extra.)
LIGHTWEIGHT Speedometer ...	extra.		



POWER UNIT.

247 c.c., block motor, bore 67 mm., stroke 70 mm. O.H.V. single port. Oil is delivered by mechanical pump to crankcase, all parts lubricated by splash, and oil returned to sump by gravity.

TRANSMISSION.

By helical gears to clutch and dynamo. The dynamo pinion is made from "Tufnol," a material giving a high degree of silence. The multi-plate clutch, with Ferodo inserts, is coupled to a three-speed gear, with hand control. The drive from unit to rear wheel is $\frac{1}{2}$ " x .305 chain. Shock absorber is provided.

IGNITION AND LIGHTING.

Lucas dynamo and coil, 6-volt set, having voltage control, parking and dipping devices, H.F. horn.

FRAME.

Tubular cradle type, with tubular steel fork, light in weight and of great strength.

TANK.

2½ gallons capacity, finished in a pleasing shade of blue, gold lined.

WHEELS.

19" x 2½" rims, 25" x 3" tyres.

BRAKES.

Internal expanding type, powerful in action, rear 6½", front 5".

EQUIPMENT.

Includes "Amal" carburetter, flexible top saddle, toolbox and kit, pump, licence holder, spring-up rear stand.

FINISH.

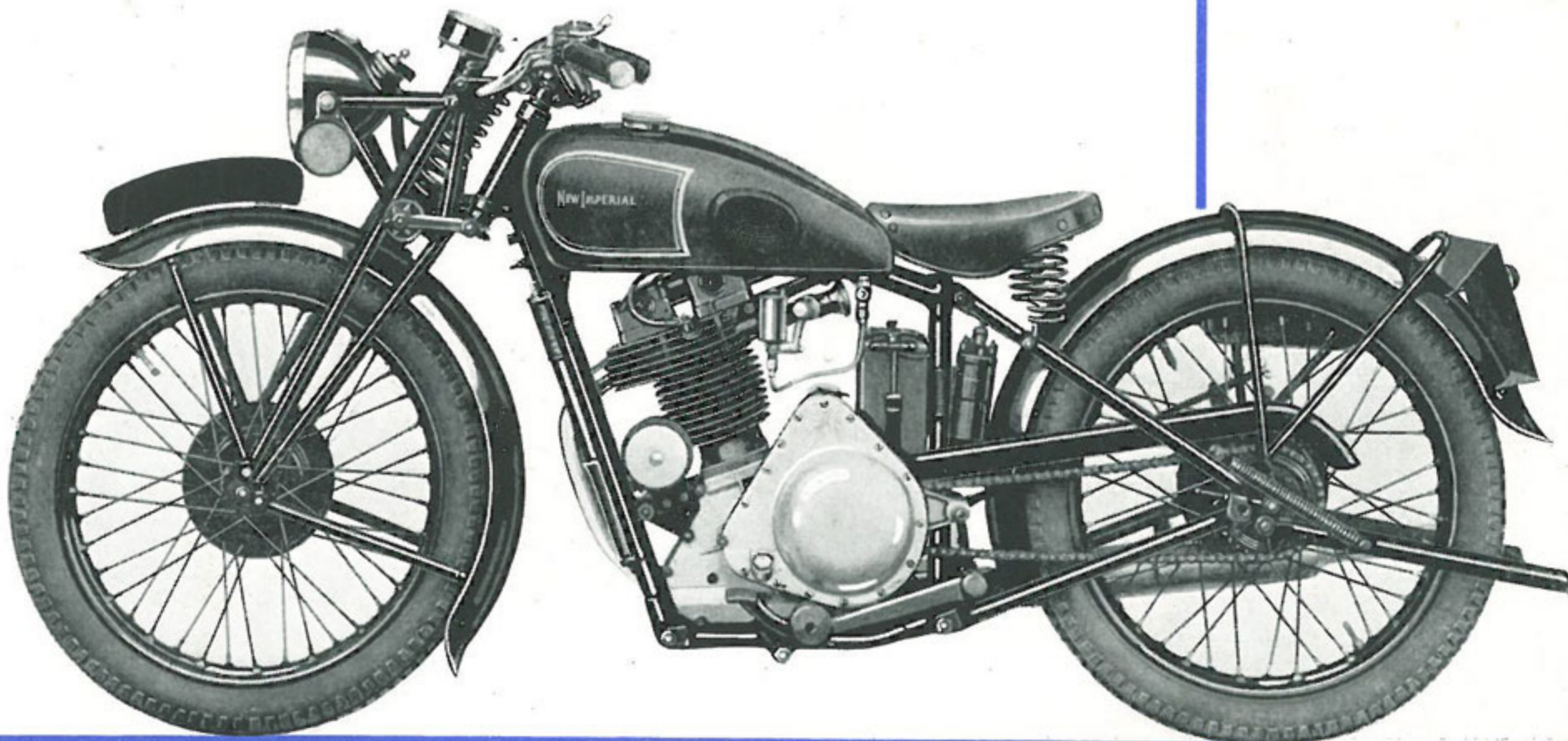
Black enamel, 3 coats, on frame, wheels, etc. Usual fittings chromium-plated.

(This machine has been specially designed to give a good performance at low engine speeds and is therefore admirably suited for town riding.)

PRICE COMPLETE

£38 0 0

(Illuminated Trip Speedometer ... £2 10s. extra. Maglita Lighting £2 5s extra.)



STANDARD RANGE

MODEL 36

250 c.c. O.H.V.

POWER UNIT.

247 c.c. block motor, bore 67 mm., stroke 70 mm. O.H.V. Single port. Oil is delivered by mechanical pump to centre of big end bearing and from there by splash to the other reciprocating and rotating parts, afterwards being returned to sump by gravity through a breather at the rear of crankcase.

TRANSMISSION.

By helical gears to multi-plate clutch, with Ferodo inserts. The clutch is coupled to a 4-speed gearbox, with foot control, having independent lubrication. Engine shaft shock absorber is provided.

IGNITION AND LIGHTING.

Lucas Magdyno set, complete with voltage control. Large diameter head lamp, parking and dipping devices, and H.F. horn.

FRAME.

Tubular cradle type, with tubular fork, having rebound and steering dampers.

TANK.

3½ gallons capacity, finished in a pleasing shade of blue.

WHEELS.

19" x 2½" rims, with 26" x 3.25" "Dunlop" Universal tyres.

BRAKES.

Powerful, internal expanding type, 7" diameter.

EQUIPMENT.

Includes "Amal" carburetter, flexible top saddle, toolbox and kit, pump, licence holder, spring-up rear stand.

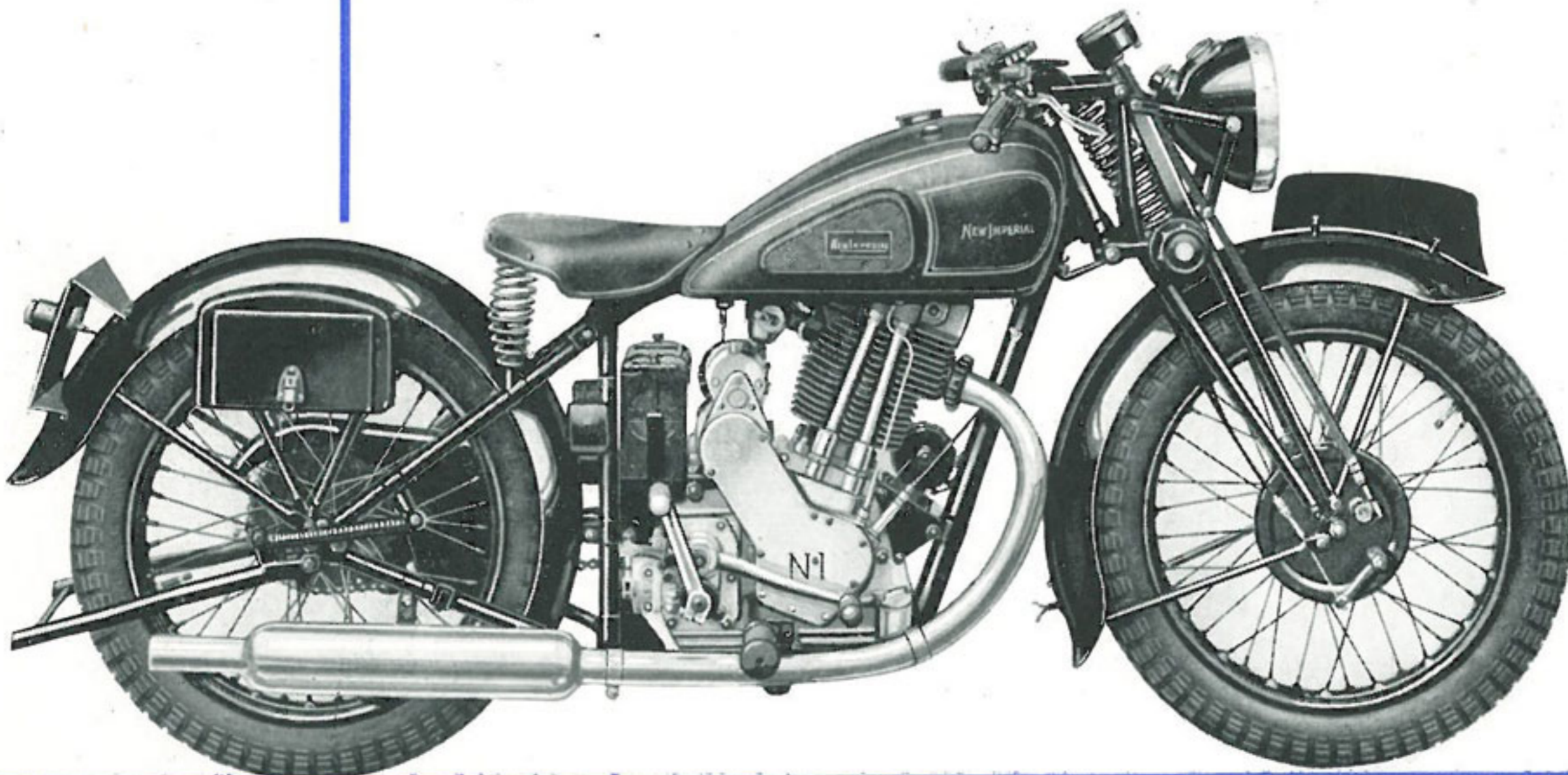
FINISH.

