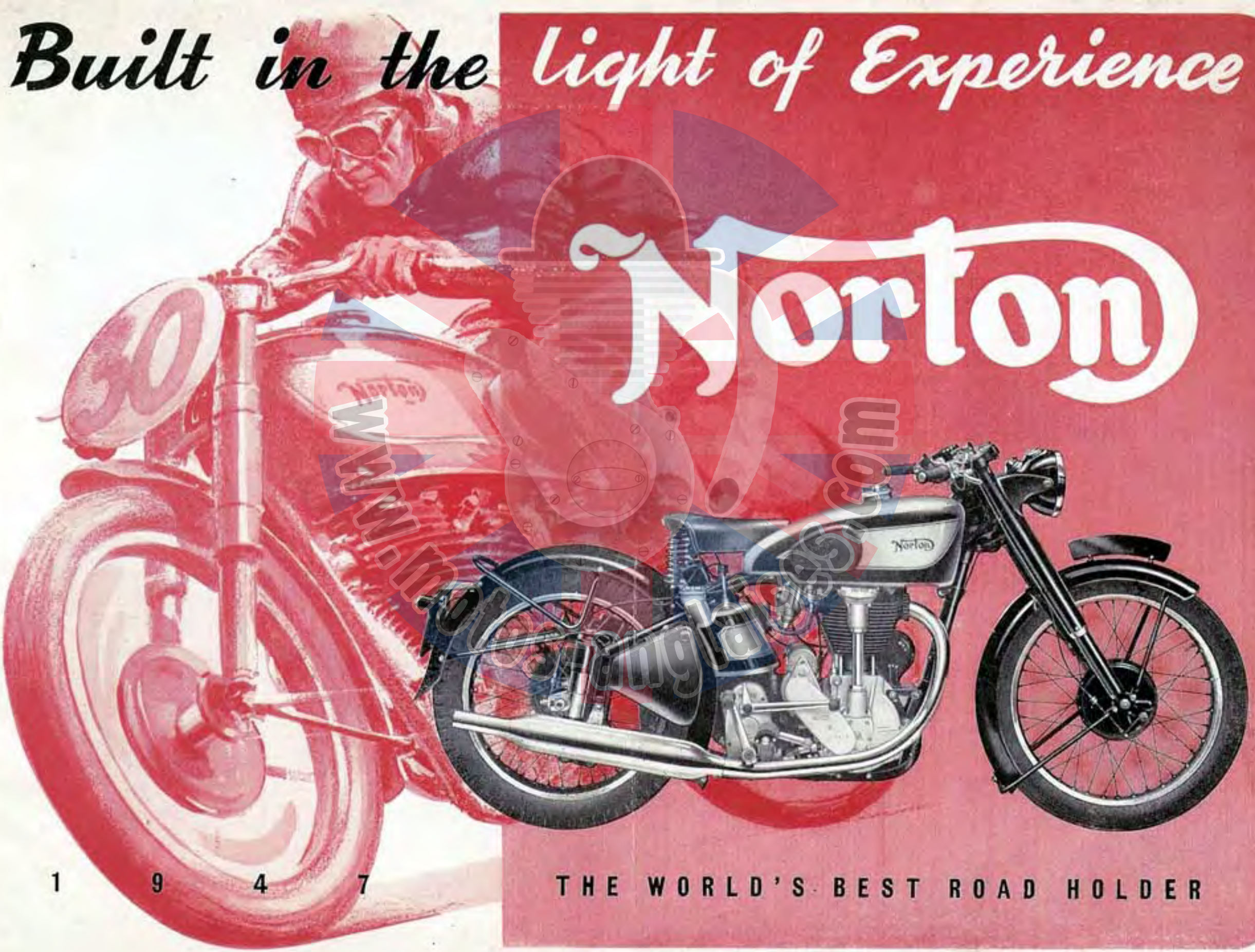
Built in the light of Experience

Norton



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THE WORLD'S BEST ROAD HOLDER

www.MotorcycleLiterature.com

THE UNAPPROACHABLE

Norton

MODELS FOR 1947

General Specification

APPLYING TO ALL MODELS

FRAME. Of immensely rigid cradle construction, built with high tensile steel tube and graduated section lugs. Spring frame is fitted as standard specification to the Model E.S.2 and all International machines.

