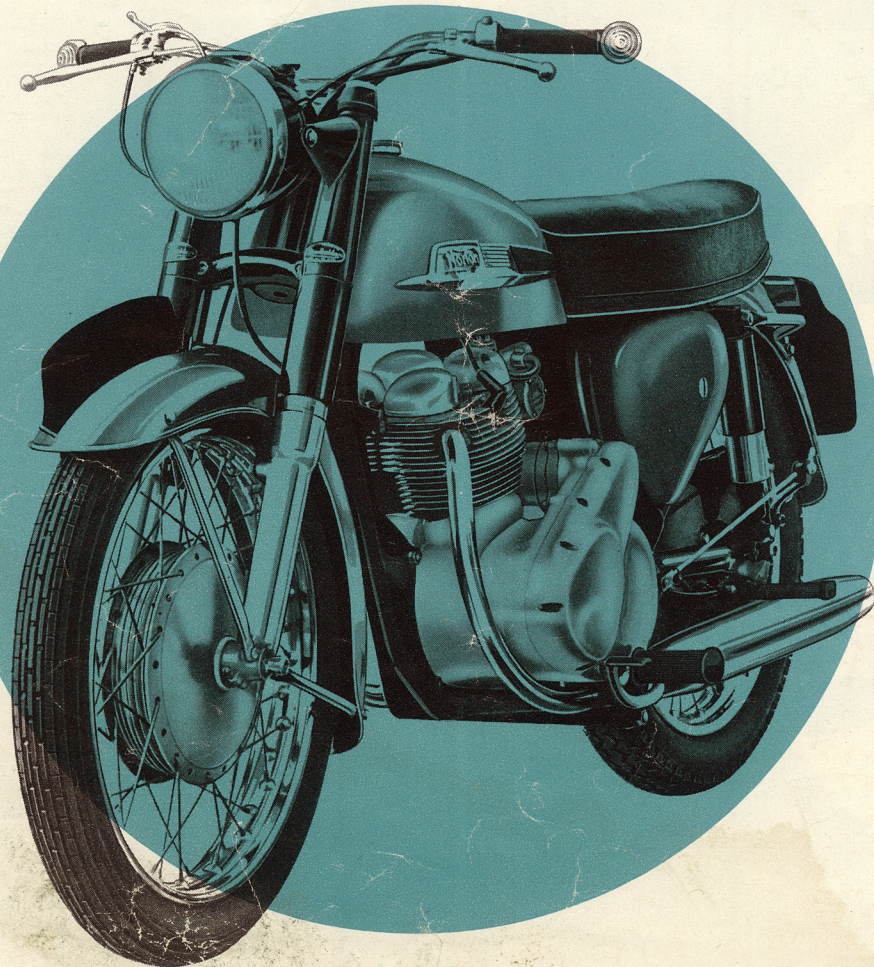


Norton

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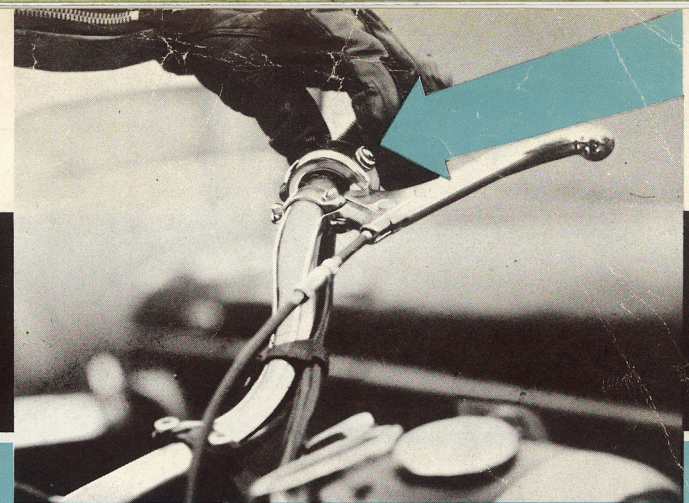
"ES 400"



