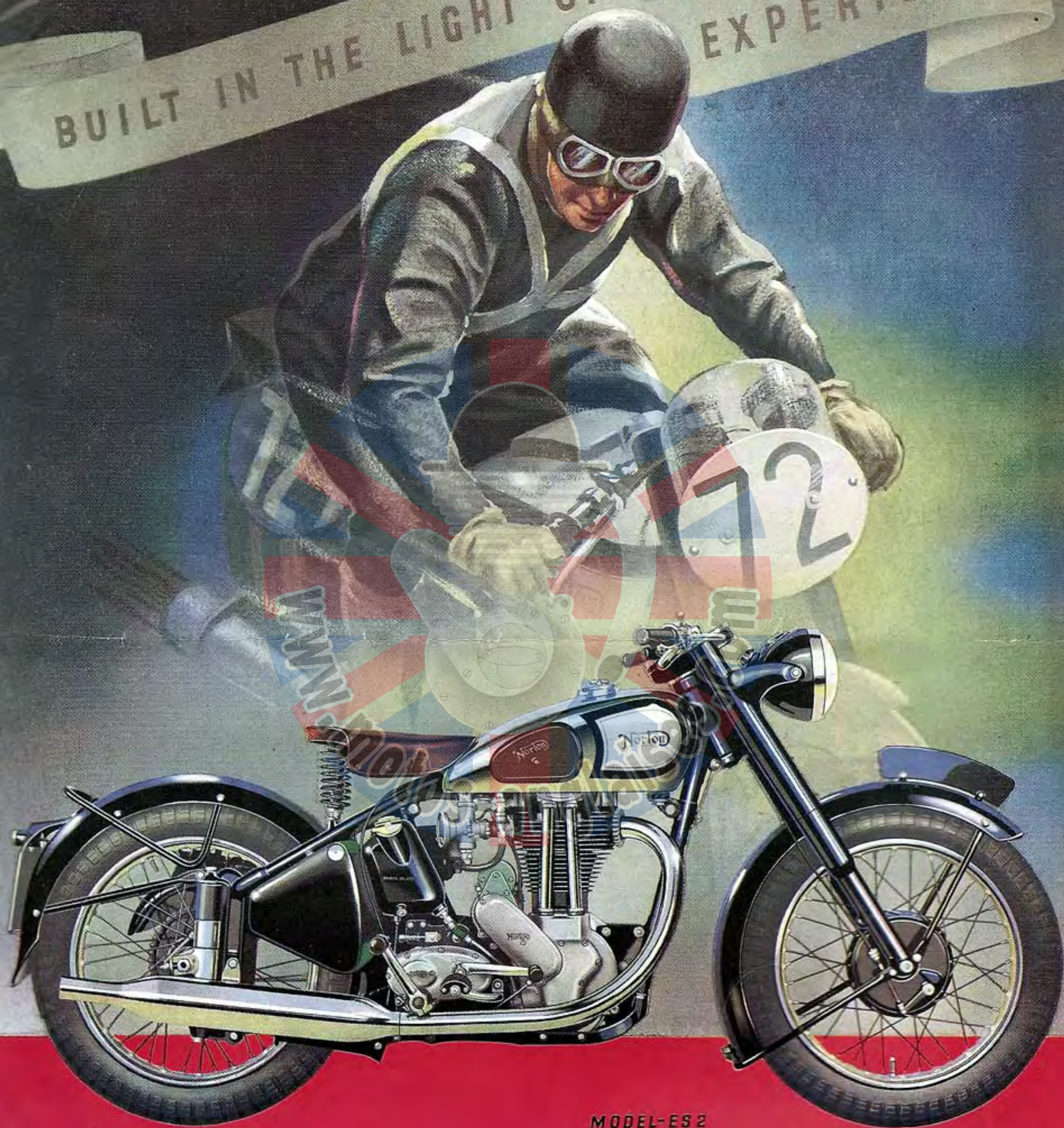


BUILT IN THE LIGHT OF EXPERIENCE



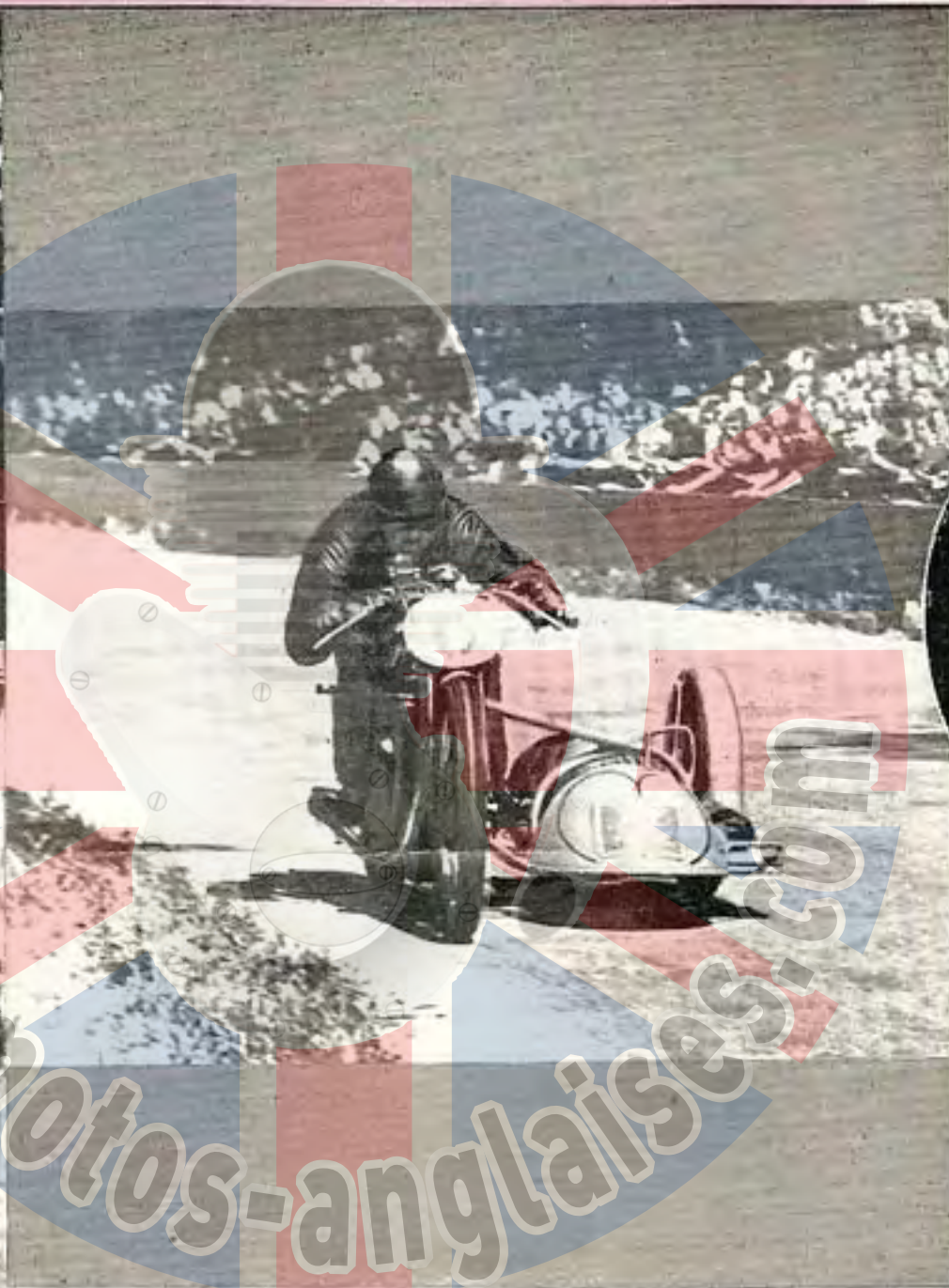
MODEL-ES2

Norton

THE UNAPPROACHABLE

THE WORLD'S BEST ROAD HOLDER

T H E 1 9 5 0



THE EX
IN T.T.
BU

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1 9 5 0 M O D I F I C A T I O N S

The 1950 range of Norton machines is introduced with complete confidence. The range of machines incorporates all the best features of modern practice. A wealth of knowledge gained from years of unsurpassed road racing and trials successes ensures the unequalled performance, reliability and unfailing service of every model in the range.

" UNAPPROACHABLE " is something more than a mere trade mark.

All models with the exception of the International and Manx machines are now fitted with the redesigned gear box. The foot change mechanism has been modified and is similar to that fitted to the twin cylinder machine. The change speed lever has a greatly reduced pedal travel giving smoother and easier operation of the change speed mechanism. A side prop stand of great rigidity is also fitted to all models with the exception of the racing machines. On all machines except Model 7 the voltage control is now accommodated in the tool box; this provides greater protection. On the International machines the methods of fixing the petrol and oil tanks have been modified. They are now secured by means of bolts passing through the tanks, similar to the fixing of the tanks on the Manx machines.



