

**ARTS**

**VICTORY  
MODELS**

1928

# "Victory"

WHY THE WORD WAS CHOSEN  
FOR THE A.J.S. 1928 MODELS

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ODAY British motorcycle leadership magnificently re-asserts itself with machines, which in design, specification, performance, and value, leap years ahead of all world competition—the 1928 Victory Models of A.J.S.

"Victory" is well chosen as their title. Victory designed them—Victory proved and tested them, Victory suggested their numerous refinements and improvements.

Twenty-six and 'twenty-seven were wonderful years for A.J.S. In great, world-known motorcycle contests they established supremacy such as no other make of motorcycle has ever attained before. Witness their wonderful achievements in the famous Isle of Man Tourist Trophy Races, the European Grand Prix Races, the big International Reliability Trials.

Building for Victory, achieving Victory—the designers of A.J.S. won a supreme experience. The lessons of that experience are all embodied in the A.J.S. Victory Models for 1928.

Never has there been offered among standard machines as much of power, speed, comfort, reliability, roadability, controllability and value as is presented to-day in A.J.S.

Let us prove it with a demonstration.

# SOME RECENT BIG A.J.S. SUCCESSES

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Lack of space excludes more than the briefest summary of the more important A.J.S. victories during 1927 and earlier years.

It will suffice, however, to show that the more gruelling the test the more A.J.S. demonstrates its outstanding superiority.

And the motor cycle designed and built on such solid foundations as the experience gained in open competition in practically every British and foreign country is one which will give the greatest service at lowest cost per mile under all kinds of road and climatic conditions.

## SPEED AND ENDURANCE.

The Tourist Trophy—the world's motor cycle classic—here A.J.S. has easily the proudest record: Five times the outright winner! First, second, or third ever since their first entry in 1914! Only other machine besides Velocette to win the teams' prize! First motor cycle to exceed 70 m.p.h. for full lap of course.

## OVERSEAS—BRITISH and FOREIGN T.T. and GRAND PRIX RACES.

South African Junior T.T., 1927 and 1928, won by A.J.S. Swiss, German, Belgian, and Austrian Grand Prix Races, 1927, won by A.J.S.—which in each case established record times.

350 c.c. and 500 c.c. Australian Grass Track Side Car Championships, 1927 and 1928, won by A.J.S.

World's 350 c.c. side car grass track speed record, established by A.J.S. at Werribee (Victoria), 1928.

## RELIABILITY.

A.J.S. motor cycles have, during the last ten years, secured a greater share of honors in the most important British and overseas reliability trials than any make of motor cycle under 600 c.c., both with and without side cars.

## HILL CLIMBING.

A.J.S. motor cycles in the hands of private owners, as well as leading competition riders, have achieved outstanding successes in every State of Australia and New Zealand.

"Greater power by increased efficiency rather than capacity" is the secret of A.J.S. wonderful climbing ability.

## ECONOMY.

In open competition the standard 3.49 c.c. A.J.S. motor cycle has covered a distance of equal to more than 300 miles to a gallon of petrol, and regularly throughout Australasia, in the hands of ordinary riders, A.J.S. motor cycles are proving their ability to cover a greater distance on a measured gallon of petrol than any other motor cycle under similar conditions.

The gruelling long distance road races, as typified by the Annual and World-famous Isle of Man Tourist Trophy—where the slightest weakness inevitably shows up, and where British Manufacturers spend, annually, thousands of pounds in designing, testing, and checking new ideas to make their machines more roadworthy in the hands of the private owner. The Grand Prix Races held on the tracks and roads of Europe—where British engineering skill is matched against the best brains of other countries; the big International Reliability Trials held on the roads of England, France, Germany, and other overseas countries, and the carefully watched Economy Tests; the steep hill climbs to test the power output of carefully designed motors—strength and easy operation of gear box, etc., all play a very important part in placing British motorcycles on the high pinnacle which they occupy to-day. And how wonderfully have A.J.S. Motorcycles played their part in this achievement!

Not for nothing has A.J.S., during the last ten years, been freely recommended as England's highest quality motorcycle. Victory after victory in all forms of competition—record after record for speed, reliability, and economy, have resulted in steadily increased sales in practically every country of the world.

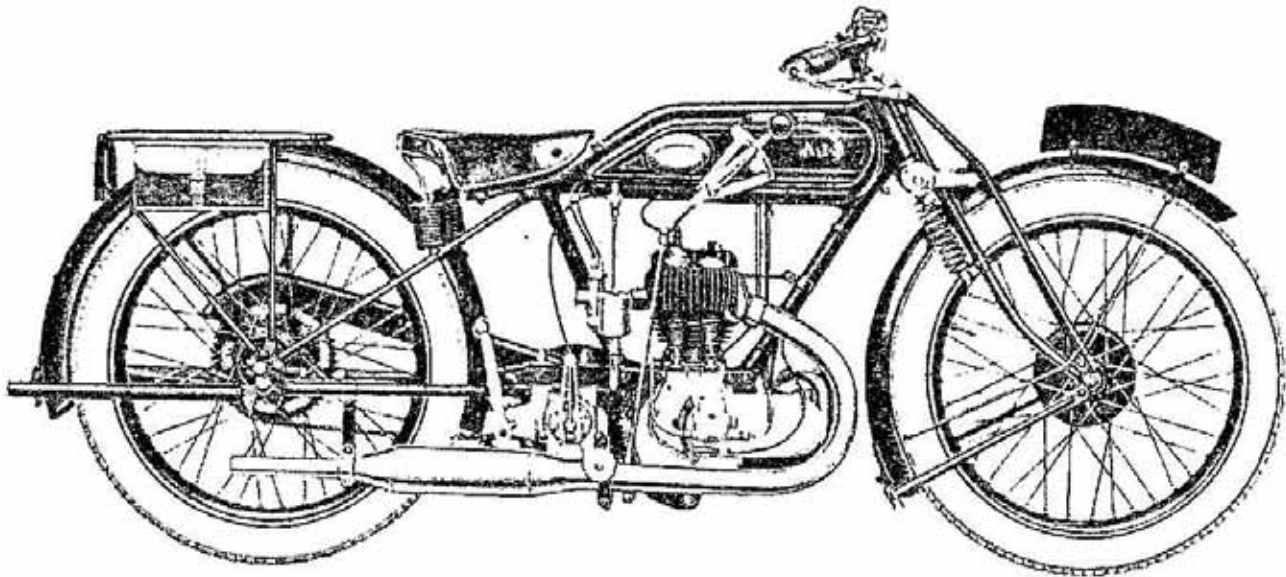
The A.J.S. rigidly-adhered-to policy of refusing to build a motorcycle down to price, but to build up to the highest possible standard of quality, avoiding rash experiments to meet the temporary demands of one country or another, but steadily persevering with the design and equipment which they know, by close personal investigation of overseas markets, to be necessary, has built up a circle of satisfied riders, counted by the tens of thousands.

Thus has the name of "Victory" been adopted for the 1928 Models, which is symbolised by the greatest "Victory" in the history of England—Nelson's Flag Ship.

1. Counter-balanced flywheels.
2. Increased power output per-100 c.c.
3. Improved oiling system.
4. Larger and longer one-piece main bearing.
5. Re-inforced and wider crank case.
6. Quick detachable two-piece tappet guides.
7. Larger car-type tappets.
8. Larger, quick-lift, two-cam valve timing with cover position studs.
9. "Needle" type roller bearing big end, giving 150% greater contact surface.
10. Longer four-ring special aluminium alloy piston.
11. New quick detachable semi-Ricardo cylinder head and barrel, with 50% greater cooling area.
12. Solid copper compression gasket.
13. Greater mechanical silence.
14. Strengthened gear box housing.
15. Improved kick starter bearing, with detachable segment.
16. New type clutch spring.
17. Heavier kick starter ratchet pins and spring.
18. Heavier and stronger frame and gear box cradle.
19. Electrically welded, larger steel tanks.
20. Improved detachable rear wheel sprocket.
21. Increased chain and mudguard clearances.
22. Stronger front forks.
23. Increased braking area.
24. New and stronger front hub.
25. New type "matched" twist grip control.
26. Special Binks two-jet carburettor, with polished air intake.
27. A.J.S. quick detachable rear wheel on all models but K 12
28. Heavier and wider mudguards on all 350 c.c. models.
29. Improved rocker plates on o.h.v. models.

# VICTORY MODEL ~ K12 ~ COLONIAL

## 2-48 h.p Utility or Sports.



### SPECIFICATION.

**Engine.** A.J.S. Design and Manufacture. Single Cylinder (65 x 75 mm. Bore and Stroke, 248 c.c. capacity), fitted with Detachable Head. Aluminium Piston. Roller Bearings to Big End of Connecting Rod, Side by Side Valves.

