

1938 PROGRAMMES AND POLICIES

The principal improvement applies to paper and cinema advertising and a

A.J.S. 64

SO far as the motor cycle side of the 1938 A.J.S. programme is concerned, the 1937 models will be continued with a number of improvements, but no major changes, and they will be supplemented by three newcomers, known as the Silver Streaks, highly tuned super sports models, with a special finish that should command favourable comment at Earls Court, and, later, in the dealers' showrooms.

These machines were described and illustrated in "The Trader" of September 3.

Weatherproofing on all A.J.S. models has been considerably improved, first, by the deepening of the rear chain guard on each side of the chain, so giving something approaching complete enclosure of the chain, and, secondly, by the employment of new pattern mudguards with a central rib and flared ends.

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Redesigned rear brake operating mechanism with new high-friction linings and the cover plates and arms in one piece are an aid to neatness and efficiency.

Sparking plugs on all machines are now 14 mm., while such parts as timing case cover and magneto chain case have improved contours to facilitate cleaning.

Last year A.J.S. Motor Cycles supplemented their motor cycles with a range of bicycles of thoroughly modern design, and these machines are being continued for the 1938 season, but their appeal is still further strengthened by the addition of three new models. One of these, the AP3, is a single-speeder and supplements the De Luxe Light Tourist three-speed which already appears in the range. There is a new Popular sports model with a brazed-up frame which replaces one with bolted-up frame, and also a new upright-frame

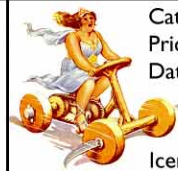
sports model, the APD, designed to appeal to the keen clubman, and available with either a Cyclo or TriVelox derailleur gear.

Otherwise, A.J.S. bicycles for 1938 are practically identical with those of the current season, except for minor detail alterations, and, of course, revised prices. It will be seen from the attached list that sports, utility, and touring markets are well covered by a selection of machines from the standard roadster at £4 10s. up to the smart 531 Racing Special at £9 7s. 6d., plus a double gent's and lady-back tandem.

A.J.S. MODELS AND PRICES.

(Motor Cycles)

38/12, 2.46 h.p. o.h.v., single-port ...	£47 5 0
38/22, 2.46 h.p. o.h.v., two-port ...	52 10 0
38/16, 3.47 h.p. o.h.v., single-port ...	50 8 0
38/26, 3.47 h.p. o.h.v., two-port ...	55 13 0
38/18, 4.98 h.p. o.h.v., single-port ...	65 2 0
38/8, 4.98 h.p. o.h.v., two-port ...	65 2 0
38/9, 4.98 h.p., side valve ...	58 16 0
38/2, 9.9 h.p., side valve twin ...	81 18 0
38/2A, 9.9 h.p., side valve twin (export) ...	81 18 0



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A.J.S.—continued.

Competition Models.

38/22T, 2.46 h.p. o.h.v., single-port ...	£57 15 0
38/26T, 3.47 h.p. o.h.v., single-port ...	60 18 0
38/18T, 4.98 h.p. o.h.v., single-port ...	70 7 0

Silver Streak Models.

38/22SS, 2.46 h.p. o.h.v., single-port ...	56 14 0
38/26SS, 3.47 h.p. o.h.v., single-port ...	59 17 0
38/18SS, 4.98 h.p. o.h.v., single-port ...	69 6 0
387R, 350 c.c. Racer ...	94 10 0

Bicycles.

AP5, Gent's Standard Roadster ...	£4 10 0
AP5/L, Lady's Standard Roadster ...	4 16 6
AP53, Gent's three-speed Roadster ...	5 11 0
AP53/L, Lady's three-speed Roadster ...	5 17 6
AP73, Gent's de Luxe All-weather Roadster ...	6 7 6
AP73/L, Lady's de Luxe All-weather Roadster ...	6 10 0
AP9, Gent's Light Roadster ...	4 10 0
AP9/L, Lady's Light Roadster ...	4 13 6
AP93, Gent's three-speed Light Roadster ...	5 11 0
AP93/L, Lady's three-speed Light Roadster ...	5 14 6
AR, Boy's Junior Roadster ...	4 7 6
AR/L, Girl's Junior Roadster ...	4 10 0
AP3, Gent's Light Tourist ...	5 2 6
AP3/L, Lady's Light Tourist ...	5 6 6
AP13 and AP13/L, Gent's and Lady's three-speed de Luxe Light Tourist ...	6 12 6
AC4, Gent's Flyweight Sports Tourist ...	5 10 6
AC4/L, Lady's Flyweight Sports Tourist ...	5 14 6
AC43 and AC43/L, Gent's and Lady's three-speed de Luxe Flyweight Sports Tourist ...	6 12 6
AP1 and AP1/L, Gent's and Lady's Popular Sports ...	4 19 9
AP2 and AP2/L, Gent's and Lady's Standard Sports ...	5 10 9
AP2C and AP2C/L, Gent's and Lady's Carnival Sports ...	6 3 9
AP2S and AP2S/L, Gent's and Lady's Silver Sports ...	6 12 6
APSS, Gent's Sports Special ...	6 7 6
APD and APD/L, Gent's and Lady's Derailleur Sports ...	6 17 6
APCS, Gent's H.M. Clubman Special ...	8 2 6
APRS, Gent's 531 Racing Special ...	9 7 6
AT, Double Gent's Sports Tandem ...	15 5 0
AT/L, Lady-Back Sports Tandem ...	15 15 0

A.J.S. Motor Cycles, Plumstead Road,
 Plumstead, S.E.18.



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