



Norton

The World's Best Road Holder

1955

FOREWORD...

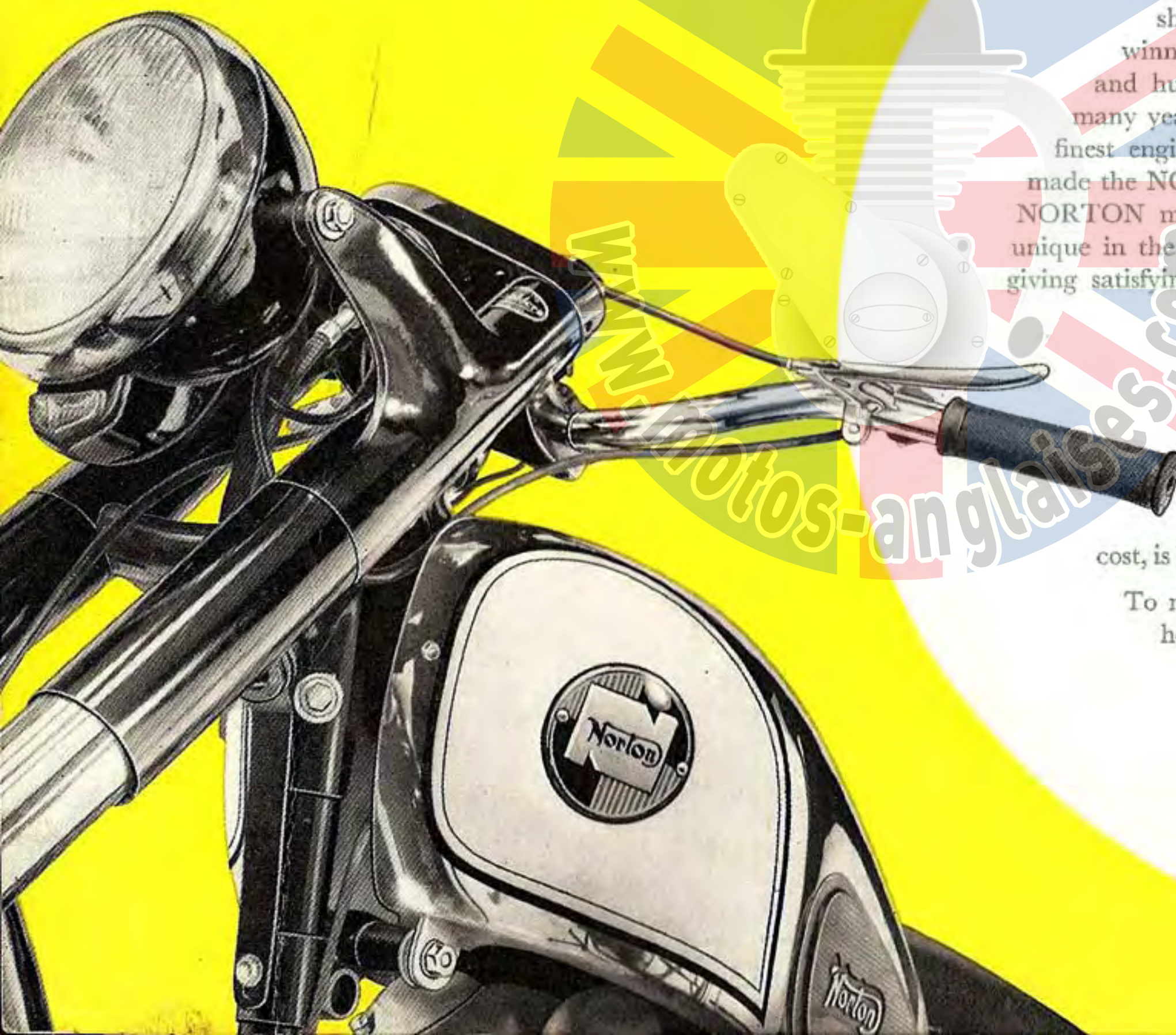
For more than fifty years the name NORTON has been before the World.

It has always been the symbol of what is best both in quality of material and workmanship. The accumulated experience gained in the winning of 32 Isle of Man Tourist Trophy Races and hundreds of International Races over a period of many years has helped us to produce a machine after the finest engineering traditions, with a performance that has made the NORTON truly unapproachable. The successes of NORTON machines in open competition of every kind are unique in the annals of history. NORTON motor cycles are giving satisfying and lasting service wherever there are roads throughout the World.

In the owning of a NORTON there is pride of possession. Knowledgeable motor cyclists everywhere know how reliable and safe the World's best ROAD-HOLDER is. This is not a hollow saying or an idle claim. The finest possible material, regardless of cost, is built into NORTON machines.

To match NORTON speed is the unparalleled road-holding . . . balanced performance . . . fine acceleration and braking that is more than adequate for every circumstance.

Many miles of trouble-free pleasant riding is before every proud owner



of a NORTON. Straightforward and simple in design, easily accessible . . . nothing complicated . . . just sound engineering practice in every detail . . . developed by enthusiastic motor cyclists for motor cyclists. Public bodies, Police authorities and such institutions as the R.A.C.—all of whose Road Patrols are equipped with Nortons—have found from experience how reliable these race-bred machines are; their low cost of maintenance in daily arduous service under all sorts of conditions makes an instant appeal.

