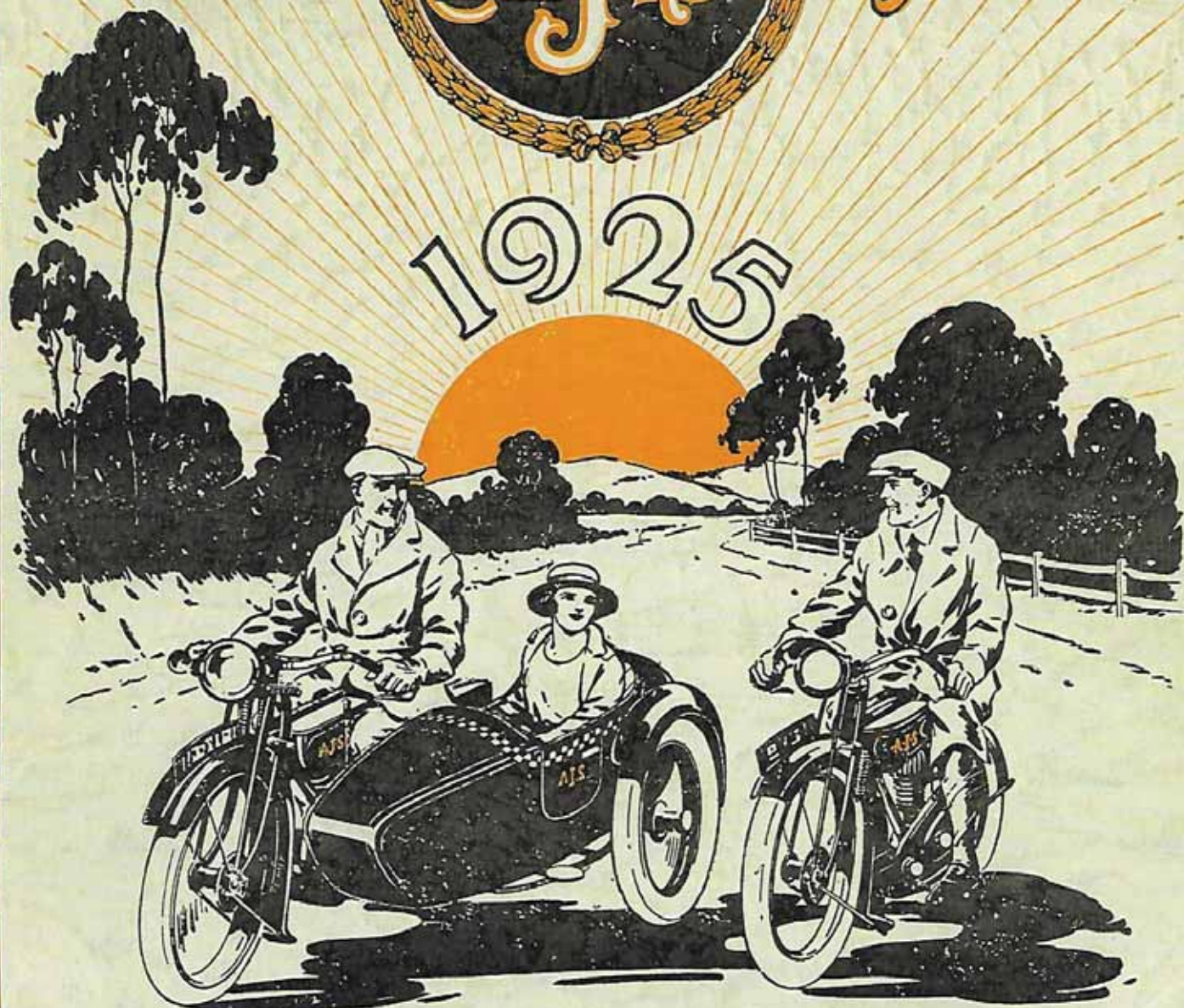


Motor

AJS

Cycles

1925



**THE OUTSTANDING MASTERPIECE
OF BRITISH ENGINEERING**

Manufactured Throughout by A.J. STEVENS & CO. (1914) LTD. ENGLAND.

DATON

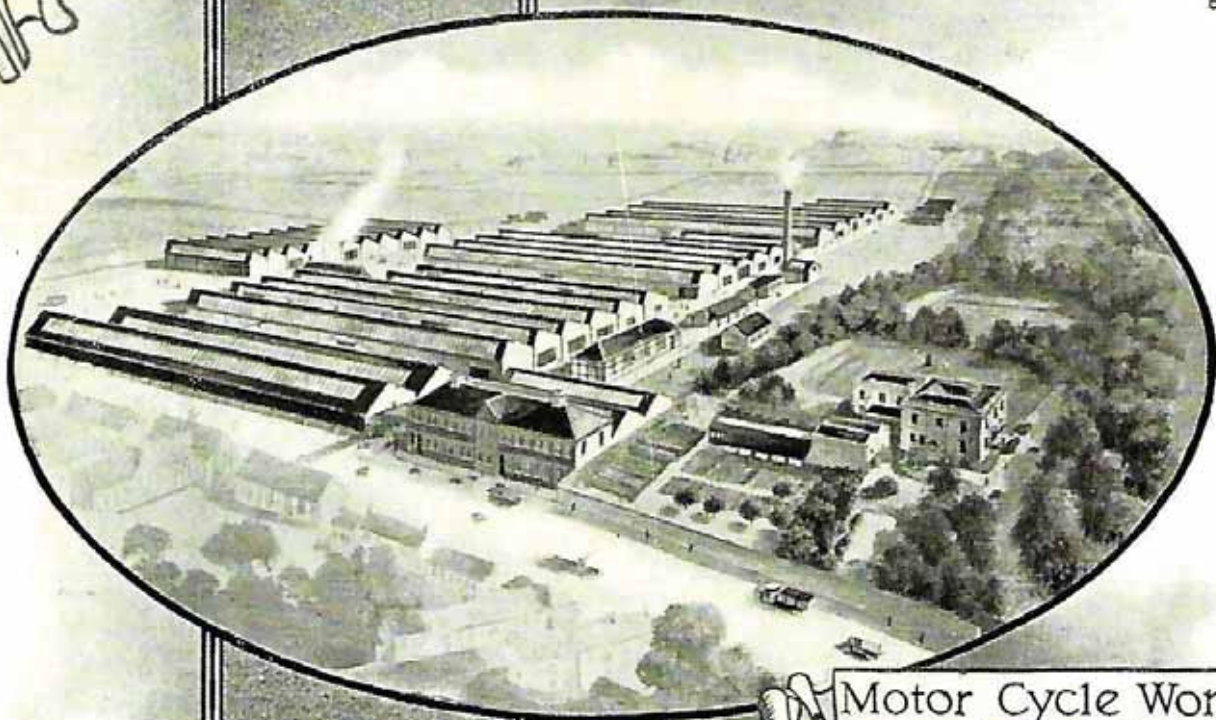
SOLE AGENTS FOR VICTORIA—

STILLWELL & PARRY PTY. LTD.

