

THE UNAPPROACHABLE

Norton

The World's Best Road Holder

1951



Norton
WINNER OF
24
T.T. RACES

FOREWORD 1951

In again placing before the motor cycling public the world-famous "Road-Holder" range, the NORTON Company do so with the satisfaction of knowing that they offer machines of proved reliability, proved design, proved craftsmanship and proved performance. Nothing that has not been tested to the uttermost degree and found to be absolutely perfect finds a place in the NORTON specification.

NORTON machines, it is evident, are not altered to pander to fashion—merely altered for alteration sake—merely to enumerate a lot of details of just minor improvements meaning nothing but looking a lot on a paper specification. Many details of basic design have therefore remained the same in principle and it is a tribute to the brilliance of this design that in spite of faithfulness to well tried ideas the machines are so modern as to lead contemporary thought, and place the greatest value before the prospective purchaser.

To seek the reason for this preponderating excellence is to examine the wonderful record of successes gained by the NORTON machines in the foremost Reliability Trials and Classic Road Races. It is a well-known fact that the NORTON Company has always used such events to prove to the public the superlative nature of their products whilst at the same time accumulating invaluable data for the improvement of machines. Thus road racing and trials work have always formed a background to the Company's policy and the many important successes listed in this catalogue, including as they do the winning of the Senior and Junior T.T., important International road races, both continental and colonial, premier honours in several open Reliability Trials—form a record that no serious minded or experienced rider could afford to overlook when deciding on his choice of new mount.



A fleet of Dominators recently delivered to the Norwegian police authorities for patrol work in Oslo

Le Spécialiste des Motos Rapides
C. GARREAU
22, Rue Robert-Lindet, PARIS (13)
Tel. VAUgnard 07-09 - R. G. Commerce

GENERAL SPECIFICATION

FRAME. Constructed of first grade high tensile steel tube and graduated section lugs. Full cradle type incorporating sidecar and pillion footrest lugs. Rear suspension of the plunger type fitted to Models ES.2, 7, 30 and 40.

FORKS. Patented "ROAD-HOLDER" telescopic oil damped with built-in speedometer panel.

WHEELS AND BRAKES. Efficient 7" dia. $\times 1\frac{1}{2}$ " wide internal expanding shoes operating in cast iron drums fitted to both wheels. Rims heavily chromium plated and lined.

STANDS. Front, rear and side prop stands fitted to all models.

CARBURETTOR. AMAL needle jet semi-automatic twistgrip control.

ENGINE LUBRICATION. Dry sump, pressure feed lubrication by gear type oil pump ensuring efficient lubrication of fully enclosed valve gear.

IGNITION. LUCAS magdyno. Electrical equipment is fitted to all models except the 500T. Lucas electric horn is included in the equipment.

TOOL BOX. All metal, providing ample space for comprehensive tool kit.

PETROL AND OIL TANKS. Of large capacity. Petrol tank heavily chromium plated and panelled. Oil tank finished in black enamel.

SADDLE. Flexible top incorporating forward pivotal mounting and providing a low and exceptionally comfortable position.

FRONT CHAIN CASE. Patented oil bath hermetically sealed, of unique design with single bolt fixing.