Black enamel. 3 coats, on frame, wheels, etc. Usual fittings chromium-plated.

PRICE COMPLETE

£48 0 0

(The above machine can be supplied with Coil Set at	£2 10s. less.)
(Illuminated Trip Speedometer ... £2 10s. extra.	...	2 Port Head	£1 10s. extra.)



MODEL 46

350 c.c. O.H.V.

STANDARD

MODEL 76

500 c.c. O.H.V.

RANGE

POWER UNIT.

Model 46. 344 c.c. block motor, bore 74 mm., stroke 80 mm. Model 76. 496 c.c. block motor, bore 82 mm., stroke 94 mm. O.H.V. single port. Oil is delivered by mechanical pump to centre of big end bearing and from there by splash to the other reciprocating and rotating parts, afterwards being returned to sump by gravity through a breather at the rear of crankcase.

TRANSMISSION.

By helical gears to multi-plate clutch, with Ferodo inserts. The clutch is coupled to a 4-speed gearbox, with foot control, having independent lubrication. Engine shaft shock absorber is provided.

IGNITION AND LIGHTING.

Lucas Magdyno set, complete with voltage control, large diameter head lamp, parking and dipping devices, and H.F. horn.

FRAME.

Tubular cradle type, with tubular fork, having rebound and steering dampers.

TANK.

3½ gallons capacity, finished in a pleasing shade of blue.

WHEELS.

19" x 2½" rims, with 26" x 3.25", "Dunlop" Universal tyres.

BRAKES.

Powerful, internal expanding type, 7" diameter.

EQUIPMENT.

Includes "Amal" Carburetter, flexible top saddle, toolbox and kit, pump, licence holder, spring-up rear stand.

FINISH.

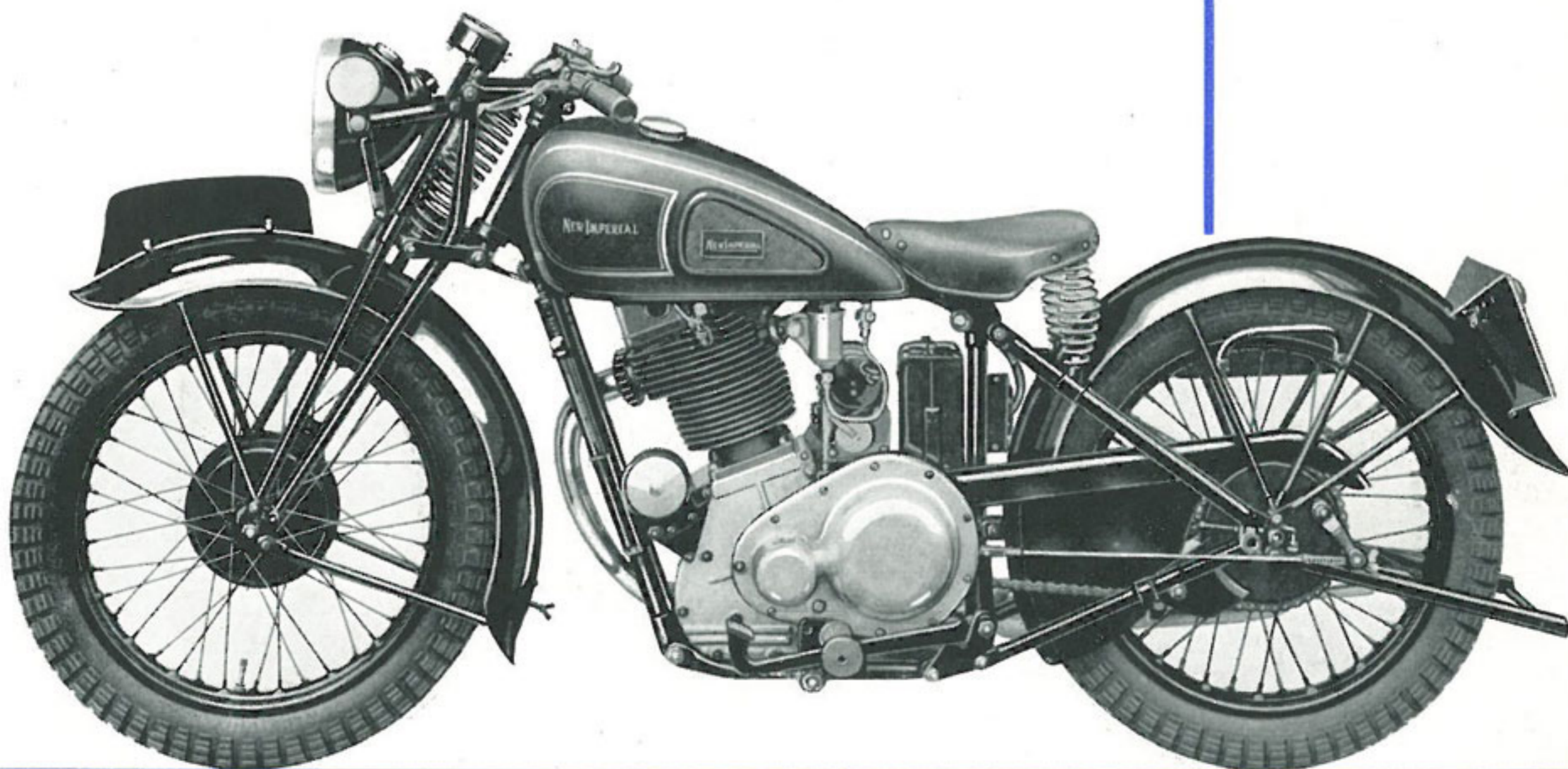
Black enamel, 3 coats on frame, wheels, etc. Usual fittings chromium-plated.

PRICES COMPLETE

£50 0 0 Model 46

£58 0 0 Model 76

(The above machines can be supplied with Coil Set at £2 10s. less.)
(Illuminated Trip Speedometer ... £2 10s. extra. 2 Port Head £1 10s. extra.)



DE LUXE
SPRING-
FRAME
RANGE

MODEL 36 DL.SF

250 c.c. O.H.V.

POWER UNIT.

247 c.c. block motor, bore 67 mm, stroke 70 mm. O.H.V. single port. Oil is delivered by mechanical pump to centre of big end bearing and from there by splash to the other reciprocating and rotating parts, afterwards being returned to sump by gravity through a breather, at the rear of crankcase.

TRANSMISSION.

By helical gears to multi-plate clutch with Ferodo inserts. The clutch is coupled to a 4-speed gearbox, with foot control, having independent lubrication. Engine shaft shock absorber is provided.

IGNITION AND LIGHTING.

Lucas Magdyno set, complete with voltage control, large diameter head lamp, having parking and dipping devices, and H.F. horn.

FRAME.

Specially designed "NEW IMPERIAL" spring frame, the main pivot being mounted upon a pair of adjustable "Timken" taper bearings, ensuring great lateral rigidity under all road conditions. The range of movement can be controlled by a shock absorber, accessible for adjustments from the saddle. Springs of greater strength are provided when the machine is used for sidecar work. (10/- extra.)

TANK.

3½ gallons capacity, chromium plate finish with blue panels.

WHEELS.

19" x 2½" rim with 26" x 3.25" "Dunlop" Universal tyre, Rear. 27" x 3.0" Dunlop Ribbed Front.

