

Luxury



A. J. STEVENS & CO. (1914) LTD.
WOLVERHAMPTON
ENGLAND

AJS

1929

Luxury
MODELS

Manufactured throughout by

A. J. Stevens & Co. (1914) Ltd.

GRAISELEY HOUSE

WOLVERHAMPTON, ENGLAND

Australasian Addresses:

**P.O. Box 800F
G.P.O., Melbourne**

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"Luxury" and the 1929 A.J.S. models

LUXURY—by which term the A.J.S. 1929 models are distinguished—is far from being a mere title.

The whole-hearted efforts of the manufacturers have been spent in producing, for 1929, models which show enormous advancement in comfort, completeness, attractiveness, and all that pertains to general nicety.

It goes without saying that the new models fully retain the merit of the A.J.S. quality that has existed from year to year. All who are familiar with the previous models will know exactly what this means.

In open competition, A.J.S. has demonstrated its speed and reliability over and over again in the hands of private riders and trade men alike. Although the "LUXURY" models are capable of greater speed, which has naturally resulted from the adoption of dry sump lubrication, and an improvement in cylinder head and port design, it is the realisation of the makers that to force higher speed, and still more speed, means the sacrifice of many other qualities that are so desirable.

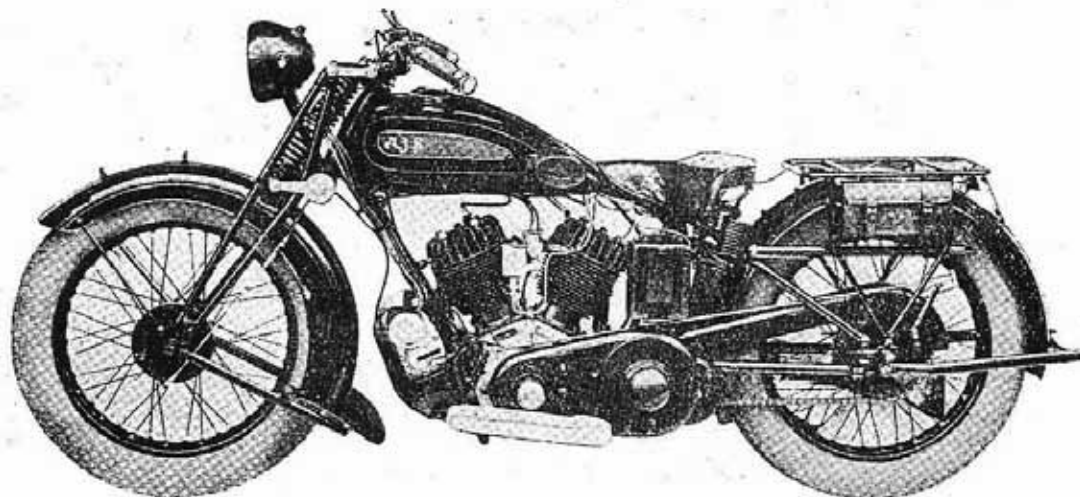
In the 1929 "LUXURY" A.J.S., a rider can truly look to a motor cycle that will not only satisfy him from the aspects of speed, acceleration and sporty appearance, but will enthral him with its comfort-giving qualities, ease of steering, mechanical quietness, smooth running and flexibility.

This year also marks the introduction of a new high powered twin cylinder model. The previous 7 h.p. A.J.S. twin has earned a reputation for unfailing reliability, but the new 10/20 model will appeal strongly to the sidecarist who appreciates reserve power and real comfort.

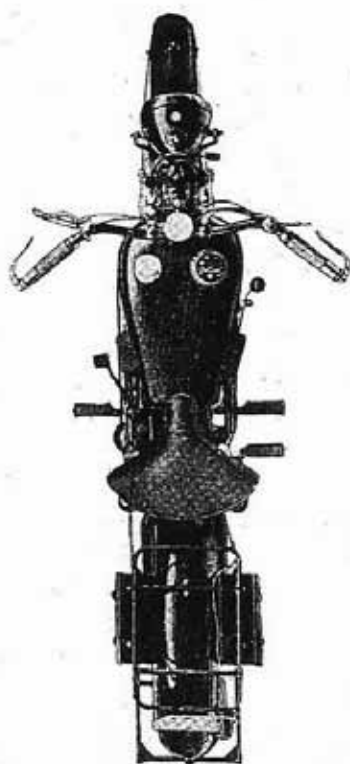
An inspection and demonstration of the new models will surely convince you of the genuine reasons underlying the 1929 A.J.S. title—"LUXURY."



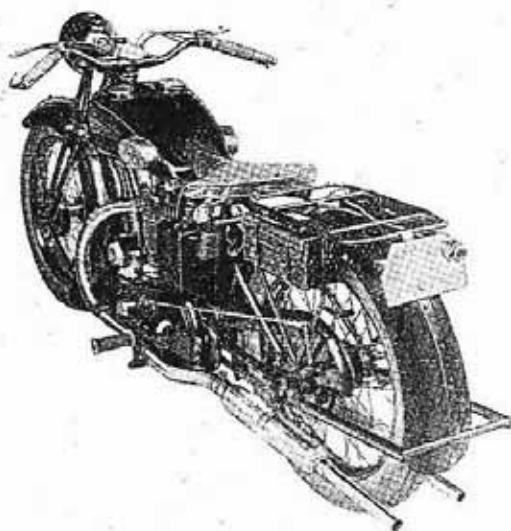
from every angle



The clean cut attractive appearance of the 1929 A.J.S. "Luxury" Models is a predominating feature. There is power and speed in every line.

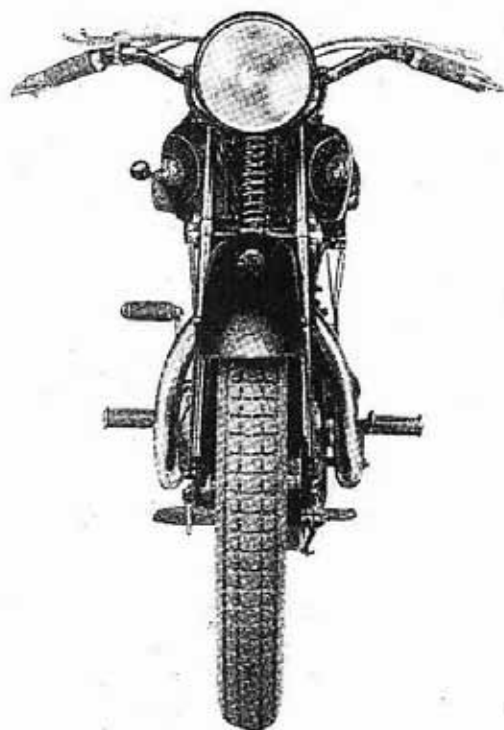


This overhead view gives an excellent idea of the new "Luxury" Models' symmetrical construction and convenient control layout.



A side view that emphasises the beauty and sporty appearance of the "Luxury" Model, and depicts the low "sit-in" riding position.

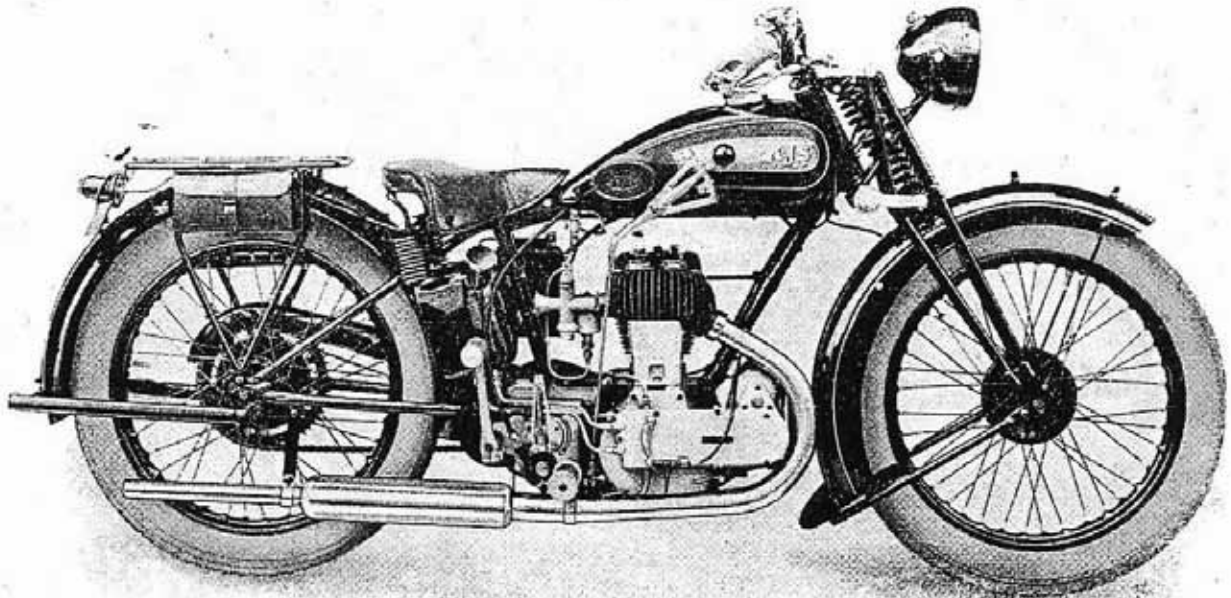
We reserve the right to modify or deviate from the specifications without notice.



The head-on view that immediately suggests the wonderful balance of "Luxury" Models—a result of the manufacturer's experience and unique design.

Luxury MODEL M-4 DE LUXE

3-49 h.p. Sports or Tourer



SPECIFICATIONS

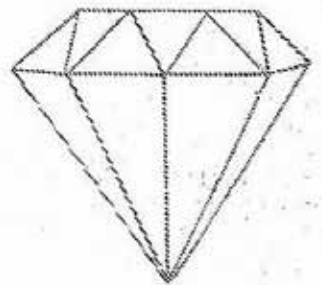
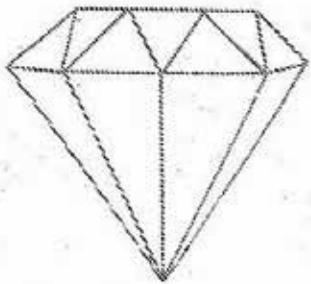
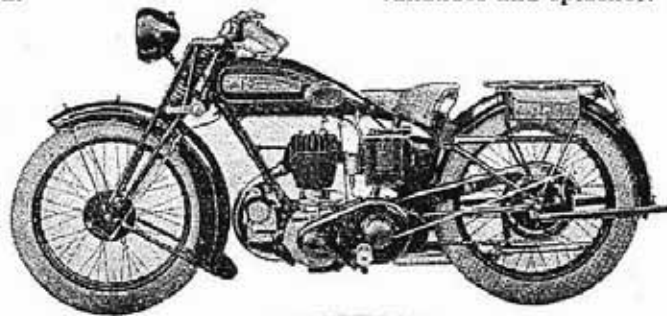
The model M-4 de Luxe is exactly the same as model M-5 except for the undermentioned features.

SPECIAL FEATURES ON "LUXURY" MODEL M-4.

SMITH SPEEDOMETER is fitted. This is mounted in the tank, the clock face being a flush fitting. The cable is carried through a special bar in the tank, and the drive is taken neatly from the gearbox.

