

Fair laughs the morn, and soft the Zephyr blows,
While proudly riding o'er the azure realm
In gallant trim the gilded vessel goes,
Youth in the prow and Pleasure at the helm

(GRAY)

TRIUMPH



**MOTOR
CYCLES**

9 2 9

Guarantee

WE do not appoint agents for the sale of our motor cycles or other goods. We assign to Motor Cycle Dealers who carry on business on their own account, areas in which they have the exclusive or other right to sell goods purchased by them from us.

A Dealer purchasing from us, or a sub-dealer purchasing from him may assign to his purchaser the benefit of the guarantee printed below. Any such Dealer is not authorised to advertise, incur any debts, or transact any business whatsoever on our account; nor is he authorised, so as to bind us, to give any warranty, or make any representation, or make or agree to any condition on our behalf.

We give the following guarantee with our motor cycles, motor cycle combinations and sidecars which is given in place of any conditions, warranties or liabilities whatsoever implied by law, implied at the place of manufacture and/or at the place of sale, all such implied conditions, warranties and liabilities being in all cases excluded. Any statement, description, condition, or representation contained in this Catalogue, or in any advertisement, leaflet, or other publication shall not be construed as enlarging, varying, or overriding this guarantee. In the case of machines which have been used for "hiring out" purposes, or from which our trade mark or manufacturing number has been removed, no warranty or condition of any kind is given or is to be implied.

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 and damages for which we make ourselves responsible under this guarantee are limited to the free supply of a new part in exchange for the part of the motor cycle, motor cycle combination or sidecar which may have proved defective. We do not undertake to replace or refix, or bear the cost of replacing or refixing, such new part in the motor cycle, motor cycle combination or sidecar. We undertake, subject to the conditions mentioned below, to make good at any time within six months any defects in these respects. As motor cycles and motor cycle combinations 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 a manner calculated to cause damage or 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 or supplied by the manufacturers.

Any motor cycle or 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 or until the expiration of the six months above referred to, and this guarantee is in lieu and in exclusion of any common law or statute warranty or condition 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.

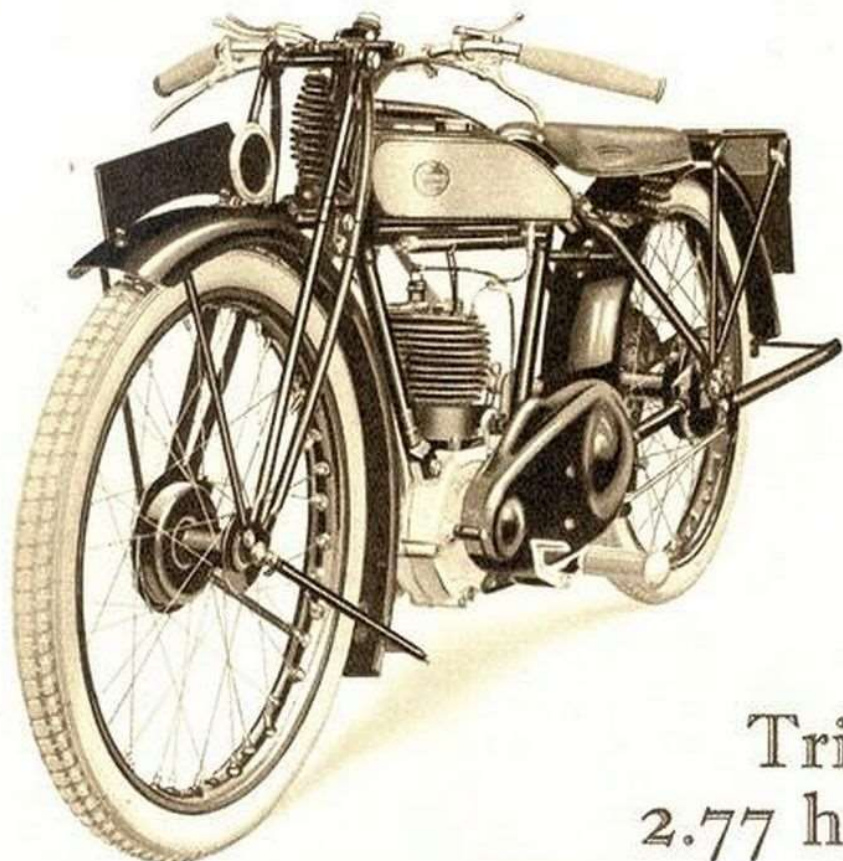
CONDITIONS OF GUARANTEE

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

Failing compliance with the above, no notice will be taken of anything which may arrive, but such articles will lie here AT THE RISK OF THE SENDERS.

We guarantee only those machines which are bought either from us or from a Dealer who has purchased direct from us, or from a Sub-dealer who has purchased from him, and under no other conditions.

We do not guarantee the specialities of other firms such as tyres, saddles, chains, lamps, etc., nor do we guarantee any component parts supplied to the order of the purchaser differing from our standard specifications supplied with our motor cycles, motor cycle combinations, sidecars, or otherwise.



Triumph 2.77 h.p. W.

POWER UNIT.—ENGINE. 2.77 h.p. Triumph, single cylinder, 66.5 x 80 mm. bore and stroke, capacity 277.8 c.c., side by side valves, adjustable tappets, decompressor (Patent No. 281104) and exhaust valve lifter, aluminium piston, full floating gudgeon pin, roller-bearing big end. Adjustable mechanical oil pump and sight feed, with bye-pass feed for hand pump.

SILENCER. Single pipe, 1½ in. diameter, 38 in. long, leading into a large-size expansion chamber.

CARBURETTOR. Triumph semi-automatic (Patent No. 24213).

IGNITION. High-tension magneto.

TRANSMISSION.—CHAINS. Front, ½ in. pitch x .305 in. wide; rear, ½ in. pitch x .305 in. wide. Cover to front chain, guard to rear chain.

CLUTCH. Hand controlled, ball thrust push rod operation.

GEAR BOX. Three speeds, hand controlled gear operating mechanism mounted direct on box. Enclosed kickstarter mechanism. (Patent Nos. 280730 and 243851.) Standard Ratios: Solo, 5.95; 9.00; 13.45 to 1.

FRAME.—Diamond shape, low saddle position; strong tubular top and bottom stays.

FOOTRESTS. Adjustable, providing comfortable riding position. (Patent No. 240300 and Reg. No. 726176.)

REAR STAND. Attached to bottom stay fork ends and held out of position by rear mudguard clip.

CARRIER. Tubular construction.

TANKS. Combined petrol and oil compartments, minimum capacity, 1½ gallons petrol, 2 pints oil. Fitted with auxiliary hand pump.

STEERING.—FORKS. Triumph pattern, single tension spring, bridged links, independent girder construction, adjustable for side play; steering stops.

HANDLEBAR. Adjustable sports pattern.

CONTROLS. Substantial straight pull front brake, clutch and exhaust lifter levers, and independently adjustable ignition, air, and throttle levers.

FRONT STAND. Light tubular construction.

WHEELS.—11 G. spokes throughout.

TYRES. Dunlop, 26 in. x 2.375 in. wired type.

MUDGUARDS. Domed section, 5 in. wide.

BRAKES. Front brake hand controlled, internal expanding spring ring type giving slight servo-action. Rear brake foot operated internal expanding shoe type.

HUBS. Taper roller bearings, large diameter spindles.

FITTINGS.—Pannier bag, tool roll and complete kit of tools, tyre inflator, oil pressure gun.

FINISH.—Frame coslettised and enamelled in black. Rims, hubs and spokes enamelled black, with gold lines to rims. Tank distinctively pannelled.

WEIGHT.—(For registration purposes) without tools and accessories, approximately 195 lbs. (When Lucas "Magdyno" lighting equipment is fitted the weight exceeds 200 lbs.)

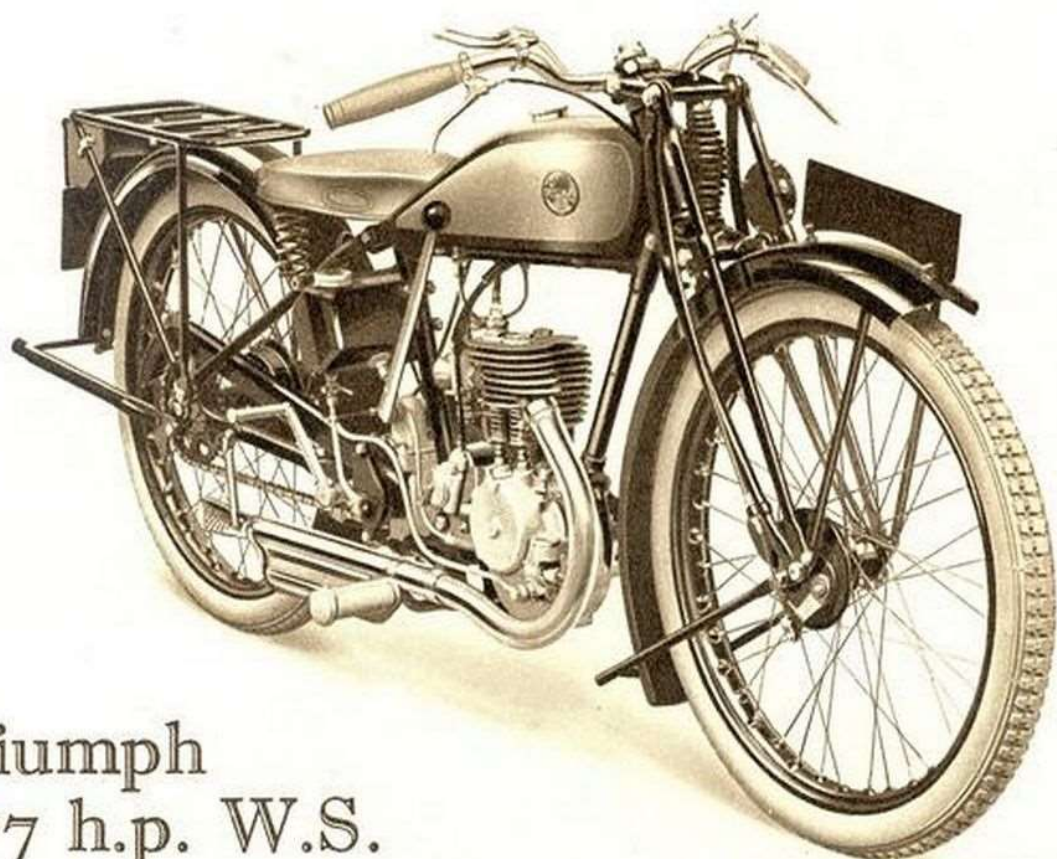
Prices (for Great Britain and Northern Ireland)

MODEL W.	2.77 h.p.	Cash Prices
W.1.	Without Lamps and Horn	£36 0 0
W.2.	With Lucas Acetylene Lamps and Clayrite Horn	£37 12 6
W.3.	With Lucas "Magdyno" Electric Lamps and Bulb Horn	£41 15 0

Chromium plating £2/2/- extra.

