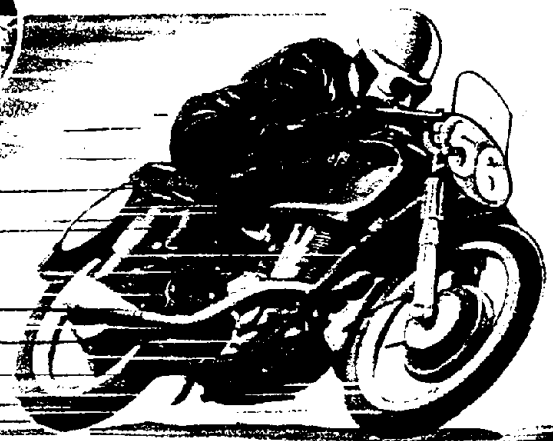


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# A.T.S.



*Race-bred Motor Cycles*

1952 Model

## INTRODUCTION

Spectacular designs inevitably achieve great publicity but rarely provide the efficient year in year out trouble-free service that one has the right to expect from a modern motorcycle.

Although the 1952 range of A.J.S. motorcycles differ in few essential respects from their 1951 predecessors, the improvements and modifications that have been incorporated have each been the subject of tests extending over many thousands of miles under all types of road and climatic conditions before being adopted.

Steadily, unobtrusively, but with unrelenting persistence, the design of A.J.S. motorcycles has been evolved to its present high state of efficiency, and we are confident that it is this policy that is responsible for the outstanding service and satisfaction that is being provided by A.J.S. motorcycles throughout the world.

*RIDE A.J.S AND ENSURE SUCCESS*

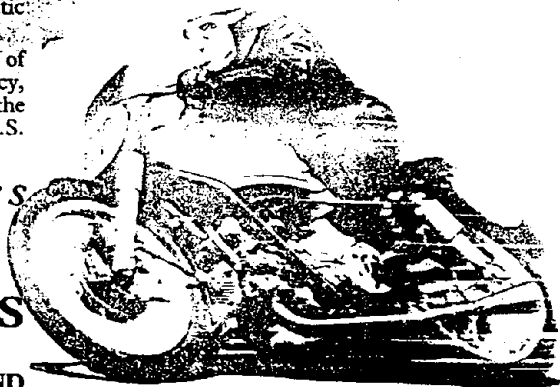
# A·J·S MOTOR CYCLES

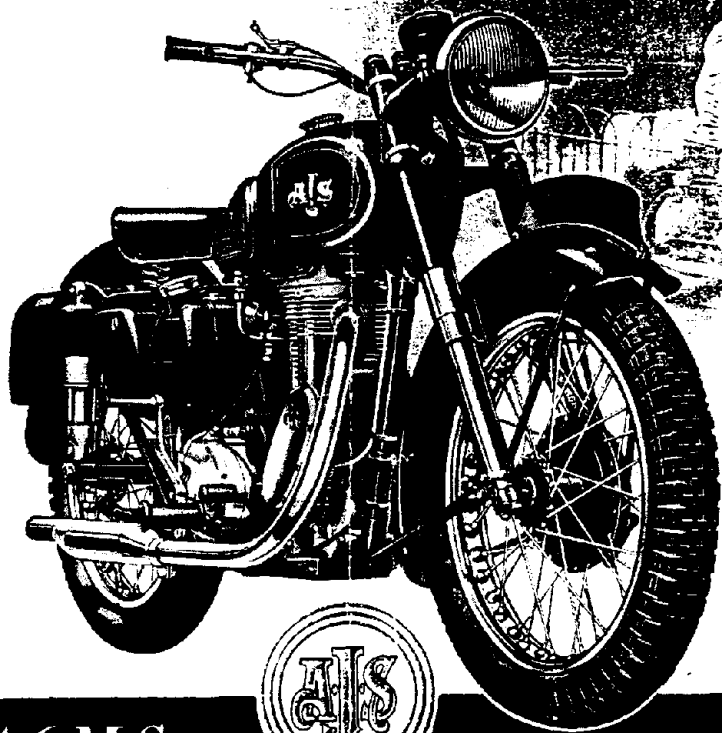
Proprietors: ASSOCIATED MOTOR CYCLES LTD.