**Carburettor.** Binks, with Twist-Grip Control.

**Tank.** 1½ gallons Petrol. 3 pints Oil.

**Lubrication.** Mechanical Oil Pump, with Sight Feed and Auxiliary Hand Pump.

**Ignition.** Lucas Magneto. Handlebar Controlled.

**Chains.** "Hans Renold," ½ in. pitch x 3-16 in. wide. A Shock Absorber is fitted to the Engine Shaft.

**Chain Guards.** Open Sports Type.

**Gear Box.** A.J.S. Countershaft Three-Speed Gear, fitted throughout with Ball Bearings. Operated by our improved Gate Change. Ratios, 6.1, 10.3, and 15.8 to 1.

**Clutch.** Hand-controlled.

**Tyres.** 25 x 3 Wired-on Dunlop Cord Heavy Non-Skid. Low Pressure.

**Mudguards.** Improved Design, affording excellent protection.

**Brakes.** Front and Rear Internal Expanding Type. Rear operated by pedal on left-hand side of the machine. Front by lever on Handlebar. Both are extremely powerful and smooth acting.

**Forks.** Latest A.J.S. Design. All links adjustable for taking up side play.

**Handlebars.** Semi-T.T. Pattern.

**Footrests.** Adjustable, allowing the rider to procure the most suitable riding position.

**Carrier.** Built of Steel Tubing, with Welded Flush Joints.

**Tool Cases.** Two Pannier Bags, with Full Kit of Tools.

**Stand.** Fitted to Rear Wheel.

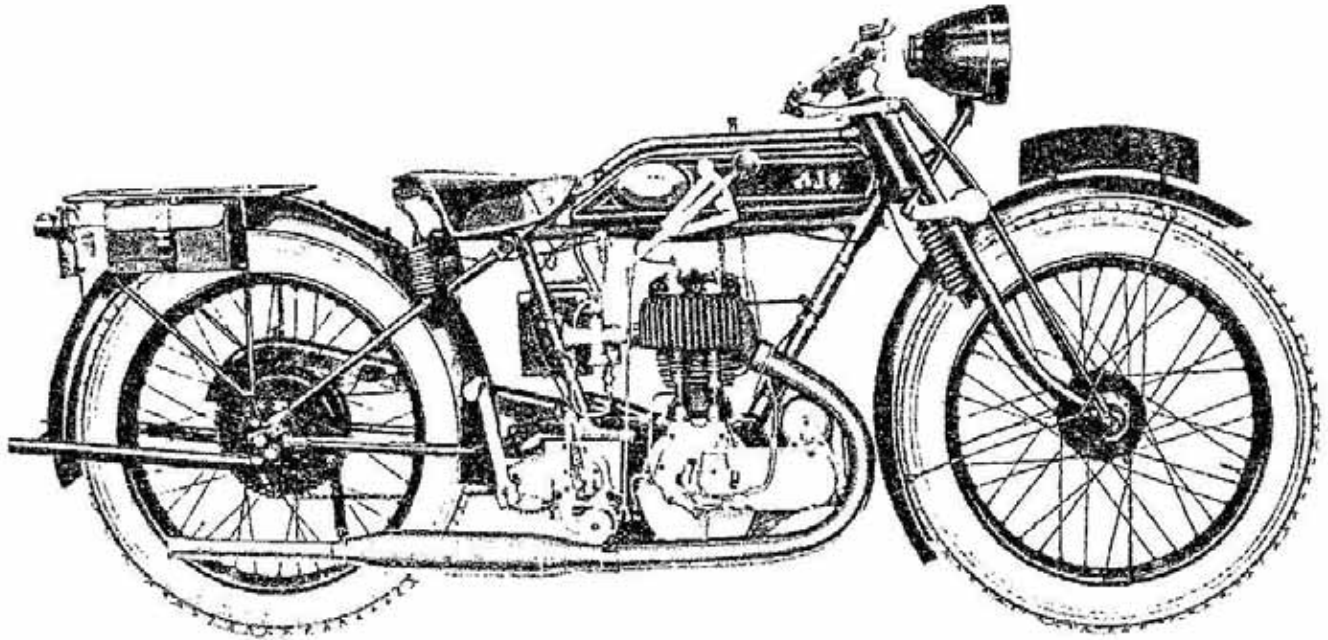
**Starting.** Improved Design Foot Starter. Gives very easy starting.

**Saddle.** Terry Spring Seat No. 2 de Luxe. Soft Top, with 3-point suspension.

**Measurements.** Wheel Base, 51 in. Height of Saddle, 26 in.

# VICTORY MODEL ~K 5~ SPECIAL

## 3-49 h.p Sports or Tourer.



### SPECIFICATION.

**Engine.** A.J.S. Design and Manufacture. Single Cylinder (74 x 81 m.m. Bore and Stroke, 349 c.c. capacity), fitted with Detachable Head. Aluminium Piston. Roller Bearing to Big End of Connecting Rod. Large, Mechanically Operated Valves. Adjustable Valve Tappets. Enclosed Valve Lifter. Efficient Cooling. Side by Side Valves.

**Carburettor.** Binks, with Twist-Grip Control.

**Tanks.** Fitted with Large Petrol and Oil Caps. 1½ gallons Petrol. 3 pints Oil.

**Lubrication.** Mechanical Oil Pump, with Sight Feed and Auxiliary Hand Pump.

**Wheels.** A.J.S. Quick Detachable Rear.

**Ignition.** Lucas Magneto. Handlebar Control.

**Chains.** Best quality ½ in. pitch x 5-16 in. wide. Shock Absorber is fitted to the Engine Shaft.

**Chain Guards.** The top half only of the chain is covered, giving easy access to the Sprockets and transmission.

**Gear Box.** A.J.S. Countershaft Three-Speed Gear, fitted throughout with Ball Bearings. Operated by our Improved Gate Change Lever. Ratios, 5.8, 9.76, and 14.84 to 1.

**Clutch.** Hand-Controlled.

**Tyres.** 26 x 3.25 Wired-on Dunlop Heavy Non-Skid. Low Pressure.

**Brakes.** Front and Rear Internal Expanding Type. Rear Brake operated by pedal on left hand side of the machine. Front by lever on Handlebar. Both are extremely powerful and smooth acting.

**Forks.** Latest A.J.S. Design, fitted with Shock Absorbers, and all links adjustable for taking up side play.

**Handlebars.** Sports or Touring Type, optional.

**Footrests.** Adjustable, allowing the rider to procure the most suitable riding position.

**Carrier.** Built of Steel Tubing, with Welded Flush Joints.

**Stand.** Fitted to Rear Wheel.

**Tool Cases.** Two Pannier Bags, with Full Kit of Tools.

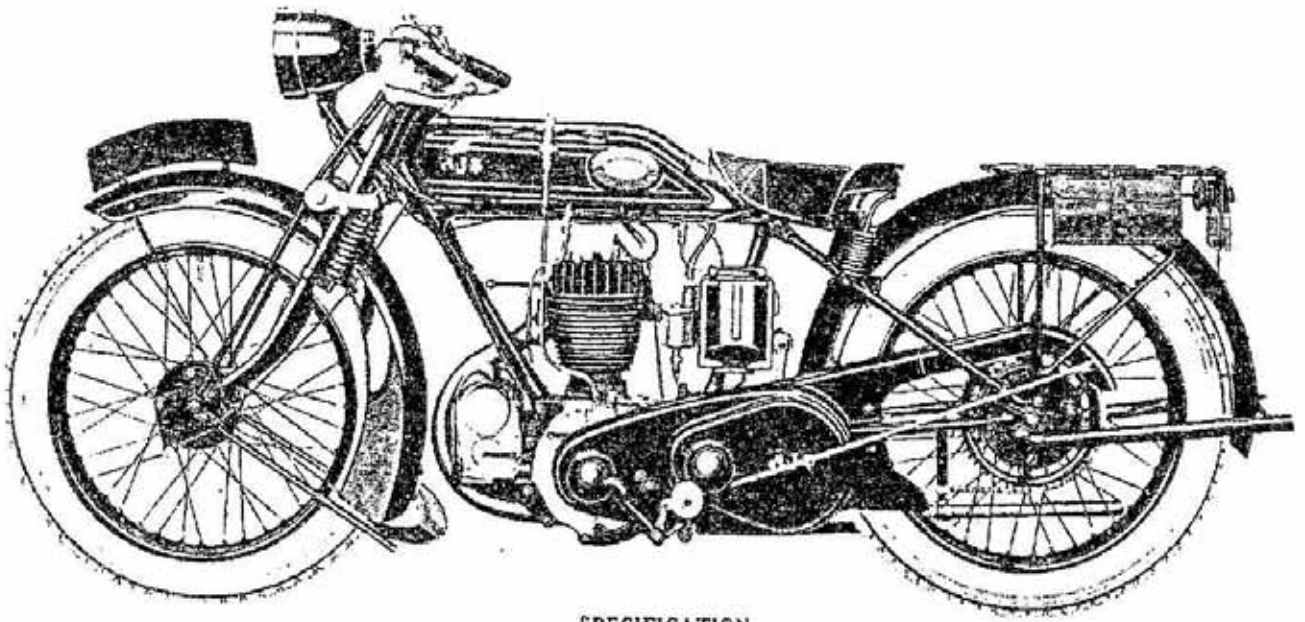
**Starting.** Improved Design Foot-Starter. Gives very easy starting.