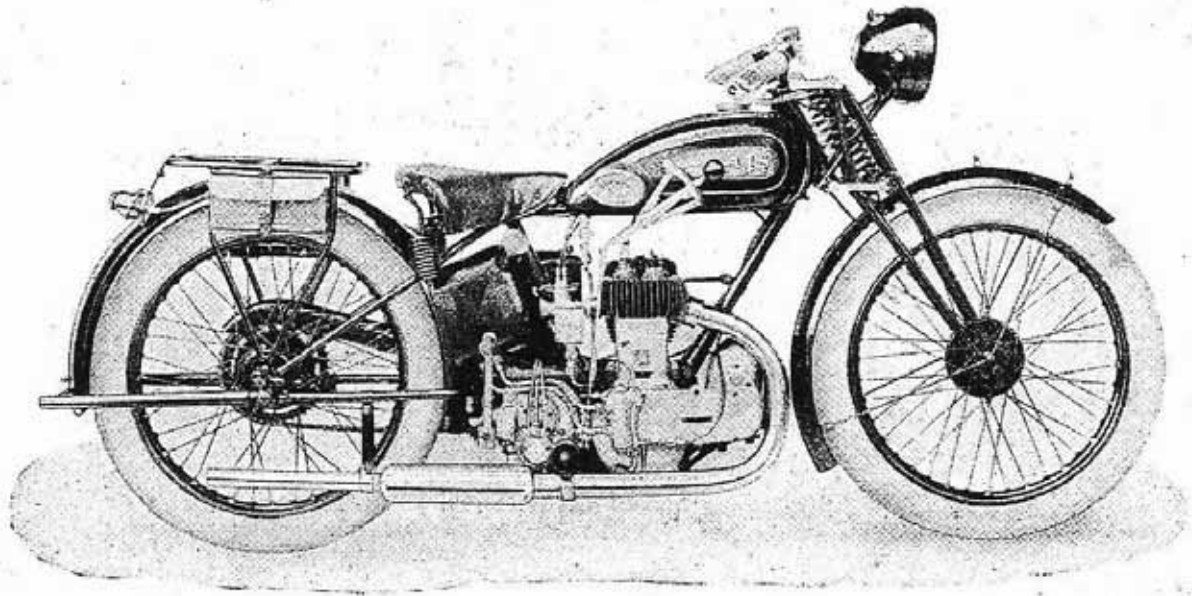
ADJUSTABLE STEERING DAMPER of A.J.S. manufacture is built in.

FRONT MUDGUARD is of the de luxe type with wide valances and splashers. This ensures excellent protection.



Luxury MODEL - M12-

2-48 h.p. Side-valve



SPECIFICATIONS

Engine. A.J.S. design and manufacture; single cylinder (65 x 75 m.m. bore and stroke, 248 c.c. capacity) side by side valves; quick detachable cylinder head; aluminium alloy piston; needle-point roller bearing to big end of connecting rod; large mechanically operated valves, enclosed by quickly detachable aluminium case; all bearings throughout are of very large diameter.

Carburettor. AMAL 2-jet automatic with twist grip control; air choke control conveniently placed on handlebars.

Tank. Large saddle tank; very heavy gauge metal-welded construction. Capacity, 1 $\frac{7}{8}$ gallons.

Oil Tank. Separate fitting on down bar; holds 3 $\frac{1}{2}$ pints.

Lubrication. A.J.S. patented pressure-feed dry sump system. Entirely automatic under all riding conditions, and with auxiliary feed to cylinder barrel for high speeds.

Ignition. Lucas Magneto.

Tyres. 25 x 3.00 Balloon wired-on type.

Chains. Renolds' $\frac{3}{4}$ in. x $\frac{3}{4}$ in. An effective shock absorber is fitted to engine shaft.

Chain Guards. Open sports type.

Gearbox. A.J.S. countershaft 3-speed, fitted throughout with ball bearings; operated by improved gate change. Ratios, 6.1, 9.3, and 14.5 to 1.

Clutch. Hand controlled.

Brakes. Front and rear internal expanding type. Each has quick detachable finger adjustment. Brakes are made waterproof by shed on anchor plate, Rear, foot

controlled; front, hand controlled. Both extremely powerful and smooth acting.

Forks. New A.J.S. design, with long central spring, giving long and soft spring movement.

Handlebars. Sports shape.

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

Mudguards. Heavily constructed blades of plain wide type, allowing good tyre clearance.

Carrier. Built of steel tubing with welded flush joints, placed well forward to increase suitability for pillion riding.

Tool Cases. Two pannier bags with full kit of tools.

Stand. Fitted to rear wheel, heavily constructed.

Silencer is very effective; creates the least possible back pressure.

Kick Starter. Re-designed to give easy foot action.

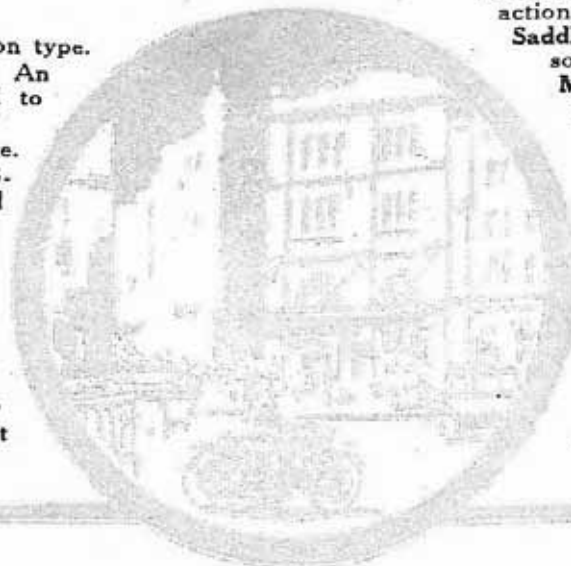
Saddle. Terry spring seat No. 2 de luxe, soft top, on 3-point suspension.

Measurements. Wheelbase, 51 ins.

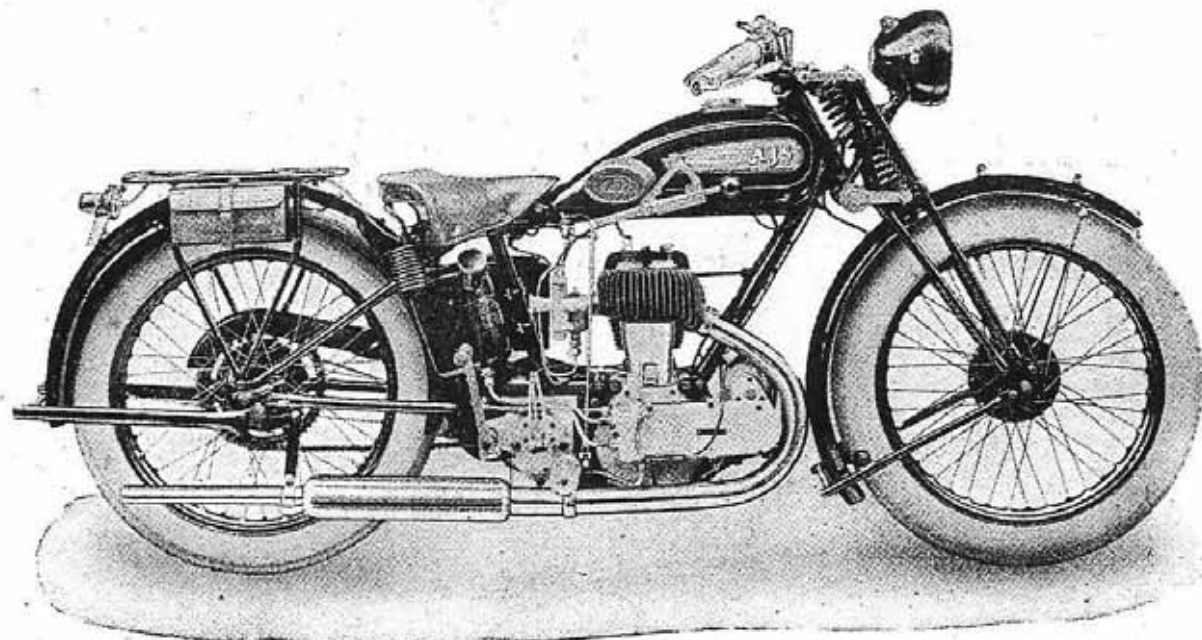
Finish. Stoved black enamel, heavily coated and highly polished. All aluminium parts are finely finished.

Where necessary, nuts are cozzetised (rustless process). Distinctive mauve panel around A.J.S. letters in tank. Sufficient nickel-plating only to brighten. A.J.S. is distinguished by its beauty of appearance.

Although illustrated as electric, all models can be supplied unequipped, fitted with acetylene lamps, or electrically equipped.



Luxury MODEL - M5 - 3-49 h.p. Sports or Tourer



The forerunner of this model built A.J.S. reputation for thorough reliability.

SPECIFICATIONS

Engine. A.J.S. design and manufacture, single cylinder (74 x 81 m.m. bore and stroke 349 c.c. capacity) side by side valves; quick detachable cylinder head; aluminium alloy piston; "needle-point" roller bearing to big end of connecting rod; large mechanically operated valves enclosed by quickly detachable aluminium case. All bearings throughout are of very large diameter.

Carburettor. AMAL 2-jet automatic, with twist grip control; air choke control conveniently placed on handlebars.

Tank. Large saddle tank; very heavy gauge metal, welded construction. Capacity, 2½ gallons of petrol.

Oil Tank. Separate fitting on down bar, holds 3 pints.

Lubrication. A.J.S. patented pressure feed dry sump system. Entirely automatic under all riding conditions, and with auxiliary feed to cylinder barrel for high speeds.

Ignition. Lucas magneto.

Wheels. A.J.S. patent quick detachable rear wheel.

Tyres. 26 x 3.25 Balloon, wired-on type.

Chains. Renolds' ½ inch x ⅝ inch. An effective shock absorber is fitted to the engine shaft.

Chain Guards. Neat case encloses front chain and kick starter action.

Rear chain is ridge covered.

Gearbox. A.J.S. countershaft 3-speed gear, fitted throughout with ball bearings. Ratios, 5.9, 10 and 15.25 to 1

Clutch. Hand controlled.

Brakes. Front and rear internal expanding type, each has quick finger adjustment. Brakes are made waterproof by shed on anchor plate. Rear, foot controlled;

front, hand controlled. Both extremely powerful and smooth acting.

Forks. New A.J.S. design, with long central spring, giving long and soft spring movement; adjustable shock dampers built in.

Handlebars. Sports shape fully adjustable to touring position.

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

Mudguards. Heavily constructed blades of plain wide type, allowing good tyre clearance.

Carrier. Built of steel tubing with welded flush joints, placed well forward to increase suitability for pillion riding.

Tool Cases. Two pannier bags with full kit of tools.

Stands. Fitted to front and rear wheels, heavily constructed.

Silencer is very effective; creates the least possible back pressure.

Kick Starter. Re-designed to give easy foot action.

Saddle. Terry spring seat No. 3 de luxe, soft top, on 3-point suspension.

Measurements. Wheelbase, 53½ ins.

Finish. Stoved black enamel, heavily coated and highly polished. All aluminium parts are finely finished.

