

The
A·J·S

ALL-ENCLOSED.
2 & 3-SPEED.
COUNTERSHAFT-GEARED.
CHAIN-DRIVEN.

Motor Cycles

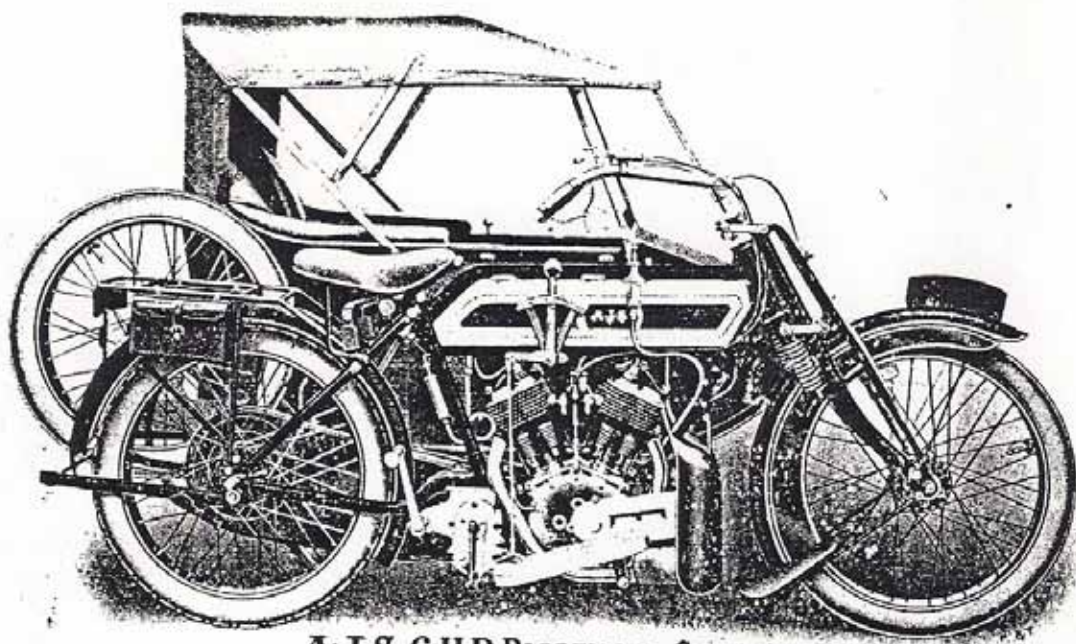


□ 1914 □



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"IDENTITY" — that subtle individualistic
"Selfness" which marks the Masterpiece of
a distinctive, originally-conceived product —
finds its highest example in

The
A·J·S



A·J·S 6 H.P. PASSENGER COMBINATION
FITTED WITH INTERCHANGEABLE DETACHABLE WHEELS.

Sole Manufacturers :

A. J. STEVENS & Co., Ltd.,
RETREAT STREET,
WOLVERHAMPTON.

TELEPHONE :
"894, Wolverhampton."

TELEGRAMS :
"Hopit, Wolverhampton."

CODE :
A.B.C. 5th Edn.

The A.J.S. at a glance

A summary of the Original Design-features inseparably identified with the A.J.S. Special not only in make but in nature — quite "different" and altogether superior to the many imitations of them now on the market

The A.J.S. Design-feature :	Its Advantages :
<p>ALL-ENCASED WEATHERPROOF CHAIN DRIVE</p> <p>PERFECT ENGINE DRIVE—FROM THE FIRST WE HAVE PRODUCED AN ENGINE THAT DOES NOT REQUIRE A SHOCK ABSORBER</p> <p>IMPROVED CYLINDERS and DRAUGHT-FORCING RADIATOR FINS</p> <p>M.O. and INTERCHANGEABLE VALVES</p> <p>ADJUSTABLE VALVE TAPPETS</p> <p>IMPROVED EXHAUST AND SILENCER</p> <p>HAND-CONTROLLED, IMPROVED MULTIPLE-PLATE, FREE ENGINE CLUTCH</p> <p>IMPROVED THREE-SPEED OR TWO-SPEED COUNTERSHAFT GEAR</p> <p>PATENT GATE CHANGE-SPEED LEVER</p> <p>ENCASED KICK-STARTER ON COUNTERSHAFT</p> <p>IMPROVED INTERNAL EXPANDING REAR BRAKE</p> <p>PATENT "30-SECONDS" DETACHABLE WHEEL (ON DETACHABLE WHEEL MODEL)</p> <p>DRAW-OUT CENTRE-PIN (ON PATENT DETACHABLE WHEEL MODEL); LEAVING BEARINGS UNTOUCHED</p> <p>IMPROVED "DRUID" SPRING FORKS</p> <p>SUPER-STRONG FRAME WITH INTERNALLY-GIRDERED TUBES</p> <p>SPECIAL ANTI-RUST PROCESS ON FRAME. ALL BLACK FINISH IF REQUIRED</p> <p>IMPROVED MUDGUARDS AND MUDSHIELDS</p> <p>THE PERFECT SIDE CAR</p>	<p>Ensures PERFECT POWER TRANSMISSION. No power lost in transmission, no belt slipping or chain grinding in wet weather—runs as well in wet weather as in fine, and the Transmission is not exposed to Dust, Mud and Wet</p> <p>The drive may be made as sweet as possible at will by means of the handlebar controlled clutch</p> <p>Perfectly cooled Engine with faultless running</p> <p>Perfect Valve action and Interchangeability</p> <p>Allows adequate adjustment for wear</p> <p>Maximum Engine silence</p> <p>Leaves both feet at liberty. THE correct thing. Clutch has cork insets</p> <p>Large wearing parts and simple mechanism</p> <p>Automatic positive stop for each gear</p> <p>Engine can be started with back wheel on the ground</p> <p>Leaves wheel clear of Brake Rim, and provides powerful retarder with extremely smooth engagement</p> <p>Either Rear or Front Wheel can be detached within 30 seconds, and replaced or interchanged</p> <p>Quick tyre repair, allowing Inner Tube to be completely taken out and replaced without removing wheel</p> <p>Smooth, vibrationless running</p> <p>Ample strength to stand all strains of heavy sidecar and overloading without interfering with the perfect balance and running of the machine</p> <p>Good wearing finish, and durability</p> <p>Great CLEANLINESS and perfect protection for Rider and working parts of the machine</p> <p>The handsomest, cleanest, most capacious, luxurious and perfectly-equipped Sidecar it is possible to produce at the price</p>
<p>This Table refers to the famous 6 h.p. Model D, "The PASSENGER (or Solo as required) Mount," in which all these features are completely incorporated — our 2½ h.p. Model B, the SOLO MOUNT, embodies most of them but not all</p>	

APROPOS. "Imitation is the sincerest form of flattery" 'tis said, and while we appreciate this, we feel it behoves us here to state that 1914 marks an epoch of "imitation A.J.S." features, inasmuch as many well-known manufacturing firms have honoured us by taking our 1913 models apart and slavishly copying our design features; whilst it is distinctly amusing to note that one competitor has even gone so far as to calmly claim them this season as "The new way, whereas, in point of fact, these features have been in established existence on the "A.J.S" for, in the case of some items, as long as 9 years! — and none for less than 2 years

PURCHASE THE PIONEER — INSIST ON THE A.J.S., and you get THE ORIGINAL

Introductory

IF you are seeking a Motorcycle that "stands out of the pack" — something supremely "different" and superior to anything offered elsewhere — you will find it in The 1914 A.J.S

A perusal of this Catalogue by the reader interested in the "real advance" and distinctive features incorporated in our 1914 **Modern Competition** Models, will justify our claims of a still maintained all-round superiority over our competitors

Events have undeniably proved this

The keen observer must have been impressed by the ever-increasing number of Motorcycles on the road which are fitted with ALL-ENCLOSED CHAIN DRIVE, 2 and 3 SPEED BOTTOM-BRACKET GEAR, KICK-STARTER, etc. Originally, these features were exclusive to the A.J.S. — our machine being the first to embody them — and their present day adoption by so many manufacturers is indeed a high compliment to the A.J.S. originality. It is such merits as these that have placed The A.J.S. machine in the front rank and firmly established its leadership

In introducing this Season's Catalogue we would first place on record our thanks to our many friends for their strong support during the past Season. It is with real pleasure and gratitude we look over the year, which has held for us such a universal chorus of praise and approval from those members of the public who have placed their confidence in us and our products — and this appreciation has further strengthened us in our efforts to maintain the A.J.S. in the front rank for 1914

The "A.J.S." will still be ahead

Our 1914 Models

Herein will be found full particulars of our three Standard Models comprising —

- The A.J.S. 6 H.P. PASSENGER Model with 3-Speed Countershaft Gear
- " " 2 $\frac{3}{4}$ H.P. SOLO " " 2 and 3-Speed " "
- " " 2 $\frac{3}{4}$ H.P. T.T.SPORTING " " 2 and 3-Speed " "

— all embodying The Original A.J.S. PERFECT ENCASED CHAIN TRANSMISSION and other famous A.J.S. features — complete Specifications of which appear on pages 6 to 13

The improvements in detail regarding the Engine, Gear Box, Chain Case, Lubrication, Frame, Forks, Mudguarding, Tyres, etc., will be found in another

part of this List. All these improvements, again make it necessary to slightly stiffen the price, but we are confident we are but voicing the wishes of those thinking riders who realise that faultless construction stands first in the evolution of the perfect Motorcycle, and that though initial cost may thereby be enhanced, there can be no comparison whatever between the road service obtained from a cheaply-produced machine and one that embodies all that is best; the latter is not only a continual joy to the rider, but is the infinitely sounder investment as regards performance, cost of upkeep, and ultimate value in the second-hand market

It has always been our aim to increase the simplicity and accessibility of the mechanism demanding the user's occasional attention. To appreciate the niceties of such points, the machine designers must also be its riders, and it is doubtless owing to the fact that this principle is observed by all the heads of the firm and governs the production of the A.J.S. machines, that our reputation on this count alone stands unrivalled

To facilitate reference for the reader, and ensure rapid and complete understanding of the "how and why" of the A.J.S. Motorcycle, we have specially detailed the full specifications of each Model, relied on good photographs of EACH SIDE of the actual machines for study when reading the Specifications, included a PLAN VIEW on page 5, summarized the Design-features identified with The A.J.S. on page 2, and carefully described those features in detail on pages 15 to 27

This system for grasping a knowledge of The A.J.S. is typical of the celerity of purpose and highly-organised effort that exists in our Works, for we know the value of that "directness of aim" applied in all mechanical matters and we appreciate its equal value to the rider in quickly "getting to know" his mount

We have striven in the creation of The A.J.S. to reach the highest conception of excellence in motorcycling practice that is humanly possible to-day—to do it we have spared no pains or expense, have preserved the open door to all suggestions from riders, experimented and tested every idea, material, device, or method that progress has evolved to date, and have brought to bear in our researches a mechanical experience second to none—and you may take it from us, as members of one of the oldest Engineering firms in Wolverhampton, that THE (1914) A.J.S. OUTFIT

includes everything that is essential and desirable—

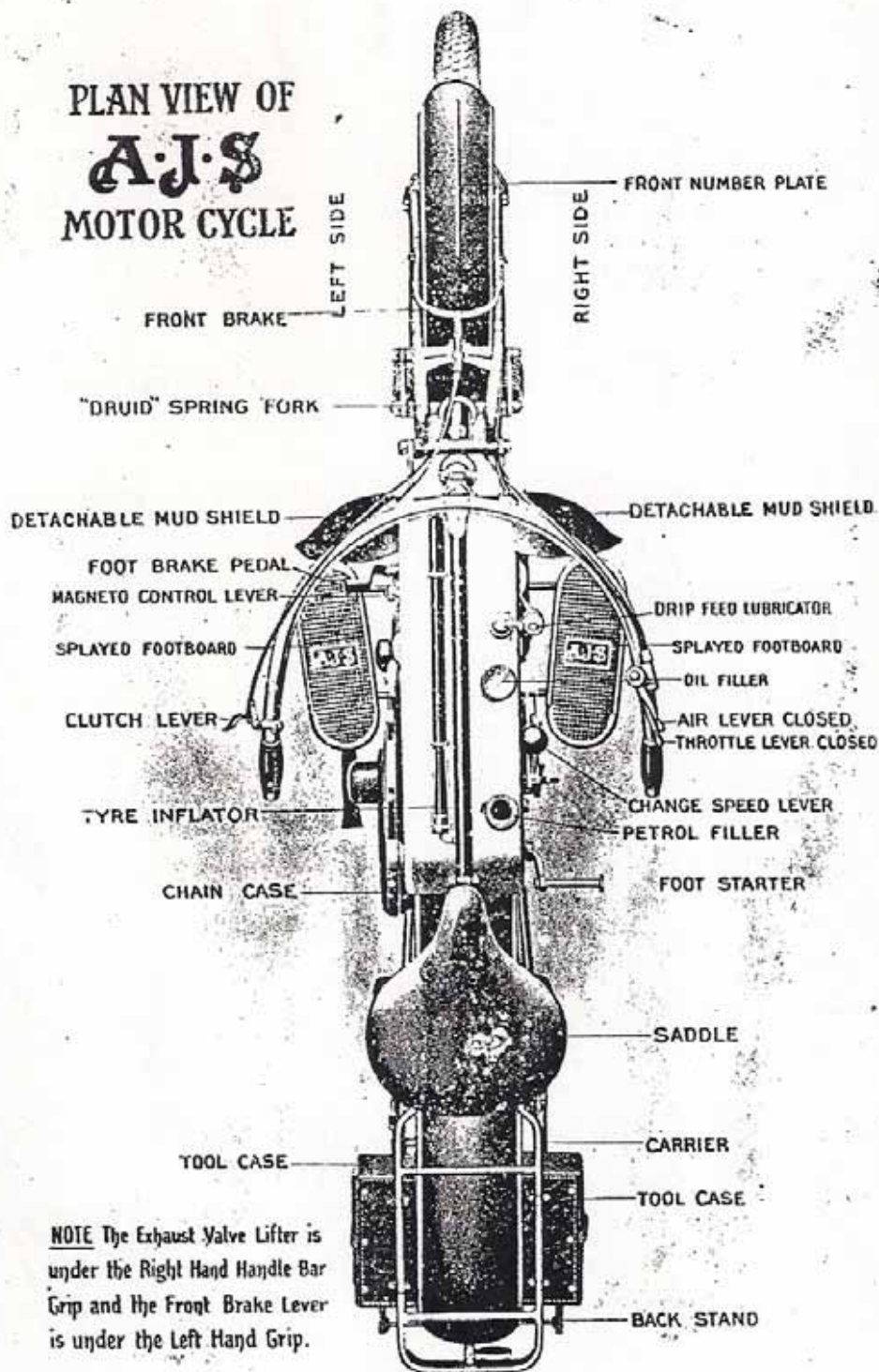
that perfect Design, perfect Materials and perfect