- 1 STARTING POWER.** The willing electric starter gives you power at the touch of a button. Everyone who's ever been stalled in heavy traffic, held up while getting back to neutral and unfolding the kick starter will want push button starting. Now you just pull in the clutch, press the button and away!
- 2 GOING POWER.** Minimum reciprocating weight—maximum efficiency, that's the power magic of the ES 400. Short piston stroke, high camshaft, light racing type valve gear—it all adds up to a high revving power plant smooth as a jet turbine, that simply thrives on high speed cruising, and gives exhilarating acceleration.
- 3 HOLDING POWER.** The ES 400 is above all a Norton, road holding and handling are of the highest order, the big "Road Holder" forks make sure of that. This is a motor cycle that you can rely on under the most arduous conditions.
- 4 STOPPING POWER.** The massive brakes will pull you up like a giant's hand. As fitted to the 500 c.c. and 650 c.c. S.S. machines which have swept the board in Europe's long distance races for the past two years they are housed in brightly polished hubs with deep cooling fins.
- 5 LIGHTING POWER.** A full 12 volt lighting system means that the ES 400 is just as happy by night as by day. The big head-lamp with its 50w./40w. bulb throws out a wide powerful beam, lighting the road hundreds of yards ahead.
- 6 PLUS COMFORT.** Settle on to the luxurious twinseat, the ES 400 fits you as though "tailor made". The seat height: the set of the handle bars: the placing of the controls: the smooth suspension, all combine to make the ES 400 the most comfortable motor cycle. Try one for yourself!

NEW FROM NORTON

press-button starting



SPECIFICATIONS

ENGINE. 384 c.c. (66 mm. bore × 50 mm. stroke) high level camshaft parallel twin cylinder: die-cast light alloy cylinder head block with cast-in valve seats: valves of special Silicon chromium valve steel: multi-rate coil valve springs: one piece rockers adjustable by eccentric spindles which are mounted between pillars integral with head: short duralumin pushrods with hardened steel end-cups: mushroom type cam followers: separate gear-driven camshafts mounted fore and aft of barrels: one piece forged steel crankshaft, supported by a large diameter ball journal and roller bearings: indium flashed lead bronze big end bearings: 2 piece "Y" alloy connecting rods: light alloy pistons, giving a compression ratio of 7.9:1: one piece cast-iron cylinder block deeply spigotted into crankcase: crankshaft driven gear type oil pump: carburation by single Amal Monobloc—choke size $\frac{7}{8}$ ": ignition by twin coils and dual contact breakers.

ELECTRIC STARTER. Lucas 12v. type M3 starter motor, flange mounted to the rear of primary chaincase: chain drive to engine crankshaft via pawl and ratchet mechanism which completely disengages immediately the engine is running.

TRANSMISSION. 4 speed gearbox integral with engine: light alloy shell and covers: new design heavy duty wide tooth pinions: clutch is special multi-plate: duplex primary chain adjusted by nylon slipper: kickstarter is retained.

FRAME. Welded and bolted construction: front down member, with integral steering column, is of aerofoil section: twin main-frame tubes are bolted to front down member at top and bottom, and form the tank rails, rear frame loops and engine cradles: additional tubes give extra rigidity to rear loop section: centre box section provides rear engine unit mounting and central support for swinging fork pivot.

REAR SUSPENSION. Swinging fork: welded construction using oval section tubes with bracing tube to rear of pivot: fork pivots on bonded rubber bushes: movement controlled by Girling hydraulically damped spring units: units adjustable for load.

FORKS. "Roadholder" forks: progressive two way oil damping: single rate springs housed within large diameter tubular stanchions: light alloy sliders, with chromed extensions.

LIGHTING. 12 volt, 90-100 watt, crankshaft mounted alternator: two 6 volt large capacity batteries connected in series: adjustable 7" diameter headlamp: 50 watt and 40 watt double filament head bulb: new large rear light, has a combined stoplight and integral reflector. Direction lights fitted to handle-bar ends.

WHEELS & BRAKES. Large die cast light alloy hubs, with internal strengthening webs, as fitted to 650 c.c. S.S.: front brake drum cast into hub: one piece rear drum and sprocket separate from hub (necessary as rear wheel is quickly detachable): ball journal bearings support hubs on high tensile steel spindles: brake sizes—front 8" × 1 $\frac{1}{4}$ ", rear 7" × 1 $\frac{1}{4}$ ". Tyres—3.00 × 19 front, 3.25 × 18 rear.

TANKS. 3 Imp. gallon pressed steel fuel tank completely rubber mounted. Lever type fuel taps. 3 $\frac{1}{2}$ pt. oil tank.

HANDLEBARS. Fully adjustable, with adjustable ball-ended control levers.

COLOURS. Jet black, with silver grey petrol tank, oil tank and toolbox. Chrome plated mudguards are standard.

