

# Norton

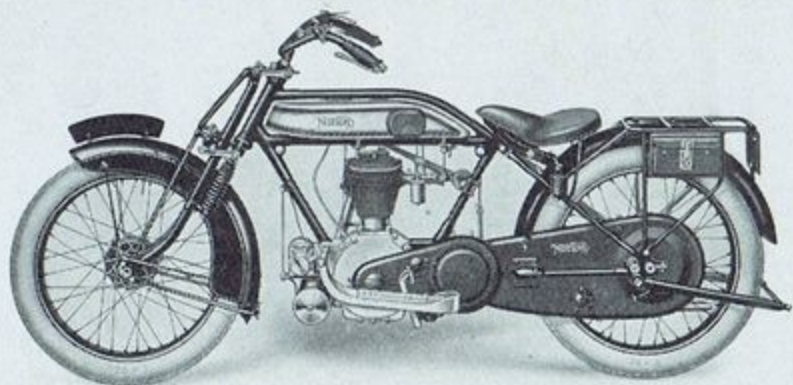
REGD TRADE MARK

## *The Motor Cycle Success of 1924*

The Reputation of Norton Motor Cycles, firmly established since the early days of Motor Cycling, has been very greatly enhanced during the 1924 Season by a remarkable number of successes in every class of speed and reliability events. Norton successes, besides including such races as the Senior and the Sidecar Tourist Trophy races, the French, the Belgian and the Ulster Grand Prix, embrace many hundreds of events of less importance. Norton Machines in the hands of private owners have met with success in the same way as those in the hands of Agent-drivers—the machines being the same. It has always been the policy of Norton Manufacturers to race only machines Standard in every respect and this policy is largely responsible for the world-wide reputation of the

### **Unapproachable Norton**

## The Norton Big Four

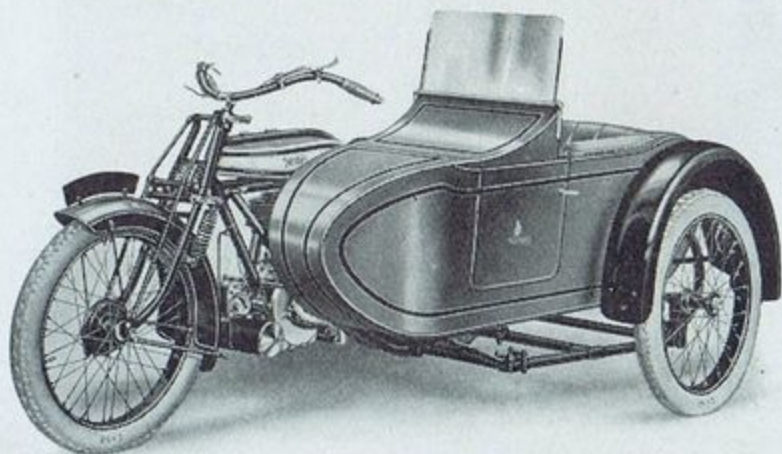


Code Word: CHAFOUR.

With a Bore and Stroke of 82mm. and 120mm. respectively. Capacity 633 c.c. This engine is equivalent in power to the average "Big Twin." 3-Speed Gear Box. Kick Starter and Hand Controlled Clutch. 700mm×80mm. Heavy Cord Tyres. Internal Expanding Hub Brakes on both wheels. Pneumatic Foot Boards and Kneegrips. Tank capacity: Petrol, 2 gals.; Oil, 3 pints. Weight 278 lb. 1½ in. Exhaust Pipe to a 2000 c.c. Expansion Chamber, with a long 1½ in. Tail Pipe. Patented Shock Absorbing Device is incorporated in Rear Hub.

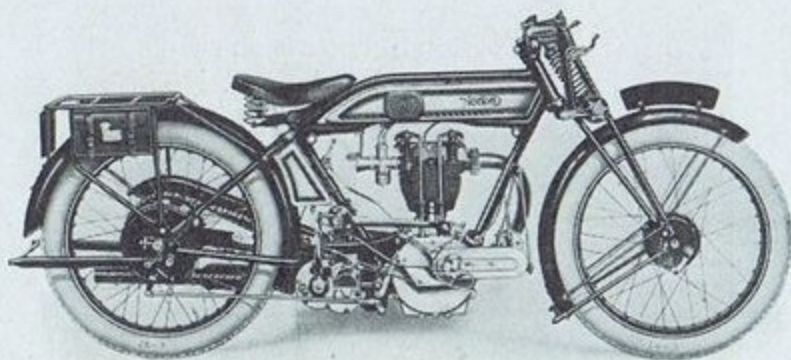
Below is illustrated the Norton "Family" Sidecar, a roomy and comfortable model with rear extension incorporating a patented Dickey Seat.