For other extras and particulars of the Triumph "Pay-as-you-ride" plan, see page 19.

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Triumph 2.77 h.p. W.S.

POWER UNIT.—ENGINE. 2.77 h.p. Triumph, single cylinder, 66.5 x 80 mm. bore and stroke, capacity 277.8 c.c., side by side valves, adjustable tappets, decompressor (Patent No. 281104) and exhaust valve lifter, aluminium piston, full floating gudgeon pin, roller-bearing big end. Adjustable mechanical oil pump and sight feed with independent feed for auxiliary foot pump.

SILENCER. Single pipe, 1½ in. diameter, 38 in. long, leading into a large-sized expansion chamber.

CARBURETTOR. Amal.

IGNITION. High-tension magneto.

TRANSMISSION.—CHAINS. Front, ½ in. pitch x .305 in. wide; rear, ½ in. pitch x .305 in. wide. Cover to front chain, guard to rear chain.

CLUTCH. Hand controlled, ball thrust push rod operation.

GEARBOX. Three speeds, hand controlled gear operating mechanism mounted direct on box. Enclosed kickstarter mechanism. (Patent Nos. 280730 and 243851.) Standard Ratios: Solo, 5.95; 9.00; 13.45 to 1.

FRAME.—Diamond shape, straight tubular type; low saddle position; strong tubular top and bottom back stays.

FOOTRESTS. Adjustable, providing comfortable riding position. (Patent No. 240300 and Reg. No. 726176.)

REAR STAND. Attached to bottom stay fork ends and held out of position by rear mudguard clip.

CARRIER. Tubular construction.

TANKS. Petrol tank extra strong, welded steel construction, saddle pattern, capacity 1½ gallons. Oil tank separately attached to seat tube, with independent pipes to mechanical and foot operated oil pumps, capacity, 2½ pints.

STEERING.—FORKS. Triumph pattern, single tension spring, bridged links, independent girder construction adjustable for side play; fork steering stops.

HANDLEBAR. Adjustable sports pattern.

CONTROLS. Substantial straight pull front brake, clutch and exhaust lifter levers, and independently adjustable ignition, air and throttle levers.

FRONT STAND. Light tubular construction.

WHEELS.—11 G. spokes throughout.

TYRES. Dunlop, 26 in. x 2.375 in. wired type.

MUDGUARDS. Domed section, 5 in. wide.

BRAKES. Both front and rear brakes internal expanding shoe type; front, hand controlled; rear, foot operated.

HUBS. Taper roller bearings, large diameter spindles.

FITTINGS.—Pannier bag, tool roll and complete kit of tools, tyre inflator, oil pressure gun.

FINISH.—Frame coslettised and enamelled in black. Rims, hubs, and spokes enamelled black, with gold lines to rims. Tank distinctively panelled.

WEIGHT.—(For registration purposes), without tools and accessories, approximately 195 lbs. (When Lucas "Magdyno" Electric equipment is fitted the weight exceeds 200 lbs.)

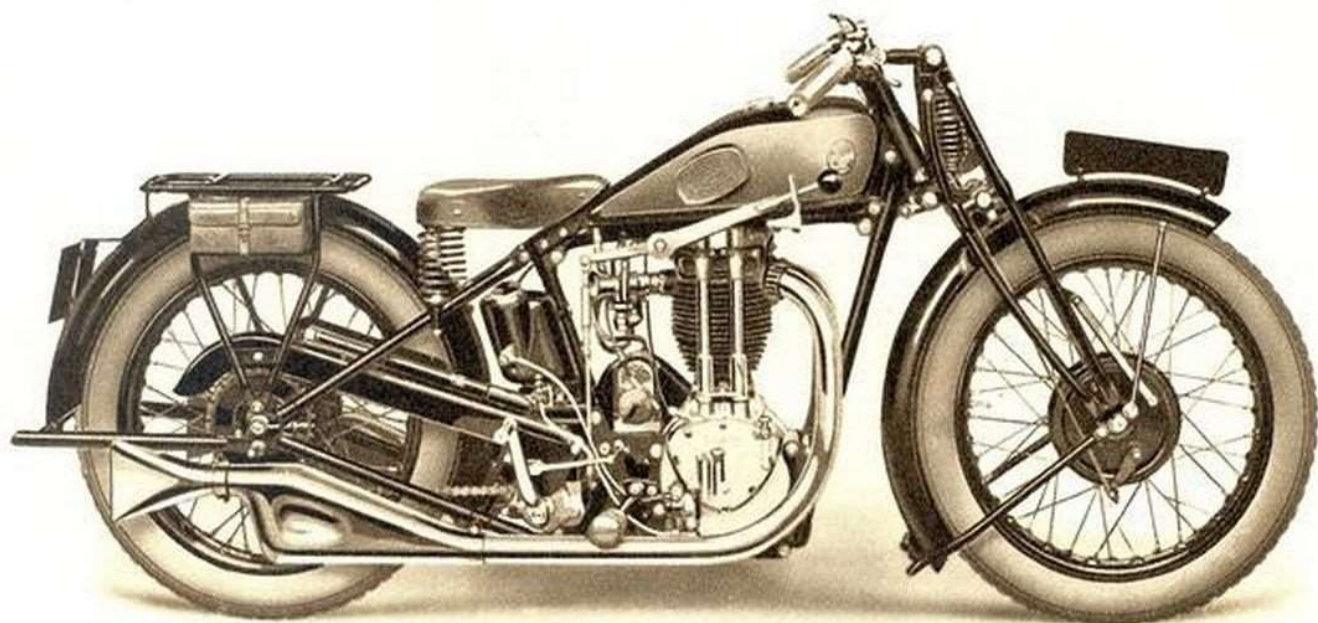
Prices (for Great Britain and Northern Ireland)

MODEL W.S.	2.77 h.p.	Cash Prices
W.S.1.	Without Lamps and Horn	£37 17 6
W.S.2.	With Lucas Acetylene Lamps and Clayrite Horn	£39 10 0
W.S.3.	With Lucas "Magdyno" Electric Lamps and Bulb Horn	£43 12 6

Chromium plating £2/2/- extra.

For other extras and particulars of the Triumph "Pay-as-you-ride" plan, see page 19.

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Triumph 3.48 h.p. C.O.

POWER UNIT.—ENGINE. 3.48 h.p. Triumph, single cylinder, 72 x 85 mm. bore and stroke, capacity 348 c.c., detachable two port hemi-spherical head, with overhead valves operated by rockers mounted in roller bearings, adjustable tubular push rods completely enclosed; decompressor and exhaust lifter, aluminium piston, full floating gudgeon pin, roller-bearing big end with pressure oil feed. Semi-dry sump lubrication, integral spur gear delivery and scavenging oil pumps, oil pump indicator and regulator, with bye-pass to cam gear. (Patent Nos. 281104, 268983, 268571.)

SILENCERS. Two silencer pipes, 1½ in. diameter, 37 in. long, each leading into a large-sized expansion chamber, fish-tail outlet.

CARBURETTOR. Amal, adjustable throttle and air slides, and device for starting and slow running.

IGNITION. High-tension magneto.

TRANSMISSION.—CHAINS. Front, ½ in. pitch x .305 in. wide; rear, ¾ in. pitch x .378 in. wide. Cover to front chain, guard to rear chain. Shock absorber in rear wheel. Front and magneto chains lubricated by engine breather, and rear chain lubricated by oil tank release pipe.

CLUTCH. Hand controlled, ball thrust operation, dry multi-friction disc type with six springs.

GEARBOX.—Three speeds, hand-controlled gear operating mechanism, with quadrant location on frame giving definite middle gear position. Combined oil filler and oil level. Main and layshafts supported on roller bearings. Enclosed kickstarter mechanism. (Patent Nos. 237461, 249972, 243851.) Standard Ratios: Solo, 5.18; 7.71; 12.23 to 1. Combination, 6.20; 9.21; 14.62 to 1.

FRAME.—Cradle shape, straight tubular type, incorporated sidecar lugs, low saddle position. Complete loop formed by extended base stays, straight triangulated top and bottom stays.

FOOT RESTS. Adjustable, sixteen positions, detachable rubber pads.

REAR STAND. Spring-up type, fitted with anti-rattle device.

CARRIER. Tubular construction.

TANKS. Petrol tank extra strong, welded steel construction, saddle pattern, capacity 2½ gallons. Oil tank, welded steel construction, separately attached to seat tube, oil return sight feed, capacity 4 pints.

STEERING.—FORKS. Triumph pattern, single tension spring, bridged links, independent girder construction, fitted with steering damper, adjustable stabiliser, lock, and depression stops; lamp attachment lugs to fork crown.

HANDLEBAR. Adjustable sports pattern. Raised handlebar to order and for sidecar machines.

CONTROLS. Substantial straight pull front brake, clutch and exhaust levers and independently adjustable ignition and air levers, twist grip throttle operation.

FRONT STAND. Light tubular construction.

WHEELS.—9.G. spokes throughout.

TYRES. Dunlop, 26 in. x 3.25 in., wired type.

MUDGUARDS. Domed section, 6 in. wide.

BRAKES. Both front and rear internal expanding double pivot shoe type, with special tangential brake anchorages to relieve stresses on front girder tube and back stays.

HUBS. Taper roller bearings, large diameter spindles. Locked adjuster nuts.

FITTINGS.—Pannier bags, tool roll and complete kit of tools, tyre inflator, oil pressure gun, knee grips.

FINISH.—Frame cosletted and enamelled in black. Rims, hubs and spokes enamelled black, with gold lines to rims. Tank distinctively panelled.

WEIGHT.—(For registration purposes), without tools and accessories, approximately 300 lbs.