PROGRAMME



J. Blackwell, Norton, winner of the Cotswold Cup Trial. The only competitor to complete the course without loss of marks.

Above. The successful Norton team. Photograph taken after the 1949 Senior T.T. race.

Below. The winning Norton riders. Photograph taken after the 200 mile Experts' race at Daytona, U.S.A.

1949 SUCCESSES

Twenty-two times a T.T. winner. This record is unsurpassed by any other machine in T.T. history. These 1949 successes prove that the unapproachable NORTON machines still set a standard worthy of their great heritage.

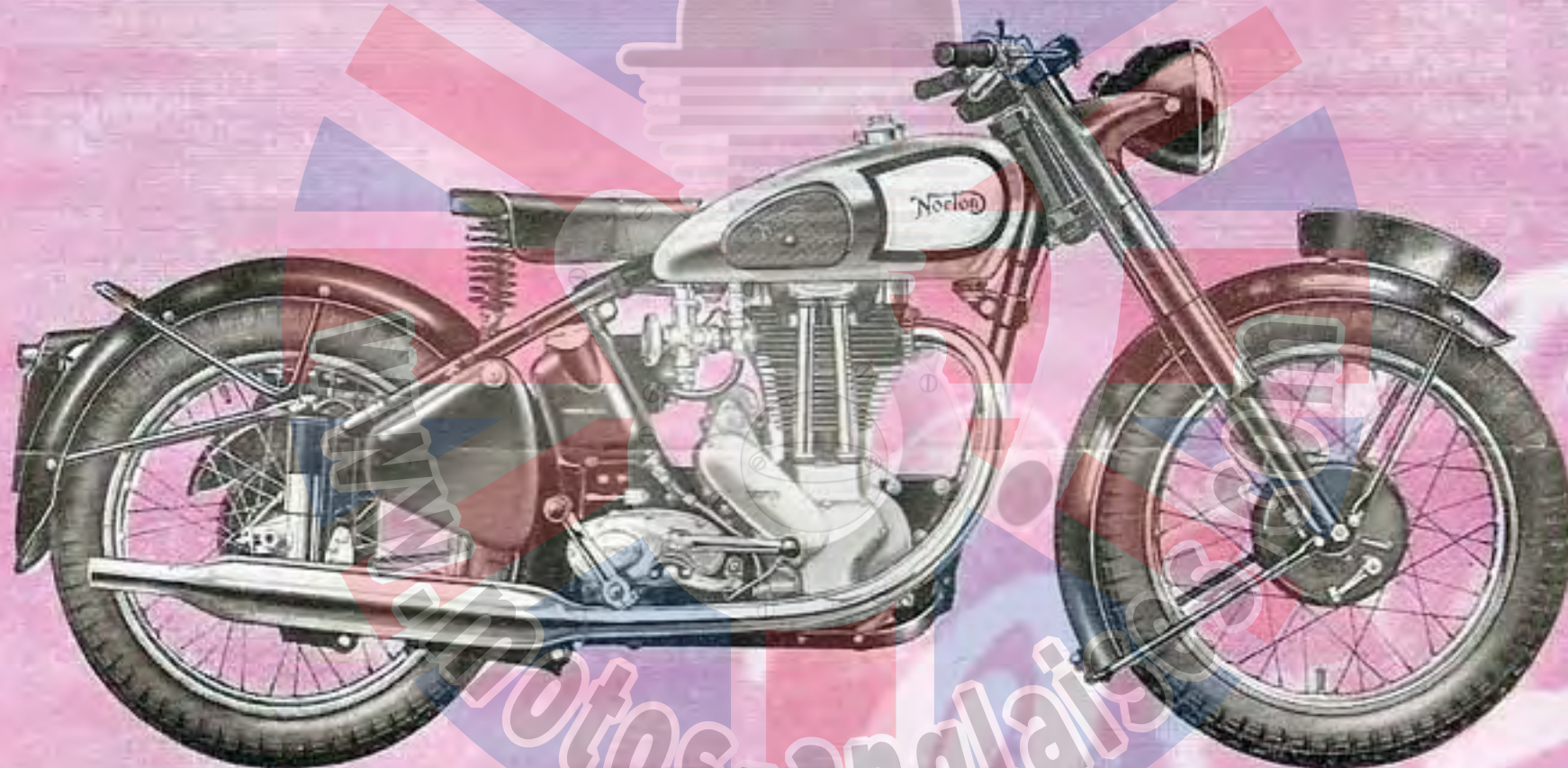
- Isle of Man Senior T.T.**
1st, H. L. Daniell ... NORTON
2nd, J. Lockett ... NORTON
Manufacturers' Team Prize: NORTON
H. L. Daniell, J. Lockett, A. J. Bell.
- Swiss Grand Prix.**
Sidecar Class: 1st, E. S. Oliver NORTON
- Belgian Grand Prix.**
Sidecar Class:
1st, E. S. Oliver ... NORTON
2nd, F. Vanderschrick ... NORTON
- AUSTRALIA.**
South Australian T.T.
1st, H. Hinton NORTON
Senior T.T. record.
Junior T.T.: 1st, H. Hinton NORTON
2nd, C. Walker NORTON
- Victorian Grand Prix.**
Junior: 1st, H. Hinton ... NORTON
Senior: 1st, H. Hinton ... NORTON
- Victorian T.T.**
Senior: 1st, T. McAlpine ... NORTON
2nd, N. Osborne ... NORTON
3rd, R. Curtis ... NORTON