For the beginner or the experienced rider . . . for the family man who wants a sidecar outfit . . . for the racing enthusiast . . . NORTON offer a complete range of machines.

The 1955 models—the best we have ever made—include new features, tested and perfected on road and track with a confidence born of a long motor cycle manufacturing experience.

We ask you to study the details in the following pages. We ourselves honestly believe that we make the Industry's best motor cycles and any more information you require about the World's best Road-Holder we will gladly give.

Winner of 32 Isle of Man T.T. Races.

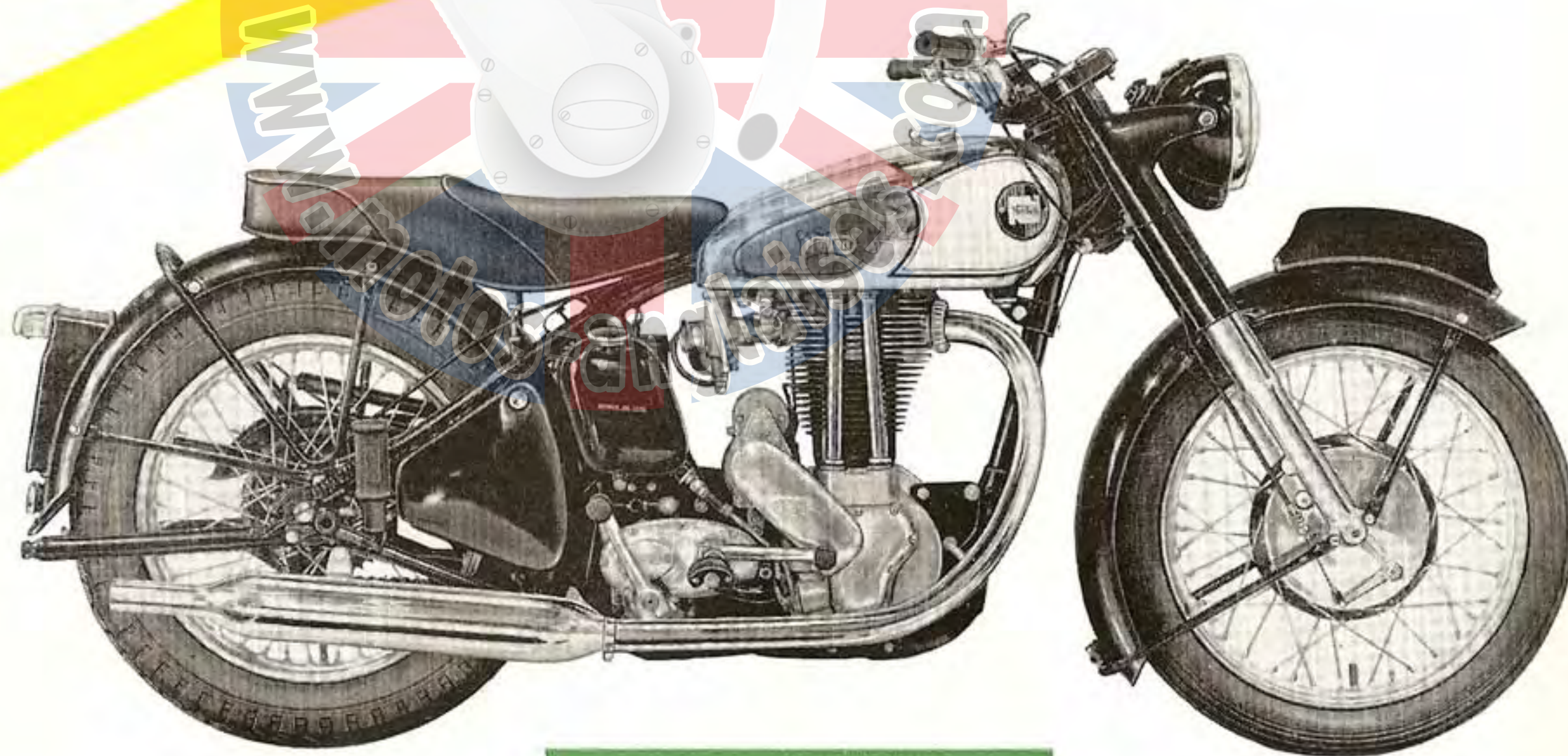
Norton 1955



MODEL 19

The re-introduction of the 596 c.c. O.H.V. engine of 82 mm. bore $\times$ 113 mm. stroke will be acclaimed by all sidecar enthusiasts. Available with rigid frame or swinging

arm rear suspension, it is suitable for both sidecar and solo purposes. Sidecar gears are fitted as standard specification. The 19R is fitted with a 4.00 $\times$ 18 rear tyre.