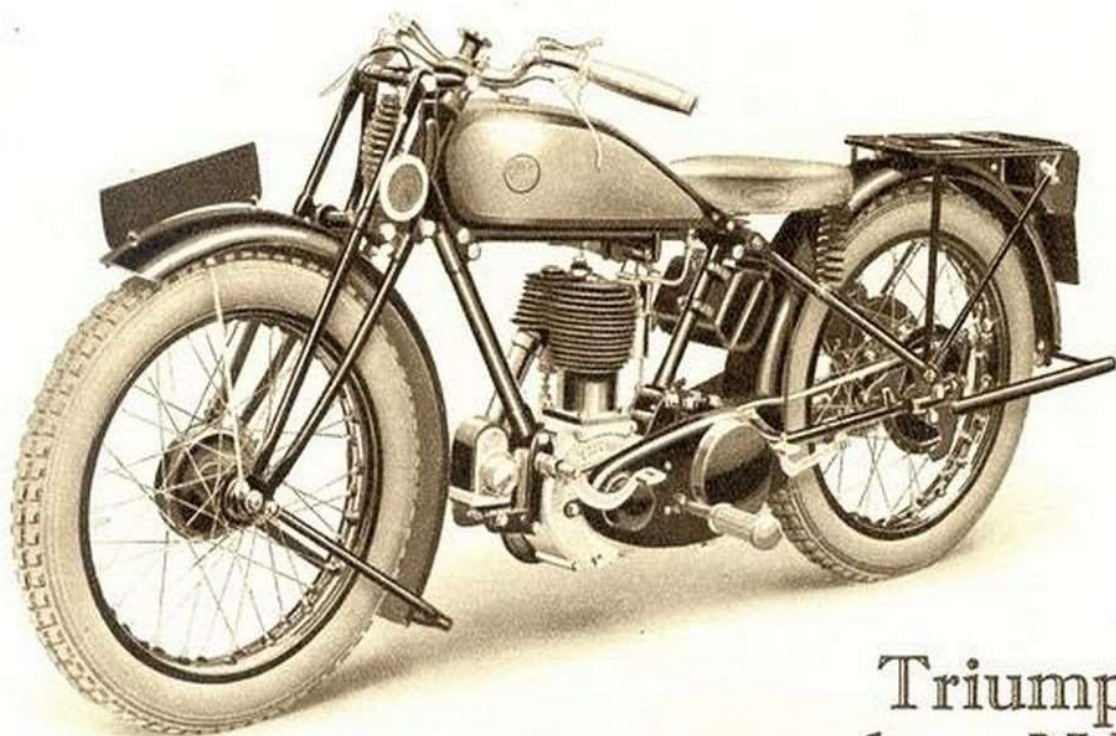
Prices (for Great Britain and Northern Ireland)

MODEL C.O.	3.48 h.p.	Cash Prices
C.O.1.	Without Lamps and Horn	£52 17 6
C.O.2.	With Lucas Acetylene Lamps and Horn	£54 17 6
C.O.3.	With Lucas "Magdyno" Electric Lamps and Bulb Horn	£58 12 6

Chromium plating £2½/- extra.

For other extras and particulars of the Triumph "Pay-as-you-ride" plan, see page 19.

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Triumph 4.94 h.p. N.L.

POWER UNIT.—ENGINE. 4.94 h.p. Triumph, single cylinder, 84 x 89 mm. bore and stroke, capacity 493.2 c.c., side by side valves, adjustable tappets, exhaust valve lifter, aluminium piston, full floating gudgeon pin, roller-bearing big end. Adjustable mechanical oil pump and sight feed with independent feed for auxiliary foot pump. (Patent No. 244018.)

SILENCER. Single pipe, 1½ in. diameter, 38 in. long, leading into large expansion chambers, oval shaped outlet.

CARBURETTOR. Triumph semi-automatic (Patent No. 24213).

IGNITION. High-tension magneto.

TRANSMISSION.—CHAINS. Front, ½ in. pitch x .305 in. wide; rear, ½ in. pitch x .253 in. wide. Cover to front chain, guard to rear chain. Helical cam-type shock absorber on engine driving shaft.

CLUTCH. Hand controlled, ball thrust operation, dry multi-friction disc type with six springs.

GEARBOX. Three speeds, hand controlled gear operating mechanism with quadrant location on frame. Combined oil filler and oil level. Main and layshafts supported on ball and roller bearings. Enclosed kickstarter mechanism. (Patent Nos. 237461, 249972 and 243851.) Standard Ratios: Solo, 5.06; 8.2; 14.12 to 1. Combination, 5.73; 9.28; 15.99 to 1.

FRAME.—Diamond shape, straight tubular type, incorporated sidocar lugs; low saddle position; strong tubular top and bottom stays.

FOOTRESTS. Adjustable, providing comfortable riding position. (Patent No. 240300 and Reg. No. 726176.)

REAR STAND. Attached to back stay fork ends and held out of position by rear mudguard clip.

CARRIER. Tubular construction.

TANKS. Petrol tank extra strong, welded steel construction, saddle pattern, capacity 2½ gallons. Oil tank separately attached to seat tube with independent pipes to mechanical and foot operated oil pumps, capacity 3½ pints.

STEERING.—FORKS. Triumph pattern, single tension spring, bridged links, independent girder construction, adjustable for side play. Triumph steering damper, fork steering stops.

HANDLEBAR. Adjustable sports pattern. Raised handlebar to order and for sidocar machines.

CONTROLS. Substantial straight pull front brake, clutch and exhaust lifter levers, and independently adjustable ignition, air and throttle levers.

FRONT STAND. Light tubular construction.

WHEELS.—10 G. spokes throughout.

TYRES. Dunlop, 26 in. x 3.25 in. wired type.

MUDGUARDS. Domed section, 5 in. wide.

BRAKES. Front brake hand controlled, internal expanding spring ring type giving slight servo-action. Rear brake foot operated internal expanding shoe type.

HUBS. Taper roller bearings, large diameter spindles.

FITTINGS.—Pannier bag, tool roll, and complete kit of tools, tyre inflator, oil pressure gun.

FINISH.—Frame coslettised and enamelled in black. Rims, hubs, and spokes enamelled black, with gold lines to rims. Tank distinctively panelled.

WEIGHT.—(For registration purposes), without tools and accessories, approximately 255 lbs.

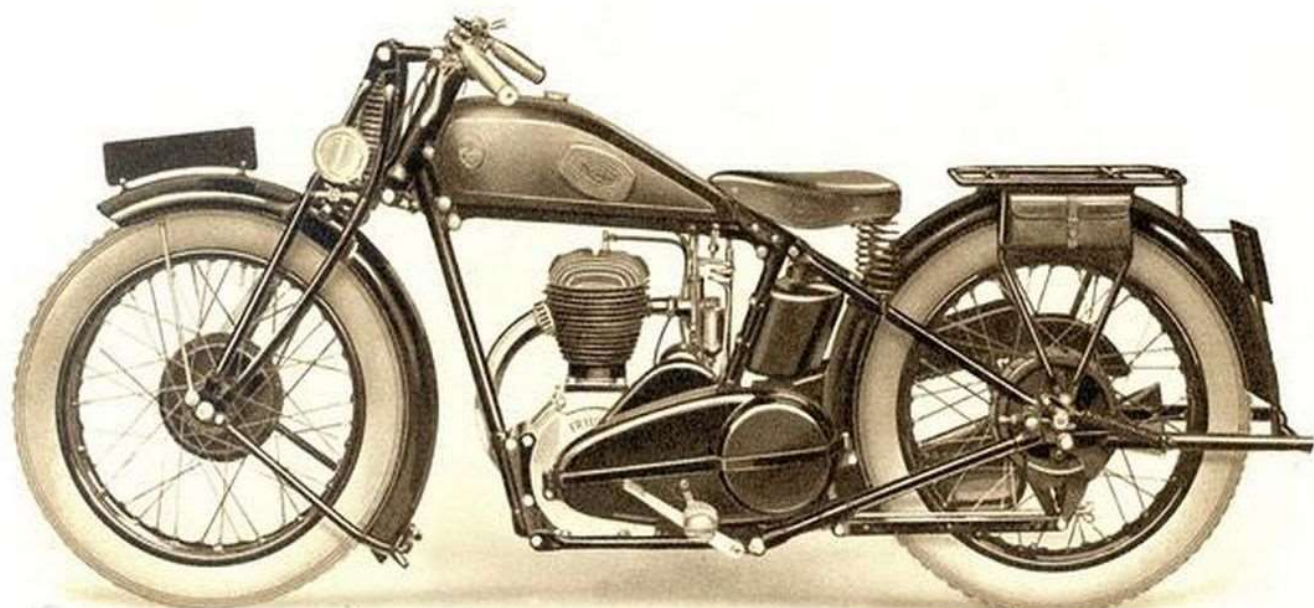
Prices (for Great Britain and Northern Ireland)

MODEL N.L.	4.94 h.p.	Cash Prices
N.L.1.	Without Lamps and Horn	£44 10 0
N.L.2.	With Lucas Acetylene Lamps and Horn	£46 10 0
N.L.3.	With Lucas "Magdyno" Electric Lamps and Bulb Horn	£50 5 0

Chromium plating £2/2/- extra.

For other extras and particulars of the Triumph "Pay-as-you-ride" plan, see page 19.

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Triumph 4.98 h.p. C.N.

POWER UNIT.—ENGINE. 4.98 h.p. Triumph, single cylinder, 80 x 99 mm. bore and stroke, capacity 497.5 c.c., side by side valves, adjustable tappets, decompressor (Patent No. 281104) and exhaust lifter, aluminium piston, full floating gudgeon pin, roller-bearing big end with pressure oil feed. Semi-dry sump lubrication, integral spur gear delivery and scavenging oil pumps, oil feed indicator and regulator with bye-pass to cam gear.

SILENCER. Single pipe, 1½ in. diameter, 35 in. long, leading into a large-sized expansion chamber, fishtail outlet.

CARBURETTOR. Amal, adjustable throttle and air slides, and device for starting and slow running.

IGNITION. High-tension magneto.

TRANSMISSION.—CHAINS. Front, ½ in. pitch x .305 in. wide; rear, ½ in. pitch x .378 in. wide. Cover to front chain, guard to rear chain. Shock absorber in rear wheel. Front and magneto chains lubricated by engine breather, rear chain lubricated by oil tank release pipe.

CLUTCH. Hand controlled, ball thrust operation, dry multi-friction disc type with six springs.

GEARBOX. Three speeds, hand-controlled gear operating mechanism with quadrant location on frame, giving definite middle gear position. Combined oil filler and oil level. Main and layshafts supported on roller bearings. Enclosed kick-starter mechanism. Standard Ratios: Solo, 5.04; 8.16; 14.03 to 1. Combination, 6.05; 9.80; 16.85 to 1.

FRAME.—Cradle shape, straight tubular type, incorporated sidecar lugs, low saddle position. Complete loop formed by extended base stays, straight triangulated top and bottom stays.

FOOTRESTS. Adjustable, sixteen positions, detachable rubber pads.

REAR STAND. Spring-up type, fitted with anti-rattle device.

CARRIER. Tubular construction.

TANKS. Petrol tank extra strong, welded steel construction, saddle pattern, capacity 2½ gallons. Oil tank, welded steel construction, separately attached to seat tube, oil return sight feed, capacity 4 pints.

STEERING.—FORKS. Triumph pattern, single tension spring, bridged links, independent girder construction, fitted with steering damper, adjustable stabiliser, lock and depression stops; lamp attachment lugs to fork crown.

HANDLEBAR. Adjustable sports pattern. Raised handlebar to order and for sidecar machines.

CONTROLS. Substantial straight pull front brake, clutch and exhaust lifter levers and independently adjustable ignition, air, and throttle levers.

FRONT STAND. Light tubular construction.

WHEELS.—9 G. spokes throughout.

TYRES. Dunlop, 26 in. x 3.25 in., wired type.

MUDGUARDS. Domed section, 6 in. wide.

BRAKES. Both front and rear internal expanding double pivot shoe type, with special tangential brake anchorages to relieve stresses on front girder tube and back stays.

HUBS. Taper roller bearings, large diameter spindles. Locked adjuster nuts.

