

Sole Agents for London District:

Messrs. H. TAYLOR & CO., Ltd.,

21a Store Street, Tottenham Court Road, W.C.

*The*  
**A·J·S**

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

**Motor Cycles**



**NOTICE.**—As there will be **NO CHANGE** in the respective Models for the **1916 SEASON**, other than perhaps minor details, the particulars given herein for 1915 will apply in every respect.

A. J. STEVENS & CO. (1914) Ltd.

## IMPORTANT NOTICE!

**WE** ARE reluctantly compelled to give general notice to our private customers that when once their order has been placed in the hands of our agents, all enquiries concerning delivery of their machine must likewise be made through the agent, and in no case can we undertake to give information direct to the third party, viz. :—the agent's customer.

A moment's thought will show our clients how impossible it is for us to answer such questions as "When will my machine, ordered through Messrs. So-and-So, be ready?" Without such details as Order No., booked date of delivery, and other details which the agent alone possesses for such enquiries—to say nothing of the fact that we are not in a position to know to whom the agent intends to deliver the machines for which he has contracted—the possibility of our tracing any such queries for a satisfactory reply is quite beyond our powers.

The habit of making these enquiries to us direct has so increased of late that we are forced to issue this notice, and we feel sure that the matter only needs frank mention to ensure respect at the hands of our clients.

**ALL ENQUIRIES REGARDING DELIVERIES, ALTERATIONS FROM AND ADDITIONS TO SPECIFICATION, &c., OF MACHINES ALREADY ORDERED THROUGH AN AGENT, MUST PASS TO US THROUGH THE AGENT.**

**ALL ACCESSORIES, SUCH AS LAMPS, HORNS, SPEEDOMETERS, REGISTRATION NUMBERS, &c., WHICH THE CUSTOMER WISHES TO BE ATTACHED TO HIS MACHINE, MUST BE SENT THROUGH THE AGENT FROM WHOM THE MACHINE IS ORDERED.**

**A. J. STEVENS & CO. (1914) Ltd.**

Wolverhampton.

Even as the Diamond's scintillation is intensified by the ordeal of flame and fire, so does the stress of hard work serve but to emphasise the indestructibility of THE GEM OF THE MOTOR CYCLING WORLD—

The  
**A.J.S.**

N.B.—WHEN BUYING GEMS BEWARE OF IMITATIONS.



4 H.P. Combination with Hood, Screen, and Spare Wheel  
Interchangeable Detachable Wheels.

Sole Manufacturers :—

**A. J. STEVENS & CO. (1914) Ltd.,**  
**WOLVERHAMPTON.**

Offices and Repair Department : RETREAT STREET. Works : GRAISLEY HILL.

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-features :	Its Advantages :
ALL-ENCASED WEATHERPROOF CHAIN DRIVE.	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.
PERFECT ENGINE DRIVE—FROM THE FIRST WE HAVE PRODUCED AN ENGINE THAT DOES NOT REQUIRE A SHOCK ABSORBER.	The drive may be made as sweet as possible at will by means of the handlebar-controlled clutch.
IMPROVED CYLINDERS and DRAUGHT-FORCING RADIATOR FINS.	Perfectly cooled Engine with faultless running.
M.O. and INTERCHANGEABLE VALVES.	Perfect Valve action and Interchangeability.
ADJUSTABLE VALVE TAPPETS.	Allows adequate adjustment for wear.
IMPROVED EXHAUST AND SILENCER.	Maximum Engine silence.
HAND-CONTROLLED, IMPROVED MULTIPLE-PLATE, FREE ENGINE CLUTCH.	Leaves both feet at liberty. THE correct thing. Clutch has cork insets.
IMPROVED THREE-SPEED OR TWO-SPEED COUNTERSHAFT GEAR.	Large wearing parts and simple mechanism.
PATENT GATE CHANGE-SPEED LEVER.	Automatic positive stop for each gear.
ENCASED KICK-STARTER ON COUNTERSHAFT.	Engine can be started with back wheel on the ground.
IMPROVED INTERNAL EXPANDING REAR BRAKE.	Leaves wheel clear of Brake Rim, and provides powerful retarder with extremely smooth engagement.
PATENT "30-SECONDS" DETACHABLE WHEELS.	Either Rear, Front, or Sidecar Wheel can be detached within 30 seconds, and replaced or interchanged.
DRAW-OUT CENTRE-PIN, LEAVING BEARINGS UNTOUCHED.	Quick tyre repair, allowing Inner Tube to be completely taken out and replaced without removing rear wheel.
IMPROVED BRAMPTON "BIFLEX" SPRING FORKS.	Smooth, vibrationless running.
IMPROVED SUPER-STRONG STRAIGHT-TOP-TUBE FRAME, with INTERNALLY-GIRDERED TUBES.	Ample strength to stand all strains of heavy sidecar and overloading without interfering with the perfect balance and running of the machine.
SPECIAL ANTI-RUST PROCESS ON FRAME. WEATHERPROOF FINISH.	Good wearing finish, and durability.
IMPROVED MUDGUARDS AND MUDSHIELDS.	Great CLEANLINESS and perfect protection for Rider and working parts of the machine.
THE PERFECT SIDECAR.	The handsomest, cleanest, most capacious, luxurious and perfectly-equipped Sidecar it is possible to produce at the price.

N.B.—This Table refers equally to all our Models with the exception of the 2½ h.p., the rear wheel alone of which is of the patent quick detachable type.

PURCHASE THE A.J.S.  
and you get THE ORIGINAL.

## Introductory

Once more we take up the pen to bring up-to-date the chronicle of our products for a new season, and once more we are proud to report that the progressive movement of the A.J.S. models has been maintained to such good purpose that the public demand has again created for us a record during the past year.

### A.J.S. Progress

This, in the light of the present national stress and strain, is obviously a highly-gratifying tribute to us at the hands of the riding public, as we have not been able—up to the moment of writing—to reap the passing advantage enjoyed by some of our competitors in accepting Government orders for military purposes. Should our services in the matter, however, become imperative, it is, we hope, unnecessary to state that we should not be backward in doing our duty, even at the expense of our valued general clients.

Meanwhile our present pressure of business thus emphasises the increasing debt of gratitude owing by us to the public. This we are naturally only too glad to acknowledge, and our sincere thanks for their spontaneous tributes and expressions of praise are just as spontaneously reciprocated, with a determination to make our future products still more worthy the universal commendation bestowed.

In thus returning thanks for the splendid support we have experienced during the past season, we feel it incumbent upon us to at the same time express our sincere regret to all whom we have been forced to disappoint as regards deliveries; it needs no assurance from us that had it ever been possible to keep abreast of the demand, the commercial and industrial advantages accruing are alone a guarantee of our desire to do so. We are the more happy, therefore, to be in a position to say that the continual disappointments thus given and received are now in a fair way to be overcome; new and adequate works are now in active occupation by us, and will be in full swing in the near future, when every facility will be available for meeting any demand likely to be made on our resources. At the time of compiling this list, however, we are experiencing more than a little difficulty in obtaining supplies of raw material and labour, which naturally governs our output, but we are hoping that matters in this respect will shortly improve.

We again have the gratification of recording a still further increase in the number of our would-be imitators in point of general design. Their conversion to our methods and design is flattering, but the resulting product leaves us unmoved, as even with the best will in the world, Rome was not built in a few days—and so far from allowing ourselves to be deprived of the lead we hold, the opposite is the case. But the existence of these copyists should be, in itself, as gratifying to the vanity of our clients as it is to us; if any independent proof were wanting to persuade the waverer of A.J.S. merit, testimony of such a nature surely provides it.

### Our copyists

Last season we made our further bid for T.T. honours in the "Junior" class, with the result that our machines more or less swept the board. Welcome as such a sweeping win was for us, the knowledge that the "man who owns one" would feel an added pride and confidence in his machine meant more to us at the moment, as the additional influx of business resulting from such publicity could in no sense be taken advantage of, our output being then already strained to its limits. We knew the capabilities of our product, but we realised that it was "up to" us to prove it to our supporters. Hence our bid for honours and its happy results.

One further comment which we feel is not out of place in this personal introductory. We place before you this season a new model which we may say at once is, in our opinion, the best thing we have ever turned out—quite irrespective of the many detail improvements which it carries in common with our additional models. In this "double-purpose" mount we have undoubtedly touched the highest rung so far reached in our ladder of success, and it is our honest belief that, in its class, it meets the needs of an immeasurably larger body of riders than that desiring a mount specially adapted to either one set purpose or the other. The pleasures of side-carring are more and more infecting the ranks of the erstwhile soloist, while the confirmed sidecar user has, to a material extent, become such by reason of a deep-rooted feeling that, as a solo machine, his mount would feel something of a "handful." We are not concerned, for the moment, with the correctness or otherwise of such views, but content ourselves with placing in his hands a machine which we know is just as sweet and tractable to handle solo as it is efficient when under full passenger load. With our present range of models, therefore, we feel that we cater in the best possible manner for the various severe uses to which the motor cycle of to-day is put.

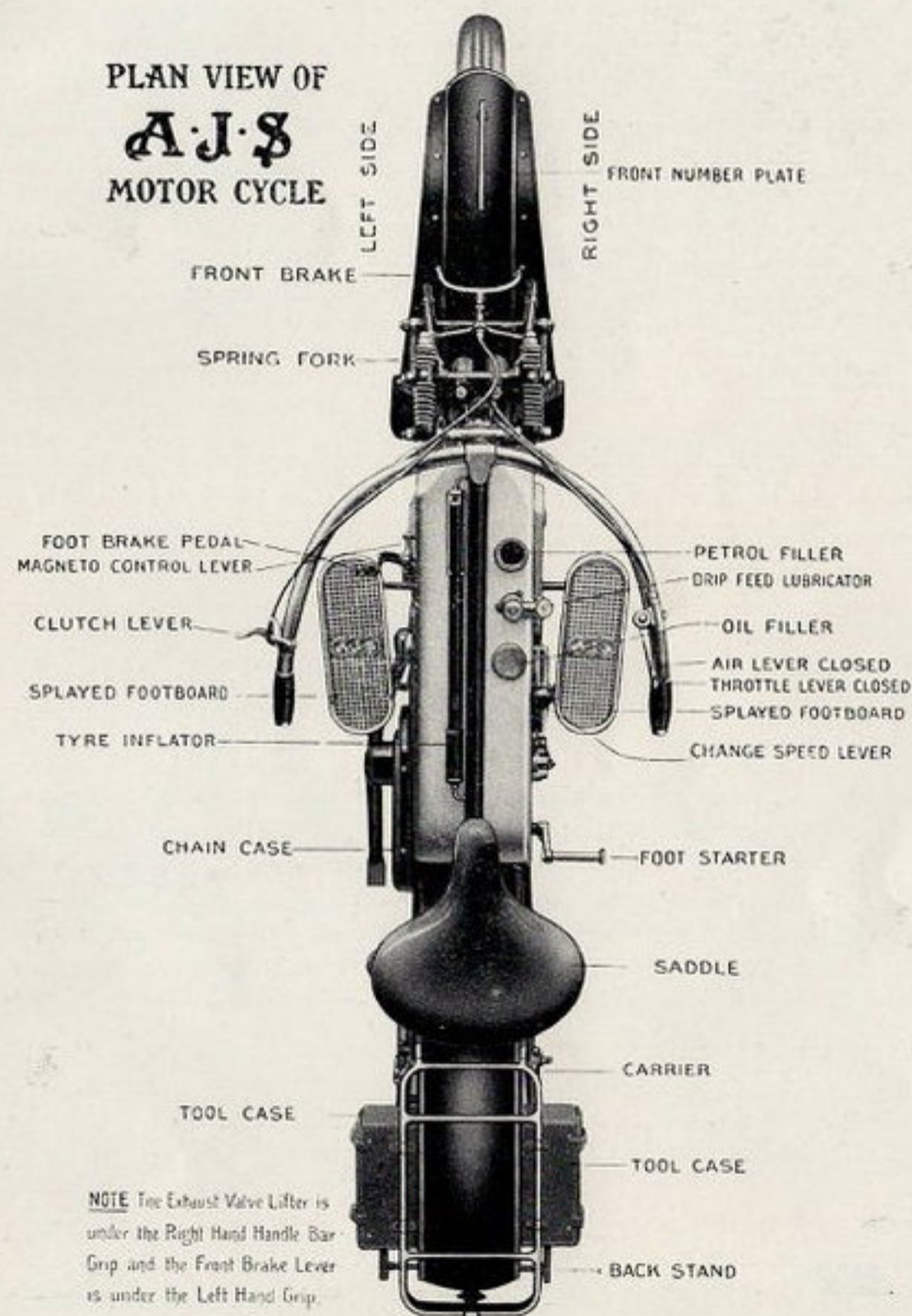
Our prefatory remarks would this year be incomplete did it not at least make passing reference to those members of our staff whose services are, it is earnestly hoped, but temporarily lost to us in their answer to the call of King and Country. All honour to them and theirs; we regret the passing loss of their valuable co-operation only second in intensity to our sorrow for the all-impelling reason which has called them from our midst.