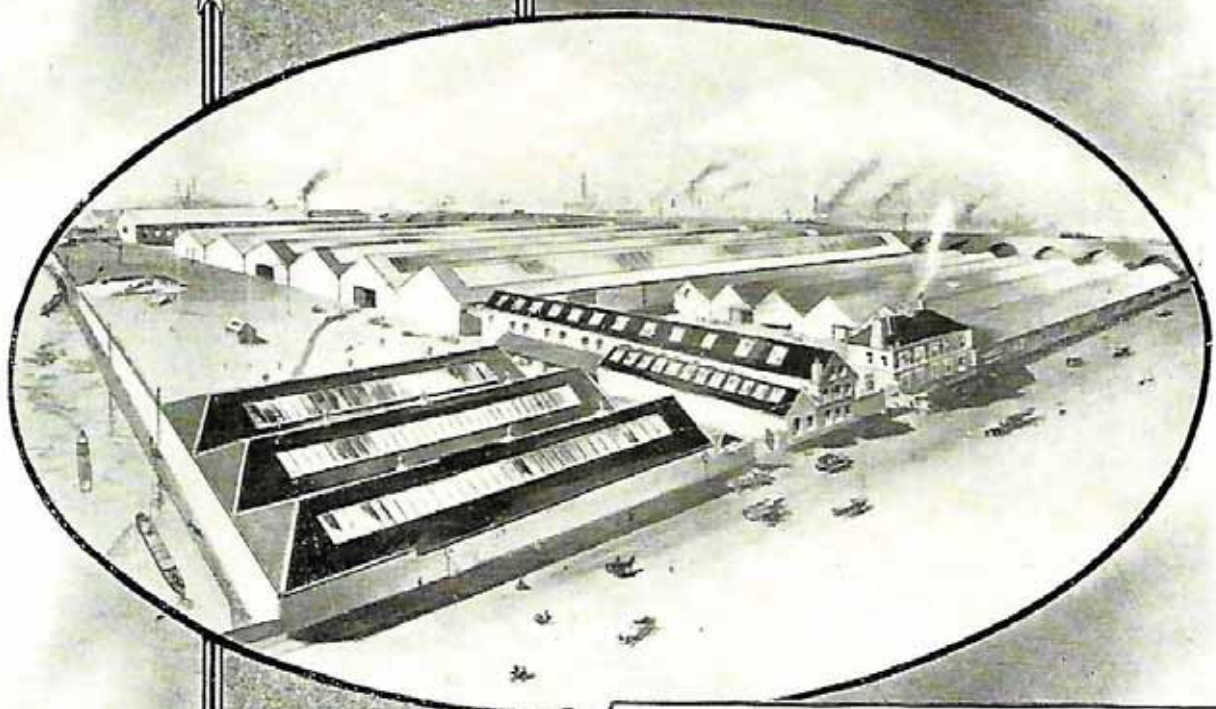
311 ELIZABETH STREET, MELBOURNE

Tel. Cent. 3794

WHERE **A. J. S.** MOTOR CYCLES ARE MADE



Motor Cycle Works



Sidecar, Chassis & Body Works

MANUFACTURED THROUGHOUT BY
A. J. STEVENS & CO. (1914) LTD. WOLVERHAMPTON, ENGLAND

THE 1925 RANGE OF MOTOR **A.J.S.** CYCLES

The Most Advanced Motor Cycles the World Has Known

In presenting the 1925 range of "A.J.S." Motor Cycles, we know that they are going to add still further to the outstanding reputation already gained by these world-famous machines.

For 23 years "A.J.S." engineers and scientists have worked with one end in view—and their aim has been to offer the finest Motor Cycle human brains and ingenuity could produce.

That they have succeeded—and succeeded in a measure most people would have imagined impossible—is amply evidenced by the remarkable successes gained in every form of strenuous competition **all over the world**; and, moreover, these successes have been won on absolutely Standard machines exactly similar to those the Public can buy from us! We are particularly proud of this.

This remarkable efficiency of the "A.J.S." goes hand in hand with equally pronounced economy and long life—as indeed efficiency should.

Many people, however, imagine that a highly efficient machine is short lived and expensive to run and maintain. This is doubtless due to the fact that most manufacturers produce **Special** machines for their competition work, and in their endeavour to obtain a big power output, necessarily sacrifice durability and reliability. We say **necessarily**, because it is not an easy matter to produce an engine efficient in every direction and yet make it as reliable as a first-class Motor Cycle **should** be. "A.J.S." designers and engineers can do it simply because they have put 23 years' intensive study into the problem.

It is, perhaps, scarcely necessary to observe that there are many machines on the market, the **appearance** of which is really splendid, and the claims made by the various manufacturers are often most cleverly put forward—but, after all, the shrewd buyer demands something more than shining enamel and glittering nickel plating—he needs something more than the empty outpourings of a well-paid advertisement writer. He needs **proof** of the excellence of the machine he is about to purchase, for he doesn't buy a Motor Cycle every day, and, in any case, the **cheapest** Motor Cycle costs more than most people like to waste.

We have yet to meet the man who has made a good bargain through buying a "Cheap" machine. The "A.J.S." costs a trifle more in first cost than some other Motor Cycles, for the same reason that a well-built house costs more than a "Jerry-built" house; and for the same reason, the "A.J.S." costs far, far less to run and maintain, and ultimately proves itself to be in actual fact the **cheapest** machine it is possible to own, quite apart from the satisfaction and pride of ownership experienced by its proud possessor, who knows that there is no finer machine on the road than the "A.J.S." which he is riding.

That Motor Cyclists in Australasia are rapidly realising the true economy and satisfaction derived from owning an "A.J.S." is clearly proved by the enormous and rapid increase in sales that is taking place.

1924 showed a sales increase in Australasia alone of 540% over 1923, and this increase would undoubtedly have reached 1000% had it been possible to obtain sufficient machines from the factory, but, unfortunately for us in Australasia, the world-wide demand for "A.J.S." Motor Cycles was so insistent and overwhelming that the factory was compelled to "ration" its output to buyers, and, although we got rather more than our share, we couldn't get nearly enough.

A. J. Stevens and Co. Ltd. have naturally made plans to cope with the ever-growing demand, and we look forward with confidence to a supply of "A.J.S." Motor Cycles which will be adequate to meet all possible requirements.

To those riders already in possession of "A.J.S." machines we wish them many years of continued pleasure and satisfaction from their Motor Cycles, and would ask them to favour us by letting us know if they are not getting absolute satisfaction, no matter how old their machines may be; and to those actual and prospective riders who have yet to experience the charm and delight that the "A.J.S." affords, we extend our heartiest invitation to them to call on us or our agents and so permit us the opportunity of proving that the "A.J.S." is unequalled and unapproachable for its sheer value from **every** viewpoint.

We would quote here from a letter recently received from an "A.J.S." owner, who evidently closely watches "A.J.S." successes at home and abroad.

He states: "It must be mighty difficult to advertise the complete list of 'A.J.S.' successes that take place all over the world. It seems to me that the 'A.J.S.' is so successful that it would be quite a change for it to be beaten.

"When another make of machine scores a decent success, people take notice and remark about it, simply because it doesn't often happen, but with the 'A.J.S.' success is so taken for granted that very often remarkably fine performances pass unnoticed."

That's just it. The "A.J.S." has made success a habit—a logical result of its superlative quality and design, and the world now accepts "A.J.S." successes as it accepts the rising of the sun—without comment and notice!

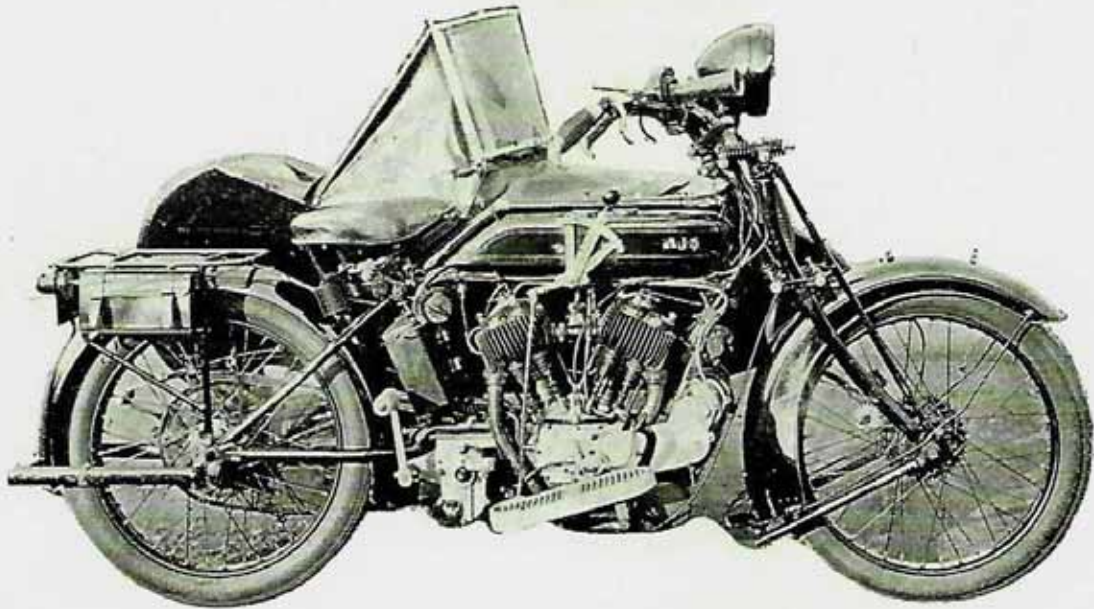
It **does** make it difficult for us adequately to advertise "A.J.S." performances, but we feel that there are thousands of discriminating men who no longer need to have the world-wide performances of the "A.J.S." continually brought to their notice, for the "A.J.S." has now won to the remarkable position where its quality, value and unparalleled excellence are taken as a matter of course.