FORKS. The plunger type of fork, Provisional Patent No. 557982, is fitted to all 1947 Model Norton machines as standard specification. This fork has been approved in the most strenuous International road races over a considerable period.

WHEELS. The rear wheel is quickly detachable. Journal bearings of large dimensions are employed. The rims are chromium plated with black centres, lined in red.

PETROL TANK. Heavily chromium plated with suitably enamelled panels and large resilient knee grips.

OIL TANK. New type, of improved lines, chromium plated and suitably lined. Capacity, approximately 4 pints.

SADDLE. Flexible top, forward pivotal mounting, giving low and exceptionally comfortable riding position.

FRONT CHAINCASE. NORTON Patent Chaincase No. 406599, of unique design with single bolt fixing, hermetically sealed.

CLUTCH. Multi-plate with special Ferodo inserts. Dual action vane type shock absorber incorporated.

GEARBOX. NORTON four-speed with built-in positive foot operation, No. 424154, with clutch operating mechanism completely enclosed.

STAND. Central prop stand is fitted to all models.

SILENCER. This effectively reduces the exhaust noise. It is pleasing in appearance and has been modified internally, giving a greater degree of silence without loss of power.

HANDLEBAR. Adjustable both for height and rake.

ENGINE LUBRICATION. Full dry sump with gear pump, pressure feed to bearings and piston. Automatic and efficient lubrication of totally enclosed O.H.V. and S.V. gear with oil cushion in timing gears and sludge trap in crankcase.

MAGDYNO. Lucas Magdyno electric lighting is fitted as standard to all machines except International models to racing specification. Lucas electric horn is also included in the standard equipment

CARBURETTER. AMAL needle jet, semi-automatic with twist grip control.

PILLION FOOTREST LUGS. Built into every frame for attachment of NORTON pillion footrests.

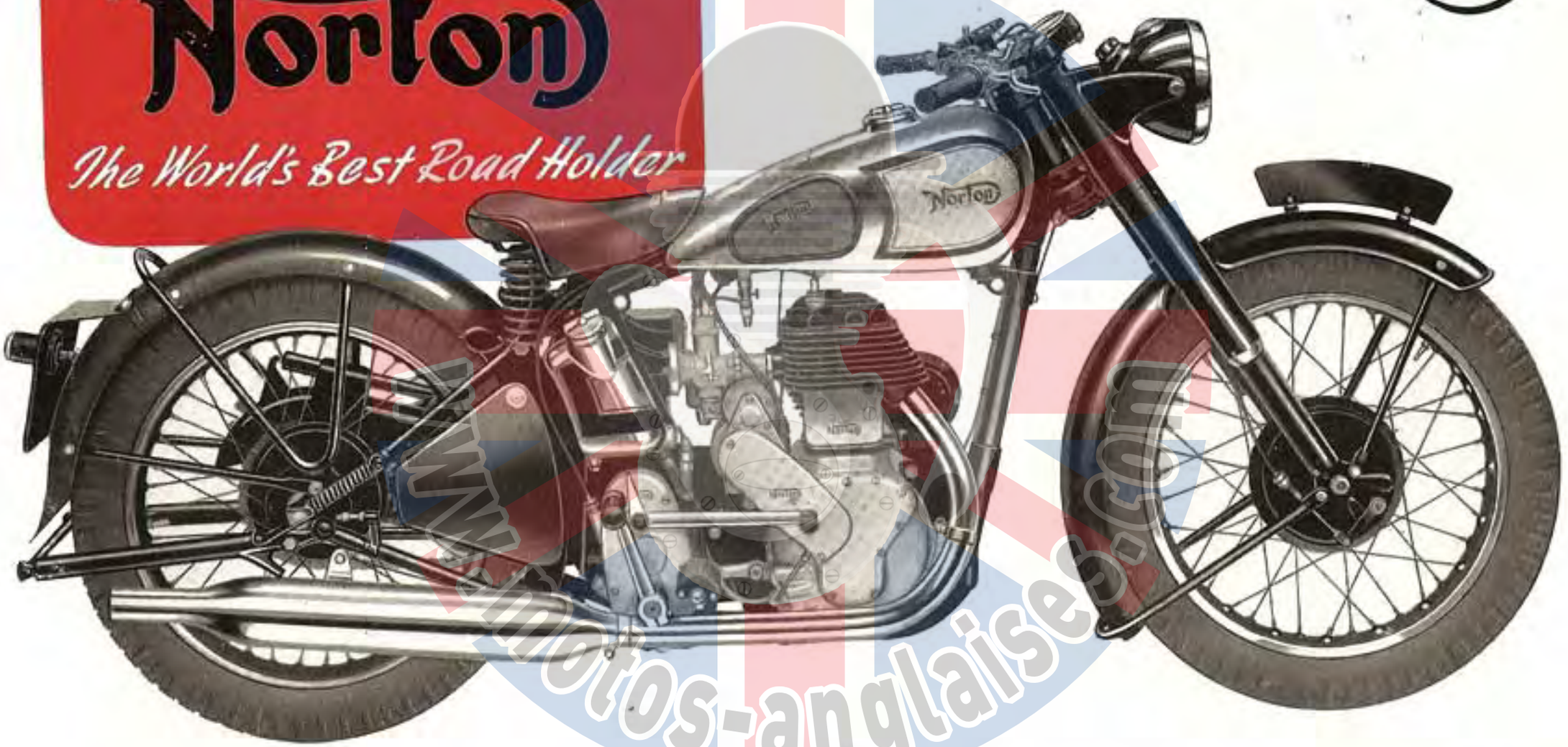
MUDGUARDS. Heavy car type affording excellent protection. Detachable flared tail piece to rear guard. Narrow sporting mudguards fitted to Racing International models.

