

Room 257



Rules the waves

OUTBOARD & INBOARD MOTORS



Antique Boat Museum

Antique Boat Museum



Britannia

Rules the waves

**LIGHTWEIGHT
TWIN-CYLINDER
OUTBOARD
MOTOR**

**"MIDDY"
TWIN-CYLINDER
INBOARD
MOTOR**

Both British and Best

BRITISH MOTOR BOAT MFG. CO., LTD. BRITANNIA HOUSE, AMPTON STREET, LONDON, W.C.1

Phones: Terminus 6361 - 6362 - 6363

Cables: "Brimotobo, London." (All Codes used)

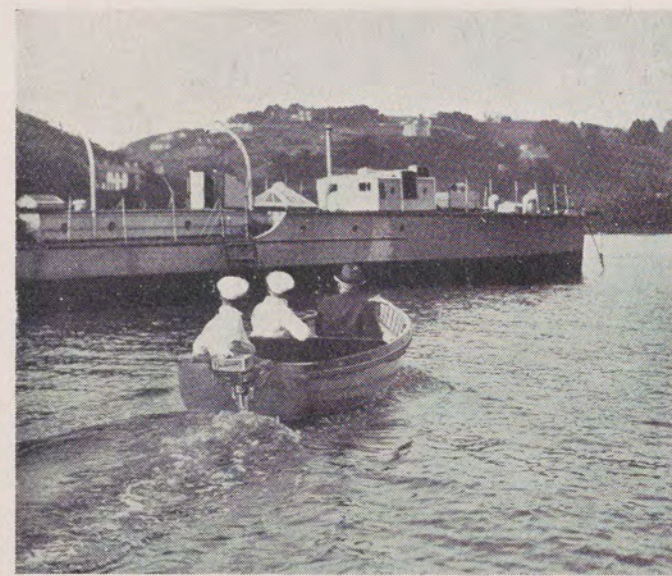
Telegrams: "Brimotobo, Kincross, London"

Long Practical Experience produces the finest of all motors for general purposes

Just visualise, if you can, the perfect motor for an average size boat. Imagine it as one into whose design has been marshalled all that everyone has asked, all that experience could teach and all that skilful marine engineering could devise. At the same time reckon on it as being the finest possible value in boat power for your money.

It would be the simplest, handiest, most efficiently practical motor for pleasure-giving service. It would be unfailingly trouble-free, and definitely inexpensive. A man would be proud of it, and a child could control it.

You would regard that, wouldn't you, as being a particularly fine choice? Of such a motor you would expect a lot.



Cruising.

The Britannia Outboard quietly speeds your dinghy between shore and ship—its dependable power ever at your beck and call for taking passengers and provisions aboard and visiting other boats.



On the River.

The Britannia Outboard and "Middy" Inboard multiplies the pleasures of punting—giving you real ACTION without a moment's effort.

And in the "Britannia" Outboard Motor and the Britannia "Middy" Inboard you will find your expectations more than fulfilled.

These motors are the outstanding achievement of a wealth of experience. They have everything that has in actual practice been found to be necessary for pleasure, service, convenience and economy. Both motors have just the power for average needs - the ideal power for the widest range of boating purposes. And with that they have simplicity and compactness to the most serviceable degree, with the utmost convenience in ease of control. In their sturdiness and mechanical excellence there is the certainty of satisfying performance and utter reliability that only perfect design, fine workmanship and the finest materials can give.

Into the production of the Britannia Outboard Motor and "Middy" Inboard, has gone all the knowledge of utility boat motors accumulated since outboard motors were first introduced into England. In designing them we were, perhaps, more qualified than most men in England, for it was and had to be, widely admitted that if anyone could produce an ideal outboard motor it would be J. W. Shillan and Charles Harrison his chief engineer.

Exactly what was wanted in the most serviceable of motors was learned from handling and serving perhaps the biggest percentage of outboard motors in Europe; and the "Britannia" Motors were made to be the most serviceable possible.

The achievement has been in not only making a marked advance in every

essential requirement of the ideal utility motor but attaining what was wanted at a welcome low cost.

The great point is that there was no intention to build just a different motor in a bid for business, for that inevitably means putting the prospect of sales before the idea of service. The whole concern was to build an ideal motor at the lowest possible cost.

As a result, the "Britannia" Outboard Motor and "Middy" Inboard are all that could be desired for utility and service, for the perfect enjoyment of a host of boating pleasures, yet they are both remarkably inexpensive motors to buy and to run.

7 to 10 M.P.H.