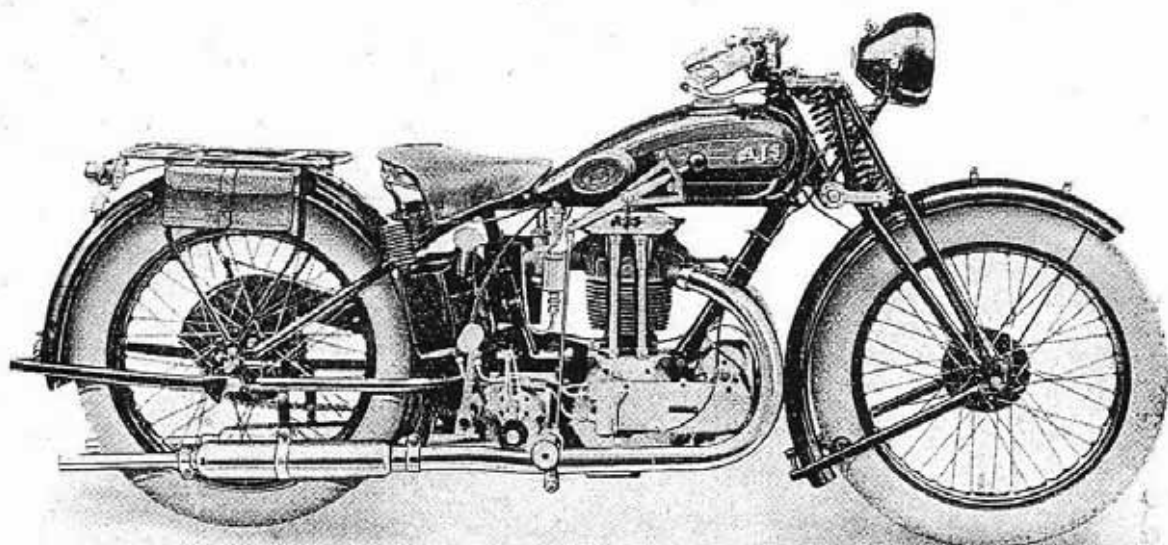
Where necessary, nuts are cozzetised (rustless process). Distinctive mauve panel around A.J.S.

letters in tank. Sufficient nickel-plating only to brighten. A.J.S. is distinguished by its beauty of appearance.

Although illustrated as electric, all models can be supplied unequipped, fitted with acetylene lamps, or electrically equipped.

Luxury MODEL M6-SUPER SPORT

3.49 h.p. O.H.V. (twin-port)



The 3.49 h.p. O.H.V. model initiated the A.J.S. fame for speed by its numerous successes.

SPECIFICATIONS

Engine. Special super sports; develops exceptionally high power, gives wonderful acceleration, and is capable of very high road and track speeds. A.J.S. exclusive design and manufacture; single cylinder (74 x 81 m.m. bore, and stroke 349 c.c. capacity); special quick detachable cylinder head of spherical shape, with symmetrical twin exhaust ports of large diameter; special aluminium alloy piston; "needle-point" roller bearing to big end of connecting rod; overhead valve rockers and push rods completely enclosed; pressure grease lubrication provided to rocker bearings and tappet tube cups; push rod adjustment is provided at rocker tips; all bearings throughout are of very large diameter.

Carburettor. Specially tuned AMAL 2-jet automatic, giving terrific acceleration and light petrol consumption; actuated by twist grip control. Air choke lever conveniently placed on handlebars.

Tank. Large saddle tank; very heavy gauge metal, welded construction. Capacity, 2½ gallons petrol.

Speedometer. Smith speedometer is fitted. This is mounted in the tank, the clock face being a flush fitting. The cable is carried through a special bar in the tank, and the drive is taken neatly from the gearbox.

Oil Tank. Separate fitting on down bar; holds 3 pints.

Lubrication. A.J.S. patented pressure-feed dry sump system. Entirely automatic under all riding conditions, and with auxiliary feed to cylinder barrel for high speeds.

Ignition. Lucas Magneto.

Wheels. A.J.S. patent quick detachable rear wheel.

Tyres. 26 x 3.25 Balloon wired-on type.

Steering Damper. Adjustable steering damper of A.J.S. manufacture is built-in.

Chains. Renolds' ½ in. x ⅝ in. An effective shock absorber is fitted to the engine shaft.

Chain Cases. Neat case encloses front chain and kick starter action. Rear chain is ridge-covered.

Gearbox. Special A.J.S. 3-speed close ratios, 5.5, 6.75, and 10.3 to 1.

Clutch. Hand controlled.

Brakes. Front and rear internal expanding type; each has quick finger adjustment. Brakes are made waterproof by shed on anchor plate. Rear, foot controlled; front, hand controlled. Both extremely powerful and smooth acting.

Forks. New A.J.S. design, with long central spring, giving long and soft spring movement; adjustable shock dampers built-in.

Handlebars. Sports shape, fully adjustable to touring position.

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

Mudguards. Heavily constructed blades of plain wide type, allowing good tyre clearance.

Carrier. Built of steel tubing with welded flush joints; placed well forward to increase suitability for pillion riding.

Tool Cases. Two pannier bags with full kit of tools.

Stands. Fitted to front and rear wheels, heavily constructed.

Silencers. Twin exhaust pipes and silencers are fitted. Exhaust noise subdued even during fierce acceleration, without increasing back pressure.

Kick Starter. Re-designed to give easy foot action.

Saddle. Terry spring seat No. 3 de luxe, soft top, on 3-point suspension.

Measurements. Wheelbase, 53½ ins.

Finish. Stoved black enamel, heavily coated and highly polished. All aluminium parts are finely finished.

Where necessary, nuts are cozzetised (rustless process). Distinctive marve panel, around A.J.S. letters in tank. Sufficient nickel-plating only to brighten. A.J.S. is distinguished by its beauty of appearance.

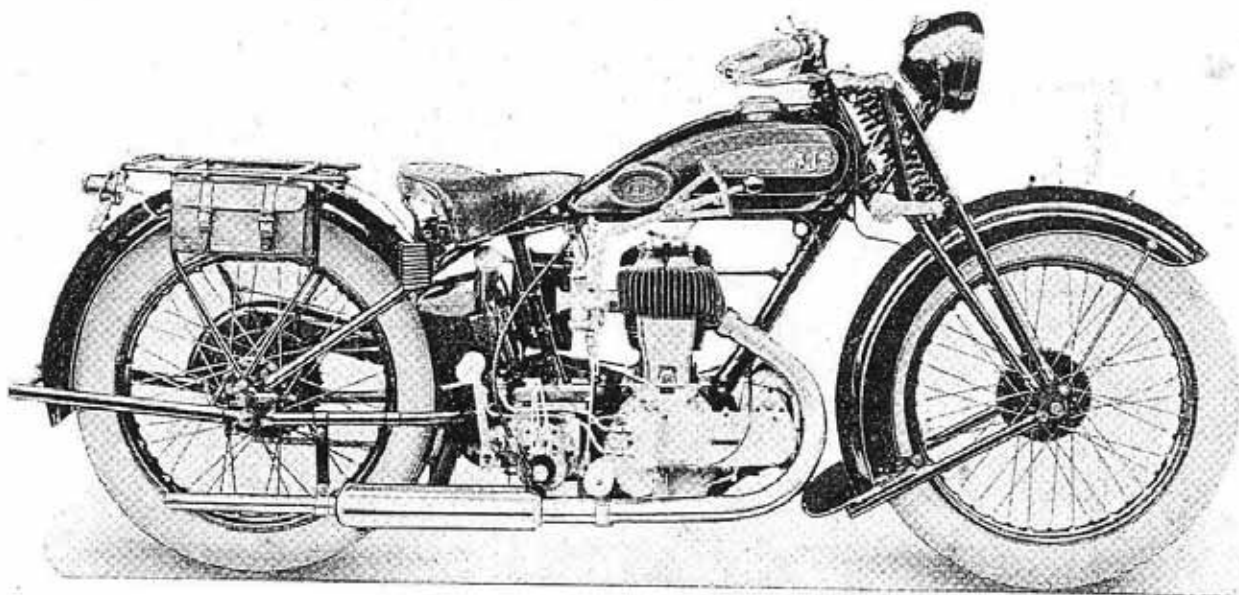
Although illustrated as electric, all models can be supplied unequipped, fitted with acetylene lamps, or electrically equipped.

Also manufactured as Single Port Model—Specification otherwise identical.

Luxury

MODEL M9-DE LUXE

4.98 h.p. Sports or Tourer



SPECIFICATIONS

Engine. A.J.S. design and manufacture; single cylinder (84 x 90 m.m. bore, and stroke 498 c.c. capacity); side by side valves; quick detachable cylinder head; aluminium alloy piston; "needle-point" roller bearing to big end of connecting rod; large mechanically operated valves enclosed by quickly detachable aluminium case. All bearings throughout are of very large diameter.

Carburettor. AMAL 2-jet automatic, with twist grip control; air choke control conveniently placed on handlebars.

Tank. Large saddle tank; very heavy gauge metal, welded construction. Capacity, 2½ gallons of petrol; large petrol filler; soft thigh grips attached.

Speedometer. Smith speedometer is fitted. This is mounted in the tank, the clock face being a flush fitting. The cable is carried through a special bar in the tank, and the drive is taken neatly from the gearbox.

Oil Tank. Separate fitting on down bar; holds ½ gallon.

Lubrication. A.J.S. patented pressure-feed dry sump system. Entirely automatic under all riding conditions, and with auxiliary feed to cylinder barrel for high speeds.

Ignition. Lucas Magneto.

Wheels. A.J.S. patent quick detachable rear wheel.

Tyres. 26 x 3.50 Balloon wired-on type.

Steering Damper. Adjustable steering damper of A.J.S. manufacture is built-in.

Chains. Renolds' ½ in. x ½ in. An effective shock absorber is fitted to engine shaft.

Chain Cases. Front chain is completely enclosed with drop window to inspect chain tension, and cover plate detachable by removing two screws, to provide accessibility to clutch. Rear chain is ridge-covered.

Gearbox. A.J.S. countershaft 3-speed gear fitted throughout with ball bearings. Operated by improved gate change. Ratios, 4.8, 8.8, and 15.85 to 1.

Clutch. Multiple plate with cork inserts; hand controlled; large friction area; suitable for solo or sidecar stresses.

Brakes. Front and rear internal expanding type; each has quick finger adjustment. Brakes are made waterproof by shed on anchor plate. Rear, foot controlled; front, hand controlled. Both extremely powerful and smooth acting.

Forks. New A.J.S. design, with long central spring, giving long and soft spring movement; adjustable shock dampers built-in.

Handlebars. Sports shape, fully adjustable to touring position.

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

Mudguards. Rear, plain wide type; front, de luxe type with vallances and splashers.

Carrier. Built of steel tubing with welded flush joints; placed well forward to increase suitability for pillion riding.

Tool Cases. Two pannier bags with full kit of tools.

Stands. Fitted to front and rear wheels; heavily constructed.

Silencer is very effective; creates the least possible back pressure.

Kick Starter. Re-designed to give easy foot action.

Saddle. Terry spring seat No. 3 de luxe, soft top on 3-point suspension.

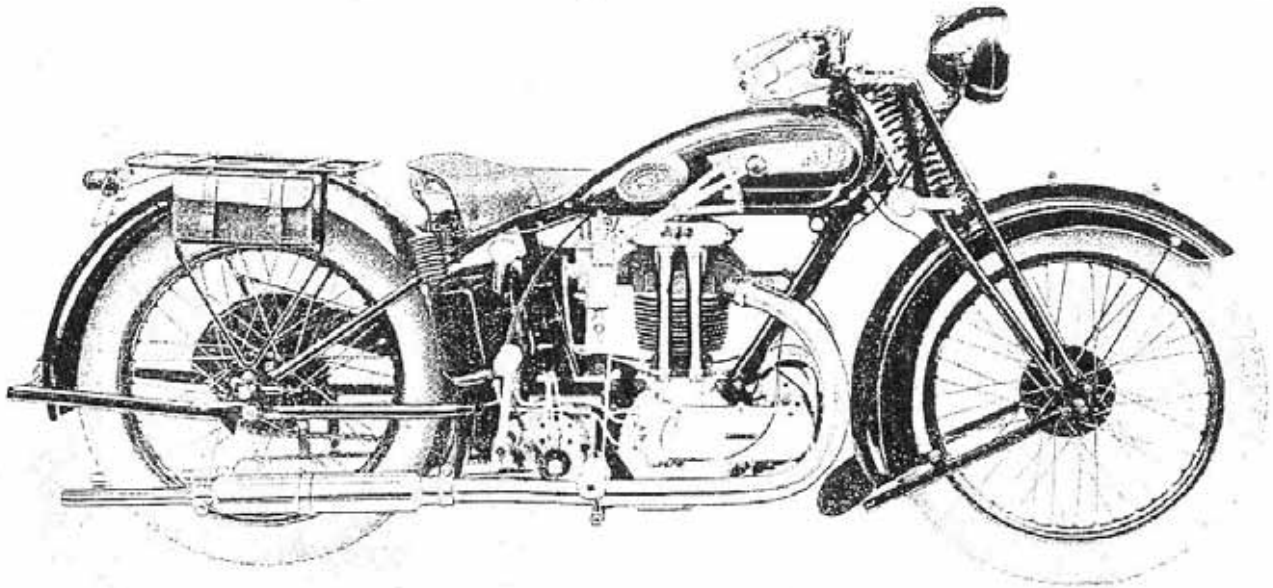
Measurements. Wheelbase, 55½ ins.