PLUMSTEAD ROAD · LONDON, S.E.18 · ENGLAND

Telephone: WOOLwich 1223

Telegrams: ICANHOPIT, WOL, LONDON





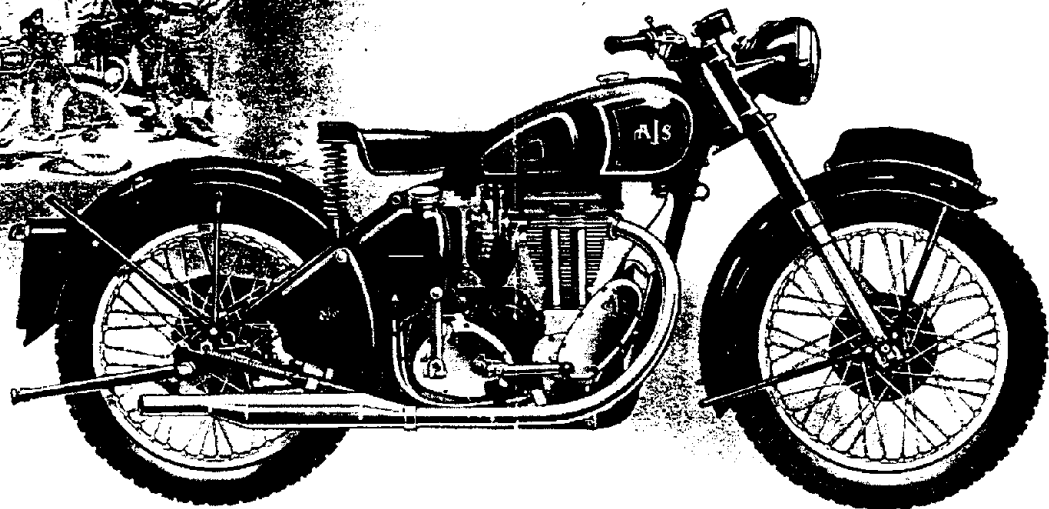
# Model 16MS

350 c.c. O.H.V.

A superbly finished high performance 350  
with full Teledraulic suspension

For full specification see page 11

Page 3

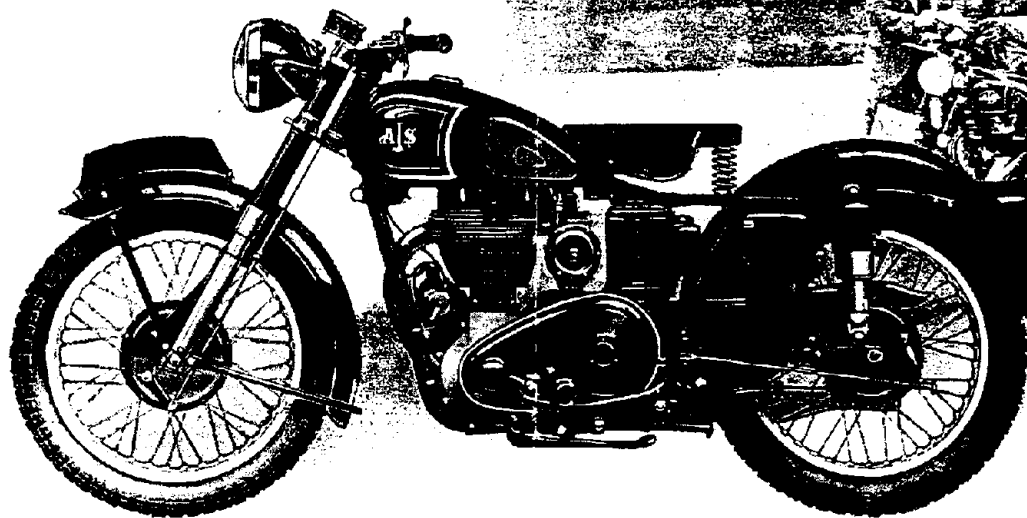


# Model 16M

350 c.c. O.H.V.