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 1915 A.J.S. OUTFIT

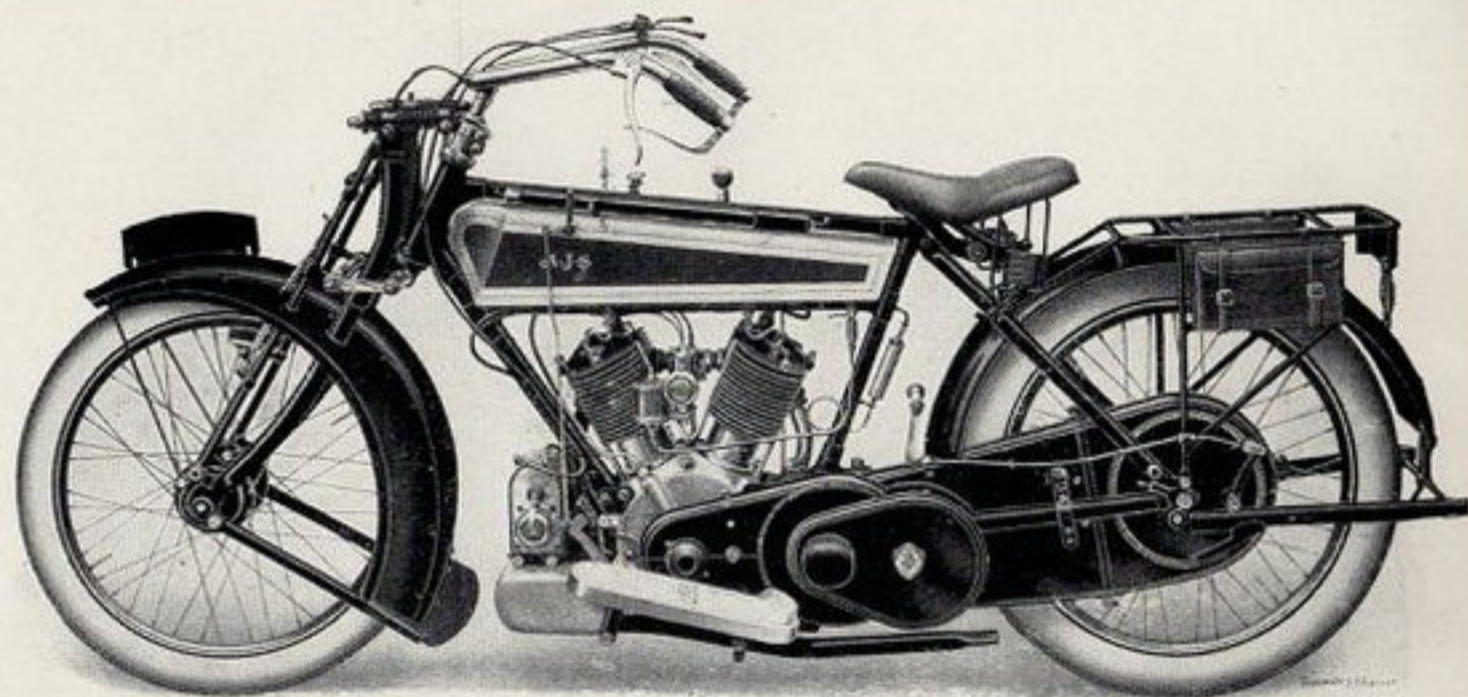
includes everything that is essential and desirable—  
everything that perfect Design, perfect Materials and  
perfect Workmanship can produce

—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.

PLAN VIEW OF  
**A.J.S.**  
MOTOR CYCLE

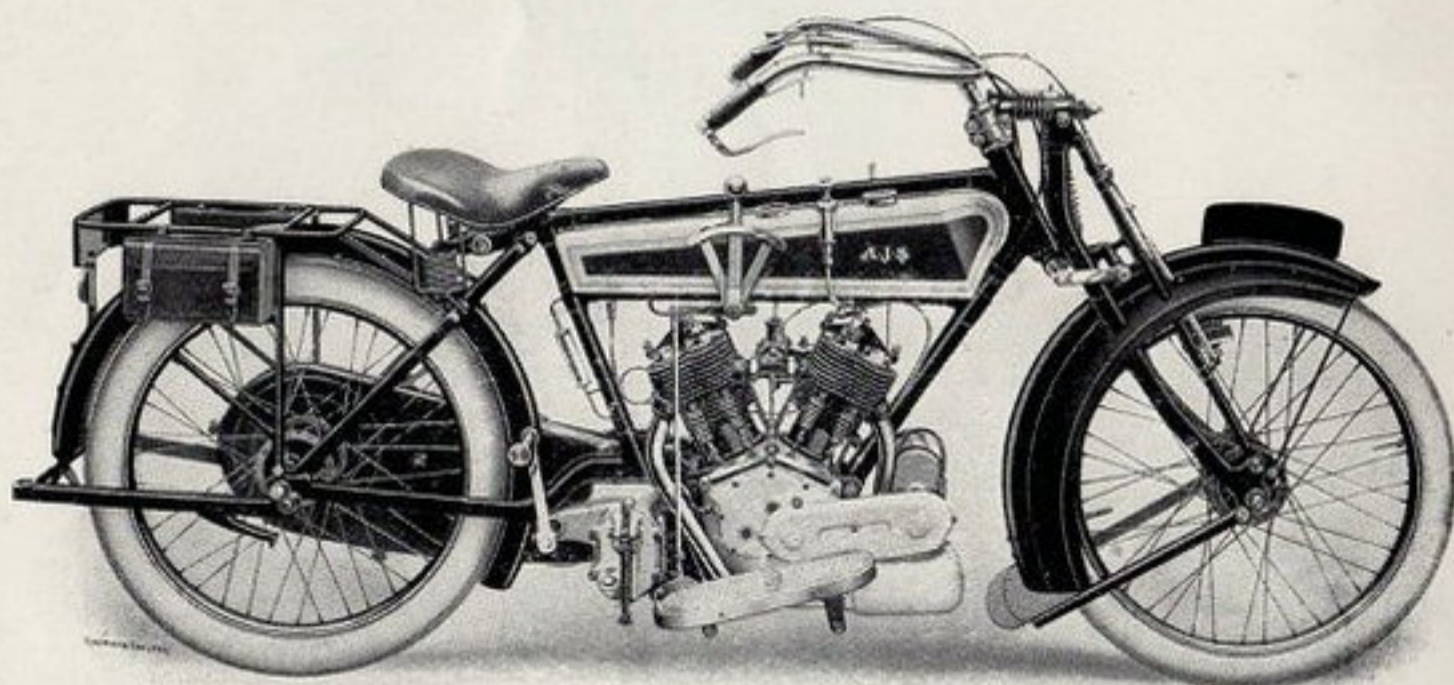


# THE Motor A.J.S. Cycles



RIGHT-SIDE ILLUSTRATION.

LEFT-SIDE ILLUSTRATION.



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, INTERNAL EXPANDING REAR DRUM BRAKE, AND KICK-STARTER. FITTED WITH A.J.S. PATENT DETACHABLE INTERCHANGEABLE WHEELS.

# THE Motor A.J.S. Cycles

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

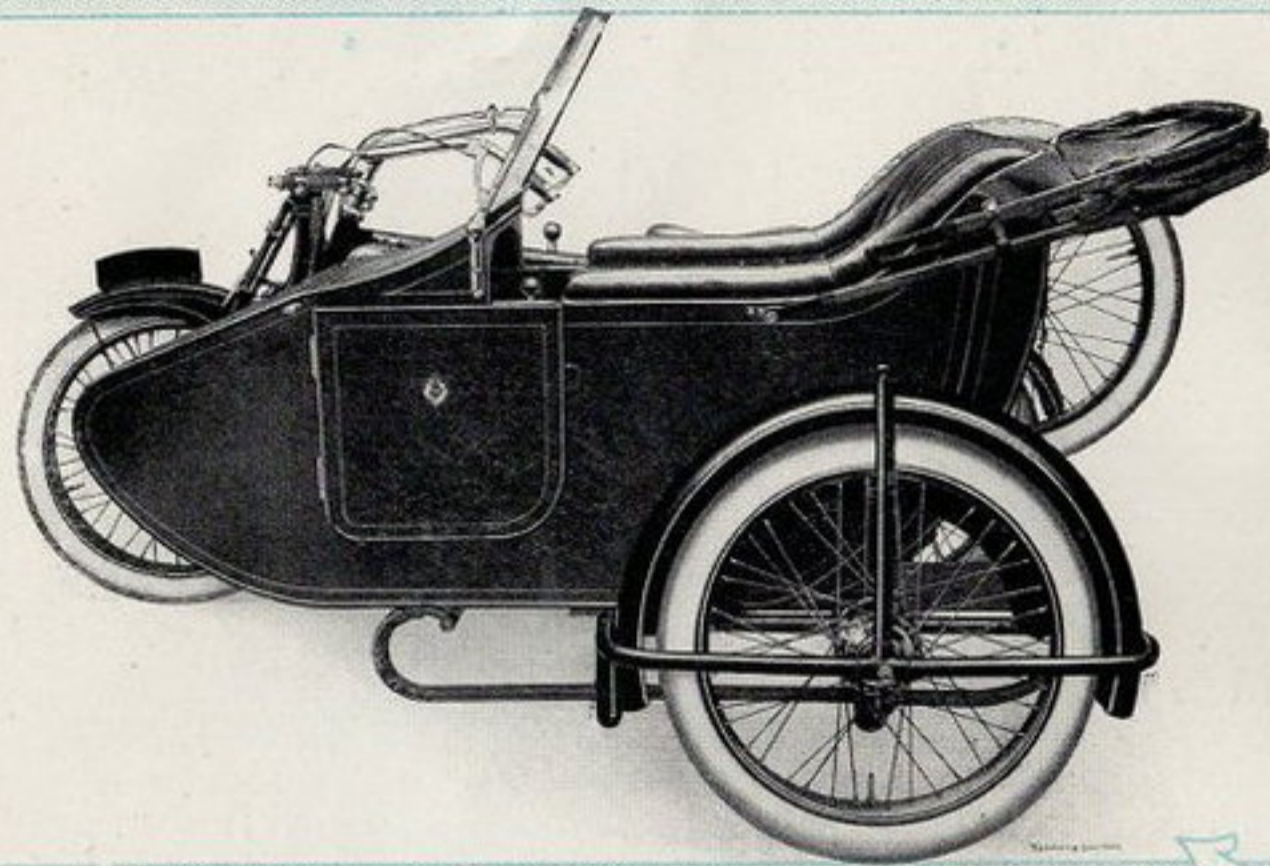
### SPECIFICATION

ENGINE . . . . .	Twin 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. Improved highly efficient Silencer.
CARBURETTER . . . . .	Improved 1915 A.M.A.C. Multiple Jet. Handlebar control.
FRAME . . . . .	Perfectly balanced, scientifically constructed with no bent tubes.
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, 2 gallons. Oil, 1½ quarts.
LUBRICATION . . . . .	Best & Lloyd, Semi-automatic, Sight Feed to Main Bearings and Big Ends of Connecting Rods, as in Car practice.
IGNITION . . . . .	"Splitdorf Magneto" Model E.V., enclosed type, driven by enclosed chain.
CHAINS . . . . .	"Hans Renold" extra strong Motor Cycle Chain, ½ in. pitch x ¼ 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-Starters 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, fitted with two Pannier Bags with steel outer cases.
TOOLS . . . . .	A Tool Roll with full kit of first quality Tools is provided.
FORKS . . . . .	"Brampton" Patent "Biflex," built to our special instructions. This Fork absorbs both vertical and horizontal shocks, and all links are adjustable for side-play.
WHEELS . . . . .	A.J.S. Patent. Both wheels are interchangeable and can be detached in under 30 seconds. To take out back wheel it is unnecessary to disturb the chain case, chain sprocket or mudguard. Wheels fitted with 650 x 65 flat base rims.
SADDLE . . . . .	The Leatheries, Ltd. "Empire-de-Luxe," with extra large Pan Seat. 30 in. from ground.
BRAKES . . . . .	Front, latest "Bowden" Patent, operated by Lever on Handlebar. Back, extremely powerful and smooth acting, 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 Patent Multiple Plate, with Cork insets. Hand-controlled by Lever on Handlebar. THE CORRECT POSITION.
MUDGUARDS . . . . .	The Front Mudguard has been specially designed for 1915 Models. Detachable Splayed Side Shields with an extra valance are fitted, giving perfect protection in bad weather. Back Mudguard 7 in. wide.
TYRES . . . . .	Back wheel fitted with 650 x 65 Extra Heavy Car Type Three-Ribbed. Front wheel fitted with 650 x 65 Heavy Car Type, Three-Ribbed.
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.
MEASUREMENTS	WHEELBASE, 4 ft. 9 in. WEIGHT, 280 lbs. CRANK-CASE CLEARANCE, 4½ in. OVERALL LENGTH, 7 ft. 2 in. OVERALL WIDTH, 2 ft. 2 in. OVERALL HEIGHT, 3 ft. 5 in.
REGISTRATION PLATES	Fitted ready for painting.

Price, complete - - - £84 0 0

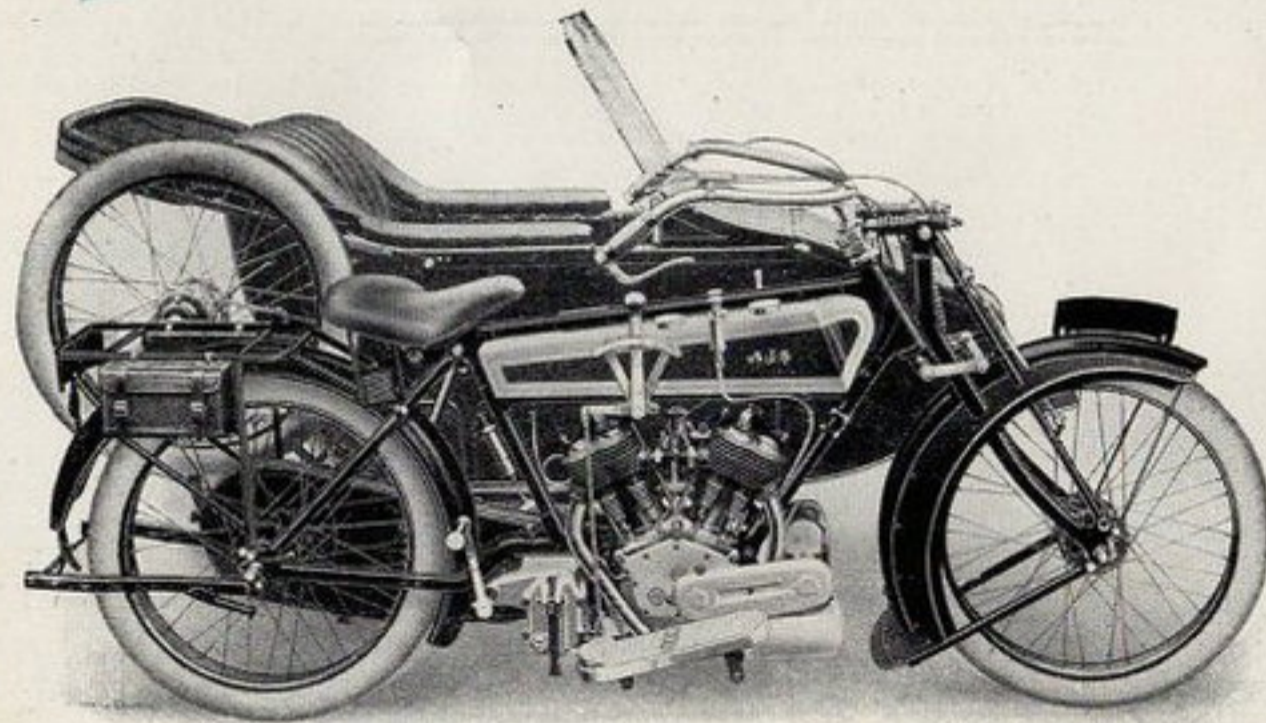
(We reserve the right to deviate from the above Specification and Price without notice.)