In conclusion, it seems only logical that the machine—the "A.J.S."—that is acknowledged, even by its competitors, to be the finest Motor Cycle the world has produced, is the machine you should own.

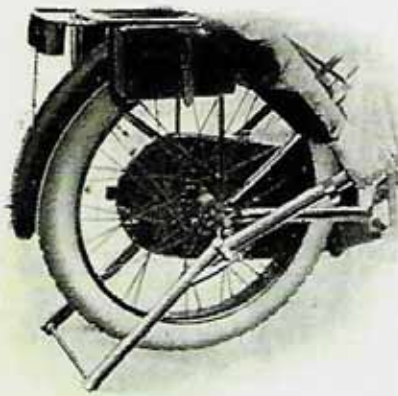
MOTOR **A.J.S.** CYCLES

PAGE THREE

7-18 H.P. DeLuxe Model "E1"



Embodying the latest British engineering practice throughout, this machine, with its 7-18 h.p. motor, gives its tremendous power without fuss or bother.



7 H.P. "A.J.S." Rear Stand.

The patent lever, as illustrated, enables the frailest rider to pull his machine on to the rear stand without the slightest physical strain, thereby eliminating any risk of injury liable to occur when bodily lifting machine by means of carrier, etc.

This operation is just as easy, even when sidecar is attached.

In the event of a puncture, or if it is desired to change the back wheel to the front and vice versa, the wheels can be removed in a few seconds, without in any way touching or interfering with the brakes or chains. Have a look at the illustration and see what a simple, easy job it is. It reduces three hours' work to three minutes! That's worth something! And a frail lady can lift the "A.J.S." on to its back stand, even with sidecar attached, by means of the "A.J.S." patent stand lever.

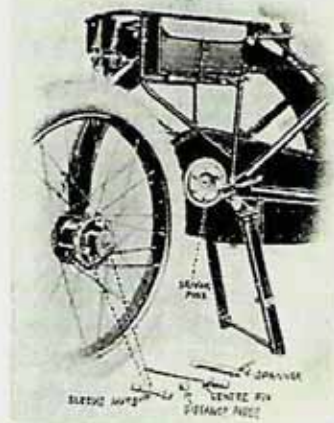
Every 7-18 h.p. "A.J.S." will do a minimum of 65 miles per gallon of petrol and 1,200 to 1,500 miles per gallon of oil with sidecar. The tank holds $2\frac{1}{2}$ gallons of petrol and one quart of oil.

The big ends of the connecting rods run on separate roller bearings of such immense strength that we guarantee them for 50,000 miles.

The engine throughout is of such superlative quality and design that EIGHTEEN ACTUAL BRAKE HORSE POWER is obtained, and its vibrationless, effortless running permit the longest journeys to be carried out without fatigue.

Engine vibration is an inherent fault in most Motor Cycle engines and is the cause of engine trouble, broken frames, physical fatigue to rider, etc. Every "A.J.S." engine is individually balanced by a specialist, and therefore engine vibration is unknown in an "A.J.S."

Notwithstanding the enormous power of the 7-18 h.p. "A.J.S." engine, which enables the steepest hills or the roughest going to be tackled with confidence, the effortless running and silky transmission permit a delightful crawl through the thickest traffic when desired. "The power of a cyclone, but as tame as a dove" best describes the "A.J.S."



"A.J.S." Detachable Wheel.

This special "A.J.S." feature has been proved by thousands of riders during the past decade to be the greatest practical boon ever known.

Eliminates all the labour and dirty and messy work of dismantling chain and unfixing brake controls, etc.; 40 to 50 seconds' work only, and wheel is out just as illustrated!

MOTOR **A.J.S.** CYCLES

PAGE FOUR

Not only is mechanical lubrication embodied in every "A.J.S.," but by means of the auxilliary hand pump, extra oil can be given at will when very heavy going is encountered.

Ignition is by finest quality high tension magneto, even on electrically equipped models, thus ensuring perfect functioning always.

The frame, perfectly designed for Australasian conditions, is of immense strength and as perfect as human skill can make it.

The three-speed gearbox, clutch and Renold's chain transmission have endured for over a decade—the world has produced nothing better. The reliability of the "A.J.S." transmission system is a byword.

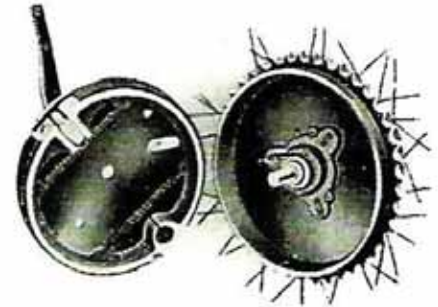
Heavy, non-skid, 26 x 3 inch cord tyres are given 40% extra life on the "A.J.S.," owing to the mechanical shock absorber fitted to the engine shaft, which effectively cushions every firing stroke of the engine. The whole transmission system lasts infinitely longer, too!

The enormous power of the "A.J.S." is perfectly balanced by the wonderful **Internal Expanding** brakes fitted. The internal expanding brake costs far more to make than the **External Contracting** type, but it is better, safer, and lasts ten times longer, so "A.J.S." fit it! You'll find this type of brake fitted to the most expensive Motor Cars.

Unbelievable comfort and security are afforded by 6 tough supple springs in the famous "A.J.S." Brampton Spring Forks. These forks are costly to make, naturally, but the comfort to the rider and the benefit to the machine generally are the reasons why the "A.J.S." has them. Cost is always a secondary consideration.

The "twist of the wrist" control to the carburettor means comfortable control all day long.

The rider's feet rest on luxurious rubber footboards, patterned with deep, soft studs. In use it is just like standing on a soft lawn.



"A.J.S." Internal Expanding Brake.

Identical in construction and efficiency with the brakes fitted to the most expensive motor car in the world. Complete dependability under all conditions, therefore the rider's safety is at all times perfectly assured. This brake requires no attention with the exception of occasional adjustment at either end of the rod.

Stands to both back and front wheels are fitted, and they only come down when you make them do so. They don't shake loose

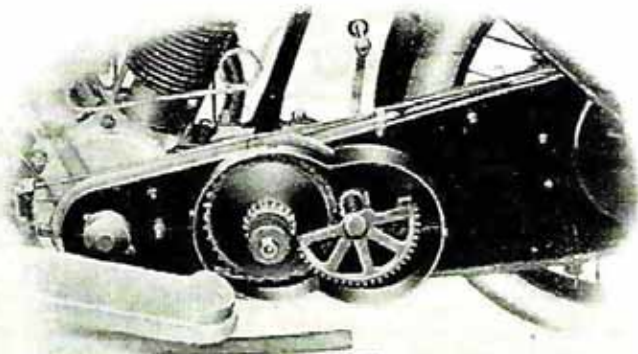
The splendid tool kit provided enables you to carry out all adjustments you are ever likely to require easily and unaided. It doesn't cost you anything for workshop repairs.