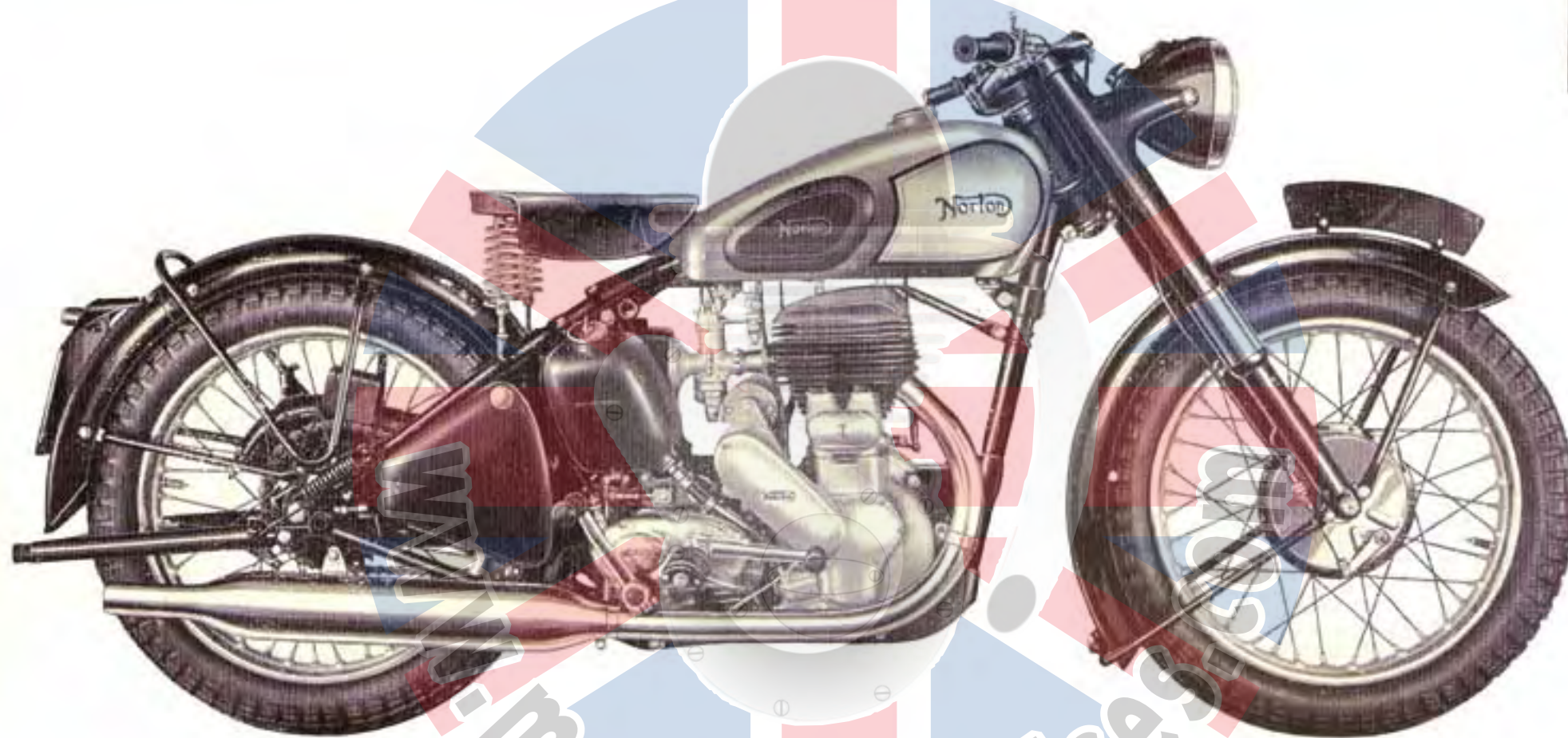
CLUTCH. Multi plate with dual action, vane type shock absorber, integrally housed within oil bath chaincase.

GEAR BOX. NORTON 4 speed with totally enclosed positive foot change mechanism.

MUDGUARDS. Heavy section with detachable rear portion to facilitate wheel removal.

SILENCER. Effectively reducing the exhaust noise and is pleasing in appearance. The gases pass into the silencer body through a perforated tube which is fitted with spiral baffles. Exhaust pipes heavily chromium plated of pleasing design.