THE UNAPPROACHABLE

Norton

The World's Best Road Holder

MODEL 16H



THE NORTON 16H ENGINE is world renowned for reliability. It is built throughout of the finest materials available, and its universal success is proof of the soundness of design. The cubic capacity of the engine, which is side valve operated, is 490 c.c., and the bore and stroke 79 x 100 m.m.

MODEL No. 1. " BIG FOUR " is to identical specification as the Model 16H with the exception that it is fitted with touring type of handlebars and the engine has an increased capacity of 633 c.c. and bore and stroke of 82 m.m. x 120 m.m.
This machine is ideally suitable for sidecar work.

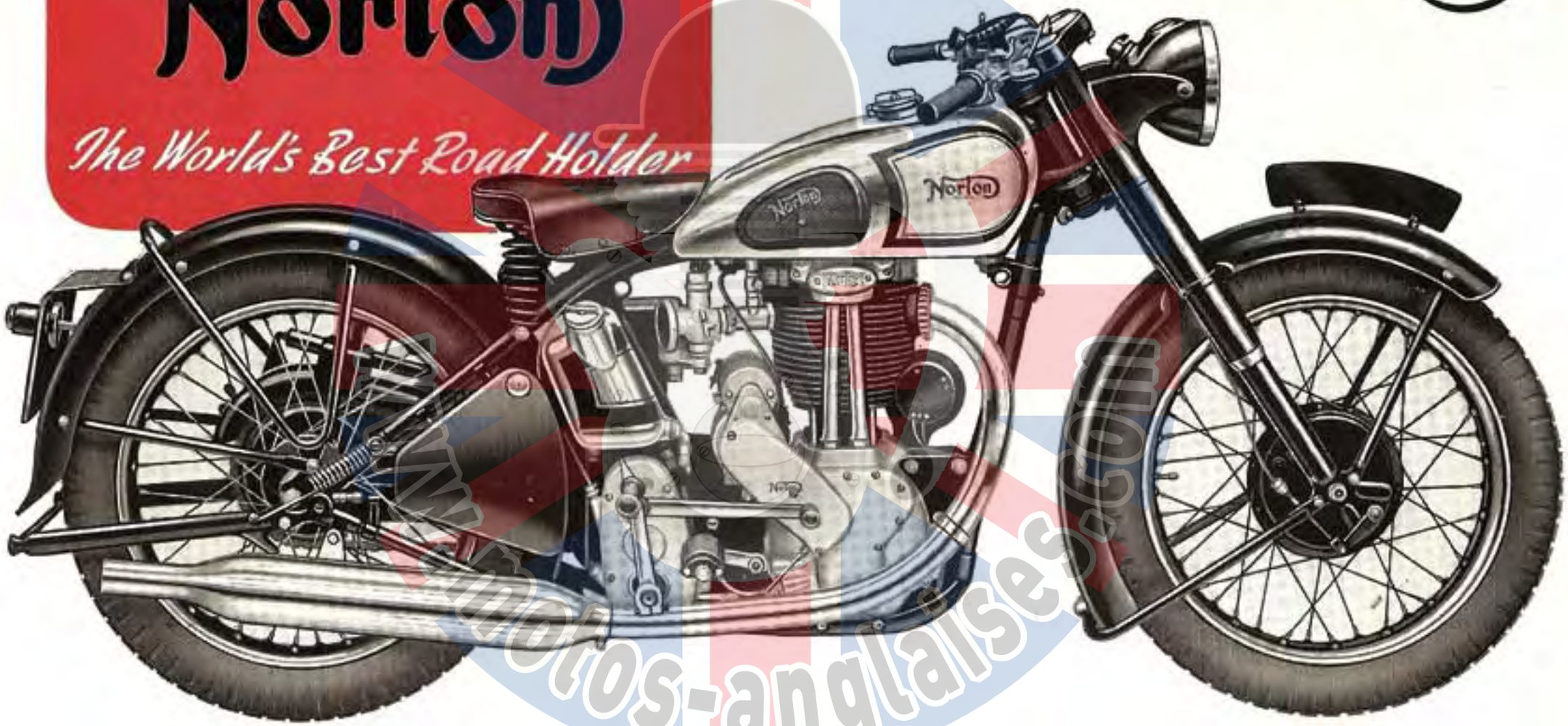
NORTON STILL HOLDS THE T.T. LAP RECORD AT 91 M.P.H.

THE UNAPPROACHABLE

Norton

The World's Best Road Holder

MODEL 18



THE MODEL 18 ENGINE employs overhead valves, push rod operated; the whole of the valve gear is totally enclosed and automatically lubricated. Positive lubrication large bearing surfaces and ground timing gear teeth ensure silent operation. The engine has a bore and stroke of 79 m.m. x 100 m.m. and a cubic capacity of 490 c.c.

WINNER OF 19 T.T'S.

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The World's Best Road Holder

MODEL ES2

THE MODEL E.S.2 is fitted with spring frame and telescopic fork as standard specification. The engine is of the push rod operated type, having a capacity of 490 c.c., to the same specification as the Model 18.