- Australian Grand Prix.**
Senior: 1st, B. Byrnes ... NORTON
Junior: 1st, H. Hinton ... NORTON
2nd, B. Yates ... NORTON
- New Zealand Grand Prix.**
Senior: 1st, J. Swarbrick ... NORTON
- IRELAND.**
Leinster "200"
500 c.c. Class:
1st, M. Barrington ... NORTON
350 c.c. Class:
1st, D. Parkinson ... NORTON
- Northwest "200"**
500 c.c. Class:
1st, A. J. Bell ... NORTON
2nd, J. Lockett ... NORTON
3rd, R. McCandless ... NORTON
350 c.c. Class:
1st, H. L. Daniell ... NORTON
- U.S.A.**
Daytona Races.
100 mile Amateur Race.
1st, Don Evans at record speed NORTON
2nd, Ted Totoraitis ... NORTON

- 200 Experts' Race.**
1st, Dick Klamforth at record speed.
2nd, Bill Matthews ... NORTON
3rd, Tex Luse ... NORTON
Record lap by Matthews at 88.3 m.p.h.
- SOUTH AFRICA.**
South African Road Race Championships.
1st, B. P. Castellani ... NORTON
2nd, W. H. Duxbury ... NORTON
3rd, L. D. van Rooy ... NORTON
- Durban "Parkhill 120" Races.**
1st, W. H. Duxbury ... NORTON
- FRANCE.**
Bol D'or 24-hour Endurance Trial, Monthlery.
1st, Gustave Lefevre ... NORTON
- RELIABILITY.**
Scottish Six Days' Trial.
500 c.c. Cup: J. Blackwell ... NORTON
Manufacturer's Team Prize:
Won by NORTON Team.
- Cotswold Cup.**
For Best Performance: J. Blackwell, the only competitor to complete the course without loss of marks.
- Colmore Cup Trial, Victory Trial, Kichham Trial.**
Manufacturer's Team Prize:

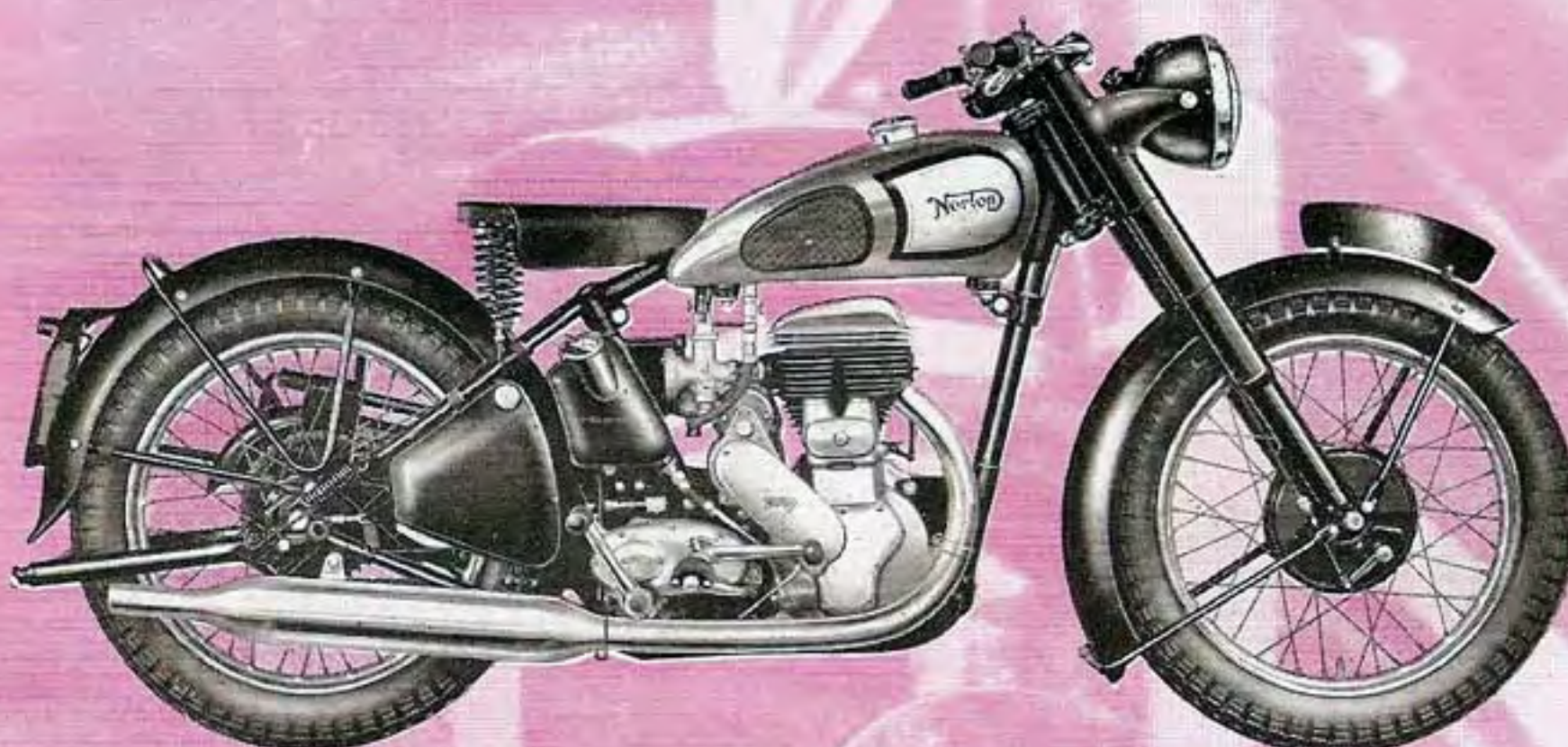
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MODEL ES.2. An overhead valve engine is employed, push rod operated. The whole of the valve gear is totally enclosed, and automatically lubricated. Large bearing surfaces and ground timing gear teeth ensure silent operation. The engine has a bore and stroke of 79 mm. x 100 mm. giving a capacity of 490 c.c. The Norton spring frame is fitted as standard specification.

MODEL 18. The Model 18 machine is to exactly the same specification as the Model ES.2. with the exception that a rigid frame is fitted.