Workmanship can produce

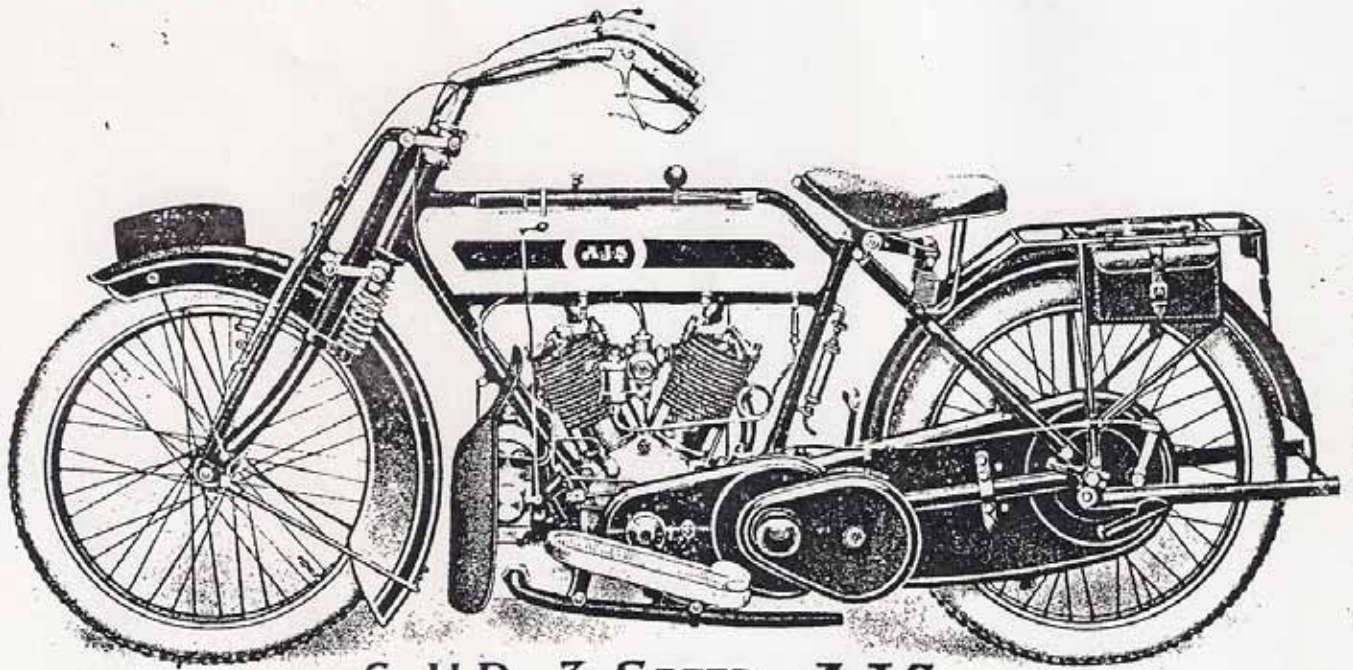
—and so jealous are we of our good name, as its Manufacturers, that we shall regard no effort too great to maintain it in its present eminent position

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Plan View of 6 h.p. PASSENGER Motorcycle, Model D



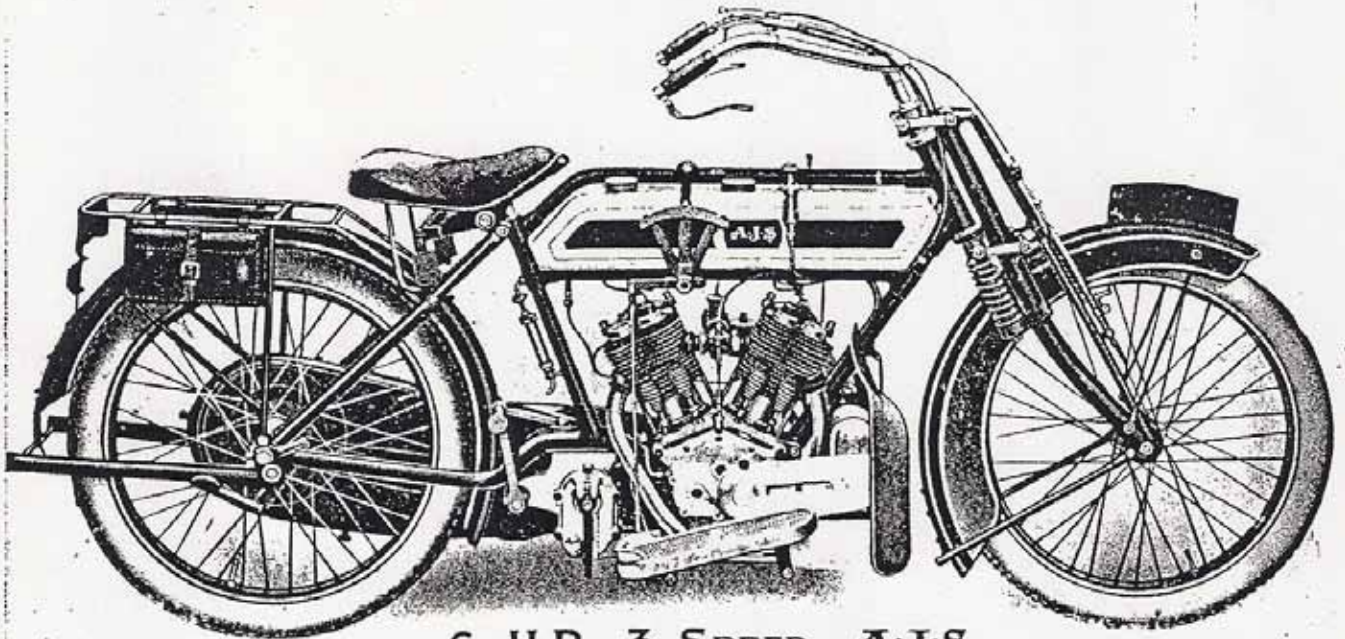
—note its symmetrical build, its perfect balance, its possession of every device and refinement for perfect Motorcycling



6 H.P. 3 SPEED AJS
MODEL D.

RIGHT-SIDE ILLUSTRATION

LEFT-SIDE ILLUSTRATION



6 H.P. 3 SPEED AJS
MODEL D.

THIS is the famous "A.J.S. Model D." incorporating our pioneer features of ALL-ENCASED WEATHERPROOF CHAIN DRIVE, 6 H.P. TWIN-CYLINDER ENGINE, HAND-CONTROLLED CLUTCH, THREE-SPEED COUNTERSHAFT GEAR, PATENT GATE CHANGE, AND KICK-STARTER. Suitable for Solo use if desired. Patent Detachable Wheels fitted to order

6 h.p., Three-Speed Passenger Machine Model D

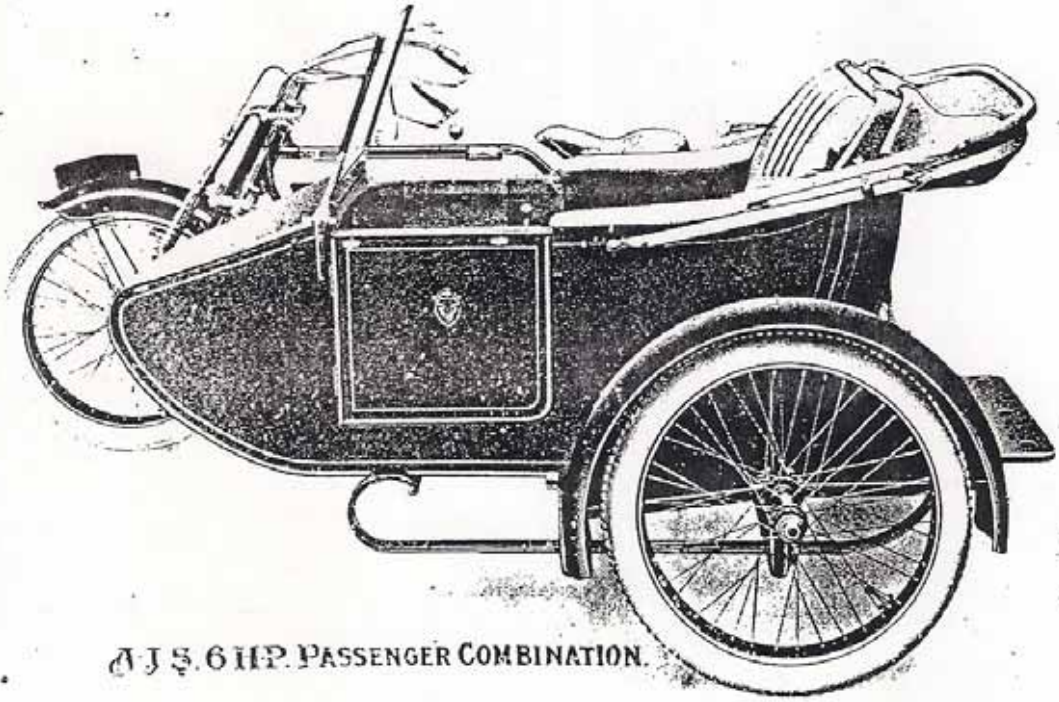
SPECIFICATION

ENGINE	Twain Cylinder, (74 x 87 m/m. Bore and Stroke, 748 c.c. capacity). Cylinders set at 50° Manufactured throughout in our own Works. All Valves large, mechanically operated and interchangeable. Adjustable Valve Tappets. Improved Cylinders. Large and extremely efficient Silencer
CARBURETTER	Improved 1914 A.M.A.C. Multiple Jet. Handlebar control
FRAME	Perfectly balanced. Low built. Super strong. Mitred joints and internally girdered Down Tube. Comfortably positioned Handlebars
TANK	Improved design with rounded edges. Made with one Longitudinal Seam and supported from the bottom on brazed-on brackets. Petrol Injectors. Filter and extra large transparent top fillers. Petrol capacity, 2½ gallons. Oil, 1½ quarts
LUBRICATION	Semi-automatic, Pressure Sight Feed to Main Bearings and Big Ends, as in car practice
IGNITION	"U.H." high tension Magneto, Enclosed Chain Drive, and protected by a wide metal shield
CHAINS	"Hans Renold" Motor Cycle Chain, ½ in. pitch x ¾ in. wide
CHAIN CASES	Weatherproof. Entirely enclose the chains. The chains can be inspected without the use of tools, and the Back Wheel, Clutch, Sprockets, Chains and Kick-Starter can be removed without removing the chain cases
STANDS	Strong "Kick-up" type, fitted to Fork Ends of back wheel and front wheel
CARRIER	Improved design, two Pannier Bags with steel outer cases
TOOLS	A Tool Roll with full kit of first quality Tools is provided
FORKS	Latest Pattern "Druid" Patent Extra Heavy Model
WHEELS	Fitted with 650 x 65 Flat Base Rims. Back Hub extra heavy, fitted with Disc Adjusting Bearings. High tension spokes. Improved Watertight Front Hub. Detachable Wheels fitted to order
SADDLE	Lycett's Patent "Lyco" Pan Seat, 30 in. from ground
BRAKES	Front, latest "Bowden" Patent, operated by Lever on Handlebar. Back, extremely powerful and smooth action, enclosed Internal Expanding Brake, operated by Foot Pedal on left side of machine
FOOT BOARDS	New design, with handsome Rubber Matting and polished Aluminium Bead, with Heel Rest
GEAR BOX	Improved design. Three-speed Bottom Bracket Gear Box, Ball Bearings throughout. Operated by Patent Gate Change-speed Lever. Gear Ratios, 4½, 7½ and 16 to 1
STARTING	Improved design "Kick-down" Starter, entirely enclosed in Case. The Engine can be easily started without leaving the saddle and with back wheel on the ground
CLUTCH	Improved design Multiple Plate, with Cork insets. Hand-controlled by Lever on Handlebar. THE CORRECT POSITION
MUDGUARDS	Extra wide, special. A special Shield is fitted immediately in front of Foot Boards which effectually keeps the rider's legs dry, warm, and clean. The Back Wheel Mudguard is 7 ins. wide
TYRES	650 x 65 AVON Combination Heavy Steel and Rubber Studded on Driving Wheel, and 650 x 65 AVON Three-ribbed on Front Wheel
FINISH	Finest Black Enamel, four coats on special Rust Preventative process. The Handlebars and a few special parts are heavily Nickel Plated. The major part of the machine however, is enamelled to save cleaning. Tank, Aluminium, with Black Panels, and Lined Green
WHEELBASE	4 ft. 9 in. WEIGHT, 276 lbs. CRANK-CASE CLEARANCE, 4 in.
REGISTRATION PLATES	Fitted ready for painting