*For Prices see Page 8.*



# The Norton O.H.V.

**3½ h.p. Model 18.**



Code Word : SPEEDY.

Although this model may be tuned to attain record-breaking speeds, it is in no sense a freak machine. Engine, 79mm. Bore and 100mm. Stroke—490 c.c. 3-Speed Gear Box with Hand Controlled Clutch. Internal Expanding Hub Brakes to both wheels. Pneumatic Footrests and Knee-grips. 26×2½in. Tyres are fitted as Standard, but 700mm.×80mm. may be had without extra charge. Tank capacity approximately 1¾ gals. petrol, 3 pints oil. Patent Shock Absorbing Device is incorporated in Rear Hub.

This is the Model upon which many famous riders have been victorious during 1924. It was the Standard Norton O.H.V. Model on which Bennett won the Senior T.T., the French and the Belgian Grand Prix of 1924—three of the most important events in Motor-cycling history.

## A Year of Successes

During 1924, Norton Successes on road and track ran into many hundreds. Besides the list on the opposite page, which includes but a few of the more important events, Norton machines in the hands of riders of all nationalities have been victorious in many parts of the world.

At the famous Monza track, Italy, a Norton was third in the 500 c.c. Class in the European Motor Cycle Speed Championship of 1924, and was the first Britisher home and the only British machine to qualify for an award. In France, Spain and Belgium Norton machines have established fine records and a fine reputation.

All Norton Machines are built, in their entirety, in the Norton Works. From the raw material to the finished machine every process is under the direct supervision of the designers, every component is inspected and tested in the actual process of assembly. For this reason the reliability of Norton machines does not depend upon the trustworthiness of other manufacturers—Norton alone are responsible for the manufacture of Norton Motor Cycles, and that this responsibility is in safe hands is proved by the remarkable successes of these machines and their wonderful reputation.

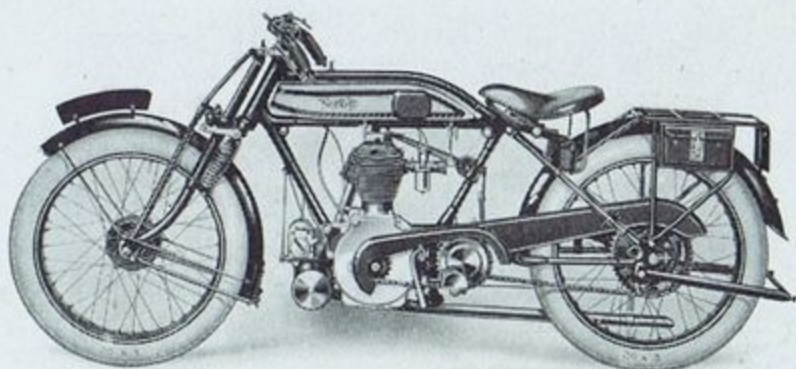
# Norton

## Successes in 1924

Senior T.T. . . . .	FIRST
Sidecar T.T. . . . .	FIRST
Belgian Grand Prix (500 c.c. Class) . . . . .	FIRST
French Grand Prix (500 c.c. Class) . . . . .	FIRST
Spanish Grand Prix . . . . .	FIRST
Spanish International 12 Hour Road Race . . . . .	FIRST
Italian Circuit de Cremona (200 miles) . . . . .	FIRST
Scottish Championship (500 c.c. Class) . . . . .	FIRST
Tailtean Races, Phoenix Park, Fastest Time Sidecar and Solo.	
Welsh T.T. (500 c.c. Class) . . . . .	FIRST
Leinster Hundred, Fastest Time.	
200 Mile Sidecar Race (Brooklands) . . . . .	FIRST
Also 2nd, 3rd, 4th and 5th	
200 Mile Solo Race Brooklands (Class C) . . . . .	FIRST
Ulster Grand Prix (600 c.c. Class) . . . . .	FIRST
Also 2nd, 3rd and 4th.	

# The Norton Colonial

## Model No. 17C.



Code Word: TOURIST.

