

# Motor Cars

**Preston**  
 Dacia 1200 cc. with 110  
 1200 cc.

Three and Two speed

**T. J. Sporting Models**  
 1915

A. J. STEVENS & CO. (1014) Ltd.

RETREAT STREET, WOLVERHAMPTON

TELEPHONE: TELEGRAMS: CODE

894, Wolverhampton. "Unity" Wolverhampton. B.C. 5112 dr



## INTRODUCTION

IN placing our Preliminary List for the 1915 Season in the hands of the Public, we would first thank our friends for their kind support during the last season. It is with real pleasure and gratitude we look back on the past year, which has contained for us such a universal chorus of praise and approval from those members of the public who have placed their confidence with us and our products, and this appreciation has still further encouraged us in our efforts to again place the A.J.S. in the front rank for 1915

**THE "T.T." WINNER**      The 2 $\frac{3}{4}$  h.p. machine is the model which performed so brilliantly in the 1914 Tourist Trophy Race, Isle of Man, on May 19th. Five machines were entered and five finished in the following positions: 1st, 2nd, 4th, 6th and 29th, thus winning the Trophy and four Gold Medals, besides putting up a record for the course at a speed of 47.51 miles per hour (average)!! Such a performance has never been equalled in the annals of Motor Cycle racing. Such an achievement proves without doubt the overwhelming superiority of the A.J.S.

**OUR 1914 MODELS**      A perusal of this list by those interested in the real advance and distinctive features incorporated in our 1915 Models will justify our claims of a maintained all-round superiority over our competitors

**FAULTLESS CONSTRUCTION**      The improvements in detail regarding the Engine, Gear Box, Lubrication, Frame, Forks, Mudguarding, Detachable Wheel, etc., will be found in another part of this list. All these improvements will, we are sure, appeal to all thinking riders, who realise that faultless construction stands first in the evolution of the perfect Motor Cycle, especially when we say that such improvements have been carried out without the necessity of increasing the prices