(We reserve the right to deviate from above Specification without notice)

Price, complete - - - Guineas

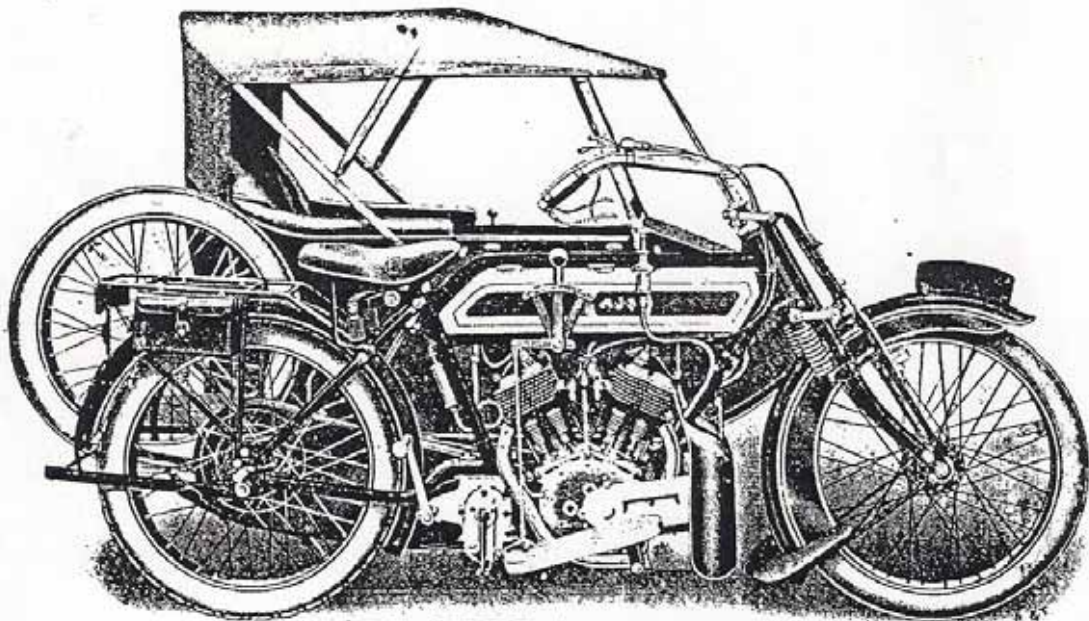
DETACHABLE WHEELS EXTRA, SEE PAGE 24



AJS 6 HP. PASSENGER COMBINATION.

RIGHT-SIDE ILLUSTRATION

LEFT-SIDE ILLUSTRATION



AJS 6 HP. PASSENGER COMBINATION
FITTED WITH INTERCHANGABLE DETACHABLE WHEELS.

THIS is The "A.J.S. SIDECAR COMBINATION" — without question the finest Passenger Outfit in the World. It embodies the Model D 6 h.p. machine with our perfected SIDECAR. Where a 6 h.p. A.J.S. is intended for use with a Sidecar we urge the purchase of the complete combination, it being a specially-designed highest-class A.J.S. engineering job, guaranteed to give supreme satisfaction

6 h.p. Three-speed Passenger Combination

SPECIFICATION

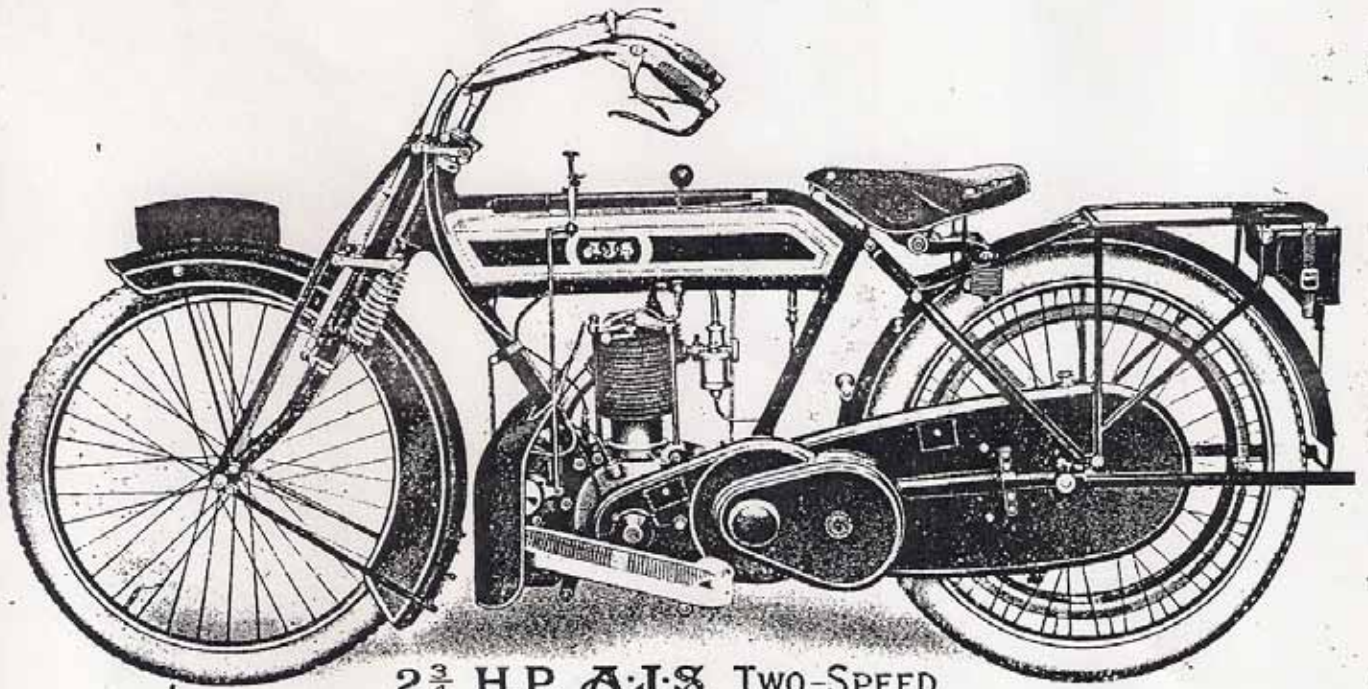
- MACHINE** Precisely as Specification Standard Model "D" Passenger Machine shown on page 7
- SIDE CAR** We have this season perfected a special Side-car for use in conjunction with our passenger model, and have no hesitation in offering this as a product which stands as far in advance of its kindred as does the A.J.S. machine for which it is built to suit. The chassis is all that a side-car chassis should be, of a new design combining lightness with maximum strength. The axle is of the underslung type, thus allowing us to give a particularly low, comfortable body position. All attachment lugs fixing chassis to frame are dropped steel forgings, and only the best quality steel tubing is used throughout. We have been able, by re-designing the body, to get a perfectly straight torque rod. The axle carrying side-car wheel is of substantial diameter, and the hub is of specially strong proportions to stand all strains. Mudguarding of the side-car wheel has been studied as carefully as that on the motor cycle itself. The Guard is 5" wide, and this, in conjunction with the side shield, minimises the discomforts previously experienced with the old-style inefficient mudguarding. Wherever possible, all parts are enamelled black. The body is of a pleasing design, beautifully finished throughout, very roomy and luxuriously comfortable. The design of the body lends itself to the fitting of a neat hood, side curtains, and wind screen, etc., by means of which the passenger can be perfectly protected in wet weather. The whole outfit is the last word in side-car construction, and the finish is of the standard A.J.S. quality. We feel no more need be said as a guarantee to those who know our work
- BODY** Coach built throughout, made under our own personal supervision. Only the best well-seasoned timber is used. Beautifully upholstered with Crocketts leather. Seat and back, fitted with springs
- CHASSIS** A special underslung type, the design of which enables a more pleasing shape, and very capacious body to be fitted
- SPRINGS** Large two-leaf Cee springs are fitted back and front, with shackles interposed on rear portion. The resulting action is a luxurious suspension unrivalled in point of comfort and efficiency
- WHEEL** 650 x 65 flat base rim mounted on strong gauge spokes. The hub is extra wide, specially strong and waterproof. The side-car wheel is dead in line with the driving wheel of cycle—the correct alignment for eliminating unfair strains and tyre friction which a fore or aft position entails in turning movements
- TYRE** 26 x 2½ Rubber Non-Skid "Hutchinson" (note large size of tyre)
- MUDGUARD** 5 in. wide and fitted with Side-Shield, completely protecting passenger against mud and dust
- LUGGAGE BOARD** This is very spacious and is integral with the body. Therefore any luggage carried is insulated from road shocks exactly the same as passenger
- LOCKERS** A roomy locker is provided under seat, and a similar receptacle is built into the back of body large enough to carry a fair amount of spares, inner tubes, etc. This is so arranged that it is not necessary to disturb passenger to gain access thereto
- WEIGHT** Side-car only, 147 lbs
- MEASUREMENTS** Extreme length 8 ft. Extreme height 3 ft. 6 ins. Extreme width 5 ft. These measurements cover the complete combination
- COLOUR** The standard colours are Dark Royal Blue, French Grey, or Black. An extra charge of 10/- is made if colour is required out of standard. Black is highly recommended for durability and high-class appearance. Where no colour is specifically stated on the order, we usually send the colour which allows us to execute the order most conveniently

(We reserve the right to deviate from above Specification without notice)

Price - - - - - **Guineas**

EXTRA { Hood, Screen, Side Curtains, Axminster Mat, Special Storm-Proof Apron, not necessary
 FOR:- { £2:0:0, £1:3:0, £0:15:0, £0:6:0, when Hood is fitted £1:0:0
 Special "De Luxe" Body, with highest class painting, upholstery, materials, etc. £2:5:0

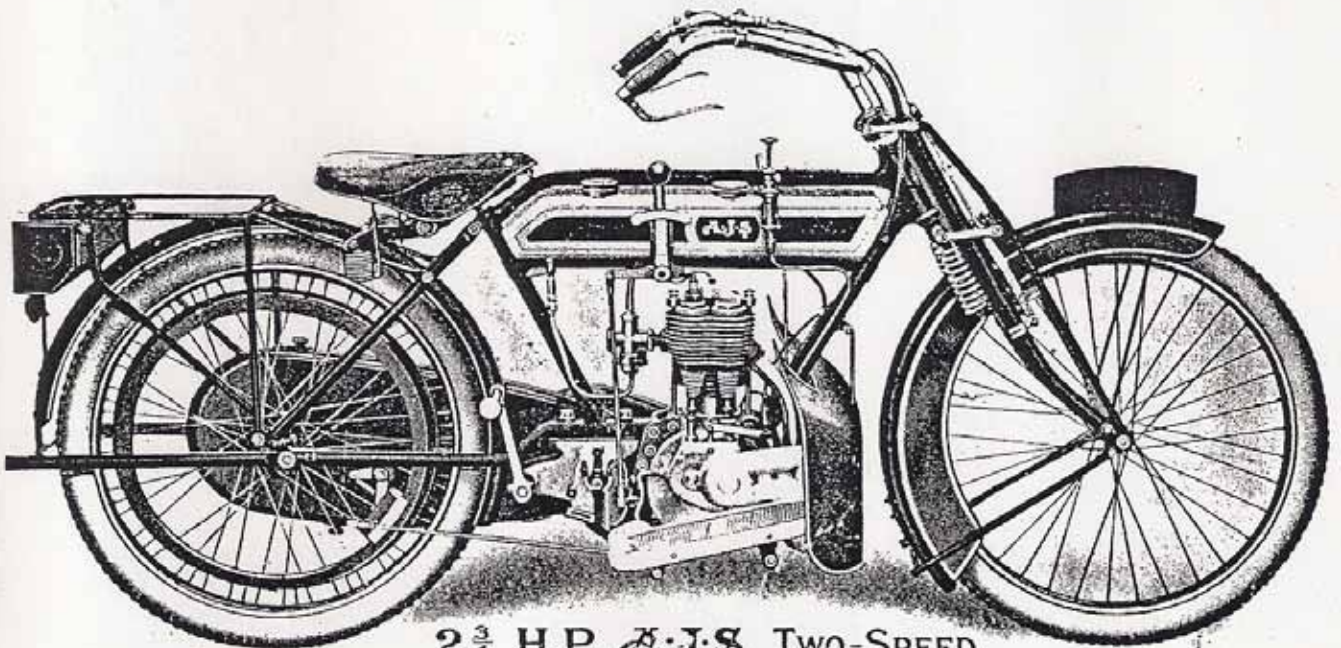
DETACHABLE WHEELS EXTRA, SEE PAGE 24



2 $\frac{3}{4}$ H.P. **AJS** TWO-SPEED
MODEL B.

RIGHT-SIDE ILLUSTRATION:

LEFT-SIDE ILLUSTRATION



2 $\frac{3}{4}$ H.P. **AJS** TWO-SPEED
MODEL B.