**Saddle.** Terry Spring Seat, No. 3. Soft Top, with 3-point Suspension.

**Measurements.** Wheel Base 54 in. Height of Saddle from ground, 28 in.

# VICTORY MODEL ~ K 4 ~ DE LUXE

## 3~49 h.p Sports or Tourer.



### SPECIFICATION.

**Engine.** A.J.S. Design and Manufacture. Single Cylinder (74 x 81 mm. Bore and Stroke, 349 c.c. capacity), fitted with Detachable Head, Aluminium Piston. Roller Bearings to Big End of Connecting Rod, Side by Side Valves.

**Carburettor.** Binks, with Twist-Grip Control

**Tank.** 1½ gallons Petrol. 3 pints Oil.

**Lubrication.** Mechanical Oil Pump, with Sight Feed and Auxiliary Hand Pump.

**Ignition.** Lucas Magneto. Handlebar Control.

**Chains.** "Hans Renold," ½ in. pitch x 5-16 in wide. A Shock Absorber is fitted to the Engine Shaft.

**Chain Guards.** Semi-enclosed Type, giving easy access to the Transmission.

**Gear Box.** A.J.S. Countershaft Three-Speed Gear, fitted throughout with Ball Bearings. Operated by our Improved Gate Change.-Ratios, 5.8, 9.76, and 14.84 to 1.

**Clutch.** Hand-Controlled.

**Wheels.** Rear A.J.S. Patent Quick Detachable.

**Tyres.** 26 x 3.25 Wired-on Dunlop Cord Heavy Non-Skid. Low Pressure

**Mudguards.** Improved Design, affording excellent protection.

**Brakes.** Front and Rear Internal Expanding Type. Rear Brake operated by pedal on left-hand side of the machine. Front by lever on Handlebar. Both are extremely powerful and smooth acting.

**Forks.** Latest A.J.S. Design, fitted with Shock Absorbers, and all links adjustable for taking up side play.

**Footrests.** Adjustable, allowing the rider to procure the most suitable riding position.

**Handlebars.** Sports or Touring Type, optional.

**Stands.** Strong, "Kick-up" Type, fitted to Front and Rear Wheels.

**Carrier.** Built of Steel Tubing, with Welded Flush Joints.

**Tool Cases.** Two Pannier Bags, with Full Kit of Tools.

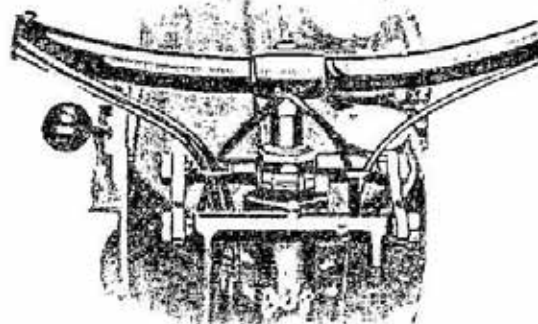
**Starting.** Improved Design Foot-Starter gives very easy starting.

**Saddle.** Terry Spring Seat. 3-point Suspension.

**Measurements.** Wheel Base, 54 in. Height of Saddle, 28 in.

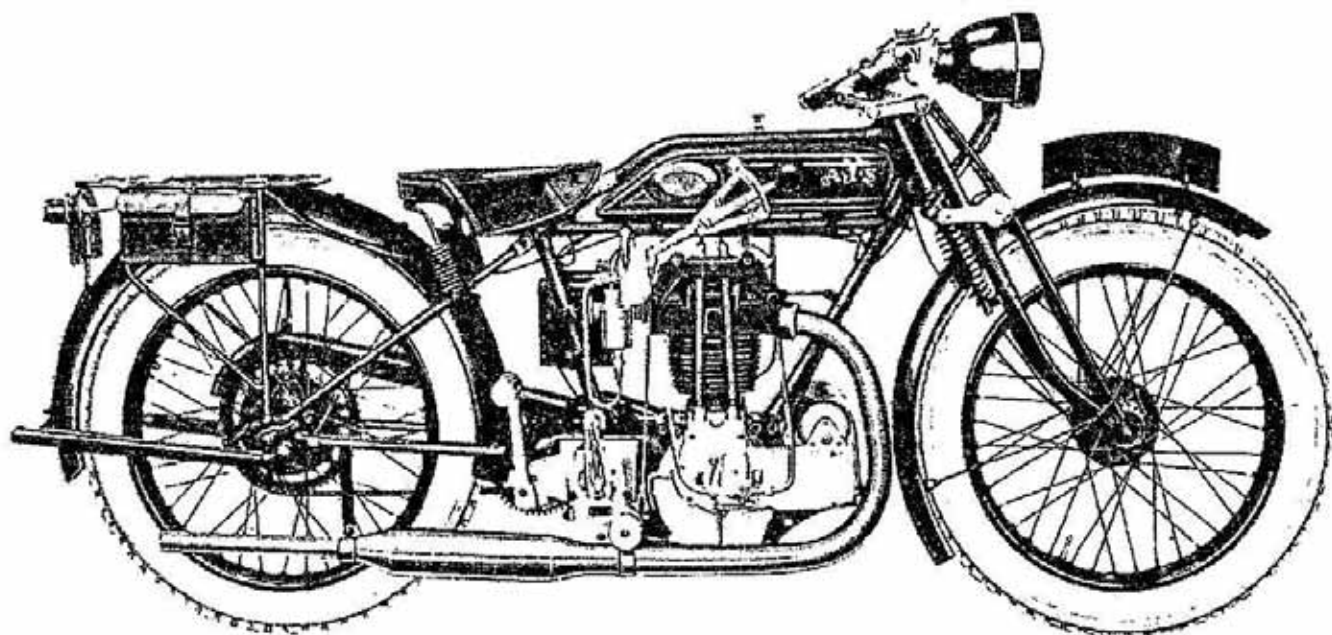


Special Touring Handlebars on K4 optional equipment.



# VICTORY MODEL-K6-SUPER SPORTS

## 3-49 h.p Overhead Valves.



### SPECIFICATION.

**Engine.** Special Super-Sports Type, giving wonderful power output, and high average road speed. A.J.S. Exclusive Design and Manufacture. Single cylinder (74 x 81 mm. Bore and Stroke, 349 c.c. capacity), Special, quick detachable Cylinder Head of semi-Ricardo Type, ensuring greatest engine efficiency at all speeds. Special Aluminium Piston, Roller Bearings to Big End.

**Carburettor.** Specially tuned Binks, giving terrific acceleration and easy starting in coldest weather. Twist-Grip Control.

**Tank.** 1½ gallons Petrol, 2-pints Oil.

**Lubrication.** Mechanical Oil Pump, with Sight Feed and Auxiliary Hand Pump.

**Ignition.** Lucas Magneto. Handlebar Controlled.

**Chains.** "Hans Renold," ½ in. pitch x 5.16 in. wide. A Shock Absorber is fitted to the Engine Shaft.

**Chain Guards.** Racing Type.

**Gear Box.** Special A.J.S. Three-Speed Close Ratio: 5.52, 6.78, and 10.38 to 1, with 21-tooth Sprocket, fitted throughout with Ball Bearings and operated by Improved Gate Change.

**Clutch.** Hand-Controlled.

**Wheels.** Rear A.J.S. Quick Detachable.

**Tyres.** 26 x 3.25 Wired-on Dunlop Cord Heavy Non-Skid. Low Pressure.

**Mudguards.** Narrow Racing Type.

**Brakes.** Front and Rear Internal Expanding Type. Rear Brake operated by pedal on left-hand side of the machine. Front by lever on Handlebar. Both are extremely powerful and smooth acting.