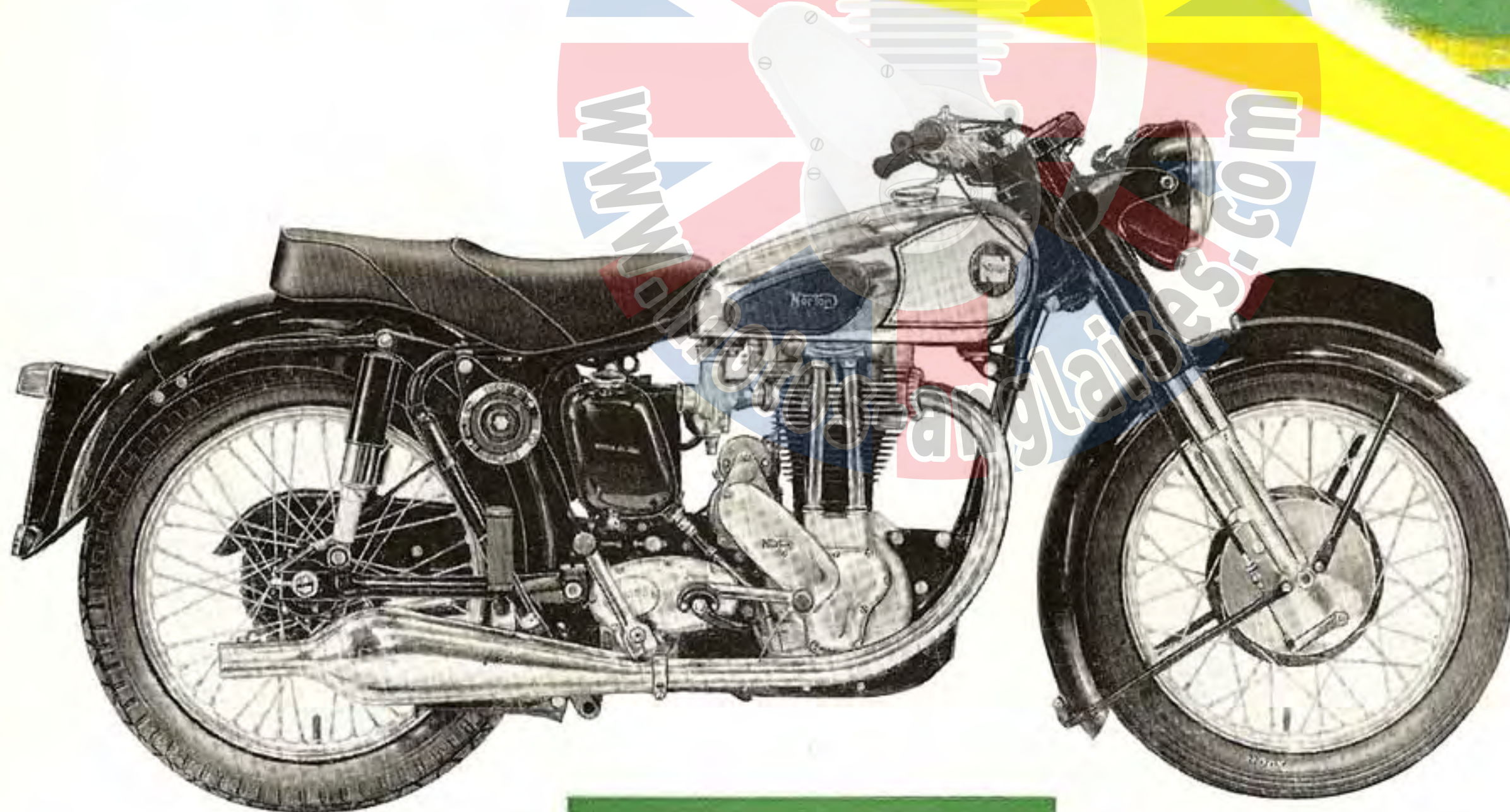


Norton

E · S · 2

The 79 mm.×100 mm. single cylinder O.H.V. engine of proved design is now fitted with die cast light alloy cylinder head. Swing-arm rear suspension with oil

damped shock absorbers. Oil damped telescopic "Roadholder" forks and many detail modifications including new tank motif and redesigned dual seat.



Norton





WORLD-WIDE

Ray Amm, winner of Junior & Senior Ulster Grand Prix 1954.



Ray Amm, winner of 1954 Senior T.T.



page four

Eric Oliver, winner of 1954 Sidecar T.T.