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THE UNAPPROACHABLE

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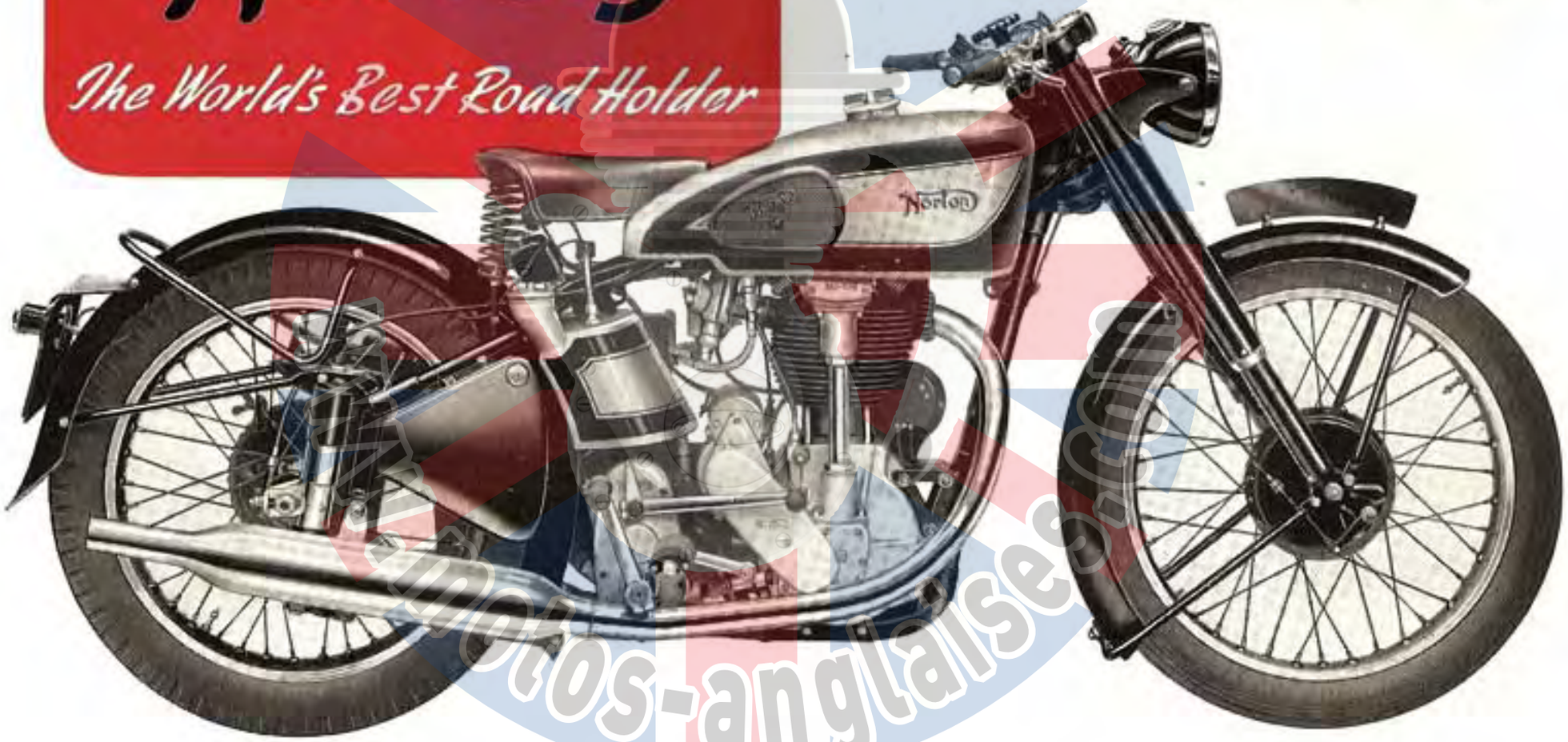
The World's Best Road Holder

INTERNATIONAL 30 & 40



THE MODEL 30 is fitted with spring frame and telescopic fork as standard specification. This model employs the world renowned NORTON overhead camshaft engine. The universal success obtained with this particular type of engine is an indication of the soundness of design. The bore and stroke is 79 m.m. x 100 m.m. and the cubic capacity 490 c.c.

MODEL 40. This machine is to the same specification as the Model 30, with the exception that the engine capacity is 348 c.c and bore and stroke 71 m.m. x 88 m.m.

NORTON STILL HOLDS THE T.T. LAP RECORD AT 91 M.P.H.

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THE UNAPPROACHABLE

Norton

The World's Best Road Holder

MANX 30 & 40

The Models 30M and 40M are also available fully equipped for road use.

MANX 30 & 40. This is a machine specially designed for racing. Every detail of the specification is of the utmost importance and includes the following: ENGINE.—Every engine is built and specially tuned. Aluminium alloy head and barrel are fitted as standard; light alloy crankcase; B.T.H. racing magneto with T.T. remote control carburetter. The well-known NORTON Spring Frame is employed with Telescopic Forks—Patent No. 557982; petrol tank capacity 4½ gallons approx.; Quick-lift filler caps; straight through exhaust with megaphone; cone type front brake with aluminium alloy brake plate. Dunlop racing tyres; long handlebar levers; racing mudguards and chainguards; racing gearbox without kick starter, incorporating three-plate special clutch.

The specification of this machine may be altered from time to time in the light of future racing experience.

WINNER OF 19 T.T'S.

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THE UNAPPROACHABLE

Norton

The World's Best Road Holder

TRIALS MACHINE

TRIALS MACHINE. High ground clearance frame—approximately 5¼in. Short wheel base. 348 c.c. or 490 c.c. overhead valve push rod operated engine; 27in. x 3in. front tyre, 27in. x 4.00 rear; special handlebars; trials ratio gearbox; all black rims; special construction footrests. Engine bench tested and run in. Specification similar to machines used so successfully by the NORTON Works Team of Reliability Trial Riders.

