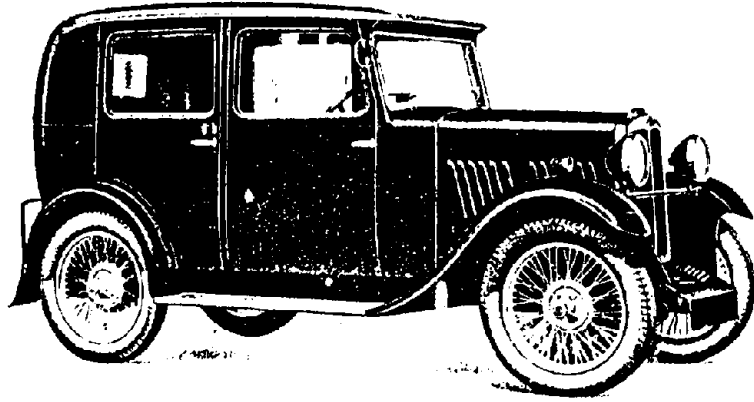


The
A.J.S.
Light Car



UK 9110

The A.J.S. Light Car is available in all parts of the world.



The A.J.S. Coach-built Saloon.

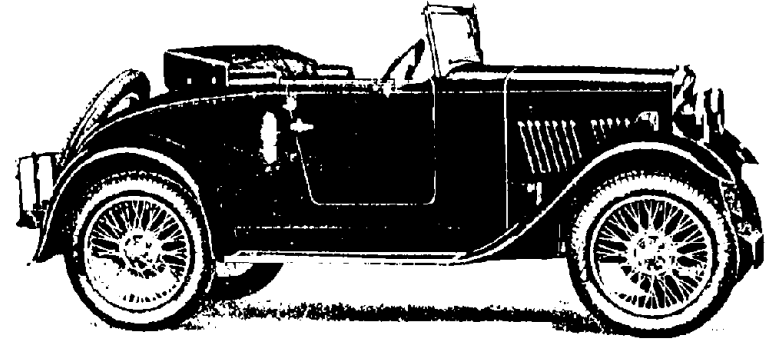
Car," August 1st, in which they said:—"It is difficult to explain one's first impression of the car on the road, as the engine behaves so differently from any ordinary type, its smoothness throughout the entire speed range being almost uncanny. . . . the engine is rather more like an electric motor than any power unit working by explosions. This impression becomes even more marked as the speed rises, until it reaches what appears to be its normal cruising speed of 40 to 45 m.p.h. There is merely a hum from beneath the bonnet and not the slightest indication of any real work being done. It is only, in fact, by looking at one's surroundings, or at the speedometer, that the correct impression of speed can be gained. This remarkable performance is due, of course, to the "Whitnough" director head, which accounts also for the entire absence of "pinking" under all conditions, and the ability of the engine to hold on to top gear under full load."

"The engine can be throttled down in top gear until it is driving the car at considerably less than walking pace, from which speed it will accelerate quite readily, although not with any extreme rapidity; its chief powers of acceleration, so far as top gear is concerned, being noticeable at speeds of 20 or 30 m.p.h., when a driver strange to the car might easily imagine that there is a **six or even eight cylinder engine beneath the bonnet.**"

Only those who have driven an A.J.S. can appreciate the foregoing remarks to the full. This performance is due to the massive dynamically balanced three bearing crankshaft

Page Four

Price £240



The A.J.S. Coach-built Two-Seater.

with pressure feed lubrication throughout, which, under load, or on the over-run, gives an almost unbelievable sweetness. The engine is carried on specially designed rubber mountings.

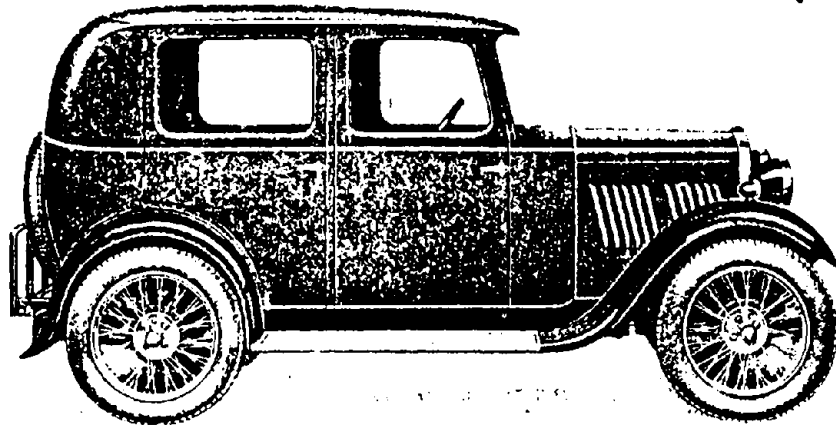
From the engine, power is transmitted through a single dry plate clutch, which is light in operation and sweet in engagement. The gearbox is in unit with the engine and has three forward speeds and reverse. The gears are operated by a centrally-placed control lever and catch for reverse. From the gearbox transmission is by an open tubular propeller shaft, dynamically and statically balanced with "Hardy" patent coupling joints at each end, which require no lubrication or attention. The rear axle is of the semi-floating type with spiral bevel drive, whilst the front is of heavy section stamping throughout.