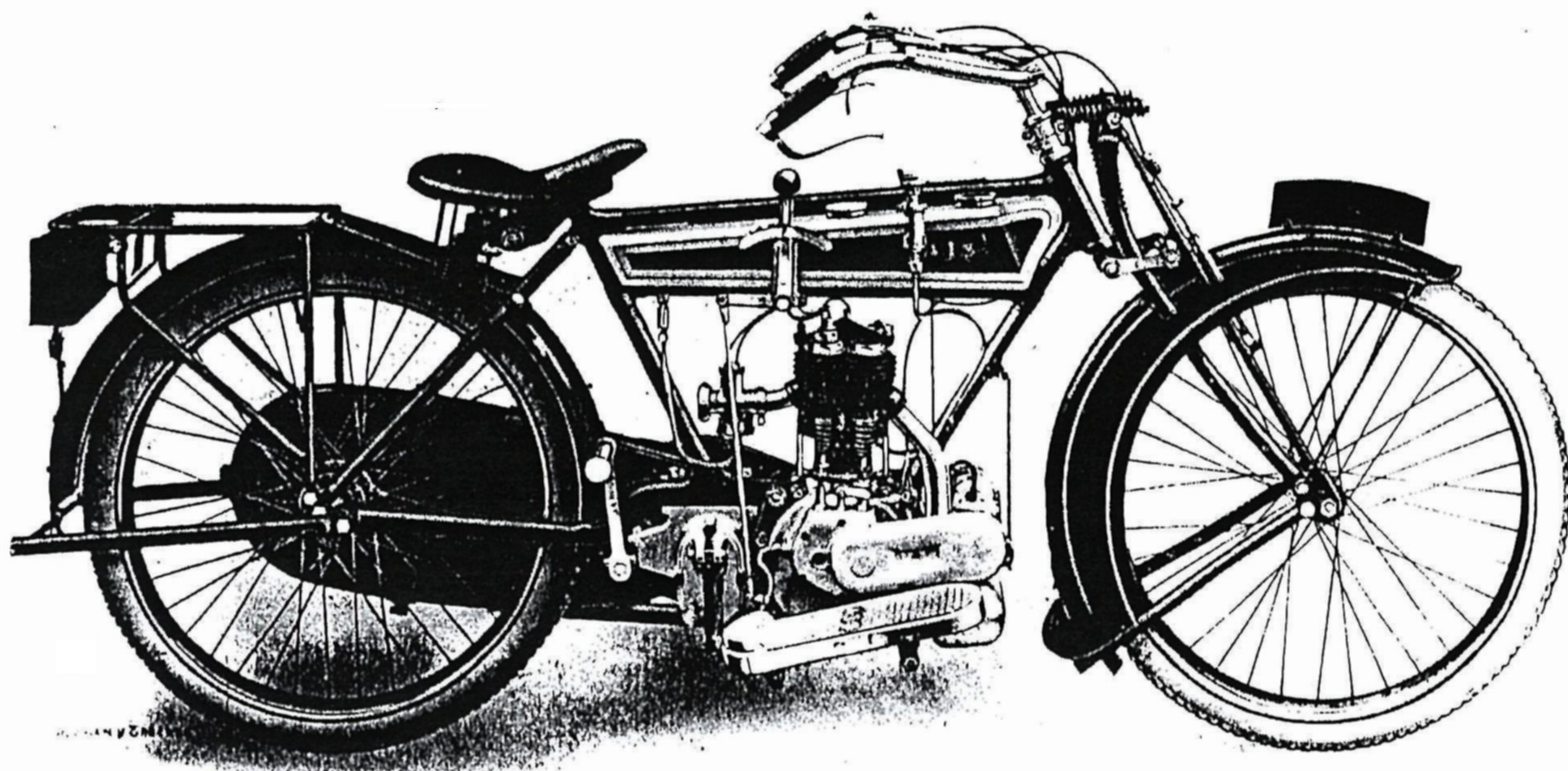
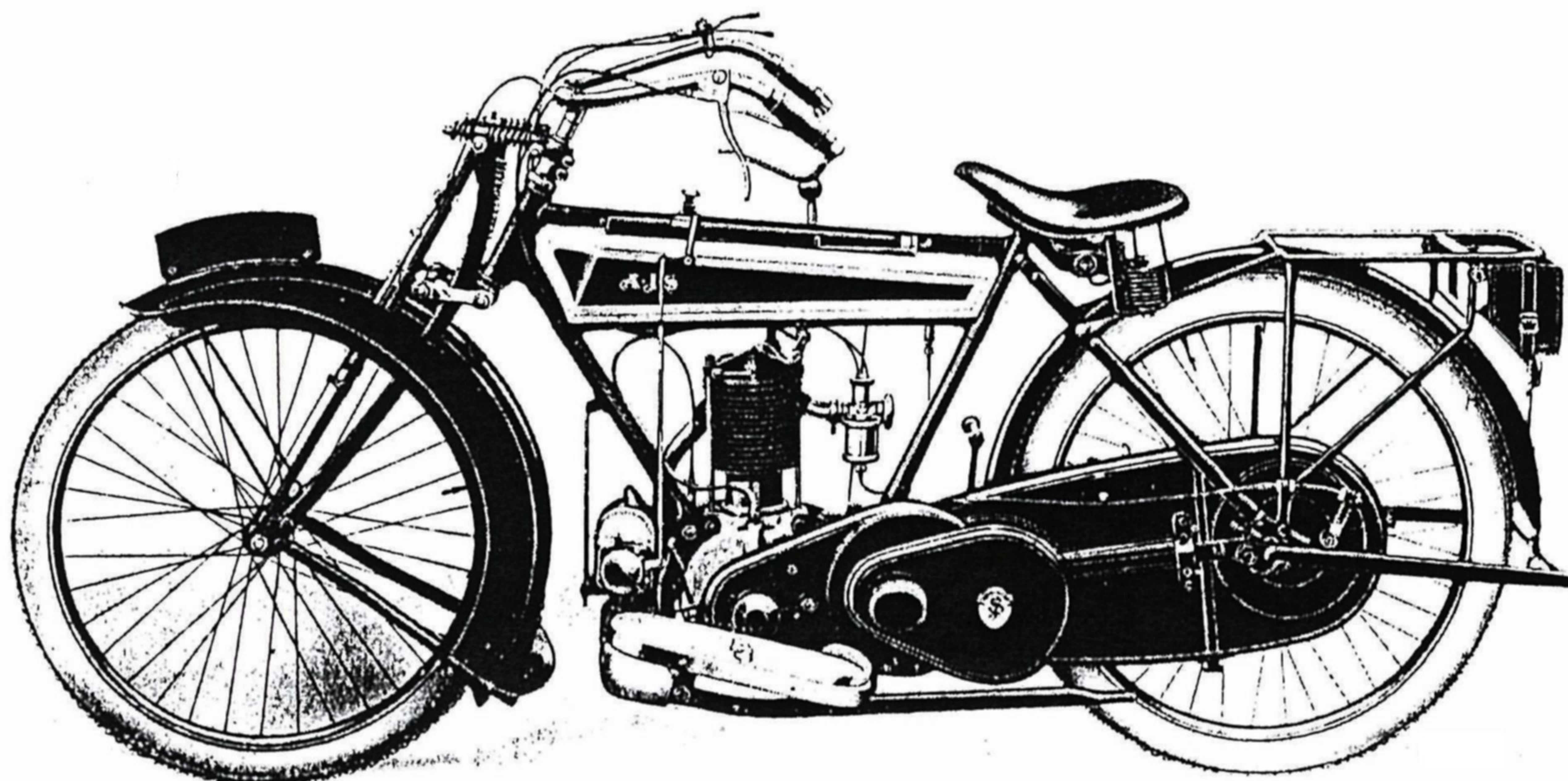
**OUR AIM**      It has always been our aim to increase the simplicity and accessibility of the mechanism demanding the users occasional attention. To appreciate the niceties of such points, the machine designers must also be its riders. Doubtless owing to this fact the maxim is observed by all the heads of the firm producing the A.J.S. machines, thus our reputation on this count alone stands unrivalled