The chain cases, made of steel by the most highly skilled workers in the world, afford such wonderful protection to the transmission that many instances of chains lasting over 65,000 miles are reported. The value of these chain cases is self evident.

The Brooks' "Supple Seat" Saddle has proved itself to be the outstanding example of sheer luxury in riding, and every "E1" model "A.J.S." has it—more comfort than a spring frame with none of the disadvantages.

The machine weighs approximately 336 lbs., has a wheel base of 57 inches and a ground clearance of 6 inches.

The detachable heads of the "A.J.S." engine have been evolved and proved during 23 years of experiment and study. Any novice can decarbonise his engine in an hour-and-a-half, and, what is more important still, can be certain of replacing the heads satisfactorily.



A.J.S. CHAIN CASE
REMOVED, EXPOSING
SHOWING RINGED COVERS

WITH FRONT COVER
CLUTCH & KICK STARTER
FOR CHAIN INSPECTION.

7 H.P. Chain Cases.

These all steel chain cases—manufactured by the finest British craftsmen—ensure perfect running conditions for the chains. As a result of the protection afforded, records prove a chain mileage of over 60,000 miles per set of chains.

BRIEF SPECIFICATION.

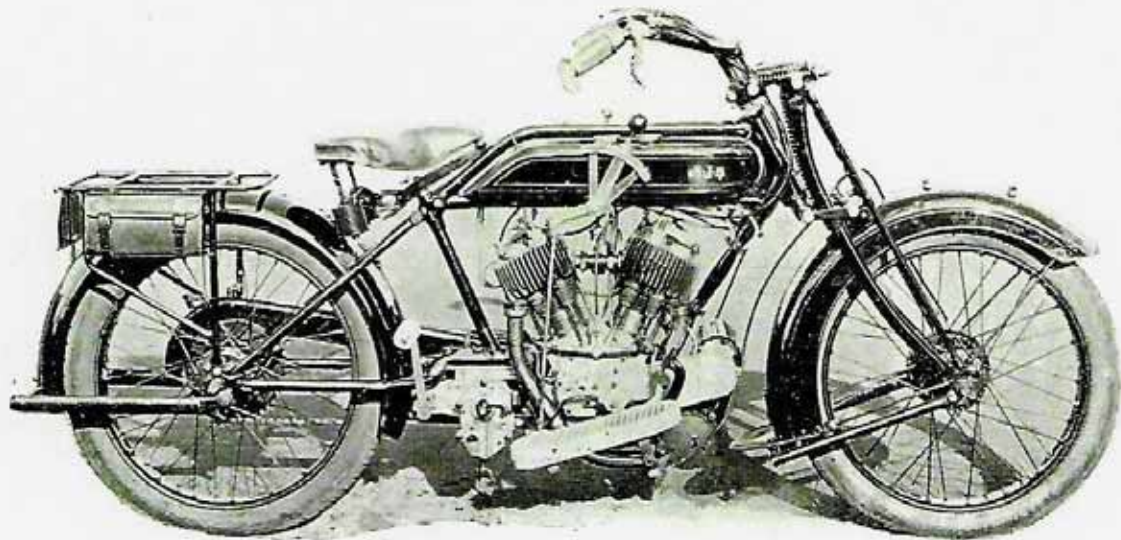
ENGINE	Twin Cylinder (74 x 93 m/m Bore and Stroke, 799 c.c. capacity), Detachable Heads, Aluminium Pistons, Roller Bearings to Big Ends of Connecting Rods, Shock Absorber to Engine Shaft, Interchangeable Valves, Mechanical Lubrication.	GEAR BOX	"A.J.S." manufacture throughout. Patent Gate Change-Speed Lever. Gear ratios 5.9:16 to 1. Ball bearings throughout.
IGNITION	High Tension Magneto, Variable Ignition.	TOOLS	A Tool Roll with full kit of best quality Tools is provided.
TANK	Capacity: Petrol $2\frac{1}{4}$ gallons, Oil 1 quart.	LIGHTING	Lucas manufacture complete with Accumulator, Head and Tail Lamps and Switch Box.
CHAINS	Hans Renold, $\frac{3}{8}$ in. pitch x $\frac{3}{8}$ in. wide. Extra strong.	TYRES	700 x 80, Rubber Studded.

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

MOTOR **A.J.S.** CYCLES

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7-18 H.P. STANDARD MODEL "E2"



Exactly similar to model "E1," with the following exceptions:—

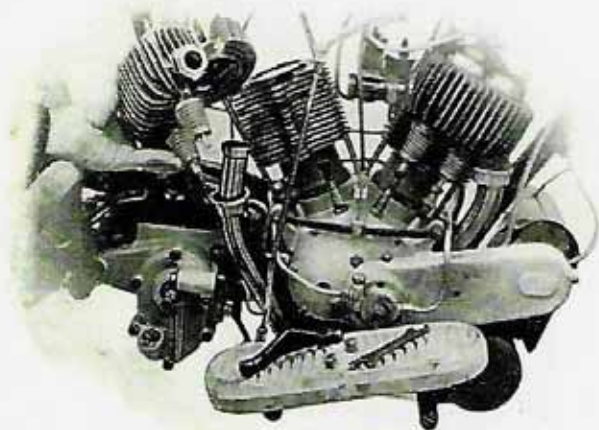
Chain guards are fitted instead of chain cases.

No lever to rear stand.

High quality ordinary type saddle instead of Brooks' "Supple Seat."

Front mudguard of different pattern.

In all other directions the "E2" is similar to the "E1," but the weight is approximately 316 lbs.

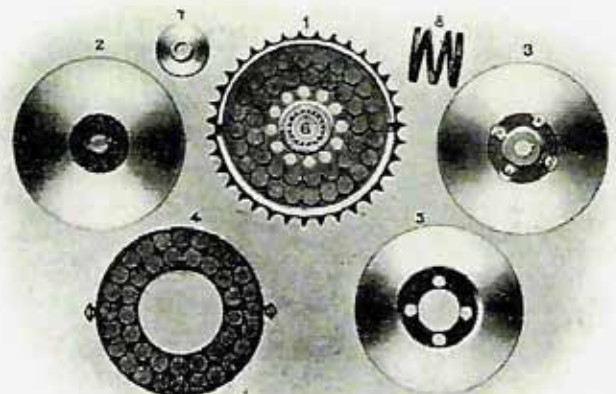


"A.J.S." Detachable Cylinder Heads.

Note the extreme simplicity of operation. Using one spanner to undo the two nuts, the cylinder head lifts completely off after loosening induction and exhaust pipe unions.

The same method of construction is adopted with the 2½ h.p. Single Cylinder models as with the 7 h.p. Twin Cylinder models.

Three minutes with the Twin Cylinder and less than two minutes with the Single Cylinder models are sufficient for this operation.



A.J.S. 7 HP CLUTCH PARTS.

"A.J.S." Clutch.

Here again extreme simplicity goes hand in hand—as usual—with highest efficiency.

MOTOR **A.J.S.** CYCLES

PAGE SIX

2½-12 H.P. DeLuxe TOURING MODEL "E3"



It is well known that the 2½ h.p. "A.J.S." was the pioneer of the light weight Solo Motor Cycle, and its complete and overwhelming success has effectively proved it to be the machine par excellence for Solo riding under all conditions.

Powerful, speedy, comfortable, exceptionally easy and safe to handle, doing 100 miles per gallon of petrol and 1,500 miles per gallon of oil, it is no wonder that the marvellous De Luxe Touring model "A.J.S." quickly caused the heavy weight machine to decline in popularity as a Solo mount.