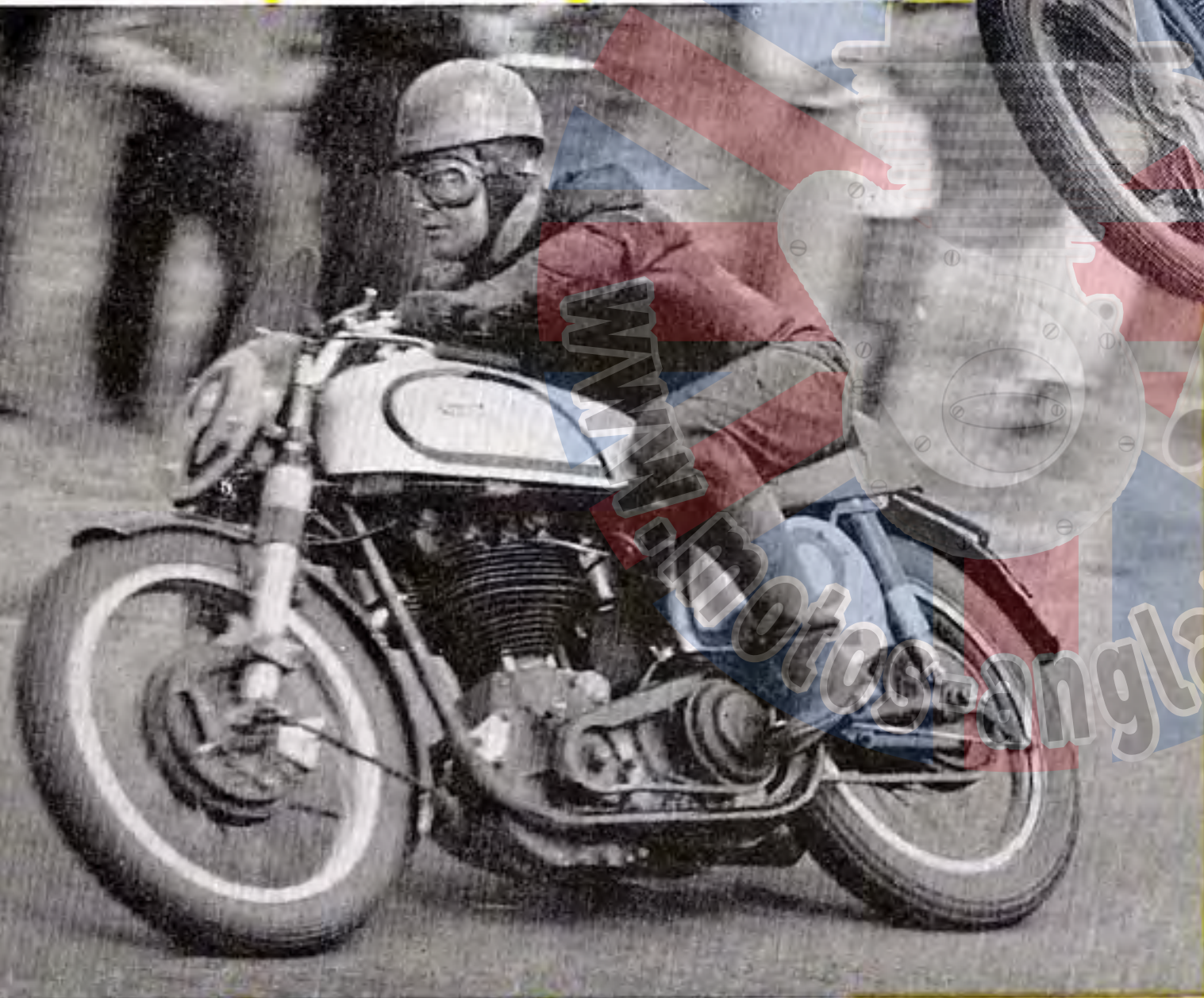
Norton

SUCCESSSES

Jacques Collot,
champion of France
1954.



Knud Nielsen, Denmark, winner
of Jutland Solo Championship



Rod Coleman, winner of 1954
Australian & New Zealand Senior T.T.



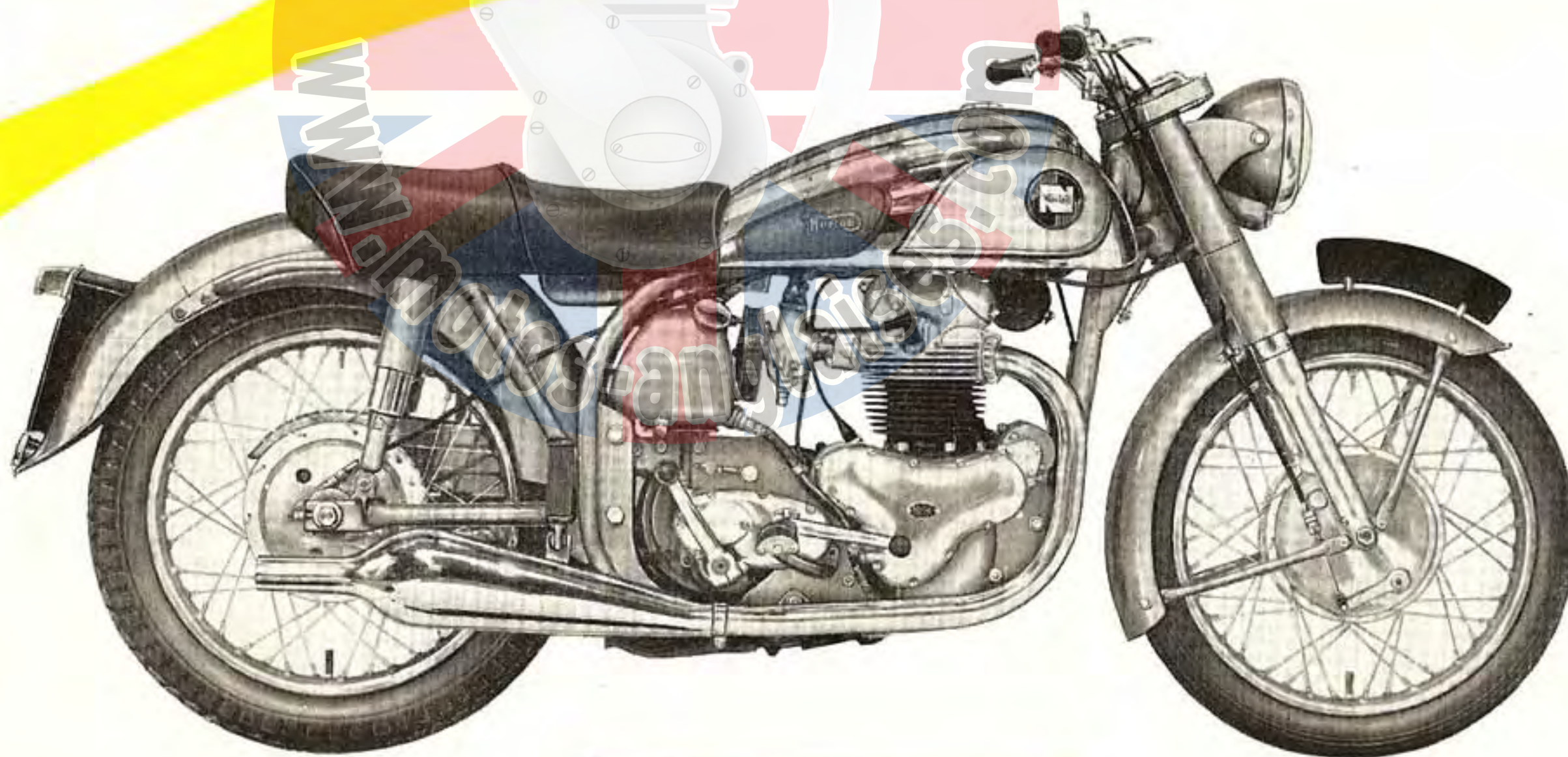
J. Brett.