FITTINGS.—Pannier bags, tool roll and complete kit of tools, tyre inflator, oil pressure gun, knee grips.

FINISH.—Frame coslettised and enamelled in black. Rims, hubs and spokes enamelled black, with gold lines to rims. Tank distinctively panelled.

WEIGHT.—(For registration purposes), without tools and accessories, approximately 305 lbs.

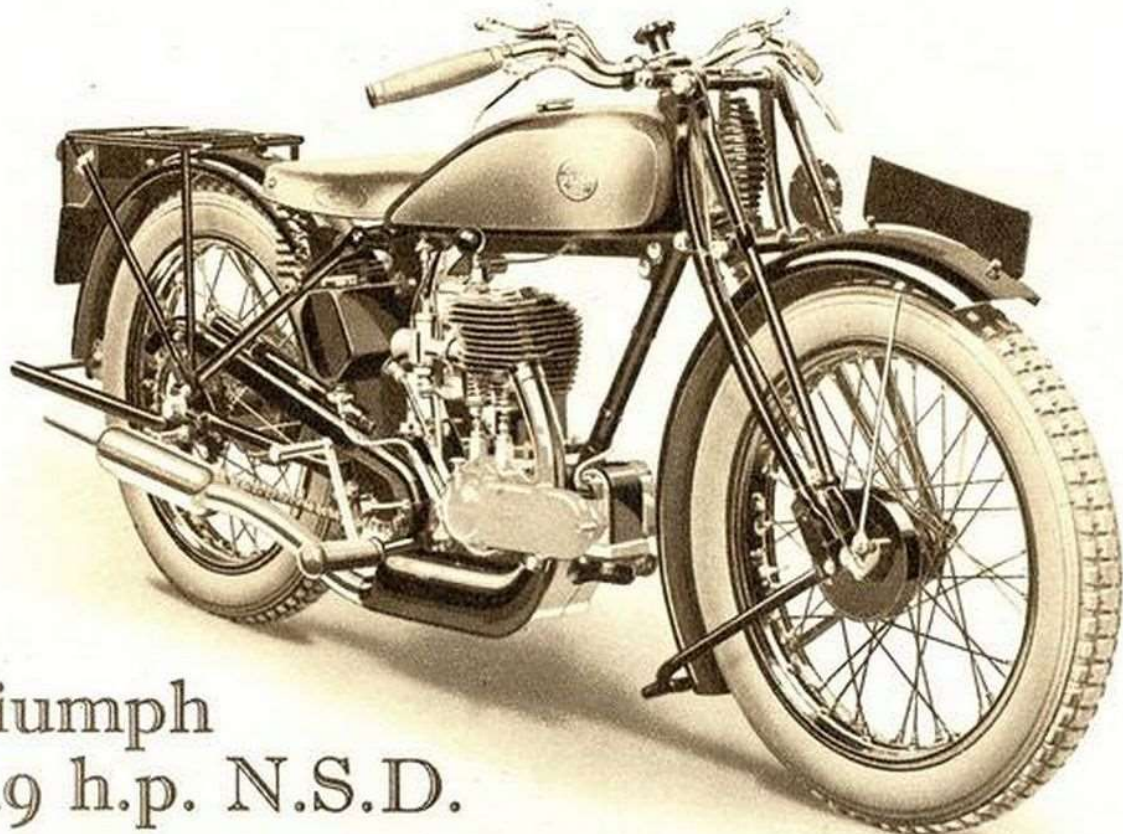
Prices (for Great Britain and Northern Ireland)

MODEL C.N.	4.98 h.p.	Cash Prices
C.N.1.	Without Lamps and Horn	£46 17 6
C.N.2.	With Lucas Acetylene Lamps and Horn	£48 17 6
C.N.3.	With Lucas "Magdyno" Electric Lamps and Bulb Horn	£52 12 6

Chromium plating £2/2/- extra.

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Triumph 5.49 h.p. N.S.D.

POWER UNIT.—ENGINE. 5.49 h.p. Triumph, single cylinder, 84 x 99 mm. bore and stroke, capacity 548.5 c.c., side by side valves, adjustable tappets, decompressor and exhaust valve lifter, aluminium piston, full floating gudgeon pin, roller-bearing big end. Adjustable mechanical oil pump and sight feed with independent feed for auxiliary foot pump. (Patent Nos. 244081 and 281104.)

SILENCER. Single pipe, 1 5/8 in. diameter, 38 in. long, leading into large expansion chambers, oval shaped outlet.

CARBURETTOR. Amal.

IGNITION. High-tension magneto.

TRANSMISSION.—CHAINS. Front, 1/2 in. pitch x .305 in. wide; rear, 5/8 in. pitch x .253 in. wide. Cover to front chain, guard to rear chain. Helical cam type shock absorber on engine driving shaft.

CLUTCH. Hand controlled, ball thrust operation, dry multi-friction disc type with six springs.

GEARBOX. Three speeds, hand controlled gear operating mechanism with quadrant location on frame. Combined oil filler and oil level. Main and layshafts supported on ball and roller bearings. Enclosed kickstarter mechanism. (Patent Nos. 237461, 249972, and 243851.) Standard Ratios: Solo, 5.06; 8.2; 14.12 to 1. Combination, 5.73; 9.28; 15.99 to 1.

FRAME.—Diamond shape, straight tubular type, incorporated sidecar lugs; low saddle position; strong tubular top and bottom back stays.

FOOTRESTS. Adjustable, providing comfortable riding position. (Patent No. 240300 and Reg. No. 726176.)

REAR STAND. Attached to bottom back stay fork ends and held out of position by rear mudguard clip.

CARRIER. Tubular construction.

TANKS. Petrol tank extra strong, welded steel construction, saddle pattern, capacity 2 1/2 gallons. Oil tank separately attached to seat tube with independent pipes to mechanical and foot operated oil pumps, capacity 3 1/2 pints.

STEERING.—FORKS. Triumph pattern, single tension spring, bridged links, independent girder construction, adjustable for side play, Triumph steering damper, fork steering stops.

HANDLEBAR. Adjustable sports pattern. Raised handlebar to order and for sidecar machines.

CONTROLS. Substantial straight pull front brake, clutch and exhaust lifter levers and independently adjustable ignition, air and throttle levers.

FRONT STAND. Light tubular construction.

WHEELS.—10 G. spokes throughout.

TYRES. Dunlop, 26 in. x 3.25 in. wired type.

MUDGUARDS. Domed section, 5 in. wide.

BRAKES. Front brake hand controlled internal expanding spring ring type, giving slight servo-action. Rear brake foot operated internal expanding shoe type.

HUBS. Taper roller bearings, large diameter spindles.

FITTINGS.—Pannier bag, tool roll with complete kit of tools; tyre inflator, oil pressure gun.

FINISH.—Frame coslettised and enamelled in black. Rims, hubs and spokes enamelled black, with gold lines to rims. Tank distinctively panelled.

WEIGHT.—(For registration purposes), without tools and accessories, approximately 260 lbs.

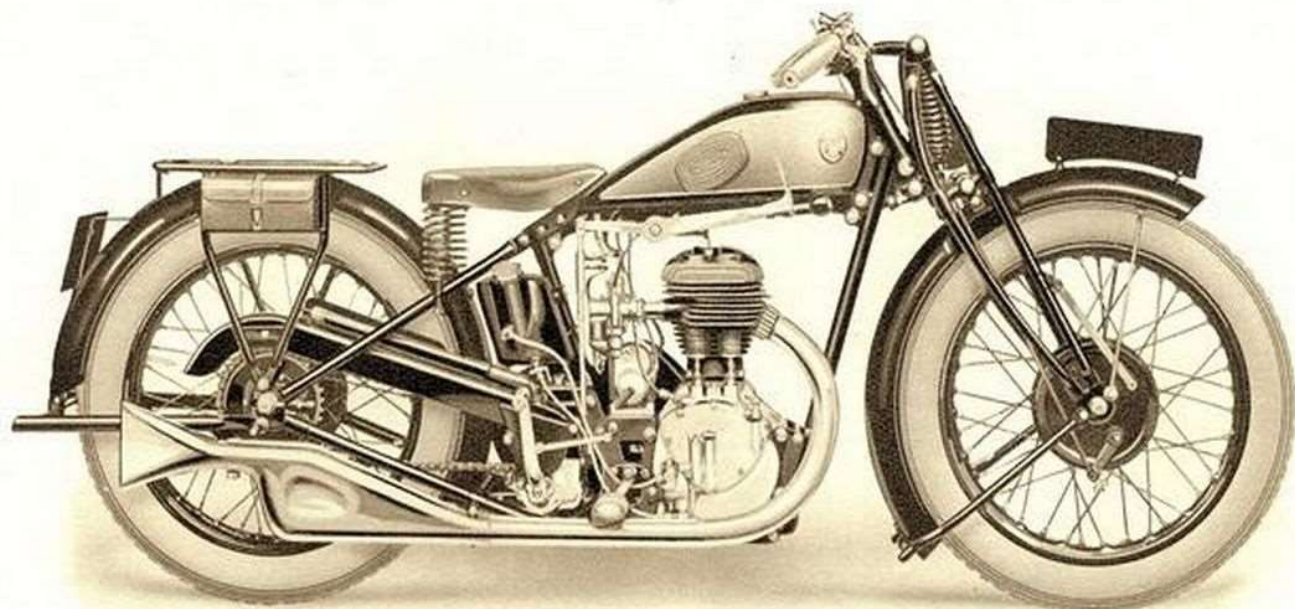
Prices (for Great Britain and Northern Ireland)

MODEL N.S.D.	5.49 h.p.	Cash Prices
N.S.D.1.	Without Lamps and Horn	£46 17 6
N.S.D.2.	With Lucas Acetylene Lamps and Horn	£48 17 6
N.S.D.3.	With Lucas "Magdyno" Electric Lamps and Bulb Horn	£52 12 6

Chromium plating £2/2/- extra.

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Triumph 5.49 h.p. C.S.D.

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SILENCER. Single pipe, 1½ in. diameter, 35 in. long, leading into a large-sized expansion chamber, fishtail outlet.

CARBURETTER. Amal, adjustable throttle and air slides, and device for starting and slow running.

IGNITION. High-tension magneto.

TRANSMISSION.—CHAINS. Front, ½ in. pitch x .305 in. wide; rear, ½ in. pitch x .378 in. wide. Cover to front chain, guard to rear chain. Shock absorber in rear wheel. Front and magneto chains lubricated by engine breather, rear chain lubricated by oil tank release pipe.

CLUTCH. Hand controlled, ball thrust operation, dry multi-friction disc type with six springs.

GEARBOX. Three speeds, hand-controlled gear operating mechanism with quadrant location on frame, giving definite middle gear position. Combined oil filler and oil level. Main and layshafts supported on roller bearings. Enclosed kickstarter mechanism. (Patent Nos. 237461, 249972 and 243851.) Standard Ratios: Solo, 4.56; 7.38; 12.70 to 1. Combination, 5.46; 8.86; 15.22 to 1.

