

THE MOTOR CYCLE

FOUNDED 1903 · LARGEST NET SALE IN THE WORLD

ANNOUNCING 1957 MODELS

The design and construction of every A.J.S. motorcycle has been exhaustively tested and proved and is the result of considerable data amassed from active and successful participation in road racing and trials. Hair-line steering, leech-like road holding, superb braking—the inherent characteristics of the racing and competition machines, from which they have been developed—are apparent in every model in the 1957 range.

Model 16MS 350 c.c. O.H.V.

Model 18S 500 c.c. O.H.V.

*Model 16MC 350 c.c. O.H.V.
Competition*

*Model 20 500 c.c. O.H.V.
Vertical Twin*

*Model 30 600 c.c. O.H.V.
Vertical Twin*

*Model 16MCS 350 c.c. O.H.V.
Moto-Cross*

*Model 18CS 500 c.c. O.H.V.
Moto-Cross*

*Model 7R 350 c.c. O.H.C.
Racing*

All fitted with full Teledraulic Suspension

A.J.S. - A pleasure to own - A joy to ride

A · J · S · M O T O R · C Y C L E S · P L U M S T E A D · R O A D · L O N D O N · S · E · 1 8 · E N G L A N D