Norton

DOMINATOR-DE-LUXE

Fitted with 497 c.c. O.H.V. parallel twin engine, swinging arm rear suspension with all

welded duplex frame. Full width alloy hubs are fitted. Modern in conception from stem to stern.

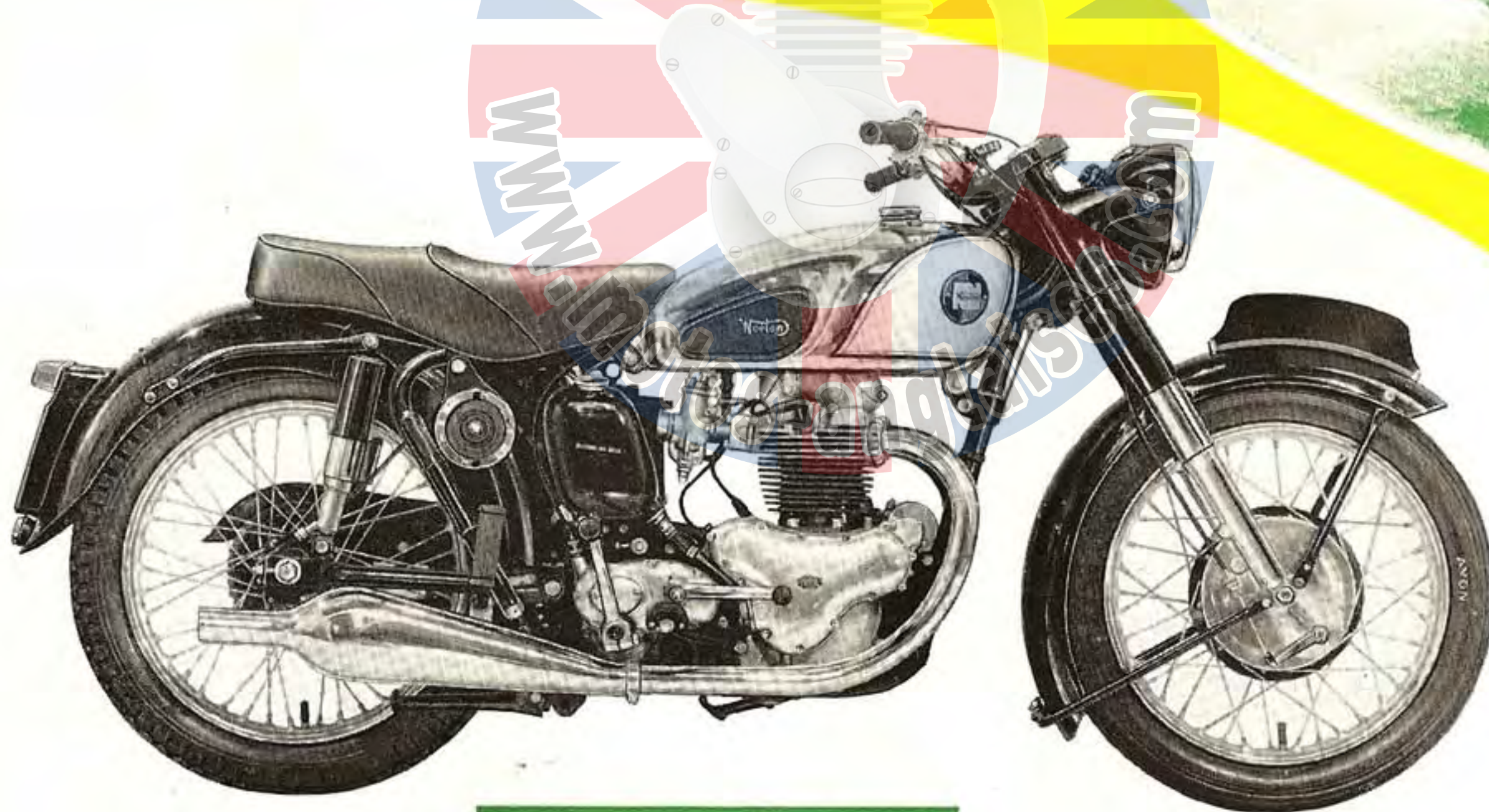


Norton

DOMINATOR

The 66 mm. $\times$ 72.6 mm. O.H.V. parallel twin engine needs no introduction. Light alloy cylinder head is fitted as standard specifi-

cation. New handlebar and dual seat provide improved riding position.