**Forks.** Latest A.J.S. Design, fitted with Shock Absorbers, and all links adjustable for taking up side play.

**Handlebars.** Semi-T.T. Racing Type.

**Footrests.** Adjustable, allowing the rider to procure the most suitable riding position.

**Stand.** Fitted to Rear Wheel.

**Carrier.** Built of Steel Tubing, with Welded Flush Joints.

**Tool Cases.** Two Pannier Bags, with Full Kit of Tools.

**Starting.** Improved Design Foot-Starter. Gives very easy starting.

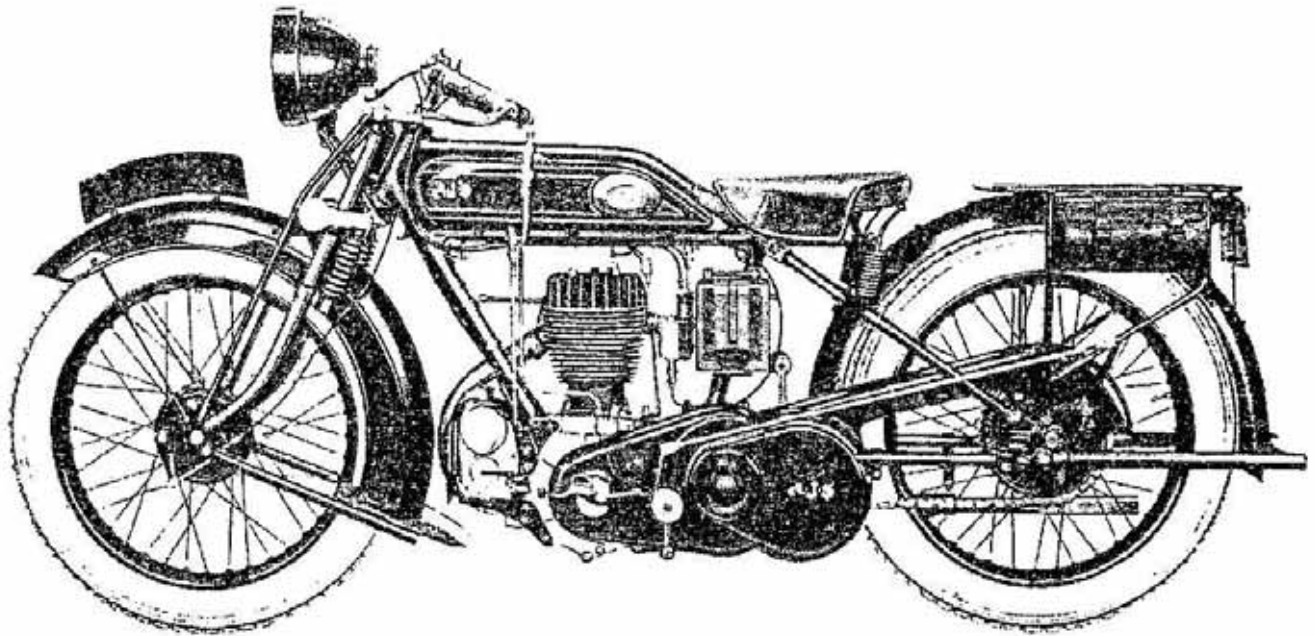
**Saddle.** Terry Spring Seat No. 2 de Luxe. Soft Top, with 3-point Suspension.

**Measurements.** Wheel Base, 54 in. Height, of Saddle, 28 in.



# VICTORY MODEL - K 9 - DE LUXE

## 4-98 h.p. Medium-Weight Sports or Tourer.



### SPECIFICATION.

**Engine.** A.J.S. Design and Manufacture. Side-by-side Valves. Single Cylinder (84 x 90 mm. Bore and Stroke, 498 c.c. capacity). Fitted with Detachable Head, Aluminium Piston, Roller Bearing Big End, Enclosed Valve Lifter.

**Carburettor.** Binks, with Twist-Grip Control.

**Tank.** 1½ gallons Petrol, 3 pints Oil.

**Lubrication.** Mechanical Oil Pump, with Sight Feed and Auxiliary Hand Pump.

**Ignition.** Lucas Magneto. Handlebar Control.

**Chains.** "Hans Renold," Extra-Strong, ½ in. pitch x ¾ in wide.

**Chain Guards.** Semi-enclosed type, giving easy access to the Transmission and Clutch.

**Gear Box.** A.J.S. Countershaft Three-Speed Gear, fitted throughout with Ball Bearings. Operated by Improved Gate Change. Ratios, 4.3, 8.6, and 15 to 1.

**Clutch.** Multiple Plate Type. Improved Operating Mechanism. Hand-controlled.

**Wheels.** Rear A.J.S. Patent Quick Detachable.

**Tyres.** 26 x 3.50 Wheel-on Dunlop Cord Heavy Non-Skid. Low Pressure.

**Mudguards.** Rear, 7 in. wide. Front, Improved Design fitted with Valance and Flap.

**Brakes.** Front and Rear Internal Expanding. Extremely powerful and smooth acting. Rear operated by pedal on left-hand side of machine. Front by lever on left handlebar.

**Forks.** Latest A.J.S. Design. Links are adjustable for taking up side play. Lower links fitted with Shock Absorbers.

**Handlebars.** Sports or Touring Type, optional.

**Footrests.** Adjustable, allowing the rider to procure the most suitable riding position.

**Stands.** Fitted to Front and Rear Wheels.

**Carrier.** Built of Steel Tubing, with Welded Flush Joints

**Tool Cases.** Two Pannier Bags, with Full Kit of Tools.

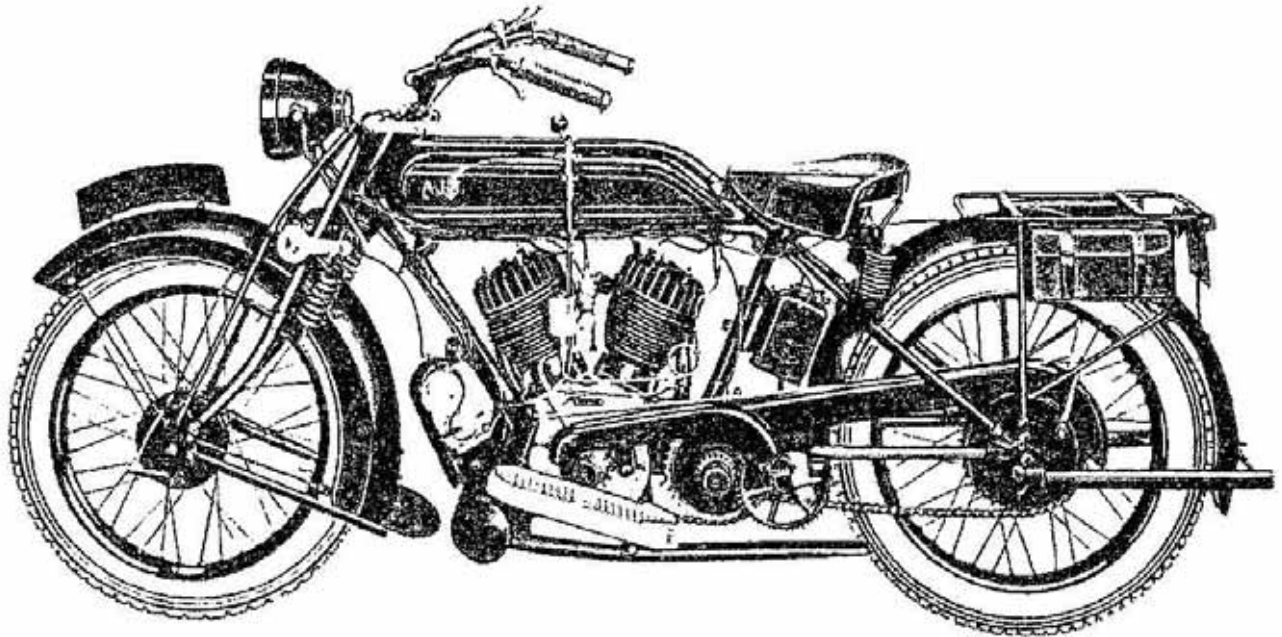
**Starting.** Improved Design Foot-Starter.

**Saddle.** Terry Spring Seat No. 2 de Luxe Soft Top, with 3-point Suspension.

**Measurements.** Wheel Base, 56 in. Height of Saddle, 28 in. Ground Clearance, 4½ in.

# VICTORY MODEL K2 • The Silent Twin.

7.99 h p. Twin.



## SPECIFICATION.

**Engine.** A.J.S. Design and Manufacture. Twin Cylinder (74x93 mm. Bore and Stroke, 799 c.c. capacity). Fitted with Detachable Heads. Aluminium Pistons. Roller Bearings to Big Ends of Connecting Rods. Shock Absorber to Engine Shaft. Large, interchangeable, mechanically-operated, side by side Valves. Adjustable Valve Tappets. Large, efficient Silencer.

**Carburettor.** Binks, with Twist-Grip Control.

**Tank.** Capacity: Petrol, 2½ gallons; Oil, 3 pints.

**Lubrication.** Mechanical Oil Pump, with Sight Feed and Auxiliary Hand Pump.

**Ignition.** Lucas Magneto, enclosed type Handlebar Control Vernier Timing Adjustment.

**Transmission.** "Hans Renold" Chains, extra strong Motor Cycle. ½ in. pitch x ¾ in. wide.

**Gear Box.** Our renowned Three-Speed Counter-Shaft Gear Ball Bearings throughout. Operated by our improved Gate Change. Gear Ratios, 5, 9, 16 to 1.

