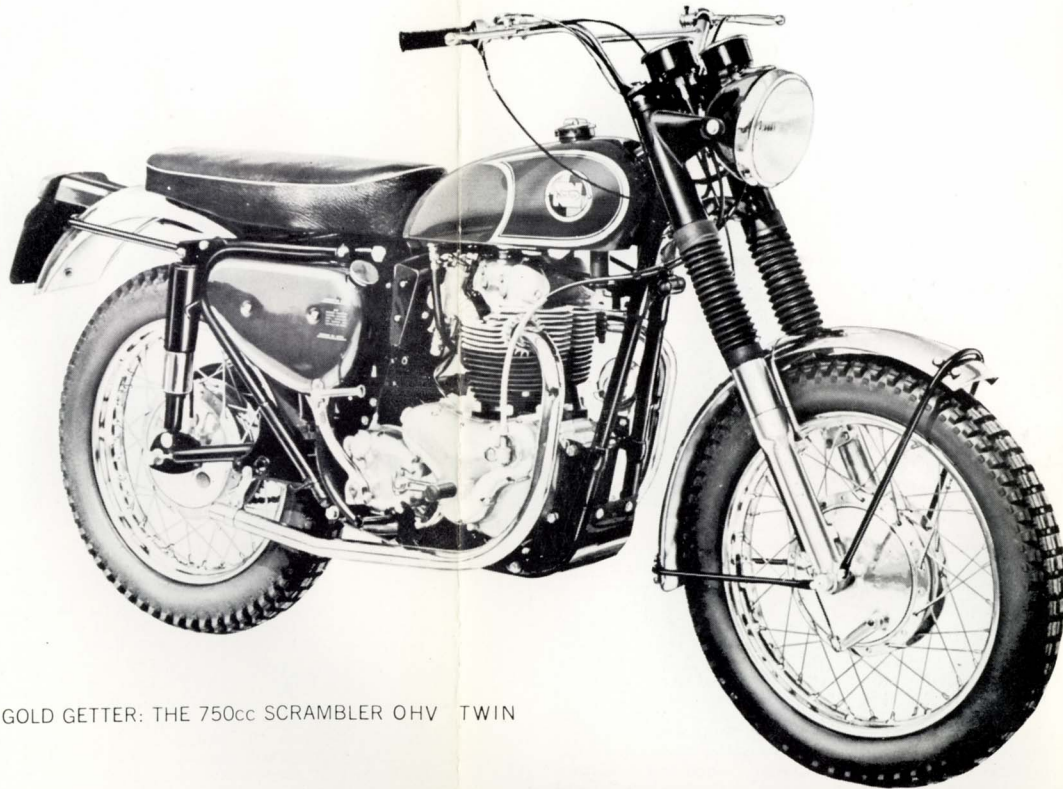


## Fast and Furious, Gentle and Smooth

Power to scorch the surface of a dirt track. Great rooster tails of rocks and dirt sent up as you turn 'er on. (All over those poor chaps behind you.) Roadholder teledraulic front fork guides you through the turn, absorbing bumps, precise and sure. Full width alloy hubs on the big brakes cool quicker, allaying fade. Have a checkered flag!

On the other hand, you can trickle through big-city traffic. 12 volt lighting really lights up the situation for safer night riding. The buttery-smooth A.M.C. gearbox is responsive to your touch. The clutch, tough enough to withstand racing, will also withstand the stop and go of city use.