**NEW WORKS**      We would express our regret that owing to the limited capacity of our works during last season, we were the innocent cause of disappointment to a large number of prospective riders, whose orders we were reluctantly compelled to refuse, but we are now pleased to announce that this deficiency has been made good by converting our business into a Public Company, and with the capital now at our disposal we are proceeding to build and equip an extensive new works, which, when in full swing will enable us to cope with practically any demand for our productions

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

**A.J.S.**

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



**Price, Three-Speed**

- -

**50 Guineas**



# 2<sup>3</sup>/<sub>4</sub> 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 1915 Pattern, 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, $\frac{3}{8}$ in. pitch x $\frac{1}{4}$ in. wide
CHAIN CASES . . . . .	Weatherproof. Entirely enclose the Chains. The Chains can be inspected without the use of tools, and the Back Wheel, Clutch, Sprockets, Chains and Kick Starter can be removed without removing the Chain Cases
STANDS . . . . .	Strong "Kick-up" type, fitted to fork ends of back wheel and front wheel
CARRIER . . . . .	Improved design. Built of Steel Tube, with all joints flush and electrically welded
TOOLS . . . . .	A full kit of first quality tools is provided in tool roll
TOOL CASE . . . . .	Special design. The case is best quality leather and is enclosed in metal case forming Number Plate
FORKS . . . . .	"Brampton" Patent "Biflex," built to our special instructions. This Fork 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 action, enclosed Internal Expanding Brake, operated by Heel 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 $\frac{1}{4}$ 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 . . . . .	Hutchinson 26 x 2 $\frac{1}{2}$ in. Heavy Rubber Studded
FINISH . . . . .	Finest Black Enamel, four coats on special Rust Preventative process. The Handlebars and a few special parts are heavily Nickel Plated. The major part of the machine however, is enamelled to save cleaning. Tank, Aluminium, with Black Panels, lined Green
WHEELBASE . . . . .	4 ft. 4 in. WEIGHT, 160 lbs. CRANK CASE CLEARANCE, 6 in.
REGISTRATION PLATES	Fitted ready for numbering
REAR LIGHT . . . . .	A Reflecting Rear Light is fitted to back of machine

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

Price, complete - Three-speed, 50 Guineas  
 „ „ - Two-speed, 47 Guineas



**2 $\frac{3}{4}$  h.p. "T.T." Sporting Model**  
**Two and Three-Speed**

SPECIFICATION

THIS model caters particularly for the rider who wishes for a special machine for Racing or Hill climbs. The Engine is the same capacity as the Standard Model B, but is specially timed and tuned up for high speeds. All reciprocating parts are lightened, and all our past experience in speed work will be embodied in this machine. A special staff of workmen and testers, who have been highly trained in the production of high speed and high efficiency engines, will deal exclusively with these models

The Specification is exactly the same as the Standard 2 $\frac{3}{4}$  h.p. Model B with the following exceptions :—

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
THE TYRES	Are special racing type 26 x 2 in. on 26 x 2 $\frac{1}{4}$ in. rims
CHAIN CASES	Are Semi-Enclosed, and give instant access to the transmission for changing sprockets
TWO EXTRA ENGINE SPROCKETS	Are supplied with the machine to give different gear ratios for hill climbing competitions, etc.
HANDLE BARS	Are T.T. Racing Type
KICK STARTER	Is not included
HANDLE BAR CONTROL	To Magneto is fitted
FOOT RESTS	Are fitted instead of Foot Boards
CARBURETTER	Special A.M.A.C. with full range of jets

Unless in our opinion it is necessary, we cannot agree to deviate from this standard specification of this model

**Price, Three-Speed - 50 Guineas Complete.**  
**„ Two-Speed - 47 „ „**

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

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

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

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

The 1914 Junior Tourist Trophy (I.O.M., May 19th, 1914)

Junior T.T. Race at Brooklands (150 miles, June 13th, 1914)

also

48 Silver Cups    1 Shield    124 Gold Medals

72 Silver Medals    105 First Prizes

17 A.C.U. First-Class Certificates

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

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

\_\_\_\_\_ to the Public \_\_\_\_\_

FOR SPEED

HILL CLIMBING

THE  
**A.J.S.**

ABSOLUTE  
RELIABILITY

STANDS PRE-EMINENT.