**Clutch.** Patent Multiple Plate. Improved Operating Mechanism. Hand-controlled.

**Wheels.** A.J.S. Patent. Both Wheels are interchangeable, and can be detached instantly.

**Tyres.** Back and front fitted with 26 x 3.50 Wired-on Dunlop Cord Heavy Non-Skid. Low Pressure.

**Mudguards.** The Front Mudguard is of special design, giving perfect protection in the worst weather. Back Guard is 7 in. wide.

**Brakes.** Back and Front Internal Expanding Pattern, Extremely powerful and smooth acting. Back operated by foot pedal on left-hand side of machine. Front by pedal on right-hand side.

**Forks.** Latest A.J.S. Design, fitted with Shock Absorbers, and all links adjustable for taking up side play.

**Footboards.** Protected design, with deep Rubber Tread and Heel Rest, made entirely of Rubber.

**Stands.** Fitted to both wheels.

**Carrier.** Built of steel tubing, with welded flush joints. Fitted with Pannier Bags, with steel outer cases.

**Tools.** A Tool Roll with Full Kit of best quality Tools is provided.

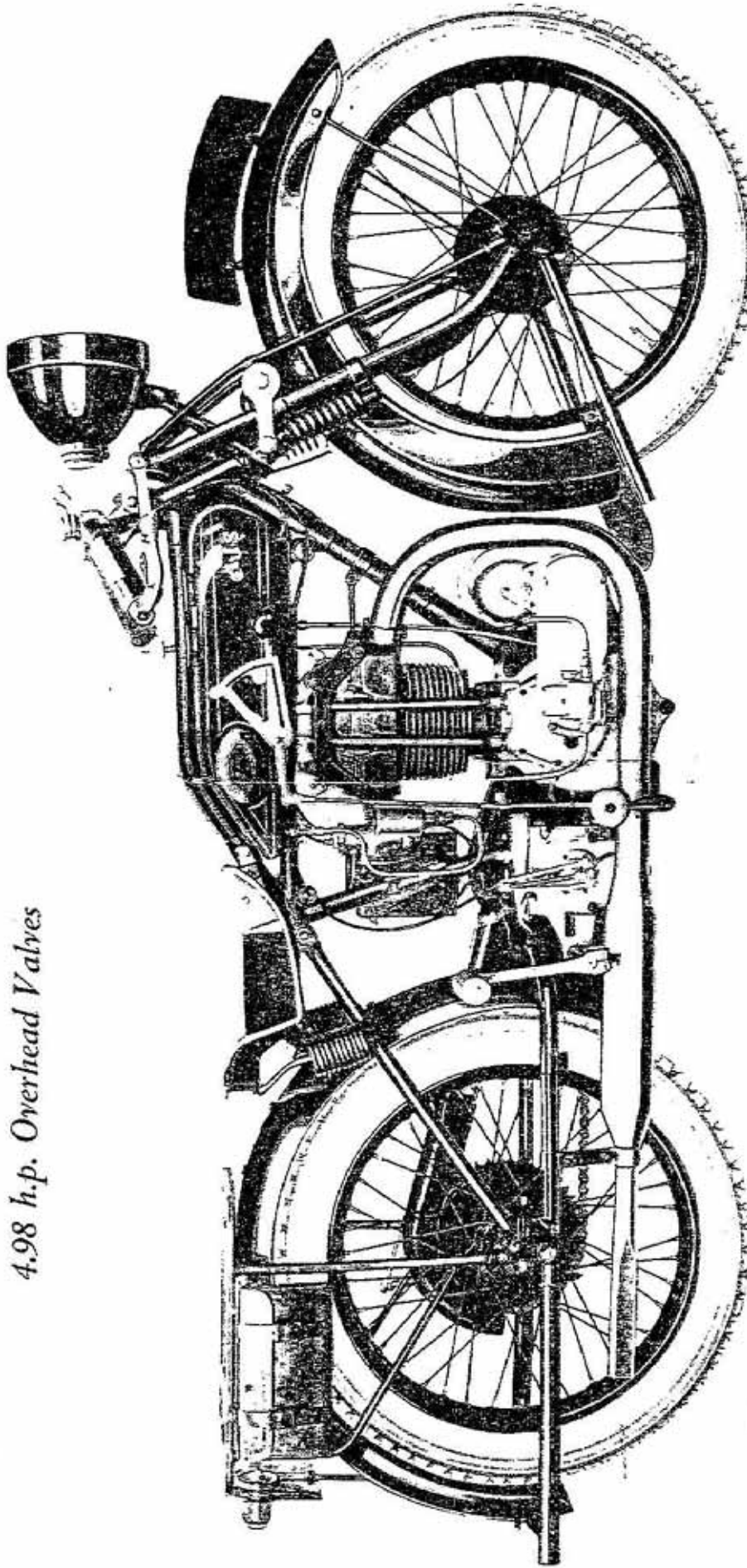
**Starting.** Improved Design Foot-Starter. Gives very easy starting. Entirely enclosed mechanism.

**Saddle.** Terry Spring Seat No. 1 de Luxe. Soft Top with 3-point Suspension.

**Measurements.** Wheel Base, 57 in. Ground Clearance, 5½ in.

# The VICTORY MODEL K8 DELUXE SUPER SPORTS

4.98 h.p. Overhead Valves



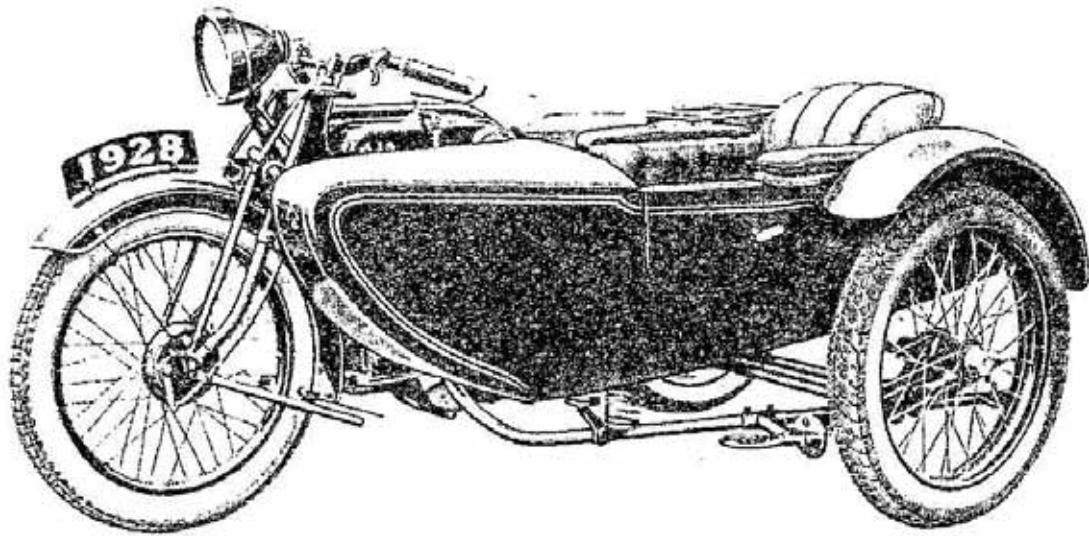
## SPECIFICATION.

Engine, Special Super-Sports 4 h.p. Type, for fast Side Car work, giving great power output at all speeds. A J.S. Exchange Design and Manufacture. Single Cylinder (84 x 80 mm Bore and Stroke, 498 c.c. capacity). Special, quick Detachable Cylinder Head, of Semi-Retardo Type. Special Aluminium Alloy Pistons, and Roller Bearings in Big End. Carburettor, Specially-tuned Bore, with Twist Grip Control. Tank, 12 gallons Petrol, 3 pints Oil. Lubrication, Mechanical Oil Pump, with Sight Feed and Auxiliary Hand Pump. Ignition, Lucas Magneto. Handlever Control. Clutch, "Hux Renault" Extra Strong, 4 in. pitch, x 8 in. wide. Chain Gears, Semi-enclosed type, giving easy access to the Transmission and Clutch Gear Box. A J.S. Counter-shaft, Three-Speed Gear, fitted throughout, with Ball Bearings. Operated by Improved Gate Change. Ratios, 4.3, 5.6, and 15 to 1. Close Ratio optional for Side work. Clutch, Multiple Plate Type, Improved Operating Mechanism. Hand-Controlled. Wheels, Rear A.J.S. Patent Quick Detachable.