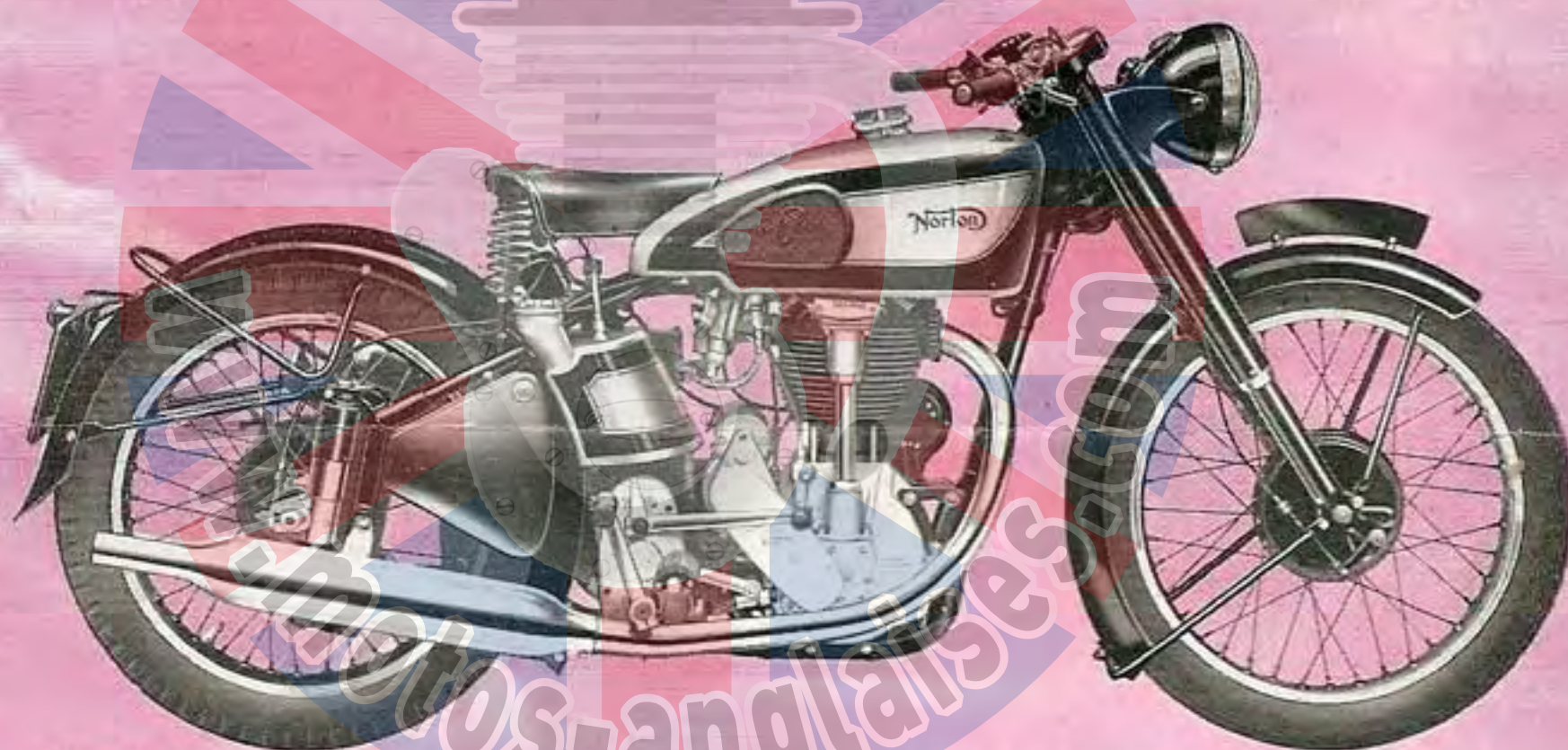


BIG FOUR. The Big 4 is world renowned for reliability. It is built throughout of the finest materials available, and its universal success is proof of the soundness of design. The machine is ideally suited to sidecar work. The side valve engine has a capacity of 596 c.c. and a bore and stroke of 82 mm. x 113 mm.

MODEL 16H. The Model 16H machine is to the same specification as the Big 4, with the exception that the side valve engine has a capacity of 490 c.c. Bore and stroke 79 mm. x 100 mm.

