

The NORTON 750cc OHV "Atlas" Twins (Road/Sports and the Scrambler models), have all the POWER, PERFORMANCE, RELIABILITY and HANDSOME APPEARANCE that every red-blooded American motorcyclist demands—From the tip of the chrome-plated front fender, to the tail-light, there's an abundance of quality and precision engineering, the same fine craftsmanship that went into the NORTONS that ac-

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counted for 34 International TT Victories in the grueling Isle of Man races — — No other motorcycle can offer so many engineering advances as does NORTON — — Large full-hub front and rear brakes, anti-theft lock, symmetrically mounted speedometer and tachometer, "Road-holder" front forks, dependable 12 volt electrical system. Just remember to make your next motorcycle the world's best roadholder — a NORTON.

Hasbrouck Heights, N. J.