

REASONS for the CONSISTENT RELIABILITY of B.S.A. MOTOR BICYCLES—STEEL FORGINGS AT EVERY VITAL POINT



Solid Steel Drop-forging.

SEAT LUG.



The finished part.

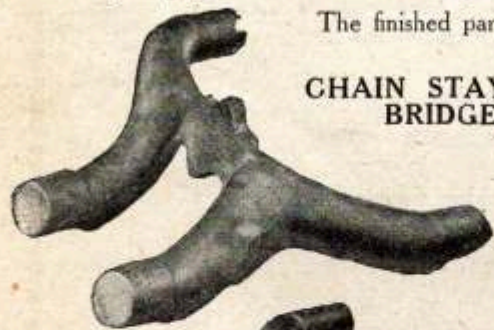


Solid Steel Drop-forging.

HEAD LUG.

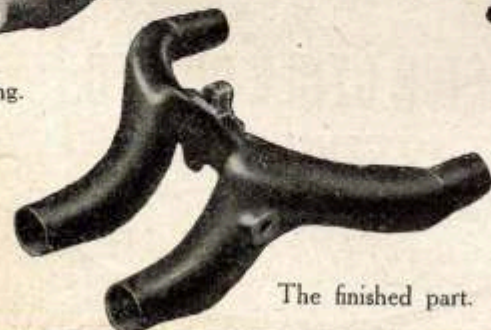


The finished part.



Solid Steel Drop-forging.

CHAIN STAY BRIDGE.



The finished part.

LIKE Rome the B.S.A. reputation for reliability wasn't built in a day. It is the outcome of more than 50 years' effort to be always leading, both in quality of material and workmanship, in the field of mechanical engineering. "Perfect in every Part" is not a mere catchphrase, it is an accurate description of the outstanding quality of B.S.A. Motor Bicycles.

They are as perfect in every part as it is humanly possible to make them—scrupulous care and accuracy in manufacture ensures this.

Every B.S.A. Motor Bicycle represents not a new standard of quality but a consistent adherence to the high standard ever associated with B.S.A. products—a standard which has given the utmost satisfaction to thousands of motor cyclists ever since the first machines made their appearance on the highway.

B.S.A. Motor Bicycles. Solo from £107, Combination from £137.

Write for Illustrated Catalogue.

B.S.A.

MOTOR BICYCLES

For Solo and Sidecar.

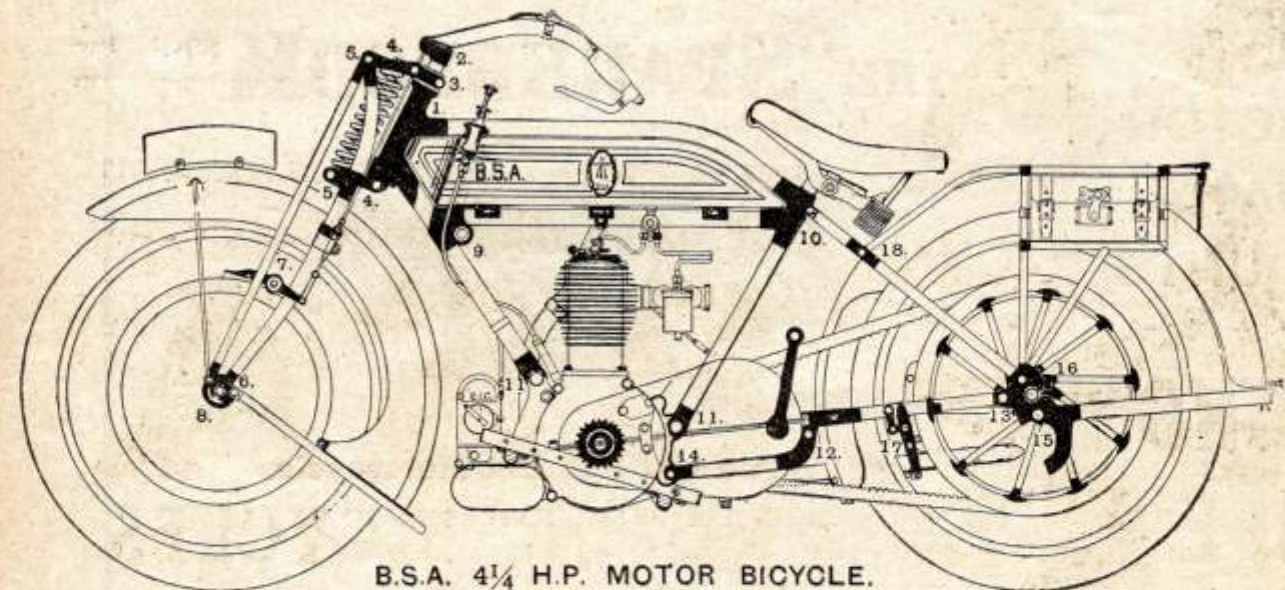
B.S.A. CYCLES Ltd., Small Heath, BIRMINGHAM.

Proprietors: The Birmingham Small Arms Co., Ltd.

B.S.A. CYCLES from £12 10s. B.S.A. SHOT GUNS from £11 11s.

THE consistent reliability of B.S.A. Motor Bicycles has long been a byword amongst experienced motor cyclists. This has not been achieved by mere chance or circumstance—it is the natural result of a very clear and definite conception of the engineering principles underlying the construction and manufacture of high-grade machines, coupled with a long practical experience in the production of such machines. Thus in B.S.A. Motor Bicycles careful experiments prove the soundness of the design, rigid tests prove the quality of the materials used, and a thorough system of inspection ensures a constant high standard of workmanship.

Sturdy, durable construction has never been sacrificed to cheap production in B.S.A. machines. In the frame structure, for instance, there is a **steel drop-forging at every vital point.** What this means in reliability, durability, and safety, every experienced motor cyclist will realise. A steel drop-forging is infinitely stronger than a malleable casting. The drop-forged lugs are made of a very high quality Sheffield Steel, accurately machined to fine limits, and carefully brazed on to the tube ends. "Trapped" tube ends are of doubtful strength—the B.S.A. has none. There is not a square inch of doubtful material, not a detail of doubtful workmanship, in a B.S.A. Motor Bicycle—it is a machine you can trust on any road, anywhere; a machine that will render consistently good and satisfactory service year after year.



B.S.A. 4 1/4 H.P. MOTOR BICYCLE.

Showing some of the most important details made from Steel Drop Forgings.

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|----------------------------|------------------------|------------------------------|
| 1. Head lug. | 7. Brake fulcrum lug. | 13. Chain stay ends. |
| 2. Handlebar lug. | 8. Front hub shell. | 14. Chain stay bracket lug. |
| 3. Ball head clip yoke. | 9. Down tube lug. | 15. Stand support forks. |
| 4. Front fork links. | 10. Seat lug. | 16. Belt rim centre. |
| 5. Front fork blade yokes. | 11. Engine yoke lugs. | 17. Rear brake lever & link. |
| 6. Front fork ends. | 12. Chain stay bridge. | 18. Back stay bridge. |