BIG 4



THE UNAPPROACHABLE

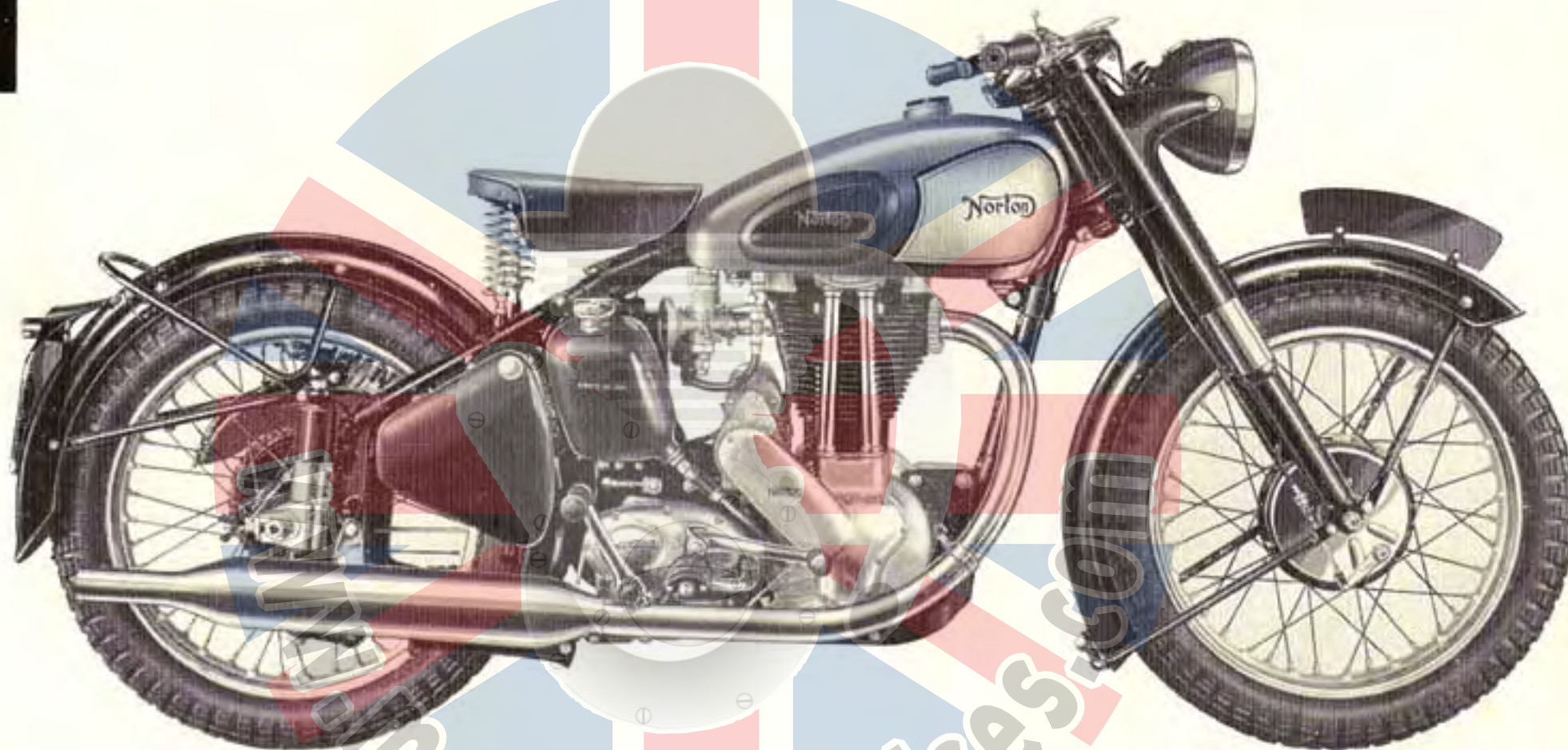
Norton

THE WORLD'S BEST ROAD HOLDER

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.

ES 2



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. $\times$ 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.

THE UNAPPROACHABLE

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THE WORLD'S BEST ROAD HOLDER



*Gustave Lefevre,
Winner of Bol D'or.*



*A. J. Bell,
Senior T.T.*

VICTORY CUP TRIAL

GEOFF. DUKE, 490 c.c. NORTON wins VICTORY CUP
for Best Performance of Trial.

(Only competitor to complete course without loss of marks.)

A. J. HUMPHRIES, 490 c.c. NORTON S/C. WINS
CRANFORD BOWL for Best S/C. Performance.

NORTON Wins Victory Cup Trial for second time in three years.

*H. Hinton,
Australia*



ALLAN JEFFERIES TRIAL

R. B. YOUNG, 490 c.c. NORTON Wins ALLAN JEFFERIES
TROPHY for Best Performance of Trial.

W. A. J. MILNER, 490 c.c. NORTON Wins BRADFORD
TROPHY for Best 500 c.c. Performance.

NORTON Wins Manufacturers' Team Prize. R. B. YOUNG,
J. BLACKWELL, R. CLAYTON.

*H. L. Daniell,
Junior T.T.*



Norton SUCCESSES

WORLD CHAMPIONS 1950 MANUFACTURERS 500 c.c. CLASS

WORLD'S SIDECAR CHAMPION:

E. S. OLIVER (for second year in succession)

ISLE OF MAN

1950 SENIOR T.T.

1st, G. E. DUKE NORTON 92.27 m.p.h.
Record Lap .. 93.33 m.p.h.
2nd, A. J. BELL NORTON 90.87 m.p.h.
3rd, J. LOCKETT NORTON 90.37 m.p.h.
Norton Team: A. J. BELL, G. E. DUKE,
J. LOCKETT, win Manufacturers' Team Prize.