Sets the standard by which 350 c.c.  
Motorcycles are judged

For full specification see page 11



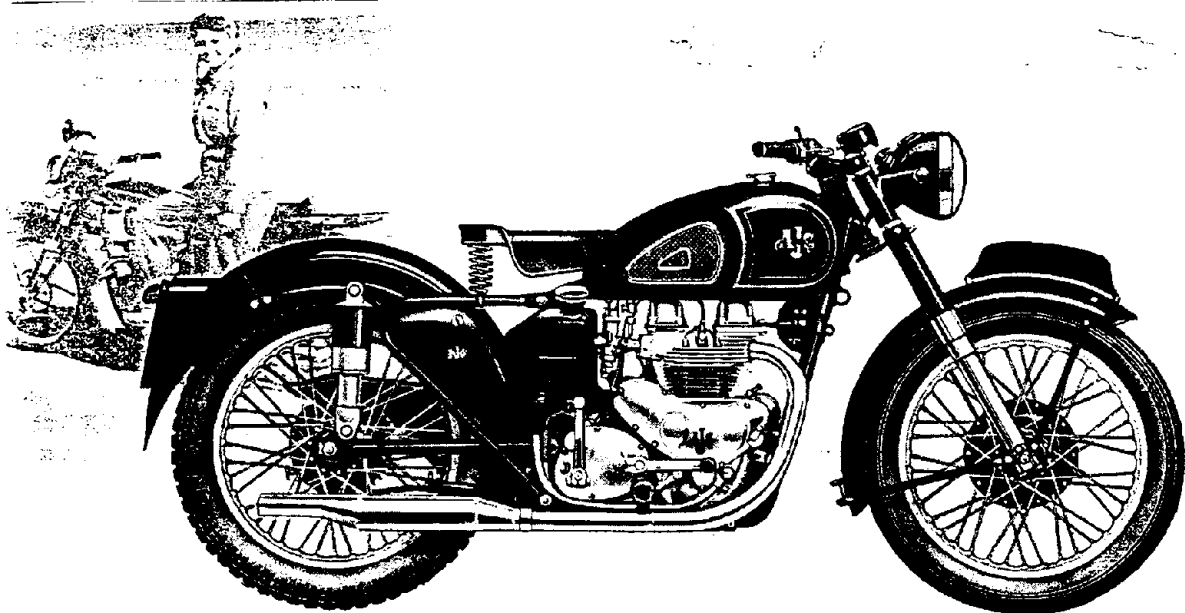
# Model 18S

500 c.c. O.H.V.