# THE Motor A.J.S. Cycles



RIGHT-SIDE ILLUSTRATION.

LEFT-SIDE ILLUSTRATION.



THIS is The 6 h.p. A.J.S. SIDECAR COMBINATION — without question the finest high-powered 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. (N.B.—Sidecar wheel is interchangeable with any other wheel on the outfit.)

# THE Motor A.J.S. Cycles

## 6 h.p. Three-Speed Passenger Combination

### SPECIFICATION

- MACHINE** . . . . . Precisely as Specification Standard Model "D" Passenger Machine shown on page 7.
- SIDECAR** . . . . . We have this season perfected a special Sidecar 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 sidecar 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. Mudguarding of the sidecar 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. There are no mudguard stays to rattle or break, as the guard is fastened to the chassis itself at three points. 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 body is fitted with a patent hinged extension, which serves the double purpose of giving added protection and warmth to the passenger and a means of fitting the wind screen much nearer to passenger than is possible with bodies not so fitted. The addition of this patent extension and the adjustable footrest to the body, and the incorporation of a detachable wheel in the chassis means extra cost, but we are sure that all thinking riders will agree that the added comfort and convenience are real needs, and should be part of the standard equipment of any Sidecar worthy of notice. The whole outfit is the last word in sidecar 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 "Levrine" 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. Ground clearance, full 6 in.
- SPRINGS** . . . . . Large three-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** . . . . . The wheel is fitted with 650 x 65 rim and is instantly detachable and interchangeable with the wheels of Motor Cycle.
- TYRE** . . . . . 650 x 65 Heavy Car Type.
- MUDGUARD** . . . . . 5 in. wide and fitted with Side-Shield, completely protecting passenger against mud and dust.
- LUGGAGE GRID** . . . . . This is strongly made of metal, very spacious, and is integral with the body. Therefore any luggage carried is insulated from road shocks exactly the same as passenger.
- FOOT-REST** . . . . . An adjustable foot-rest is fitted which adds greatly to the comfort of the passenger.
- LOCKERS** . . . . . A roomy locker is provided under seat, which will accommodate a two-gallon tin of petrol and a quart tin of oil, 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** . . . . . Sidecar only, 150 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 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.

Price, Complete Combination - £102 18 0  
 " Sidecar only - £18 18 0

EXTRA FOR SPARE WHEELS:

Wheel without Tyre	Wheel fitted with extra heavy 650 x 65 Car Tyre	Wheel fitted with 650 x 65 Light Car Tyre
£3 : 7 : 6	£6 : 6 : 3	£5 : 11 : 3

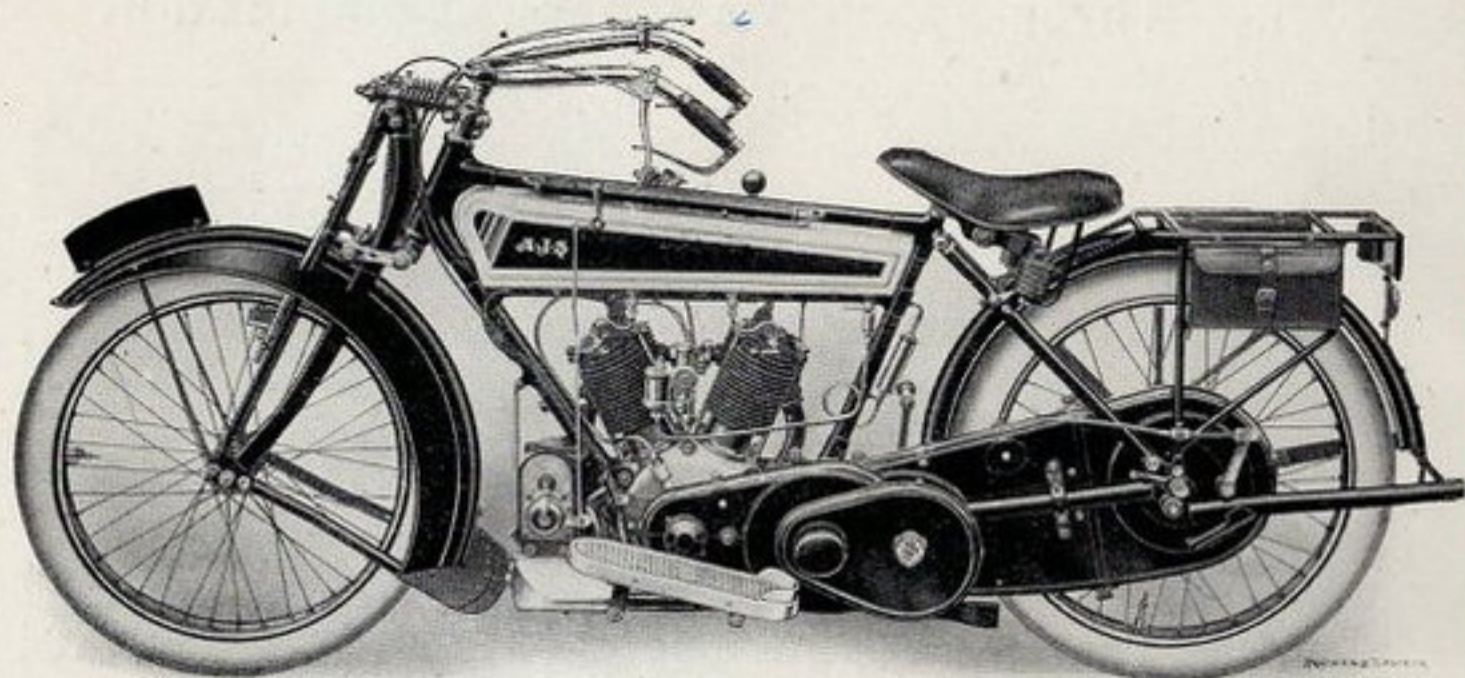
EXTRAS	Hood	Glass and Metal Frame Screen	Side Curtains	Storm-Proof Apron	Water-Proof Cover for Hood	Side Car Stand
	£2 : 4 : 0.	£1 : 16 : 6.	£0 : 16 : 6.	£0 : 19 : 9.	£0 : 11 : 0.	£0 : 8 : 3.

For £2 : 9 : 6 extra we can supply a "Sidecar De Luxe," upholstered with the finest possible material—Coach Painting of the highest class, and finished with plated metal heading etc., and fitted with metal folding Luggage grid. This De Luxe Model is equal to any Sidecar on the market.

**ELECTRIC LIGHTING SET**—LUCAS' DYNAMO OUTFIT, complete with headlight, sidelight, and tail lamp, switch, batteries, &c., will be supplied at maker's current prices. Price of fitting to outfit, net extra £2 : 10 : 0.

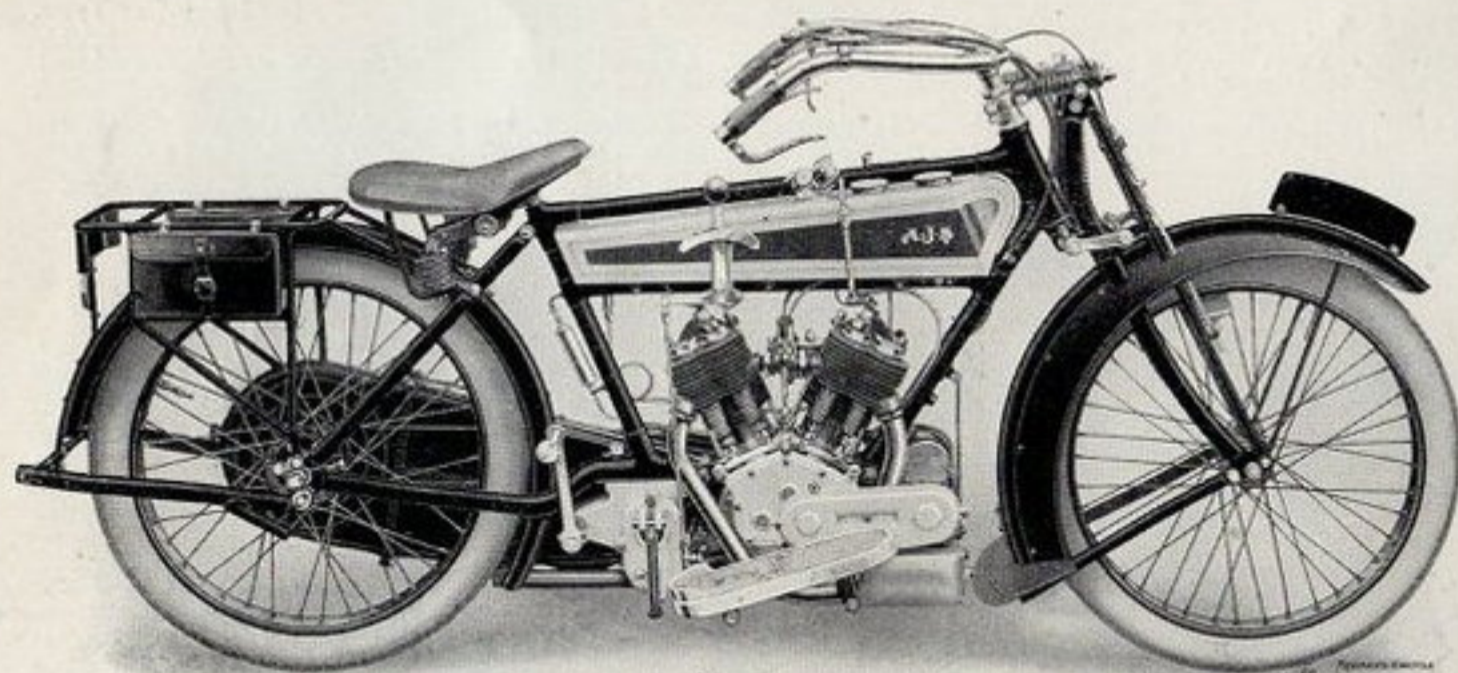
**SPEEDOMETER**—We can supply either the WATFORD, COWEY, or SMITH'S Instruments, these firms making special fittings to attach to our forks and drive.

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



RIGHT-SIDE ILLUSTRATION.

LEFT-SIDE ILLUSTRATION.



THIS is our new 4 h.p. Twin "A.J.S. Model A" incorporating our pioneer features of ALL-ENCASED WEATHERPROOF CHAIN DRIVE, INTERNAL EXPANDING REAR DRUM BRAKE, HAND-CONTROLLED CLUTCH, THREE-SPEED COUNTER-SHAFT GEAR, PATENT GATE CHANGE, AND KICK-STARTER. Specially suitable for Solo use. FITTED WITH "A.J.S." PATENT DETACHABLE INTERCHANGEABLE WHEELS.

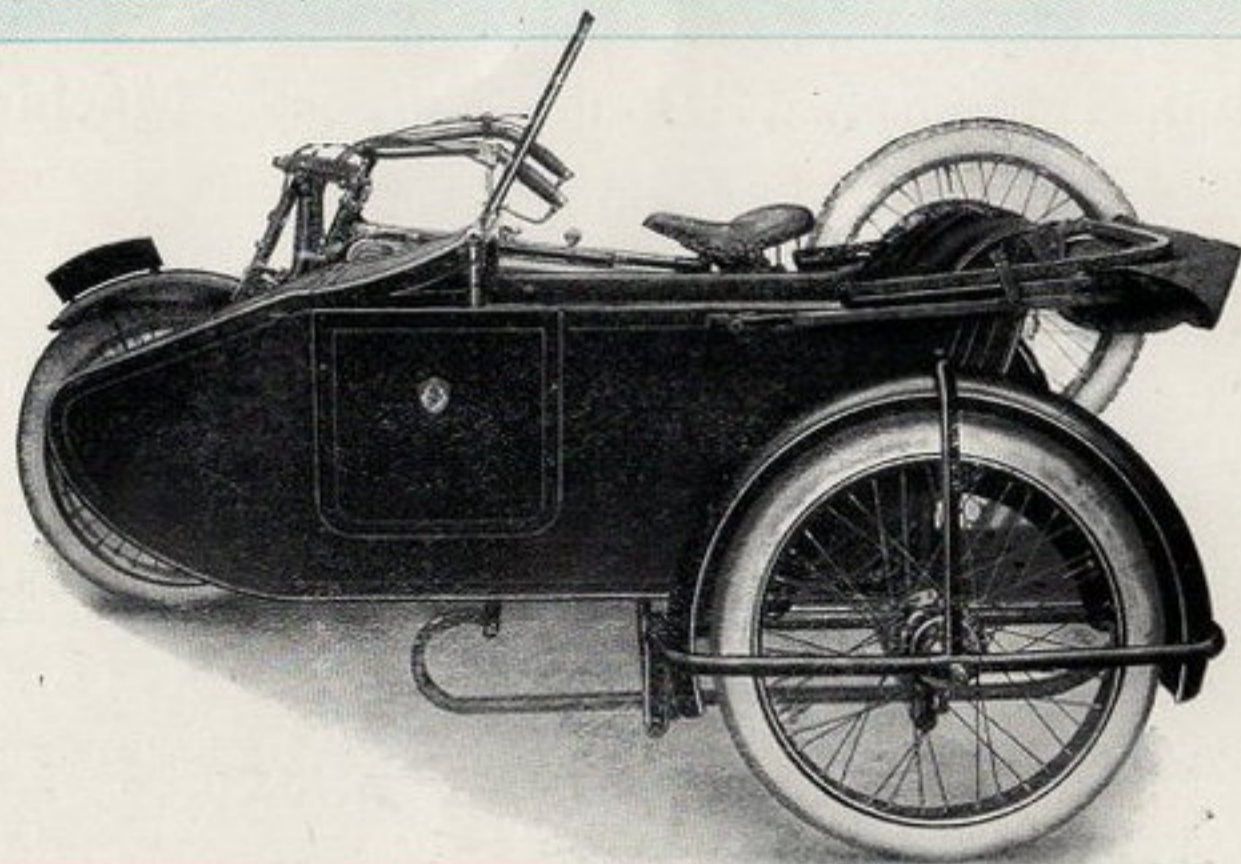
## 4 h.p. Three-Speed "Double-Purpose" Machine Model A