Tires, 26 x 3 10 Wireloom Dunlop Cord Heavy Non-Skid. Low Pressure. Mudguards, Rear 7 in. wide Front, Improved Design, fitted with Violence and Flap. Brakes, Front and Rear Internal Expanding. Extremely powerful and smooth acting. Rear operated by pedal on left hand side of machine. Front by lever on Handlever. Forks, Latest A.J.S. Design. Lanks are adjustable for taking up side play. Lower Handlebars, Semi T.T. pattern. Footrests, Adjustable, allowing the rider to procure the most suitable riding position. Stands, Fitted in Front and Rear Wheels. Carrier, Bulk of Steel Tubing, with Welded Flush Joints. Tool Case, Two Panosier Bags, with Full Kit of Tools. Siding, Improved Design Foot-Scatter. Saddle, Terry Spring Seat, No. 2 de Lase. Saddle Top, with 3 point Suspension. Measurements, Wheel Base, 56 in. Height of Saddle, 28 in. Ground Clearance, 4 1/2 in.

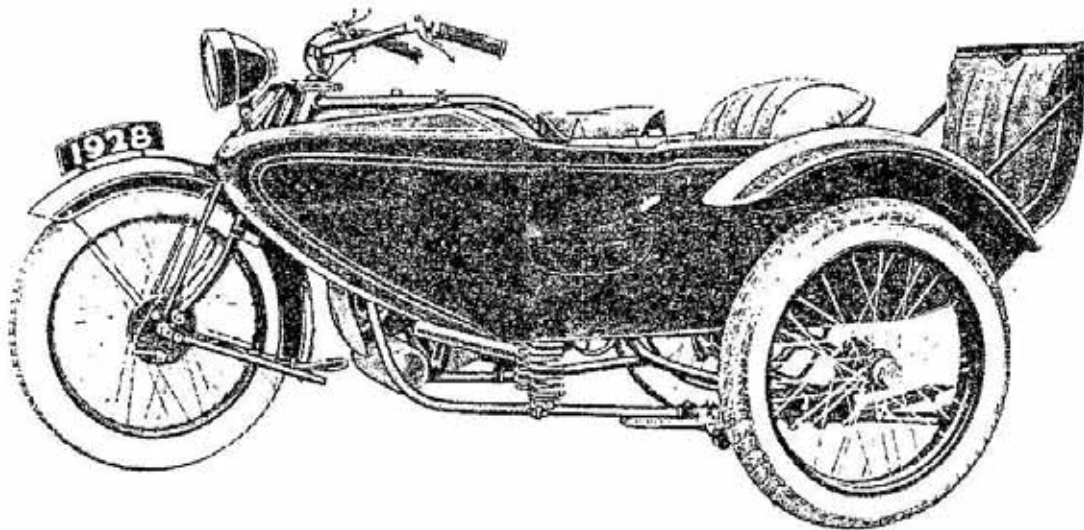
# Medium Weight Side Car Outfit

Model K8 or K9.



A specially designed Goulding "Cumfit" Chassis, magnificently sprung, with full floating axle ensuring smooth travel over roughest roads. Nice sporting lines with all unnecessary weight eliminated. A well upholstered steel body with ample leg room and high back incorporating special luggage "boot." Special bodies also available.

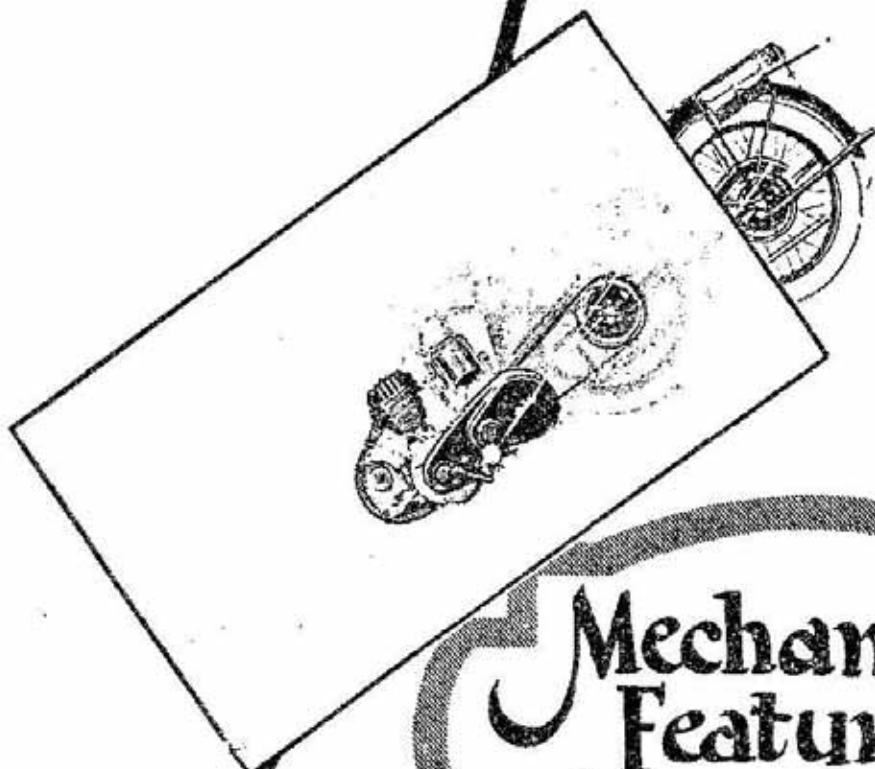
# Heavy Weight Outfit - - Model K2.



Incorporating a special heavy "Cumfit" Chassis reinforced for long distance touring over rough roads. Full floating axle, large well base rim, and balloon tyre and tube. The standard body is roomy and comfortable, and very strong. Special bodies both of sporting and touring type, including the famous "Multi" designed for carriage of one adult and one child also available.

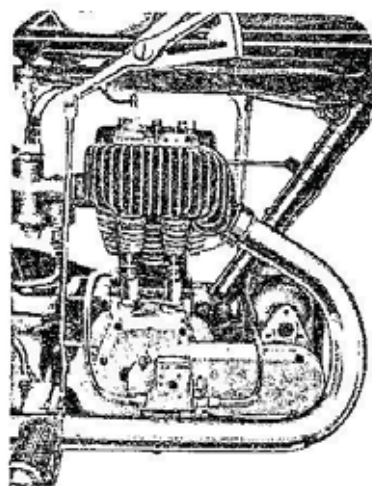
An A.J.S. and Sidecar at lowest petrol, tyre and upkeep cost, and the lowest initial expense, offers all the comfort, freedom and exclusiveness plus touring radius to be derived from any form of motorised transportation. It is the simplest form of Motor Vehicle made for two or three people. It has few wearing parts, is easily driven and completely understood mechanically in a matter of weeks.

# *X-Ray'd*



**Mechanical  
Features**  
*Studied in detail*

# The Rays Reveal:

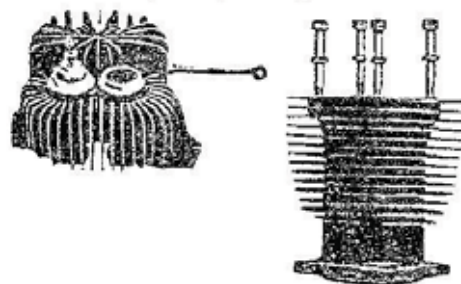


"Close-up" of Side-by-Side Valve Engine,

showing new cylinder design, with larger cooling area; enclosed valve lifter; side-by-side valves, easily adjustable; larger capacity exhaust pipe; and special "holding down" cylinder stay. The most powerful 350 c.c. standard engine on the market.

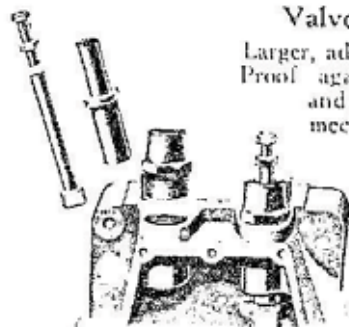
The New Type Quick Detachable Cylinder Head

ensures greater compression seal, and accessibility, and perfect gas turbulence.



Valve Tappets.

Larger, adjustable tappets. Proof against oil leaks, and ensuring greater mechanical silence.



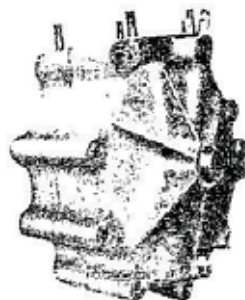
The New Piston.

Special A.J.S. aluminium alloy, 4-ring type, with increased bearing surface, and strengthened gudgeon pin boss.



The Crank Case.

Wider and larger, eliminating all oil drag when cold. Longer main bearing bush, built-in oil leads, and specially reinforced for utmost rigidity and strength.



The Big End.

Another "Victory" feature—the result of more than twelve months' engineering research and testing under actual road and track conditions. The new "Needle-Point" rollers eliminate friction, give increased bearing surface, and permit use of larger crank pin, which is practically everlasting.

## A "Victory" Engine— of Remarkable Power - Supreme Sturdiness & Unique Accessibility.

Featuring the New Type Quickly-Detachable Cylinder Head, New Type "Needle-Point" Roller Bearing Big End, New Cylinder Design, Main Shaft on Long Plain Bearing, etc.