The ideal mount for high average  
speeds over long distances

*For full specification see page 11*



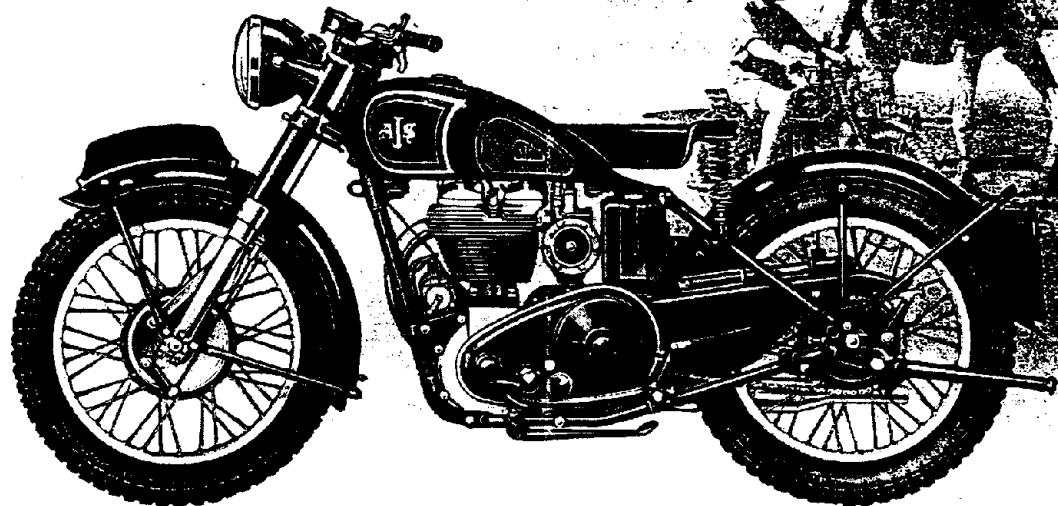
# Model 20

The SPRINGTWIN

500 c.c. O.H.V. VERTICAL TWIN

Designed to provide effortless speed  
with comfort and reliability

For full specification see page 11

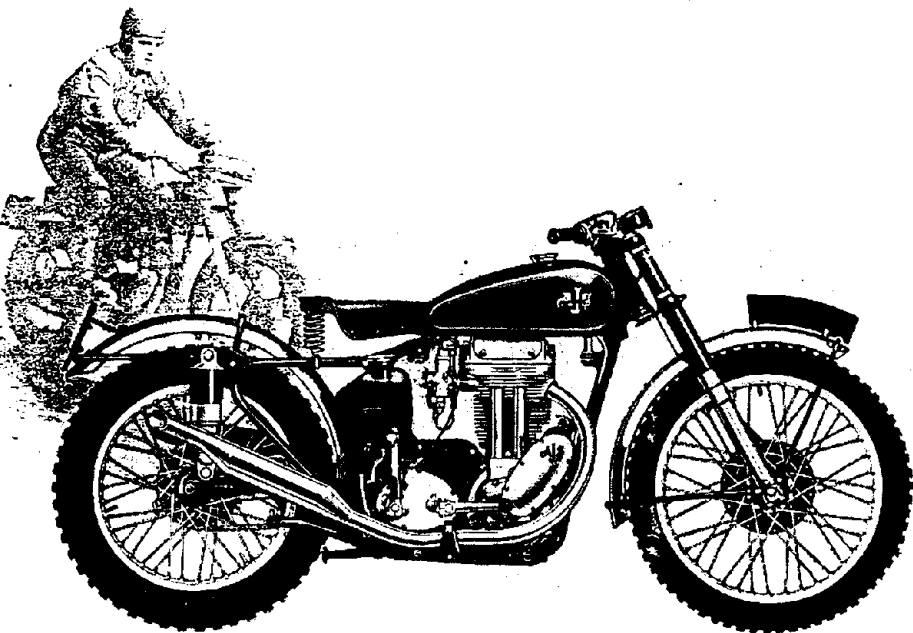


# Model 18

500 c.c. O.H.V.

High performance with stamina  
and unfailing reliability

*For full specification see page 11*



## Competition Models

Successful participation in competitive events by Motorcycle Manufacturers serves little useful purpose unless the developments that result are incorporated in machines that are made available to the public. Any deviations from the standard specification in machines ridden by Works Riders are for experimental purposes only, and intended for incorporation in the following season's models if found successful. It is for this reason that A.J.S. motorcycles have been so outstandingly successful in the hands of private owners in Open and International events of the utmost severity.



*Models* 16MCS 350 c.c. O.H.V.  
and  
18CS 500 c.c. O.H.V.

Models that have proved their ability in  
innumerable cross country speed events



