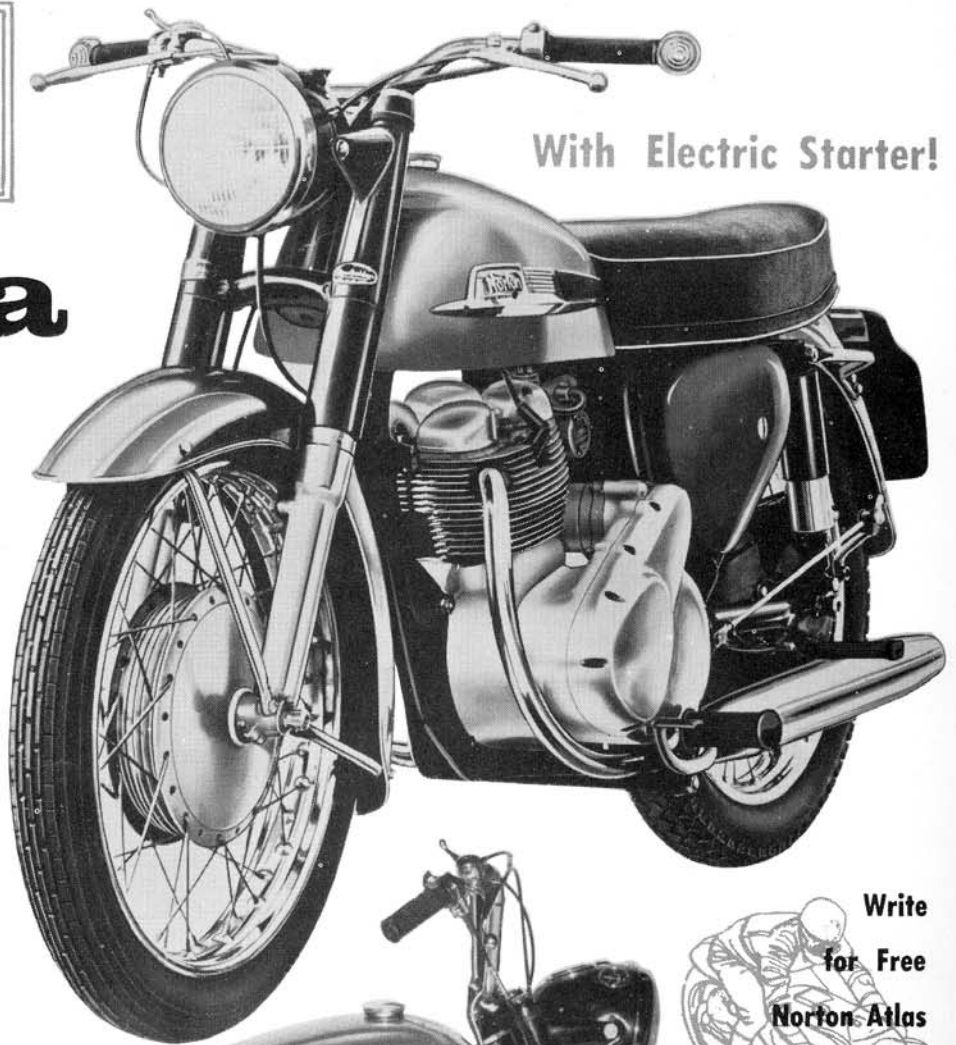


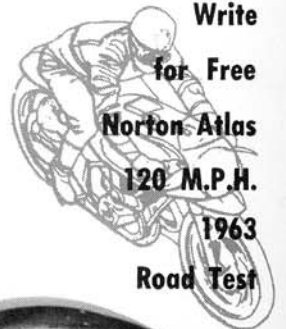
Norton

Electra 400

An all-new vertical twin with a powerful and smooth 400cc OHV engine featuring a high camshaft, light alloy cylinder head, cast-in valve seats, silicon chrome valves, multi-rate valve springs, light alloy pistons, two-piece alloy con-rods, 7.9 to 1 c.r., Amal monobloc carburetor, Lucas 12 volt electric "push-button" starter, "Road-holder" front fork, Girling adj. rear shock absorbers, chromium plated fenders, full-hub front and rear brakes as big as those on the 750cc Atlas, Avon "high hysteresis" tires, (3:00 x 19" front, and 3:25 x 18" rear), comfortable foam-rubber dual-seat, 3½ gallon gas tank, folding kick-starter, adjustable handlebar with fully adjustable clutch and brake levers with "ball" ends, "Roll-on" center stand, "Jiffy" side-stand, passenger foot pegs, electric directional signals. Available with a jet-black frame, offset with tool-box, oil-tank, and fuel tank in irridescent silver. All the alloy parts are polished to a bright lustre.



With Electric Starter!



Write
for Free
Norton Atlas
120 M.P.H.
1963
Road Test

Atlas 750 BERLINER

Here's the really BIG road job that is powered by a 45 cubic inch engine that just bristles with power and ferocity. The 1963 OHV 750cc parallel twin features dual carbs, larger valves, dual exhaust pipes and sleek new chromed mufflers, 150 mph speedometer, chrome front and rear fenders, 4-gallon gas tank, large full-hub front and rear brakes, comfortable dual-seat, "Western" style bars, folding kick-starter, and efficient air-cleaner.

Additional famous NORTON features include the durable "Featherbed" frame, the race-tested "Road-holder" fork and the hand-laced and carefully balanced front and rear wheels . . . The "ATLAS" is available with a jet-black frame, upper fork tubes, and oil tank. The gasoline tank is available in scarlet red or irridescent silver. All alloy parts are polished to a brilliant finish. Front tire is: 3:25 x 19", rear tire is 4:00 x 18".

Motor Corporation

RAILROAD STREET AND PLANT ROAD • HASBROUCK HEIGHTS NEW JERSEY

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