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PROGRAMME

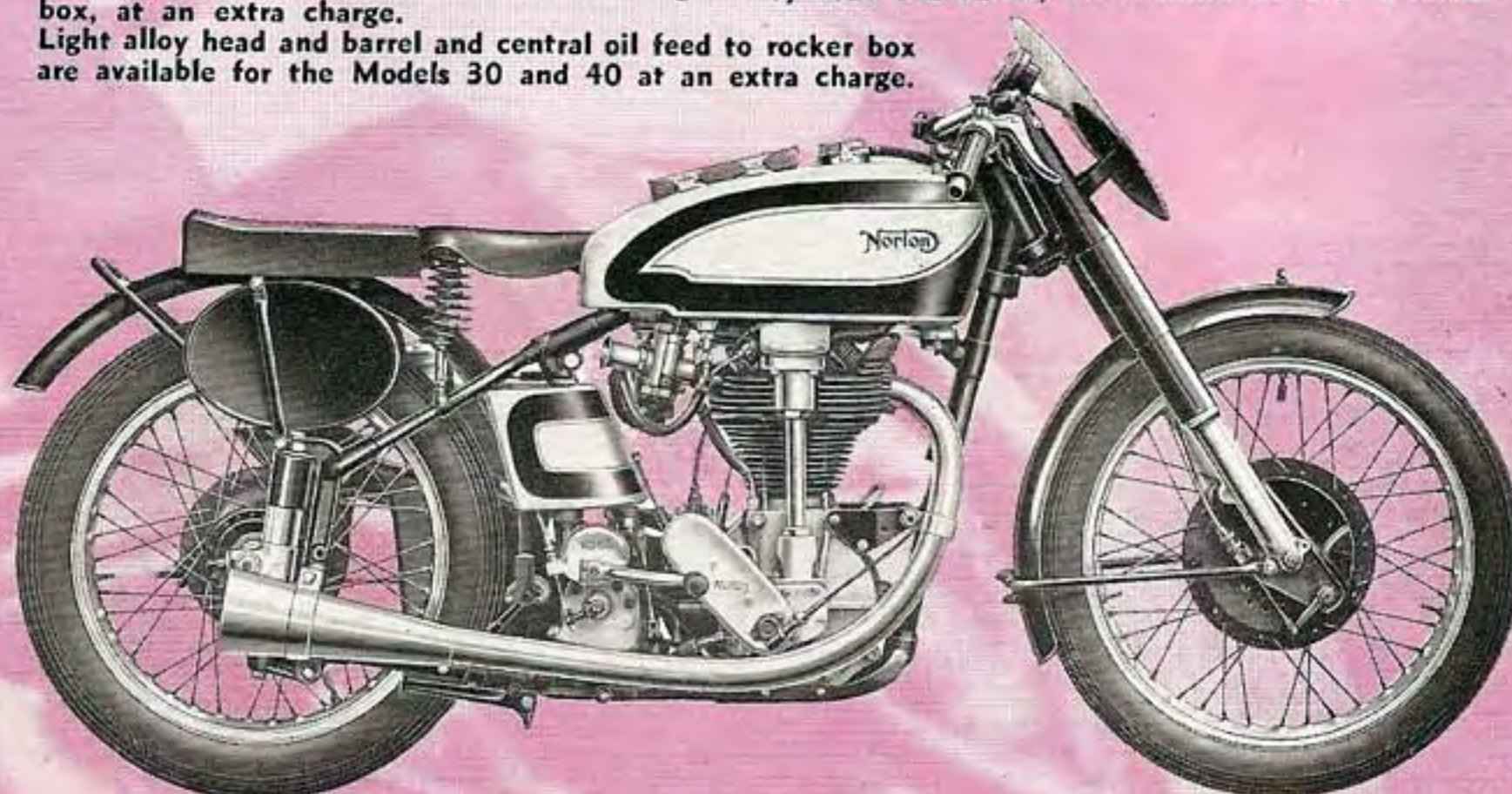


MODEL 30. The Model 30 employs the world renowned NORTON overhead camshaft engine. The universal success obtained with this particular type of engine is an indication of the soundness of design. The bore and stroke is 79 mm. x 100 mm. and the capacity is 490 c.c. The NORTON spring frame is employed as standard specification.

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

The Models 30 and 40 are available with light alloy head and barrel, with central oil feed to rocker box, at an extra charge.

Light alloy head and barrel and central oil feed to rocker box are available for the Models 30 and 40 at an extra charge.