FRAME.—Cradle shape, straight tubular type, incorporated sidecar lugs; low saddle position. Complete loop formed by extended base stays, straight triangulated top and bottom stays.

FOOTRESTS. Adjustable, sixteen positions, detachable rubber pads.

REAR STAND. Spring-up type, fitted with anti-rattle device.

CARRIER. Tubular construction.

TANKS. Petrol tank extra strong, welded steel construction, saddle pattern, capacity 2½ gallons. Oil tank welded steel construction, separately attached to seat tube, oil return sight feed, capacity 4 pints.

STEERING.—FORKS. Triumph pattern, single tension spring, bridged links, independent girder construction, fitted with steering damper, adjustable stabiliser, lock and depression stops; lamp attachment lugs to fork crown.

HANDLEBAR. Adjustable sports pattern. Raised handlebar to order and for sidecar machines.

CONTROLS. Substantial straight-pull front brake, clutch and exhaust lifter levers and independently adjustable ignition, air and throttle levers.

FRONT STAND. Light tubular construction.

WHEELS.—9 G. spokes throughout.

TYRES. Dunlop, 26 in. x 3.25 in. wired type.

MUDGUARDS. Domed section, 6 in. wide.

BRAKES. Both front and rear internal expanding double pivot-shoe type, with special tangential brake anchorages to relieve stresses on front girder tube and back stays.

HUBS. Taper roller bearings, large diameter spindles. Locked adjuster nuts.

FITTINGS.—Pannier bags, tool roll and complete kit of tools, tyre inflator, oil pressure gun, knee grips.

FINISH.—Frame cosletted and enamelled in black. Rims, hubs and spokes enamelled black, with gold lines to rims. Tank distinctively panelled.

WEIGHT.—(For registration purposes), without tools and accessories, approximately 310 lbs.

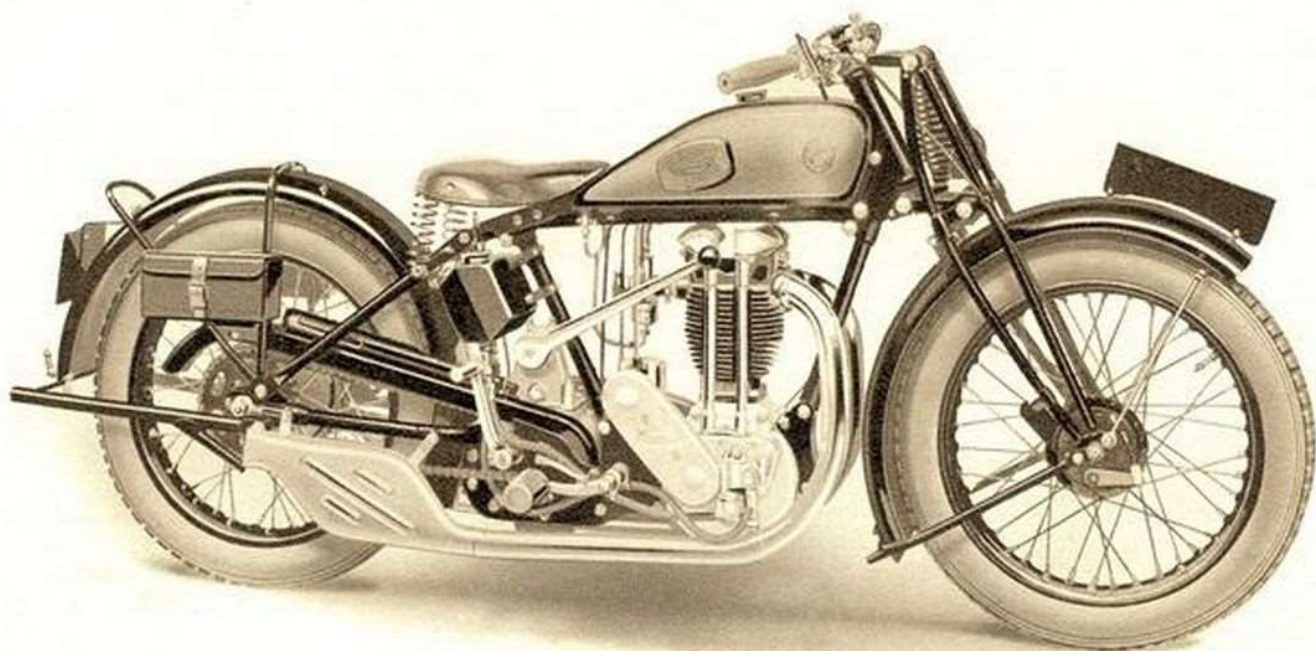
Prices (for Great Britain and Northern Ireland)

MODEL C.S.D.	5.49 h.p.	Cash Prices
C.S.D.1.	Without Lamps and Horn	£47 17 6
C.S.D.2.	With Lucas Acetylene Lamps and Horn	£49 17 6
C.S.D.3.	With Lucas "Magdyno" Electric Lamps and Bulb Horn	£53 12 6

Chromium plating £2/2/- extra.

For other extras and particulars of the Triumph "Pay-as-you-ride" plan, see page 19.

Prices include free delivery at the business premises of any of the Company's Dealers within Great Britain and Northern Ireland, and are subject to alteration without notice. We reserve the right to modify or deviate from specification in minor details. All goods are sold by us subject to the limited warranty fully set out in this catalogue.



Triumph 4.98 h.p. S.T.

POWER UNIT.—ENGINE. 4.98 h.p. Triumph, single cylinder, 80×99 mm. bore and stroke, capacity 497.5 c.c., detachable two-port hemispherical head, with overhead valves operated by rockers mounted in roller bearings, adjustable tubular push rods completely enclosed, decompressor and exhaust valve lifter, aluminium piston, full floating gudgeon pin, roller bearing big end. Adjustable mechanical oil pump and sight feed with independent feed for auxiliary foot pump. (Patent Nos. 268983, 268571, 268984 and 244018.)

SILENCERS. Two silencer pipes, 1½ in. diameter, 45½ in. long, each leading into an independent expansion chamber.

CARBURETTOR. Amal, adjustable throttle and air slides, and device for starting and slow running.

IGNITION. High-tension magneto.

TRANSMISSION.—CHAINS. Front, ½ in. pitch × .305 in. wide; rear, ½ in. pitch × .378 in. wide. Front chain completely enclosed, guard to rear chain. Triple ball type shock absorber on engine driving shaft.

CLUTCH. Hand controlled, ball thrust push rod operation.

GEARBOX. Three speeds, cam plate operation, control mounted on tower rigidly attached to box. Kickstarter mechanism entirely enclosed. (Patent Nos., 271641 and 243851.) Standard Ratios: Solo, 4.39; 6.52; 10.19 to 1. Combination, 5.25; 7.79; 12.18 to 1.

FRAME.—Diamond shape, straight tubular type, incorporated sidecar lugs; low saddle position; strong tubular top and bottom back stays.

FOOTRESTS. Adjustable, providing comfortable riding position. (Patent No. 240300 and Reg. No. 726176.)

REAR STAND. Attached to bottom back stay fork ends and held out of position by rear mudguard clip.

CARRIER. Tubular construction. Lifting handle in lieu of carrier supplied to order.

TANKS. Petrol tank extra strong, welded steel construction, saddle pattern, capacity 2½ gallons. Oil tank separately attached to seat tube with independent pipes to mechanical and foot-operated oil pumps, capacity 3½ pints.

STEERING.—FORKS. Triumph pattern, single tension spring, bridged links, independent girder construction, adjustable for side play. Triumph steering damper, fork steering stops.

HANDLEBAR. Adjustable sports pattern. Raised handlebar to order and for sidecar machines.

CONTROLS. Substantial straight pull front brake, clutch and exhaust levers, and independently adjustable ignition and air levers, twist grip throttle operation.

FRONT STAND. Light tubular construction.

WHEELS.—Back wheel, 8 G. spokes; front wheel, 9 G. spokes.

TYRES. Dunlop, 26 in. × 3.25 in., wired type.

MUDGUARDS. Domed section, 6 in. wide.

BRAKES. Front brake hand controlled. Rear brake foot operated. Both brakes internal expanding shoe type.

HUBS. Taper roller bearings, large diameter spindles.

FITTINGS.—Pannier bags, tool roll and complete kit of tools, tyre inflator, oil pressure gun, knee grips.

FINISH.—Frame coslettised and enamelled in black. Rims, hubs and spokes enamelled black, with gold lines to rims. Tank distinctively panelled.

WEIGHT.—(For registration purposes), without tools and accessories, approximately 325 lbs.

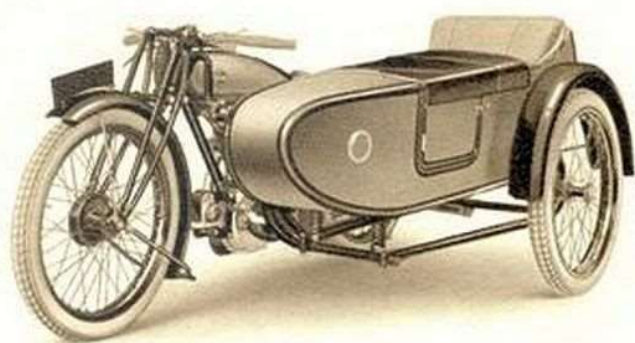
Prices (for Great Britain and Northern Ireland)

MODEL S.T. 4.98 h.p.	Cash Prices
S.T.1. Without Lamps and Horn	£59 17 6
S.T.2. With Lucas Acetylene Lamps and Horn	£61 17 6
S.T.3. With Lucas "Magdyno" Electric Lamps and Bulb Horn	£65 12 6

Chromium plating £2|2|- extra.

For other extras and particulars of the Triumph "Pay-as-you-ride" plan, see page 19

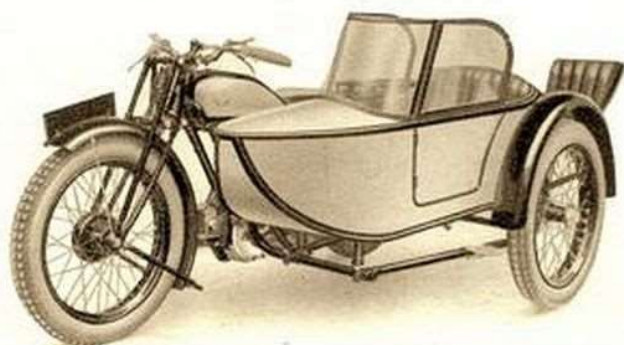
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Triumph-Gloria Model D Sidecar

TRIUMPH-GLORIA Sidecars have been largely instrumental in achieving the present popularity of the British motor cycle combination.