Embodying all the world-famed features of the Twin Cylinder "A.J.S.," such as detachable cylinder head, mechanical lubrication, twist grip control, quickly detachable rear wheel, etc., the 2½-12 h.p. range of "A.J.S." models set an entirely new and higher standard of value.

The 2½-12 h.p. range of "A.J.S." Motor Cycles is not the result of a hastily conceived notion to put a light weight machine on the market simply because there existed a demand for this type of Motor Cycle. The "A.J.S." created this demand by the excellence of its performance, and we would caution buyers against being inveigled into purchasing an untried imitation.

The sum total of 23 years of experience, confirmed by winning 5 International Tourist Trophy races (Isle of Man) in 6 years, plus thousands of successes in the world's most strenuous competitions, have proved the correctness of "A.J.S." design. Let this experience and proof be your guide; none of us can afford to pay good money for a poor imitation.

The 1925 Model "E3" "A.J.S." is exactly similar in general constructional features to the "E1."

It does from 100 to 135 miles per gallon of petrol and 1,500 to 2,000 miles per gallon of oil. The tank holds 1½ gallons of petrol and 1 quart of oil.

650 × 65 tyres add to the general comfort of the machine.

The engine dimensions are 74 × 81 m/m bore, and stroke, 349 c.c. capacity.

It will crawl at a walking pace under perfect control in traffic, and will speed up to 55 to 60 miles an hour, and maintain this speed all day if desired.

The only cost of running this machine for tens of thousands of miles is petrol and oil, and, of course, tyres.

Its wheel base is 53½ inches, ground clearance is 5 inches, and height of saddle 28 inches. Weight approximately 214 lbs.

So simple and safe that young or old can enjoy its alluring fascination.

BRIEF SPECIFICATION.

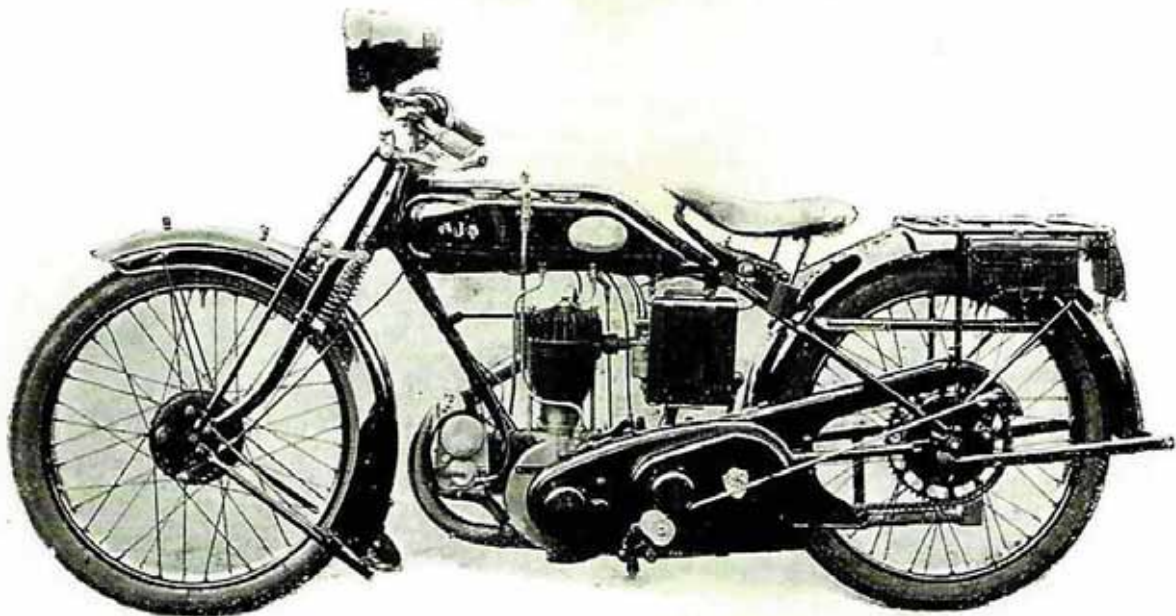
ENGINE	Single Cylinder (74 × 81 m/m Bore and Stroke, 349 c.c. capacity), Detachable Head, Aluminium Piston, Roller Bearing to Big End of Connecting Rod, Interchangeable Valves, Mechanical Lubrication, Shock Absorber.	GEAR BOX	"A.J.S." manufacture throughout. Patent Gate Change-Speed Lever. Gear Ratios, 5-5, 9-3, and 14 to 1.
IGNITION	High Tension Magneto, Variable Ignition.	TOOLS	A Tool Roll with full kit of best quality Tools is provided.
TANK	Capacity: Petrol 1½ gallons, Oil 1 quart.	LIGHTING	Lucas manufacture complete with Accumulator, Head and Tail Lamps and Switch Box.
CHAINS	Hans Renold, ½ in. pitch × 5/16ths in. wide.	TYRES	650 × 65, Rubber Studded.

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

MOTOR **A.J.S.** CYCLES

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2 $\frac{1}{2}$ -12 H.P. DeLuxe Sporting Model "E4"



As in the case of the "E3" De Luxe Touring Model, the "E4" De Luxe Sporting Model is offered as a ruggedly strong, safe, comfortable roadster Motor Cycle, with a turn of speed which is astonishing for a 349 c.c. side valve machine.

It has a power unit which has been specially designed and manufactured to give unusual speed and economy, and, furthermore, this power unit will give its maximum speed for as long as desired.

There are quite a few machines that can be forced to touch 50 or 55 miles an hour for perhaps a mile or so, but should the rider try to maintain this pace, the engine invariably tires or overheats, and if the machine be overdriven, seizure, perhaps a broken piston, or, at any rate, permanent distortion of the cylinder and piston result.

The "E4" Sports Side Valve "A.J.S." will do from 65 to 70 miles an hour and will positively maintain this speed as long as desired. The owner of one of these machines can have a friendly "scrap" on the road with any machine other than an "A.J.S.," with the certain knowledge that he can always give the other man his dust, and that his "A.J.S." will remain absolutely "fresh and ready to take on the next man."

We make a point of asking every "A.J.S." owner who enters our showroom how his machine is running, and the invariable answer is "Fine." That's just what you want—a machine that, no matter how hard you drive it, nor how long you own it, will always evoke your praise by its splendid performance.

Like all the other "A.J.S." models, the "E4" combines slow, sweet running with its tremendous speed, and can be easily controlled through the thickest traffic or on the worst roads in Australasia.

Robust 650 X 65 tyres are fitted to all "E4" models, and the rear wheel is quickly detachable.

Its detachable cylinder head enables its owner to keep the engine in tip-top tune all the time, for decarbonisation, etc., only takes about an hour. You can do it while you smoke a cigarette.

Most enthusiasts like to carry out their own tuning and adjustments, but very often the design makes any important work impossible for the average rider.

With the "A.J.S.," the unusual simplicity and cleverness of design affords even the novice the satisfaction of being able to "take it to bits" with confidence, and to re-assemble it just as satisfactorily as an expert mechanic.

There's a lot of fun to be had, for those mechanically inclined, in taking the "A.J.S." engine to pieces and inspecting the superb British workmanship reflected in every part.

The owner is thus able to see for himself the remarkable care and precision of workmanship that characterises the "A.J.S." and enables it to put up such remarkable performances and outlive most other machines on the market.

The illustration clearly shows the sporting appearance of the machine. It can also be seen that a most natural position for the rider is provided, and thus the "E4" model is perfectly controllable, safe and comfortable at its highest speed, as indeed are all "A.J.S." machines—they're designed that way.

BRIEF SPECIFICATION.