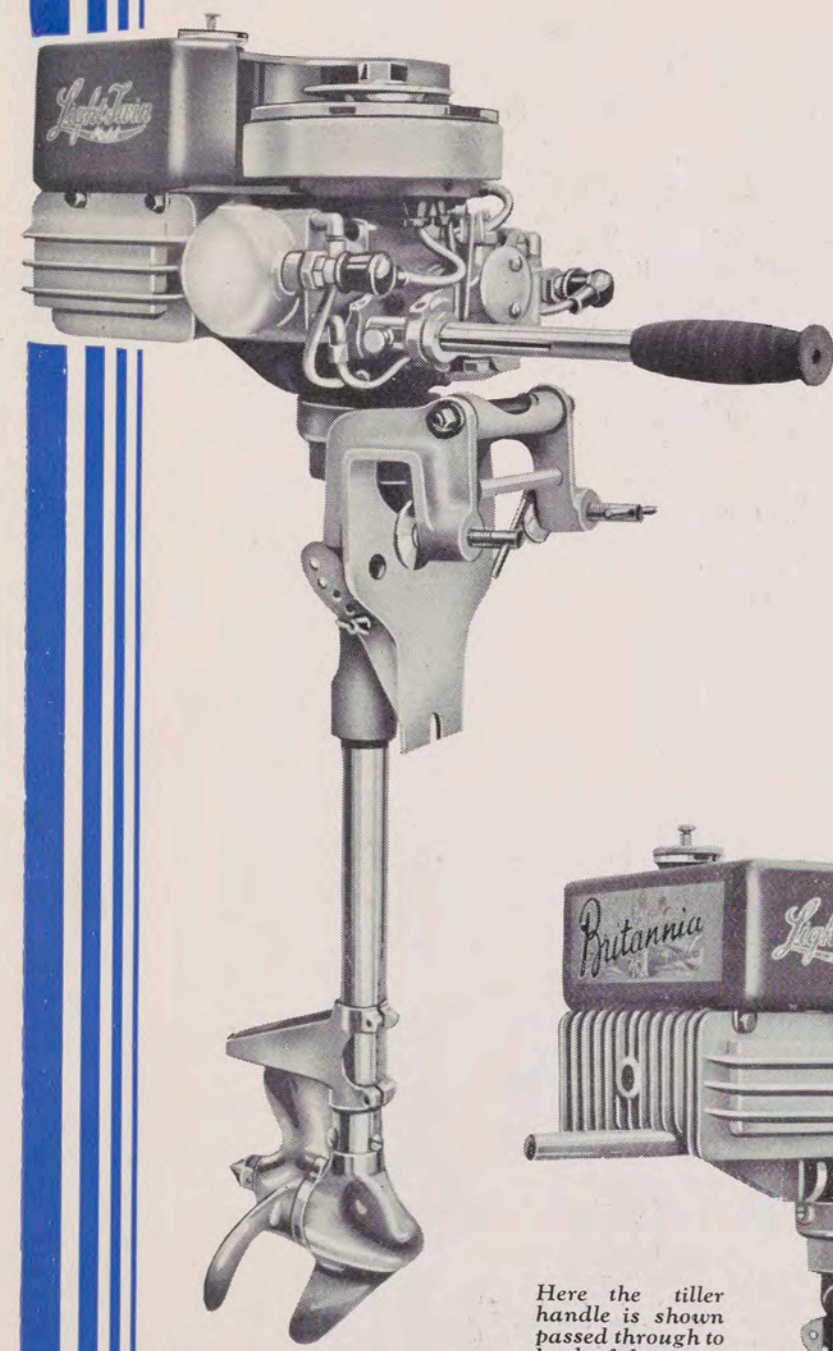
A punt going at that speed is FUN. On the hottest days you keep refreshingly cool as you skim far away.



Speed with the "Middy" Inboard Model

Race with the "Middy" Inboard Speed Model at a rollicking 25 miles an hour. A specially built Rytcraft Hydroplane equipped with the "Middy" costs only £55 complete, ready to race with.

—BRITANNIA OUTBOARD MOTOR— Brilliant Achievement for Utility & Pleasure



All that men have wanted in a light utility outboard motor is fulfilled in the Britannia "Light Twin" to the highest degree. Not one essential of the ideal motor has been overlooked.

The Britannia is the first outboard motor to have every wanted feature of silence, smoothness, easy control and true compactness, together with the strength and mechanical excellence necessary for dependable service. In addition to that it is the liveliest, most economical light outboard "Twin" ever built. It fits on to any average boat.

For Rowing Boats, Dinghies, Skiffs, Punts, Canoes and Dories.