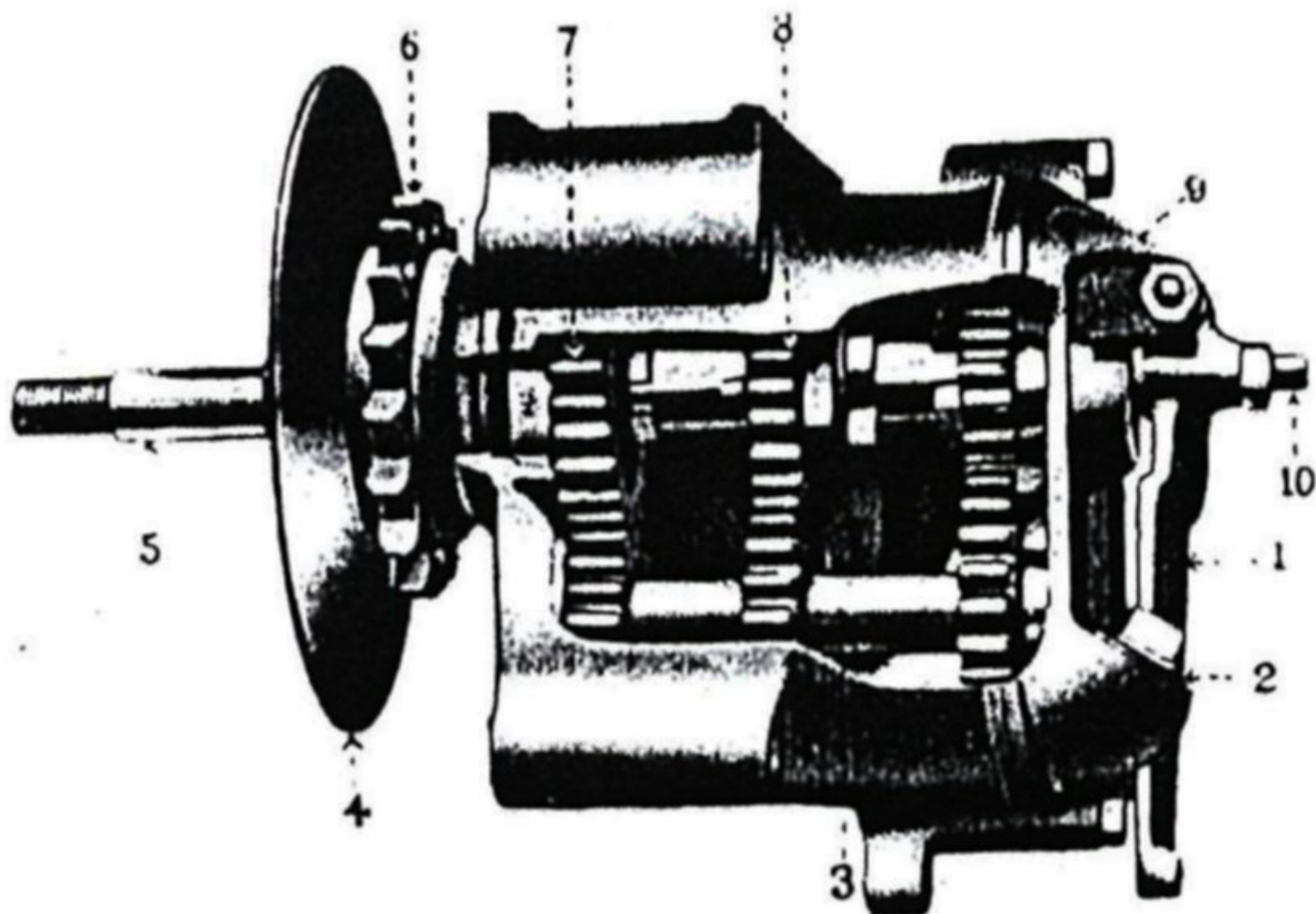
Ask the Man who Owns One!

# Brief Summary of Important Features

## ENGINE

The Cylinder is perfectly concentric, and the Inlet and Exhaust ports are attached thereto only by the radiating fins. The Valve Springs are much larger in diameter, and measures have been taken to quite prevent the annealing of the top coils. Lubrication is by Pressure Sight Feed Lubricator, forcing oil to main bearings and big ends as in car practice. The connecting Rods are machined from Crome Nickel Steel and are lighter and stronger than before. The special unbreakable Piston is still retained.

We are still convinced of the superiority of plain bearings for internal combustion Engines, and we employ these throughout, past results proving our contention on this point. 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 saying that the new model is the best of all our previous efforts.