On a car of the efficiency of the A.J.S. good brakes are, of course, a necessity, and on all four wheels internal expanding shoes are fitted, the drums in which these operate being 9 in. diameter. Hand and foot control are provided, and operation is by high tensile steel rods with finger adjustment. The wire wheels are of the four bolt detachable type, the spare is carried at the rear of the body.

Steering plays a most important part in the design of the A.J.S. car, and this feature has again been picked out by technical journals for praiseworthy comment. The "Autocar," August 1st, said:—"In another feature the car is unusual. The steering is

Price £210

Page Five



The A.J.S. Fabric Saloon.

SINCE its introduction the A.J.S. "Nine" has been received on all sides with acclamation. Press and public alike are unanimous in their praises. The discerning motorist realizes that the best is the cheapest in the long run, hence the A.J.S. "Nine" has been designed and built to an ideal—not to a price, and in its class cannot be surpassed. It has found immediate favour with those who require a high-class, low-taxed car, which will give a performance only equalled by cars of greater horsepower and price.

The A.J.S. "Nine" gives maximum satisfaction and performance with minimum upkeep costs, and owing to the care and attention lavished on its every constructional detail will require the least possible amount of care and attention.

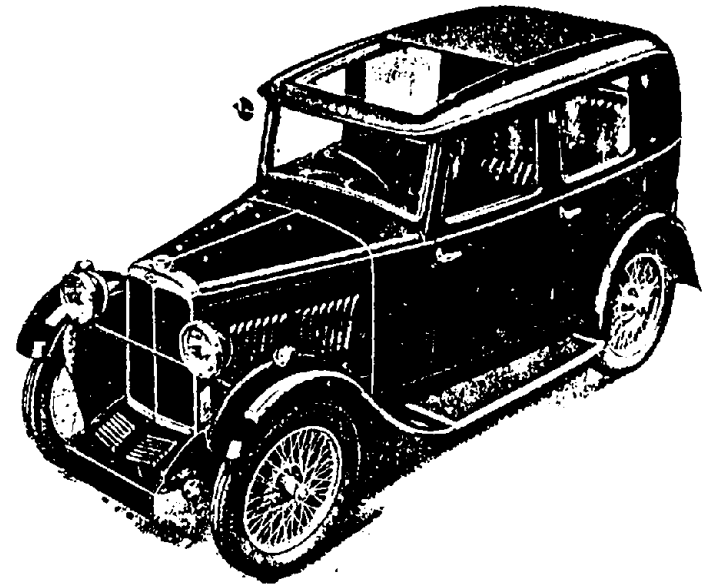
The car is backed by a Company which has been engaged in the Motor Industry for over 30 years, and whose products carry with them the highest possible reputation throughout the world.

Graceful and dignified lines are outstanding features of the body work, its roominess for both the driver and passenger alike being quite a revelation. Every fitment only found in the most expensive cars is embodied in the A.J.S., as an instance—only real furniture grade is used for the upholstery. Other items of the standard equipment of the saloon body are:—Roof Light, Rear Blind, operated from driver's seat, Rope Pulls,

Page Two

Price £230

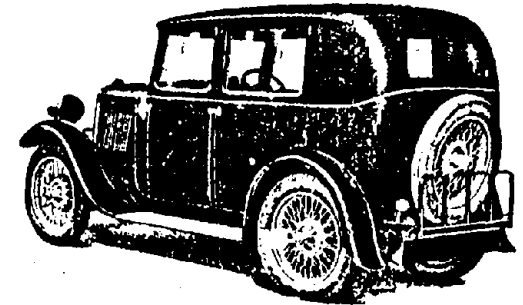
Light Car.



A.J.S. Fabric Saloon, with Sliding Roof.