ENGINE	Single Cylinder (74 x 81 m/m Bore and Stroke, 349 c.c. capacity), Detachable Head, Aluminium Piston, Roller Bearing to Big End of Connecting Rod, Interchangeable Valves, Mechanical Lubrication, Shock Absorber.	GEAR BOX	"A.J.S." manufacture throughout. Patent Gate Change-Speed Lever. Gear Ratios, 5-5, 9-3, and 14 to 1.
IGNITION	High Tension Magneto, Variable Ignition.	TOOLS	A Tool Roll with full kit of best quality Tools is provided.
TANK	Capacity: Petrol 1½ gallons, Oil 1 quart.	LIGHTING	Lucas manufacture complete with Accumulator, Head and Tail Lamps and Switch Box.
CHAINS	Hans Renold, ½ in pitch x 5/16ths in. wide.	TYRES	650 x 65. Rubber Studded.

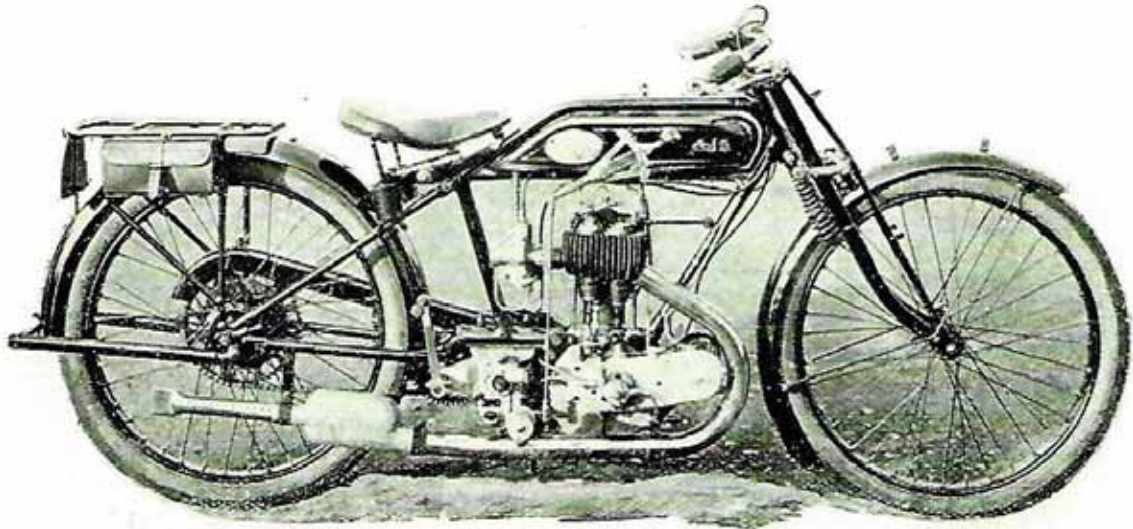
General measurements and weight approximately similar to E3 model.

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

MOTOR **A.J.S.** CYCLES

PAGE EIGHT

2 $\frac{1}{2}$ -12 H.P. STANDARD "E5"

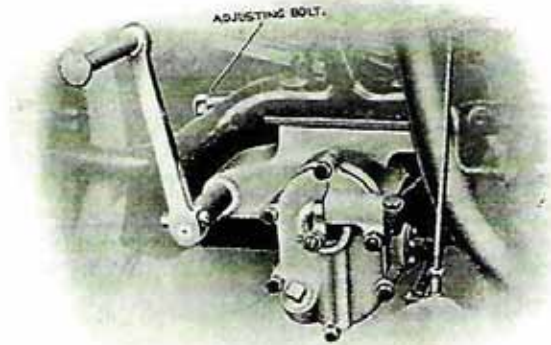


This machine is identical with model "E4" save for the absence of certain refinements. For instance, it lacks the quickly detachable rear wheel, it hasn't the totally enclosed front chain, a substantial chain guard being fitted in lieu. It has a different saddle and front mudguard, etc., but the "A.J.S." quality is just as high throughout.

The "E5" model enables those shrewd, discriminating riders, who cannot afford one of the more completely equipped "A.J.S." models, to purchase an "A.J.S." at a popular price.

Fundamentally, it is similar to the "E4" model, for it has the same engine, gearbox, frame and tank, but, as before explained, it does not carry such a complete and luxurious equipment.

It is just as high in value for money as the rest of the "A.J.S." range of models. It will give the same unflinching service, it will be equally as durable and satisfactory, and the man for whom price is the most important consideration will find in the "A.J.S." "E5" model a Motor Cycle that, at its price, has no equal; in fact, has no serious competitor.



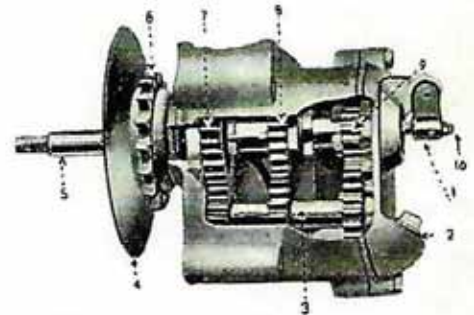
"A.J.S." Gear Box in Position.
Clean, neat and practical design. "A.J.S." gear boxes are noted for their strength and reliability.

The "A.J.S." Factory never has, and never will, sacrifice "A.J.S." quality for any price consideration.

The "E5" is of the same quality—exactly—as the "E1" De Luxe Twin Cylinder model.

You can buy any "A.J.S." model with full confidence, knowing that you are purchasing a machine made famous by its performance.

As the Rolls Royce car has often been quoted to indicate the ultimate degree of excellence in any product, so now are motor cyclists quoting the "A.J.S." in a similar manner, and it is no idle claim to put the "A.J.S." and Rolls Royce in the same category in their respective fields.



"A.J.S." Gear Box in Section.
The sturdy and simple construction is immediately apparent. Only the finest nickel steel is used in shafts and pinions.

BRIEF SPECIFICATION.

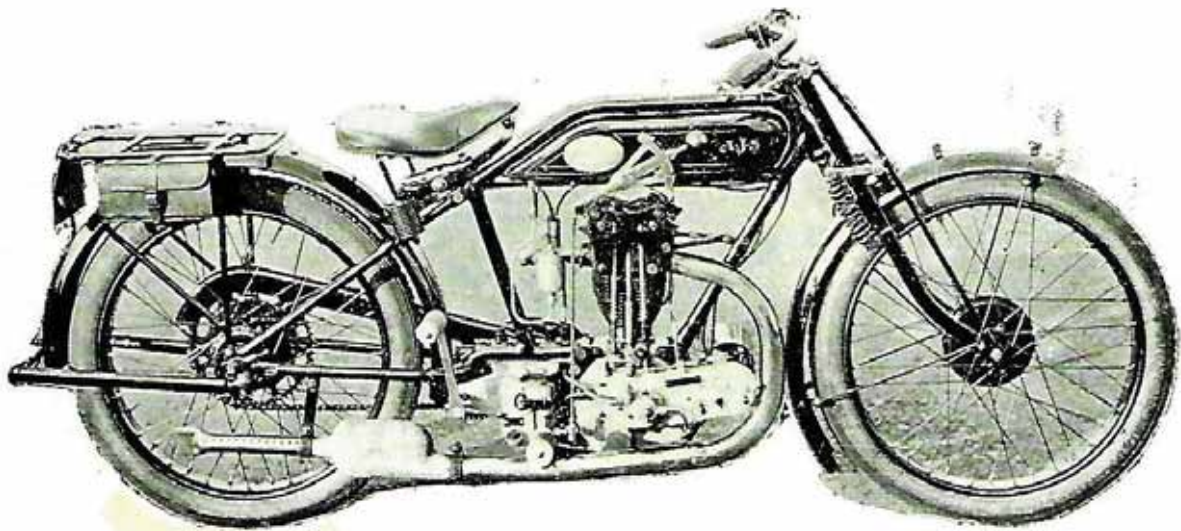
ENGINE	Single Cylinder (74 x 81 m/m Bore and Stroke, 349 c.c. capacity), Detachable Head, Aluminium Piston, Roller Bearing to Big End of Connecting Rod, Interchangeable Valves, Mechanical Lubrication, Shock Absorber.	GEAR BOX	"A.J.S." manufacture throughout. Patent Gate, Change Speed Lever. Gear Ratios, 5-5, 9-3, and 14 to 1.
IGNITION	High Tension Magneto, Variable Ignition.	TOOLS	A Tool Roll with full kit of best quality Tools is provided.
TANK	Capacity: Petrol 1 $\frac{1}{2}$ gallons, Oil 1 quart.	LIGHTING	Lucas manufacture complete with Accumulator, Head and Tail Lamps and Switch Box.
CHAINS	Hans Renold, $\frac{3}{8}$ in pitch x $\frac{5}{16}$ ths in. wide.	TYRES	650 x 65, Rubber Studded.