BRAKES.

Powerful internal expanding type, 7" diameter.

EQUIPMENT.

Includes "Amal" carburetter, flexible top saddle, toolbox and kit, pump, licence holder, spring-up rear stand.

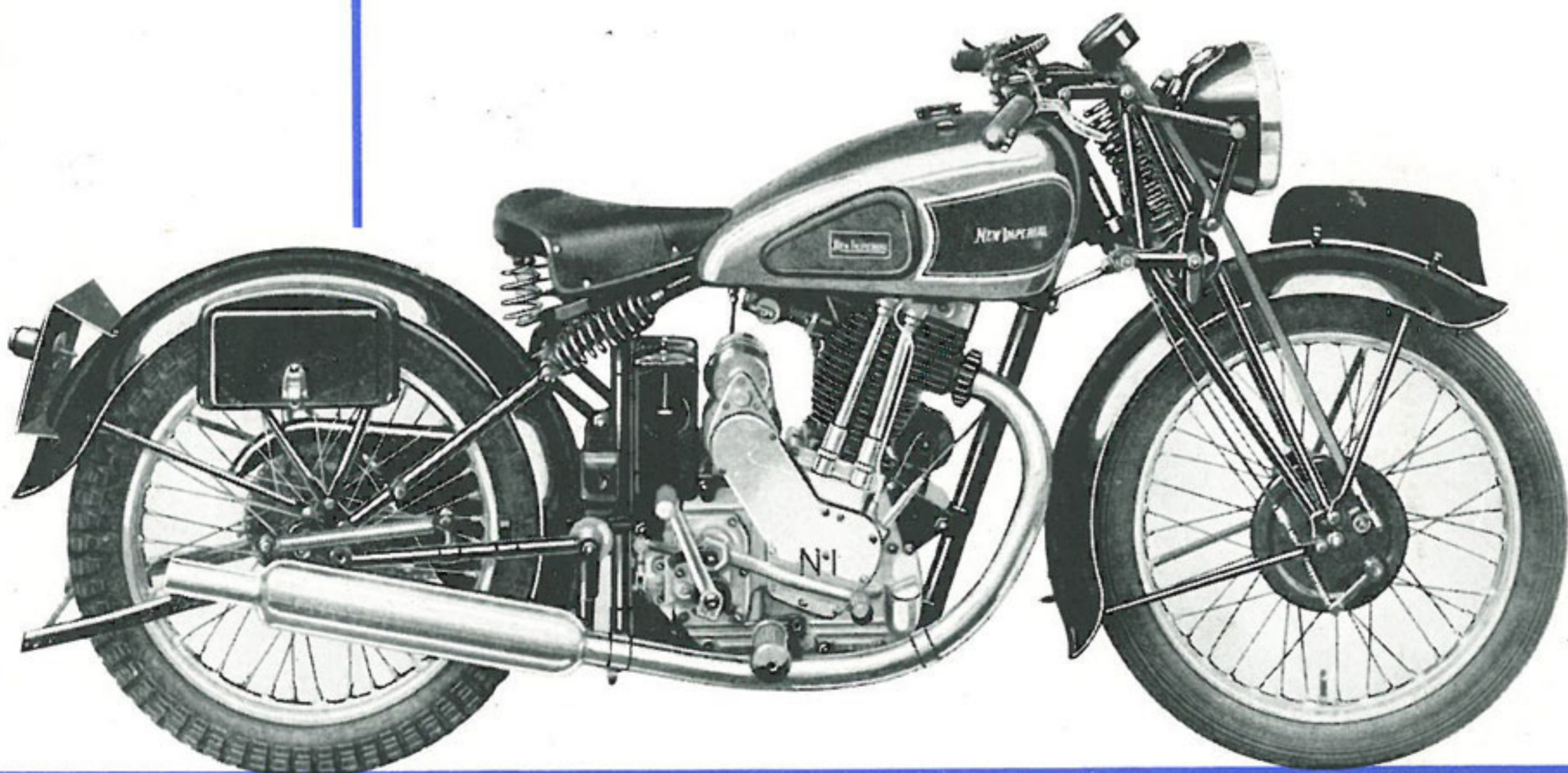
FINISH.

Black enamel, 3 coats on frame, wheels, etc. Usual fittings chromium plated.

PRICE COMPLETE

£56 0 0

(Illuminated Trip Speedometer ... £2 10s. extra. 2 Port Head £1 10s. extra.)



MODEL 46 DL.SF

350 c.c. O.H.V.

MODEL 76 DL.SF

500 c.c. O.H.V.

DE LUXE
SPRING-
FRAME
RANGE

POWER UNIT.

Model 46DL.SF. 344 c.c. block motor, stroke 80. Bore 74 mm. O.H.V. single port. Model 76DL.SF. 496c.c. block motor. Bore 82 mm., stroke 94 mm. Oil is delivered by mechanical pump to centre of the big end bearing and from there by splash to the other reciprocating and rotating parts, afterwards being returned to the sump by gravity through a breather at the rear of crankcase.

TRANSMISSION.

By helical gears to multi-plate clutch, with Ferodo inserts. The clutch is coupled to a 4-speed gearbox, with foot control having independent lubrication. Engine shaft shock absorber is provided.

IGNITION AND LIGHTING.

Lucas Magdymo set, complete with voltage control, large diameter head lamp, having parking and dipping devices, and H.F. horn.

FRAME.

Specially designed "NEW IMPERIAL" spring frame. The main pivot being mounted upon a pair of adjustable "Timken" taper bearings, ensuring great lateral rigidity under all road conditions. The range of movement can be controlled by a shock absorber, accessible for adjustment from the saddle. Springs of greater strength are provided when the machine is used for sidecar work. (10/- extra.)

TANK.

3½ gallons capacity, chromium plate finish, with blue panels.

WHEELS.

19" x 2½" rim, with 26" x 3.25" "Dunlop" Universal tyre, Rear. 27" x 3.0" Dunlop Ribbed Front.

BRAKES.

Powerful internal expanding type, 7" diameter.

EQUIPMENT.

Includes "Amal" carburetter, flexible top saddle, toolbox and kit, pump, licence holder, spring-up rear stand.

FINISH.

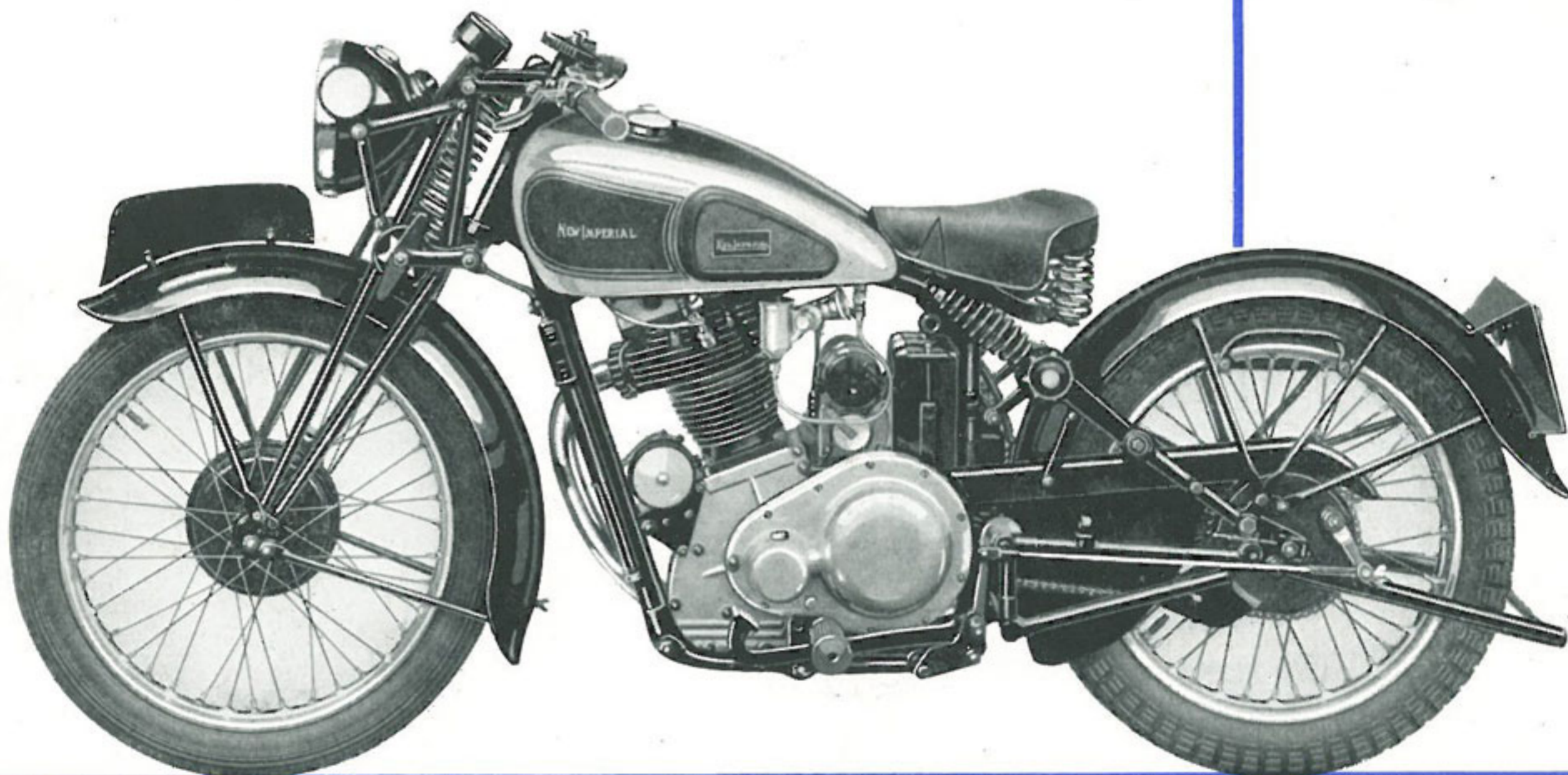
Black enamel, 3 coats, on frame, wheels, etc. Usual fittings chromium plated.