Finish. Stoved black enamel, heavily coated and highly polished. All aluminium parts are finely finished. Where necessary, nuts are cozzetised (rustless process). Distinctive mauve panel around A.J.S. letters in tank. Sufficient nickel-plating only to brighten. A.J.S. is distinguished by its beauty of appearance.

Although illustrated as electric, all models can be supplied unequipped, fitted with acetylene lamps, or electrically equipped.

Luxury MODEL M8-SUPER SPORTS

498 h.p. O.H.V. (twin-port)



SPECIFICATIONS

Engine. Special super sports, develops exceptionally high power, gives wonderful acceleration, and is capable of very high road and track speeds. A.J.S. exclusive design and manufacture; Single Cylinder (84 x 90 m.m. bore and stroke 498 c.c. capacity); special quick detachable cylinder head of spherical shape, with symmetrical twin exhaust ports of large diameter; special aluminium alloy piston; "needle-point" roller bearing to big end of connecting rod; overhead valve rockers and push rods completely enclosed; "cushion" sprocket fitted to engine shaft; all bearings throughout are of very large diameter.

Carburettor. AMAL 2-jet automatic, with twist-grip control; air choke control conveniently placed on handlebars.

Tank. Large saddle tank; very heavy gauge metal, welded construction. Capacity, 2 $\frac{3}{4}$ gallons of petrol.

Speedometer. Smith speedometer is fitted. This is mounted in the tank, the clock face being a flush fitting.

Oil Tank. Separate fitting on down bar; holds $\frac{1}{2}$ gallon.

Lubrication. A.J.S. patented pressure feed dry sump system. Entirely automatic under all riding conditions and with auxiliary feed to cylinder barrel for high speeds.

Ignition. Lucas Magneto.

Wheels. A.J.S. patent quick detachable rear wheel.

Tyres. 26 x 3.50 Balloon wired-on type.

Steering Damper. Adjustable steering damper of A.J.S. Manufacture is built-in.

Chains. Renolds' $\frac{1}{8}$ inch x $\frac{3}{8}$ inch.

Chain Cases. Front chain is completely enclosed with drop window to inspect chain tension and cover plate (detachable by removing two screws) to provide accessibility to clutch. Rear chain is ridge-covered.

Gearbox. A.J.S. countershaft 3-speed gear, fitted throughout with ball bearings. Close ratios, 4.8, 6.2 and 9.75 to 1.

Clutch. Multiple plate with cork inserts; hand controlled; large

friction area suitable for solo or sidecar stresses.

Brakes. Front and rear internal expanding type; each has quick finger adjustment. Brakes are made waterproof by shed on anchor plate. Rear, foot controlled; front, hand controlled. Both extremely powerful and smooth acting.

Forks. New A.J.S. design, with long central spring, giving long and soft spring movement; adjustable shock dampers built-in.

Handlebars. Sports shape, fully adjustable to touring position.

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

Mudguards. Rear, plain wide type; front, de luxe type with vallances and splashers.

Carrier. Built of steel tubing, with welded flush joints; placed well forward to increase suitability for pillion riding.

Tool Cases. Two pannier bags with full kit of tools.

Stands. Fitted front and rear; heavily constructed.

Silencers. Twin exhaust pipes and silencers are fitted.

Exhaust noise subdued even during fierce acceleration, without increasing back pressure.

Kick Starter. Re-designed to give easy foot action.

Saddle. Terry spring seat No. 3 de luxe, soft top, on 3-point suspension.

Measurement. Wheelbase, 55 $\frac{1}{2}$ inches.

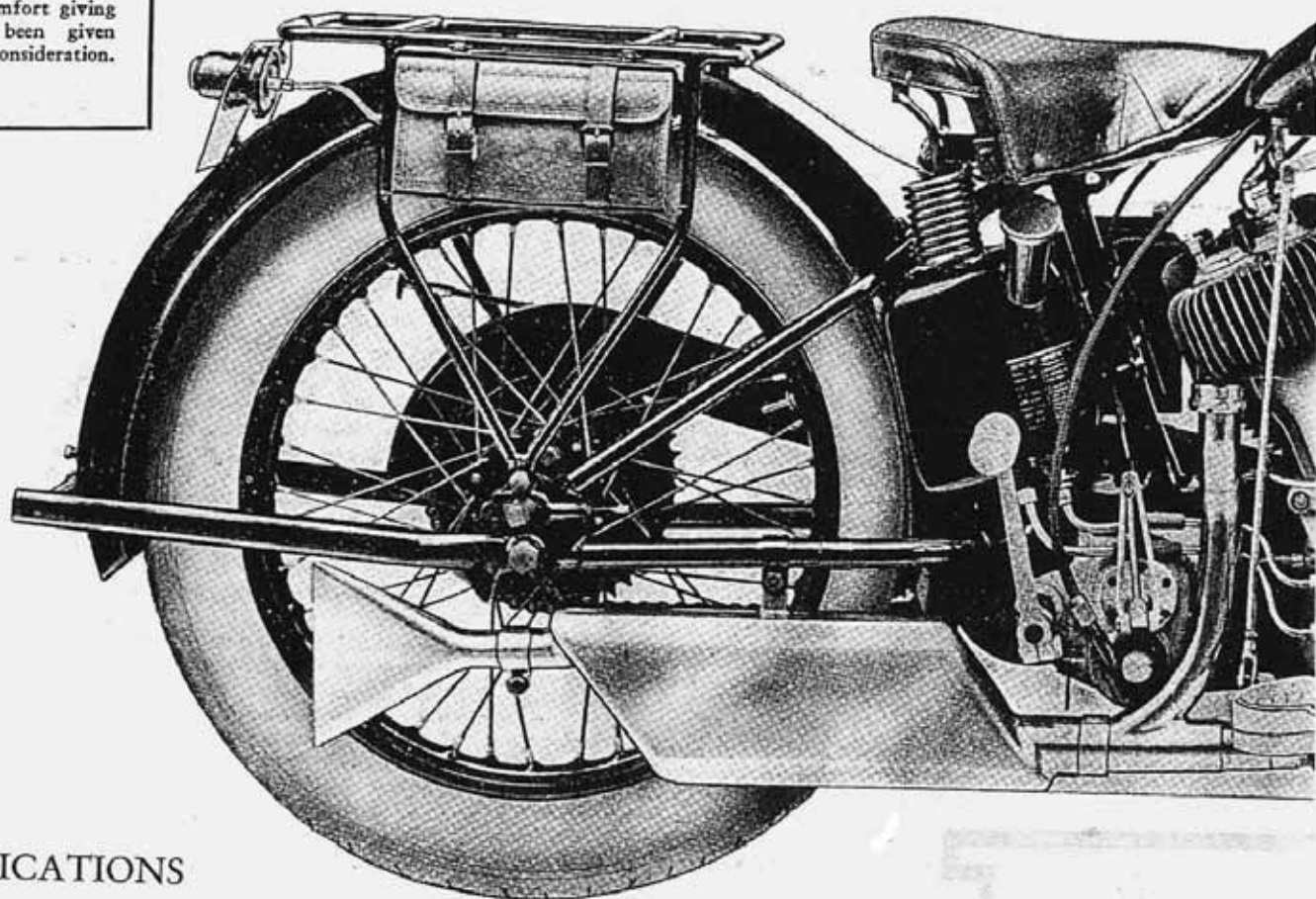
Finish. Stoved black enamel, heavily coated and highly polished. Where necessary, nuts are cozzlettised (rustless process). Distinctive mauve panel around A.J.S. letters in tank. Sufficient nickel-plating only to brighten. A.J.S. is distinguished by its beauty of appearance.

Although illustrated as electric, all models can be supplied unequipped, fitted with acetylene lamps, or electrically equipped.

Also manufactured as Single Port Model—Specification otherwise identical.

The 10/20 Luxur

A HIGH - POWERED sidecar machine, suitable for touring or commercial use, in which extreme strength of construction, unusual silence and excellent comfort giving qualities have been given the utmost consideration.



SPECIFICATIONS

ENGINE: A.J.S. design and manufacture, twin cylinder (84 x 90 mm. bore and stroke, 996 c.c. capacity); designed to give utmost flexibility and exceptional top gear power; special quick detachable cylinder heads; special aluminium alloy piston; "needle-point" roller bearings to big ends of connecting rods; side by side valves; large mechanically operated valves enclosed by quickly detachable aluminium cases; very large bearing surfaces throughout.

CARBURETTOR: AMAL 2 jet automatic, with twist grip control; air choke control conveniently placed on handlebars.

TANK: Large saddle tank; very heavy gauge metal; welded construction; capacity, 3 gallons of petrol; large petrol filler.

SPEEDOMETER: Smith speedometer is fitted. This is mounted in the tank, the clock face being a flush fitting.

OIL TANK: Separate fitting on down bar; holds $\frac{1}{2}$ gallon.

LUBRICATION: A.J.S. patented pressure feed dry sump system. Entirely automatic under all riding conditions and with auxiliary feed to cylinder barrel for high speeds.

IGNITION: Lucas magneto.

WHEELS: Patent quick detachable A.J.S. wheels. Front and rear wheels are interchangeable.

TYRES: 27 x 4 Balloons, wired-on type.

CHAINS: $\frac{1}{2}$ in. x $\frac{1}{2}$ in. An effective shock absorber is fitted to engine shaft.