The coachbuilt Model D Sidecar illustrated, provides remarkably comfortable motoring. Its well-upholstered seat and ample leg and elbow room, its hinged back that gives access to a roomy locker, its wide, close-fitting door and generous springing make this sidecar a most attractive and useful addition to a Triumph Motor Cycle. The sidecar chassis is attached to the motor cycle at four points and supports the body by coil springs at the rear and coil springs at the front. The mudguard is attached to and sprung with the sidecar body. A waterproof apron is fitted as standard. Weight, approximately 132 lbs.



Triumph-Gloria Model F Sidecar

THERE is no other form of motoring that can compete with the motor cycle combination for economy. And this Triumph Family Model provides an outstanding example of comfortable, reliable and exceptionally economical travel for two or more passengers.

The main compartment of this entirely new model is remarkably roomy and very comfortably upholstered. The rear portion of the body opens to provide an extra seat for a child, and when closed blends harmoniously into the general lines of the body.

The Triumph Family Model is most imposing in appearance. The sidecar mudguard is deeply valanced to protect the body from mud and it is attached to and sprung with the sidecar body. A waterproof apron is supplied with this model as standard. Weight, approximately 135 lbs.

Prices

(for Great Britain and Northern Ireland)

Model D Sidecar, with Dunlop Tyre 26 x 3.25 Wired Type £16 16 0

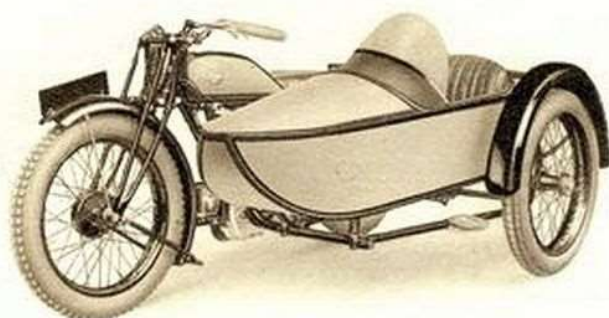
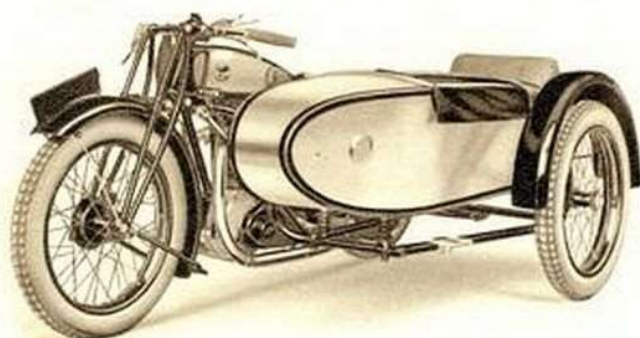
Model F Sidecar, with Dunlop Tyre 26 x 3.25 Wired Type £18 18 0

Extras to Model F Sidecar, Windscreen and Hood £2/15/0, Luggage Grid £1

Lucas Acetylene Lamp and Generator 16/6, Electric Lamp 10/-

For the Triumph "Pay-as-you-ride" plan, see page 19.

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Triumph-Gloria Model S Sidecar

MODEL S, a sports sidecar panelled in highly polished aluminium, is a most attractive model, and it will retain its appearance with a minimum of attention. Upholstered in black leatherette and finished with black beading and fine red lining, this sidecar combines a most impressive appearance with comfort and convenience. A neat luggage platform at the rear considerably adds to the usefulness of the sidecar without detracting from its appearance in any way. The mudguard is attached to and sprung with the body. Cee springs at the rear and coil springs at the front ensure perfect suspension. And the whole blends harmoniously with the lines and the colour scheme of 1929 Triumph Motor Cycles. A waterproof apron is fitted as standard. Weight, approximately 130 lbs.

Triumph-Gloria Model SS Sidecar

THE modern two-port O.H.V. Sports Model calls for something different in sidecars. This Triumph Super Sports Sidecar has been specially designed, therefore, to be fitted to either the Triumph 3.48 h.p. O.H.V. Model C.O., described on page 5, or to the 4.98 h.p. O.H.V. Model S.T., described on page 10. The clean lines of this most attractive sidecar offer minimum wind resistance. And its sturdy construction ensures long and dependable service.

For the enthusiast, the motor cyclist to whom appearance and performance are factors of vital importance, this Super Sports Sidecar, with either of the Triumph O.H.V. models mentioned above, represents a proposition that is unrivalled in the world of motor cycles. A screen and waterproof apron are fitted as standard. Weight, approximately 120 lbs.

Prices

(for Great Britain and Northern Ireland)

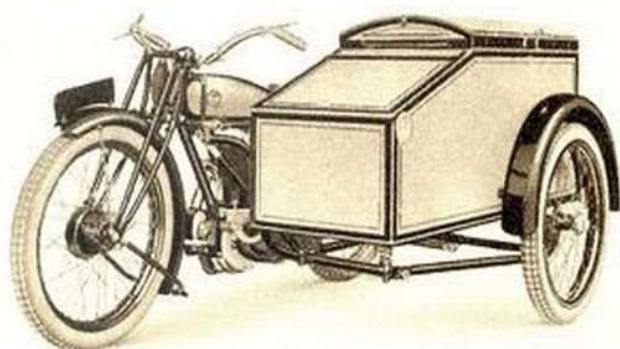
Model S Sidecar, with Dunlop Tyre 26 x 3.25 Wired Type £18 10 0

Model SS Sidecar, with Dunlop Tyre 26 x 3.25 Wired Type £22 0 0

Lucas Acetylene Lamp and Generator 16/6, Electric Lamp 10/-

For the Triumph "Pay-as-you-ride" plan see page 19.

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Triumph-Gloria Model C Box Carrier

SPEEDY, reliable and economical goods delivery is essential to the progressive business, and there is no more suitable method than by Triumph Box Carrier. The very low first cost and subsequent upkeep costs place this method of light goods delivery far ahead of that of even the lowest-priced four-wheeler. The hinged top of the Triumph Box Carrier provides easy access for goods of a bulky nature, and the stout construction throughout ensures long and trouble-free service. Cee springs at the rear and coil springs in front reduce shocks and bouncing to a minimum. Finest quality steel tubing is used in the construction of the chassis, which is attached to the motor cycle at four points.

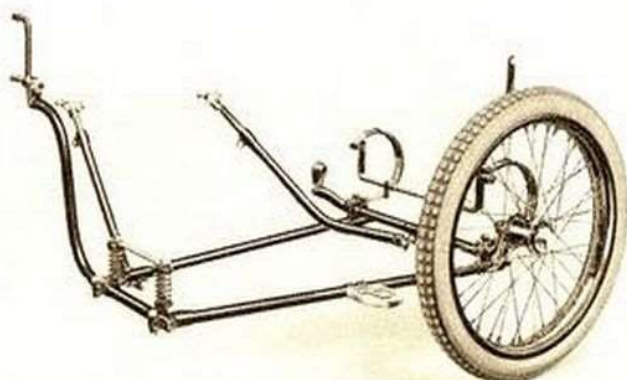
Maximum measurements are 21 in. wide x 25 in. deep (under lid) x 54 in. long. Painted in blue, with black beading. Weight, approximately 152 lbs.

Price

(for Great Britain and Northern Ireland)

Model C Sidecar, with
Dunlop Tyre 26 x 3.25
Wired Type £20 0 0

Lucas Acetylene Lamp and Generator 16/6
Electric Lamp 10/-.



Triumph Z Chassis

UNSEEN and, often enough, uncared for, the Triumph Chassis plays a most important rôle in the provision of comfort, reliability and long service for all users of Triumph sidecars.

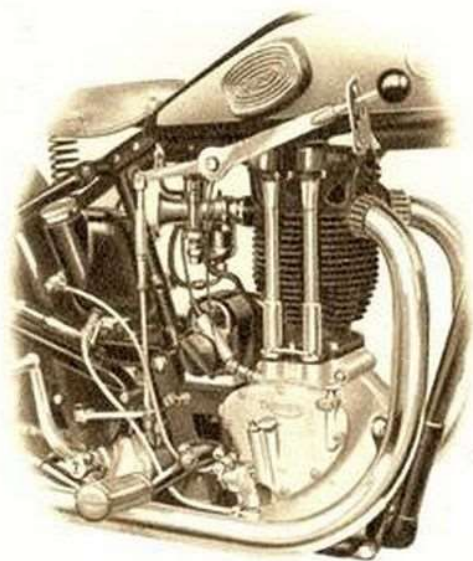
Constructed of the finest quality steel tubing, this chassis is scientifically designed and embodies the results of many years of practical test and experiment.

It is strong and rigid and will stand up to continuous hard usage over all road surfaces.

The method of attachment to the motor cycle is remarkably sound, the double-tube front coupling being a feature of particular importance. Cee springs support the rear of the body and coil springs the front. This method of springing eliminates sway and reduces bumping and bouncing to a minimum. The seats and backrests of all Triumph Sidecars are also well sprung and upholstered so that perfect comfort is assured on the longest journey. And the generous sized mud-guard, with its deep valance on the inside, protects both passenger and sidecar from mud.

For the Triumph "Pay-as-you-ride" plan, see page 19.

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The powerful engine of the 3.48 h.p. two-port O.H.V. Model C.O.

1929 HERALDS a remarkable achievement in Triumph Motor Cycle design. The new models represent as marked an advance as did the first magneto equipped models over those with coil ignition. Triumph principles, however, are sound and well tried. No improvement is allowed to find its way outside this famous factory until such improvement has been subjected to every conceivable test and has proved its merits beyond all doubt and question.

Power with silence, acceleration, flexibility and perfectly smooth transmission are outstanding Triumph characteristics.

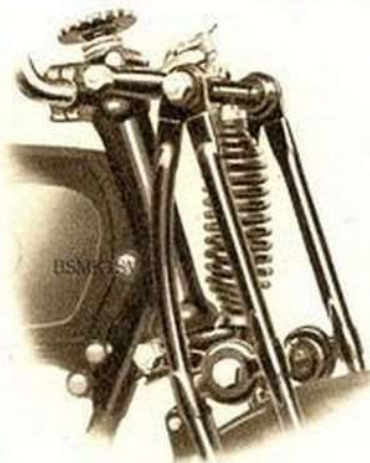
The new Triumph models, C.S.D., C.N., and C.O., embody many features of particular interest to every rider and prospective rider.

The new frame is of straight tubu-

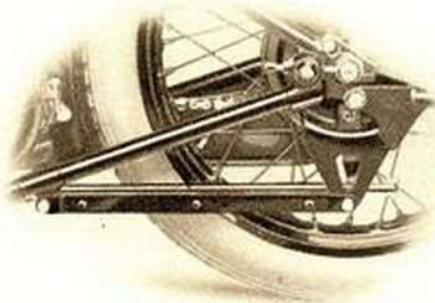
lar type, ensuring a low saddle position, neat and attractive appearance and absolute rigidity. Independent cam gears are incorporated in the engine and a decompressor facilitates starting. Semi-dry sump lubrication is also incorporated. And as correct lubrication is of vital importance where the modern high-efficiency engine is concerned, it may be of interest to give a brief explanation of this exceedingly efficient yet simple system.