GOLD GETTER: THE 750cc SCRAMBLER OHV TWIN

# Norton

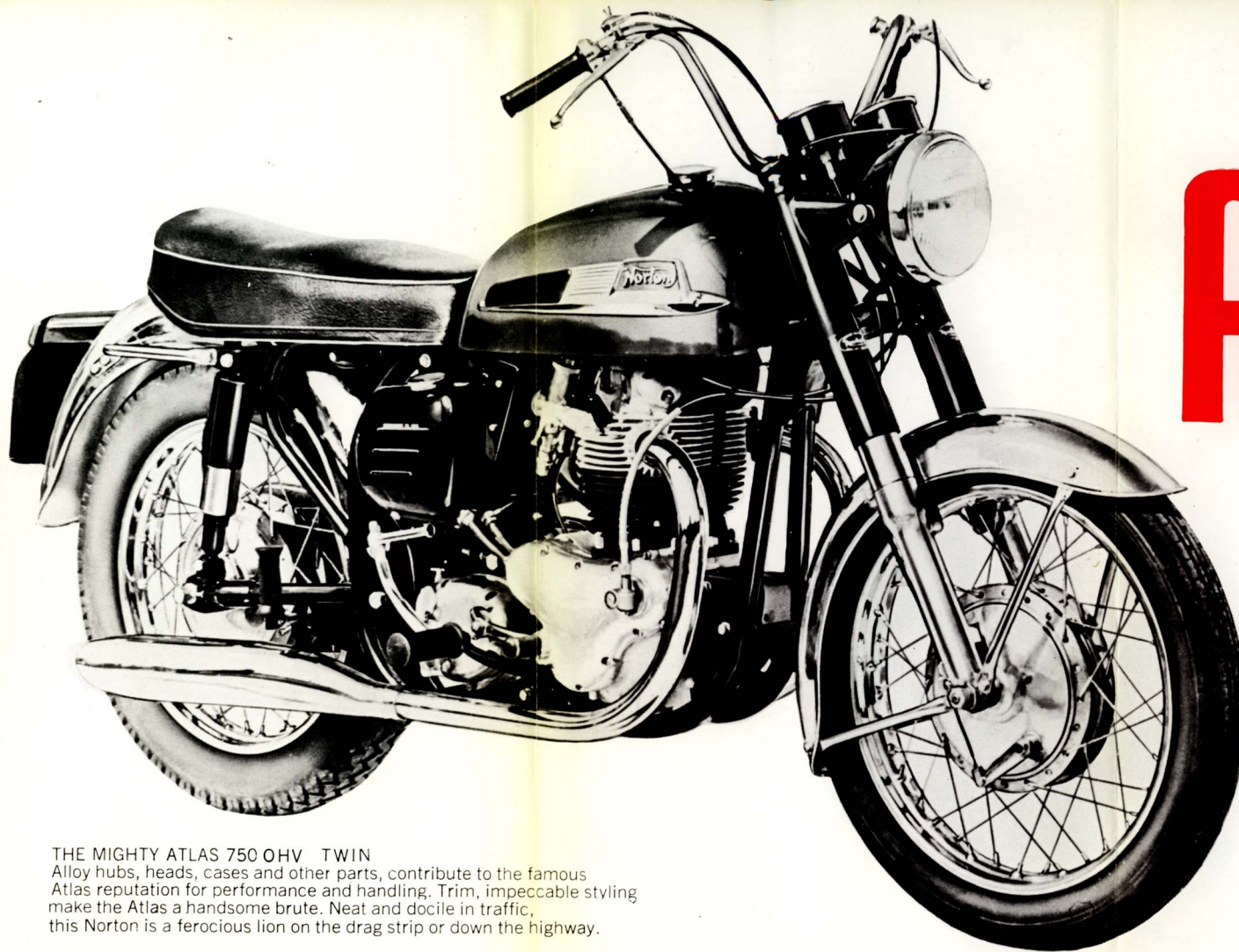
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world's  
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Backed by  
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*Parts, service, and sales. The Berliner Corporation, Americas No. One independent distributor of two wheeled imports, knows that these three elements, plus a network of enthusiastic dealers and motorcycle minded Berliner employees, are the essentials for a growing company. Ample parts supplies, efficiently processed by men who know the riders requirements, make happy motorcyclists. Factory engineers come to America each year to school dealers in the technical details of each model the Berliner Corp. carries.*





# Norton

# Atlas

# 750

## THE MIGHTY ATLAS 750 OHV TWIN

Alloy hubs, heads, cases and other parts, contribute to the famous Atlas reputation for performance and handling. Trim, impeccable styling make the Atlas a handsome brute. Neat and docile in traffic, this Norton is a ferocious lion on the drag strip or down the highway.

**ENGINE:** OHV vertical twin, Bore 73mm, Stroke 89mm. Light-alloy cylinder head block with integral rocker-box and shrunk-in valve seats. Parallel induction tracts with large diameter intake valves. Double-helical valve springs. Forged steel rocker arms with screwed-in adjusters. Alloy pushrods with hardened steel fittings. Large diameter iron alloy tappets. . . Built up forged steel crankshaft with large diameter central iron flywheel, supported by both ball and roller bearings. Plain big-end bearings. Two-piece alloy connecting rods. Forged alloy pistons with three rings. One-piece cast-iron cylinder block integral pushrod tunnels. Crankshaft driven gear type oil pump. Carburation by dual Amal Monoblocs. Magneto ignition with automatic advance and retard.

**GEARBOX:** Separate four-speed, with medium-close ratios. Positive foot change. Driven through heavy duty five-plate clutch which incorporates rubber vane shock absorbers. Robust single primary chain housed in pressed steel oil bath.

**FRAME:** The famous Norton "Featherbed" with its race-bred handling and roadholding qualities. Full twin tube duplex cradle welded construction, gusseted at the steering head and swinging fork pivot for extreme rigidity. Robust rear fork pivots on bonded bushings and movement controlled by adjustable Girling shock absorbers.

**FORKS:** New "Roadholders" with built-in theft-proof lock. Progressive two way oil damping, single rate springs housed within heat treated tubular steel stanchions. Light alloy sliders with chromium plated steel extensions.

**WHEEL HUBS and BRAKES:** Large diameter die-cast light alloy hubs, with deep cooling fins and integral strengthening webs. Front brake drum cast into hub. One piece rear drum and sprocket bolted up to hub giving quickly detachable rear wheel. Front brake: 8 x 1 1/4". Rear brake 7 x 1 1/4".

**WHEELS:** Chrome plated steel rims fitted with Avon high hysteresis tires. Front: 3:25 x 19", Rear 4:00 x 18" . . .

**LIGHTING:** 12 volt, crankshaft-mounted alternators. Two 6-volt batteries. Zener diode. Adjustable 7" dia. headlamp with 50w/40w double filament bulbs. New style tail-stop-light. **TANKS:** 3 1/2 gallon pressed steel fuel tank, rubber mounted. 4 1/2 pint pressed steel oil tank. **COLOR:** Jet Black offset with chrome fenders and silver or "Hi-Fi" red.