### SPECIFICATION

ENGINE . . . . .	Twin Cylinder (65 x 83 m/m Bore and Stroke, 550 c.c. capacity). Cylinders set at 50° Manufactured throughout in our own Works. All Valves large, mechanically operated, and interchangeable. Adjustable Valve Tappets. Large and efficient Aluminium Silencer.
CARBURETTER . . . . .	Improved 1915 A.M.A.C. Multiple Jet. Handlebar Control.
FRAME . . . . .	Perfectly balanced, scientifically constructed with no bent tubes.
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, 15 pints. Oil, 2½ pints.
LUBRICATION . . . . .	Best & Lloyd Semi-Automatic, Sight Feed to Main Bearings and Big Ends of Connecting Rods, as in Car practice.
IGNITION . . . . .	"Splitdorf Magneto" Model E.V., enclosed type, driven by enclosed chain.
CHAINS . . . . .	"Hans Renold" extra strong Motor Cycle Chain, ½ in. pitch x ¼ 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-Starters 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 . . . . .	"Brampton" Patent "Biflex," built to our special instructions. This Fork absorbs both vertical and horizontal shocks, and links are adjustable for side play.
WHEELS . . . . .	A.I.S. Patent. Both wheels are interchangeable and can be detached in under 30 seconds. To take out back wheel it is unnecessary to disturb the chain case, chain, sprocket or mudguard. Wheels fitted with 650 x 65 flat base rims.
SADDLE . . . . .	The Leatheries, Ltd. "Empire-de-Luxe," with extra large Pan Seat. 29½ in. from ground.
BRAKES . . . . .	Front, latest "Bowden" Patent, operated by Lever on Handlebar. Back, extremely powerful and smooth acting, 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, 5½, 9 and 15 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 Patent Multiple Plate, with Cork Insets. Hand-controlled by Lever on Handlebar. THE CORRECT POSITION.
MUDGUARDS . . . . .	The Front Mudguard has been specially designed for 1915 Models. Detachable Splayed Side Shields with an extra valance are fitted, giving perfect protection in bad weather. Back Mudguard extra wide.
TYRES . . . . .	650 x 65 Three-Ribbed Car Type of heavy section.
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.
MEASUREMENTS . . . . .	Wheelbase, 4 ft. 7 in. Length over all, 7 ft. Width over all, 2 ft. 1 in. Height over all, 3 ft. 3 in. Crank-case Clearance, 5½ in.
WEIGHT . . . . .	236 lbs.
REGISTRATION PLATES . . . . .	Fitted ready for painting.

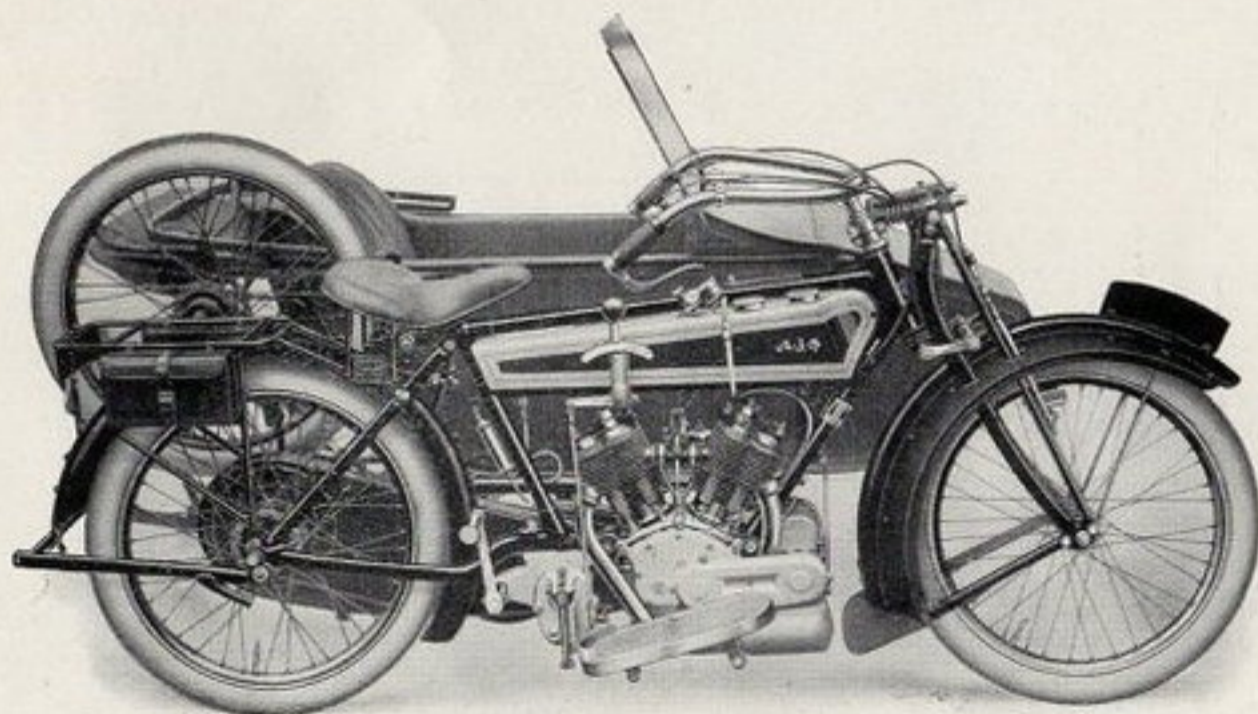
Price, complete - - - - £76 0 0

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



RIGHT-SIDE ILLUSTRATION

LEFT-SIDE ILLUSTRATION



THIS is our new 4 h.p. twin "DOUBLE-PURPOSE" Model A, harnessed to its specially-designed sidecar outfit. The combination virtually forms a complete replica of the famous 6 h.p. 'A.J.S.' Combination except in dimensions, horse power, and total weight. In its class this vehicle stands absolutely alone and unrivalled, and includes all the distinctive 'A.J.S.' features found in the larger model.

## 4 h.p. Three-speed Passenger Combination

### SPECIFICATION

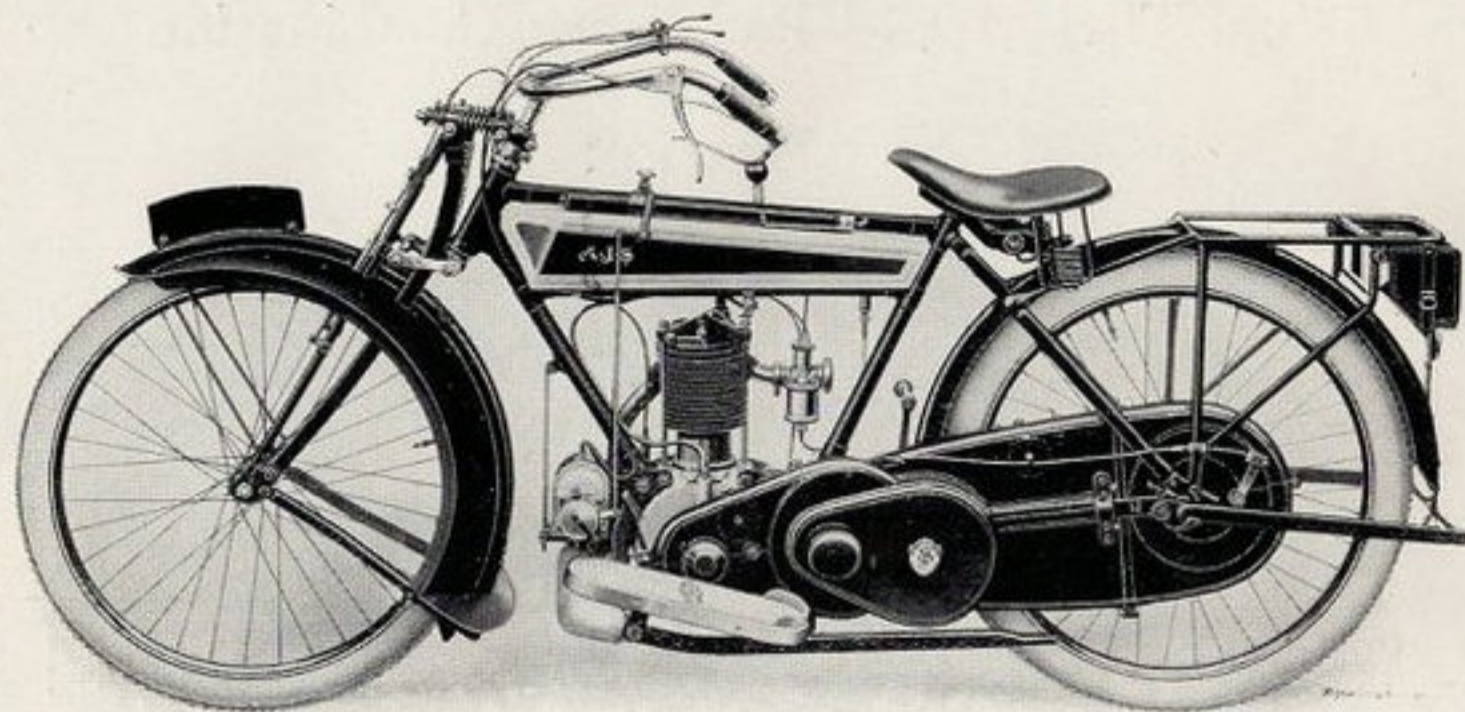
- MOTOR CYCLE . . . . . Precisely as Specification Standard Model A on page 11.
- SIDECAR . . . . . We have this season perfected a special Sidecar for use in conjunction with our 4 h.p. model, and have no hesitation in offering this as a product which stands as far in advance of its kindred as does the A.J.S. machine for which it is built to suit. The chassis is all that a sidecar 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. Mudguarding of the sidecar wheel has been studied as carefully as that on the motor cycle itself. The Guard is 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 wheel is instantly detachable by unscrewing one bolt only, and is interchangeable with both wheels of Motor Cycle. 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 body is fitted with a patent hinged extension, which serves the double purpose of giving added protection and warmth to the passenger and a means of fitting the wind screen much nearer to passenger than is possible with bodies not so fitted. The addition of this patent extension to body and the incorporation of a detachable wheel in the chassis means extra cost, but we are sure that all thinking riders will agree that the added comfort and convenience are real needs, and should be part of the standard equipment of any Sidecar worthy of notice.
- BODY . . . . . Coach built throughout, made under our own personal supervision. Only the best well-seasoned timber is used. Beautifully upholstered with Levrine 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. The lowest part of Chassis clears the ground by 6 inches.
- SPRINGS . . . . . Large three-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 . . . . . The wheel is fitted with 650 x 65 rim, and is instantly detachable and interchangeable with the wheels of Motor Cycle.
- TYRE . . . . . Non-skid 26 x 2½ to fit 650 x 65 Rim.
- LUGGAGE GRID . . . . . This is strongly made of metal, very spacious, and is integral with the body. Therefore any luggage carried is insulated from road shocks exactly the same as passenger.
- PETROL AND OIL CARRIER . . . . . A space is provided under seat which will accommodate a 2 gallon tin of Petrol and a quart tin of Oil.
- WEIGHT . . . . . 140 lbs.
- MEASUREMENTS . . . . . Extreme length, 7 ft. 4 in. Extreme height, 3 ft. 3 in. Extreme width, 5 ft. These measurements cover the complete combination.
- COLOUR . . . . . The standard colours are 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.

Price, Complete Combination	-	£93 17 0
„ Sidecar only	- - -	£17 17 0

EXTRAS SAME AS ON PAGE 9.

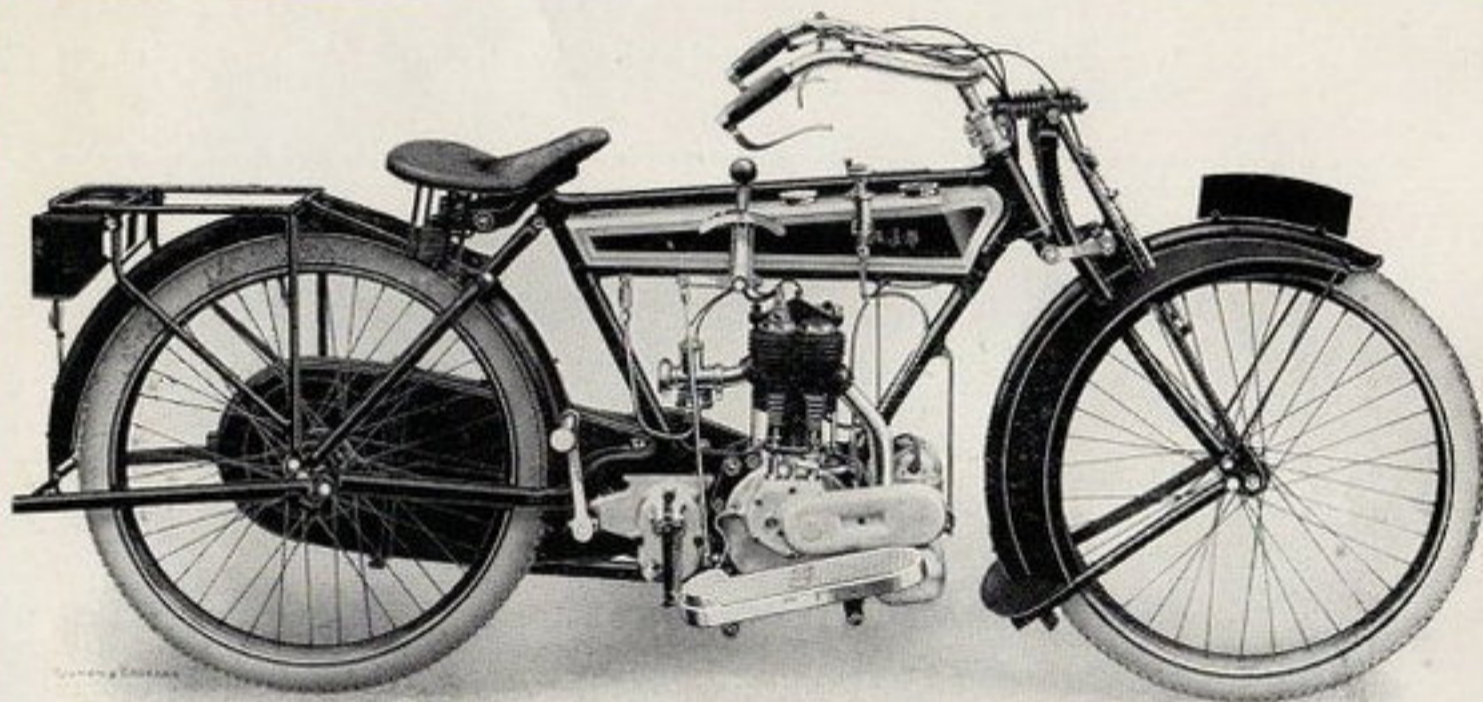
(We reserve the right to deviate from above Specification and Prices without notice.)