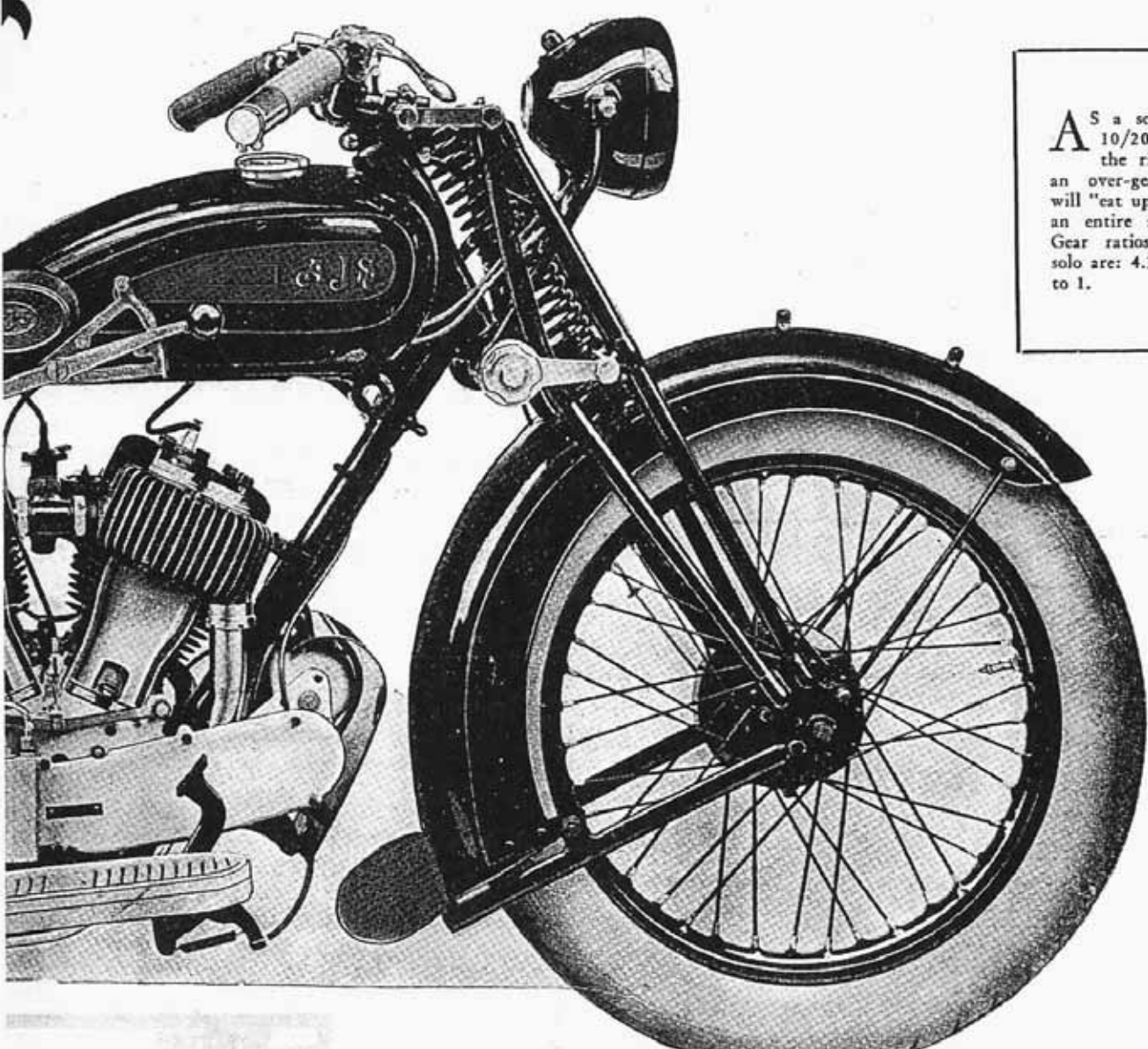
CHAIN CASES: Front chain is completely enclosed with drop window to inspect chain tension, and cover plate, detachable by removing two screws, to provide accessibility to clutch. Rear chain is ridge covered.

GEARBOX: A.J.S. countershaft 3-speed gear fitted throughout with ball bearings. Ratios: 5, 9.3, and 16.85 to 1.



Twin-Model M2

AS a solo machine, the 10/20 twin appeals to the rider who fancies an over-g geared twin that will "eat up the miles" with an entire absence of fuss. Gear ratios when supplied solo are: 4.3, 7.8, and 13.75 to 1.



CLUTCH: Multiple plate with cork inserts; hand controlled; large friction area; suitable for solo or sidecar stresses.

BRAKES: Front and rear internal expanding type; each has quick finger adjustment. Brakes are made waterproof by shed on anchor plate. Front and rear are both foot controlled. Both extremely powerful and smooth acting.

FORKS: New A.J.S. design, with long central spring, giving long and soft spring movement; adjustable shock dampers built-in.

HANDLEBARS: Long touring type (illustrated overleaf). Sports bars optional.

FOOTBOARDS: Large, natural angle boards, covered with heavily studded rubber pads.

MUDGUARDS: Rear, plain wide type; front, de luxe type with vallances and splasher.

CARRIER: Built of steel tubing with welded flush joints, placed well forward to increase suitability for pillion riding.

TOOL CASES: 2 pannier bags with full kit of tools.

STANDS: Fitted to front and rear wheels, heavily constructed.

SILENCER: Two long nickel exhaust pipes emerging into large capacity silencer. Exhaust noise is very subdued, even when full power output is being used.

KICK STARTER: Redesigned to give easy foot action.

SADDLE: Terry spring seat No. 3 de luxe, soft top, on 3-point suspension.

MEASUREMENTS: Wheelbase, 59 inches.

FINISH: Stove black enamel heavily coated and highly polished. Where necessary nuts are cozzetised (rustless process). Distinctive mauve panel around A.J.S. letters in tank. Sufficient nickel plating only to brighten. A.J.S. is distinguished by its beauty of appearance.

Although illustrated as electric, all models can be supplied unequipped, fitted with acetylene lamps, or electrically equipped.

Luxury Sidecar Outfits

The 10/20 Twin and Sidecar
"Luxury" Model M-2 Heavy Touring or Sports Outfit



SPECIALLY designed for the 10/20 Twin A.J.S., the Goulding heavyweight model Comfort sidecar forms an ideal combination. The metal shackles are eliminated, by the patented fabric joints, resulting in a chassis free from rattles, and requiring no shackle lubrication. Further, no brazing is used in the assembly of the chassis, which obviates any possibility of weakness through locally applied heat.

Apart from the tremendous reserve strength, comfort (as the name implies) has been the foremost consideration in design. The wheel being independently sprung, and assisted by the fabric joints, assures the passenger of riding comfort previously unknown to sidecars, and equalled only by the most expensive of cars. The bodies are in keeping with the chassis, being of all-steel seamless construction, with upholstered arm-rests, very roomy locker space, and finished to blend with the A.J.S.

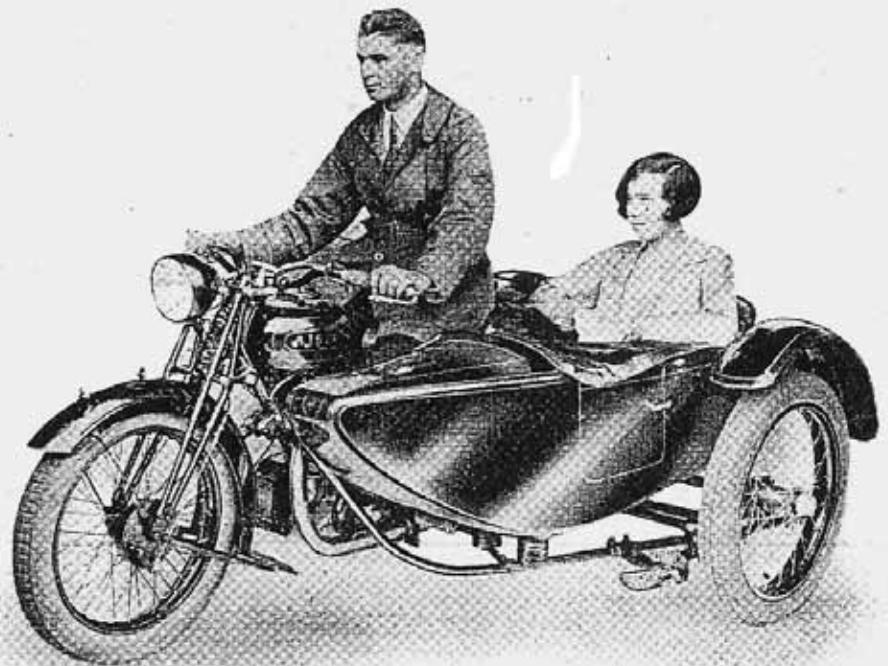
4.98 H.P. Outfits

"Luxury" Model M-8 Twin Port Super Sports and Sidecar

A medium weight outfit, capable of very high speeds, and possessing a distinctiveness of appearance that suggests its superior performance as a sporting combination.

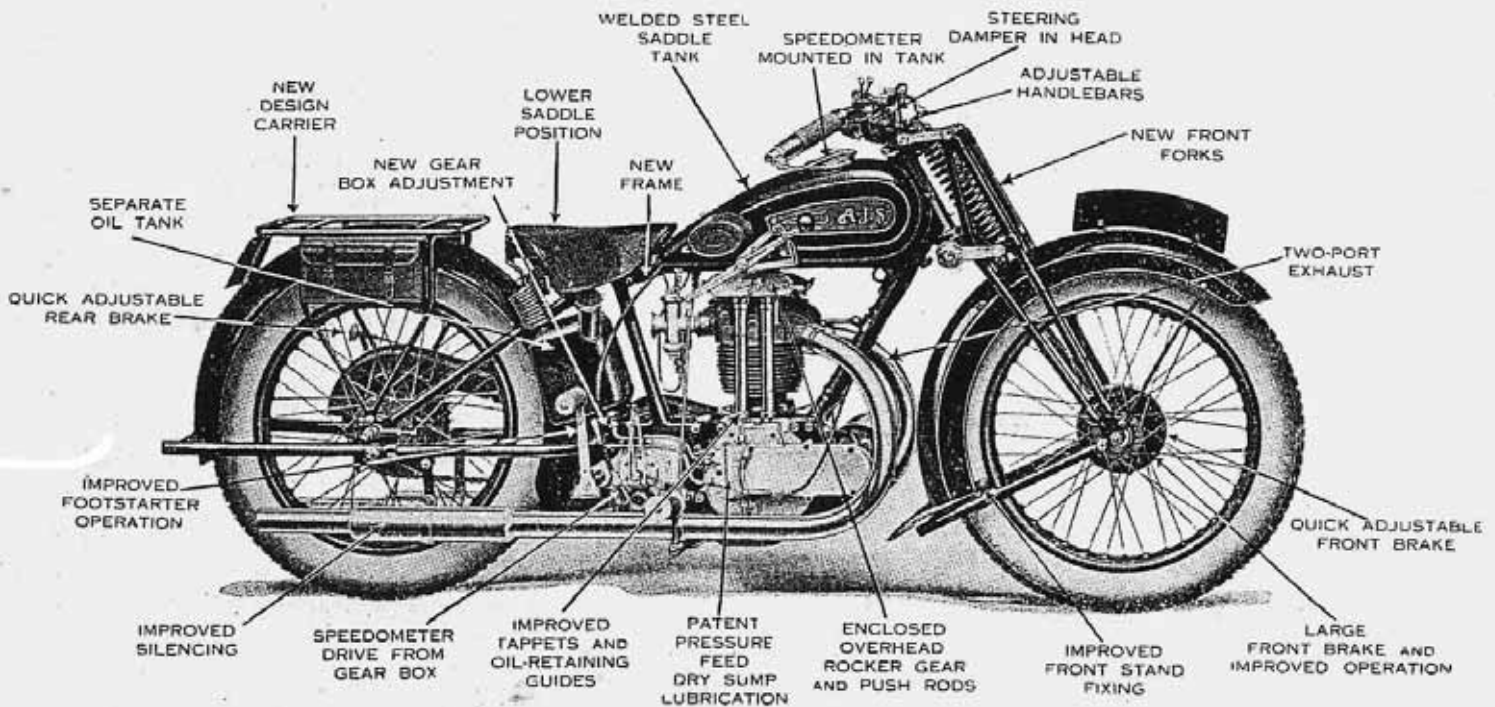
"Luxury" Model M-9 and Sidecar.

An outfit more suited to the utility rider whose requirements are complete reliability, plus utmost economy in passenger travel. It is a "go-anywhere" outfit, and is not lacking in ability to maintain good speed averages on the open road.



As in the case of the heavyweight model for the 10/20 Twin A.J.S., the Comfort lightweight model Goulding has been specially designed for the 4.98 h.p. models, and has been built identically in design and construction and with the same detail finish and comfort-qualities as the heavyweight model.

and now the *Luxury* details



The 4.98 h.p. O.H.V. Twin Port, illustrating the Main "Luxury" Improvements.

Other New Luxury features

ENCLOSED VALVES.—On all side valve models.

CLUTCH.—Friction area has been increased on 4.98 h.p. models and 10/20 twin.

ENCASED FRONT CHAIN.—On models M-5 and M-6.

PATENT A.J.S. QUICK DETACHABLE REAR WHEEL.—Now fitted to all models except M-12.