The Triumph semi-dry sump lubrication system possesses many novel and advanced features. Oil is fed by gravity from the tank, situated on the seat tube, to the mechanical feed pump, which is neatly and accessibly housed in the crankcase.

After leaving the pump the oil is forced past the positive oil pressure indicator (which also forms a valve to prevent flooding of the crankcase should the control tap be inadvertently left in the "open" position when the engine is not running) to



Front fork and steering damper on Models C.N., C.O., and C.S.D.



Note the finger adjustment and tangential anchorage on the rear brake of Models C.N., C.O., and C.S.D.

the regulator. This governs the supply of oil to the big end, and is so arranged that it can never be completely turned off, thus ensuring a constant supply to a most important bearing. Oil having passed through the big end bearing, is picked up by the flywheels and splashed on to the cylinder wall.

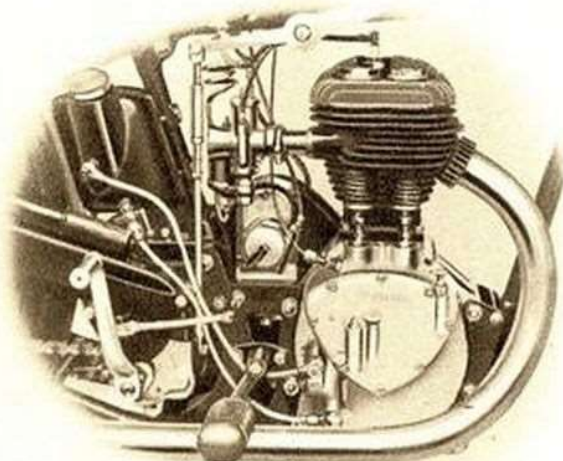
The regulator only permits a certain amount of oil to flow through and the remainder passes into the timing case and, having thoroughly lubricated the timing gear, cams, etc., flows to the bottom of the crank-case. To complete the system, a scraper takes the oil from the fly-wheels and diverts it into a collecting chamber, from whence it is returned to the oil tank by a "scavenging" pump housed with the feed pump.

It will be appreciated that this system ensures a constant supply of cool, clean oil to the engine, requiring no attention in service other than replenishment.

And here may be introduced the oil indicator. This neat and unobtrusive fitment informs the rider whether or not oil is passing to the big end bearing. The indicator has



The new and attractive Triumph welded steel saddle tank



Note the clean lines of this sturdy 4.98 h.p. Model C.N. engine

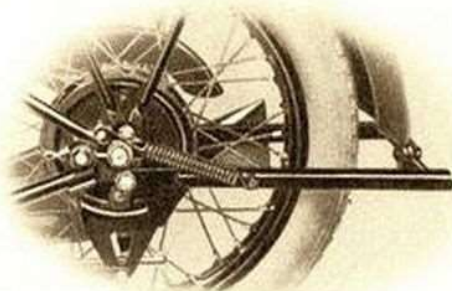
been so designed that the rider may detect its position by hand without diverting his gaze from the road

ahead. It follows, therefore, that this may be done as easily at night as during the day—a point that will be appreciated by all-the-year-round riders. The primary chain and

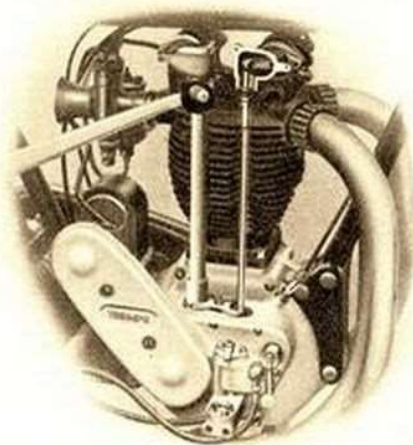
magneto chain are lubricated by a diaphragm breather device.

The front forks are fitted with lock stops, depression stops, adjustable stabilisers, steering damper and a new type of lamp fixing.

A supremely efficient transmission shock absorber, with detachable sprocket, is embodied in the rear wheel. And the brakes, internal expanding double pivot shoe type, incorporate tangential brake anchorages to relieve the inevitable stresses occasioned by such effective retarding forces. This anchorage, in the case of the front brake, is attached to the front fork girder tube and in the



Spring-up rear stand, with anti-rattle device, on Models C.N., C.O., and C.S.D.



The efficient 4.98 h.p. two-port O.H.V. engine of the Triumph Model S.T.

interest to experienced motor cyclists is the inclusion of a spring-up rear stand fitted with a special anti-rattle device.

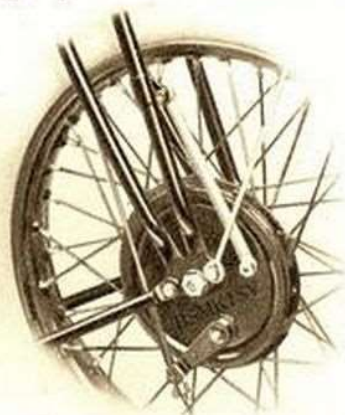
And even the foot-rests — components one hardly looks to for much change or improvement — have been immeasurably improved by reason of the fact that their design now permits infinite variation of position.

A welded steel saddle tank is fitted to all Triumph models (with the exception of Model "W"), and the saxe blue panel running the whole length of the black tank gives a most pleasing finish.

The new 3.48 h.p. two-port O.H.V. Model C.O. is a speedy mount of sturdy design and construction. It is intended for fast touring and is undoubtedly one of the most comfortable machines on the road to-day. It is powerful and yet its ease of control and perfect

case of the rear brake is anchored to the back stays.

Another new Triumph feature that will be of no little in-



The simple adjustment and tangential anchorage of the front brake on Models C.N., C.O., and C.S.D.

balance will contribute in large measure to the popularity it will assuredly achieve. The whole layout is neat and clean and, with semi-dry sump lubrication, straight tube cradle frame, and the new silencing system, it is a mount to gratify the needs of the most fastidious.

Sportsmen have found the 4.98 h.p. two-port O.H.V. Model S.T. particularly amenable to special tuning. It has gained many British and world's records and has proved exceedingly successful on sand and track. With its low saddle position,

compact lines, and its atmosphere of sturdy dependability, this Model S.T. presents a very attractive appearance.

Of the side-valve models, probably none is of greater interest than the 5.49 h.p. C.S.D. This is a powerful machine

primarily designed for use with a fully loaded sidecar, for long tours and grueling work. The saddle position is comfortably low, a very desirable feature made possible by



The power output of this 2.77 h.p. engine is remarkable.

the new Triumph cradle frame and graceful saddle-tank. It is the ideal mount in every respect for those who motor cycle for pleasure and for those, too, who demand a motor cycle that will stand up to continuous hard work in hilly districts; for travelling when and where weather and road cannot be chosen. This 5.49 h.p. Model C.S.D. and, indeed, the 5.49 h.p. Model N.S.D., represent Triumph's contribution toward comfortable, reliable, and economical motoring for the family man.

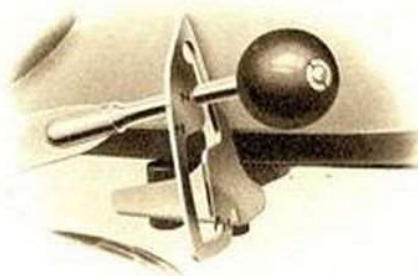
And for those who require a dual purpose mount—a tractable solo model, yet one capable of giving perfect motoring for two or more—there is the 4.98 h.p. model C.N.

Its clean design, with a suggestion of power in every line, its efficient brakes and new system of oiling, are features of outstanding importance. The owner of this sturdy and easily controlled all-purpose model will be justifiably proud of his mount from the day he takes de-



The power unit of the 4.94 h.p. Model N.L.

livery to the time of parting with it. Surely with this 4.98 h.p. Model C.N., the 4.94 h.p. Model N.L., and the 4.98 h.p. O.H.V. (for those who desire more speed), Triumphs meet the requirements of the 500 c.c. class very fully.

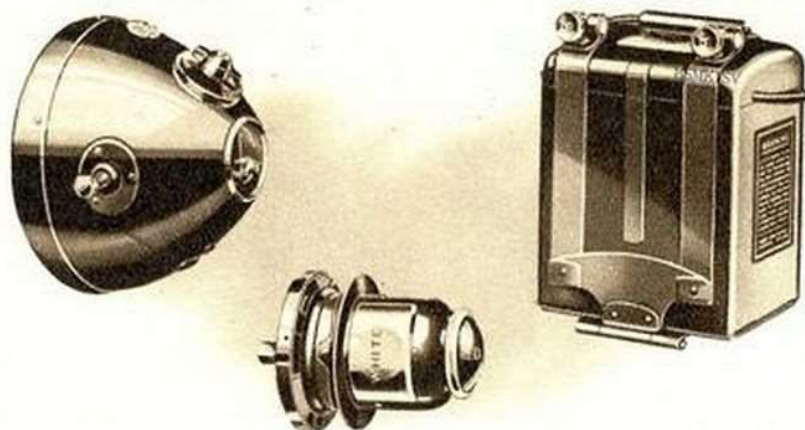


Neat and handy gear control on Models C.N., C.O., and C.S.D.

Whilst the Triumph 2.77 h.p. Model W. is too well known to require further introduction, the 2.77 h.p. Model W.S. is an interesting new-comer. With its welded steel saddle tank, separate oil tank and low riding position it represents a particularly attractive mount, with a special appeal to the lady rider. Its specification includes mechanical lubrication with auxiliary foot pump, internal expanding brakes on front and rear wheels, spring forks fitted with friction discs—altogether a *de luxe* motor cycle at a remarkably low price.



The straight tube cradle frame of Models C.N., C.O., and C.S.D.



Lucas Electrical Equipment

Lucas "Magdyno" Lighting Sets and bulb horns are fitted to order on Triumph machines.

A turn of the switch, conveniently situated at the back of the head lamp, is all that is necessary to obtain brilliant road illumination, while, when occasion demands, alternative positions afford a dim light and enable the rider to control the charging of the Lucas "Milam" acid-proof accumulator.

The set also includes the vibration-proof rubber-mounted Lucas tail lamp and a neat sidecar lamp of the concealed cable pattern, while the switch incorporates a centre-zero ammeter, thus keeping the rider informed of the amount of current, in amperes, entering or being discharged from the battery.

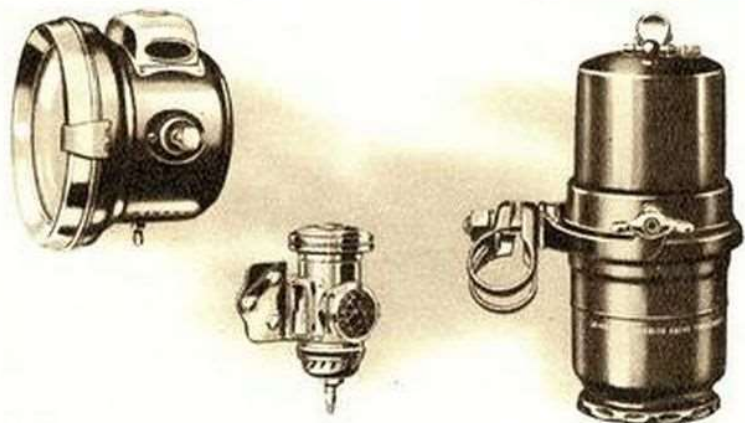
Lucas Acetylene Equipment

The Lucas Acetylene Projector sets, specially designed for Triumph machines, are of sound construction, and the head lamp has a carefully designed silvered mirror reflector.