RIGHT-SIDE ILLUSTRATION.

LEFT-SIDE ILLUSTRATION.



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, INTERNAL EXPANDING REAR DRUM BRAKE, 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

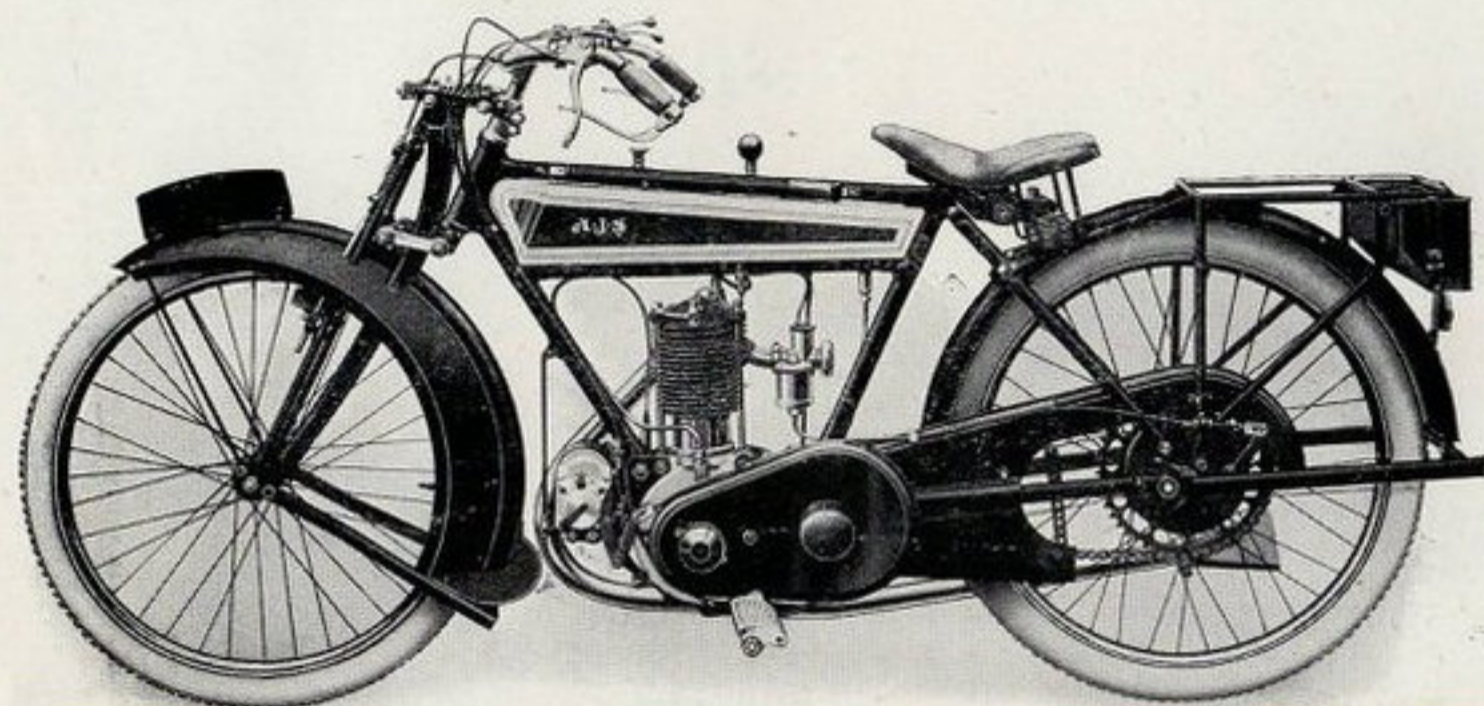
### Model B

#### SPECIFICATION

ENGINE . . . . .	Single Cylinder (74 x 81 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.
CARBURETTER . . . . .	Improved 1915 "A.M.A.C." Multiple Jet. Handlebar control.
FRAME . . . . .	Perfectly balanced, scientifically constructed with no bent tubes.
TANK . . . . .	Improved design with rounded edges. Made with one Longitudinal Seam and supported from bottom by brazed-on brackets. Petrol Injectors, Filter and extra large transparent top Fillers. Petrol capacity, 5 quarts. Oil, 1 quart.
LUBRICATION . . . . .	Best & Lloyd Semi-Automatic, Sight Feed to Main Bearings and Big Ends of Connecting Rods, as in Car practice.
IGNITION . . . . .	"Thomson-Bennett" Magneto, Type D.D.M.
CHAINS . . . . .	"Hans Renold" extra strong Motor Cycle Chain, $\frac{5}{8}$ 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 . . . . .	"Brampton" Patent "Biflex," built to our special instructions. This Fork absorbs both vertical and horizontal shocks, and links are adjustable for side play.
WHEELS . . . . .	A.J.S. Patent Detachable Back Wheel. The wheel can be detached in under 30 seconds, without disturbing the chain case, chain, sprocket or mudguard. Wheels fitted with 26 x 2 $\frac{1}{4}$ Rims.
SADDLE . . . . .	The Leatheries, Ltd. "Empire-de-Luxe," with extra large Pan Seat, 29 $\frac{1}{2}$ in. from ground.
BRAKES . . . . .	Front, latest "Bowden" Patent, operated by Lever on Handlebar. Back, extremely powerful and smooth acting, enclosed Internal Expanding Brake, operated by Foot Pedal on right side of machine.
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 . . . . .	The Front Mudguard has been specially designed for 1915 Models. Detachable Splayed Side Shields with an extra valance are fitted, giving perfect protection in bad weather. Back Mudguard 5 in. wide.
TYRES . . . . .	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.
MEASUREMENTS . . . . .	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

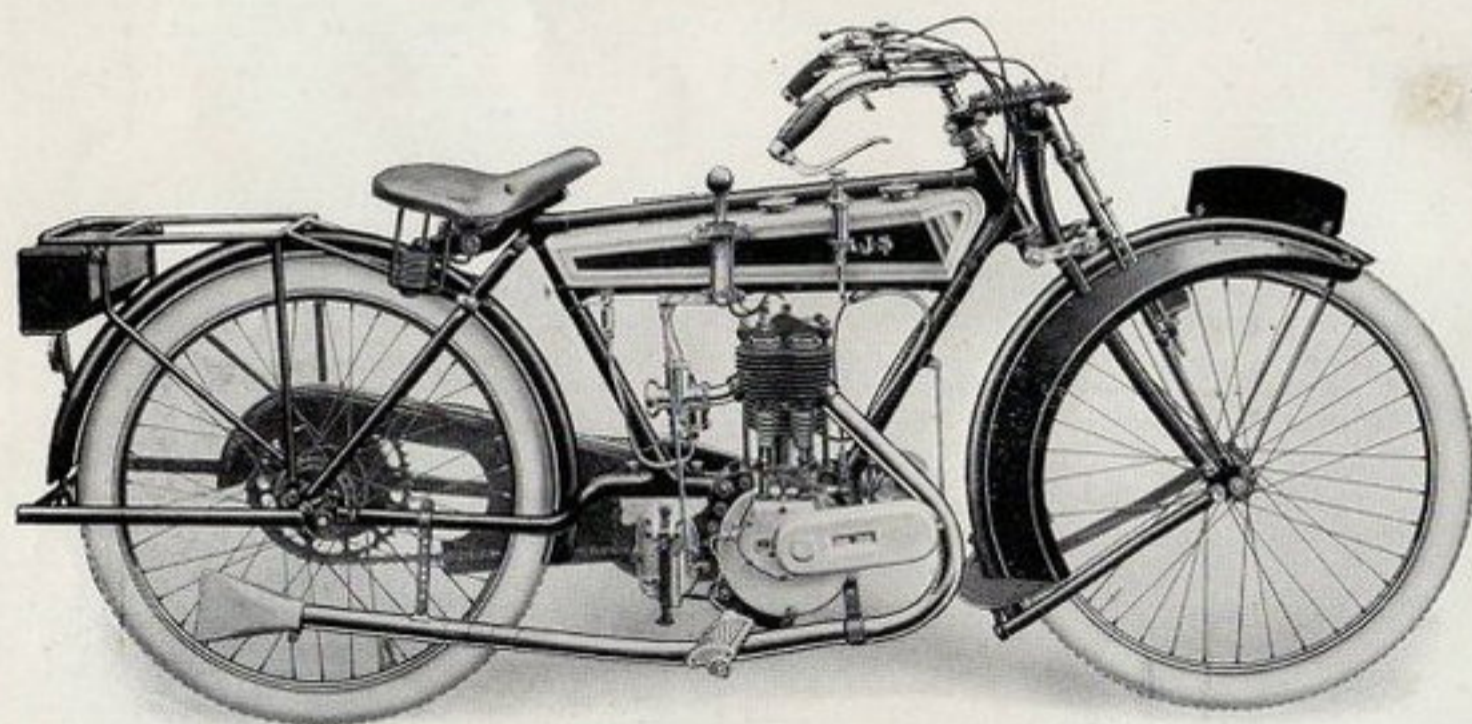
Price, complete	-	Three-speed, £58 0 0
"	-	Two-speed, £55 0 0

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



RIGHT-SIDE ILLUSTRATION.

LEFT-SIDE ILLUSTRATION.



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 successful 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 $\frac{3}{4}$ 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 . . . . .	"Thomson-Bennett" Magneto, Type D.D.M.
*CARBURETTER	Special 1915 A.M.A.C. with full range of jets. Handlebar control.
FRAME . . . . .	Perfectly balanced, scientifically constructed with no bent tubes.
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, 5 quarts. Oil, 1 quart.
LUBRICATION . . . . .	Best & Lloyd Semi-Automatic Sight Feed to Main Bearings and Big Ends of Connecting Rods, as in Car practice.
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 . . . . .	"Brampton" Patent "Biflex," built to our special instructions. This Forks absorbs both vertical and horizontal shocks.
WHEELS . . . . .	A.J.S. Patent Detachable Back Wheel. The wheel can be detached in under 30 seconds, without disturbing the chain case, chain, sprocket or mudguard. Wheels fitted with 26 x 2 $\frac{1}{2}$ Rims.
SADDLE . . . . .	The Leatheries, Ltd. "Empire-de-Luxe," with extra large Pan Seat 29 $\frac{1}{2}$ in. from ground.
*BRAKES . . . . .	Front, latest "Bowden" Patent, operated by lever on handlebar. Back, extremely powerful and smooth acting, enclosed Internal Expanding Brake, operated by Heel Pedal on right side of machine.
*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 $\frac{1}{2}$ and 10 $\frac{1}{2}$ to 1 (Three-speed 5, 7 $\frac{1}{2}$ 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.
CHAINS . . . . .	"Hans Renold" extra strong Motor Cycle Chain, $\frac{3}{8}$ in. pitch x $\frac{1}{4}$ in. wide.
*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 . . . . .	26 x 2 in. on 26 x 2 $\frac{1}{2}$ 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.
MEASUREMENTS	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.

*Unless in our opinion it is necessary, we cannot agree to deviate from the above standard Specification of this Model.*

Price, complete	-	Three-Speed,	£58 0 0
"	"	Two-Speed,	£55 0 0

*(We reserve the right to deviate from above Specification and Prices without notice.)*

Copyists still at work!

Our Competition Motto  
"VICTORY AS USUAL"

Now adopted by the British Government

SIGNIFICANT



SUCSESSES

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

The 1914 Junior Tourist Trophy  
The 1914 Junior T.T. Race at Brooklands  
48 Silver Cups 1 Shield 124 Gold Medals  
72 Silver Medals 113 First Prizes  
17 A.C.U. First-Class Certificates  
Various Club Trophies

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." Races) 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!

All about the Original Design-Features  
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 same time affording proof of our pioneership in the origination and development of these "correct" design-features, that

WE INCORPORATED "CHAIN DRIVE"	10 YEARS AGO,
WE INCORPORATED "COUNTERSHAFT GEAR-BOX"	10 YEARS AGO,
WE INCORPORATED "HAND-CONTROLLED CLUTCH"	5 YEARS AGO,
WE INCORPORATED "ADJUSTABLE TAPPETS"	5 YEARS AGO,
WE INCORPORATED "GATE CHANGE-SPEED LEVER"	3 YEARS AGO,
WE INCORPORATED "KICK-STARTER DEVICE"	4 YEARS AGO,
WE INCORPORATED "THE PERFECT ENGINE"	15 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 foretold by us, and startlingly evidenced at the last Olympia Show—while reflecting less 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. Since compiling our Catalogue last season, further notable additions to the list of copyists, in one form or another, have to be recorded—including amongst them two of the largest and most important firms in the country.