PETROL FILLERS are very large and robust, ensuring quick filling and protection against damage by bowser hoses.

THIGH GRIPS are adjustable to three positions; much larger and softer.

HEAVIER GEARBOX MAINSHAFTS on 4.98 h.p. models.

Improvements in Electrical Equipment

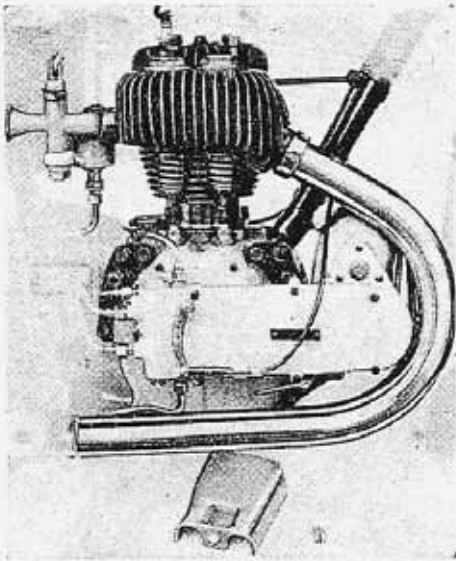
HEAD LAMP.—Redesigned, switches being placed in handy position in top of lamp and separated from ammeter, which is now set flush in rear of headlamp.

BATTERY.—Redesigned to eliminate possibility of acid spilling. Terminal posts are strengthened.

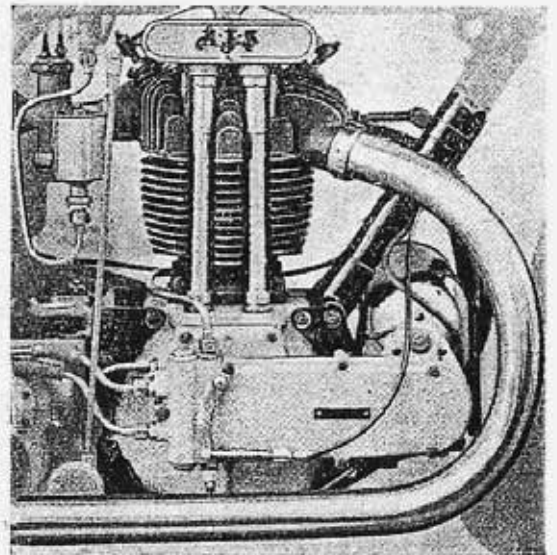
CHARGING RATE.—With switch in "off" position no charge is conveyed to the battery. This eliminates over-charging. Steady stays are fitted to lamp brackets to ensure absence of head lamp vibration.

BATTERY HOLDER.—Battery holder redesigned, to allow it to fit alongside the oil tank.

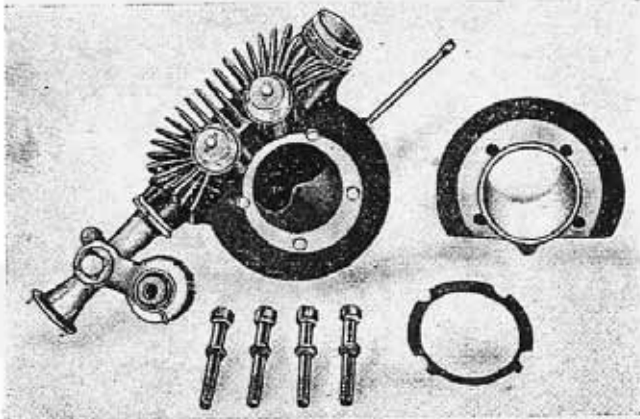
Luxury



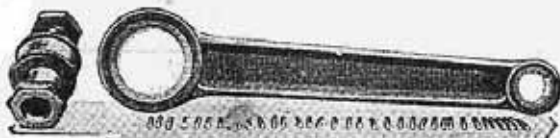
"CLEAN, NEAT AND ACCESSIBLE"—the side-valve engine. Notice the cleanliness and neatness of A.J.S. design; enclosed valves; very large cylinder fin area; engine-to-frame steady stay; enclosed valve lifter; accessible position of sparking plug.



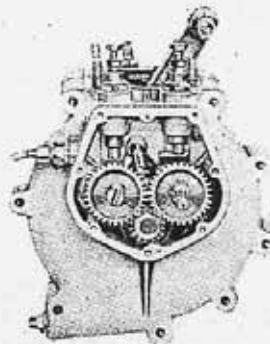
"CLOSE-UP" OF OVERHEAD VALVE ENGINE.—Neat aluminium rocker box completely encloses the valve rockers. Lubrication to spindles is by Tecalamit pressure greasing system. Tappet tubes encased in telescopic tubes; top bearing cups lubricated from single grease nipple in rocker-box cover plate. Illustration also shows twin-port head, and large diameter exhaust pipes.



"LIFT THE CYLINDER HEAD IN LESS THAN FIVE MINUTES."—Here's an example of accessibility—a predominant feature of A.J.S. design. The four holding-down studs have shouldered heads which protrude above the fins and allow quick removal. Cylinder head lifts off complete with valves, and can be carried to a bench or table where valves can be removed, cleaned, ground-in, and cylinder head decarbonised. Note recessed cylinder barrel and spigotted head, which ensure complete absence of compression leaks.



THE BIG END.—The "needle-point" roller big end bearing was an innovation to motor-cycle construction when fitted to A.J.S. in 1928. Very thin rollers are used, and as a roller bearing must just have as much bearing surface as the number and length of contact points provide, the A.J.S. big end has approximately three times the bearing surface of the ordinary type. The thin rollers also enable the use of a crankpin of immense diameter and strength. Crankpin is hollow, and oil is forced direct to big end rollers.



THE A.J.S. TIMING ACTION.—Very robust in construction, with an entire absence of intricate parts. Direct lubrication fed to timing gears.

HEFTY, WEBBED CRANKCASE.—Very wide, eliminating oil drag; reinforced webbs give utmost rigidity and strength; very long large diameter main bearings of phosphor bronze; production experience proved that main shafts are better carried on plain bearings than rollers; built-in oil leads.



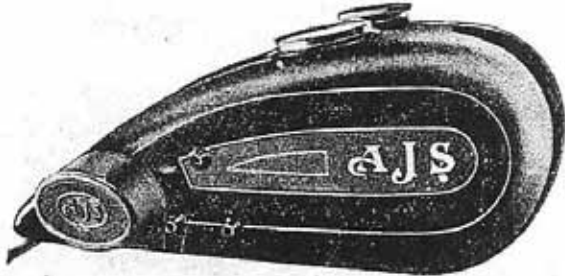
ALLOY PISTONS.—Every A.J.S. Piston is of special heat-treated aluminium alloy, carrying four rings. Longer piston skirt with finer clearances eliminates piston slap. Fine clearances are now practical

owing to the engine being exceptionally cool running, due to clean, scientific design of combustion head (eliminating all possibility of pre-ignition through poor gas turbulence) and to the very large cylinder fin area.

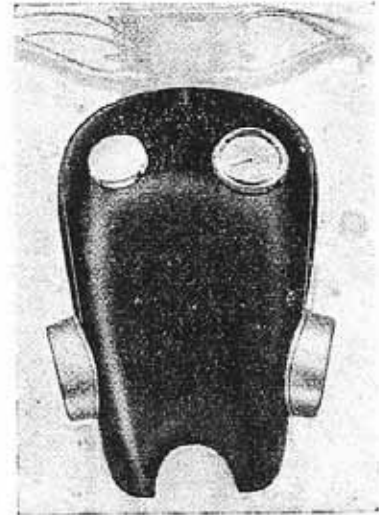


BIG, LIGHT, OIL-TIGHT TAPPET ACTION.—Of exceptionally large diameter, hollowed to lighten reciprocating weight, and fluted to eliminate the "pumping action" set up by the tappet action, and thus preserve an oil-tight engine. Packing gland fitted in guide makes oil-tightness even more positive. Phosphor-bronze guides are held in position by retaining nut, which allows replacement to be effected without dismantling timing cover and gears.

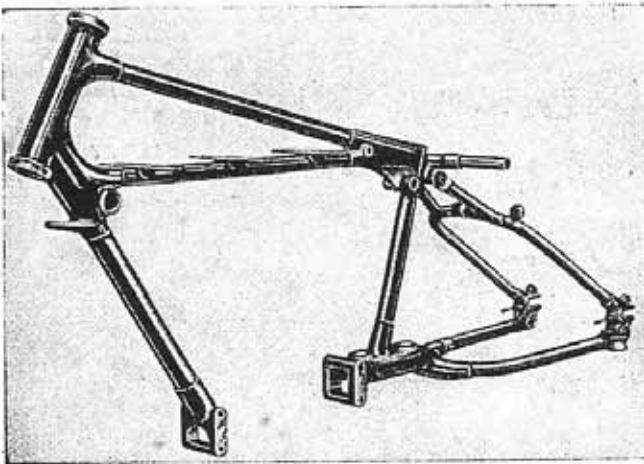
Details



SADDLE TANK.—View showing graceful appearance. The new tank is immensely strong, the gauge of metal being much heavier than in previous models. All joints are welded. TANK FASTENING STUDS SCREW INTO EXTERNAL STEEL PLATES THAT ARE WELDED TO TANK ELIMINATING ALL POSSIBILITY OF PETROL LEAKAGES. The neat mauve color panel around the gold A.J.S. letters is clearly displayed.



SADDLE TANK of distinctive construction and appearance (top view of tank showing neatness of flush-fitting speedometer, large petrol filler, and large kneegrips).

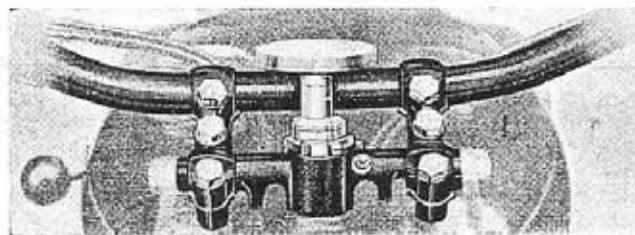


FRAME.—Constructed throughout with Accles and Pollock "K" quality tubing—the world's best tubing. All lugs are solid steel forgings—head lug and seat-pillar are webbed. Scientific triangulated construction is strictly adhered to.

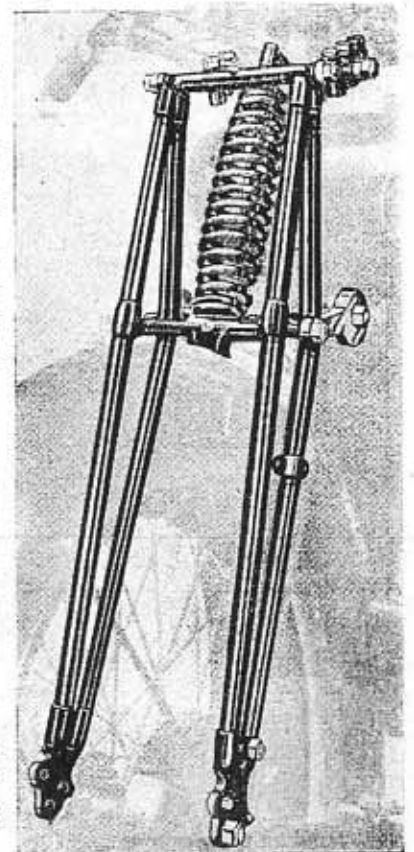
NEW FRONT FORKS.—The "LUXURY" fork is an entire redesign and is constructed of Accles and Pollock "K" quality tubing. A long central spring, with ample provision for clearance (both in compression and rebound) gives long, soft action, resulting in greatly increased riding comfort and improved steering qualities. Adjustable shock dampers are built in.