PRICES COMPLETE

£58 0 0 Model 46 DL.SF

£63 0 0 Model 76 DL.SF

(Illuminated Trip Speedometer ... £2 10s. extra.) (2 Port Head £1 10s. extra.)



GRAND
PRIX
RANGE

(NON UNIT)

MODEL 50

MODEL 60

250 c.c. O.H.V.

350 c.c. O.H.V.

ENGINE.

Model 50. 246 c.c., bore 62½ mm., stroke 80 mm. Model 60. 346 c.c., bore 70 mm., stroke 90 mm. O.H.V. single port. Lubrication by dry sump system. 6 pints of oil are carried in tank, remote from engine. The oil is delivered under pressure to the timing gear, big end bearing, and overhead rocker spindles; a lead is also taken to the thrust side of the piston; remainder of the reciprocating and rotating parts are fed by splash and the oil is returned by pump from the engine sump to tank. The crankshaft is mounted on three large bearings, rigidly mounted in the crankcase. The connecting rod is carried on double row roller bearings of ample proportions.

TRANSMISSION.

½" x .305 chain in cast aluminium oil bath case to 4-speed all-enclosed gear box, with foot change and folding kickstarter, and by ⅝" x ¼" chain to rear wheel. Engine shaft shock absorber is provided.

FRAME.

Tubular cradle type of very pleasing appearance giving low centre of gravity.

FORKS.

Light tubular construction with easily adjustable rebound dampers and steering dampers.

WHEELS.

Model 50. 19" x 2½" rim, 26" x 3.25" tyre, Rear. 20" x 2½" rim, 26" x 3" tyre Front.

Model 60. 19" x 3" rim, 26" x 3.50" tyre, Rear. 20" x 2½" rim, 26" x 3" tyre Front.

BRAKES.

Powerful internal expanding type, 7" diameter.

TANK.

Very pleasing contour, finished in chromium and blue. Capacity 2½ gallons.

EQUIPMENT.

Includes "Amal" carburetter, flexible top saddle, toolbox and kit, pump, licence holder, spring-up rear stand.

IGNITION AND LIGHTING.

Lucas 6-volt Magdyno set, voltage control, parking and dipping devices, and H.F. horn.

FINISH.

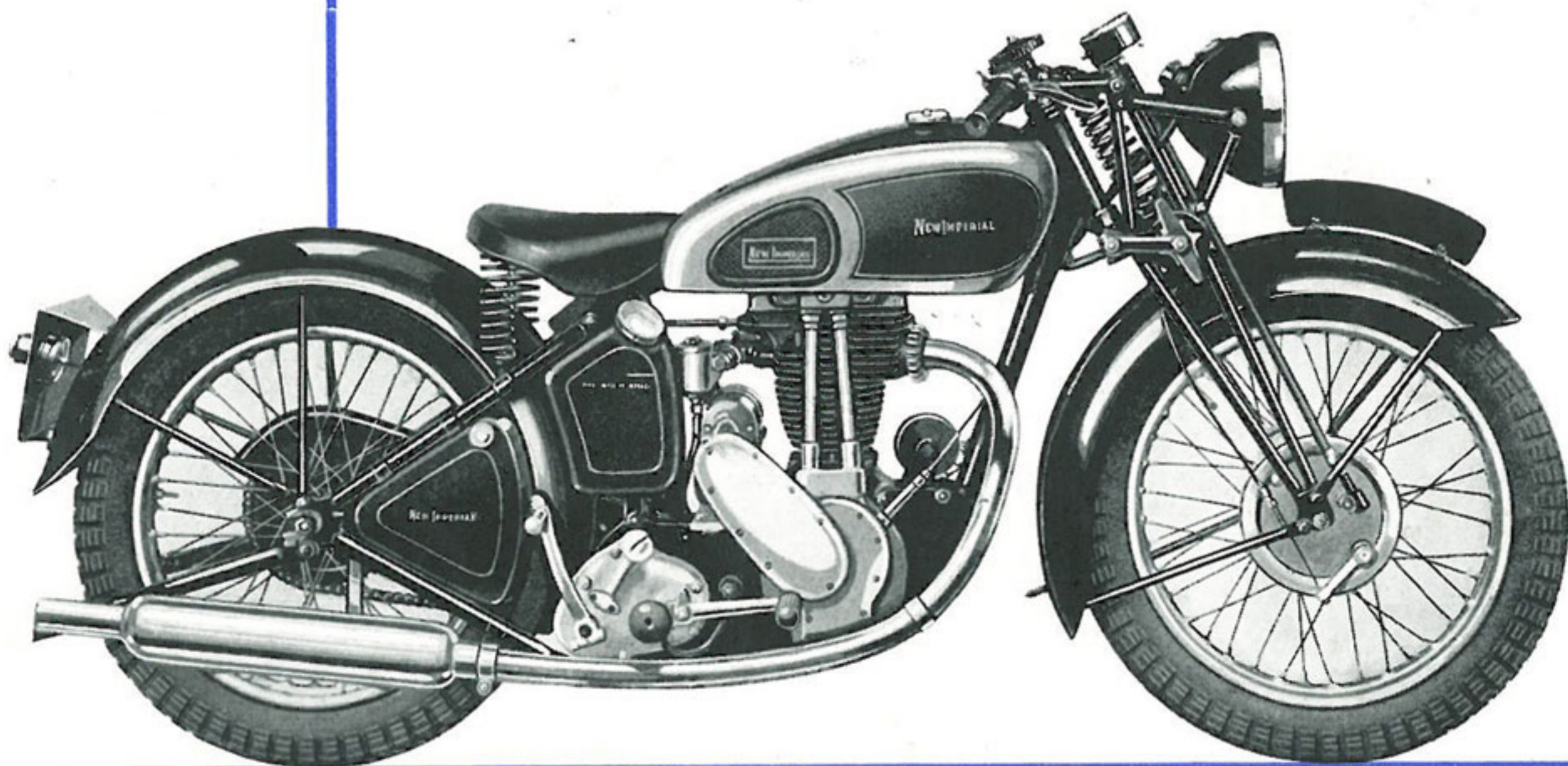
Black enamel, 3 coats on frame, wheels, etc. Usual fittings chromium plated.

PRICES COMPLETE

£56 0 0 Model 50

£58 0 0 Model 60

(Illuminated Trip Speedometer ... £2 10s. extra.)



MODEL 110

500 c.c. O.H.V.

GRAND PRIX RANGE (UNIT)

POWER UNIT.

496 c.c. block motor, bore 82 mm., stroke 94 mm. O.H.V. single port, upswept exhaust. Oil is delivered by mechanical pump to centre of big end bearing and from there by splash to the other reciprocating and rotating parts, afterwards being returned to the sump by gravity through a breather at the rear of crankcase.

TRANSMISSION.

By helical gears to multi-plate clutch with Ferodo inserts. The clutch is coupled to a four-speed gearbox with foot control, having independent lubrication. Engine shaft shock absorber is provided.

IGNITION AND LIGHTING.

Lucas 6-volt Magdyno set, complete with voltage control, large diameter head lamp, parking and dipping devices, and H.F. horn.

FRAME.

Tubular cradle type with tubular fork, having rebound and steering dampers.

TANK.

3½ gallons capacity finished in chromium and red or chromium and blue.

WHEELS.

19" x 2½" rim with 26" x 3.25" tyres (rear).

20" x 2½" rim with 26" x 3" tyres (front).

BRAKES.

Powerful internal expanding type, 7" diameter.

EQUIPMENT.

Includes "Amal" carburetter, flexible top saddle, toolbox and kit, pump, licence holder, spring-up rear stand.