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

**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 seventeen 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 1915 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 DESIGN.

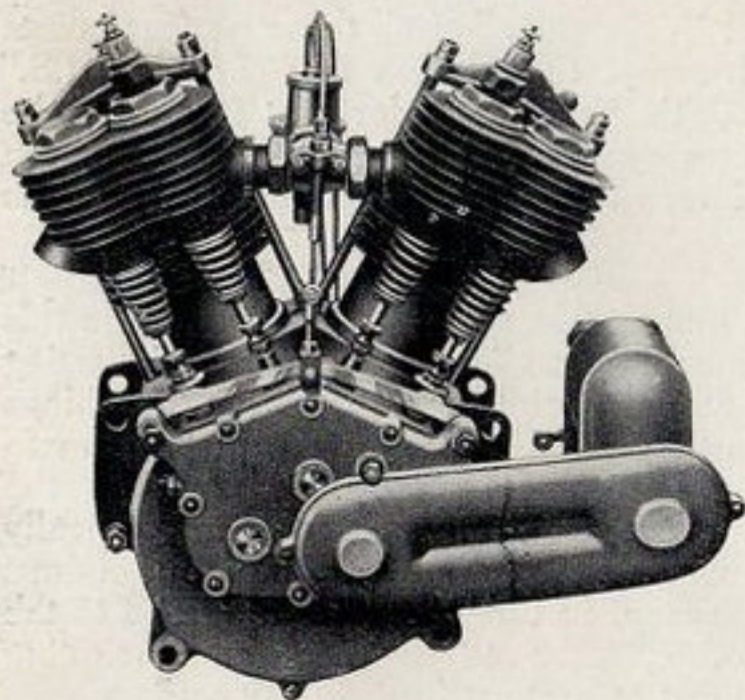
In furnishing this "Description of A.J.S. Details" we would preface it with the remark that we have endeavoured to make it specially informative and instructive to the new recruit whilst, at the same time, hoping the resumé will be equally interesting to the already faithful followers of A.J.S. practice.

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

**EFFICIENCY, DURABILITY, SIMPLICITY, ACCESSIBILITY, and EASE OF CONTROL**

—which fundamentals undoubtedly form the basis of the position our products hold to-day. 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.** Last year we departed from our previous practice of providing our cylinder with detachable heads, and we are pleased to say that the past season has proved that we in no measure sacrificed any of the efficiency of the engine in so doing. From the rider's point of view the change was generally welcomed and we are thus confirmed in what was our studied opinion regarding the favourable features the change embodied. This system is, needless to say, retained in the 1915 models, and, as we stated when we introduced the change last season, the design preserves the merit of even cooling for which our engines have always stood pre-eminent, a means having been evolved of so casting the one-piece cylinder that, to all intents



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

and purposes, the valve chambers are integral therewith merely through the medium of the cooling gills, a free passage between both it and them being preserved for adequate air circulation. The valve springs are 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. These latter are of large diameter and their tapered construction reduces the tendency to "buckle" under a compressing action, while assisting our main motive. The cylinders are held in place by our approved method of holding-down bolts and cross-members, thus permitting the 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.

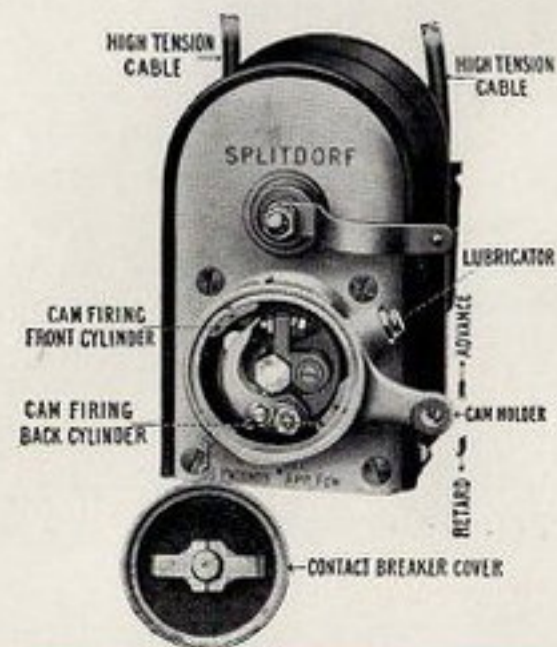
**LUBRICATION:** This is supplied by Pressure Sight Feed, now designed to force a constant supply of oil via the near side of main shaft bearing (which takes the full weight of the driving load) direct to the big-ends of connecting rods through the drilled main shaft, thus following the best accepted car practice. After passing through the big-end bearings the oil escapes into the crank chamber and is fed to the remainder of the bearings by 'splash.' Adequate provision is also made should stoppage of the direct feed occur at any point, the oil then flowing direct to the crank case and providing for lubricant by 'splash' to all bearings. In addition to this the rider is able at any moment to inject an extra pumpful 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, &c., experienced in ordinary usage.

**GENERAL:** The foregoing details, in conjunction with sundry minor improvements embodied in the detail work, weight of parts, construction of timing gear—together with the slight advance which we effected in the cubical capacity during last season for the 6 h.p. model—have materially augmented the effective horse power of the engines, and needless to say, the new 4 h.p. twin engine also enjoys the benefits of the foregoing advance in efficiency. Flexibility, absence of vibration, and silence are, in addition, points which have benefited under our policy of continued and close attention to detail—in fact we may claim, under the latter head to be far in advance of our nearest competitor. Not only is the exhaust wonderfully silent (without, be it noted, placing any back-pressure upon the engine), but the general multiplicity of sounds usually arising from valve clatter, timing gear and transmission are noticeably absent, resulting in our models being practically inaudible when travelling under ordinary conditions. The connecting rods are light and strong, being machined from chrome nickel steel, and are all finished to a "dead standard" in weight. 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

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

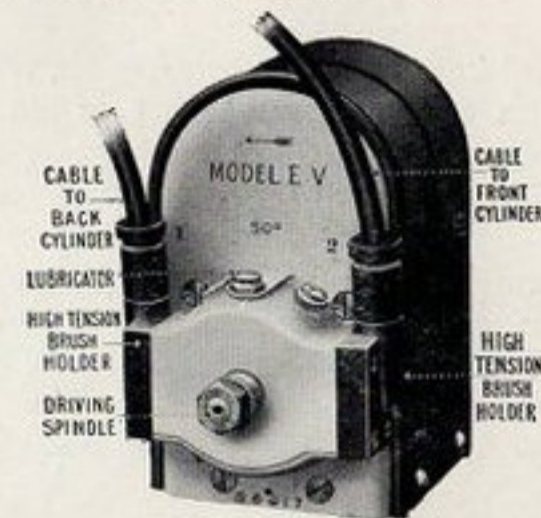
have proved themselves invaluable. Our Unbreakable Piston is also retained, drilled around its "skirt" for lightness and for lubrication; it is flat-topped, and the employment of but two rings has been found ample. The gudgeon pin, which is drilled throughout its length for lightness, is held in place 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 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 1915 engine is the result of 16 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 valve pockets of 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 by experienced riders who leave no stone unturned to ensure that the adjustment of every part is in order and that in no case does a machine pass their final supervision until every minor detail is duly checked as correct.

**THE MAGNETO** As our riders know, we have hitherto fitted the U.H. magneto, of German origin, and which has, during its use at our hands, given universal satisfaction. Owing to the present war, however, it has been necessary to find a substitute, if only from commercial reasons. We are consequently fitting the **SPLITDORF**, an American-made instrument which has earned a high reputation in that country. From our limited experience of this make of



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

magneto it is but fair to add that we consider its reputation has been justly earned, as up to the present moment we have yet to record our first complaint against it in any shape or form. It is giving complete satisfaction in every direction, and proving a most worthy successor on all points, and we can only add that we count ourselves very fortunate to have been able to thus make its closer acquaintance and at the same time ensure a regular supply. It requires but little attention from the user in the matter of lubrication, and its waterproof and general efficiency are the equal of its predecessor.



More than this we feel there is nothing to say, and we look for an endorsement of our views as to its merits when its qualities have been sampled. Our special self-aligning and quick-adjusting method of carrying the magneto on its cradle allows of an exceptionally ready correction of chain tension, at the same time ensuring perfect alignment. Locking nuts and retaining plate are conveniently located at the side of the cradle, obviating any need for groping on the underside when attention is demanded. A hand-book dealing with the magneto finds a place in the tool-bag of every new A.J.S. machine.

**THE CARBURETTER** We continue to fit the AMAC multiple jet carburetter as standard. This instrument still provides, in our opinion, the best all-round solution of the problem of carburation for the average rider, as it is extremely simple to handle and provides a measure of automaticity which particularly appeals to all except those riders who revel in constant lever manipulation. Its construction, however, at the same time allows of a large range of adjustment at the hands of the expert, 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 instruments demanding the intelligent handling of both levers. The 1915 model is still further improved inasmuch as the control adjustments are now effected at the top of the throttle chamber instead of at the handle-bar end of the wires, and the patent trap for preventing petrol loss from "blow back" is now re-designed and forms a much neater adjunct than formerly. The jet can be removed without disturbing the Carburetter, which shows, in addition, a general improvement in both detail work and finish.

**THE A. J. S. COUNTERSHAFT GEAR — THREE - SPEED AND TWO-SPEED** Our Gear Boxes are constructed throughout on car lines and this has been our practice for years. As regards its strength and indestructibility, we may say that if there is one part of the A.J.S. machines more than another which allows the rider to forget its existence, it is this unit. With the exception of occasional replenishing of lubricant, it needs no attention and will outwear any part of the machine. Our 1915 Gear Box has undergone a material improvement in the manner of fixing the driving chain sprocket to the primary shaft. Instead of being

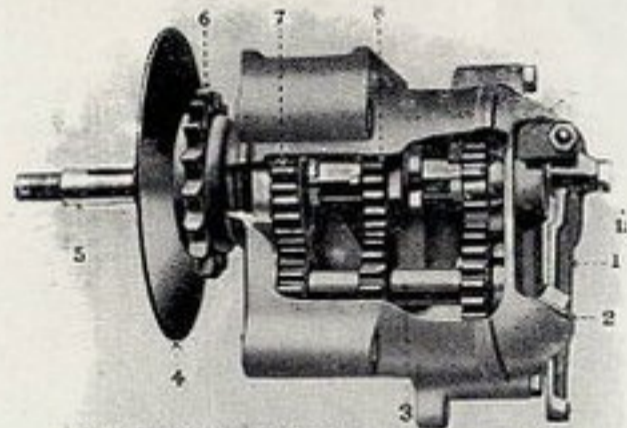
## The Original Design-Features of the A.J.S. Motorcycles—continued

screwed to the extension sleeve of the high gear dog wheel, it is now fitted thereto on the "castellated" system of solid keys and key-ways, and held in place by a retaining nut. This method renders it a simple matter to change the sprocket if desired, without the necessity for disturbing the Gear Box or use of special tools, and the change also provides for a considerably larger bearing at that end—which carries the full driving load. In other respects construction remains unaltered, and a critical inspection of this COUNTERSHAFT GEAR only



A.J.S.  
3 SPEED GEAR BOX  
IN POSITION.

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. Engagement of middle gear is by sliding pinion, and the high and low by means of sliding dog clutches. There are no keys used in the Gear Box, and all the gears are machined from the solid bar. The low gears on our Models D and A are 16 and 15 to 1 respectively, providing an emergency ratio which will enable these passenger combinations 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. OILING. Filled to the top of the Oil Sump with lubricant,



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

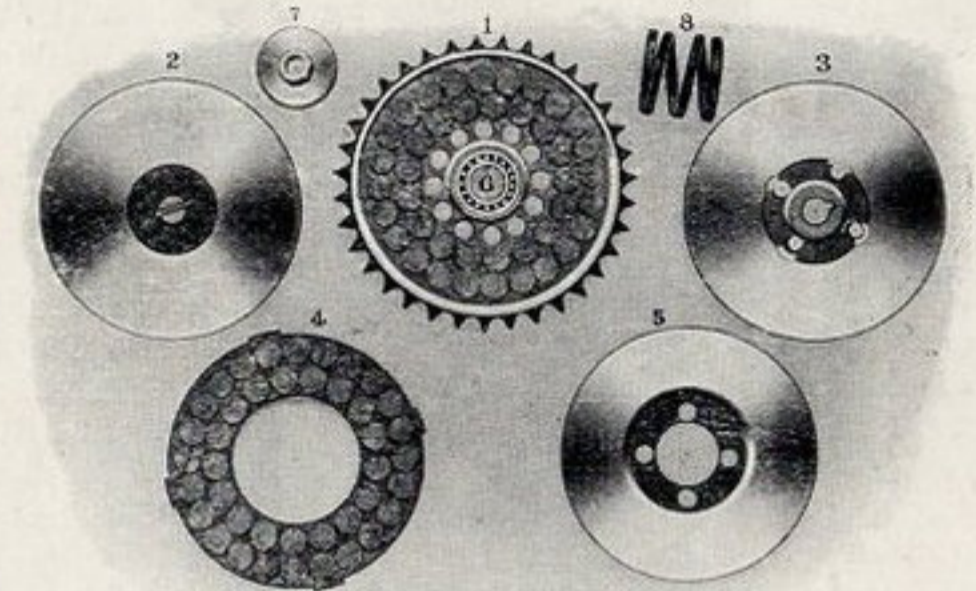
our Gear Box requires no other attention, the whole runs in an Oil Bath; and a clean exterior is maintained.

**THE A.J.S. PATENT GATE CHANGE-SPEED** Our Gear-changing Lever is fitted on a bracket mounted on the tube under Tank, and makes a very neat unobtrusive fitment, reducing the length of the operating rod to the minimum. 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 an extension of the primary shaft in the Gear-Box, and is of Multiple Plate type with cork insets engaging with

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

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 effected by means of an operating pin working within the drilled



A.J.S. 6 HP CLUTCH PARTS.