1950 JUNIOR T.T.

1st, A. J. BELL NORTON 86.327 m.p.h.
Record speed and Record Lap, 87.313 m.p.h.
2nd, G. E. DUKE NORTON 85.727 m.p.h.
3rd, H. L. DANIELL NORTON 84.328 m.p.h.
Norton Team: A. J. BELL, G. E. DUKE,
J. LOCKETT, win Manufacturers' Team Prize.

AMERICA

AMERICAN T.T.

DAYTONA 200 MILES RACE

1st, BILL MATTHEWS, NORTON 88.55 m.p.h.
AT RECORD SPEED
2nd, DICK KIAMFORTH, NORTON

NEW ZEALAND

HAMILTON SENIOR GRAND PRIX.

1st, P. CLARKSON NORTON
2nd, T. LAMBERTON NORTON

SOUTH AFRICA

SOUTH AFRICAN CHAMPIONSHIPS.

Senior: 1st, B. P. CASTELLANI NORTON
2nd, R. ALLISON NORTON
3rd, D. WOOLFF NORTON

NORTHERN IRELAND

ULSTER GRAND PRIX.

500 c.c. Class

1st, G. E. DUKE NORTON 99.56 m.p.h.
and Lap Record at 101.77 m.p.h.
3rd, J. LOCKETT NORTON 98.46 m.p.h.
4th, R. H. DALE NORTON 97.01 m.p.h.
NORTON WINS MANUFACTURERS'
TEAM PRIZE.

NORTH WEST "200"

500 c.c. Class 1st, A. J. BELL NORTON
2nd, J. LOCKETT NORTON
3rd, H. HINTON NORTON
350 c.c. Class 1st, G. E. DUKE NORTON

EIRE

LEINSTER "200"

500 c.c. Class 1st, A. J. BELL NORTON
350 c.c. Class 1st, J. LOCKETT NORTON

FRANCE

BOL D'OR.

WINNER, GUSTAVE LEFEVRE, NORTON
AT RECORD SPEED

BELGIUM

BELGIAN GRAND PRIX.

Sidecar Class 1st, E. OLIVER, NORTON

SWITZERLAND

SWISS GRAND PRIX.

Sidecar Race 1st, E. S. OLIVER, NORTON

SWEDEN

SWEDISH GRAND PRIX.

500 c.c. Class 1st, S. A. SORENSEN
350 c.c. Class 1st, S. A. SORENSEN



*E. S. Oliver,
World's
Sidecar Champion.*

*G. E. Duke, No. 57,
Winner Senior T.T.*

ITALY

GRAND PRIX des NATIONS

Junior : 1st, G. E. DUKE NORTON 95.02 m.p.h.

3rd, H. HINTON NORTON

Record Lap, H. Hinton . . . 97.15 m.p.h.

Senior : 1st, G. E. DUKE NORTON 102.34 m.p.h.

Norton wins 500 c.c. Manufacturers' World Championship.

Sidecar Race :

*R. B. Young,
Winner,
Allan Jefferies Trial.*

1st, E. S. OLIVER NORTON 85.91 m.p.h.