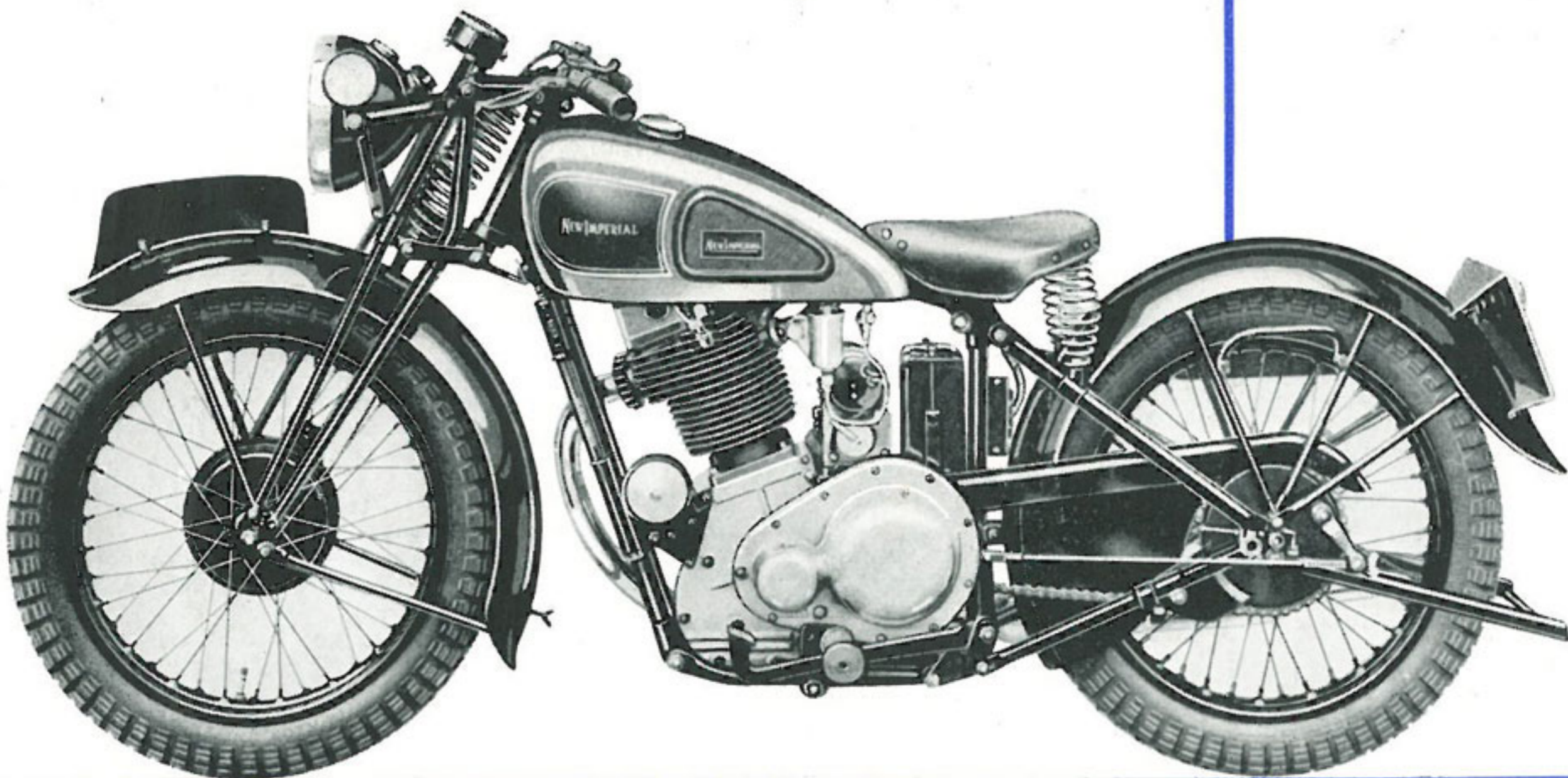
FINISH.

Black enamel 3 coats on frame, wheels, etc. Usual fittings chromium plated.

PRICE COMPLETE

£60 0 0

(Illuminated Trip Speedometer ... £2 10s. extra. 2 Port Head £1 10s. extra.

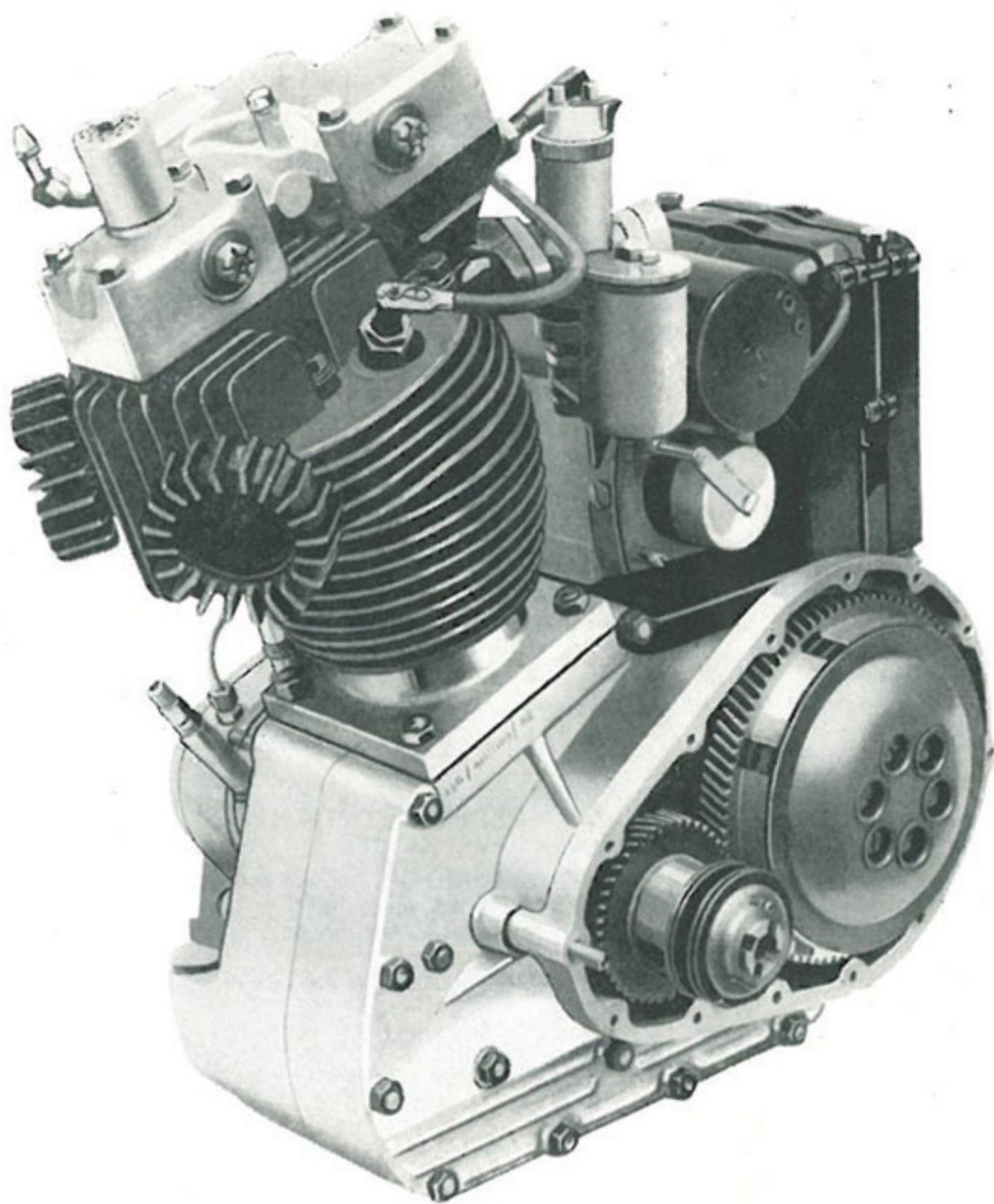


SPECIAL FEATURES

The basic principle of Unit Construction is the casting of the Engine Crankcase and the Gearbox body in one piece giving exceptional rigidity.

The Primary Drive on New Imperial Unit Construction Models is by helical gear wheels which replace the conventional chain-cum-sprocket type of Drive.

Many advantages arise from the use of Unit Construction, such as the reduction in the overall length of the Engine Gearbox Unit and the consequent shortening of the wheel base of the Machine. The greatest advantage, however, in the eyes of the user, to whom minimum attention to his machine makes an appeal, is the fact that adjustment of Primary Chain, between Engine and Gearbox, is obviated and the special steel helical gear wheels have such a long life (without replacement) that a considerable saving can be shown. These gear wheels run in an oil bath Gearcase, the oil supply of which is maintained through a large filler, being quite unconnected with the Engine oil circuit. The power from the Engine is transmitted to the Gearbox with a minimum of frictional loss.