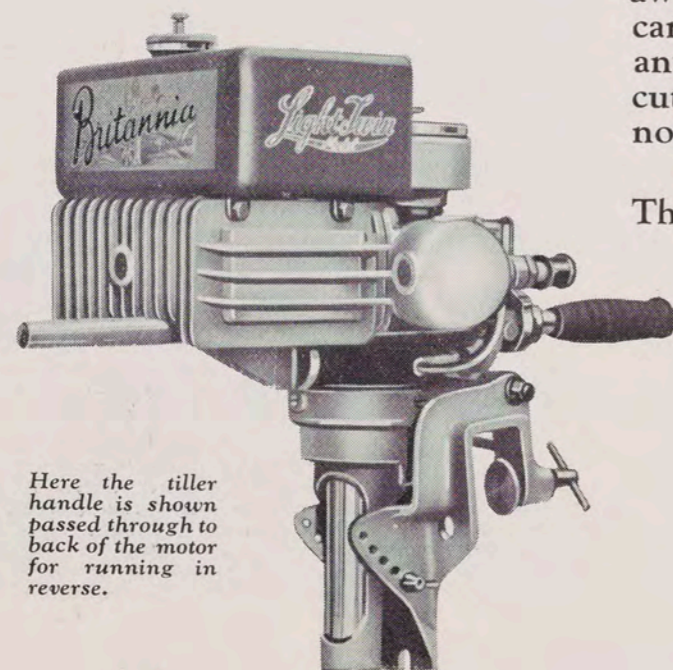
With its perfect twin-cylinder smoothness, the Britannia is ideal for even the lightest built boats. It is a splendidly capable motor for family use and yacht's dinghies. Its 4 H.P. drives any medium size boat at 5 to 10 miles an hour. On fishing boats its smooth flexibility gives the slowest, steadiest speeds for trolling.

Extremely Silent.

The Britannia's quiet operation will please you at once. It has the most efficient underwater exhaust. At a few yards away the motor is barely audible. The exhaust gases are carried away through the actual shaft of the motor without any exhaust tube to get battered or come loose. A simple cut-out in the silencer is provided for when slightly more noise is not objectionable and when fullest power is required.

Exceptionally Lively Power.

The Britannia is amazingly responsive and flexible. It has



Here the tiller handle is shown passed through to back of the motor for running in reverse.



Clamping the Britannia Outboard on to your boat is a single-handed job. Fix it in two minutes. Then enjoy ACTION on the water. Every summer pastime becomes more intensely enjoyable.

unfailing Rotary Valve induction which supplies the cylinders evenly with gas. With this feature the motor will never stall or stop, however suddenly accelerated.

Easy to handle—Fully reversible.

A child can handle the Britannia. It has flywheel magneto for easiest starting. When hot or cold, in rain or heavy spray, it starts instantly—always. It is steered and regulated with only one hand. Its twist-grip tiller handle controls both speed and direction.

With instant full reverse the Britannia is the easiest of all outboards to handle. The motor is simply swivelled completely round. The tiller handle is slid through in a second to the other side of the motor to give steering always inside the boat. A simple lock device prevents the motor rising out of the water when running in reverse; and when running ahead, automatic tilting prevents damage to the propeller through striking submerged objects.

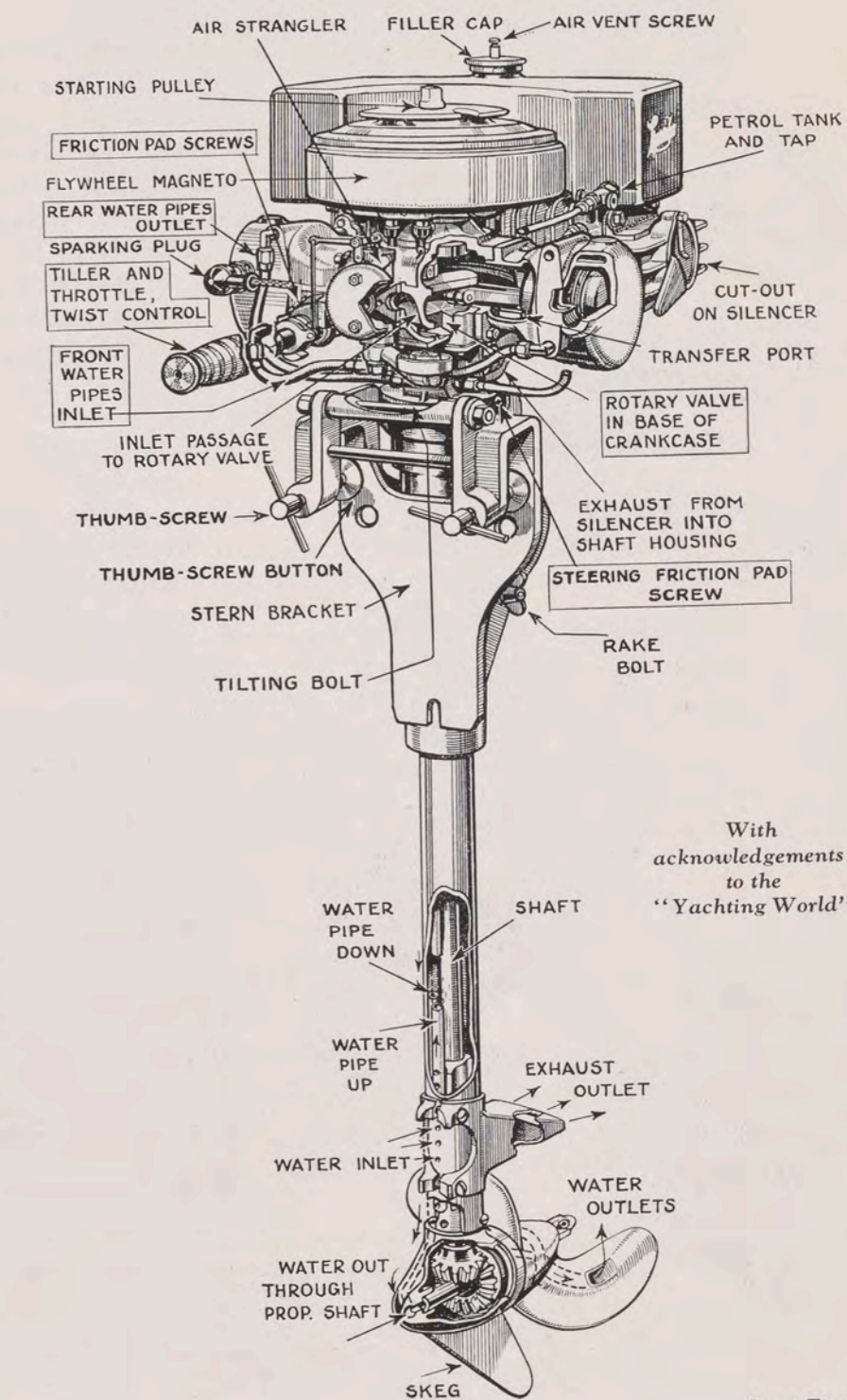
Cooling, another feature of the Britannia's efficient design, is effected by the action of the propeller which takes in the required supply of cooling water however shallowly submerged.