THIS is the famous "A.J.S., MODEL B."—The SOLO Mount—incorporating the original A.J.S. features, ALL-ENCASED WEATHERPROOF CHAIN DRIVE, 2 $\frac{3}{4}$ H.P. SINGLE-CYLINDER ENGINE, HAND-CONTROLLED CLUTCH, TWO OR THREE-SPEED COUNTERSHAFT GEAR, PATENT GATE CHANGE, and KICK-STARTER. An ideal go-anywhere SOLO machine. Powerful hill-climber—flexible and handy in traffic—unrivalled for touring or professional use

2 $\frac{3}{4}$ h.p., Two & Three-Speed, Solo Machine

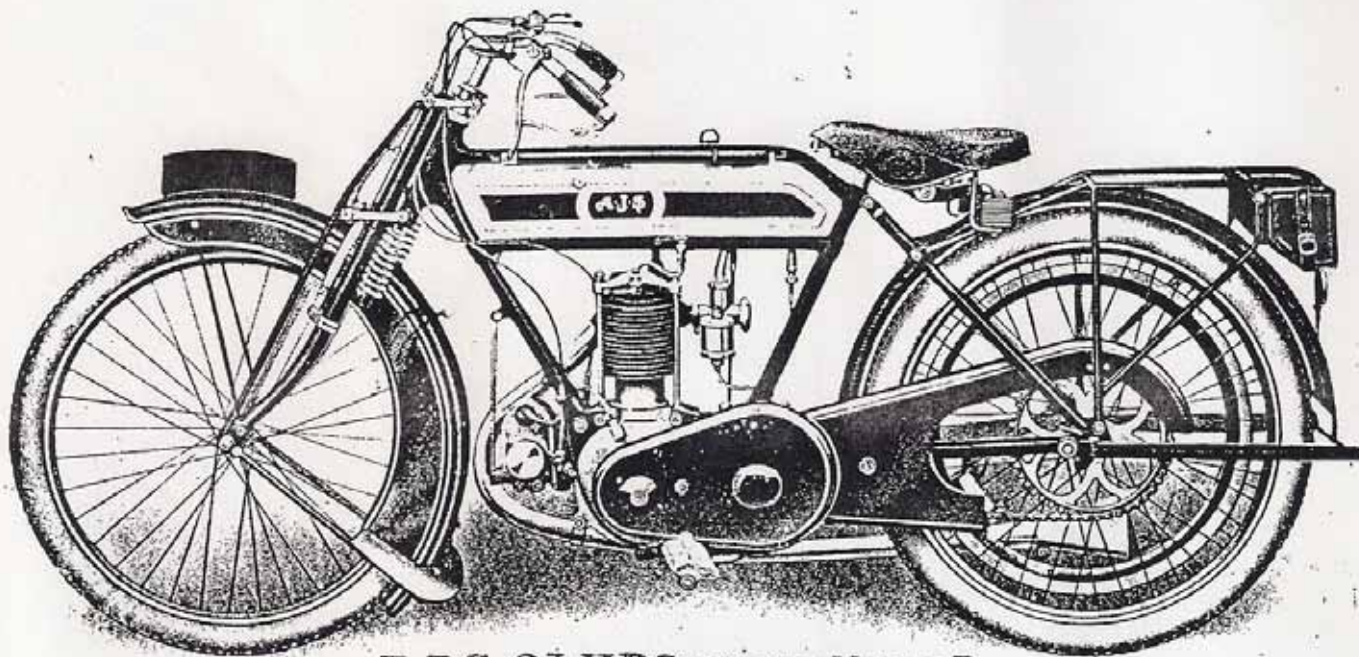
MODEL B

SPECIFICATION

ENGINE	Single Cylinder, (70 x 91 m/m. Bore and Stroke, 349 c.c. capacity). Manufactured throughout in our own Works. Valves extra large mechanically operated and interchangeable. Adjustable Valve Tappets. Large efficient Silencer
IGNITION	"U.H." high tension Magneto. Enclosed Chain drive, and protected by a wide metal shield
CARBURETTER	Improved 1914 "A.M.A.C." Multiple Jet. Handlebar control
FRAME	Perfectly balanced. Low built. Super strong. Mitred joints and internally girdered Down Tube. Comfortably positioned Handlebars
TANK	Improved design with rounded edges. Made with one Longitudinal Seam and supported from bottom by brazed-on brackets. Petrol Injector. Filter and extra large transparent top Fillers. Petrol capacity, 1 $\frac{1}{2}$ gallons. Oil, 1 quart
LUBRICATION	Semi-Automatic, Pressure Sight Feed
CHAINS	"Hans Renold" Motor Cycle Chain, $\frac{3}{8}$ in. pitch x $\frac{1}{4}$ in. wide
CHAIN CASES	Weatherproof. Entirely enclose the Chains. The Chains can be inspected without the use of tools, and the Back Wheel Clutch, Sprockets, Chains and Kick Starter, can be removed without removing the Chain Cases
STANDS	Strong "Kick-up" type, fitted to fork ends of back wheel and front wheel
CARRIER	Improved design. Built of Steel Tube, with all joints flush and electrically welded
TOOLS	A full kit of first quality tools is provided in tool roll
TOOL CASE	Special design. The case is best quality leather and is enclosed in metal case forming Number Plate
FORKS	Latest Pattern "Druid" Patent
WHEELS	26 x 2 $\frac{1}{4}$ in. beaded edge rims. High tension spokes
SADDLE	Lycett's Patent, Height from ground 30 in.
BRAKES	Front, latest pattern Bowden Patent, operated by lever on handlebar. Strong foot brake to back wheel
FOOT BOARDS	New design, with handsome rubber matting and polished Aluminium Bead, with Heel Rest
GEAR BOX	Improved Two or Three-speed Bottom Bracket Gear, fitted throughout with Ball Bearings. Operated by Patent Gate Change-speed Lever. Gear Ratios, 5 $\frac{1}{2}$ and 10 $\frac{1}{2}$ to 1 (Three-speed 5, 7 $\frac{1}{2}$ and 12 to 1)
STARTING	Improved design "Kick-down" Starter, entirely enclosed in Case. The Engine can be easily started without leaving saddle and with back wheel on ground
CLUTCH	Improved Multiple Plate, with Cork insets. Hand-controlled by lever on handlebar THE CORRECT POSITION
MUDGUARDS	Extra wide, special. A special Shield is fitted immediately in front of Foot Boards which effectually keeps the rider's legs dry, warm and clean
TYRES	Hutchinson 26 x 2 $\frac{1}{4}$ in. Heavy Rubber Studded
FINISH	Finest Black Enamel, four coats on special Rust Preventative process. The Handlebars and a few special parts are heavily Nickel Plated. The major part of the machine however, is enamelled to save cleaning. Tank, Aluminium, with Black Panels, lined Green
WHEELBASE	4 ft. 4 in. WEIGHT, 160 lbs. CRANK CASE CLEARANCE, 6 in.
REGISTRATION PLATES	Fitted ready for numbering
REAR LIGHT	A Reflecting Rear Light is fitted to back of machine

(We reserve the right to deviate from above Specification without notice)

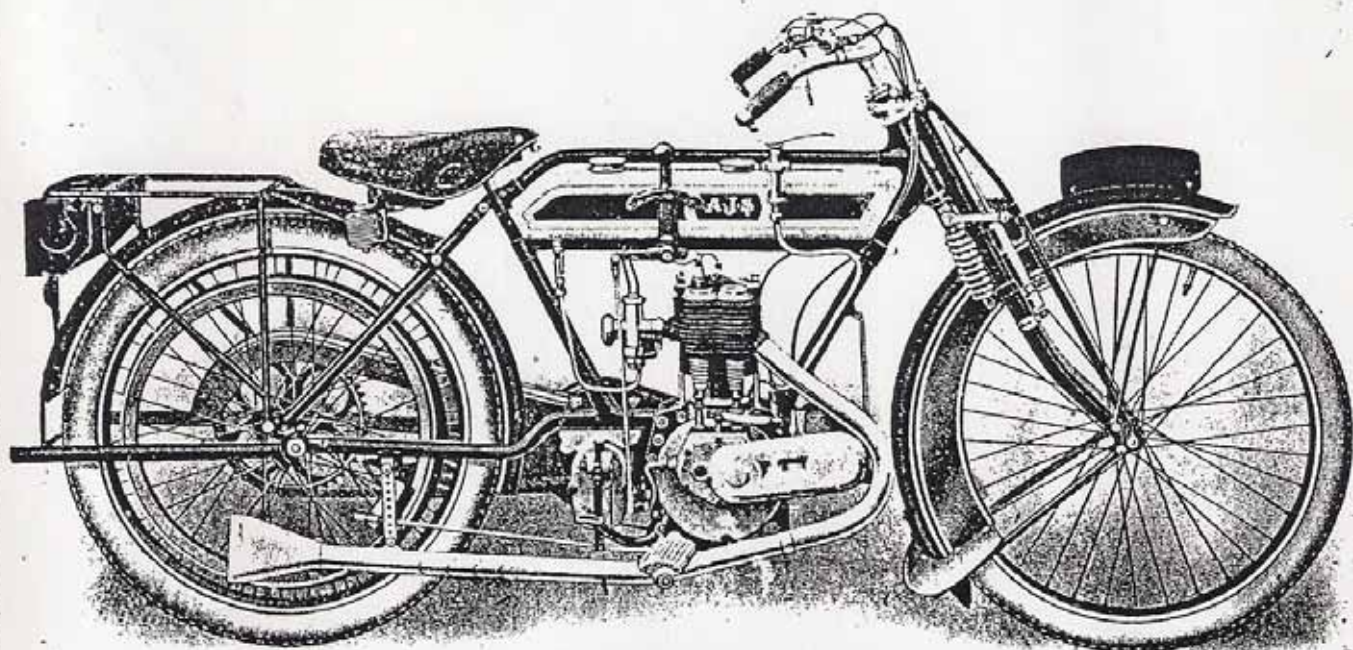
Price, complete	-	Three-speed,	Guineas
"	-	Two-speed,	Guineas



AJS. 2 $\frac{3}{4}$ HP. SPORTING MODEL B.

RIGHT-SIDE ILLUSTRATION

LEFT-SIDE ILLUSTRATION



AJS. 2 $\frac{3}{4}$ HP. SPORTING MODEL B.

THIS is the "A.J.S., MODEL B. 'T.T.' SPORTING" special—The Racing or Hill-Climb Mount.

It incorporates exactly the same Specification as the 2 $\frac{3}{4}$ h.p. Model B with the exception of the items marked by an asterisk on opposite page. The Engine is specially timed and tuned up for high speeds. All reciprocating parts are lightened, and our past experience in speed work finds embodiment here. A special staff of builders and testers, highly trained in the production of high-speed and high-efficiency engines, deal exclusively with this model

2 ³/₄ h.p., Two & Three-Speed, Sporting Model B

SPECIFICATION

- ENGINE Single Cylinder (70 x 91 m/m. Bore and Stroke, 349 c.c. capacity.) Manufactured throughout in our own Works. Valves extra large mechanically operated and interchangeable. Adjustable Valve Tappets. Large efficient Silencer
- *EXTRA LARGE EXHAUST PIPE is carried to the rear and terminates in a special silencer which can instantly be removed for special events, allowing open exhaust
- IGNITION "U.H." high tension Magneto. Enclosed Chain Drive, and protected by a wide metal shield
- *CARBURETTER Special A.M.A.C. with full range of jets. Handlebar control
- TANK Improved design with rounded edges. Made with one Longitudinal Seam and supported from bottom by brazed-on brackets. Petrol Injector. Filter and extra large transparent top Fillers. Petrol capacity, 1 ¹/₂ gallons. Oil, 1 quart
- LUBRICATION Semi-Automatic Pressure Sight Feed
- CHAINS "Hans Renold" Motor Cycle Chain, ³/₄ in. pitch x ¹/₄ in. wide
- STANDS Strong "Kick-up" type, fitted to fork ends of back wheel and front wheel
- CARRIER Improved design. Built of Steel Tube, with all joints electrically welded
- TOOL CASE Special design. The case is best quality leather and is enclosed in metal case forming Number Plate
- TOOLS A full kit of first quality tools is provided in tool roll
- FORKS Latest Pattern "Druid" Patent
- WHEELS 26 x 2 ¹/₄ in. beaded edge rims. High tension spokes
- SADDLE Lycett's Patent, Height from ground 30 in.
- BRAKES Front, latest pattern Bowden Patent, operated by lever on handlebar. Strong foot brake to back wheel
- *FOOT RESTS are fitted instead of Foot Boards
- GEAR BOX Improved Two or Three-speed Bottom Bracket Gear, fitted throughout with Ball Bearings. Operated by Patent Gate Change Lever. Gear Ratios, 5 ¹/₂ and 10 ¹/₂ to 1 (Three-speed 5, 7 ¹/₂ and 12 to 1)
- *TWO EXTRA ENGINE SPROCKETS are supplied with this model to give different gear ratios for hill climbing competitions, etc.
- *KICK-STARTER is not included
- *HANDLEBARS are T.T. Racing Type
- *HANDLEBAR CONTROL to Magneto is fitted
- CLUTCH Improved Multiple Plate, with Cork insets. Hand-controlled by lever on handlebar
THE CORRECT POSITION
- *CHAIN CASES are Semi-Enclosed, and give instant access to the transmission for changing sprockets
- MUDGUARDS Of particular design specially suited to the machine
- *TYRES Hutchinson 26 x 2 in. on 26 x 2 ¹/₄ in. Rims; Special Racing Type
- FINISH Finest Black Enamel, four coats on Special Rust Preventative process. The Handlebars and a few special parts are heavily nickel plated. The major part of the machine however, is enamelled to save cleaning. Tank, Aluminium, with Black Panels, lined Green
- WHEELBASE 4 ft. 4 ft. WEIGHT, 160 lbs. CRANK CASE CLEARANCE, 6 in.
- REGISTRATION PLATES Fitted ready for numbering
- REAR LIGHT A Reflecting Rear Light is fitted to back of machine

(We reserve the right to deviate from above Specification without notice)

Price, complete - Three-Speed, Guineas
 " " - Two-Speed, Guineas

SIGNIFICANT  SUCCESSES

IN ALL THE MOST IMPORTANT TESTS, RELIABILITY TRIALS, HILL-CLIMBS, etc.: the A.J.S. has always been successful, achieving a Record in the annals of Motorcycling, and this, too, in spite of the fact that the majority of the awards have been gained by Private Owners. The intending purchaser will save much disappointment and money if he avoids the class of Motorcycle that is only successful when driven by a skilled Trade Rider, on a machine almost invariably made for the purpose. Whether driven by expert or amateur it is uniformly true that—in the words of a delighted owner—

THE A.J.S. IS "A DEAD CERTAINTY"

Up to the time of publishing this Catalogue the A.J.S. has been awarded

The 1914 Junior Tourist Trophy

44 Silver Cups 1 Shield 117 Gold Medals

68 Silver Medals 76 First Prizes

17 A.C.U. First-Class Certificates

and numerous other awards of which we do not know the nature

N.B. IMPORTANT.—The Majority of the above successes have been achieved by genuine PRIVATE OWNERS, and in every case (excepting in the "T.T." Race) only standard machines were used, exactly as sold
_____ to the Public _____

FOR SPEED
HILL CLIMBING



ABSOLUTE
RELIABILITY

STANDS PRE-EMINENT.