IN - BUILT STEERING DAMPER.—Ingenious design eliminates all external attachments. Gradual damping action is effected by turning knurled knob, which brings expanders into increasing contact pressures against inside of the machined head lug.

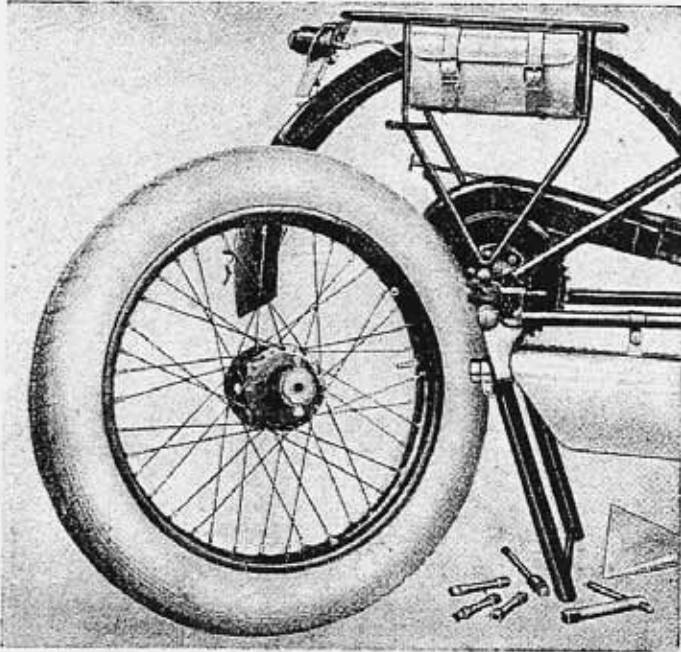


ADJUSTABLE HANDLEBARS.— Showing how handlebars of sporting appearance can be adjusted to touring position by means of two sturdy clamps. Rider can adjust handlebars to his own particular wrist-angle and arm-reach.

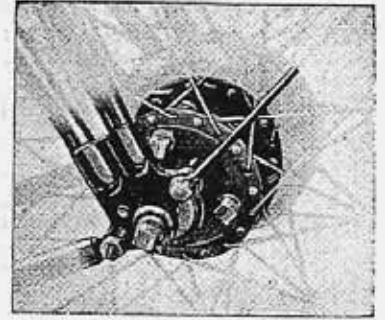


Luxury Details

A.J.S. QUICK DETACHABLE REAR WHEEL

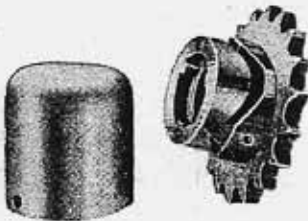


Another example of A.J.S. exclusive accessibility (on all models except M-12). Eliminates trouble with punctures and permits complete tyre change without disturbing rear brake, chain or chain case. Simply remove four bolts—one spanner does the job—and wheel drops out. Reverse the operation and wheel is on again locked solid in original position. No re-adjustment of wheel alignment or of chain tension is required.

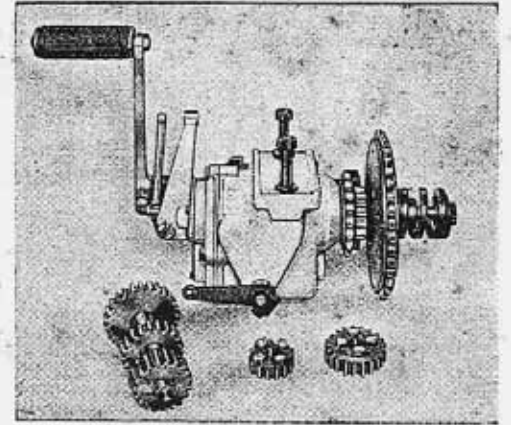
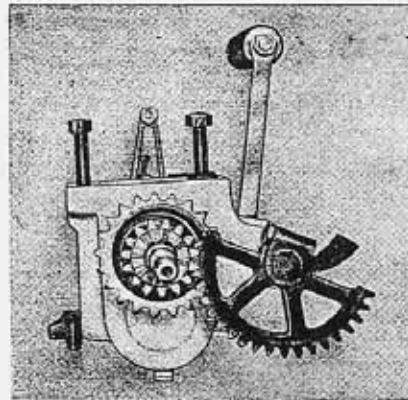


INTERCHANGEABLE WHEELS.

On twin-cylinder model M2. On this model the patent A.J.S. rear wheel principle is applied, enabling both front and rear wheels to be interchanged, without touching transmission or front and rear brakes. This is a genuine boon to sidecar riders. If desired, a spare wheel can be carried, and this will fit front or rear positions.



A.J.S. "CUSHION" DRIVE.—Relieves transmission shocks, giving sweet running at slow speeds in top gear. Results in longer life to tyres, transmission and engine parts.



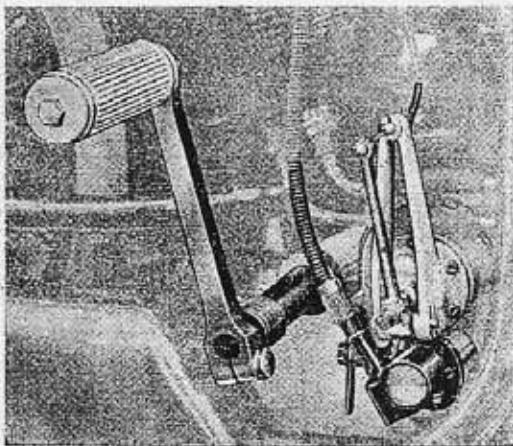
GEARBOX.—The A.J.S. gearbox is of the type employed most popularly in motor-cycle construction—3-speed, with dog low and top gears, and sliding pinion second gear. It is very heavily built, and dogs are under-cut. Very large oil filler, and oil lever control-tap are provided.

SPEEDOMETER DRIVE FROM GEARBOX.—This is a genuine advance in motor cycle equipment ideas. Very neat, and gives correct reading in all gears, and any gear ratio, irrespective of size of engine sprocket. On A.J.S. it has a particular advantage, in that it also allows the fullest advantage to be derived from the patent A.J.S. quick-detachable wheel, and the interchanging of rear and front wheels on the twin cylinder model, without putting the "speedo" out of action.

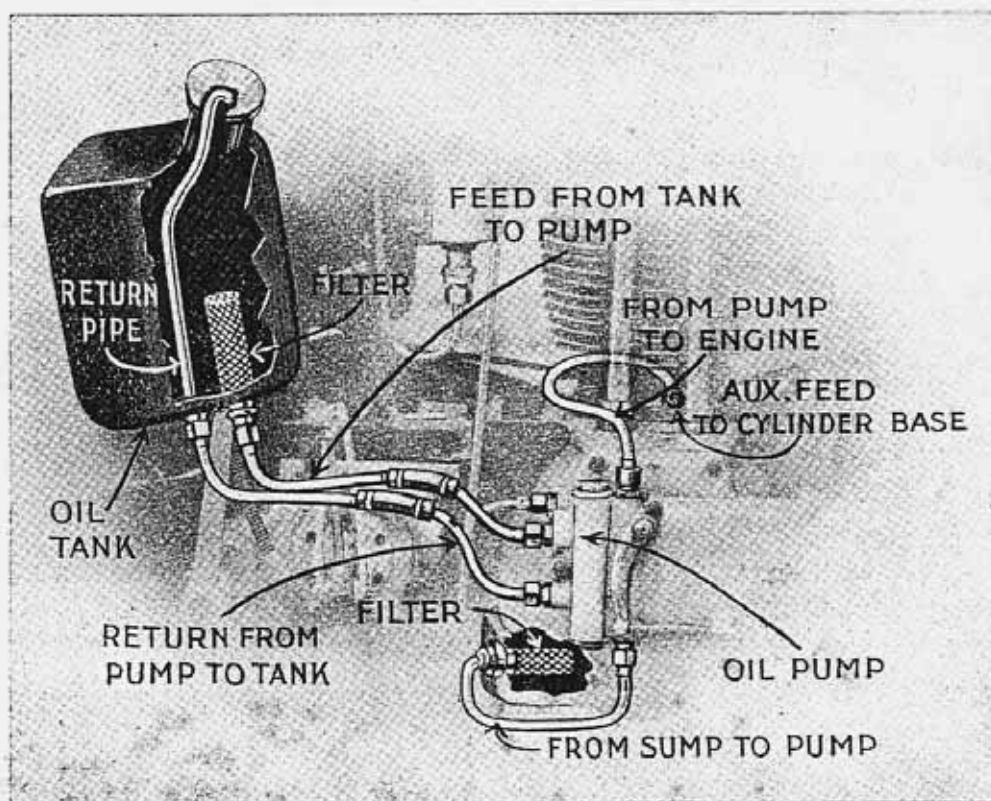
THE NEW KICK STARTER is also featured in this picture. Note large rubber-covered pedal.



ADJUST FRONT CHAINS IN A MINUTE.—Just loosen gearbox holding-down bolts—about one turn—and turn adjusting bolt forward or backward, as required, with special spanner supplied. After adjusting, tighten bolts—gear lever or clutch adjustment is not affected in any way.



DRY SUMP LUBRICATION



THE A.J.S. patented pressure-feed dry sump lubrication system provides perfect lubrication under *all conditions of load, road or speed, giving:*

Maximum and sustained efficiency.

Long life to the engine.

Over a gallon of clean, cool oil circulates through the bearings of the engine every hour, so long as the tank contains oil.

The engine automatically lubricates itself—without worry to the rider.

No risk of burnt or oiled up sparking plugs.

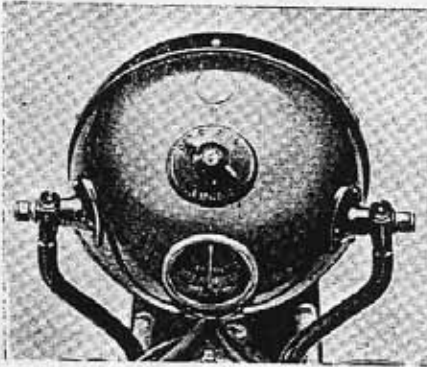
The identical system of dry-sump lubrication has been fitted on the Overhead Camshaft models for the last two years. It is due to the perfect satisfaction that has been derived from this system in the severest of all tests—long-distance road races—that the manufacturers have standardised on this type of lubrication *on every A.J.S. 1929 Model.*

Five 1929 A.J.S. "LUXURY" models were entered in the International Six Days' Trial this year—all won highest awards. The dry-sump lubrication system incorporated in these machines gave absolute satisfaction, relieving the riders of all worry and anxiety in this direction.

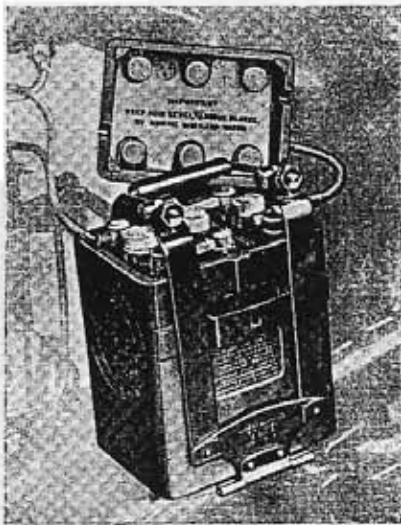
Lubrication is the most essential feature of an engine—the A.J.S. is the perfect system

LUCAS

ELECTRICAL EQUIPMENT

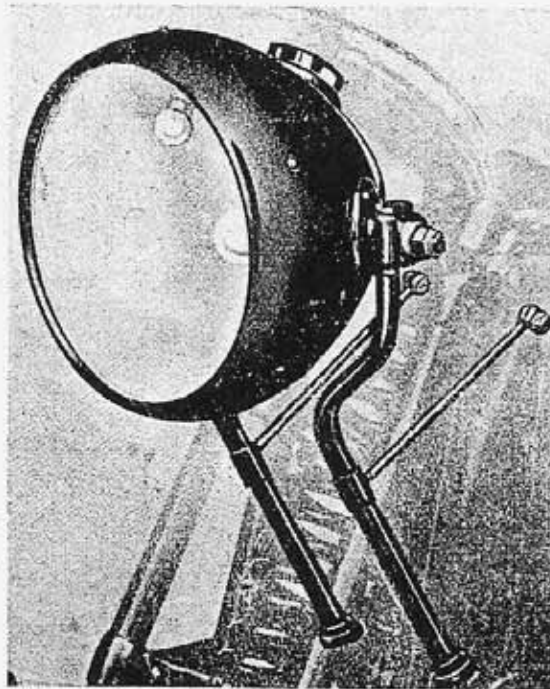


SWITCHES. Switches, now separated from ammeter, are conveniently placed on top of head lamp. When switch is in "off" position, no current is supplied to the battery. This prevents over-charging.