THE powerplant or engine is the very heart of every motor cycle, and naturally calls for the highest engineering skill in design, as well as the greatest care and expert knowledge in manufacture, with metals chosen for their suitability for the particular strains and stresses which the finished part must endure.

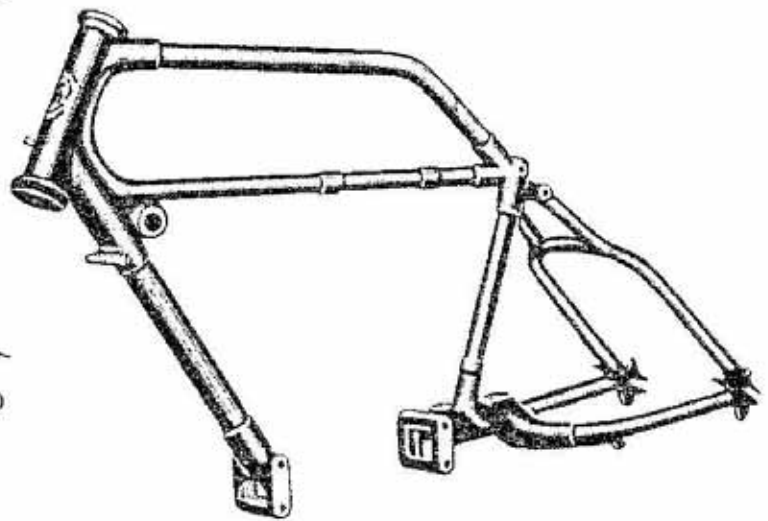
How wonderfully has A.J.S. proved its predominating superiority in this regard. Look back over the last few years, and see how, against manufacturers from all countries, A.J.S. has achieved victory after victory in every important competition, and where success is assured only to the maker who places quality before low price.

Study the special A.J.S. engine features, which are the result of the A.J.S. policy of "greater power by increased efficiency, rather than capacity."

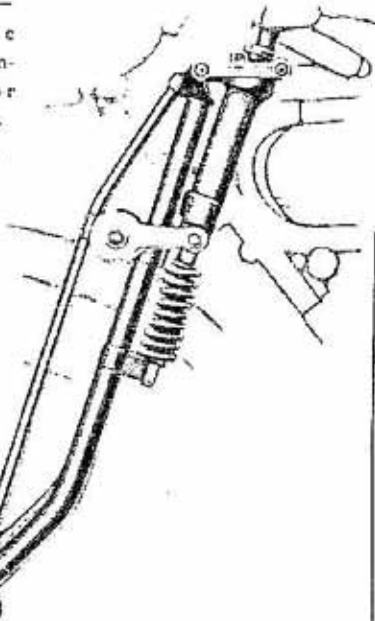


# Illuminating!

**FRAME.**—Carefully compare its neatness in design—the rugged strength of the all-important lugs. Every A.J.S. frame is designed to give the greatest strength—vertically, horizontally and laterally.



**FRONT FORK.**—Without doubt the neatest and most comfortable fork for overseas roads. Gives maximum movement, with sufficient trail to ensure perfect steering at all road speeds.



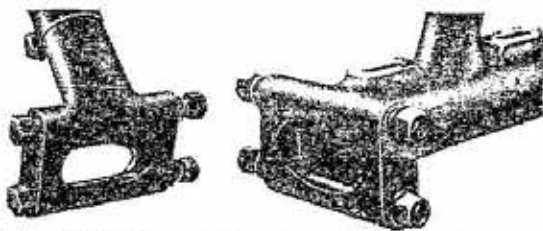
"Built in" Shock Absorbers eliminate all bounce.

## New Victory Elements of HIDDEN STRENGTH

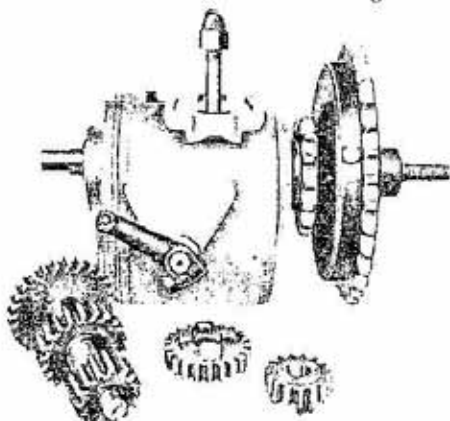
**T**HERE is much in a motor cycle which you cannot see, yet on which, in a great measure, the pleasure and economy of your motor cycling depends. The quality of metals, for example, their treatment and test, the accuracy of the gear cutting—these things are not discernible to the eye, but they are proved in A.J.S. by the continued satisfactory service in the hands of every owner. Let us describe this quality as the "Hidden Strength" of A.J.S.

Built entirely from Accles and Pollock's "K" quality steel tubing of heavy gauge, the A.J.S. frame and front fork have been generally recognised wherever motor cycles are used as representing the most simple—the strongest and the most reliable of any motor cycle, irrespective of price.

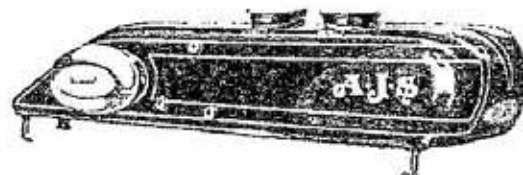
Strength, too, in abundance, is characteristic of the A.J.S. gear box. Designed and built by A.J.S., for A.J.S., it is practically everlasting; and so on right down to the smallest bolt and nut, the policy of "Hidden Strength" is carried on.



**ENGINE LUGS.**—Two solid steel forgings, ensuring absolute rigidity, and maximum strength.

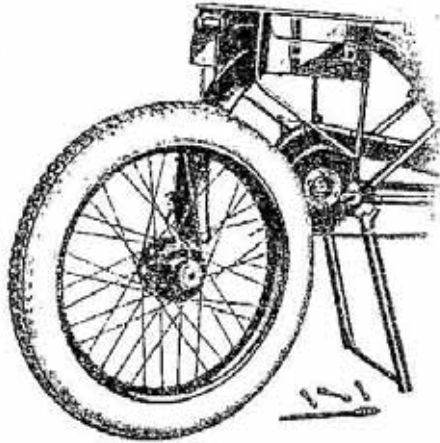


**GEAR BOX.**—Note the clean lines of design; the substantial, special alloy casing. Easily the strongest and most efficient gear box on any make of motor cycle.



**TANK.**—Neat and compact, following closely lines of frame. Electrically welded, and fitted with large oil and petrol filler caps.

# Further Features Revealed by the Ray



## The Quick Detachable Rear Wheel

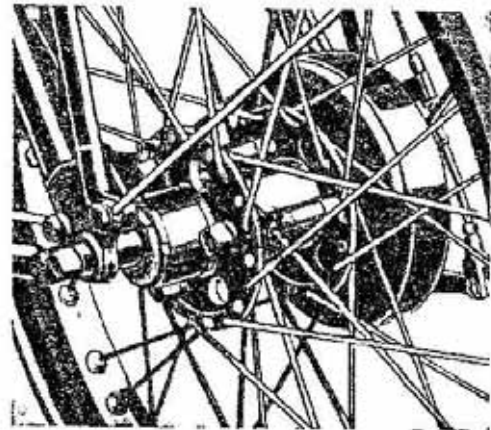
ON ALL MODELS EXCEPT K12

Eliminates all fear of punctures, and permits complete tyre change without disturbing rear brake or chain. Simply remove four bolts with spanner provided, and wheel drops out. Reverse the operation, and wheel is again locked solid, without fear of wear.

## Interchangeable Wheels

ON ALL TWIN MODELS

The same principle applied to both wheels, permitting rapid change of front to rear and vice versa, without touching transmission, front or rear brakes—a positive essential on all heavyweight side car outfits.



## One Spanner Adjusts the Front Chain

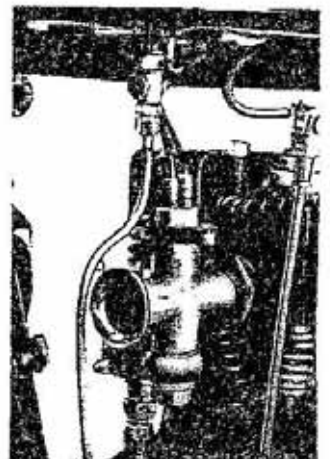
Adjustment of the front chain is effected by one spanner (supplied in kit). It is a micrometer adjustment, the gear box being bolted into the exact position that is wanted, and can be accomplished in less than a minute.