The general construction of the Spring Frame follows very closely, in its outline, its rigid, conventional counterpart, but the chain stay portion of the rear triangle of the spring frame is mounted at its forward end on a pivot so positioned as to allow the rear fork end to move with the rear wheel in a vertical plane, the shock of the movement being taken up by spring-loading the seat stay, and controlling the movement by a damper.

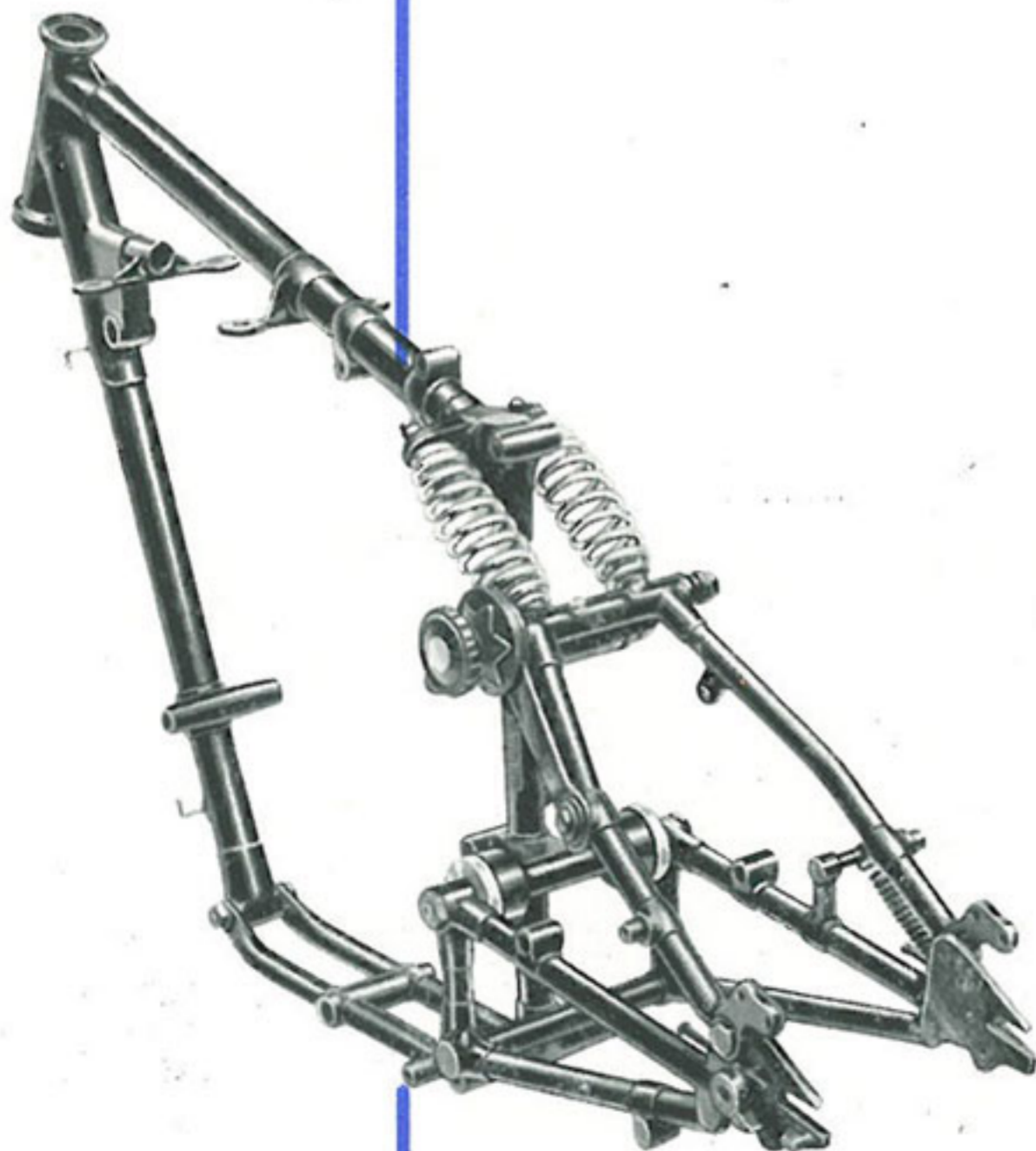
The essentials of good Spring Frame design are :—

- (a) The sprung part of the frame must be strong and scientifically triangulated and yet be as light as possible.
- (b) The pivots must be on wide centres to give a good working base.
- (c) The pivots must be mounted on large taper roller bearings, the wear on which must be taken up easily.
- (d) Lubrication must be made easy by the provision of suitable grease gun nipples.

NOTE.—Upswept Exhaust Pipes cannot be fitted with Spring Frame.

WHAT IT DOES—

- (a) Removes riding fatigue.
- (b) Gives you a new perception of riding comfort.
- (c) Gives longer life to every part of the machine particularly batteries and tyres.
- (d) Converts third-class by-roads into A class highways.
- (e) Gives you that "on rails" feeling on corners and makes for SAFETY FIRST.



TECHNICAL DATA

Model :		23	36L	36 & 36DL. SF	46 & 46DL. SF	76 & 76DL. SF	50	60	110
Gear Ratios	TOP	8	6.3	6.2	5.8	5.1	6.25	5.4	5.1
	3rd	—	—	8.3	7.8	6.7	7.9	6.9	6.7
	2nd	11.5	9.1	11.3	10.6	9.0	11.0	9.5	9.0
	1st	21.5	17.0	16.7	15.7	13.5	16.6	14.5	13.5
Petrol Tank	Galls	2½	2½	3¼	3¼	3¼	2¾	2¾	3¼
Oil Capacity	Pints	2¼	2¼	2¾	2¾	3	6	6	3
Saddle Height	Ins.	27	27	28	28	28	28	28	28
Tyre Pressures	Lbs. F	16	16	16	17	18	19	19	19
	R	22	22	22	23	24	22	20	22
Approx. M.P.G.Petrol	Miles	115	100	90	85	75	90	85	70
Weight ...	Lbs.	220	230	328	330	365	320	330	365
Compression Ratios	—	7.8	6.4	7.5	6.6	6.6	7.5 or 8.5	6.5 or 7.8	7.0
Wheel Base	Ins.	51	51	54	54	54	55	55	54
Overall Length	Ins.	79	79	83	83	83	84	84	83
Overall Width	Ins.	28	28	30	30	30	28½	28½	30
Ground Clearance	Ins.	5¼	5¼	4½ 5½(SF)	4½ 5½(SF)	4½ 5½(SF)	4½	4½	4½

SIDECARS

Model 'A' TOURIST

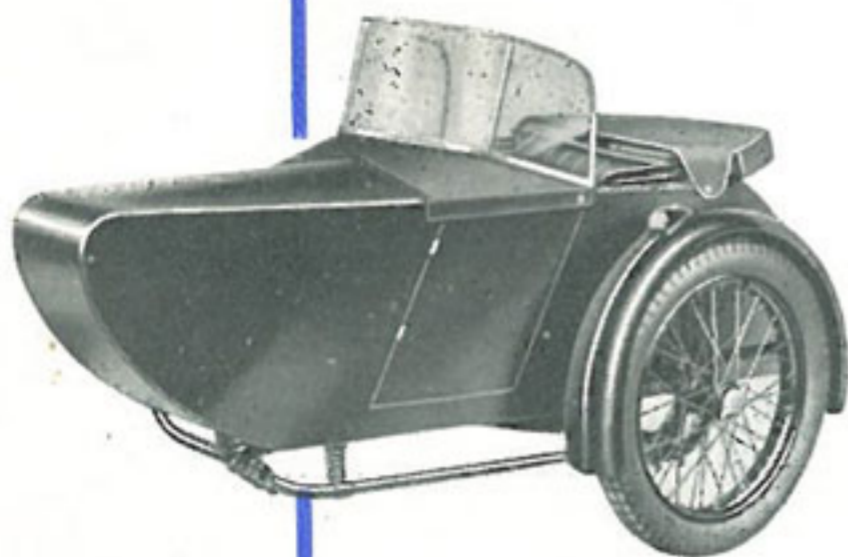
(For use with Model 46)

The Sidecar is specially selected, and the body, built of best selected 3-plywood, is mounted on a substantial hardwood frame and is covered in best quality rexine.

The Specification includes a large and comfortable, fully sprung seat and deep back rest, which is hinged to give access to the roomy rear locker.

An apron and celluloid sports screen, together with a storm-proof hood, provides ample weather protection, whilst the adjustable foot rest, large door, and inside pocket, are refinements that are usually only to be found on more expensively priced sidecars.

It is ideal for those requiring a well-finished reliable vehicle, and it can be used with confidence for long distance touring.