THE WORLD'S BEST ROAD HOLDER

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THE UNAPPROACHABLE

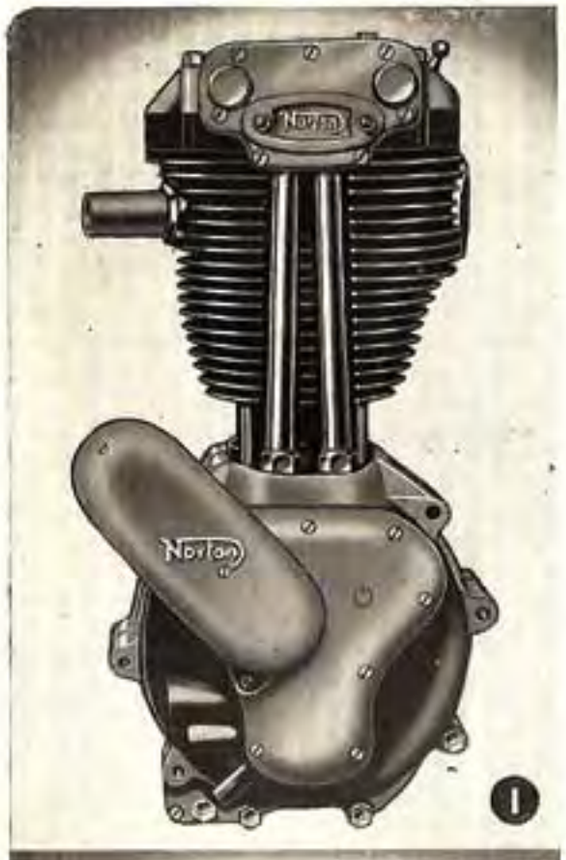
Norton

The World's Best Road Holder

MODEL **G** SIDECAR

MODEL "G" SIDECAR. Sports touring coach-built sidecar having deeply sprung upholstery in finest rexine. Water-tight hinged scuttle is fitted, whilst large rear locker with hinged lid is incorporated at rear. Quick-lift hood and screen, operated by passenger, are also included as standard specification. The body is mounted on the NORTON double triangulated chassis.

NORTON STILL HOLDS THE T.T. LAP RECORD AT 91 M.P.H.



THE FEATURES THAT COUNT

1. **O.H.V. PUSH ROD ENGINE.** As will be seen, the valve gear is totally enclosed. It is automatically lubricated. By means of positive lubrication, large bearing surfaces and ground timing-gear teeth, silence in operation is ensured.

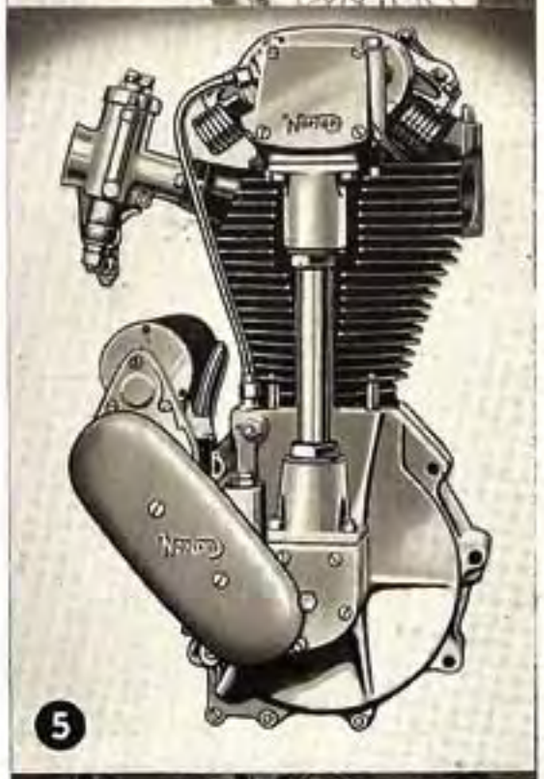
2. **OVERHEAD CYLINDER HEAD AND ROCKER BOX.** An extremely neat method of valve enclosure is employed. The rockers are carried in a one-piece aluminium casting which is rigidly attached to the cylinder head at six points. The generous finning of the cylinder head will be observed.