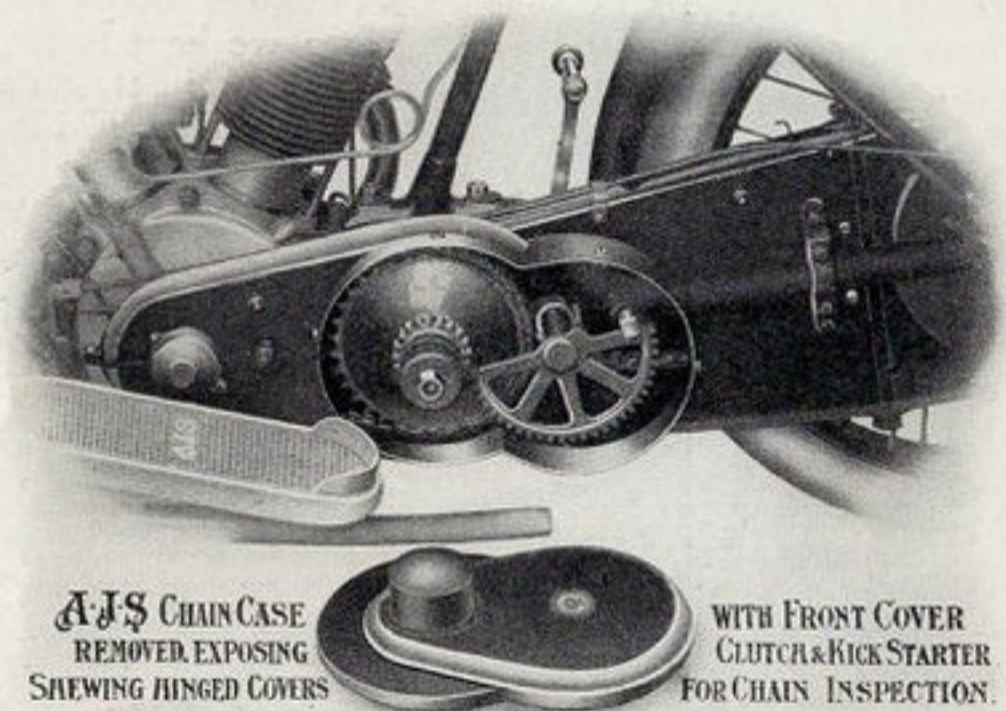
shaft; this is actuated by Bowden Cable from the handle-bar, the pin thrusting back the outside plate and spring by means of a cross-key. The Clutch is simplicity itself and the wearing qualities unrivalled. It requires no attention whatever, and for sweetness of engagement there is nothing to approach it. We might remark here that during the five years we have fitted our present Clutch Design we have never had to renew the cork insets on any machine through wear. We retain the same relative clutch areas, giving 100% more surface for our Twin Model than that for the Lightweight. We have perfected a device for obviating any tendency on the part of the clutch plates to "drag" when clutch is released, and this does away with a defect which, though unimportant, is an irritating feature of so many plate clutches.

**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

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

TRANSMISSION for 1915 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 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 Doors 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. If required, the top portion can be taken off in a trice, while treatment of the lower half is just as rapid and easy. Our patent quick detachable wheel solves the problem of easy removal of driving wheel, which in our case can be effected in 30 secs. without in the slightest degree interfering with the chain case. 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.



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

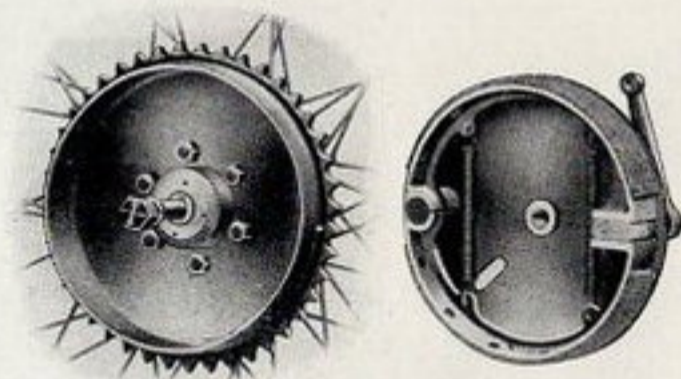
WITH FRONT COVER  
CLUTCH & KICK STARTER  
FOR CHAIN INSPECTION.

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.

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

**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, and if everything is in order a start can be generally relied on at the first time of asking. The spindle of the Starter passes through a rear extension of the gear box casting, 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.

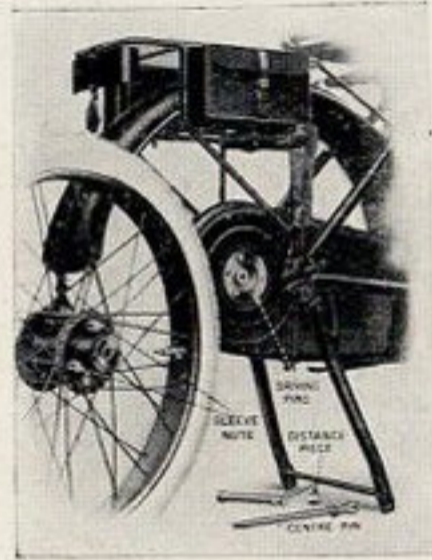
**THE A.J.S. EXPANDING REAR BRAKE** Our INTERNAL EXPANDING BRAKE undoubtedly forms one of the finest standard features of the control mechanism of our various models, by reason of the absolute safety which it provides for the rider on the very steepest declivities, no matter what the load opposed. It 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. "Thermoid" 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. QUICK-DETACHABLE and INTERCHANGEABLE WHEELS (PATENT)** This season we are able to incorporate the boon of wheel interchangeability as a standard fitting to all wheels (excepting only the front wheel of the 2½ h.p. model, which is supplied with the ordinary form of hub). That this policy will be vastly appreciated goes without saying. Moreover, we extend the benefits to the sidecar wheel, so that users of our combination—whether 6 h.p. or 4 h.p.—are able to change their three wheels over in any way desired, or fit the Spare Wheel (which is supplied as an extra—see below) to replace any

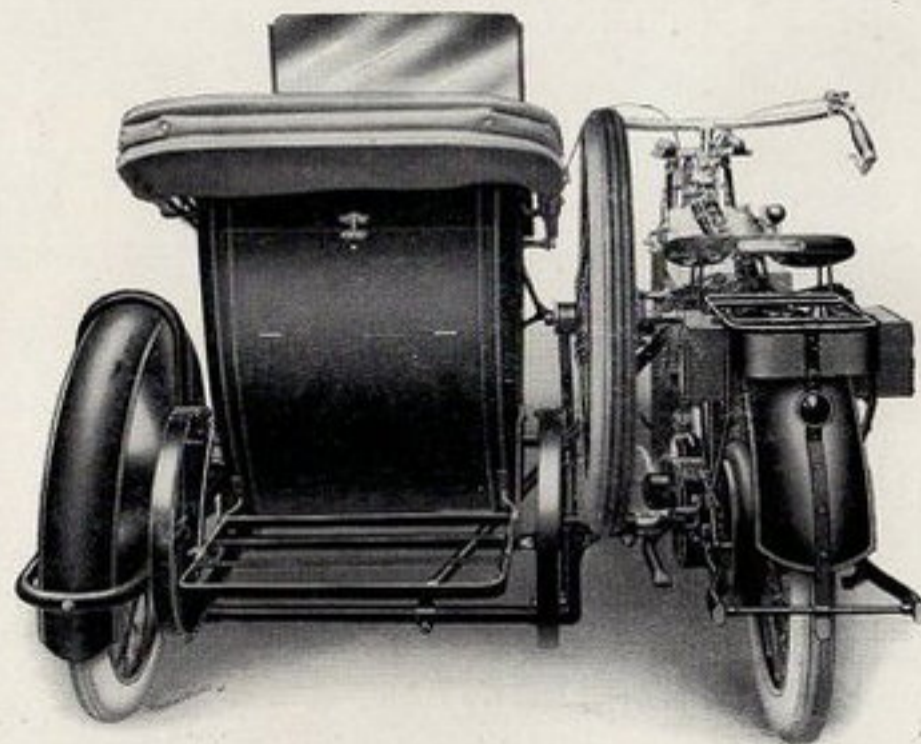
## The Original Design-Features of the A.J.S. Motorcycles—continued



wheel on the outfit. This advantage only needs bare mention to be fully appreciated by every rider, while an actual experience of the benefits such a system offers, viz.:—quick removal of tyres, tyre repairs or replacements, tube withdrawal or replacement without the necessity for employing butt-ended or other special tubes and without disturbing wheels or transmission, front wheel withdrawal without removing brake shoes, and full interchangeability without disturbing in the slightest sense the speedometer drive, are all points which, once enjoyed, will not be passed over by any who are in a position to acquire them. These special privileges are found, in their entirety, only upon A.J.S. motor cycles, and their advantages in economy, safety, comfort and convenience are strikingly obvious. (For full particulars see

special booklet 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 A.J.S. SPARE WHEEL** This invaluable innovation follows as a natural corollary to our system of Detachable and Interchangeable Wheels. The spare can be carried quite conveniently without interfering in any way with either general comfort or accessibility. It is, of course, an exact replica of the others and "dead interchangeable" therewith, 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 can be imagined, and we illustrate the complete A.J.S. COMBINATION with SPARE WHEEL IN POSI-



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

TION 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.

As mentioned in preceding paragraph—this SPARE WHEEL is an "extra," not fitted as part of the standard equipment. The prices are as follows:—

Spare Wheel (less Tyre) - - - - -	£3 : 7 : 6 extra
Spare Wheel, fitted with 650×65 Extra Heavy Car Tyre - - - - -	£6 : 6 : 3 „
Spare Wheel, fitted with 650×65 Light Car Tyre (Standard) - - - - -	£5 : 11 : 3 „

### CONVERSION OF 1913 and 1914 6 h.p. MODELS.

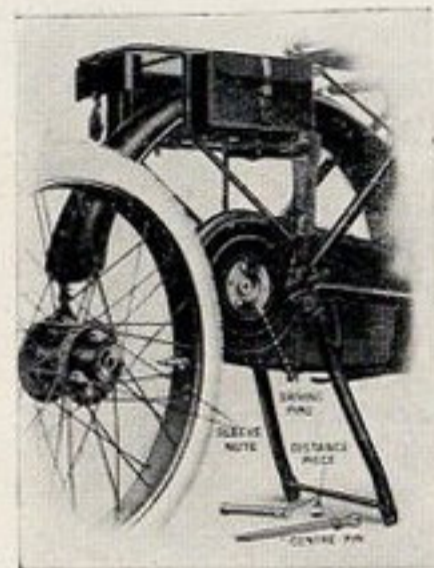
¶ 1913 and 1914 6 h.p. Models can be converted, in REAR WHEEL ONLY, at an extra charge of - - - - - £3 : 3 : 0

(For full particulars see our Special DETACHABLE WHEEL Booklet.)

**THE A.J.S. FRAME** Chief amongst the improvements in the 1915 machines is the change in the design of our Frame. We have abolished the curved top tube and we never expect to have to return to it. Its incorporation has emphatically proved itself to be wrong, frame breakage—which has admittedly been but rare in our own case—having been definitely traced to this cause, and we feel that a few words of explanation will serve to make the point clearer to those interested in our products. A moment's thought on the subject of the strains and stresses to which a frame is subject will show that the weight of the rider, engine, etc., tends to compress the top tube, owing to the "rake" on the front forks, and therefore, if any licence is allowed in this direction by inserting a curved tube (which, it will be readily grasped, can "give" under a compressing strain where a straight tube would remain rigid) it means that an undue strain is thrown on the down tube, and eventual fracture of the latter is the outcome, owing to "fatigue," or crystallisation of the metal. Breakage does not, be it noted, take place at the real point of weakness (*i.e.*, the curve in the top tube), because its lack of rigidity allows it to yield or spring to every shock received, but the rigid members receiving the consequent strain are the points to suffer. It was not anticipated, when we adopted the curved tube, that the sacrifice of rigidity would be in any way detrimental to the life of the Frame, but time has shown that our calculations at that time over-estimated the margin of strength at our command, and as we consider that the safety of the rider is of supreme importance, and that from the engineering point of view the effective life of a frame should at least equal that of the working parts of the machine, we return to the straight top tube. We now have the satisfaction



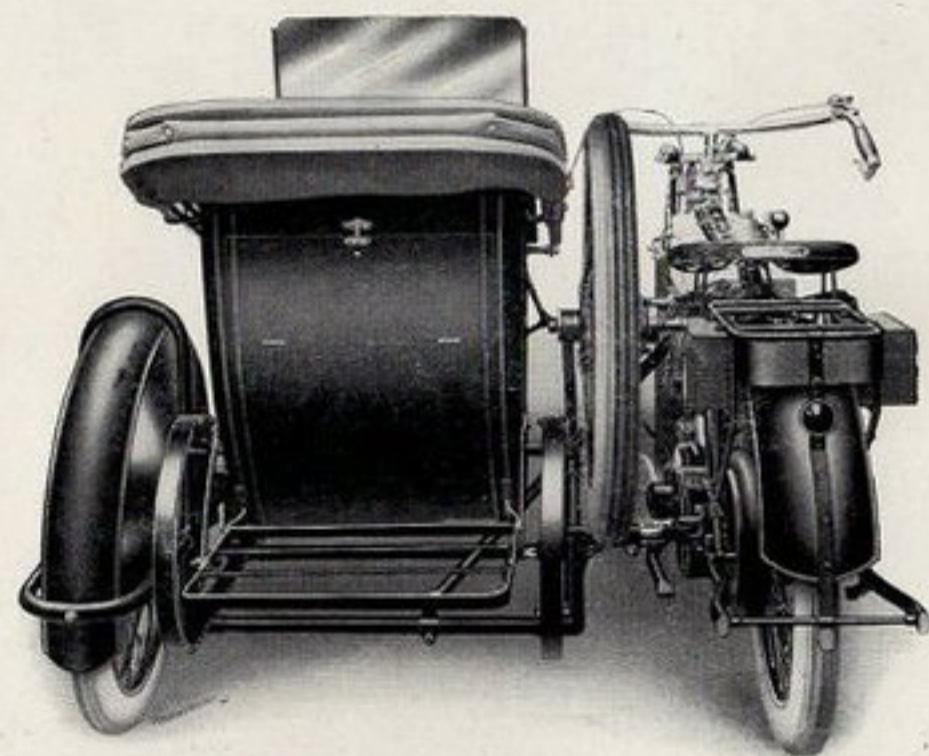
The Original Design-Features of the A.J.S. Motorcycles—continued



wheel on the outfit. This advantage only needs bare mention to be fully appreciated by every rider, while an actual experience of the benefits such a system offers, viz.:—quick removal of tyres, tyre repairs or replacements, tube withdrawal or replacement without the necessity for employing butt-ended or other special tubes and without disturbing wheels or transmission, front wheel withdrawal without removing brake shoes, and full interchangeability without disturbing in the slightest sense the speedometer drive, are all points which, once enjoyed, will not be passed over by any who are in a position to acquire them. These special privileges are found, in their entirety, only upon A.J.S. motor cycles, and their advantages in economy, safety, comfort and convenience are strikingly obvious. (For full particulars see

special booklet 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 A.J.S. SPARE WHEEL** This invaluable innovation follows as a natural corollary to our system of Detachable and Interchangeable Wheels. The spare can be carried quite conveniently without interfering in any way with either general comfort or accessibility. It is, of course, an exact replica of the others and "dead interchangeable" therewith, 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 can be imagined, and we illustrate the complete A.J.S. COMBINATION with SPARE WHEEL IN POSI-



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

TION 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.