Ask the Man who Owns One!

of "The A.J.S." Motorcycles

IN placing the particulars of the Constructional Details of our Motorcycles before the reader we would mention, with pardonable pride, that "The A.J.S." has been designated

"The MOTORCYCLE of the PAST—PRESENT—and FUTURE"

—doubtless by virtue of the "correct" mechanical design which we years ago foresaw would become eventually "approved"—because it was based on the fundamental laws governing perfect mechanical motion

Retrospectively, it will interest you to know, whilst at the the same time affording proof of our pioneership in the origination and development of these "correct" design-features, that

WE INCORPORATED "CHAIN DRIVE"	9 YEARS AGO,
WE INCORPORATED "COUNTERSHAFT GEAR-BOX"	9 YEARS AGO,
WE INCORPORATED "HAND-CONTROLLED CLUTCH"	4 YEARS AGO,
WE INCORPORATED "ADJUSTABLE TAPPETS"	4 YEARS AGO,
WE INCORPORATED "GATE CHANGE-SPEED LEVER"	2 YEARS AGO,
WE INCORPORATED "KICK-STARTER DEVICE"	3 YEARS AGO,
WE INCORPORATED "THE PERFECT ENGINE"	14 YEARS AGO,

—hence—considering the time-proved "efficiency" of all these perfect points and the universal success which their complete inclusion in "THE A.J.S." has won for this famous Motorcycle, 'tis small wonder that it should be regarded as the finest "mount" that memory can recall, the finest that modern engineering skill can produce, and, inferentially, the approved type that is fashioning future Motorcycle-design

The fact that so many prominent motorcycle manufacturing firms are this season moulding their machines on "A.J.S." lines and imitating our design on all material points—(a condition of things prophesied in our Advance List, and startlingly evidenced at the 1913 Olympia Show in November last)—while reflecting more on the initiative than on the shrewd judgment of the copyists, only serves to emphatically prove the perfect character of our own design and the truth of our claims

Exclusively for "Quality" lovers We know that our Motorcycles yield pride of place to none and, as the "originators," designers and sole producers of the "A.J.S.," now that these imitations are appearing, we would assure you that it is our invincible determination to keep the "A.J.S." ahead; and it is obvious that our proved creative abilities of the past, combined with over sixteen years of accumulated skilled constructional experience, will enable us to do it

We are well satisfied that riders will find the same relative advance in general improvement on our 1914 models as those of last year exhibited over their predecessors and are confident they will appeal more forcibly than ever to those who will have **QUALITY and EFFICIENCY and ALL THAT IS BEST IN NEWEST DESIGN**

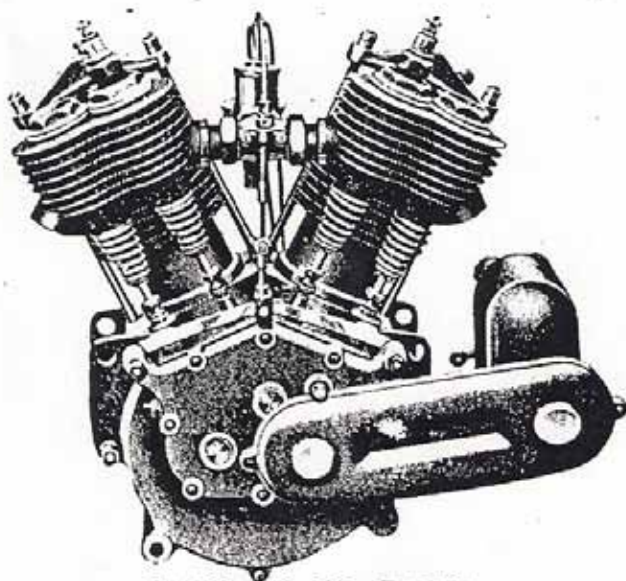
In furnishing this "Description of A.J.S. Details" we would preface it with the remark that we have endeavoured to make it specially informative and instructive to the new recruit whilst, at the same time, hoping the resumé will be equally interesting to the already faithful followers of A.J.S. practice

¶ In the evolution of The A.J.S. we have always given special prominence to **FOUR CARDINAL POINTS** which have contributed in no small measure to its supremacy, viz. :—

ENGINE, TRANSMISSION, SIMPLICITY and ACCESSIBILITY (both in regard to construction and adjustment), and EASE OF CONTROL

—which fundamentals undoubtedly form the basis of supreme efficiency and reliability. At the same time, all expedient constructional refinements have been embodied throughout our models wherever such have proved to be aids to the general comfort and convenience of the rider.

The A.J.S. ENGINE. Chief among our modifications for this Season may be placed our new cylinder and improved lubrication system, both of which mark a noteworthy advance on previous practice.



A.J.S. 6 H.P. ENGINE

CYLINDER. After three years' experimenting we have now discarded the loose head cylinder in favour of the solid type, having after much effort evolved a way to produce a solid cylinder with all the advantages of the loose head type, without the necessity of making a joint. The advantage previously possessed in producing an even moulding has in no way been sacrificed, else this departure would not have been made. The merit of even cooling is entirely dependent on such a feature—and with it the disappearance of so-called overheating. The warping of an irregular mass of metal, when unduly heated, is the true cause of the falling-off of power in so many

unduly heated, is the true cause of the falling-off of power in so many

The Original Design-Features of the A.J.S. Motorcycles—*continued*

engines after prolonged running, and loss of compression is the corresponding effect. Our new cylinder is perfectly concentric and is so cast that the Valve chambers and their adjuncts are integral therewith merely through the medium of the cooling gills, a free passage between both it and them being preserved between the fins for air circulation; in this way our principle is virtually maintained *in toto*, the only difference being the disappearance of the joint at top of cylinder. The gills now follow the plane of those on the cylinder instead of being at right angles thereto, and the valve springs are now borne upon housing rings fitted at the base of the valve guides in such a manner that they are practically insulated from heat induction, with its attendant evil of weakening the springs by annealing. The latter are also of much larger diameter and their tapered construction reduces the tendency to "buckle" under a compressing action, while assisting our main motive. The cylinder is still held in place by our approved method of holding-down bolts and cross-members, thus permitting removal in the minimum of time and obviating the "untidy" appearance which the presence of many nuts around the cylinder base imparts. We have always aimed at a "clean cut" unit, both as regards design and service, and the former is obtained by abolishing superfluous fittings, lugs, nuts, crevices, etc., which render cleaning impossible and, of course, do not contribute to efficiency; thus we refrain from following the usual method of casting the firm's title upon the crank-case; the practice is, moreover, commercially superfluous in our case, as we do not supply our engines to other firms—they are found only upon A.J.S. machines. **LUBRICATION:** This is now supplied by Pressure Sight-feed, arranged to force a constant supply of oil *via* the near side of the crank-case to main bearings and big-ends as in car practice, while a branch pipe supplies an amount direct to crank-case for the correct amount of oil to be maintained in the crank case. Provision is made whereby an extra pumpful can always be injected when desired, and prolonged experiments have shown us that this system most surely solves the vexed question of adequate lubrication under the varying conditions of load, etc., experienced in ordinary usage. **GENERAL:** The foregoing improvements have materially augmented the efficiency of our Engines, our brake tests showing an advance in effective horse-power, while flexibility, silence, and absence of vibration are points which, incidentally, also benefit. Silence, indeed, is a point in which it is not easy for us to show any marked advance, but re-modelling of our silencer and exhaust pipe, etc., has resulted in our powerful unit being now practically inaudible under ordinary conditions. The other component parts of our unit are unaltered with the exception of the Connecting Rods, which are now lighter and stronger than before, being machined from Chrome Nickel Steel; large nickel steel valves, exhaust and inlet ports of "stream line" design, eccentrically disposed balance-weights on flywheels, long guides to valves and tappets, the employment of single rocker arm for tappet operation, and a special alloy for certain bushes, are all A.J.S. points which have proved themselves invaluable. Our Unbreakable Piston is also retained, drilled around its lower wall for lightness and for lubrication; it is flat-topped, and the employment of but two rings has been found ample. The gudgeon pin, which is drilled throughout its length for lightness, is held in place by perfection of fit (it is hardened and ground, and is a good "push-in" fit in its housing), coupled with a dowel-pin fastening to obviate revolving, and a final snap-on ring

The Original Design-Features of the A.J.S. Motorcycles—continued

which effectually safeguards its "working back." We are still convinced of the superiority of plain bearings for internal combustion motorcycle engines and employ these throughout, past results proving our contention on this point. Here, as in other respects, we base our policy on the experience acquired by the best designers of motor car engines; they have, despite the more favourable conditions under which the multi-cylindered car engine operates, found the use of ball bearings largely unsuited to the work. Where the destructive action of a rapidly-alternating load weight is absent, and a fairly smooth and regular load is carried, there is nothing better than the ball bearing if it is of adequate dimensions, and such are fitted throughout to our gear box. The 1914 engine is the result of 15 years' experience in the designing and manufacturing of internal combustion Engines, and we have no hesitation in stating that the new model is the best of all our efforts. Very stout timing wheels, integral with large cams cut from the solid, large diameter crank pin, and a special method in our Twin Model of mounting the connecting rods on the Crank Pin—affording maximum bearing surface to both members—are some of the special minor features also embodied in our models, while there are still further details making for the convenience of the user and the general efficiency of the Unit. A word concerning the thoroughness of our Engine Tests—Prior to the bench test proper, each complete unit is "run in" for several hours at moderate speed by independent power in the assembling shop; following this, it is fixed upon a specially constructed Test-Bench and run under its own power, which has to reach and maintain a high standard set up by ourselves, and far in excess of the nominal rating. The test is by fan brake in conjunction with meter and continued for several hours, a notable point being that no artificial means of inducing a special draught of air upon the engine is employed—the Unit, in actual fact, working under much more trying conditions than are experienced in road practice, and the results speak for themselves on the overheating question. Every complete machine receives at our hands a searching road test. The A.J.S. 6 H.P. Engine is fitted to Model D; and the A.J.S. 2½ H.P. Engine is fitted to Model B

THE MAGNETO We believe in the superiority of the U.H. magneto, consequently we again employ this make, improved for the present season; and in so doing supply what has proved itself to be the acme of efficiency under the severest of conditions. It is provided with heavier contacts, which are now adjusted by means of a central screw, efficiency and ease of adjustment being thus both advanced. It is really waterproof—in contrast to some which are waterproof in title only—and will run for many thousands of miles without reminding one of its existence on the machine; and vaseline being the lubricant employed, the bearings are so constructed that this is retained almost indefinitely. Cleaning and adjustment is recommended after 15,000 to 20,000 miles, and its accessibility and simplicity makes complete attention the work only of a few moments; although its main claim to popularity lies in its ability to cause its virtual effacement from the rider's memory for the whole season. Our special self-aligning, quick-adjusting method of holding Magneto to its cradle allows of an exceptionally ready adjustment of the drive, at the same time automatically ensuring perfect

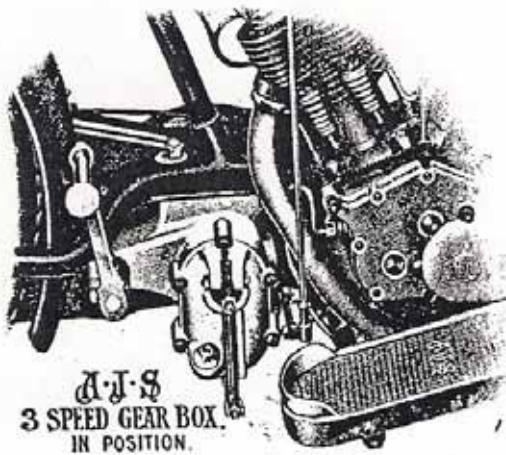
The Original Design-Features of the A.J.S. Motorcycles—continued

alignment. Locking nuts and retaining plate are at the side of the cradle, in full view for ready adjustment as required