3. **GEARBOX.** The improved appearance of the re-designed gearbox is apparent from this illustration. The generously proportioned gears and shafts remain as before, but the ease of gear changing has been still further increased.

4. **TELESCOPIC FORKS.** "ROADHOLDER" telescopic forks, incorporating liquid damping, Patent No. 557,982, here illustrated, giving positive steering, improved braking and supreme comfort, will be fitted as standard on all models.

5. **INTERNATIONAL MODEL ENGINE.** Renowned the world over for high speed and wonderful reliability, its performance is unsurpassed. The universal successes obtained with this particular type of engine are an indication of the soundness of design.

6. **THE SPRING FRAME.** The spring frame is standard on International and E.S.2 Models. The mechanism is totally enclosed, consisting of a stationary hardened steel rod on which the patent alloy fork end slides. Balanced top and bottom springs are employed, the whole being enclosed in telescopic tubes.



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NORTON SUCCESSES 1946

COLMORE CUP TRIAL.

KERSHAW TROPHY.—Best performance on 500 c.c. motor cycle.
D. K. Mansell - - - - 490 NORTON

HASSALL CUP.—Best 500 c.c. Sidecar performance.
H. J. Flook - - - 490 NORTON Sidecar

TEAM PRIZE.—NORTON.

COTSWOLD CUP TRIAL.

GLOUCESTERSHIRE CUP.—Best 500 c.c. Sidecar performance.
D. K. Mansell - - - 490 NORTON Sidecar

AVERY CUP.—Best performance of Lady Competitor.
Mrs. R. B. Gibbs - - 348 NORTON Solo

GOTHAM CUP.—Best Stroud Member.
V. N. Brittain - - - 490 NORTON Solo

VICTORY CUP TRIAL.

VICTORY CUP.—Best performance of Trial.
D. K. Mansell - - - 490 NORTON Sidecar

DUKE CUP.—Best Unlimited Solo.
V. N. Brittain - - - 490 NORTON Solo

1st MIDLAND GROUP TRIAL.

AVON CUP.—Best performance of Trial.
D. K. Mansell - - - 490 NORTON Sidecar

BAKER CUP.—Best solo performance of Trial.
V. N. Brittain. 490 NORTON Solo

ST. DAVID'S TRIAL.

ST. DAVID'S TROPHY.—Best performance of Trial (Tie).
G. E. Godber-Ford - - 490 NORTON Solo

500 c.c. SOLO CUP.—Best 500 c.c. Solo performance.
V. N. Brittain. 490 NORTON Solo

ST. DAVID'S TROPHY SIDECAR.—Best Sidecar performance of Trial.
D. K. Mansell - - - 490 NORTON Sidecar

2nd MIDLAND GROUP TRIAL.

REDDITCH TRADERS' TROPHY.—Best performance of Trial.
D. K. Mansell - - - 490 NORTON Sidecar

BEMROSE TROPHY TRIAL.

BEMROSE TROPHY.—Best performance of Trial.
G. E. Godber-Ford - - 490 NORTON Solo

NEWS OF THE WORLD CUP.—Pest performance of Trial Sidecar.
D. K. Mansell - - - 490 NORTON Sidecar

ALAN SMITH CUP.—Best 350 Solo.
J. E. Breffitt - - - - 348 NORTON

SYSTON CUP.—Second Best Sidecar performance.
H. J. Flook - - - 596 NORTON Sidecar

TEAM PRIZE.—NORTON Team.

MITCHELL MEMORIAL TROPHY TRIAL.

MITCHELL MEMORIAL TROPHY (Sidecar).—Best performance Sidecar machine.
D. K. Mansell - - - 490 NORTON Sidecar

350 CUP.—Best performance 350 Solo (Tie).
J. Williams - - - 348 NORTON Solo

3rd MIDLAND GROUP TRIAL.

BEST PERFORMANCE OF TRIAL.—
D. K. Mansell - - - 490 NORTON Sidecar

EXMOOR TRIAL.