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

MOTOR **A.J.S.** CYCLES

PAGE NINE

2 $\frac{3}{4}$ -21 H.P. O.H.V. ROAD RACING MODEL



It is not often that one is able to realise a cherished dream, but those Motor Cyclists—and there must be many thousands—who have eagerly read of the startling and sensational successes of the "A.J.S." Road or Track Racing Motor Cycle must often have longed to possess such a mount, and they can now realise their ambition.

In the "E6" O.H.V. is offered a Motor Cycle identical down to the last nut and washer with the machines that have won the world's most fiercely contested speed events: that have demonstrated their unparalleled speed and stamina in Great Britain, France, Belgium, Italy, Germany, South Africa, India, Australasia, and, in fact, every part of the globe where important speed events are held.

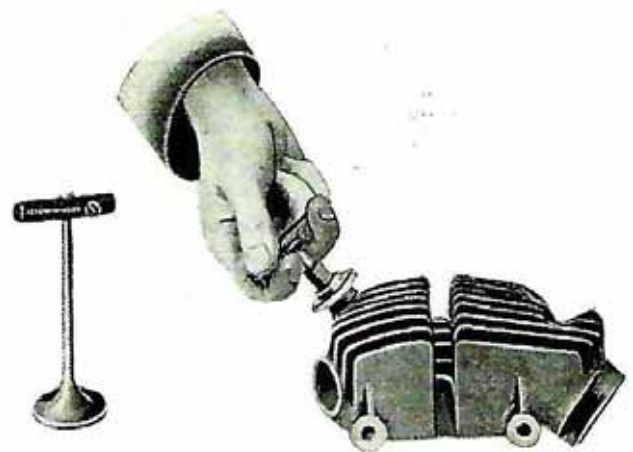
Bear in mind that the model "E6" is not a cheaper edition of the winning O.H.V. "A.J.S." machines. No, you can actually buy a genuine O.H.V. model capable of doing in your hands what is being done by other successful riders all over the globe.

Even when new, the E6 Model "A.J.S." is capable of approximately 70 m.p.h., but after a few hundred miles of reasonably careful running in, it can be tuned up by its owner, and will give speeds in excess of 80 m.p.h.

We are always willing to give any hints and tips in this direction to owners of E6 Models.

Study the illustration of this superb speedster. Note its graceful racing lines. Observe how perfectly every detail is carried out. Imagine yourself astride this thoroughbred. Couldn't you "clean up" everything on such a mount?

Speeds in excess of 92 miles an hour have been done on this model in Australia. The limit of speed is practically in your own hands, yet this machine has an engine that will tick over like a clock if you desire, but at a touch of the throttle will leap away and be in its mile a minute stride whilst most other machines would still be "thinking about it."



2 $\frac{3}{4}$ H.P. O.H.V. Cylinder Head.

The detachable head fitted to the "A.J.S." can be removed in a few moments, and valve grinding, usually such a difficult and irritating task, is rendered easy and, one might almost say, pleasant, owing to the special tool (illustrated) provided for this purpose.

MOTOR **A.J.S.** CYCLES

PAGE TEN

Its exhaust valve is of the "tulip type," the inlet valve being concave. Its aluminium alloy piston, with four narrow piston rings fitted to a connecting rod exquisitely machined all over, running on a massive roller bearing which is guaranteed for 50,000 miles, are some of the "parts that count," and, although this engine will "rev." at 6,500 revs. per minute and develop over 21 actual brake horse power, yet this enormous power output is not gained at the expense of reliability or durability.

Mr. Alan Bruce, whose repeated successes on Road and Track—invariably in competition with machines of four times the size, have set everybody talking—uses this model, and, although he has done well over 10,000 miles to date, and **practically all of this mileage with sidecar, too,** his machine hasn't given the first sign of trouble. Think of it! Racing, winning Speed Championships, gaining full points in the 24 hours' trial, winning meetings at Aspendale and the Motordrome at speeds in excess of 60 m.p.h., all with sidecar, and yet not an atom of trouble! It is no idle statement that of all the machines on the market the "A.J.S." alone could stand up to such hard work and still be in tip-top condition and good for another 10,000 miles of such work.

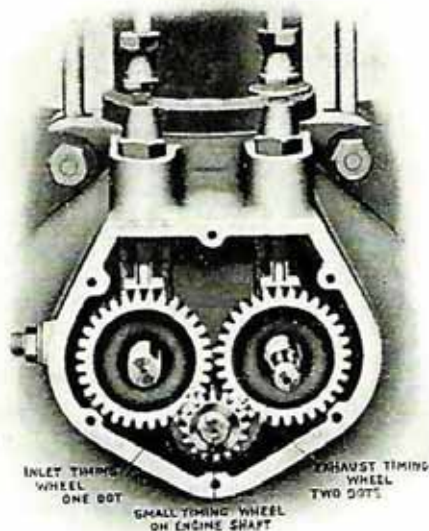
We mention Mr. Bruce's machine, for the gruelling work he has put it to so amply demonstrates not only the prodigious power of the engine, but the superabundant strength of every part—frame, gears, clutch, hubs, rims, spokes, forks, etc., etc.—and **that's what you want.** Speed certainly; but also absolute safety.

The general equipment and specification of this model is similar to the side valve sports models and therefore it is ideal for ordinary or fast touring work. It is not a freak, although possessing more speed than some freakish machines

which are now appearing on the market. Its special close ratio gear box, with nickel steel gears, enables its rider to effect a lightning-like get-a-way, and as many speed events are won or lost according to the competitors ability to get going immediately the flag drops, the importance of "get-a-way" cannot be over estimated.

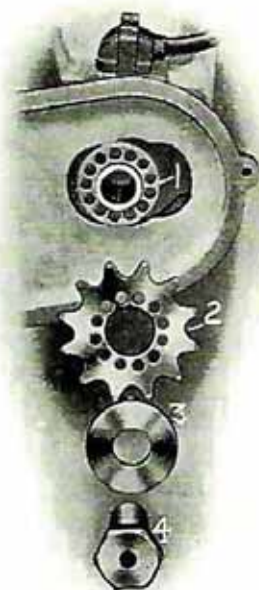
A kick starter is fitted, shock absorbers are fitted to spring forks and engine shaft, the rear wheel is quickly detachable, and, in fact, the general design not only permits the rider to beat anything on the road for sheer speed, but also allows its owner to tour in comfort and security wherever he would go.

At its price it represents the finest value ever offered. It is many pounds cheaper to buy than some O.H.V. machines which have no performances whatever to their credit.



The "A.J.S." Timing Gear (21 h.p. Models).

Note the remarkable simplicity and rugged strength resulting in practically everlasting wear.



"A.J.S." Magneto Timing—Vernier Adjustment.

Simple and perfect. The finest degree of adjustment is easily and quickly carried out without hammering or risk of damage to magneto.

BRIEF SPECIFICATION.