# Specification

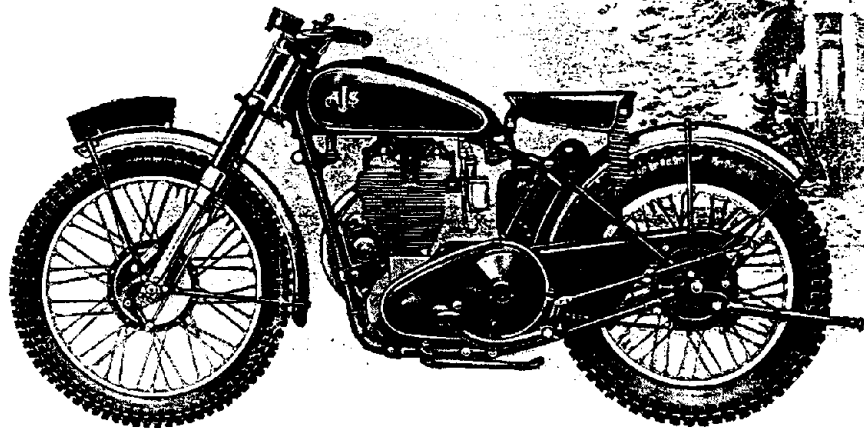
The Competition Models vary from the standard specification in the following respects:— 53" wheelbase, high ground clearance rigid frames, 2½ gall. tank, polished aluminium mudguards, 3.00" x 21" front and 4.00" x 19" rear wheels and Dunlop Trials tyres, special footrests, crankcase shield, folding kick-starter, waterproof Competition magneto, wide ratio gears on Rigid models, low overall weight assisted by Light Alloy cylinder and cylinder head attached to crankcase by through bolts.

## OPTIONAL EQUIPMENT

Standard or wide ratio gears, 3 gall. fuel tank, standard rear wheel.

## OPTIONAL EXTRAS

High compression piston, racing cams, exhaust pipe extension, Competition tyres, electrical equipment with quickly detachable headlamp.



*Models* 16MC  
and  
18C

350 c.c. O.H.V.

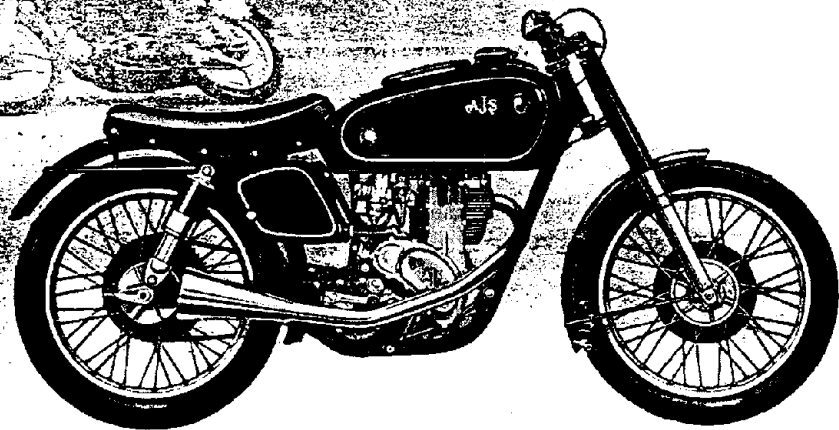
500 c.c. O.H.V.

Outstandingly successful and ideally suited for cross country Trials

## *Specification*

Designed for the specific purpose of permitting the enthusiastic private owner to participate with success and reliability in Road Races held under the International Regulations of the Federation Internationale Motocycliste, the Model 7R has been outstandingly successful, and in the 1951 Isle of Man Junior T.T., A.J.S. riders won 10 of the 20 Silver Replicas awarded.

The full specification of the 1952 Model 7R is being delayed pending the outcome of development work that is at present in hand, and this Model will therefore be the subject of a separate pamphlet at a later date.



# *Model 7R*

350 c.c. O.H.C.

Road Racing Model supplied ready  
for racing in International Events

# Guarantee

## NOTICE

We do not appoint agents for the sale on our behalf of our motorcycles or other goods, but we assign to Motor Cycle Dealers areas in which we supply to such Dealers exclusively for re-sale in such areas. No such Dealer is authorised to transact any business, give any warranty, make any representation, or incur any liability on our behalf.