As mentioned in preceding paragraph—this SPARE WHEEL is an "extra," not fitted as part of the standard equipment. The prices are as follows:—

Spare Wheel (less Tyre) - - - - -	£3 : 7 : 6 extra
Spare Wheel, fitted with 650×65 Extra Heavy Car Tyre - - - - -	£6 : 6 : 3 "
Spare Wheel, fitted with 650×65 Light Car Tyre (Standard) - - - - -	£5 : 11 : 3 "

CONVERSION OF 1913 and 1914 6 h.p. MODELS.

☐ 1913 and 1914 6 h.p. Models can be converted, in REAR WHEEL ONLY, at an extra charge of - - - - - £3 : 3 : 0

(For full particulars see our Special DETACHABLE WHEEL Booklet.)

**THE A.J.S. FRAME** Chief amongst the improvements in the 1915 machines is the change in the design of our Frame. We have abolished the curved top tube and we never expect to have to return to it. Its incorporation has emphatically proved itself to be wrong, frame breakage—which has admittedly been but rare in our own case—having been definitely traced to this cause, and we feel that a few words of explanation will serve to make the point clearer to those interested in our products. A moment's thought on the subject of the strains and stresses to which a frame is subject will show that the weight of the rider, engine, etc., tends to compress the top tube, owing to the "rake" on the front forks, and therefore, if any licence is allowed in this direction by inserting a curved tube (which, it will be readily grasped, can "give" under a compressing strain where a straight tube would remain rigid) it means that an undue strain is thrown on the down tube, and eventual fracture of the latter is the outcome, owing to "fatigue," or crystallisation of the metal. Breakage does not, be it noted, take place at the real point of weakness (*i.e.*, the curve in the top tube), because its lack of rigidity allows it to yield or spring to every shock received, but the rigid members receiving the consequent strain are the points to suffer. It was not anticipated, when we adopted the curved tube, that the sacrifice of rigidity would be in any way detrimental to the life of the Frame, but time has shown that our calculations at that time over-estimated the margin of strength at our command, and as we consider that the safety of the rider is of supreme importance, and that from the engineering point of view the effective life of a frame should at least equal that of the working parts of the machine, we return to the straight top tube. We now have the satisfaction

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

of knowing that our frame is of the strongest possible design and that the alteration in no way sacrifices a low saddle position or the capacity of the tank. To those readers whose artistic sense is offended at the outline of the new frame we offer our humble apologies, but we can assure them that not only have we received a greater number of favourable comments than otherwise on the point of appearance, but even were the latter to receive universal condemnation we should adhere to the practice now adopted in view of both the rider's safety and the reputation of our products. And we will venture upon prophecy so far as to state that the future will see the gradual abolition of the curved tube, which has in the past been the cause of such prolific frame-breakage in certain quarters. In the editorial columns of the "Motor Cycle," of 25th February, 1915, the following comments appear in an editorial on Frame design:

"Will the public take to the straight tube frame, which is right in principle . . . or will they prefer the curved tube frame, which is mechanically wrong? Many will argue that a curved tube frame can be constructed which is as strong as the straight tubes at present employed . . . but it can only be done by such unmechanical methods as increasing the size and weight of parts . . . The frame is a most vital part of a motor cycle, yet it seems to have received less scientific treatment than any other unit."

Again, in the editorial columns of the issue of 1st April, there appears the following:

" . . . Thus the ideal frame consists of straight tubes everywhere; if curves are vital, they should be in the lugs. Certain firms must be credited with having realised these points long ago, and with honestly turning out sound design without receiving the encouragement they deserve from the general public. Recently also there has been a growing revival of interest in frame design which we hope will continue until the motorcycle frame becomes a lighter, stronger, and altogether more scientific piece of work than at present. A correctly designed frame is always beautiful to the engineer, but unfortunately the motorcycle public has in its composition a comparatively small proportion of engineers, while the remainder are shy of anything to which they are not accustomed."

We venture to think that the above remarks, coming from such a source, should do much to convince the non-technical motor cyclist of the merits of our frame design. The frame is low built, and of smart, racy appearance. It has, owing to the steadily increasing weight of Sidecar attachments and the overloading habit, been given an ample margin of strength, 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, or 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 amply stout gauge 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 steering head is both long and stout, and carries ball races of generous size which can be lubricated from outside. All enamelled parts are treated with the A.J.S. special Anti-rust process, afterwards being polished. They then receive four coats of finest Black Enamel and are finally hand-polished. The HANDLE-BARS are symmetrically shaped and perfectly balanced for the most comfortable riding position.

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

**THE PATENT SPRING FORKS** We have now adopted the Brampton "Biflex" forks made to our special requirements, which we submit to our supporters with every confidence. It is indeed the acme of strength and comfort, providing for the absorption of both vertical and horizontal shocks. One of its many capital points is that of providing ready means for "taking up" any wear which may eventuate at the coupling links, while yet another is the over-all width of the forks, thus not only effectively scotching the slightest suggestion of "whippiness" in the steering, but providing a measure of bearing surface to the hardened link-pins which is a guarantee of almost indefinite wear. Further, every bearing is thoroughly provided for efficient lubrication, and ready adjustment of the horizontal buffer springs ensures the maximum efficiency for the individual rider, whatever his weight. The workmanship throughout is of the highest class, and its general appearance of stoutness cannot fail to give an added sense of security to the rider. Incidentally, their design happily lends itself to our adoption of an improved system of front mudguarding, and to which we make detailed reference in the section dealing particularly with this matter.

**THE A.J.S. MUDGUARDING** This point has again received its full share of attention at our hands, resulting in the production of a front mudguarding system which more nearly approaches perfection—from the point of view of general efficiency and neatness—than



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!

any other on the market, providing both rider and machine with a measure of protection from mud and water-splash and spray which renders the retention of the leg shields (fitted on last year's models) a superfluity. Under the very dirtiest conditions of travel, exceedingly little of the splash can find its way on to the rider's lower extremities, while all the centre part of the machine—magneto, power unit and foot-boards—remain in spotless condition. The feature of this new guard lies in the manner in which the side valances are designed and disposed. They are widely "flared" and increase in effective width right down to their base, where an additional bottom valance to combat "up-splash" is fitted. This keeps down all upward throw from rear of tyre. Further, the outer edges of the guard are provided with a finishing valance fitted with turned lips which prove most effective in retaining upon the inner sides of the guard any dirt or water otherwise tending to escape from confinement. The guard is built up around the forks in such a manner that the latter pass through the valances. This construction is in no sense ugly in appearance, but on the contrary, it looks what it is, a thoroughly workman-like job, obviating all tendency to vibration or rattle and forming practically one unit with the forks. In no way does it affect the instantaneous removal of the wheel from the forks when

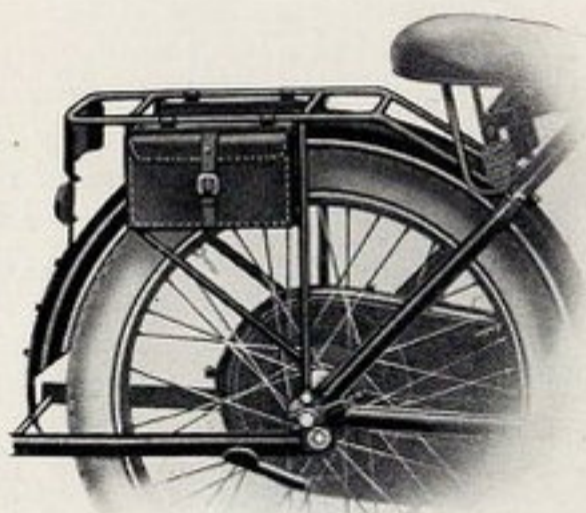
## The Original Design-Features of the A.J.S. Motorcycles—continued

desired, and the guard is itself quickly detachable. We retain unaltered the rear guard, which is of generous width for each model, that on the 6 h.p. machine being 7 in. wide and built on Small Car lines. It effectively protects the rear portion of both machine and rider, and short of fitting cumbersome side-shields which tend to obstruction under certain conditions, it is difficult to see how our mudguarding system at this point could be further improved.

**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 long 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-side Pannier tool cases are fitted to the Twin Models and a single one at rear of Lightweight. They are well made of best quality leather, strongly sewn, 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 of 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, and the 4 h.p. Model A, but the Lightweight 2 $\frac{3}{4}$  h.p. Model B also enjoys certain of the minor improvements and all the main ones, and has also been somewhat strengthened.

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

**THE A.J.S. LARGE-CAPACITY TANK** A handsome, strongly constructed Tank, 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 Petrol Tank. Our Patent Combined Gauge and Filter is, of course, retained, incorporated as before in the Filler. Petrol and Oil capacity respectively are ample on the the various models (see Specifications).

**THE A.J.S. WHEELS.** 26 inch diameter, Built of best quality strong-gauge Rims with stout High-Tension Spokes and specially constructed large diameter Hubs. A specially designed Front Hub is fitted to the 2 $\frac{3}{4}$  Lightweight Models.

**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 cosletting 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 't would 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."

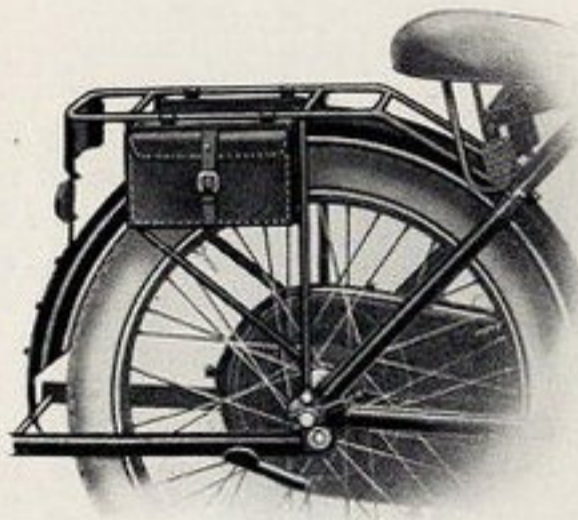
## The Original Design-Features of the A.J.S. Motorcycles—continued

desired, and the guard is itself quickly detachable. We retain unaltered the rear guard, which is of generous width for each model, that on the 6 h.p. machine being 7 in. wide and built on Small Car lines. It effectively protects the rear portion of both machine and rider, and short of fitting cumbersome side-shields which tend to obstruction under certain conditions, it is difficult to see how our mudguarding system at this point could be further improved.

**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 long 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-side Pannier tool cases are fitted to the Twin Models and a single one at rear of Lightweight. They are well made of best quality leather, strongly sewn, 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 of 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, and the 4 h.p. Model A, but the Lightweight 2 $\frac{3}{4}$  h.p. Model B also enjoys certain of the minor improvements and all the main ones, and has also been somewhat strengthened.

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

**THE A.J.S. LARGE-CAPACITY TANK** A handsome, strongly constructed Tank, 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 Petrol Tank. Our Patent Combined Gauge and Filter is, of course, retained, incorporated as before in the Filler. Petrol and Oil capacity respectively are ample on the the various models (see Specifications).

**THE A.J.S. WHEELS.** 26 inch diameter, Built of best quality strong-gauge Rims with stout High-Tension Spokes and specially constructed large diameter Hubs. A specially designed Front Hub is fitted to the 2 $\frac{3}{4}$  Lightweight Models.

**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

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.	Lap 2.	Lap 3.	Lap 4.	Lap 5.
"A.J.S."	"A.J.S."	"A.J.S."	"A.J.S."	"A.J.S."
2nd, 7th, 8th.	2nd, 4th.	1st, 2nd, 5th, 6th.	1st, 2nd, 3rd, 5th, 10th.	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.

At the commencement of the War, Mr. Williams immediately enlisted, and has since been doing his duty with the British Expeditionary Force. We are proud to announce that Field Marshal Sir John French (under authority from the King) has awarded Corporal Eric Williams, the **DISTINGUISHED CONDUCT MEDAL**, for "Gallantry and Devotion to Duty in the Field" at Neuve Chapelle.

## 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, 4 and 6 h.p. 5/9; 2½ h.p. 5/6; Side Car 6/3; not returnable. (Owing to the fluctuation in the price of Timber during the present crisis, we reserve the right to still further increase or decrease the price of Crates without notice.)

### 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 and 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 sidecar to the motor cycle in such a manner as to cause damage, or calculated to render the latter unsafe when ridden.
- II. The use of a motor cycle, or of a motor cycle and sidecar combined, when carrying more persons or a greater weight than that for which the machine was designed by the manufacturers.

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 "A.J.S. Model B" Guarantee

The guarantee printed above covers the "A.J.S. Model B" Two and Three Speed motor, with the exception that the acts included in the term "misuse" shall read:

- I. The attaching of a sidecar to the motor cycle.
- II. The use of a motor cycle when carrying more persons, or a greater weight than that for which the machine was designed by the manufacturers.

## 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.