All underwater parts of the motor are bronze to resist salt water corrosion, and similarly, throughout the motor the best possible materials are used to give sturdiness, long life and light weight.

The Britannia is easily portable, weighing under 50 lbs. If desired, it can be fitted with a special type propeller to throw off weeds.

A most economical motor. Thirty miles to the gallon can be safely expected of the Britannia. The same rotary valve induction which gives smoothness and flexibility also gives wonderful economy of fuel. The fuel tank holds sufficient for one and a half hours running at full speed or three hours at half speed.

As a result of the experience that has gone into its production, the Britannia is not only an exceptionally fine light twin-cylinder outboard, but precisely the motor wanted for the widest use on average boats. Inexpensive to buy and to run, satisfying for utility and pleasure with an utter certainty of reliability.



Britannia "MIDDY" INBOARD MOTOR

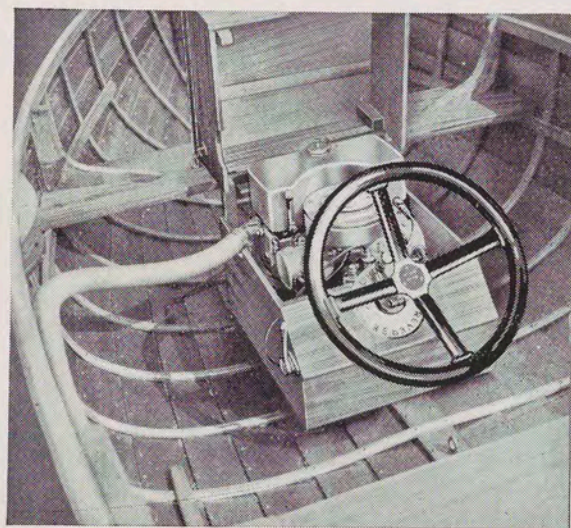
Yes, for sheer convenience and real ease, the Britannia "Middy" Inboard is the motor to choose.

Together with the most practical advantages of compactness, completeness and easy installation, it gives an ease of handling unmatched by any other motor. Men long used to all sorts of boats and motors have found something new in handling the "Middy"—a new pleasure, a new boating delight. The first particularly noteworthy feature of the "Middy" is its complete compactness. No inboard boat motor could be more convenient. The compactness of an outboard motor is combined with inboard stability and the ease of wheel steering. And to that is added the easiest of installation.