E. S. Oliver NORTON World Sidecar Champion for second year in succession.

AUSTRALIA

NEW SOUTH WALES

SENIOR GRAND PRIX

1st, H. HINTON NORTON

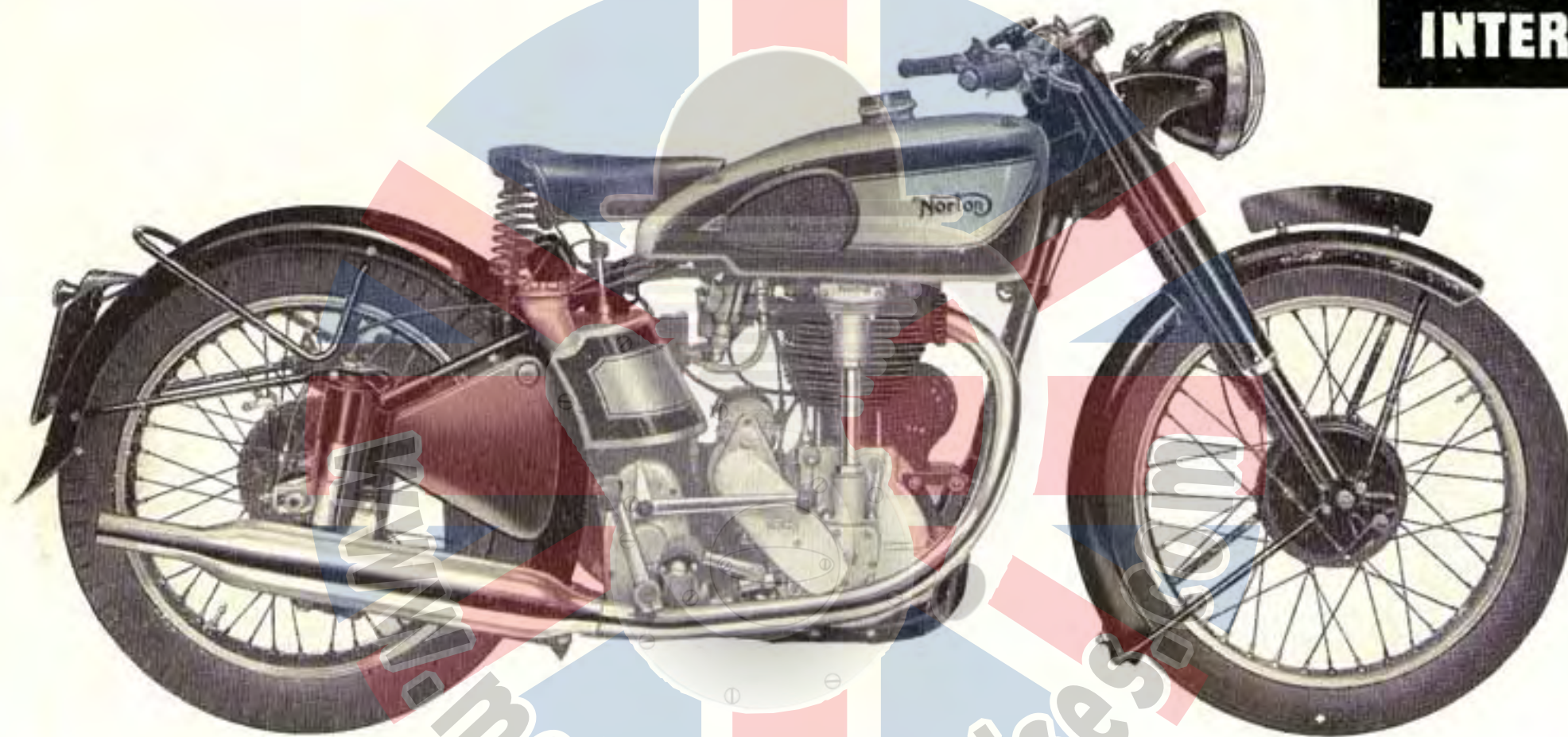
2nd, L. HAYES NORTON

VICTORIAN T.T.

Senior : 1st, H. HINTON NORTON

*A. J. Bell,
Junior T.T.*

INTERNATIONAL



THE UNAPPROACHABLE

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THE WORLD'S BEST ROAD HOLDER