THE CARBURETTER We still adhere to the AMAC multiple jet carburetter which has hitherto served our riders so well. The 1914 model is improved as regards removal of jet, this being immediately detachable without removing, or even shifting, the float chamber; and a new patent trap is fitted to the air intake which prevents loss of petrol through blow-back—a prolific source of petrol consumption which evades the notice of many a rider. The Carburetter provides a measure of automaticity which tends to render it extremely simple of manipulation to the novice, while its construction and principle allows of a large range of adjustment at the hands of the expert if he be so minded. The choice of jets, being so proportioned that while the best results can be achieved by a skilful use of the Air Lever in conjunction with the Throttle, use of the latter alone, with the Air Lever fully open, will yield results equal to those of many two-lever carburetters demanding the intelligent manipulation of both levers

THE A. J. S. COUNTERSHAFT GEAR — THREE - SPEED AND

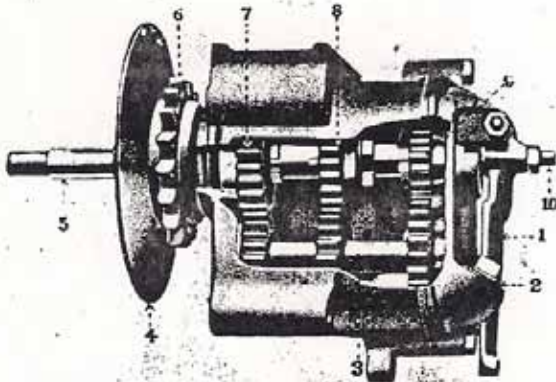
TWO-SPEED Our new model Gear Box is designed on precisely the same principle as the 1913 type. The 2 $\frac{3}{4}$ h.p. model has a patented method of manipulation which affords a perfect safeguard against damage to the operating mechanism when the position of the gears does not, at the instant of such operation, permit of a "clean" change; and, being embodied in the actuating lever on the Gear Box itself, does not call for any special treatment on the part of the rider, who whether travelling or stationary, is able to instantly operate the Gear Lever without that sense of resistance being experienced. This does not apply to the 6 h.p. three-speed model, on which it is quite unnecessary. Both the 6 h.p. and 2 $\frac{3}{4}$ h.p. Gears have



been given a greater reserve of strength, and both these models are built throughout on car lines. A critical inspection of this COUNTERSHAFT GEAR only serves to emphasize the high point of excellence at which the A.J.S. of to-day has arrived; the parts reveal the extreme accuracy and care bestowed on their production, the closeness of the work being the equal, if not the superior, of that obtaining in car practice. Ball bearings are used throughout for the shafts, which are short, stiff, and of large diameter, and the result is complete absence of "whip" and unpleasant gear-humming. The Lay Shaft has been strengthened and is carried on larger bearings. Engagement of middle gear is by sliding pinion, and the high and low by

The Original Design-Features of the A.J.S. Motorcycles -continued

means of sliding dog clutches. The low gear on our 3-Speed Model D is now 16



A.J.S. 3 SPEED GEAR (PORTION OF CASE CUT AWAY)

to 1, providing an emergency gear which will enable our passenger combination to overcome any possible gradient. Under normal conditions it is seldom called into action, the middle speed being able to cope with the most severe gradients. It was on this gear ratio that Ben Nevis was climbed by a 6 h.p. A.J.S., which will be sufficiently convincing proof of its power for touring purposes. OILING. Filled to the top of the Oil Sump with lubricant, our Gear Box requires no other attention, the whole runs in an

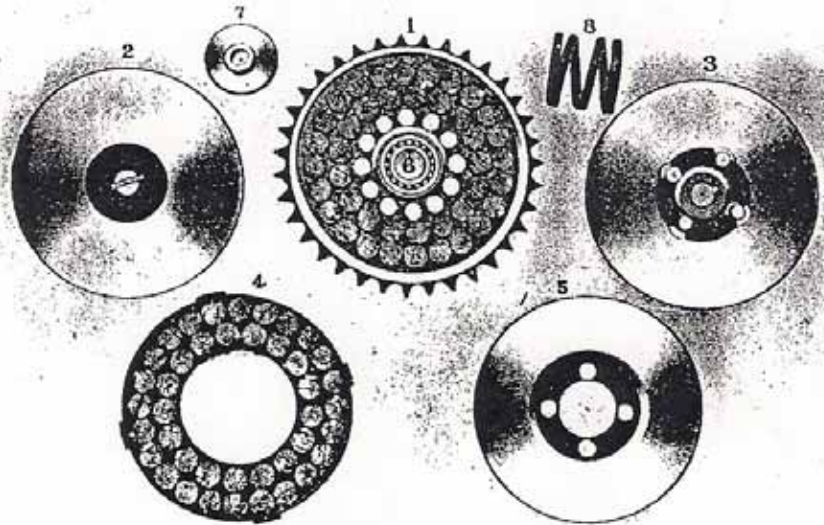
Oil Bath; and a clean exterior is maintained

THE A.J.S. PATENT GATE CHANGE-SPEED

Our new Gear-changing Lever is fitted on a bracket mounted on the tube under Tank, making a much neater, unobtrusive fitment, and materially reducing the length of the operating rod. It is of strong dimensions, very easy to change, and provides a positive stop for each gear; with this appliance it is impossible to over-run the Middle Gear

THE A.J.S. FREE ENGINE CLUTCH

Our F.E. Clutch is mounted on a shaft in the Gear-Box, and is of Multiple Plate type with cork insets engaging with alternate steel discs keyed to the shaft but free to move laterally, an A.J.S. speciality; the pair of cork members—one of which is the driven chain sprocket—are mounted idly upon it, but transmit the drive thereto when engaged by the alternately disposed plates. See Illustration. Engagement and release is affected by means of an operating pin working within the drilled



A.J.S. 6 HP CLUTCH PARTS.

shaft; this is actuated by Bowden Cable from the handle-bar, the pin thrusting back the outside plate and spring by means of a cross-key. The Clutch is simplicity itself and the wearing qualities unrivalled. It requires no attention

The Original Design-Features of the A.J.S. Motorcycles—*continued*

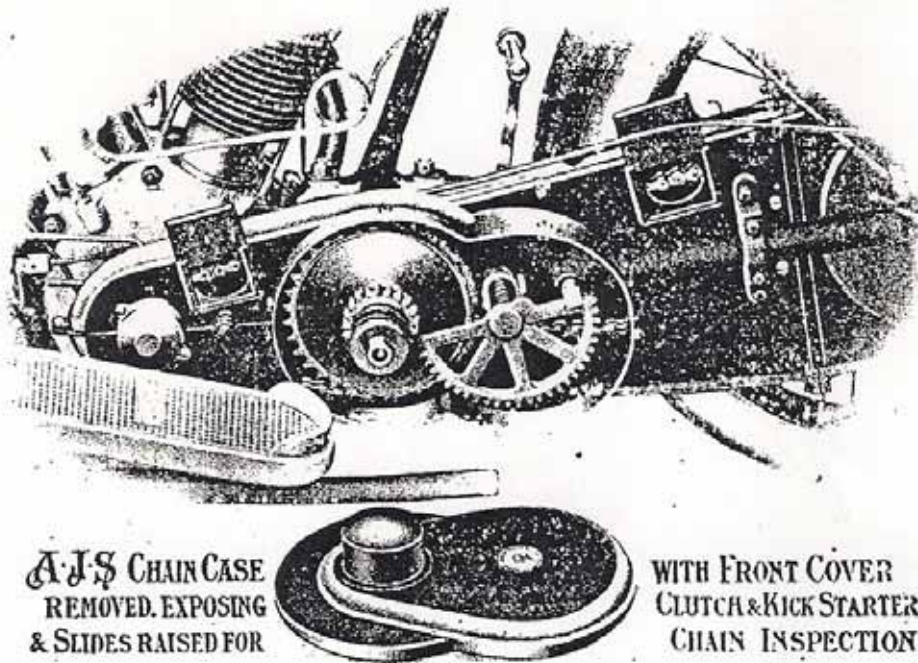
whatever, and for sweetness of engagement there is nothing to approach it. We might remark here that during the four years we have fitted our present Clutch Design we have never had to renew the cork inserts on any machine through wear. We retain the relative clutch areas employed last year, and which gave 100% more surface for our Twin Model than that for the Lightweight

HAND-CONTROLLED OPERATION Our practice of fitting **HAND-CONTROL** for Clutch is admittedly right, and meets with universal approval. The delicacy of control required for satisfactory clutch manipulation is such that the foot is incapable of imparting it owing to the constant influence of road shocks; moreover, the foot is probably, at the moment when clutch operation is imperative, in use for either manipulation of the brake or maintaining equilibrium of the machine by contact with the ground

THE A.J.S. ALL-ENCASED WEATHERPROOF CHAIN TRANSMISSION The famous Original A.J.S. ideal system of **SILENT CHAIN TRANSMISSION** which has pre-eminently remained our practice for the last nine years, still asserts its marked superiority and has proved itself of greater efficiency and reliability than any other form to date. It ensures **PERFECT POWER TRANSMISSION** as none other can, and embodies our **Silent CHAIN DRIVE, COUNTERSHAFT GEAR AND STARTING MECHANISM** complete, **ALL ENCLOSED** in perfect **WEATHER-PROOF CASES** and operating under ideal conditions. This principle of totally enclosing the drive and gear mechanism, apart from rendering the transmission silent, imparts indefinite life thereto and secures the maximum of service with the minimum of attention. The **A.J.S. CHAIN TRANSMISSION** for 1914 has been improved still further in certain ingenious details resulting in a transmission system which is absolutely unrivalled, and those who know our machines and their remarkable silence and sweetness of smooth running, will appreciate the statement that to-day the A.J.S. is more conspicuous than ever in this respect. Hans Renold Chains, $\frac{3}{8}$ in. pitch \times $\frac{3}{8}$ in. wide, are used. A special feature in connection with The A.J.S. **TRANSMISSION**, to which we would draw your attention, is that while providing efficient dust-proof and water-tight cases affording complete protection to the transmission gear and starting mechanism, we also make provision for the general **ACCESSIBILITY** of parts which should remain easily-get-at-able, enabling every part requiring periodical inspection to be laid bare as required. Immediate inspection of chains is obtained by using the Inspection Slides embodied in both front and rear cases, and the front of the case is removed by loosening the fixings around its edge, thus exposing clutch and kick-starter; while removal of the back wheel entails only the detachment of the rear portion and the uncoupling of brake connection and chain. If required, the top portion can be taken off in a trice, while treatment of the lower half is just as rapid and easy. A strong Dust-proof cap, easily removable, covers the adjusting nut to clutch. An oil gun, fitted to brazed-on fittings on seat tube, is provided for lubricating the chains, or any other part of the machine requiring occasional lubrication

The Original Design-Features of the A.J.S. Motorcycles - *continued*

A further feature in our Transmission on the Single-Cylinder Model is the inclusion of an Improved SLIPPING CLUTCH which gives a particularly flexible and sweet drive. This is on the engine shaft, the sprocket being mounted on a sleeve between fibre discs and held in frictional engagement therewith by a coil-spring similar to that employed for the clutch proper; the adjustment being alike in each case. This we regard as an essential provision, for the reason that Chain Drive in the case of a Single-Cylinder engine demands a slipping medium to absorb harshness or shock on chains. The Slipping Clutch is incorporated to do just what is required of it—to impart to the efficiency of the chain-drive the exceptional sweetness of an elastic form of transmission without the rider being conscious of its inclusion on the machine



A.J.S. CHAIN CASE
REMOVED. EXPOSING
& SLIDES RAISED FOR

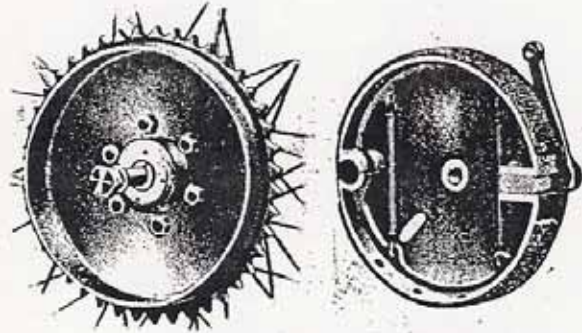
WITH FRONT COVER
CLUTCH & KICK STARTER
CHAIN INSPECTION.