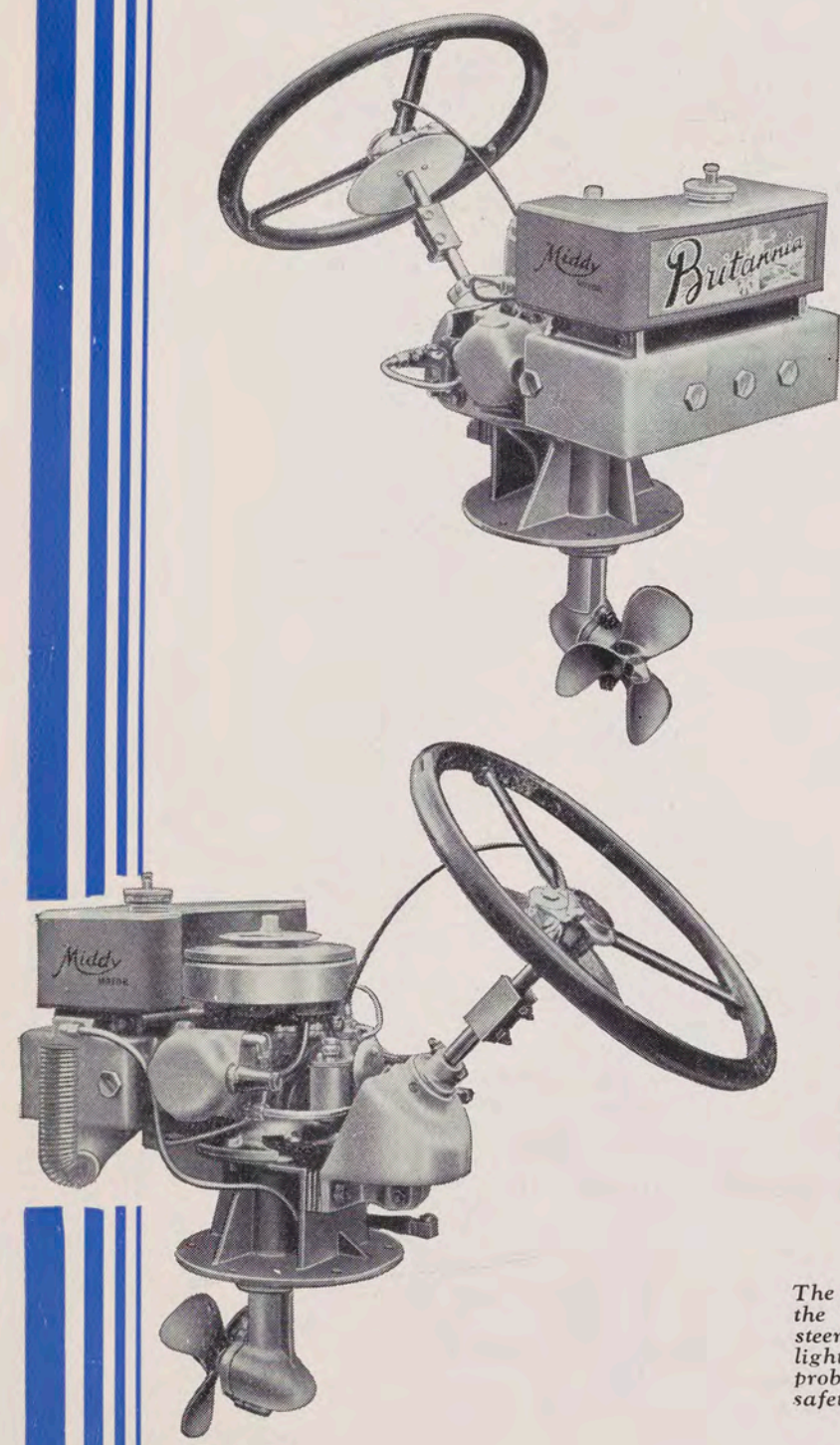
For all types of Medium Size Craft.

The "Middy" is an ideal motor for dinghies, yacht's tenders, punts, canoes and skiffs. It takes up remarkably little space. Its power is both active and ample for all general needs. There is both a service and a speed model, the latter giving 25 m.p.h. on light racing hulls. Such a speed with so small a motor is astonishing and accomplished only by exceptional knowledge of boats and motors.

The power head employed is of the same opposed, twin-cylinder type as that of the Britannia Outboard Motor. 4 H.P. is developed with perfect, most responsive smoothness on the utility model. Rotary valve induction is again used for lively flexibility and for economy of fuel. Ignition is by flywheel magneto which gives easy, instant starting.



The two illustrations here show the extreme compactness of the "Middy" and its ease of installation. Power and steering gear are confined to the smallest possible space. The light weight of the unit disposes of all displacement problems and incidentally the low centre of gravity means safety.



Unparalleled Convenience for most boating needs

Perfect silence is obtained with a water jacketed exhaust manifold. The 'Middy' is exceptionally smooth and quiet.

Easily installed and removed.

Just imagine installing the motor or removing the entire unit from the boat in three minutes. That is easily done by simply screwing up or unscrewing six wing nuts. When these are removed the whole unit, including underwater parts, is withdrawn complete from the boat.

The "Middy" is light in weight and rigid. It eliminates all difficulty of displacement. It can be installed amidships, astern or well up into the bow.

Rotating propeller steering gives easy handling. Wheel steering, as mentioned, is all complete in the one compact unit. The steering wheel column is geared to the underwater housing which rotates while the main unit remains rigid. It is with this feature that the "Middy" gives such active ease of handling. Propeller steering gives amazingly