## GUARANTEE

We give the following guarantee with our motorcycles, motorcycle combinations and sidecars, which is given in place of any implied conditions, warranties or liabilities whatsoever, statutory or otherwise, all such implied conditions, warranties and liabilities being in all cases excluded. Any statement, description, condition or representation contained in any catalogue, advertisement, leaflet or other publication shall not be construed as enlarging, varying or overriding this guarantee. In the case of machines (a) which have been used for "hiring-out" purposes, or for racing or competitions for any dirt track, cinder track or grass track, or for which a change is made for admission to take part in, or view the competition; or (c) machines from which the trade mark, name or manufacturing number has been removed, no guarantee, condition or warranty of any kind is given or is to be implied.

We guarantee, subject to the conditions mentioned below, that all precautions which are usual and reasonable have been taken by us to secure excellence of materials and workmanship, but this guarantee is to extend and be in force for six months only from date of purchase, and damages for which we make ourselves responsible under this guarantee are limited to the free supply of a new part in exchange for the part of the motorcycle, motorcycle combination or sidecar which may have proved defective. We do not undertake to replace or repair, or bear the cost of replacing or refitting such new parts in the motorcycle, motorcycle combination or sidecar. We undertake subject to the conditions mentioned below, to make good at any time within six months any defects in these respects. As motorcycles, motorcycle combinations and sidecars are easily liable to derangement by neglect, or misuse, this guarantee does not apply to defects caused by wear and tear, misuse or neglect. The term "misuse" shall include amongst others the following acts:-

1. The attaching of a sidecar to a motorcycle in such a manner as to cause damage or calculated to render the latter unsafe when ridden.
2. The use of a motorcycle or of a motorcycle and sidecar combined, when carrying more persons or a greater weight than that for which the machine was designed by the manufacturer.

3. The attaching of a sidecar to a motorcycle by any form of attachment not provided, supplied or approved by us, or to a motorcycle which is not designed for such use.

Any motorcycle, motorcycle combination or sidecar sent to us to be plated, enamelled or repaired will be repaired upon the following conditions, i.e., we guarantee that all precautions which are usual and reasonable have been taken by us to secure excellence of materials and workmanship, such guarantee to extend and be in force for three months only from the time such work shall have been executed or until the expiration of the six months above referred to, and this guarantee is in lieu and in exclusion of any common law or statute, warranty or condition, and the damages recoverable are limited to the cost of any further work which may be necessary to amend and make good the work found to be defective.

## CONDITIONS OF GUARANTEE

If a defective part should be found in our motorcycles, motorcycle combinations or sidecars, or in any part supplied by way of exchange before referred to, it must be sent to us CARRIAGE PAID, and accompanied by an intimation from the owner that he desires to have it repaired or exchanged free of charge under our guarantee, and he must also furnish us at the same time with the number of the machine, the date of the purchase, or the date when the alleged defective part was exchanged, as the case may be.

Failing compliance with the above, such articles will lie here AT THE RISK OF THE OWNER, and this guarantee and any implied guarantee, warranty, or condition shall not be enforceable. We do not guarantee specialities such as tyres, saddles, chains, electrical equipment, lamps, etc., or any component parts supplied to the order of the purchaser differing from standard specification, supplied with our motorcycles, motorcycle combinations, sidecars or otherwise.

## LIST OF OPTIONAL EQUIPMENT

Detachable Luggage Carrier, Mudguard type Pillion Seat, Folding Pillion Footrests, Air-cleaner, Luggage Panniers.

## THE A.J.S. FREE SERVICE SCHEME

It is strongly recommended that owners of new A.J.S. Motorcycles should avail themselves of the free Service Scheme operated by all official Dealers, full details of which are given on the card supplied with each machine.

## NOTICE

All prices and specifications are subject to alteration without notice and all motorcycles and equipment are sold subject to the limited guarantee printed herein.

# Specification

## SINGLE CYLINDER MODELS

**ENGINE.** 350 c.c. Models : 69 m.m. Bore 93 m.m. Stroke, 347 c.c. Capacity.  
500 c.c. Models : 82.5 m.m. Bore 93 m.m. Stroke, 498 c.c. Capacity.