Thus maximum road illumination is assured, while the generator incorporates a two-way nipple and is fitted with the Lucas quick-action carbide container and adjustable fitting to the machine. The sidecar lamp, with an independent generator, shows a red light to the rear in addition to affording quite powerful forward illumination and the tail lamp, which throws a white light on the number plate and a red light to the rear, is fitted with a special nipple which allows a tyre pump to be used to clear the gas jet.

The Lucas bulb horn is neat and compact and produces a pure penetrative note of good carrying power.

Lucas acetylene lighting set No. 420.



TRIUMPH

MOTOR CYCLES AND SIDECARS

Showing the complete range of models available and Hire Purchase Scale of Charges.
(For Great Britain and Northern Ireland.)

MOTOR CYCLES					
H.P.	Model.	Description	Catalogue Price	Deposit.	Twelve Monthly Payments.
			£ s. d.	£ s. d.	£ s. d.
2.77	W.	Solo with Dunlop Tyres, 26 x 2.375 in. wired type	36 0 0	9 5 9	2 16 8
2.77	W.S.	Solo with Dunlop Tyres, 26 x 2.375 in. wired type	37 17 6	9 10 6	2 19 7
3.48	C.O.	Solo with Dunlop Tyres, 26 x 3.25 in. wired type	52 17 6	13 3 6	4 0 0
4.94	N.L.	Solo with Dunlop Tyres, 26 x 3.25 in. wired type	44 10 0	11 9 0	3 11 8
4.98	C.N.	Solo with Dunlop Tyres, 26 x 3.25 in. wired type	46 17 6	11 19 6	3 15 0
5.49	N.S.D.	Solo with Dunlop Tyres, 26 x 3.25 in. wired type	46 17 6	11 19 6	3 15 0
5.49	C.S.D.	Solo with Dunlop Tyres, 26 x 3.25 in. wired type	47 17 6	12 0 9	3 16 8
4.98	S.T.	Solo with Dunlop Tyres, 26 x 3.25 in. wired type	59 17 6	14 19 8	4 12 11
SIDECARS					
			£ s. d.	£ s. d.	£ s. d.
	Model D.	With Dunlop Tyre 26 x 3.25 in. wired-type	16 16 0	4 5 2	1 4 10
	Model F.	With Dunlop Tyre 26 x 3.25 in. wired-type	18 18 0	4 14 8	1 7 9
	Model S.	With Dunlop Tyre 26 x 3.25 in. wired-type	18 10 0	4 13 0	1 7 2
	Model S.S.	With Dunlop Tyre 26 x 3.25 in. wired-type	22 0 0	5 11 4	1 11 10
	Model C.	With Dunlop Tyre 26 x 3.25 in. wired-type	20 0 0	5 0 8	1 10 3
EXTRAS, if supplied with Machine.					
			£ s. d.	£ s. d.	£ s. d.
	Lucas No. 320 Acetylene Lamps and Clayrite Horn fitted to Models W. and W.S.		1 12 6	8 8 6	2 2 2
	Lucas No. 420 Acetylene Lamps and No. 63 Horn fitted to Models C.O., N.L., C.N., N.S.D., C.S.D., and S.T.		2 0 0	10 6	2 8
	Lucas Electrical Equipment and Bulb Horn fitted to Models W., W.S., C.O., N.L., C.N., N.S.D., C.S.D., and S.T.		5 15 0	1 10 0	7 8
	Lucas Electrical Equipment and Spartan Electric Motor Driven Horn, excluding Bulb Horn, on all solo models		5 17 6	1 9 6	7 11
	Lucas Electric Lamp on all models of Sidecars		10 0	2 6	8
	Lucas Acetylene Lamp and Generator on all models of Sidecars		16 6	4 6	1 1
	Twist Grip Control on Models W., W.S., N.L., C.N., N.S.D., and C.S.D.		1 0 0	1 0 0	—
	Footboards on all Models		1 0 0	1 0 0	—
	Knee Grips on Models N.L. and N.S.D.		5 0	5 0	—
	Dunlop Tyres, 27 x 2.75 in., on Models W. and W.S.		1 0 0	1 0 0	—
<p>All Hire Purchase transactions are treated in strict privacy. The Motor Cycle is handed to the purchaser by the Triumph dealer free of transit charges within reasonable distance of the dealer's business premises, and where we are not represented the Motor Cycle will be sent to the nearest Railway Station, packed free of charge and carriage paid. Application and Order Forms are obtainable from any Triumph dealer, or direct from our Head Office, Coventry, post free on request.</p> <p style="text-align: center;">BENEFITS.</p> <p>The above terms include a full and comprehensive Insurance Policy, covering Fire, Burglary, Theft, Third Party Unlimited Risk, Personal Accident Benefit to rider, also passenger in Sidecar.</p> <p style="text-align: center;">PAYMENTS.</p> <p>If the purchaser wishes to pay a larger deposit than set out in the above terms, a discount of 5 per cent. is allowed on the difference paid. Should the purchaser wish to make a complete settlement after payment of the first instalment, a discount of 4 per cent. is allowed. If earlier settlement than twelve months, the following concessions are allowed. For settlement in 3 months, a discount of 3 per cent. from balance. " " 6 " " 2 " " " " " " 9 " " 1 " " " "</p>					

Terms of Business

PAYMENT.—In all cases where we have no ledger account, an invoice will be submitted to intending purchasers on payment of which goods will be forwarded, or approved references must be given.

CARRIAGE.—Prices quoted in this Catalogue include free delivery at the business premises of any of the Company's dealers within Great Britain and Northern Ireland. Where we are not represented, machines will be sent carriage paid, from our factory to the nearest railway station.

INSURANCE.—Motor Cycles and Sidecars, when forwarded per Passenger Train to any part of Great Britain or Northern Ireland, are consigned, unless otherwise instructed by the purchaser, at lowest rates, *i.e.*, consignee's risk, but in order that the consignee shall be relieved of all troublesome negotiations should any breakage or damage occur, all new complete machines forwarded by us in the above manner are covered by Insurance against damage in transit, theft, and pilferage up to 75 per cent. of the total loss, and customers should, therefore, notify the Company immediately in respect of any damage or loss. It is understood that the Company only act as agents between the purchaser and the Insurance Company, and no responsibility attaches to the Company in case of non-compliance of the Insurance Company with the claim of the purchaser.

Motor Cycles and Sidecars, when forwarded per Goods Train, are consigned at Railway Company's risk, and in case of damage, all claims should be addressed to the carriers.

The above arrangement does not apply to repairs or spare parts. Packing Crates are charged for, but are returnable.

Spare Parts and Replacements

WHEN ORDERING SPARE PARTS OR REPLACEMENTS, please specify catalogue number or code word quoted in Spare Parts Catalogue. If a Spare Parts Catalogue is not available, it is advisable, if possible, to send pattern, so as to ensure the order being executed correctly. If this cannot be done, let us have the number of the machine, also number of the engine. Catalogue of Spare Parts on application, price 6d.

REPAIRS.—Repairs are charged at net cash prices in all cases. Machines or parts for repair must be forwarded carriage paid to the Works, with the sender's name attached. The despatch should be promptly advised by SEPARATE POST, and full instructions for repair enclosed, otherwise unnecessary delay and annoyance are often caused. Customers having no account with us should not fail to send remittance with order; remittance must cover postage if goods ordered are under £1 in value.

When making enquiries respecting any part or repair, PLEASE QUOTE OUR ORDER NUMBERS IN EVERY CASE, otherwise it is difficult to trace the matter.

When sending machines to our Works for repair, it is advisable to remove all spares and accessories, as we cannot be responsible if any of these are missing when the machine is returned.

Price Maintenance

It is our great desire, while giving the best value for money, to prevent any undue cutting of prices, and our goods are only sold on the strict condition that they will not at any time be re-sold at less than the retail prices set out in our current catalogue.

TRIUMPH CABLE CODE

This private code can be used in conjunction with A.B.C. (5th and 6th editions), Lieber's, Bentley's, Marconi, and Ribeiro.

Motor Cycles.	Code Word.	Sidecars.	Code Word.
Model W.	LUO	Model D.	DHO
Model W.S.	FRI	Model S.	OVA
Model C.O.	CLO	Model S.S.	TYE
Model N.L.	UCE	Model F.	GRA
Model C.N.	KYE	Model C.	COU
Model N.S.D.	GLO		
Model C.S.D.	TRO		
Model S.T.	DRY		

The above code words represent one Motor Cycle or Sidecar only, with standard equipment, *i.e.*, without Acetylene or Electric Lamps and Horn.

When ordering two or more, the following quantity letters should be affixed to the code words:—

Quantity:	2	3	4	5	6	7	8	9	10	12	15	20	25	50	100
Letter:	B	C	D	F	G	K	L	M	N	R	S	V	X	Y	Z

Code words can also be compounded, for example, "Clodho" means one type C.O. Motor Cycle and one type D. Sidecar. Quantities can still be indicated when words are compounded, *e.g.*, "Dryfdhob" means five type S.T. Motor Cycles and two type D. Sidecars.

When the equipment is to include Lucas Acetylene lamps and bulb horn, add the word "Ace" to the code word, and when the equipment is to include Lucas "Magdyno" electric lighting set and bulb horn, add the word "Ele" to the code word. Example: "Ucefele" means five type N.L. Motor Cycles with Lucas "Magdyno" Electrical equipment and bulb horn. Any combination can be made up and cabled as one word, providing words do not exceed ten letters.

1929

TRIUMPH

MOTOR CYCLES



London:

218 GREAT PORTLAND STREET, W.1

Repair and Spares Dept.:

BLOEMFONTEIN AVENUE, UXBRIDGE ROAD,
SHEPHERD'S BUSH, W.12

Telephone: Riverside 3161-2

Paris:

212 BOULEVARD PÉREIRE (XVIIe)

Telegraphic Addresses:

Triumph - - Coventry
Cyclothure Wesdo, London
Triumph - - 62 Paris

Telephone Numbers:

4191 - - - Coventry
Museum 3951 - London
Wagram 04.69 - - Paris

Codes used:

A.B.C. (5th and 6th Editions), LIEBER'S, BENTLEY'S, MARCONI AND RIBEIRO

All previous lists cancelled

Manufactured by

TRIUMPH CYCLE CO., LTD., COVENTRY, ENGLAND

Contractors to British, French, Belgian and Italian War Offices