SIDECAR TROPHY.—Best Sidecar performance.
D. K. Mansell - - - 490 NORTON Sidecar

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COPY OF GUARANTEE GIVEN BY NORTON MOTORS LTD. TO THEIR DEALERS.

WE do not appoint agents for the sale on our behalf of our motor cycles, but we assign to motor cycle dealers distributing rights. No such dealer is authorised to transact any business, give any warranty or make any representation, or incur any liability on our behalf.

CONDITIONS OF SALE AND GUARANTEE.

We give the following guarantee with our motor cycles, motor cycle combinations and sidecars, including all accessories and component parts other than tyres, saddles, chains and lighting and electrical equipment and other accessories and component parts supplied to the order of the purchaser and differing from those comprised in the standard specifications supplied with our motor cycles, motor cycle combinations and sidecars, but including accessories and parts supplied by way of exchange as hereinafter provided. This guarantee is given in place of any implied conditions or warranties or any liabilities whatsoever statutory or otherwise no guarantee except that hereinafter contained and no condition or warranty whatsoever statutory or otherwise is given or is to be implied, nor are we to be under any liability whatsoever except under the guarantee hereinafter contained. Any statement, description, condition or representation contained in any catalogue, advertisement, leaflet or other publication shall not be construed as enlarging, varying or over-riding anything herein contained. In the case of machines (a) which have been used for "hiring out" purposes, or (b) any motor cycle and/or sidecar used for any dirt track, cinder track or grass track racing or competitions (or any competition of any kind within an enclosure for which a charge 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 altered or removed, or (d) any machines in which parts have been used not supplied by or approved by the motor cycle manufacturer, or (e) any machine from which the silencing system as fitted by the manufacturer has been partially or wholly removed or interfered with, no guarantee, condition or warranty of any kind statutory or otherwise is given or is to be implied, nor are we to be under any liability whatsoever in respect of any such machine.

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, or date of exchange in case of any accessory or part supplied by way of exchange as hereinafter provided, and damages for which we make ourselves responsible under this guarantee are limited to the free repair of or supply of a new part or accessory in exchange for the part of the motor cycle, motor cycle combination or sidecar or accessory which may have proved defective. We undertake, subject to the conditions mentioned below, to make good in manner aforesaid any part or accessory covered by this guarantee which has proved defective within the said period of six months. We do not undertake to replace or refix, or bear the cost of replacing or refixing any such new part or accessory in the motor cycle, motor cycle combination or sidecar. As motor cycles, motor cycle combinations and sidears 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 motor cycle in such a manner as to cause damage or calculated to render the latter unsafe when ridden.
2. The use of a motor cycle or of a motor cycle and sidecar combined, when carrying more persons or a greater weight than that for which the machine was designed by the manufacturers.
3. The attaching of a sidecar to a motor cycle by any form of attachment not provided, supplied, or approved by the manufacturers, or to a motor cycle which is not designed for such use.

We do not guarantee tyres, saddles, chains or lighting and electrical equipment, or any accessories or component parts supplied to the order of the purchaser differing from those comprised in the standard specifications supplied with our motor cycles, motor cycle combinations or sidecars. As regards all such tyres, saddles, chains, lighting and electrical equipment, accessories and component parts, no guarantee, condition or warranty of any kind statutory or otherwise is given or is to be implied, and we are to be under no liability whatsoever in respect thereof.

CONDITIONS OF GUARANTEE.

If a defective part or accessory should be found in our motor cycles, motor cycle combinations or sidecars, or in any part or accessory supplied by way of exchange as before provided, 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 or accessory 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.

REPAIRS.

Any motor cycle, motor cycle 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, and this guarantee is in lieu and in exclusion of all conditions and warranties statutory or otherwise and all liabilities whatsoever 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.

No exchange or replacement whatever will be considered until parts have been presented to us for examination—carriage paid.

PRICES ARE SUBJECT TO INCREASE WITHOUT NOTICE.

Prices and specifications subject to alteration without previous notice.

NORTON MOTORS LTD., BRACEBRIDGE STREET, BIRMINGHAM, 6, ENGLAND

Telephone: **Aston Cross 0776-8** (Private Branch Exchange).

Telegraphic Address: **"Nortomo, Birmingham."**