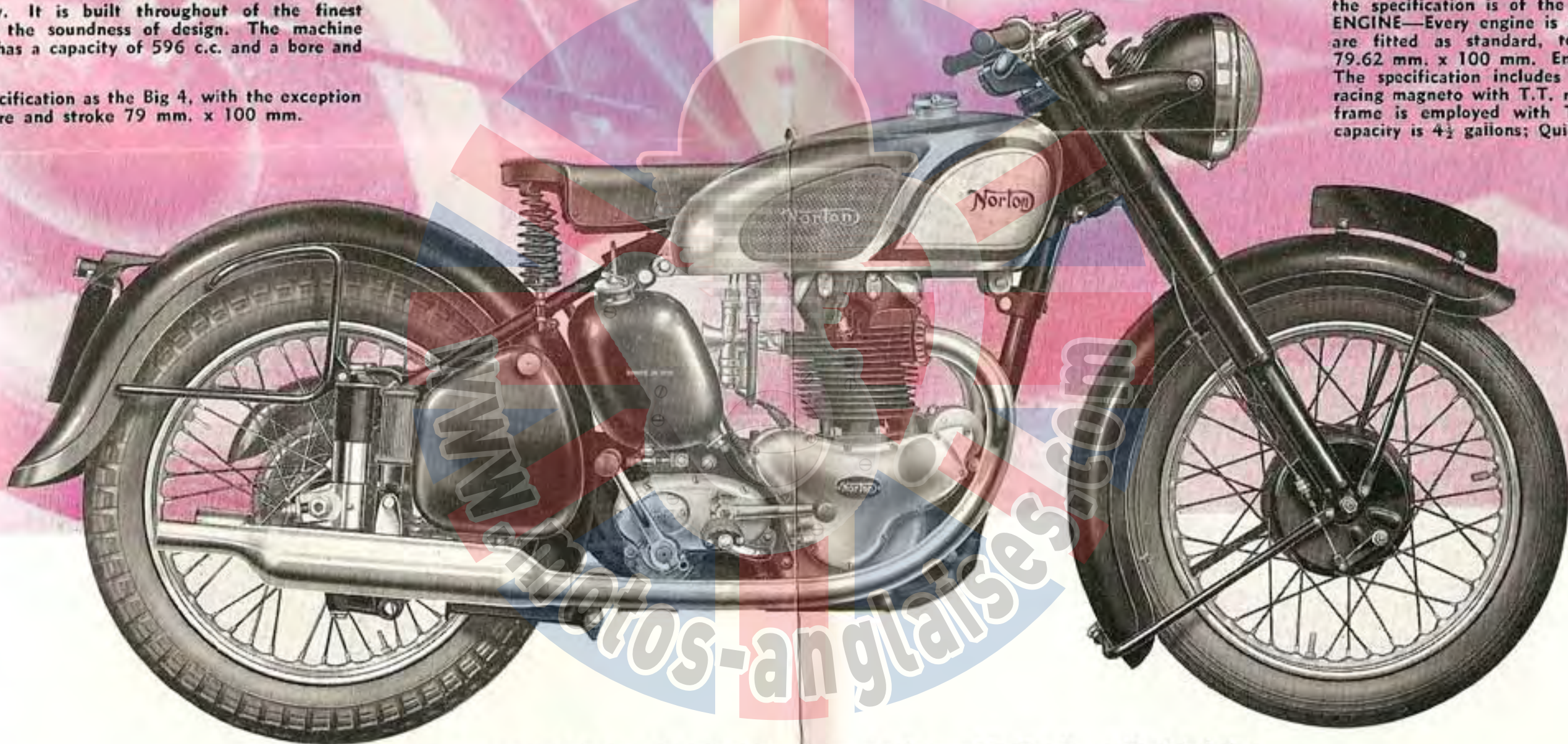
MODEL 30 MANX. This machine is specially designed for racing. Every detail of the specification is of the utmost importance, and includes the following:

ENGINE—Every engine is specially built and tuned. Aluminium alloy head and barrel are fitted as standard, together with twin overhead camshafts. Bore and stroke 79.62 mm. x 100 mm. Engine capacity 499 c.c.

The specification includes light alloy crankcase; hubs; petrol and oil tanks. B.T.H. racing magneto with T.T. remote control carburettor. The well-known NORTON spring

ity. It is built throughout of the finest of the soundness of design. The machine has a capacity of 596 c.c. and a bore and

specification as the Big 4, with the exception Bore and stroke 79 mm. x 100 mm.



MODEL 7 "DOMINATOR." The NORTON twin has already proved itself to be worthy of inclusion in the "UNAPPROACHABLE" NORTON range. The machine was designed following several years of research and development. No other machine offered to the public embodies such a large number of unique features. Its road-holding qualities and smooth surging power are to be experienced to be appreciated. The petrol tank is of entirely new design, having a capacity of $3\frac{1}{4}$ gallons. The NORTON parallel twin engine, Prov. Patent Nos. 20200/47, 20201/47 and 20202/47, has a bore and stroke of 66 mm. x 72.6 mm., giving a capacity of 497 c.c.

MODEL 30 MANX. This machine the specification is of the utmost. **ENGINE**—Every engine is specially are fitted as standard, together 79.62 mm. x 100 mm. Engine capacity. The specification includes light racing magneto with T.T. remote frame is employed with TELESCOPIC capacity is $4\frac{1}{2}$ gallons; Quick-lift

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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 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 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 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 article 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 ALTERATION WITHOUT NOTICE.

Prices and specifications subject to alteration without previous notice.

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NORTON MOTORS LIMITED

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