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

## GEAR BOX

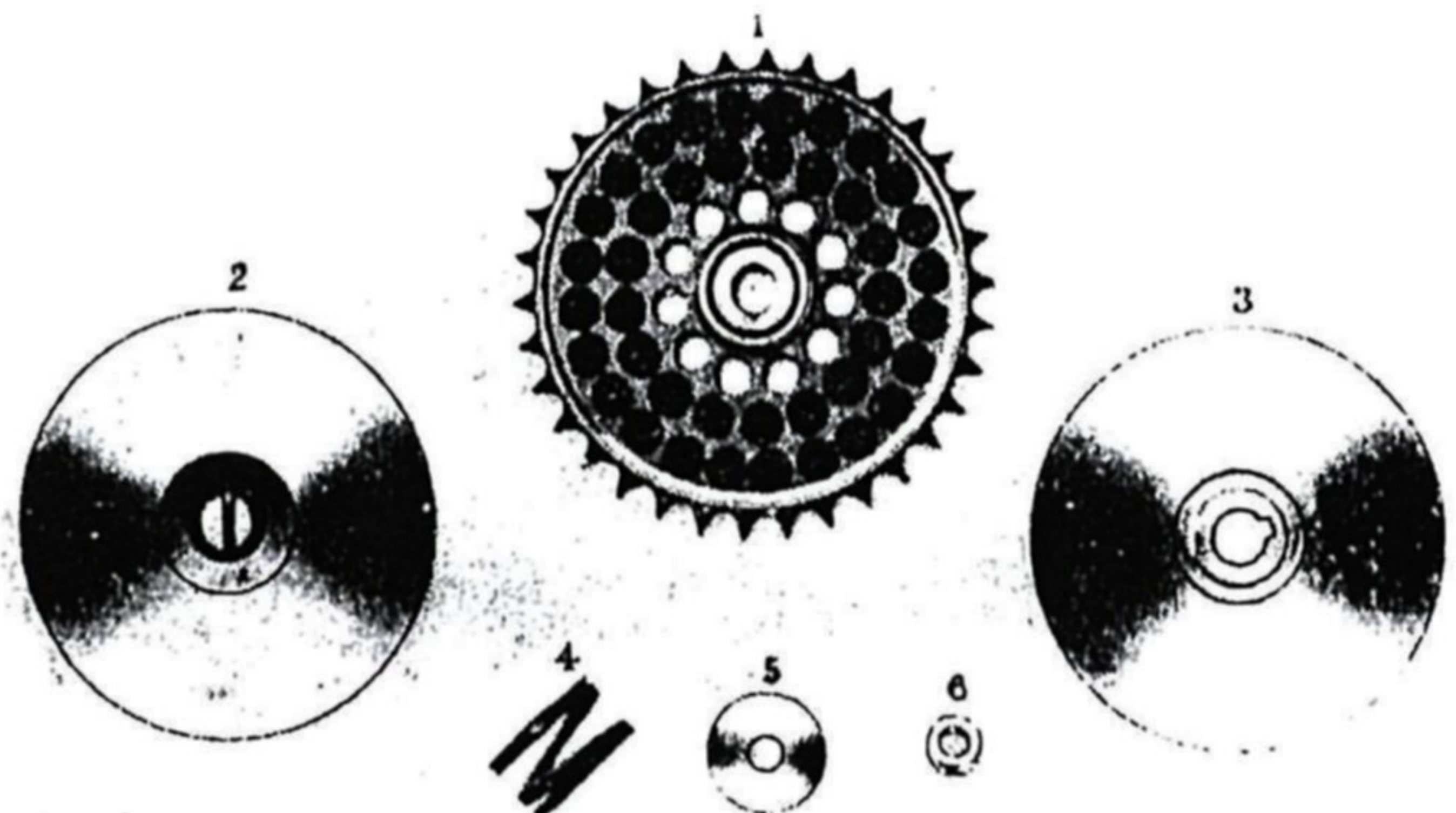
The Gear Box is on exactly the same principle as our 1914 models. Every part is extremely accessible, and the simplicity of its construction makes it practically "fool-proof."

The strength of the five working parts is such that it is almost impossible to cause damage by ill-usage. Ball bearings are used throughout, and when filled with lubricant to the top of oil sump it requires no other attention. Engagement of middle gear is by sliding pinion, and the high and low by means of dog clutches, the latter wheels remaining in mesh.

With the Two-speed Gear the high and low gears are obtained by means of dog clutches only.

**CHANGE SPEED LEVER** This Lever is our Patent Gate Type, mounted on frame tube below tank. It is of robust dimensions and provides a positive stop for each gear.

**CLUTCH** Multiple Plate type with cork insets, exactly as 1914 models. The inner cable of the Bowden mechanism which operates the Clutch can now be instantly removed for cleaning and oiling. This Clutch is simplicity itself and requires no attention whatever, while for sweetness of engagement there is nothing better. Our practice of fitting handle-bar control is admittedly right, and is universally appraised, but we stand almost alone on this point.