ENGINE	Ultra high efficiency Single Cylinder (74 x 81 m/m, Bore and Stroke, 349 c.c. capacity), Overhead Valves, Detachable Head, Aluminium Piston, Roller Bearing to Big End of Connecting Rod, Mechanical Lubrication.	GEAR BOX	"A.J.S." manufacture throughout. Patent Gate, Change Speed Lever. Gear Ratios, 5.52, 6.78 and 10.3 to 1.
IGNITION	High Tension Magneto, Variable Ignition.	TOOLS	A Tool Roll with full kit of best quality Tools is provided.
TANK	Capacity: Petrol 1½ gallons, Oil 1 quart.	LIGHTING	Lucas manufacture complete with Accumulator, Head and Tail Lamps and Switch Box.
CHAINS	Hans Renold, ½ in. pitch x 5/16 in. wide. Extra strong.	TYRES	650 x 65. Rubber Studded.
			General measurements and weight approximately similar to E3 model.

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

MOTOR **A.J.S.** CYCLES

HARD, COLD FACTS, NOT IDLE BOASTS

The successes of "A.J.S." Motor Cycles all over the world are so numerous that to attempt to enumerate all of them would be well nigh impossible. We give below a list of **Championships, Records, etc.**, gained since January, 1924. These victories have, it will be observed, been gained all over the world, and a slight idea of the thousands of other successes won on "A.J.S." machines can be gained from this unique list. Such a list amply demonstrates that the **"A.J.S." is the world's Champion Motor Cycle**, for it has had to meet and defeat the best machines the world can produce. An isolated important victory might conceivably be the result of luck, but no further proof will be needed by the discriminating reader that sheer excellence and merit alone are responsible for the supreme position of the "A.J.S." The large number and variety of championships won clearly demonstrate the consistency of the "A.J.S." everywhere.

In addition to the list below, we would point out that the "A.J.S." has won the Junior Tourist Trophy Race **FOUR TIMES**—1914, 1920, 1921 and 1922. The 2½ "A.J.S." also won the SENIOR Tourist Trophy Race in 1921, defeating the world's best 3½ h.p. machines; and the "A.J.S." also holds the unique record of being the only Motor Cycle in the world ever to gain the A.C.U. Reliability Premiership Trophy of England and Wales.

Speed Championship of Europe, 187 miles	"A.J.S." FIRST At 71 miles an hour	Victorian Sidecar Championship, under 600 c.c.	"A.J.S." FIRST
Also Record Lap	At 76 miles an hour	100 Mile Road Race, under 600 T.T., of Victoria	"A.J.S." FASTEST TIME
Scottish Speed Championship	"A.J.S." FIRST	Australian Championship, under 400 c.c., January 26, 1925, fastest time of the day!	"A.J.S." FIRST
Irish 50 Miles Speed Championship	"A.J.S." FIRST	350 c.c. Solo Championship of South Australia	"A.J.S." FIRST
Welsh 50 Miles T.T. Race	"A.J.S." FIRST	South Australian 5 Mile Championship	"A.J.S." FIRST SECOND
French Grand Prix	"A.J.S." FIRST	100 Mile Championship, South Australia, all powers	"A.J.S." FIRST
International Scratch Race (Copenhagen)	"A.J.S." FIRST	South African Tourist Trophy Race, 200 miles, 350 c.c.	"A.J.S." FIRST SECOND THIRD FOURTH FIFTH
Championship of Denmark	"A.J.S." FIRST	All "A.J.S." Machines finished within 8 minutes of winner's time.	
Hungarian T.T. Race	"A.J.S." FIRST	Australian 350 c.c. One-way Mile Record, A.J.S." at 92.3 miles per hour.	
Copenhagen Grand Prix	"A.J.S." FIRST	Australian One-way Mile Record, 600 c.c., "A.J.S." at 92.3 m.p.h.	
Circuit of Italy	"A.J.S." FIRST	Australian Two-way 350 c.c. Mile Record at 86.1 m.p.h.	
Circuit Di Belfiore	"A.J.S." FIRST	Australian Two-way 600 c.c. Mile Record at 86.1 m.p.h.	
Circuit Di Parma	"A.J.S." FIRST	Bundaberg (Queensland) under 600 c.c. Track Championship	"A.J.S." FIRST
West German Grand Prix	"A.J.S." FIRST	Perth, W.A., 3 Mile Open Championship	"A.J.S." FIRST
Tokio (Japan) Grand Prix	"A.J.S." FIRST	N.Z. Grand Prix (Hastings)	"A.J.S." FIRST
SHIDZUOKA RACE, JAPAN	"A.J.S." FIRST	Australasian Junior Championship (Auckland)	"A.J.S." FIRST
Italian Championship	"A.J.S." FIRST	W.A. Open Sidecar Championship	"A.J.S." FIRST
Record Laps International T.T. Races at 64½ miles an hour. This speed has never been equalled by any Motor Cycle or Motor Car of any power!		Australian Grass Track Mile Record broken by	"A.J.S."
Australian Junior Grand Prix	"A.J.S." FIRST SECOND THIRD	N.Z. Lightweight Championship, 1924	"A.J.S." FIRST
State Championship, N.S.W., unlimited powers and absolute fastest time	"A.J.S." FIRST	N.Z. Lightweight Championship, 1925	"A.J.S." FIRST
Australian Championship, January 1st, 1924, under 400 c.c.	"A.J.S." FIRST SECOND		

N.B.—This list is undoubtedly incomplete, but is sufficient to indicate the dominant leadership of the "A.J.S."

WIRELESS A.J.S. SETS



PEDESTAL CABINET RECEIVERS.

4-Valve only.
Made in
Light or Dark Oak
or Mahogany.

After years of experimenting A. J. Stevens & Co. (1914) Ltd. have produced a range of Wireless Receiving Sets which fully maintain the high standard of all A.J.S. products.

These sets are produced in large quantities at the Special Wireless Works, Walsall Street, Wolverhampton, and for clarity and tone are unsurpassed.

Simplicity of operation has been the quest of A.J.S. designers, and they have been so successful that perfect results can be obtained by those whose knowledge of any class of electrical apparatus is absolutely nil.

A.J.S. Wireless Sets are just as far ahead of other Receiving Sets as A.J.S. Motor Cycles are of their competitors.



UNIT SYSTEM CABINET RECEIVERS

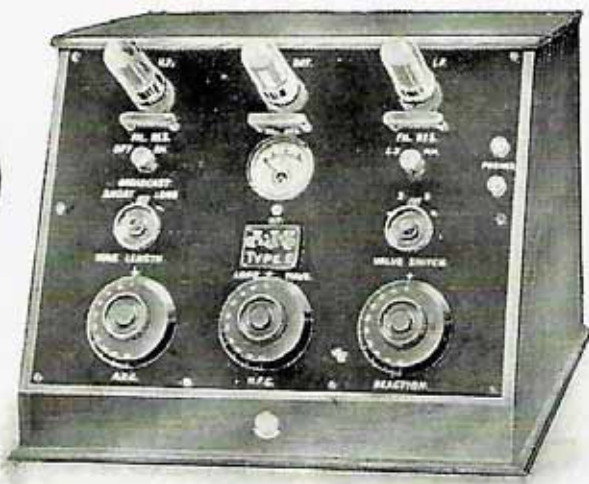
4-Valve only.
Three part sectional.
Made in
Mahogany or
Light or Dark Oak.

All Sets are supplied complete with all Accessories, including Valves, Batteries, 'Phones, Aerial Wire and Insulators, etc.



"A.J.S." LOUD SPEAKER.

One Model Only.
In three finishes.
"Matt" finish,
Metal Horn.
Oak Horn (wood)
Mahogany Horn
(wood).
All with E.P.
fittings.



"A.J.S." RECEIVERS.

Type D—2 Valve.
E—3 Valve.
F—4 Valve.

Made throughout by
A. J. STEVENS & CO. (1914), LTD., WIRELESS BRANCH, WOLVERHAMPTON, ENGLAND.

Write for further particulars and name of nearest Agent to the Australasian Representatives:—
R. V. BRISTOL & CO. PTY. LTD.,
Danks Buildings, Bourke Street, Melbourne.
220 Pitt Street, Sydney.
95 Courtenay Place, Wellington, N.Z.