## Carburettor

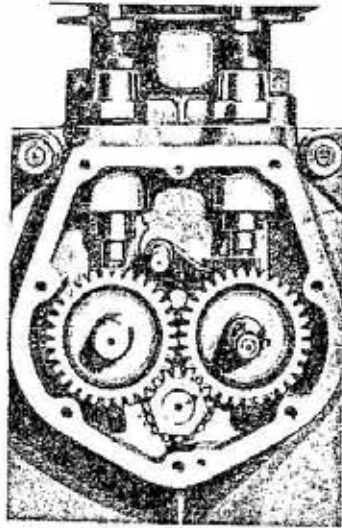
SIMPLICITY ITSELF.

Specially designed by Binks Ltd. (England's leading carburettor manufacturer) for A.J.S., with twist-grip control. Features wonderful acceleration, maximum power—plus simplicity and great economy.





# Other highlights on the Victory Specifications:



Simplified  
Valve  
Timing.

## Simplification — Comfort and Greater Accessibility.

### *Improved and Larger Kick-Starter New Type Twist-Grip Control*

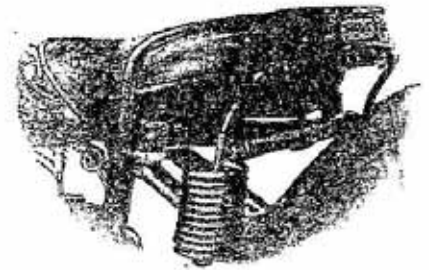
Two-cam valve timing, running in permanent oil bath, insures utter simplicity and silent valve operation.

Soft top saddles on all models, with 3-point suspension, and low riding position.

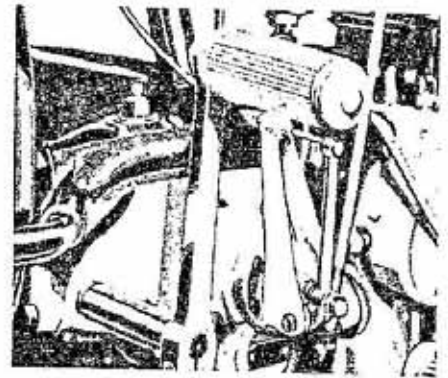
Improved kick-starter, with longer bearing surface, insuring greater rigidity and strength, lubricated by grease gun.

New type twist-grip control, with marked starting position.

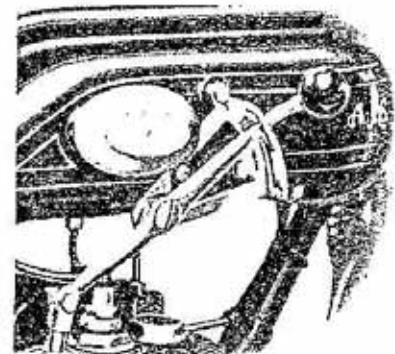
"Gate" type gear control, accessible to right hand. Fool proof, but permits easy change up or down.



The "Victory" Saddle.



The New Kick-Starter.

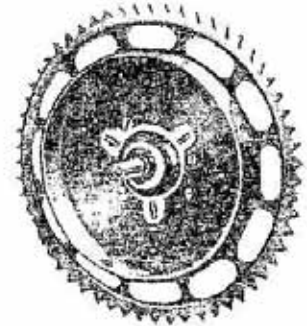


"Gate" Type Gear Control.

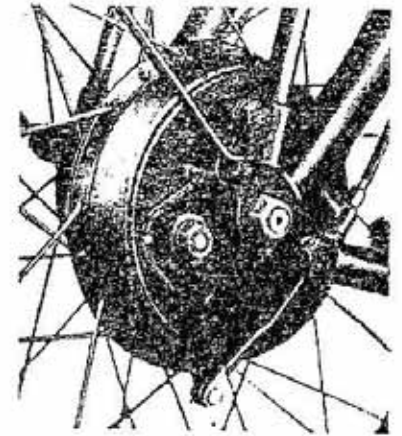


New Type Twist-Grip  
Control.

# Making Vivid the safety of **A.J.S.**



The Rear Brake.



The Front Brake.

## IMPROVED BRAKING

*Makes the "Victory" A.J.S. the Safest  
Motor Cycle on the Roads To-day*

**T**O every motorist there comes the moment when he must call upon his brakes for instant, certain, and exceptional service.

In the stress of such an urgency, the A.J.S. rider need have no tremors.

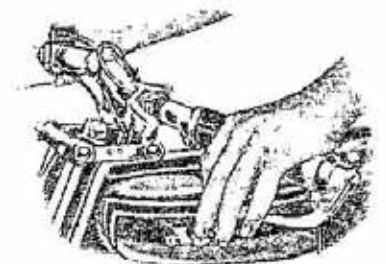
To quote from "Motor Cycling," the leading British authority: "The A.J.S. was, in fact, one of the best braked vehicles we have ever driven, and was easily the best of a number of cars and motor cycles tested . . . it being possible to pull up in 26 yards from a speed of 40 m.p.h."

All "Victory" models are fitted with two powerful internal expanding brakes, one on each wheel, separately controlled and adjusted.

The rear brake is operated by a large pedal on left side of machine, without removing foot from rest; whilst the front brake is controlled by hand lever on left side, without removal of hand from bars.

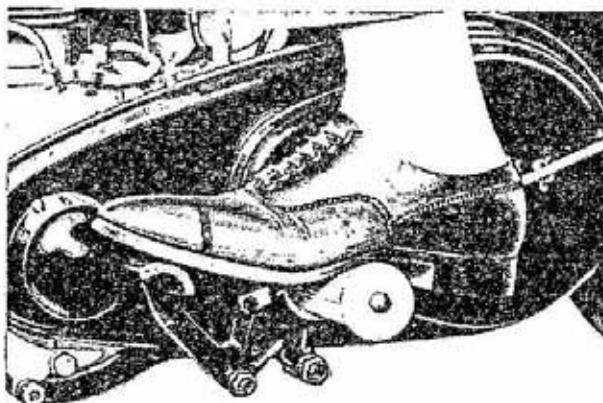
A.J.S. brakes are designed for quick and positive action.

**"YOU JUST PUT THEM ON."**

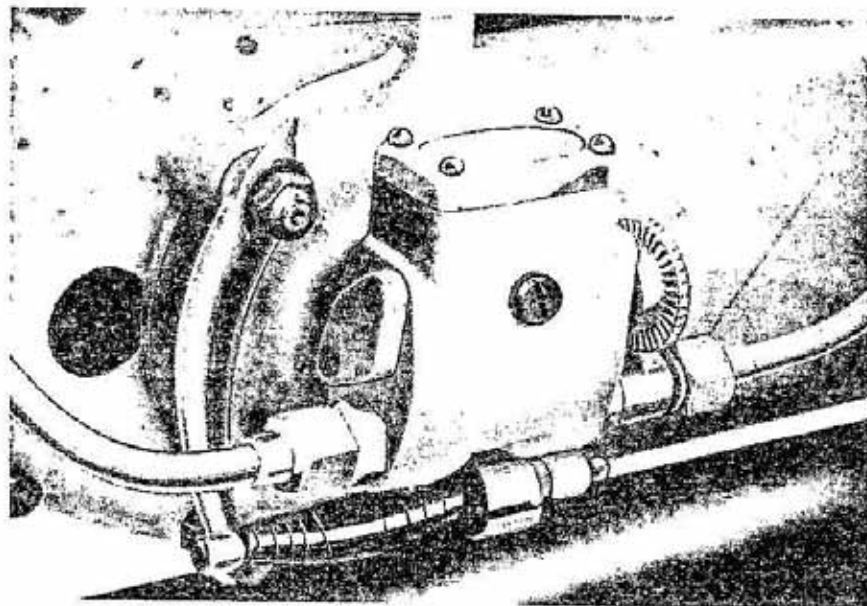


The Hand Brake Control—  
Note Accessibility.

The Foot Brake Pedal—See the  
Natural Operating Position.



# More light on the Lubrication



## A.J.S CAR TYPE LUBRICATION AND GREASING SYSTEM

**O**IL in the right place, in the right quantity, spells "Life" to a motor cycle. Proper lubrication is one of the essential insurances of longevity.

The A.J.S. "Victory" has the modern car-type system. This takes the oil to the RIGHT place FIRST.

In any motor cycle engine the parts which need most oil are the big end and main bearings. With A.J.S. a positive high pressure mechanical pump with sight feed forces the oil first to the driving side of the bearings, through special oil ducts or leads, and then direct to the big end. The oil then passes to the crank case, and is fed to all other working parts by "splash." Extra oil may be delivered to the engine by the hand pump (a standard fitting of every A.J.S.), and it follows almost exactly the same channels as that forced through the mechanical pump.

### A.J.S. VICTORY TECALEMITE PRESSURE GREASING.

With the Tecalemite Gun (supplied with every A.J.S.), grease is forced through every working part with a pressure of 100 lbs. to the square inch. All old, dirty grease is pushed out, and replaced with new, fresh lubricant. The entire operation of completely greasing the machine is a matter of merely a couple of minutes.