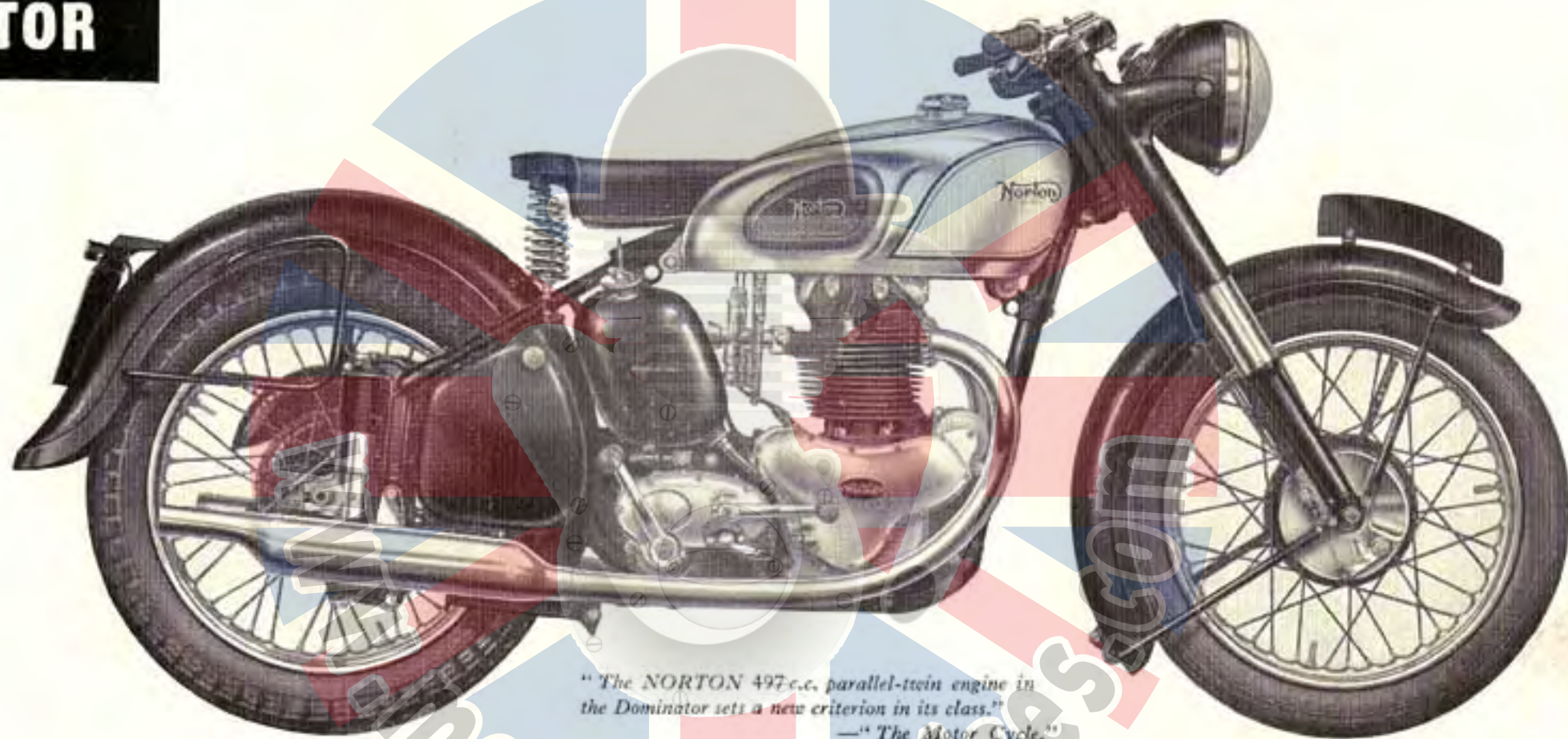
MODEL 30. The Model 30 employs the world renowned NORTON overhead camshaft engine. The universal success obtained with this particular type of engine is an indication of the soundness of design. The bore and stroke is 79 mm. x 100 mm. and the capacity is 490 c.c. The NORTON spring frame is employed as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

For MANX MODELS see separate leaflet.

DOMINATOR



"The NORTON 497 c.c. parallel-twin engine in the Dominator sets a new criterion in its class."
—*"The Motor Cycle."*