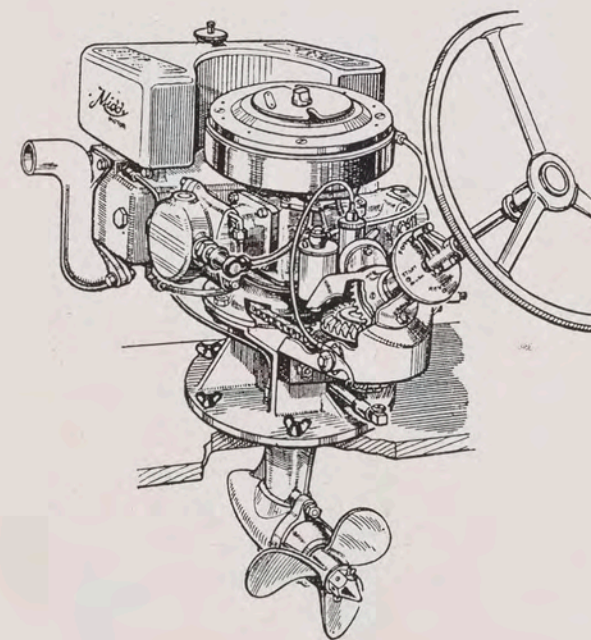
responsive control. The "Middy" powered boat can be turned in its own length, instantly reversed, and held dead still against the landing stage with just a turn of the wheel.

In tight places the boat can be driven out sideways without manhandling. No clutch is necessary. The motor can be kept running while the boat is stationary by turning the propeller so that it drives against the dock or ships side. It is not necessary then to moor the boat or hold it still. The position of the propeller, either ahead or reverse, is indicated by a plate fixed to the steering wheel.

The "Middy," like the Britannia outboard, gives ideal trolling speeds. On yacht's tenders and all medium size boats the 4 H.P. service model gives 7 to 10 miles an hour. The speed model, as mentioned, does up to 25 m.p.h. on suitable hydroplane hulls.

Economy of fuel is again an outstanding feature. The service "Middy" does 30 miles to the gallon. The speed model—20 miles per gallon. The fuel tank holds sufficient for 1½ hours running at full speed and 3½ hours at half speed.

Throughout the motor the use of the best materials combines with the finest British engineering ensure maximum satisfaction, service and the strength to stand up to hardest use. And yet, with all that the "Middy" is so remarkably inexpensive.



SUMMERS of FASCINATING BOATING



New pleasures in endless variety are to be enjoyed with a Britannia motor. Every summer day, every week-end, every holiday becomes richly filled with keen delights that await you off-shore — on the water, where the summer is ever most gloriously enjoyable. The fascination of gay summer days afloat is intensified by the spirited performance and effortless enjoyment that a Britannia motor gives.

Choose the Outboard "Light Twin" or the "Middy." Choose any of the pleasures that the motor affords. Use it for yachting, for fishing, for picnicking, bathing, canoeing or punting. Cast off happily with the utter assurance of the Britannia motor's dependability. Cast off and discover new boating delights. Up river, across

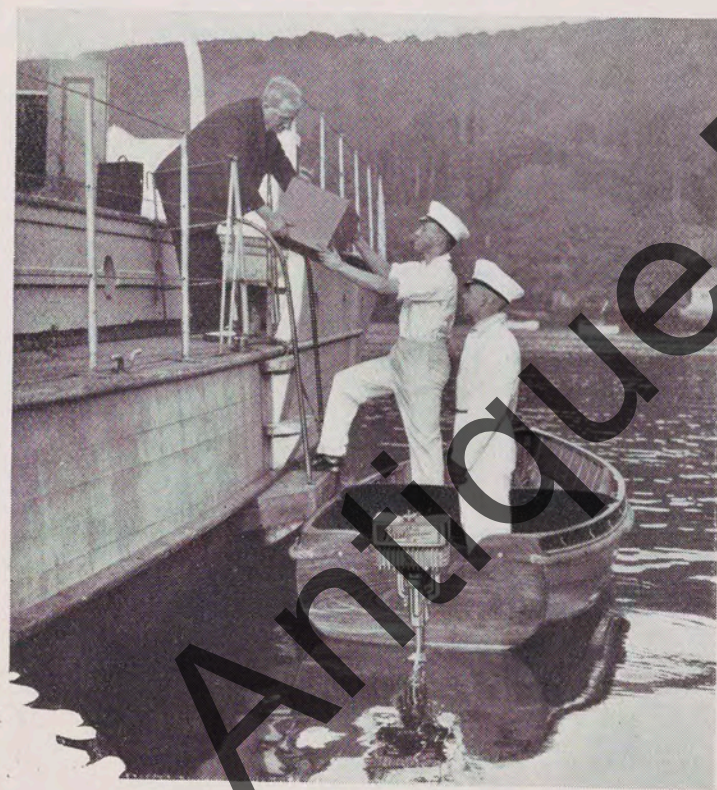


Easy to Handle.
From Argyllshire, a purchaser writes: "I am glad to say that the "Britannia" Outboard which I bought a month ago has given every satisfaction. It is so very easy to start and to handle."
Signed C.M.

Full Loads—Don't Worry.
The "Britannia Outboard speeds the heavily laden boat. It has power enough for serious work and speed."



Fishing.
The Britannia Outboard and the "Middy" Inboard take you quickly and effortlessly to wherever the fishing is best—and then slows down to steadiest trolling speeds.