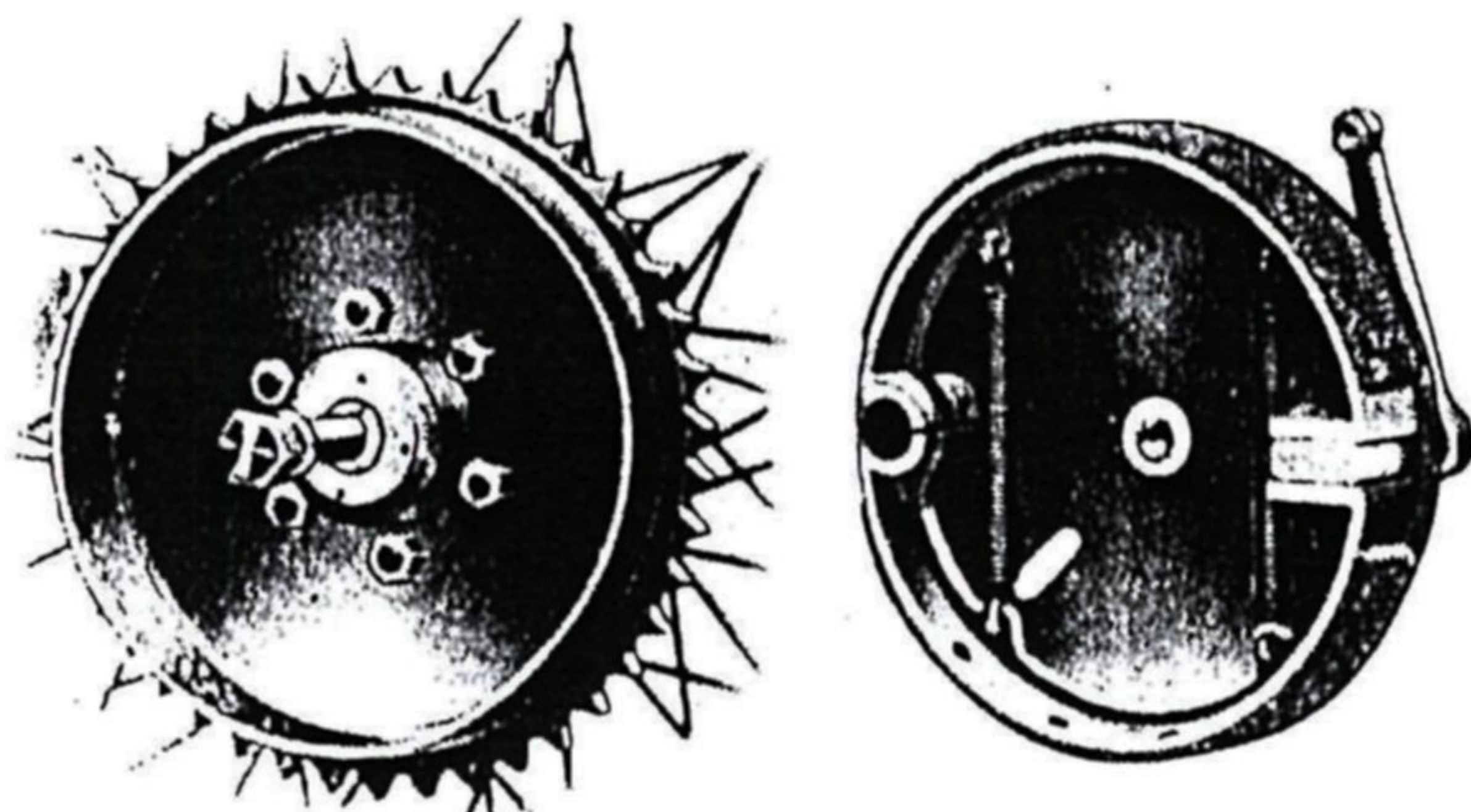
A. J. S. 2 3/4 HP. CLUTCH PARTS

**CHAIN CASE** The Chain Case has been improved, and altered to conform to the new type of Frame and the detachable wheel. By means of inspection plates, the chain can be inspected in a moment, without the need of tools. The front of the case can be removed by merely slacking off four pins round its outer edge, thus exposing clutch and kick-starter.

## Brief Summary of Important Features—continued

**KICK STARTER** This device remains unchanged. The bracket on which it is mounted is now cast integral with the gear box, so any tendency for the quadrant to move out of mesh with the ratchet wheel on clutch is quite prevented. The kick-starter spindle is lubricated by the oil in the gear box. The starting crank is on the right-hand side of machine, and gives a natural and comfortable position for the rider when starting the engine