Pile Carpets, Concealed Pockets, Four Doors with Drop Lights, Double Catch Locks with thief-proof devices, Roof Ventilator, Concealed Lighting to Instrument Panel, and electrically-controlled dipping switch for Head Lamps. The Petrol Tank is carried at the rear of the car (the only safe place) and holds 8 gallons of fuel. Fed to the Carburettor is by the "Gravac" system, and a petrol gauge also is provided in the tank.

It is an oft repeated truism that "the heart of a car is the engine," but never was this more so than in the A.J.S. "Nine." We do not think we can present greater evidence of the efficiency of the A.J.S. engine than by quoting from the report given in the "Light Car & Cycle



Rear View of A.J.S. Fabric Saloon, showing the graceful Body Line.

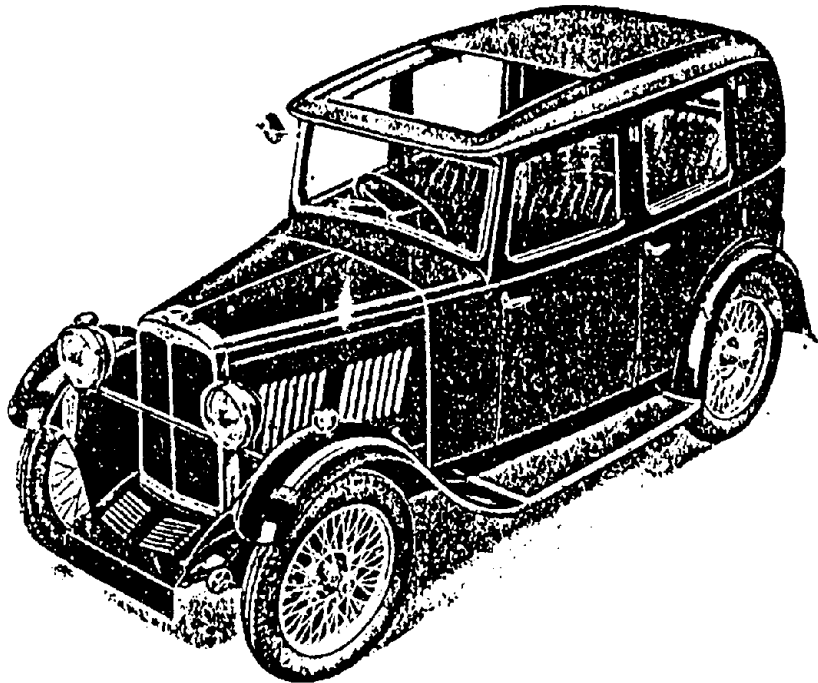
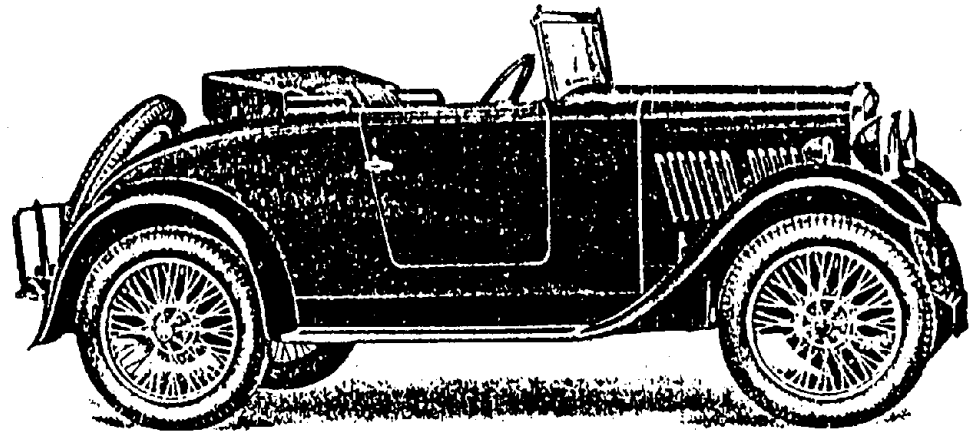
Page Three

Light Car.

TWO-SEATER MODEL.

The body is coach-built, with aluminium panels, and finished in Blue Cellulose. Wide doors on either side afford easy access for both driver and passenger. Both are fitted with extension handles with door pulls. The seat is mounted on rollers, and is upholstered in real furniture hide. It is instantly adjustable. Pile carpets are fitted, and expanding pockets provided on each side of the scuttle. A single panel, chromium plated, safety glass Wind-screen is fitted together with automatic wiper. The Sidescreens are of the rigid type with narrow metal frames and both have hinged signalling flaps. The hood is of finest quality waterproof leather cloth with enamelled metal framework. A hood cover also of waterproof leather cloth is provided. The general specification of this model, other than the foregoing, is precisely as in the Four-seater models.