Norton

SUCCESSSES

SOUTHERN IRELAND

SKERRIES "100"
Scratch Class 500 c.c. 1st L. Carter
MUNSTER "100" Co. Cork
500 c.c. Championship of Ireland
1st L. Carter 2nd M. P. Roche
3rd T. H. Turner

SWEDEN

SWEDISH GRAND PRIX. 350 c.c.
1st W. R. Amm (and fastest lap)

AUSTRALIA

VICTORIAN GRAND PRIX. 500 c.c.
1st L. Boulter
AUSTRALIAN T.T.
Senior T.T.
1st R. W. Coleman 2nd W. Anderson
3rd B. Hodgkinson

NEW ZEALAND

NEW ZEALAND T.T. 500 c.c.
1st R. W. Coleman (and fastest lap)
NEW ZEALAND GRAND PRIX. 350 c.c.
1st R. D. K. Hollier

ARGENTINE

ARGENTINE CHAMPIONSHIP MEETING
1st Rickardo Galvagni

SINGAPORE

SINGAPORE MOTOR CLUB SPRINT
MEETING
350 c.c. Class 500 c.c. Class
1st Ross Isle 1st Douglas Frank
2nd R. D. Neubronner 2nd K. Cornelius

BRAZIL

SAO PAULO ROAD RACE MEETING
350 c.c. Class 500 c.c. Class
1st W. R. Amm 1st W. R. Amm
3rd A. Goffin 3rd A. Carneiro
BRAZILIAN INTERNATIONAL ROAD
RACE MEETING
350 c.c. Class 500 c.c. Class
1st W. R. Amm 1st W. R. Amm
3rd J. Storr

ITALY

CIRCUITO DI TORINO
500 c.c. 350 c.c.
1st T. Wood 2nd T. Wood
2nd J. Collot 3rd J. Collot

ISLE OF MAN

INTERNATIONAL SIDECAR T.T. RACE
1st E. S. Oliver
INTERNATIONAL SENIOR T.T. RACE
1st W. R. Amm 3rd J. Brett

SOUTH AFRICA

NATAL CHAMPIONSHIPS
Junior Championship 1st R. Travers
3rd P. Snyman

ENGLAND

"MOTOR CYCLING", SILVERSTONE MEETING

490 c.c. to 500 c.c. Sidecar Race
1st C. Smith 2nd E. S. Oliver
3rd P. V. Harris

351 c.c. to 1,000 c.c.
1st J. Surtees 2nd J. A. Storr
3rd B. H. King

"HUTCHINSON 100", SILVERSTONE

350 c.c. Championship Race
1st J. Surtees
500 c.c. Sidecar Race
1st P. V. Harris 2nd W. G. Boddice
3rd E. Walker

B.M.C.R.C. CHAMPIONSHIP

251 c.c. to 350 c.c.
1st W. R. Amm 3rd J. Surtees

AUSTRIA

RACE MEETING, VIENNA
500 c.c. 350 c.c.
1st L. Fassl 1st F. Dirl
2nd E. Dirl 2nd V. Pongratz
3rd E. Kussin
Sidecars 1st E. Kussin
2nd V. Pongratz

GRAND PRIX DES BAINS

500 c.c. 350 c.c.
1st Leonard Fassl 1st Fritz Dirl

SPAIN

FIRST VALENCIA INTERNATIONAL TROPHY MEETING

350 c.c. 500 c.c.
1st F. Gonzalez 1st F. Gonzalez
3rd J. P. Bayle 2nd J. de Ortueta
3rd A. Feores
Sidecars 1st J. Drion
2nd R. Benz
3rd L. Millastre

VALENCIA CLUB'S "111" PREMIO

ALGEMESI
500 c.c. 1st E. Benito 2nd J. Insa

GERMANY

17th INTERNATIONAL EIFELRENNEN,
Nurburgring
500 c.c. Sidecar 1st E. S. Oliver
500 c.c. Solo 1st W. R. Amm

GERMAN GRAND PRIX, Solitude

350 c.c. Race 1st W. R. Amm
3rd J. Brett

INTERNATIONAL NORIS-RING MEETING, Nürnberg

500 c.c. 1st W. R. Amm 2nd M. Quincey

FRANCE

CIRCUIT DE BORDEAUX

350 c.c. 500 c.c.
1st J. Ahearn 1st F. Dauwe
2nd G. Laing 2nd C. Brugiere
3rd J. Bonnin