**REAR BRAKE** This external expanding brake was first introduced in 1913 on our

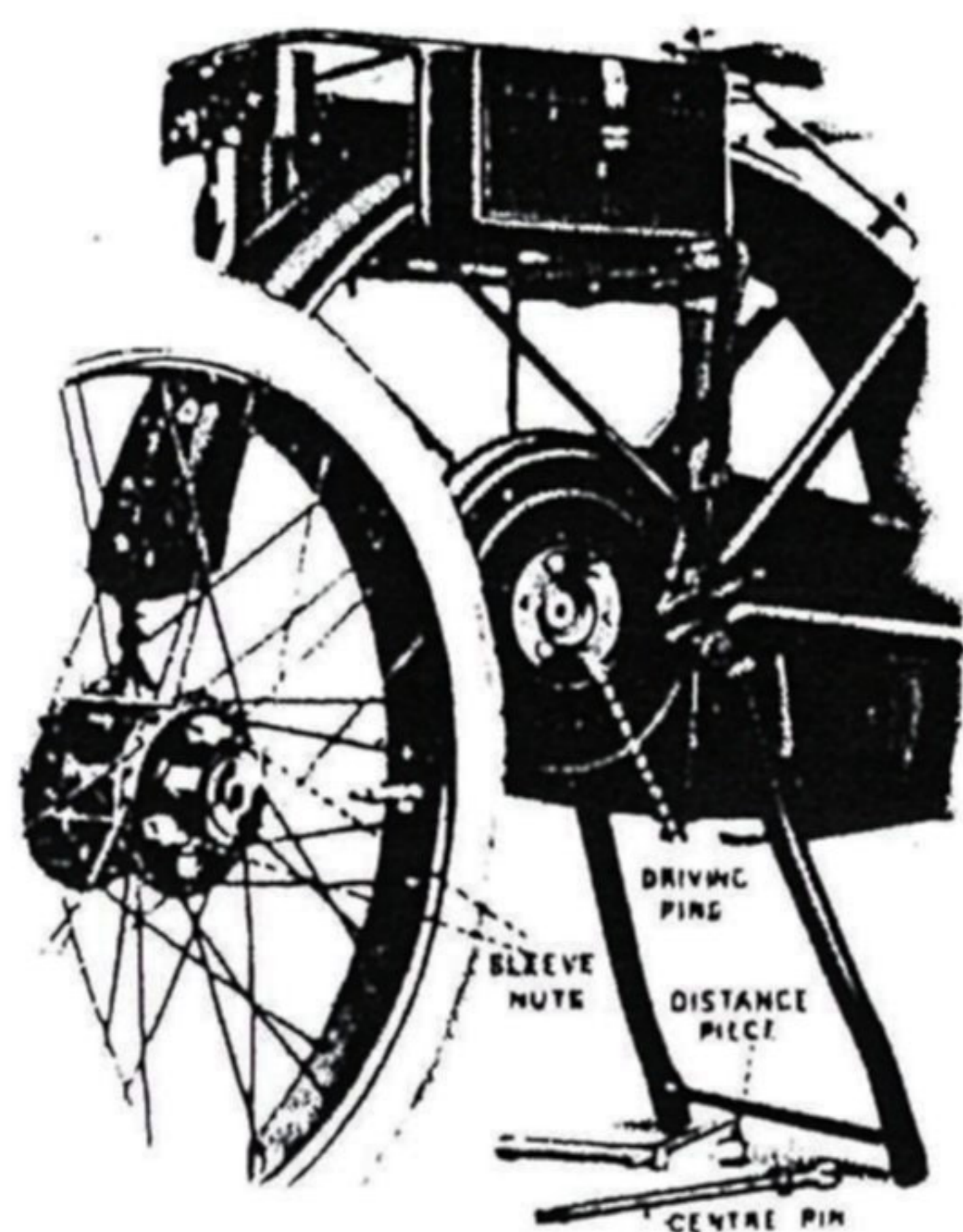


A.J.S. INTERNAL EXPANDING BRAKE

6 h.p. machine, and is now fitted for the first time to the 2½ h.p. model. It is undoubtedly one of the finest features of the A.J.S. machines. It is cable operated by foot pedal on left side of machine. The "Thermoid" lined expanding shoes operate internally on a large diameter drum, carried integral with the chain sprocket on rear hub, and provides a powerful instrument for emergency, while it can on the other hand be used with great delicacy of engagement. With a brake of this nature, one's sense of security is never in doubt on the worst hill and under the heaviest loads