Price - without Dickey Seat -
- with Dickey Seat -



SLIDING ROOF.

This illustration shows the Sliding Roof which can be fitted to either the fabric or coach-built saloon body. It is simple in operation, and is absolutely waterproof and draught proof.

Price -

A.J.S.

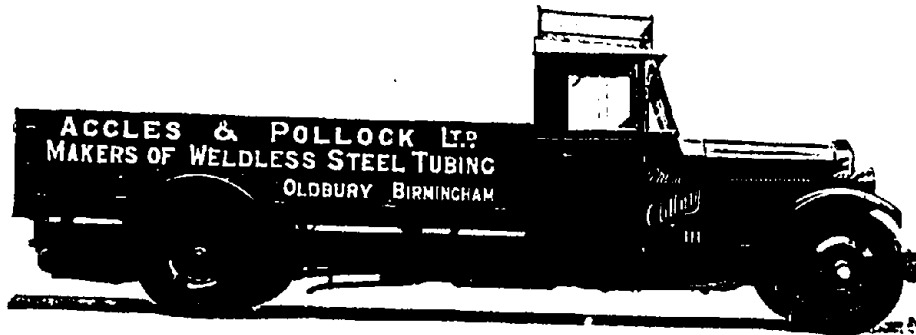
FOR TRUSTWORTHY TRANSPORT



Extract of letter received from an A.J.S. Owner, residing at St. Annen-on-Sea:

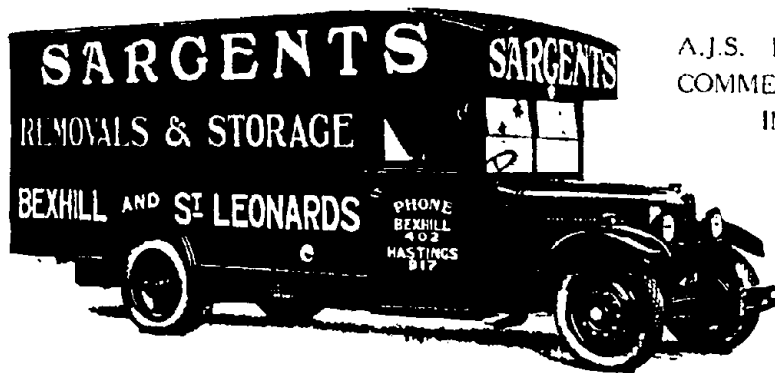
"The A.J.S. Coach purchased from you in 1928 has now done 48,000 miles, only been decarbonized once, replacements—nil. We are perfectly satisfied with it.

"The machine has been used mostly for touring the Lake District, and long journeys."

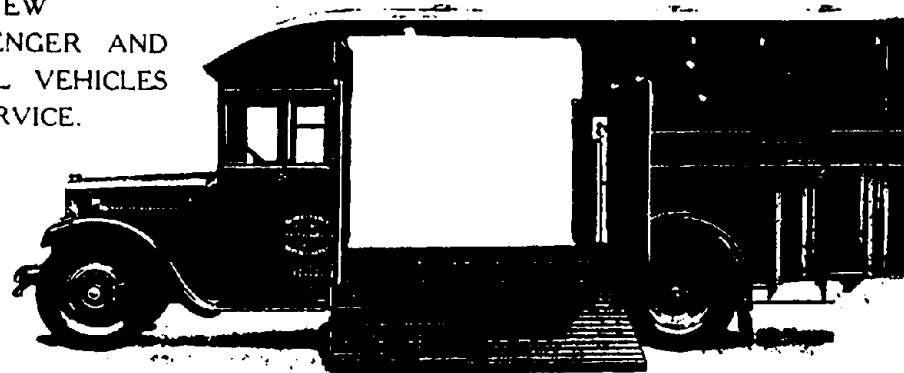


Extract of letter received from a Berkshire Owner:

"We took two bad travellers for to Newmarket this week as a try-out for the Borwick—Legouis Horse-Box on the A.J.S. Chassis—132 miles each way—and they both won their races. One, an inveterate kicker by road or rail, started her usual game, but very soon stopped and remained perfectly quiet and contented the whole of the rest of the trip. She won a race of over £2,000, and came home like a lamb, so you can imagine how pleased was, and the talk that went round about the amazing transformation of his notorious filly."



A FEW
A.J.S. PASSENGER AND
COMMERCIAL VEHICLES
IN SERVICE.



QUOTATIONS GIVEN FOR ANY TYPE OF BODY ON APPLICATION.

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