MONTHLERY "TWO HOURS" SPEED MEETING

350 c.c. 500 c.c.
1st Briand 1st Braun
INTERNATIONAL MOTO CROSS MEETING,
Le Mans 1st L. R. Archer
MOTO-CROSS DE CHEMINE LE GAUDIN
500 c.c. International Class
1st L. R. Archer 4th Eric Cheney

CIRCUIT DE PAU

500 c.c. Sidecar
1st T. L. Wood 1st H. Haldemann
2nd A. Goffin 2nd J. Drion
3rd L. Taveri 3rd R. Betemps
INTERNATIONAL MOTO CROSS, Valentigney
1st L. R. Archer

NORTHERN IRELAND

ULSTER GRAND PRIX

500 c.c. 350 c.c.
1st W. R. Amm 1st W. R. Amm
(and fastest lap) 2nd J. Brett
Sidecar Class 1st E. S. Oliver
2nd C. Smith

LEINSTER "200"

350 c.c. 1st F. M. Fox

BELGIUM

BELGIAN GRAND PRIX

Sidecar Race 1st E. S. Oliver
3rd C. Smith

CIRCUIT DES FRONTIERES

350 c.c. 500 c.c.
1st A. Goffin 1st A. Goffin
3rd F. Dauwe 2nd F. Dauwe
3rd J. Raffeld

CIRCUIT DE GEDINNE

350 c.c. 1st A. Goffin
2nd P. Davey
3rd R. Gerrebos

DENMARK

SOLO CHAMPIONSHIP

Winner Knud Nielsen

SIDECAR CHAMPIONSHIP

Winner Kresten Krestensen

Norton

FRAMES

The absolute rigidity of the Norton frames has long been recognised and their acknowledged road holding qualities are largely attributable to this feature. Built from large diameter, high quality, steel tubing, brazed or welded in accurate jigs to ensure interchangeability and alignment, all frames will amply withstand the gruelling imposed by modern high speed travel. Rust proofed and enamelled to withstand the most rigorous climatic conditions.

ENGINES

Every engine of the NORTON range is now fitted with light alloy cylinder head providing improved combustion and the compression ratio of the single

cylinder models has been raised. Dry sump lubrication by worm driven gear pump is used throughout. The 596 c.c. single cylinder O.H.V. engine is the same as the 490 c.c. with the exception of the altered bore and stroke.

TRANSMISSION

A patented, pressed steel, oil bath chaincase encloses the $\frac{1}{2}$ in. $\times$ $\frac{5}{16}$ in. primary chain whilst the $\frac{5}{8}$ in. pitch rear chain is protected by a generously proportioned guard. The clutch is of the multi-plate type incorporating a dual action rubber buffer shock absorber, sweet and silent in action, requiring no maintenance and ensuring smooth transmission.

The four speed gearbox with positive stop foot operation is

readily adjustable for chain tension and provides light, positive operation through the adjustable lever. Handsome in appearance and efficient in operation, it can provide a wide assortment of ratios for any conceivable set of conditions.

WHEELS and HUBS

The 8 in. front brake introduced on all models has been followed by light alloy full width hubs on both wheels of the model 88. The rear wheel retains the quickly detachable features common to all the models. Positive, progressive braking from all speeds is assured, by the high efficiency linings and rigid drums and shoes. Rigid non-adjustable ball journal bearings are used throughout.

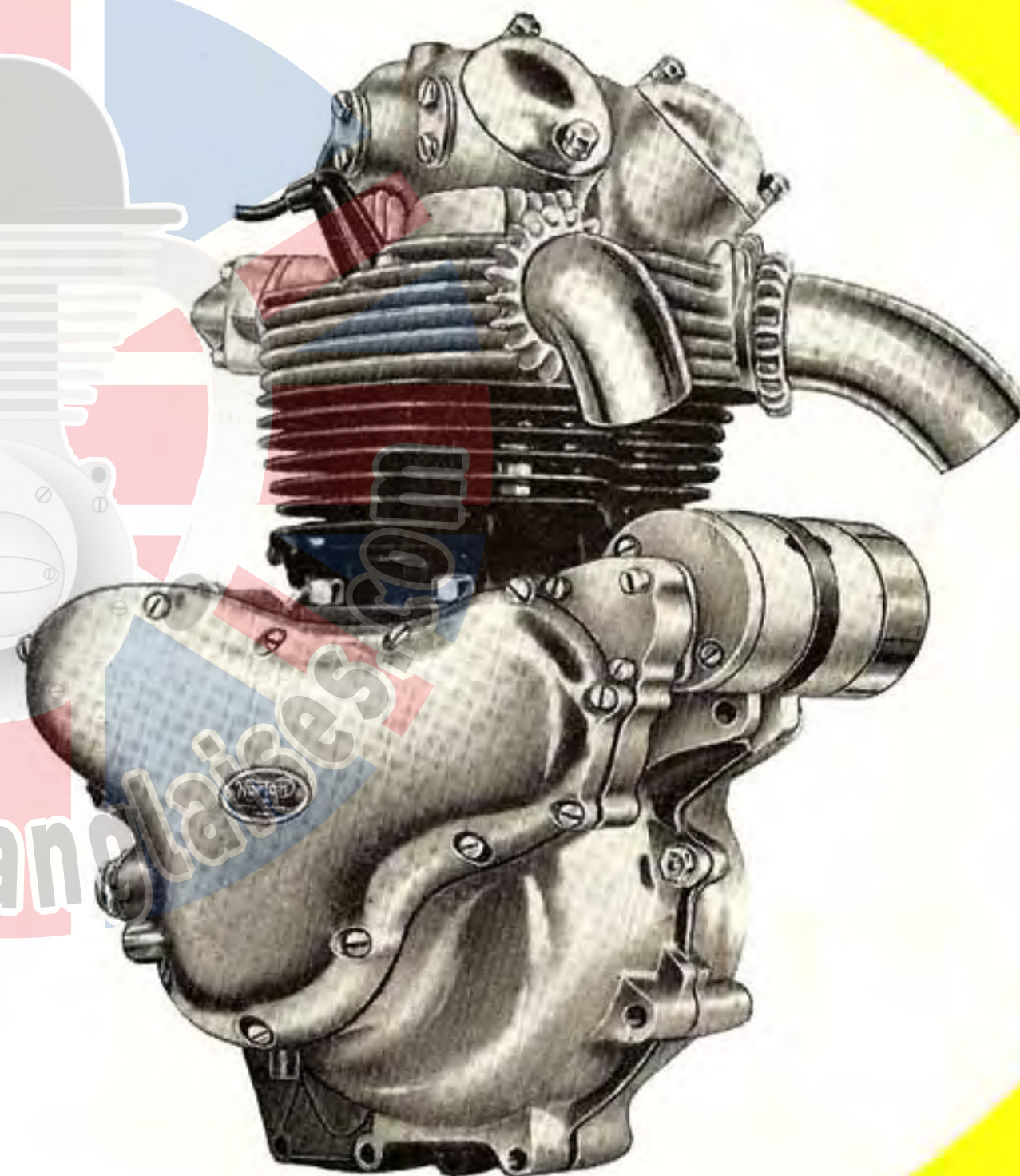
The Norton logo is displayed in a stylized, white, cursive font within a dark green rectangular box at the bottom center of the page.