PLEASURES . . . with a BRITANNIA

lake, loch and lough, on canals or on the sea, rove the farthest reaches of pleasure ; combine motor boating with motoring as a natural companion sport. You need not even own a boat. Hire one, beg one, or borrow one, but go....motor boating....with the Britannia Outboard "Light Twin" to drive any boat you can get. Or, at your favourite waterside, at your riverside bungalow or house at the yacht moorings or house-boat, have a "Middy" powered boat to await your coming. If you have yet to learn the fun that motor boating gives, a Britannia motor will make its pleasures more than you ever anticipated. And if you have long used outboard or inboard motors you will find keen new enjoyment with either the Britannia "Middy" or Outboard "Twin."

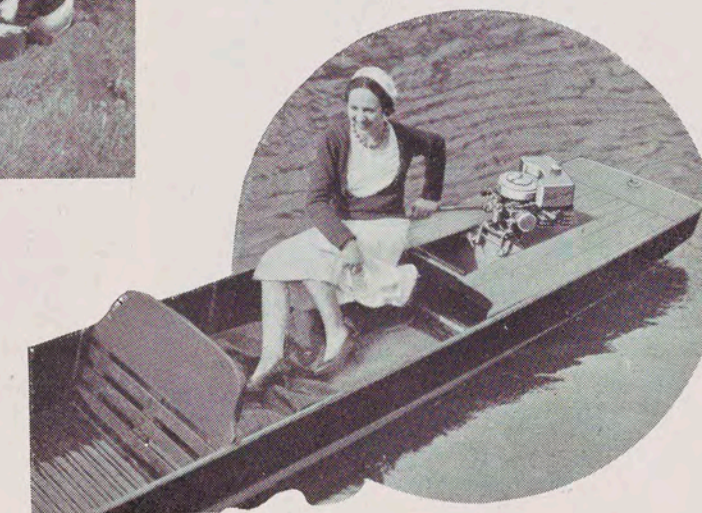


The heavy, hard to row dinghy becomes a pleasingly fast tender with a Britannia Outboard on the stern. A Devonshire owner writes....."I am delighted with the quiet, vibrationless running of the engine—its flexibility is amazing"



Picnicking.
Shady banks and sandy shores, picnicking, camping, bathing, enjoy them all as never before with a Britannia Outboard to take you there.

The Better Way.
Who wants to pole a punt or paddle it when the summer invites you to idle? Why not glide effortlessly with a Britannia Outboard to do the work.



Power for Towing.
Another owner of a Britannia Outboard writes, from Derby, ".....I have just returned from spending a few days on my boat, a four ton sloop—The Britannia Outboard motor was satisfactory in every way. Attached to my dinghy (towing the yacht) it gave the yacht a speed of 5 miles an hour"



Finest British Engineering in BRITANNIA MOTORS



Experts making the shaft and crankcases for Britannia motors.

The advanced design of the Britannia "Middy" and Outboard "Twin" is important. The essentials for dependable service, learned from long practical experience, are equally important. But it is mechanical excellence and absolute precision of manufacture that ensure faultless, unfaltering service through long years of hard use.

Every facility for engineering precision and thorough testing is available for the production of Britannia motors. The most skilled mechanics, the best machinery and finest equipped plant of its kind ensure a rigid standard of perfect engineering. Every Britannia motor is carefully and painstakingly made, assembled and finally inspected by experts working to modern production methods which make possible the low prices of Britannia motors.



Pistons being machined, ground and honed by skilled mechanics on machines that ensure perfect accuracy.



Cylinder cases machined and inspected.



The Britannia assembling shop where every motor is put together under most rigid supervision. Expert inspectors check every step of assembly.

BRITANNIA SERVICE guarantees Unfailing Satisfaction

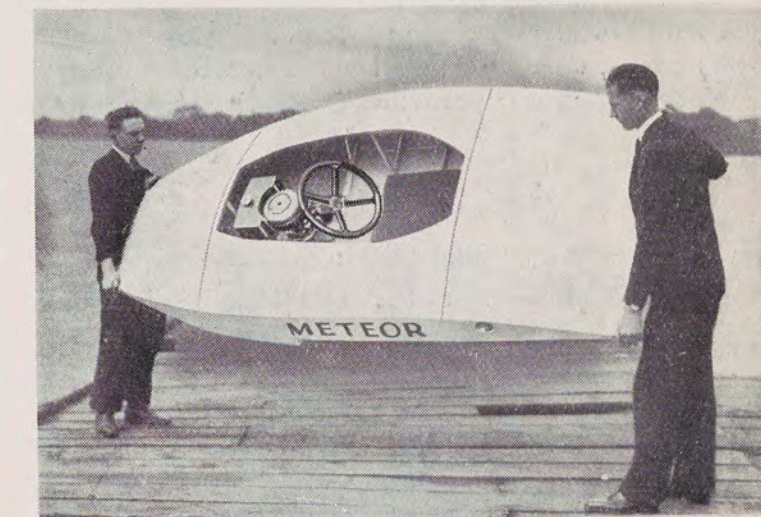


Ladies are keen to race the Rytcraft Meteor model—because it is a safe boat and easy to handle. The power unit is the reliable "Middy" Inboard Motor, capable of 25 m.p.h.