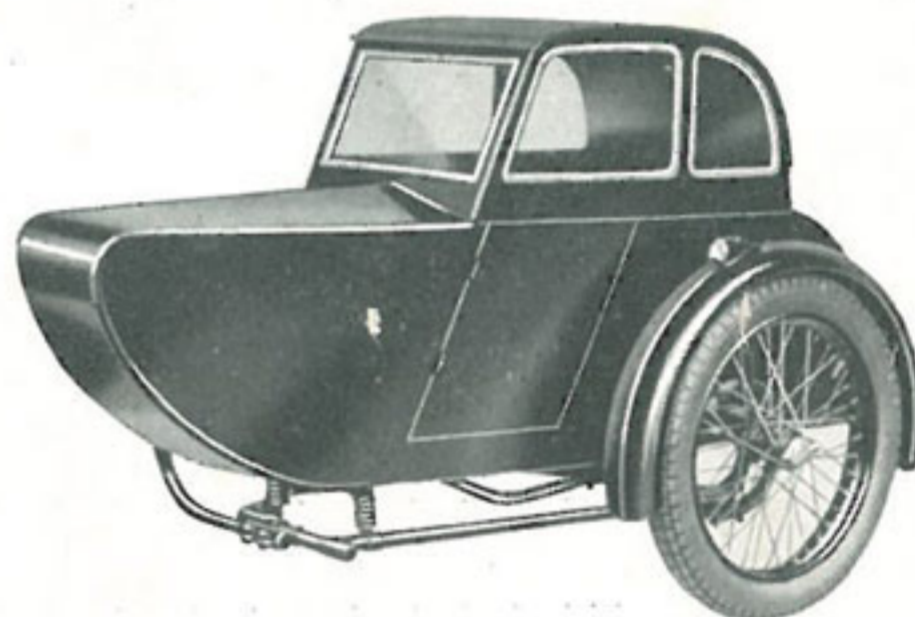


Model 'B' SPORTSMAN'S COUPE

The attractive sporting lines of this all weather or open Sportman's Coupe are obvious at a glance. Body is of selected plywood, mounted on a robust hardwood frame, panelled in steel and finished in Cellulose. It may be had in Black, Light Green, Maroon or Grey.

A pressed steel head, which is hinged at the side, is fitted with four lights and large backswept front screen, all recessed and fitted with chromium content fillets. The hood cover may be folded back to give a variety of roof openings, and yet give complete weather protection. The seat and back cushions are deeply sprung and an adjustable footrest and inside pocket ensures comfort to the passenger. A spacious rear locker is fitted with lock and key, access to which is secured without disturbing the passenger.

(Fourth Arm Connection, standard.)



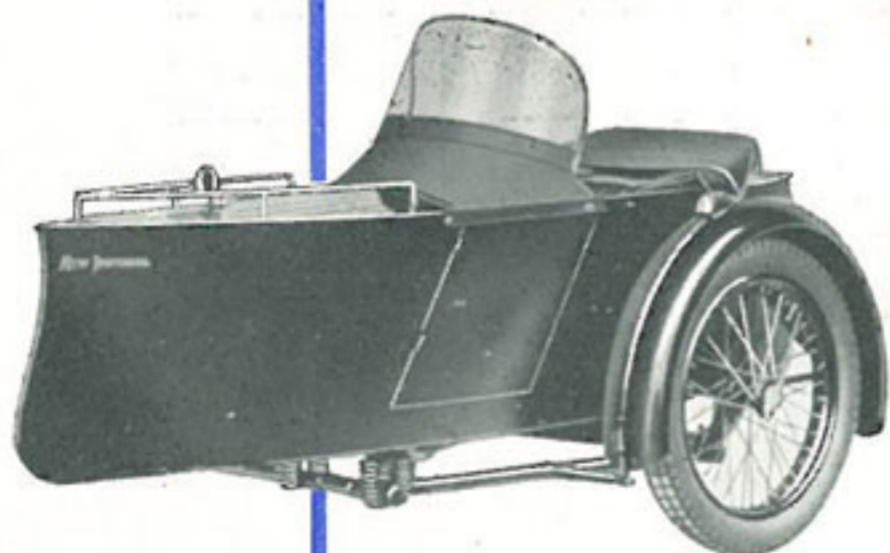
Model 'L' SPORTS LAUNCH

The new Sports Launch Body incorporates many improvements. It is deeper and wider than previous similar Models, and access to the rear locker is given by a hinged rear rail deck, which is fitted with a chromium-plated rail.

The front rails and the cowl are similarly finished and a large celluloid fold-forward windscreen and smart sports hood ensures complete weather protection.

The standard equipment also includes inside pocket, adjustable footrest, and the large seat and back cushions are fully sprung. Can be had in Black, Green, Maroon or Grey, the decks and top being finished Black, Green or Mahogany.

(Hood, Extra. Fourth Arm Connection, standard).



ACHIEVEMENTS

A FEW OUTSTANDING SUCCESSES BY NEW IMPERIAL IN 1938.

- **Brooklands Grand Prix.**
On Saturday, July 23rd, L. J. Archer wins at 61.81 m.p.h. on his 250 c.c. New Imperial.
- **Donington 250 Grand Prix.**
L. J. Archer wins at 64.72 m.p.h. on his 250 c.c. New Imperial.
- **Donington (Whit Monday Meeting).**
A. J. Welsted is 2nd in the 250 c.c. class at 60.69 m.p.h.
- **Donington (Dunlop Jubilee Meeting).**
A. J. Welsted is 2nd in the 250 c.c. class on his 250 c.c. New Imperial.
- **Lightweight T.T. 1938.**
Three private owners obtain Replicas on four-year-old 250 c.c. New Imperials.
- **Kickham Memorial Trial.**
R. D. Cottrell wins the John Bull Cup.
- **Wye Valley Traders Trophy Trial.**
G. C. Littleford wins the 250 c.c. Cup.

A NEW IMPERIAL OWNER SAYS

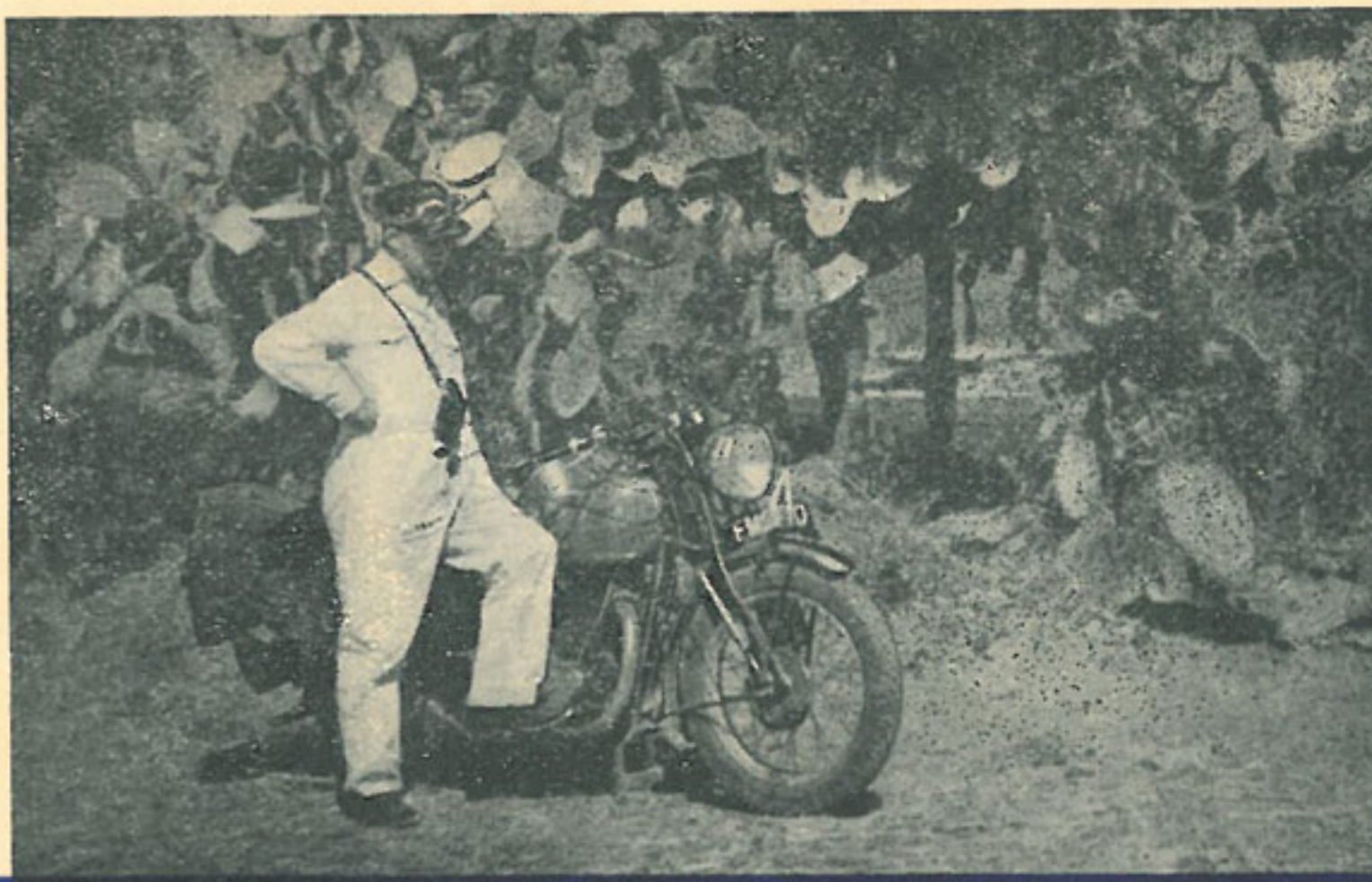
Dear Sirs,

12/9/38.