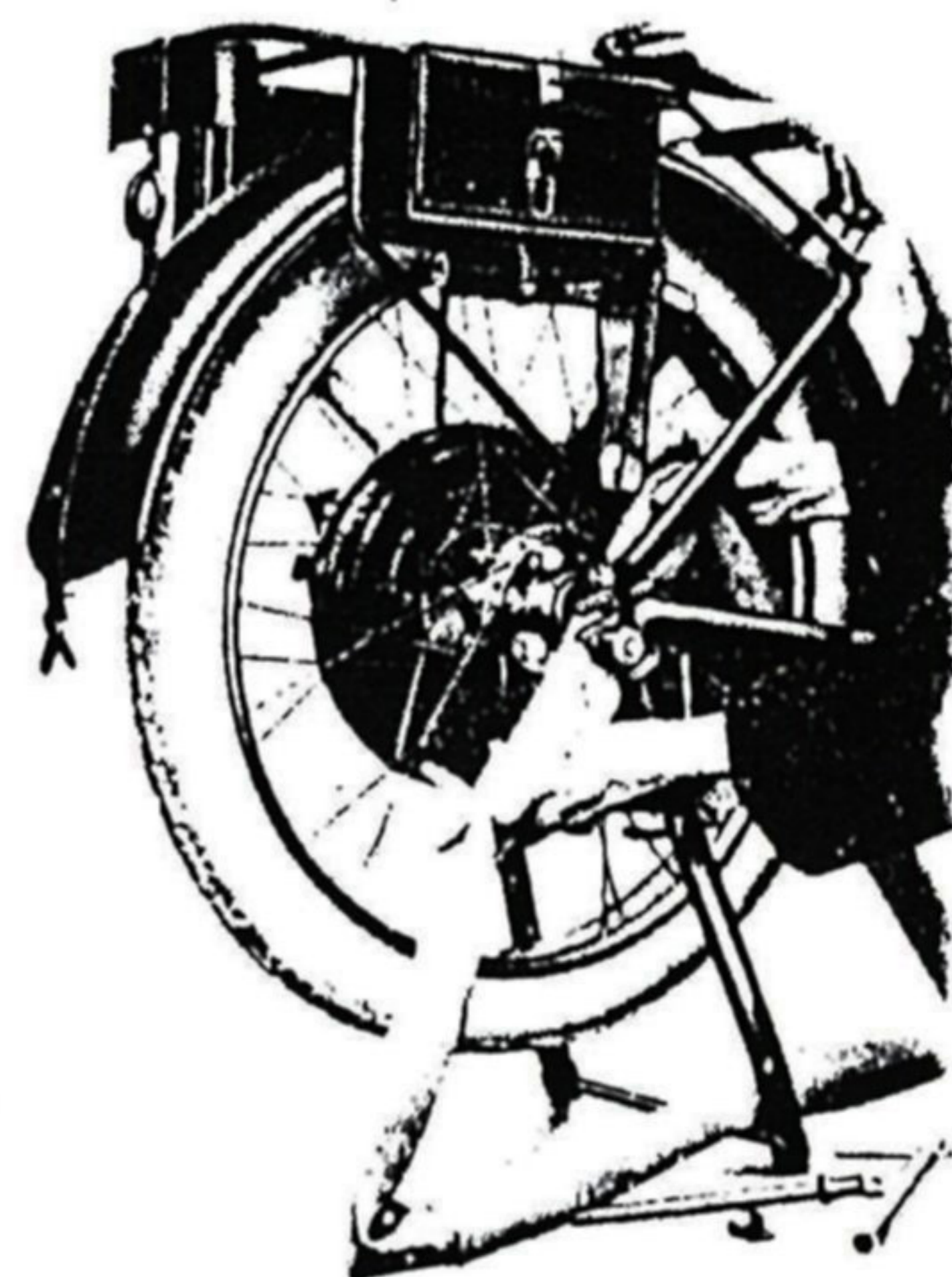
**FRAME** After much experimenting and research we found that the bend in the top tube was a great source of weakness and the cause of practically all frame fracture. The 1915 frame has been entirely redesigned and the straight top tube is a guarantee against any possible breakage

**MUDGUARDING** The back mudguard is 5 in. wide, which effectually protects the rear portion of the machine. The front mudguard is a special design, fitted, on each side, with splayed side shields. The total width of the guard at the top is 6 in. and increases to 12 in. at the bottom. The splayed side shields are also fitted with an additional valance which traps all water and mud. This new type guard certainly solves the mudguarding problem



**DETACH- ABLE WHEEL** The back wheel is the A.J.S. Patent Detachable

The wheel can be removed without disturbing the chain case, sprocket, chain, or mudguard, and the operation takes less than 30 seconds. Taking out the centre spindle leaves a space through which an inner tube can be passed, thus making it unnecessary to take out the wheel to remove or replace inner tube



**CARBURETTER** A.M.A.C. 1915 Model with special patented device for preventing blow-back

**TANK** The Oil and Petrol Filler Caps are placed in a more convenient position. The oil compartment is a separate tank inside the centre of main tank. Incorporated in the Petrol Filler is our Patent Gauge and Filter

**SILENCE** A longer exhaust extension pipe is fitted which makes the engine even more silent than before

A fully illustrated booklet "A.J.S. Motor Cycles and How to Manage Them" is sent out with each machine. A copy will be sent post free on request



# Terms of Business

## PAYMENT

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

## CARRIAGE

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

## RAILWAY TRANSIT

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

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## The "A.J.S." Guarantee

We give the following guarantee with our motor cycles, instead of the guarantee implied by statute, or otherwise, as to the quality or fitness of such machines for the purpose of motor cycling; any such implied guarantee being in all cases excluded. In the case of machines which have been used for "hiring out" purposes, or from which our trade mark or manufacturing number has been removed, no guarantee of any kind is given or is to be implied

We guarantee, subject to the conditions mentioned, that all precautions that are usual and reasonable have been taken by us to secure excellence of materials and workmanship, but this guarantee is to extend and be in force for three months only from date of purchase, and damages for which we make ourselves responsible under this guarantee are limited to the replacement of any part which may have proved defective, and any work involved in the replacement of such part or parts will be charged for

We undertake, subject to the conditions mentioned, to make good at any time within three months any defects in these respects. As motor cycles are easily liable to derangement by neglect or misuse, this guarantee does not apply to defects caused by wear and tear, misuse or neglect

The term "misuse" shall include amongst others the following acts:

- I. The attaching of a 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 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