Already familiar to all motor cyclists as the "featherbed", the all welded, duplex model 88 frame shown here, has been further improved by the increased rigidity provided by the welded rear members which closely follows the latest racing development.

Hair-line steering is a feature which demands the utmost rigidity in the steering mechanism, a feature which is at once apparent in the sturdy structure of the "Roadholder" oil damped, telescopic fork which provides almost complete immunity from road shocks.

Now fitted with a light alloy cylinder head of improved design, the twin cylinder engine fitted to models 7 and 88, also employs an entirely new Amal carburetter, resulting in enhanced performance and economy of operation. The basic design remains unaltered. The widely spaced exhaust valves ensuring adequate cooling area and accessible adjustment are retained, together with the sturdy built up crankshaft with its in-built central sludge trap and light alloy connecting rods. A large readily detachable filter serving also as a drain plug is fitted into the base of the sump, effectively preventing grit, etc., from being re-circulated through the engine.



SPECIFICATIONS

MODELS	19R	19S	ES.2	No. 7 Twin	88 Twin	MODELS	
Bore and Stroke ..	82 × 113mm	82 × 113mm	79 × 100mm	66 × 72.6	66 × 72.6	Bore and Stroke	
Cylinder capacity ..	596 c.c.	596 c.c.	490 c.c.	497 c.c.	497 c.c.	Cylinder capacity	
Compression ratio ..	6.2	6.2	6.8	6.8	6.8	Compression ratio	
Valves	O.H.V.	O.H.V.	O.H.V.	O.H.V.	O.H.V.	Valves	
Gear ratios—top ..	5.28	4.52	4.75	5	5	Gear ratios — top	
“ “ third ..	6.38	5.47	5.75	6.05	6.05	“ “ third	
“ “ second ..	9.34	8	8.4	8.85	8.85	“ “ second	
“ “ bottom	15.67	13.4	14.2	14.88	14.88	“ “ bottom	
Saddle height ..	29"	31"	31"	31"	31"	Saddle height	
Wheel base ..	54½"	54½"	54½"	54½"	55½"	Wheel base	
Overall length ..	84½"	84½"	84½"	84½"	85½"	Overall length	
“ width ..	28"	28"	28"	28"	25"	“ width	
Ground clearance ..	5½"	6½"	6½"	5½"	6¾"	Ground clearance	
Weight	367 lbs.	372 lbs.	369 lbs.	400 lbs.	380 lbs.	Weight	
Petrol tank capacity	2¾ galls.	2¾ galls.	2¾ galls.	3¾ galls.	3½ galls.	Petrol tank capacity	
Oil tank capacity ..	4 pts.	4 pts.	4 pts.	4 pts.	4½ pts.	Oil tank capacity	
Tyre size—front ..	3.25 × 19	3.25 × 19	3.25 × 19	3.25 × 19	3.00 × 19	Tyre size—front	
“ “ rear ..	4.00 × 18	3.25 × 19	3.25 × 19	3.50 × 19	3.50 × 19	“ “ rear	
Brake dimensions ..	FRONT—8" dia. × 1¼" wide.				REAR—7" dia. × 1¼" wide		Brake dimensions
Chains	½" PITCH × .305" WIDE FRONT			½" PITCH × ¼" WIDE REAR		Chains	

Norton

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 and specifications subject to alteration without previous notice

Norton



NORTON MOTORS LIMITED