BATTERY. Re-designed for utmost strength and resistance against vibrations. Plates now rest firmly on special crate in bottom of battery case, and are held rigidly by moulded top, which is pitch-covered. This new construction, which also allows ample air space above plates, overcomes all possibility of leakage. Cables sweated directly to battery terminals, and connections made outside battery case, thus preventing all chances of corrosion by acid fumes, etc.

BATTERY CARRIER. Designed to allow battery fitting alongside oil tank in position most removed from road vibrations.



HEAD LAMP. New large pattern 6in. diameter reflector and 32 c.p. gas-filled bulb, combining brilliance and broadness of beam.

Small pilot bulb, giving alternative reduced light for town use when required.

Lucas "difusa" glass.

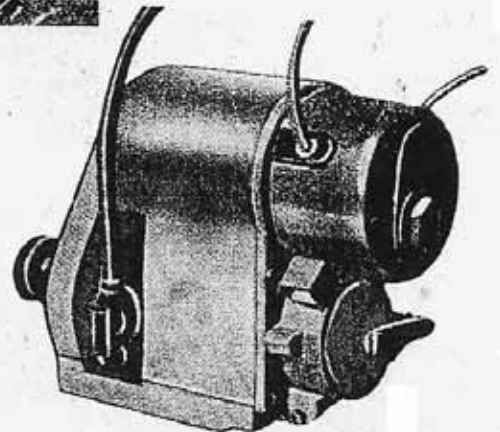
Double reading ammeter, readily visible when driving, and illuminate by indirect lighting when light is switched on.

Stays are fitted to head lamp bracket, eliminating all vibration.



TAIL LAMP. Bulb carried on rubber diaphragm to insulate from vibration. Can also be used as inspection lamp by earthing to any part of machine.

WIRING. Standard 5 m.m. rubber-covered cable, easily obtainable all over the world, is used throughout the system. All terminals are arranged to require no eyelets or soldering.



MAGDYNO. Full size machine, 30 watts—i.e., output of 5 amps. at 6 volts.

Magneto and generator separate units, housed together for neatness and waterproofness—a temporarily flat battery does not affect starting.

Metal pinions now fitted in drive and dynamo—magneto ratio reduced. Dynamo is designed to give the full output at less revolutions. Gear drive 45 per cent. stronger.

New design robust automatic cut-out, with external coil spring. Magneto section embodies special features developed by racing performance, and is guaranteed for two years.

Waterproof high-tension terminals.

Cut-out cover designed so that it can be removed without displacing any wires.



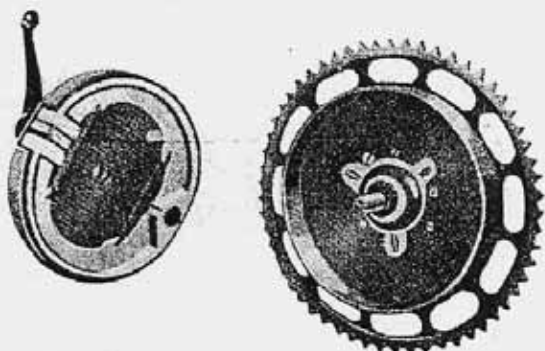
"KING OF THE ROAD"

Luxury

Rear and "Fore" Wheel Brakes

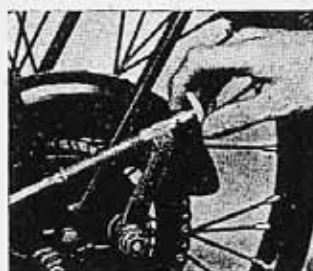
Independent Action

Instant Control



THE REAR BRAKE.

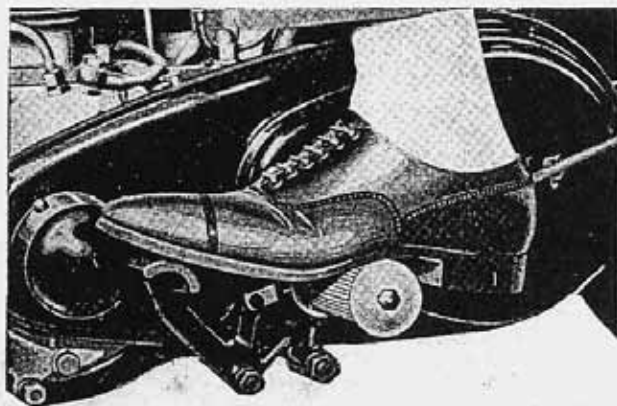
The front brake is of similar construction to the rear, being powerful, of large diameter, and with quick finger adjustment.



Showing quick finger adjustment of rear brake.



THE FRONT BRAKE CONTROL.—Note accessible position. The right-hand, having closed the throttle, is free to give "stop signal" to traffic.



THE REAR BRAKE PEDAL.—See the natural operating position.

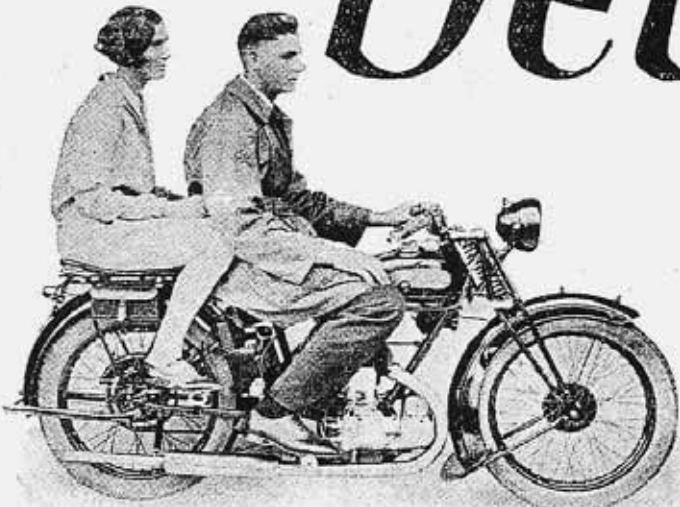
INCREASE in engine efficiency and "roadability" of the motor cycle has naturally called for better brakes and better brake control, and in this respect the A.J.S. "Luxury" models are well up to the times.

Front and rear brakes are of independent action; both have very large friction surface, and extremely high braking efficiency with the retention of that smoothness of action that is so necessary. Designed so that water will not enter the brake linings, and, being provided also with quick finger adjustment on both brakes, they give instant service just when the rider wants them—always.

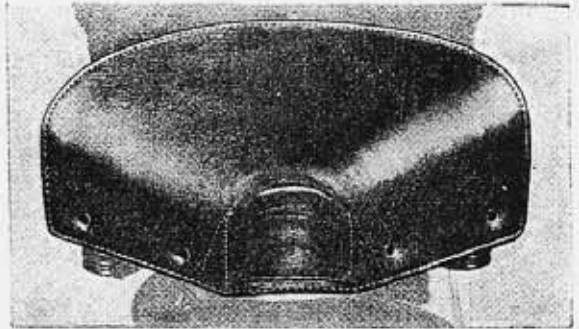
The rear brake is actuated without removing the foot from the rest, and the front brake is controlled without taking the hand off the handlebar. When occasion demands—

You just put them on.

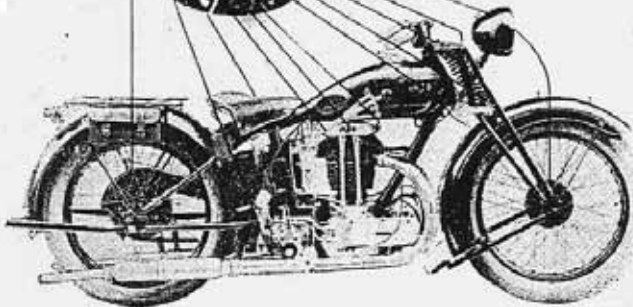
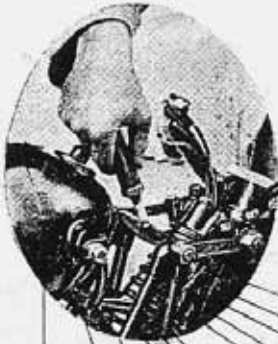
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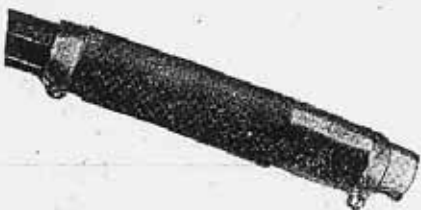
CARRIERS are placed further forward, and back plate is angled—this gives more sporty appearance, and considerably increases suitability for pillion riding.



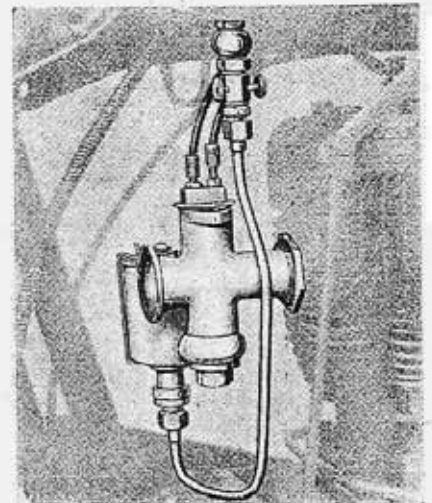
SADDLE.—Large comfortable Terry saddle with soft spring top. This is on 3-point suspension, and is adjustable for angle (to suit rider's weight) by means of nuts on rear spring suspension bar.



LUBRICATION OF CYCLE PARTS.—Pressure greasing nipples are fitted to all parts of frame and fittings requiring lubrication.

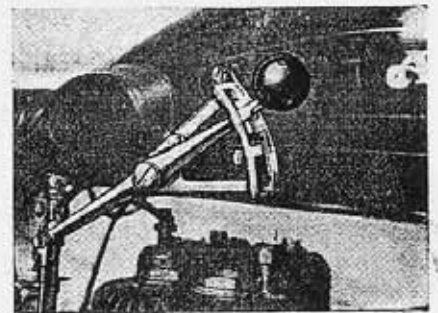


TWIST GRIP CONTROL is "straight-pull" type. Control wire does not touch any parts during action, thus giving maximum life. Adjustable friction band is fitted, allowing rider to adjust freeness or stiffness of grip movement to suit his taste.



CARBURETTOR.—AMAL two-jet automatic giving excellent fluctuation of mixture at varying throttle openings by single control action from twist grip. The air-choke control is operated from a separate lever on the handlebars. Efficiency of design gives power, speed and economy.

THE A.J.S. GEAR CONTROL.—Patent "gate" type quadrant makes it impossible to "over-shoot" second gear on either up or down changes. A coil spring in the gear lever keeps it positively held in any notch after gear engagement.





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