THE A.J.S. KICK-STARTER The STARTING MECHANISM is of substantial construction, very easy starting and enjoys, with the chains, the advantages of working under complete protection. Experience calls for no change in its design with the exception that the bracket on which it is mounted now forms an integral part of the Gear-Box casing, so that any tendency for the quadrant to move out of mesh with the ratchet wheel on clutch is quite prevented. The spindle of the Starter passes through it, and receives lubrication from the oil within the Box. The release-spring of the mechanism is housed upon the spindle within the chain case, and enables a particularly "clean" job to be made of this portion of the unit, for it would be difficult to detect its existence, save for the presence of the Starting Pedal which occupies a natural and comfortable position on Right side of machine for depression by the right foot. The Engine can be started without leaving the saddle and with back wheel on the ground

The Original Design-Features of the A.J.S. Motorcycles—continued

THE A.J.S. EXPANDING REAR BRAKE Our INTERNAL EXPANDING BRAKE un-

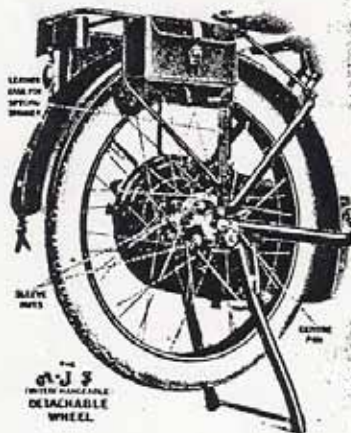
doubtedly forms one of the finest features of the control mechanism of our Twin, Model D, by reason of the absolute safety which it provides for the rider on the very steepest declivities, no matter what the load opposed. It provides not only a most powerful instrument for emergency usage, but can be used with infinite delicacy of engagement owing to its sweetness of action. The accompanying illustration is almost self-explanatory of its design and construction—two shoes being expanded against the inner periphery of a large diameter drum carried integral with the rear wheel chain sprocket, the action being cam-operated through cable mechanism by foot pedal carried on the near side of machine in a convenient position. "Thurmoid" is the material which we find affords the best all-round results as a brake lining, and this we are now fitting; it is of almost everlasting wear, and its co-efficiency of friction rather improves than deteriorates with use. The mechanism is very stoutly constructed, follows the best car engineering practice, and requires no attention



A.J.S. INTERNAL EXPANDING BRAKE

THE A.J.S. PATENT DETACHABLE and INTERCHANGEABLE WHEEL

This season we introduce an "Extra" innovation which will find ready acceptance and appreciation with all users. We refer to the A.J.S. system of perfect "30-SECONDS" Detachable Wheel, which allows of either wheel being detached and interchanged with the other, or with Spare Wheel, at will. Further—quick removal of Tyres, Tyre Repairs or Replacements now need have no terrors, for the Tube can be taken out without removing or disturbing the Rear Wheel or the Chain Case, while the Front Wheel can be taken out without removing the Brake Shoe, which may quickly be swung clear of the rim without upsetting adjustment. This special device is found only on A.J.S. Motorcycles and its advantages in economy, safety, comfort, and convenience are strikingly obvious. (For full particulars see special folder on A.J.S. Detachable Wheel). Constructionally we may mention that it HAS NO "DOG DRIVE"—NO "BACK-LASH"—NO FRICTION OR STRAIN—NOTHING TO SET UP WEAR, NOR WEAR OUT—NOTHING TO GO

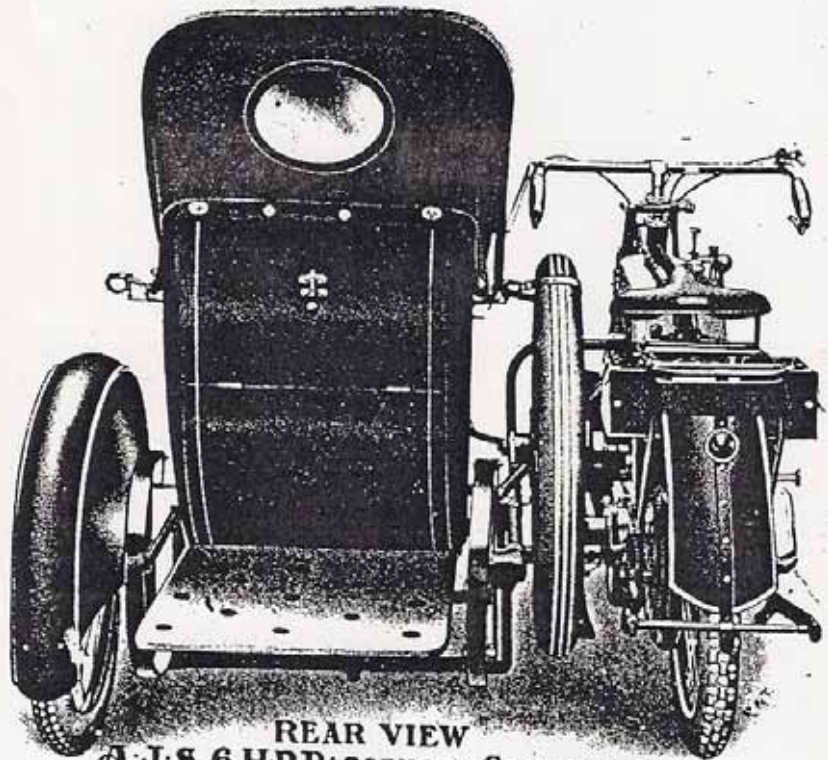


WRONG! THE WHEEL IS PERFECTLY RIGID AND SOLID WITH DRIVING SPROCKET. BALL BEARINGS HAVE ONE ADJUSTMENT ONLY, WHICH SUFFICES FOR EVERYTHING

The Original Design-Features of the A.J.S. Motorcycles—continued

THE A.J.S. SPARE WHEEL For those machines on which we supply Detachable Wheels we can also fit a SPARE WHEEL. This is an exact replica of the others and is dead inter-

changeable with either front or rear wheel on machine. So that should worn out tyres or misadventure require the renewal of either wheel, this Spare Wheel can instantly be interchanged. The full benefit of this arrangement on tour could be imagined, and we illustrate the complete A.J.S. COMBINATION with SPARE WHEEL IN POSITION to show how we provide for the carrying of this. On our title page will be seen the right-side view of this complete Touring Outfit—the finest Motorcycling Outfit in the world



REAR VIEW
A.J.S. 6 H.P. PASSENGER COMBINATION.
SPARE WHEEL IN POSITION.

As mentioned in preceding paragraph — this DETACHABLE WHEEL is an "extra," not fitted as standard, and it can only be fitted on our 6 h.p. Models. The prices for this refinement are as follows:—

PRICES

Rear and Front Interchangeable Wheels	- £3 : 3 : 0 extra
Rear Wheel only	- - - - - £1 : 11 : 6 "
Spare Wheel, fitted with "Avon" 650×65, Steel and Rubber Non-skid Tyre	- - - - - £6 : 0 : 0 "
Spare Wheel, fitted with "Avon" 650×65, All-Rubber Three-ribbed Tyre	- - - - - £5 : 5 : 0 "
Spare Wheel (without Tyre)	- - - - - £3 : 1 : 3 "

Note: Unless ordered otherwise all machines will be despatched as standard (without Detachable Wheels)

CONVERSION OF 1913 and EARLY 1914 MODELS.

¶ 1913 and early 1914 6 h.p. Models can be converted, but in REAR WHEEL ONLY at an extra charge of - - - - £2 : 17 : 6

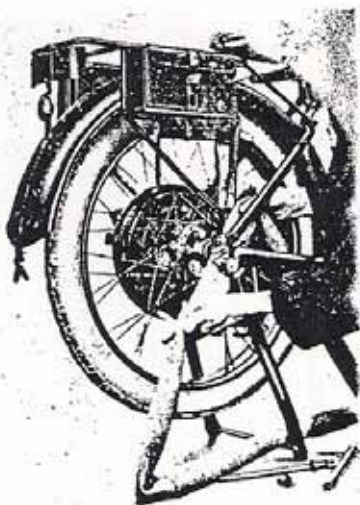
(See N.B. reference on page THIRTEEN of our Special DETACHABLE WHEEL Folder. Copy free on request)

The Original Design-Features of the A.J.S. Motorcycles—*continued*

THE A.J.S. FRAME This is low built, perfectly designed, and of smart, racy appearance. It has now, owing to the steadily increasing weight of Sidecar attachments and the overloading habit, been considerably strengthened, and it is perfect in its ability to withstand the very roughest use to which it can be put, without either departing from its correct alignment, suffering at such vital points as the steering-head in the matters of ball-race wear or fracture, or trouble from crystallisation of frame tubes. The latter are all of stouter gauge than formerly, of highest quality steel, with mitred joints; while the front down tube is now $1\frac{3}{8}$ inch diameter and is supplemented by an internal girder to cope with the strain of Sidecar work. The head steering is both longer and stouter, and carries ball races of increased size which can be lubricated from outside; while special preventive measures have been taken against the evils of crystallisation. All enamelled parts are treated with the A.J.S. special Anti-rust process, afterwards being polished, receive four coats of finest Black Enamel and are then hand-polished. The **HANDLE-BARS** are symmetrically shaped and perfectly balanced for the most comfortable riding position

THE SPRING FORKS are the latest "Druid Patent" of improved pattern, providing exceptionally easy steering and immunity from vibration; and the latest pattern Bowden front brake thereon has been materially improved, with adjustable Brake blocks, and the lug-guides for Brake Shoes are brazed to the Fork-blades

THE A.J.S. MUDGUARDING This point has received its full share of attention at our hands, and results in the provision of an extra wide 7" guard to the rear wheel, on Small-Car practice, which effectually protects the rear portion of the machine. A large new Protector is fitted immediately in front of the Magneto Shield and Foot Boards, and a new inclined Deflector-Guard is fitted at the rear extremity of the front guard which is valanced each side for its whole length. The innovation represents about the limit possible in this direction, and could hardly be improved upon for the accomplishment of its object. The large Front Shield forms a very efficient Foot and Magneto Shield, and while being quickly removable when road and weather conditions render its presence superfluous, in cold and wet weather its comfort is very real, and the Deflector on the front guard keeps down the rising splashes created by the front wheel, thus effectively reducing the spattering from which the after-parts of the machine would otherwise suffer through this cause



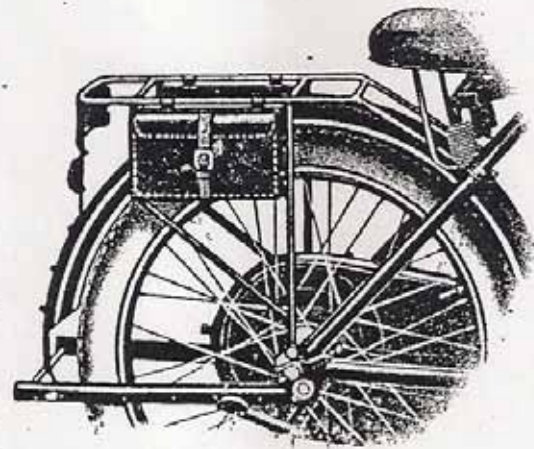
A.J.S. DETACHABLE WHEEL
Centre-Pin of Rear wheel withdrawn to allow Inner Tube to be completely taken out and replaced without detaching the wheel!

The Original Design-Features of the A.J.S. Motorcycles -continued

THE A.J.S. SILENCER We have never yet yielded pride of place to any of our competitors under this head, and for the present season we more than maintain our reputation for real quietness of running, especially absence of mechanical noise. A very special pattern Silencer is fitted, extremely efficient and with longer exhaust Extension pipe to rear of machine, which has the effect of making the Engine even more silent than before. Many other machines creating more than treble the noise do not approach ours in actual volume of horse power and speed, although, given the resultant high efficiency from a correctly designed engine, there is no excuse (other than that of bad or inexperienced workmanship) for a badly-silenced one

THE A.J.S. CARRIER AND TOOL CASES

The Carrier on all models has been strengthened and improved, and all joints being flush and electrically-welded provide a cleaner surface for attachment of luggage, etc. Two Pannier-side tool cases fitted replace the single one previously fitted at rear; they are well made of best quality leather, strongly sewn, fall front, with stout Strap and Buckle Fastening, and further protection is afforded by the provision of an outer steel case which renders them waterproof and prevents distortion. Tool Roll with complete set



Best quality Tools is supplied with each model

THE A.J.S. FOOT-BOARDS

Typically "A.J.S." in carefully-thought-out design, these Boards are of a most restful pattern, placed in a NATURAL splayed position which ensures the rider having the greatest possible comfort, with convenience for changing position of feet when driving. Strong Rubber-covered, well mounted with substantial Aluminium frames and Heel Pieces

The above remarks apply in general to the 6 h.p. Model D, but the Lightweight $2\frac{3}{4}$ h.p. Model B has also undergone certain minor improvements in frame design, and has been somewhat strengthened

THE A.J.S. LARGE-CAPACITY TANK

A handsome, strongly constructed Tank, and supported at the bottom upon a platform of cross brackets brazed to frame under-tube. The Oil Pump is a Best and Lloyd Semi-Automatic, and glass-top Petrol Inspection Filler-Caps of large size, and Petrol Injectors, are fitted to each model. Both Oil and Petrol Caps are now placed in a more convenient position, and the Oil Compartment is a separate one inside the centre of the

The Original Design-Features of the A.J.S. Motorcycles—continued

Petrol Tank. Our Patent Combined Gauge and Filter is, of course, retained, incorporated as before in the Filler. Petrol and Oil capacity are, on 6 H.P.; 2½ gallons, 1½ quarts; and on 2¼ H.P.: 1¼ gallons, 1 quart, respectively.

THE A.J.S. WHEELS. 26 inch diameter. Built of best quality strong-gauge Rims with stout High-Tension Spokes and large diameter Hubs. A specially designed Front Hub is fitted which is REALLY weatherproof.