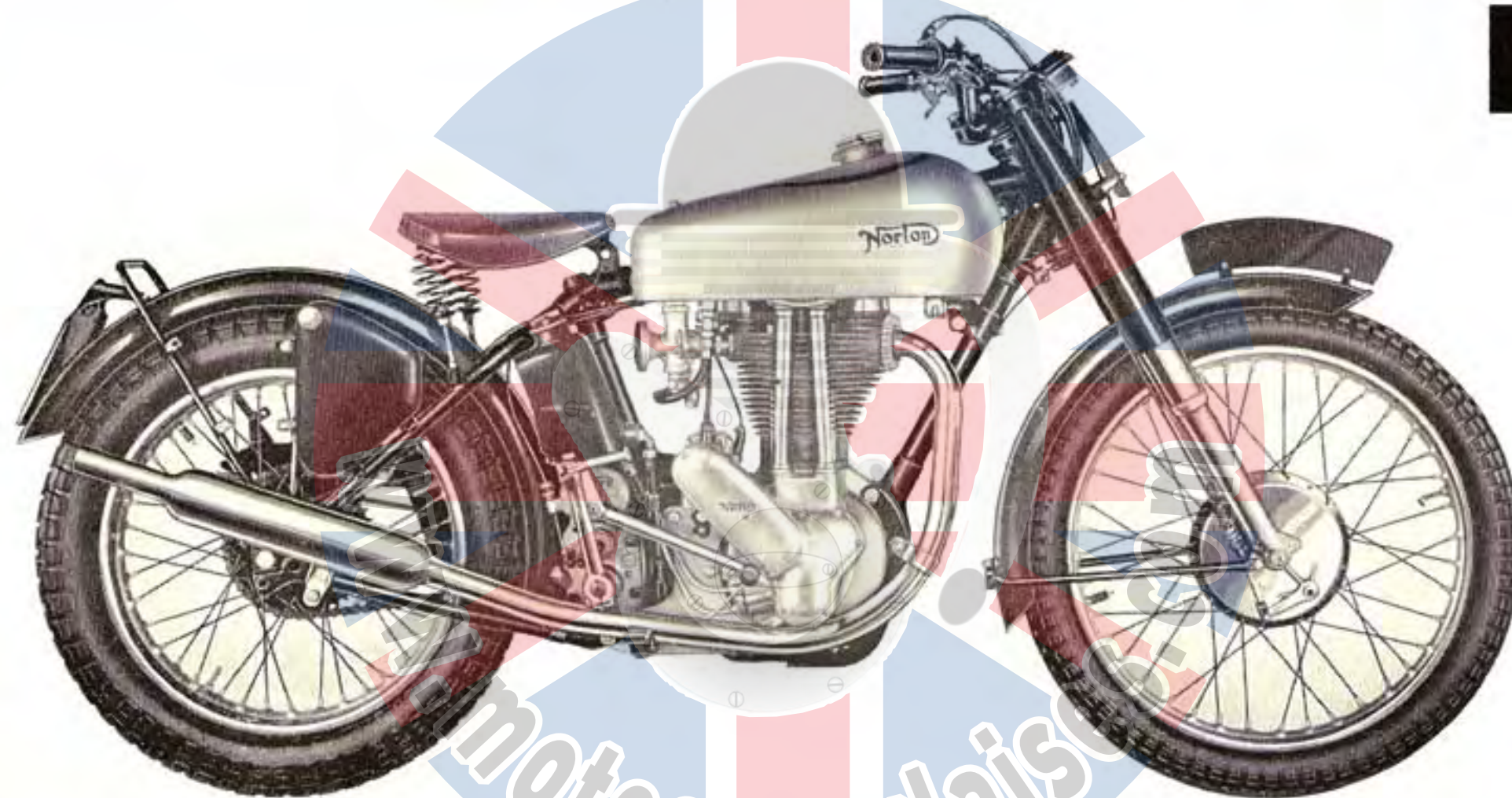
MODEL 7 "DOMINATOR." The NORTON twin has already proved itself to be worthy of inclusion in the "UNAPPROACHABLE" NORTON range. The machine was designed following several years of research and development. No other machine offered to the public embodies such a large number of unique features. Its road-holding qualities and smooth surging power are to be experienced to be appreciated. The petrol tank is of outstanding design, having a capacity of $3\frac{1}{2}$ 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.

THE UNAPPROACHABLE

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THE WORLD'S BEST ROAD HOLDER

500 T



ENGINE. 490 c.c. (79×100) O.H.V. with light alloy cylinder head and barrel. Compression ratio 6 : 1. Totally enclosed and automatically lubricated valve mechanism, dry sump lubrication. B.T.H. magneto, Amal carburettor, KLG. waterproof sparking plug.

TRANSMISSION. Wide ratio, four speed, positive stop foot operated gearbox giving ratios of 5·5, 8·1, 13·15 and 18·1 with 20 tooth engine sprocket and 16 tooth gearbox axle sprocket. Multi plate, Ferodo lined clutch with vane type shock absorbers. Primary chain housed in hermetically sealed oil bath chaincase. Folding kickstarter.

FRAME. Light triangulated construction, with crankcase shield. Side prop and rear stands, narrow light alloy mudguards and small type Dunlop saddle. Roadholder telescopic forks giving 100° total lock.

WHEELS. Front, 2.75×21 (WM. 1—21), rear, 4.00×19 (WM. 3—19) high tensile rims. 7" diameter. Brakes with light alloy plates and finger adjustment.

TANKS. Petrol 2½ gallons capacity. Three point rubber mounting with single bolt fixing, finished in dull chrome plating, suitably lined. Separate narrow type oil tank of 3½ pints capacity.

TABULATED SPECIFICATIONS

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GUARANTEE

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 be 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 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 ALTERATION WITHOUT NOTICE.

Prices and specifications subject to alteration without previous notice.

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

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