On Saturday at Brooklands the New Imperial was once again successful in securing a Premier Award. I have been so satisfied with my Model 110 Spring Frame that a brief history of its 18 month's life would be interesting. **Lands End Trial, 1937.** First-class Award, in which I carried six eggs on the Sprung Carrier, which remained unbroken throughout the Trial. **Edinburgh Trial, 1937.** Another First-class Award. **Clubman Day at Brooklands, 1937.** Clocked over 80 m.p.h. **August, 1937.** I did a fourteen days' tour through Belgium, Germany, Austria, Italy, Switzerland and France. This with a pillion passenger and a lot of luggage. **Donington, 1937.** Fourth in the 50 mile Race, fully equipped. **August, 1938.** A fourteen day trip to North Africa in which we crossed the Atlas Mountains and part of the Desert beyond. Nearly 3,000 miles, again with pillion passenger and lots of luggage. On the return journey I did from the South of France to Paris (424 miles) in one day and during the next six days used my machine for going to work, and then straight to Brooklands for the Race last Saturday. Without any practise whatsoever, and after only changing a Plug I was able to cover 27 laps in the hour—an average of over 75 m.p.h. This Machine has had a more varied and strenuous career than any other I have ever owned and is still practically in Show Room condition. I enclose some Photographs which you may find interesting.—

Yours faithfully,

(Signed) J. C. HURN.



GUARANTEE

GIVEN BY NEW IMPERIAL MOTORS LTD. TO THEIR DEALERS.

We do not appoint agents for the sale on our behalf of our motor cycles or other goods, but we assign to motor cycle Dealers areas in which we supply to such Dealers exclusively for re-sale in such areas. No such Dealer is authorised to transact any business, give any warranty, make any representation or incur any liability on our behalf.

CONDITIONS OF SALE AND GUARANTEE.

We give the following guarantee with our motor cycles, motor cycle combinations and sidecars other than tyres, saddles, chains and lighting and electrical equipment, and other than accessories and component parts not made by us. This guarantee is given in place of any implied conditions or warranties or any liabilities whatsoever statutory or otherwise; no guarantee except that hereinafter contained and no condition or warranty whatsoever statutory or otherwise is given or is to be implied, nor are we to be under any liability whatsoever except under the guarantee hereinafter contained. Any statement, description, condition or representation contained in any catalogue, advertisement, leaflet or other publication shall not be construed as enlarging, varying, or overriding anything herein contained. In the case of machines (a) which have been used for "hiring out" purposes; or (b) any motor cycle and/or sidecar used for any dirt track, cinder track or grass track racing or competitions (or any competition of any kind within an enclosure for which a charge is made for admission to take part in or view the competition); or (c) machines from which the trade mark, name or manufacturing number has been altered or removed; or (d) any machines in which parts have been used not supplied by or approved by the motor cycle manufacturer; or (e) any machine from which the silencing system as fitted by the manufacturer has been partially or wholly removed or interfered with, no guarantee, condition or warranty of any kind statutory or otherwise is given or is to be implied nor are we to be under any liability whatsoever in respect of any such machine.

We guarantee, subject to the conditions mentioned below, that all precautions which are usual and reasonable have been taken by us to secure excellence of materials and workmanship, but this guarantee is to extend and be in force for six months only from the date of purchase, or date of exchange in case of any accessory or part supplied by way of exchange as hereinafter provided, and damages for which we make ourselves responsible under this guarantee are limited to the free supply of a new part or accessory in exchange for the part of the motor cycle, motor cycle combination or sidecar or accessory made by us which may have proved defective. We undertake, subject to the conditions mentioned below, to make good in manner aforesaid any part or accessory made by us and covered by this guarantee which has proved defective within the said period of six months. We do not undertake to replace or refix, or bear the cost of replacing or refixing any such new part or accessory made by us in the motor cycle, motor cycle combination or sidecar. As motor cycles, motor cycle combinations and sidecars are easily liable to derangement by neglect or misuse, this guarantee does not apply to defects caused by wear and tear, misuse or neglect.

The term "misuse" shall include amongst others the following acts:—

1. The attaching of a sidecar to a motor cycle in such a manner as to cause damage or calculated to render the latter unsafe when ridden.
2. The use of a motor cycle or of a motor cycle and sidecar combined, when carrying more persons or a greater weight than that for which the machine was designed by the manufacturers.
3. The attaching of a sidecar to a motor cycle by any form of attachment, not provided, supplied or approved, by the manufacturers, or to a motor cycle which is not designed for such use.

We do not guarantee tyres, saddles, chains, or lighting or electrical equipment, or any accessories or component parts not made by us supplied with our motor cycles, motor cycle combinations or sidecars. As regards all such tyres, saddles, chains and lighting and electrical equipment, accessories and component parts, not made by us, no guarantee, condition or warranty of any kind statutory or otherwise is given or is to be implied, and we are to be under no liability whatsoever in respect thereof.

CONDITIONS OF GUARANTEE.

If a defective part or accessory made by us should be found in our motor cycles, motor cycle combinations or sidecars or in any part or accessory made by us and supplied by way of exchange as before provided, it must be sent to us CARRIAGE PAID, and be accompanied by an intimation from the owner that he desires to have it repaired or exchanged free of charge under our guarantee, and he must furnish us at the same time with the number of the machine, the date of purchase or the date when the alleged defective part or accessory was exchanged as the case may be.

Failing compliance with the above, such articles will lie here at THE RISK OF THE OWNER, and this guarantee and any implied guarantee warranty or condition shall not be enforceable.

REPAIRS.

Any motor cycle, motor cycle combination or sidecar sent to us to be plated, enamelled or repaired will be repaired upon the following conditions, i.e., we guarantee that all precautions which are usual and reasonable have been taken by us to secure excellence of materials and workmanship, such guarantee to extend and be in force for three months only from the time such work shall have been executed and this guarantee is in lieu and in exclusion of all conditions and warranties statutory or otherwise and all liabilities whatsoever and the damages recoverable are limited to the cost of any further work which may be necessary to amend and make good the work found to be defective.

CONDITIONS OF SALE, ETC

1. The Prices in this catalogue are strictly nett, and all goods are sold subject only to the guarantee given in this catalogue
2. The Prices of all goods in this catalogue are subject to alteration, of which no notice can be given, and all orders are accepted and executed upon this understanding.
3. The Specifications shown in this catalogue may be altered, substituted, or withdrawn from time to time, of which no notice can be given and all orders are accepted and executed upon this understanding.
4. Machines are despatched carriage paid, to the nearest Railway Station, Britain only.
5. Notwithstanding payment of carriage, all goods are to be considered as delivered to the customer when delivered on rail or lorry from our Works, and all orders are accepted and executed upon this understanding.
6. For Northern Ireland, in addition to cash prices shown herein, the following is added to invoice towards cost of carriage:—Solo Machines, 8/- per machine, Combination Models, 13/6 per machine.
7. We reserve the right to despatch by either goods or passenger train, but when machines are sent by goods train in crates, the crates are charged for, and half the amount charged is allowed, if crates are returned in good condition.
8. Cases or crates for shipping are charged at cost price, and are not returnable.
9. Upon receipt of goods by customer, the Railway Company's or Carrier's sheet should, in all cases, be signed for "UNEXAMINED." Goods can then be carefully inspected, and in the event of any damage or shortage, notice should be sent to the Railway Company, or Carrier, and claim made upon them for the value of the damage or shortage.

INSURANCE:—All Motor Cycles are insured to town of delivery in Britain. To cover the cost of this 1/- per Machine will be added to Invoices.

TERMS OF BUSINESS: Cash against Invoices.

SPARES AND SERVICE:—An After Sales Service, ensuring efficient administration and quickness of despatch, is at the disposal of all "NEW IMPERIAL" Riders. Parts can be sent by post cash against delivery anywhere in the United Kingdom.

N.B.—The construction of "NEW IMPERIAL" Motor Cycles is covered by the following and other patents and registrations:—196760, 141162, 688819, 211741, 703877, 16563, 685970, 195334, 192895, 378174, 771232, 388434, 388433, 390304, 391279. Patents also held in Germany, Belgium, France, Italy, etc.

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