THE TYRES These remain as before in point of sizes. After prolonged experimenting with practically all makes of Tyres we have decided to fit the "AVON" on our 6 H.P. Model, and the "HUTCHINSON" on our 2¼ H.P. Model. Size 650×65 m.m. Combination Steel and Rubber Non-Skid pattern is fitted on the rear wheel, and the All-Rubber Non-Skid of same section on the front wheel of the Passenger mount, Model D. The Solo mount, Model B, is fitted with 26 × 2¼ Heavy All-Rubber Non-Skids

THE A.J.S. STANDS Specially-designed "Kick-up" Stands of exceptionally sound construction, "built to last," are fitted on Front and Rear Wheels and are secured by substantial Spring Clip-Holders

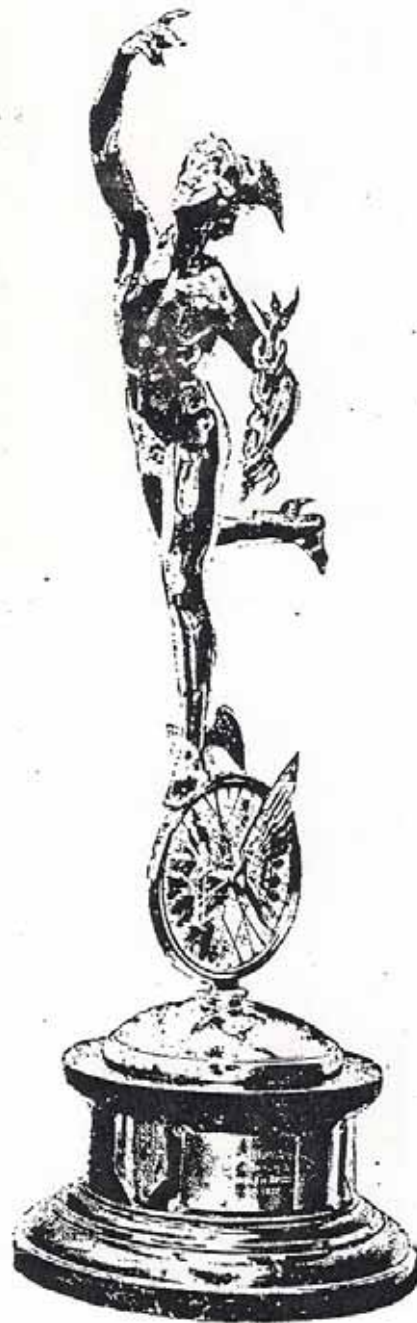


Showing Front Wheel detached, and its interchangeability with Rear Wheel

A perusal of the Specification of each of our models, together with a study of the informative Illustrations will, we trust, make clear the foregoing and any point we may have omitted therefrom. There are, of course, many other features of refinement too numerous to enumerate here, e.g. the coslettising and weatherproof finish of small parts accessible to the rust fiend, a gear-changing lever which really obviates any possibility of over-running the middle gear, etc., but all of these will make themselves evident in "wear" and do credit to our reputation for producing a Motorcycle which for real road reliability and lasting service stands Second to None in the Industry

APROPOS. Were indisputable proof required of The A.J.S. Speed and Reliability 'twould be found in its behaviour in that notoriously most strenuous of "Road" Trials, THE 1914 JUNIOR "Tourist Trophy" RACE, where—as will be seen from the account given overleaf—it established a World's record for Speed and Reliability, and emphatically demonstrated in an absolutely convincing and unique manner a real "Road-Reliability" performance unparalleled—pre-eminent—conclusive!

SEE OVERLEAF FOR The A.J.S. IN THE 1914 JUNIOR "T.T."



The "TOURIST TROPHY"

— the much-coveted Emblem of "Proved-Perfection" in Motorcycling.
Awarded by the Auto-Cycle Union and won by "The A.J.S." in the
JUNIOR T.T. I.O.M. RACE, May 19th, 1914. See opposite page

"The A.J.S." and — the 1914 Junior T.T. Race

NEVER in the history of Motor Cycling has such remarkable success been achieved — never in the history of the T.T. Races has any team scored so sweeping a success, or demonstrated such remarkably

This document was created for free distribution in the AJS/Matchless Egroups - do not resell
 consistent and reliable running, as did "The A.J.S." in the 1914 JUNIOR "T.T." on May 19th

Here is our record in this sensational event:—

5 A.J.S. Machines entered and 5 finished

in the following positions

**1st, 2nd, 4th, 6th and 29th,
 winning the Tourist Trophy and 4 Gold Medals!**

The winning machine completed the run in 4 hrs. 6 min. 50 secs., and

covered the Course at 45.58 m.p.h. (average)!!

—a distance of 187½ miles AT 2 M.P.H. FASTER THAN PREVIOUS RECORD—and

created Record Lap at 47.57 m.p.h.!!!

achieving, in so doing, a "triumph" absolutely without equal in the annals of Motorcycling

The remarkable consistency and uniformly reliable running of "The A.J.S." machines was further demonstrated by

THEIR UNIQUE LAP POSITIONS IN THIS RACE, viz.:—

Lap 1.
 "A.J.S."
 2nd, 7th,
 8th.

Lap 2.
 "A.J.S."
 2nd, 4th.

Lap 3.
 "A.J.S."
 1st, 2nd,
 5th, 6th.

Lap 4.
 "A.J.S."
 1st, 2nd,
 3rd, 5th,
 10th.

Lap 5.
 "A.J.S."
 1st, 2nd,
 4th, 6th,
 29th.

—while W. Heaton, who held Second Position for TWO Laps, unfortunately met with an accident in the last lap when climbing Snaefell, which wrenched off his front tyre and buckled the wheel—resulting in his finishing 29th; but for which "The A.J.S." would probably have finished 1st, 2nd, 3rd, 5th and 7th!

"MOTOR CYCLING" in their issue dated May 26th, 1914, dealing with this wonderful achievement, says:—

"Not only have the "A.J.S." machines proved themselves to be faster than their rivals, but they have surpassed themselves—as a team—for reliability and regular running. To gain four of the first six places is good enough, but when it is remembered that, but for the accident to Heaton, the five A.J.S. machines would probably have finished within the first seven, the performance becomes phenomenally brilliant"

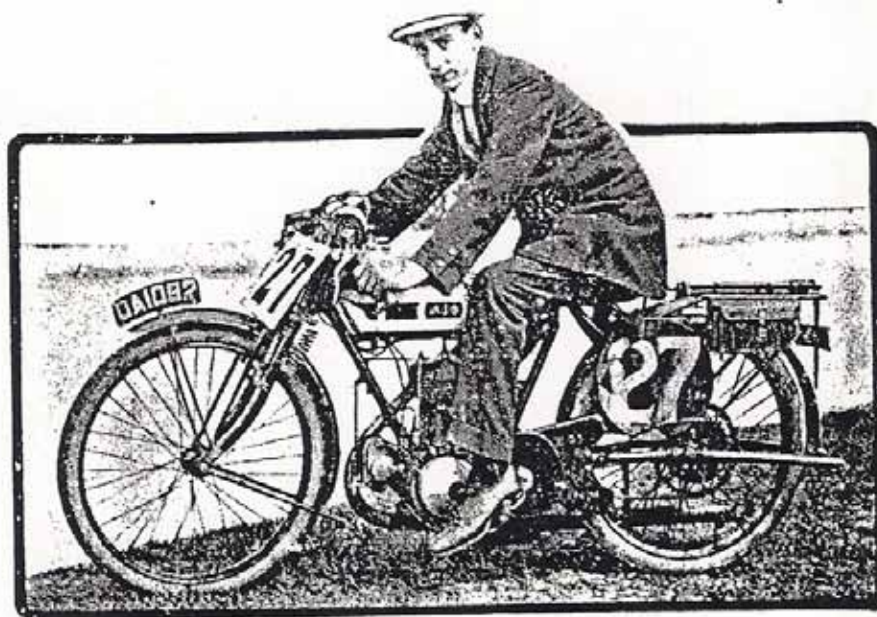
"A.J.S." — Supreme on Road and Track!

Following on its success in the I.O.M. Tourist Trophy Race "The A.J.S." supremacy for SPEED and RELIABILITY was further emphasized at BROOKLANDS some 3 weeks later. Not content with proving its superiority on the Road "The A.J.S." notably demonstrated its merit on the Track for here, ridden by Cyril Williams, it

WON The "BROOKLANDS JUNIOR T.T." !!

(June 13th, 1914. Distance 150 Miles.)

It is worthy of note that in this event only ONE "A.J.S." was entered and that ONE WON!—conclusively demonstrating the fact that a "fleet" is not necessary to get one "A.J.S." to the Winning Post. Describing this crowning success "MOTOR CYCLING" states:—"The Race proved a fairly easy run for C. Williams on an "A.J.S."—Williams taking the lead easily in the first lap



"ERIC WILLIAMS" the Winner of the 1914 JUNIOR "T.T."
 —astride his 2½ h.p. "A.J.S."—on which he achieved success

Terms of Business

PAYMENT

One-third Cash with order and balance against invoice when machine is ready for delivery

CARRIAGE

Free on Rail Wolverhampton. Crates, Motor Cycle and Side Car, 4/6, not returnable

RAILWAY TRANSIT

All goods are sent per Goods Train except otherwise ordered, and are signed for by the Railway Company as being in good condition. All Machines should, on arrival, be carefully examined, and if damaged, signed for as such, and an immediate claim made on the carriers

The "A.J.S." Guarantee

We give the following guarantee with our motor cycles, instead of the guarantee implied by statute, or otherwise, as to the quality or fitness of such machines for the purpose of motor cycling; any such implied guarantee being in all cases excluded. 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 guarantee of any kind is given or is to be implied.

We guarantee, subject to the conditions mentioned, that all precautions that 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 three months only from date of purchase, and damages for which we make ourselves responsible under this guarantee are limited to the replacement of any part which may have proved defective, and any work involved in the replacement of such part or parts will be charged for.

We undertake, subject to the conditions mentioned, to make good at any time within three months any defects in these respects. As motor cycles 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:

- I. The attaching of a side-car to the motor cycle in such a manner as to cause damage, or calculated to render the latter unsafe when ridden.

The A.J.S. Guarantee — *continued*

- II. The use of a motor cycle, or of a motor cycle and side-car combined, when carrying more persons or a greater weight, than that for which the machine was designed by the manufacturers

Any motor cycle sent to us to be plated, enamelled, or repaired, whether the repairs are required for the purpose of making good the defect before referred to or otherwise, 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 material 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 any common law or statute warranty, 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, or in any part replaced, it must be sent to us carriage paid, and accompanied by an intimation from the sender that he desires to have it repaired 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 agent from whom he purchased, and the date of the purchase, or the date when the alleged defective part was replaced, 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, and this guarantee, and any implied guarantee shall not be enforceable

WE GUARANTEE ONLY THOSE MACHINES WHICH ARE BOUGHT EITHER FROM US OR FROM ONE OF OUR DULY AUTHORISED AGENTS, AND UNDER NO OTHER CONDITIONS

We do not guarantee the specialities of other firms, such as tyres, saddles, chains, lamps, etc., or of any component part supplied to the order of the purchaser differing from our standard specification, supplied with our motor cycles, or otherwise

The Term "Agent"

is used in a complimentary sense only, and those firms whom we style our agents are not authorised to advertise, incur any debts, or transact any business whatsoever on our account other than the sale of goods which they may purchase from us; nor are they authorised to give any warranty or make any representation on our behalf other than those contained in the above guarantee

From "Principals" to "Purchaser"

Purely Personal "pans" — Between Ourselves

YOU have perused this Book — and we hope you have liked it. We have told our tale—and endeavoured to state concisely and convincingly Everything you want to know about the Motorcycle you propose to Purchase

To help Decision Our Practical road Experience is reflected in the commonsense outlook we have brought to bear, combined with superior manufacturing facilities, in our aim to successfully produce in "The A.J.S." the **ABSOLUTELY PERFECT** Motorcycle—one bristling with Ail that is Best—and therefore, THE Motorcycle for YOU

If in Doubt If you're in doubt as to which is the most all-round satisfactory Type of machine, let us assure you at once—it is the **ALL-ENCLOSED CHAIN-DRIVE, 3-SPEED COUNTERSHAFT-GEARED, HAND-CONTROLLED; CLUTCH, KICK-STARTER** type—and the **BEST** of this type is "The A.J.S."

In 1909 there was but One succesful machine on the market embodying Chain Transmission and a Bracket Change-Speed Gear Box—that One was "The A.J.S." **TO-DAY** there are many "Copyists," but The A.J.S. is still the First

Our Pioneer Proof Experience WILL Tell. The still active Pioneers of a Successful system are always some way in Advance. What we embody for the 1914 season you'll probably find extensively exhibited by the "Copyists" at Olympia next November

Summed up — what you require in an ideal Motorcycle is — An Engine of Extraordinary Power, Perfect Transmission, Ability to climb any Hill, Flexibility in Traffic, Ease of Control, Perfect Running, Perfect Material, Perfect Workmanship.

Perfect Choice In addition to which — to ensure the successful service of the machine — such things as Weight-Distribution of metals, relative Strength of parts, scientific Balance and suitability of Materials are required—all of which are only possible at the hands of men who KNOW — and all of which you get in "The A.J.S."

—And Other Matters You will have gathered that we make only Three models:—Model D, the 6 h.p. machine which we call "The PASSENGER Mount" but which, of course, is suitable for Solo use as well as Sidecar and is the ideal "Double-purpose" mount; Model B, our $2\frac{3}{4}$ h.p. designed for purely SOLO use; and Model B. SPORTING $2\frac{3}{4}$ h.p. which, as its name implies, is exclusively for Racing use, Hill Climbs, and T.T. work—and these three cover the field

Our full illustrated booklet "A.J.S. Motorcycles and How to Manage Them" is sent out with each machine, but, if preferred in advance, a copy will be sent for your perusal post free on request

We shall at all times be happy to hear from you in respect to your choice and to anything else "Motorcycling"

A. J. Stevens & Co., Ltd.