Both engines are of the high efficiency O.H.V. Single port type incorporating the following features :

Die cast Light Alloy cylinder head with totally enclosed and positively lubricated valve gear operated by Duralumin pushrods, built up rockers and overlapping duplex hairpin valve springs, extremely rigid fully balanced flywheel assembly, two-piece crankpin, triple row caged roller big end bearing, twin ball race drive side and bronze timing side main bearings, low clearance wire-wound piston, duplex rotary reciprocating oil pump and full dry sump lubrication system twin cam wheels, chain-driven Lucas magneto and semi-automatic Amal carburettor.

**FRAME—RIGID.** Heavy gauge duplex cradle of brazed construction with malleable lugs, forged fork ends, left and right fitting sidecar lugs and pillion footrest lugs. Front, rear and side stands.

**FRAME—SPRING.** Exceptionally robust swinging arm pivoting in self-lubricating bronze bushes. Twin Teledraulic oil damped suspension units mounted on flexible rubber bushes. Integral footrest lugs ; front, centre and side stands.

**GEAR BOX.** Entirely new heavyweight 4-speed racing type of compact design. Multi-plate clutch, fully enclosed positive step foot-operated gear change. Internal ratios 2.6, 1.7 and 1.3 times top gear.

**WHEELS.** Oil damped self-lubricating Teledraulic incorporating forged steel steering crown and improved handlebar mounting casting.

**BRAKES.** 77 internal expanding with cast drums and finger and shim adjustment.

**WHEELS AND TYRES.** Fabricated steel hubs, adjustable caged taper roller bearings, heavy-gauge spokes. Dunlop 3.25" x 19" tyres on 350 c.c. Models ; 3.25" x 19" front and 3.50" x 19" rear tyres on 500 c.c. Models.

**HANDLEBARS AND CONTROLS.** Integral clutch and ignition & front brake and air controls mounted on fully adjustable handlebars. Quick action twist grip throttle, headlamp dipper switch and electric horn button.

**TANKS.** Of welded steel construction and fitted with quick action filler caps. Twin filter petrol taps and detachable fabric oil filter. Fuel capacity : 3 gallons. Oil capacity : 4 pints. "Springtwin" : 4 gallons.

**MUDGUARDS.** Deep section ribbed steel with tubular stays. Valanced rear guard on all Spring Frame Models.

**SADDLE.** Spring top with fully adjustable 3-point mounting.

**TRANSMISSION.** Primary and rear drive by roller chain. Oil bath primary chain-case and cam type engine shaft shock absorber. Efficient deep section rear chainguard.

**ELECTRICAL EQUIPMENT.** 32-watt chain-driven dynamo. Large diameter headlamp, car type rear light, voltage control unit and electric horn.

**FINISH.** Frame, tanks, mudguards, etc., finished in three thicknesses of best quality black stoved enamel. Exhaust system, handlebars, etc., chromium plated. Nuts, bolts, etc., Cadmium plated or Parkerised. Wheel rims finished in aluminium and petrol tank handlined in gold.

**EQUIPMENT.** Complete tool kit with grease gun and tyre pump. Comprehensive Instruction Manual and illuminated speedometer. See Page 12 and Spares Book for list of Optional Equipment.

## MODEL 20 "SPRINGTWIN"

The "Springtwin" specification is identical to the single cylinder models with the exception of the engine, which is of special interest, and dealt with separately as follows :

**Bore :** 66 m.m.      **Stroke :** 72.8 m.m.      **Capacity :** 498 c.c.  
Iron Alloy fully balanced 3 bearing crankshaft, spherical crankcase, separate cylinders and light alloy cylinder heads, full dry sump lubrication by twin large capacity gear pumps with positive lubrication to all moving parts and no external engine oil pipes.

Eccentric spindle O.H.V. adjustment, Duralumin pushrods, twin gear-driven camshafts, forged light alloy connecting rods with Vandervell big end bearings, wire-wound pistons, gear-driven flange mounted magneto and 45-watt dynamo, semi-automatic Amal carburettor, detachable fabric crankcase oil filter.