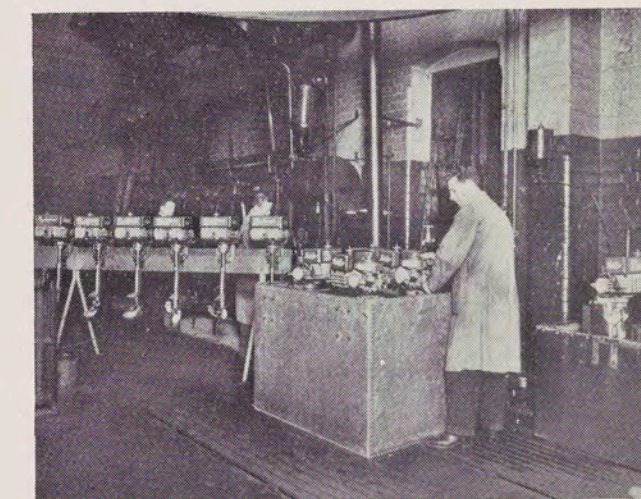
ON ALL TYPES OF BOATS.

Here is the popular Rytcraft "Scoota-Boat" —(miniature speedboat) powered with the "Middy" Inboard motor. There is practically no limit to the uses to which the "Middy" motor can be put.



The Light weight of the "Middy" Motor

Could this be done with any other inboard-powered racing craft? Here you see the Rytcraft "Meteor" Hydroplane, driven with the "Middy" Inboard Motor, being easily lifted by a man and a boy. You can handle your boat with ease when it is powered with the "Middy"....and the light weight of the "Middy" makes small-powered inboard hydroplaning possible for the first time.



Here you see Britannia Outboard motors being "run in" under their own power to ensure that every motor operates faultlessly at the most exacting speeds. Only when they satisfy the most careful inspection, are Britannia motors finally passed.

BRITANNIA GUARANTEE.....Deferred Terms.....Accessories

Both the Britannia "Middy" and Outboard "Light Twin" are built for long years of hardest use. Their production and design ensure fullest satisfaction. Every motor is carefully inspected before being put into use and is backed by a full guarantee for twelve months, covering the replacement of any part found defective when in actual use.

Britannia 1933 Prices

Britannia 4 H.P. "Light Twin" Outboard£25 complete
Britannia 4 H.P. twin-cylinder "Middy" Inboard Motor ...£35 complete

The Outboard Motor has a shaft 22 inches in length—this is suitable for transoms up to 15 inches in length.—A 28 inch shaft model is available at £26 : 10s. suitable for transoms between 15 and 23 inches high.

Deferred Terms

Those who wish to pay for either the Britannia Outboard or "Middy" Inboard while enjoying its use, can buy their motor on the convenient deferred terms of our Hire Purchase Service. Full particulars of instalments will be sent immediately upon request. Prospective purchasers in countries other than The British Isles, are referred to their nearest local distributor.

Accessories for every need

For some purposes additional accessories may be required for the Britannia Outboard and "Middy" Inboard. For fishing, a Britannia Troll Guide is required to slow the boat down to trolling speed. A simple bracket device is supplied for fixing the Britannia Outboard on canoes. Other accessories, such as carrying cases, etc., are included in a special accessories list which will be sent post free on request.

Endorsement

Below are a few entirely unsolicited appreciations from owners of Britannia Outboards, taken at random from a deluge of such letters. :—

Kilmichael, Glessary, Argyllshire.
".....I have been using the motor regularly now for a fortnight and am delighted with it....." A.J.S.

Plumstead, London.
".....I am delighted with its performance. It answers faultlessly, The features which strike me particularly are : Its smoothness and quietness, its ease of steering. The way it responds to the throttle like a car..." M.L.

Salisbury.
".....I must express my utmost satisfaction in the Britannia....." W.F.M.

Downderry, Cornwall.
".....I am delighted with the engine. It certainly is a fine example of sturdy workmanship. I have had two or three cruises with it and it has behaved wonderfully. I am particularly pleased with the easy starting....." H.A.P.

Roundhay, Leeds.
".....I have just returned from a loch fishing holiday in Scotland, and I feel that I must say how delighted I am with the Britannia Outboard. It has not given the least trouble and starts up from cold time after time at first pull....." F.W.

Hockley.
".....I have found the Britannia very satisfactory for its work and very economical in running costs. It tows my 7-ton yacht against the tide quite easily and I am more than pleased with it....." S.C.

Paull-on-Humber, Nr. Hull.
".....I must say that I am entirely satisfied with the Britannia and shall always recommend it....." G.P.

Lambeth, London.
".....Hitherto, as you know, I have always changed my old Outboard for a new season's model, but I am afraid that you have lost a yearly customer now that I have the Britannia for my dinghy, as from the mechanical point of view it is IT in the Outboard World and will, I am sure outlast American motors....." A.W.L.

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