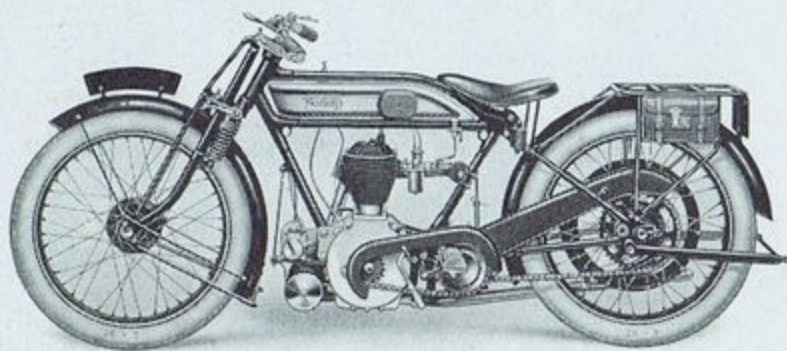
This machine, with  $3\frac{1}{2}$  h.p. 490 c.c. side valve engine, has been designed specially for Colonial use where good ground clearance is essential. A 3-speed gear box is fitted, the standard ratios of which are: Top  $4\frac{1}{2}$ , Middle  $7\frac{3}{4}$ , Bottom  $13\frac{1}{4}$ . Kick Starter and Hand Controlled Clutch are also standard. 700mm. x 80mm. Tyres. Internal Expanding Hub Brakes to both wheels. Pneumatic Footrests and Knee-grips. Tank capacity: Petrol, 2 gals.; Oil, 3 pints. Ground Clearance  $6\frac{1}{4}$  in. Weight 270 lb. Silencing arrangements as on the "Big Four," but with a  $1\frac{1}{2}$  in. extension pipe to the rear. Patented Shock Absorbing Device is incorporated in Rear Hub.

This machine is specially designed to meet the requirements of Overseas Motor Cyclists who travel under less favourable road conditions than those obtaining at home. Built for long service under strenuous conditions, this Norton Machine has found favour with many keen Colonial riders.

*For Prices see Page 8.*

# The Norton Sports

## Model No. 16H.

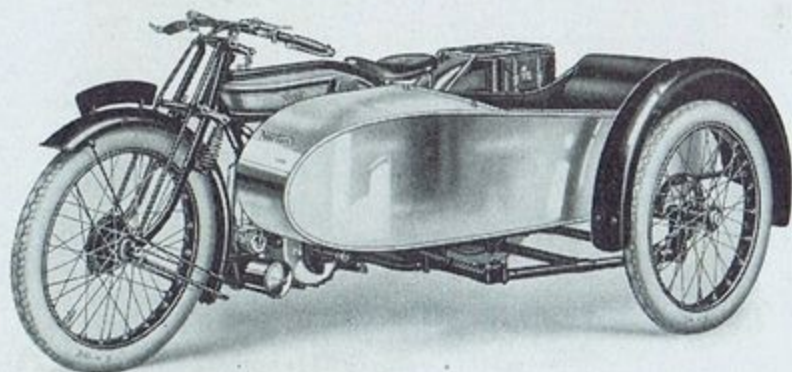


Code Word: TOURO.

This machine is beyond doubt the fastest side valve  $3\frac{1}{2}$  h.p. machine on the market. Engine, 79mm. Bore  $\times$  100mm. Stroke—490 c.c. 3-Speed Gear Box, Hand Controlled Clutch, and Kick Starter. Tank Capacity: Petrol,  $1\frac{3}{4}$  gals.; Oil, 3 pints. Wheelbase  $54\frac{1}{2}$  in. Clearance ground, approximately 4 in. Weight 252 lb. Tyres, 700mm.  $\times$  80mm. Heavy Cord. Pneumatic Footrests and Kneegrips. Silencing arrangements as on the "Big Four" Model, but with  $1\frac{1}{2}$  in. Tail pipe. Patented Shock Absorbing Device is incorporated in Rear Hub.

Below is illustrated the "Light Sporting" Sidecar, a light yet very well sprung model with Aluminium body and well-padded seat.

For Prices see Page 8.



# Norton

## Prices 1925

### HOME PRICES:

Big Four Model No. 1 .. £70 0 0

*Illustrated on Page 2.*

3½ h.p. O.H.V. Model No. 18.. £80 0 0

*Illustrated on Page 3.*

Colonial Model No. 17C .. £68 0 0

*Illustrated on Page 6.*

3½ h.p. Sports Model No. 16H £65 0 0

*Illustrated on Page 7.*

### SIDECARS.

Aluminium Sporting Sidecar .. £19 10 0

*Illustrated on Page 7.*

Standard Model .. .. £19 0 0

Family Model .. .. £21 0 0

*Illustrated on Page 2.*

De Luxe Model .. .. £21 0 0

Send for illustrated folder giving full specifications and particulars of all Norton Motor Cycles and Sidecars. An interesting Booklet describing a Norton reliability trial run from Land's End to John o'Groats and back *twice*, a distance of 4,088 miles, followed by *twenty* non-stop ascents of the famous Porlock Hill—all under A.C.U. observation—will be sent also.

The Maudes' Trophy, awarded for the most meritorious certified trial of any make of Motor Cycle, was awarded to Norton for this test—which was carried out on a machine Standard in every respect. This is the second year in succession in which the coveted Maudes' Trophy has been awarded to Norton.

*Write for these particulars to*

## Norton Motors Ltd.

Bracebridge Street  
Birmingham.