



# Norton Notice



The Newsletter of the  
Northern California Norton Owners Club

No. 192

April, 1994

## Anybody wanna buy a watch?



**Norton Watches for sale...see centerfold !!**



## Norton Notice

is published by the Northern California Norton Owners Club. Its purpose is to inform and entertain members regarding all aspects of the Norton motorcycle, including history, technical advice, and preservation of the marque.

The *NORTON NOTICE* is a reflection of the readership, who are encouraged to submit any article, technical tip, photograph (original or otherwise) as long as it is in good taste, so that other Norton enthusiasts may enjoy it. (Good taste is somewhat optional, but hey- this is a group of bikers we're talking about here... that's why we have an editor.)

*The deadline for items to be submitted for publication is the 20th of each month.* The *NORTON NOTICE* welcomes contributions submitted electronically. Material in MS Word or Aldus Pagemaker on a Macintosh 3.5" disc is ideal. You may also send it directly to the editor via X modem at the telephone number listed for the Editor; set your telecom software for 8/n/1, use the **X or Z MODEM** file transfer protocol, and just ring up the Editor who is home most evenings. Also E-mail can be received by using INTERNET to norton2@aol.com.

Membership in the Northern California Norton Owners Club is available for \$20.00 per year. Membership dues are payable to the Branch Secretary/Treasurer.

Renewal dues are payable at the end of the individual's membership year, that month being designated by the last number of the individual's membership number as listed on the mailing label of the *NORTON NOTICE* and the membership card.

**All changes of address should go to the Branch Secretary/Treasurer- not the NOTICE editor.**

The Northern California Norton Owners Club is affiliated with both the Norton Owners Club of England and the International Norton Owners Association. Interested persons can join these two organizations per the terms described on the Branch membership application form.

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### IMPORTANT (Please take note of the following fine print):

The object of the Northern California Norton Owners Club is to promote, encourage and develop motorcycling activities. The Club's members are owners of Norton motorcycles and they often submit for publication in the *NORTON NOTICE* technical tips pertaining to motorcycles of the Norton marque. Technical tips so published have been reviewed for technical content and are believed to be both acceptable and workable, but no guarantee is made or implied that they will work correctly, nor is any liability assumed by either the Norton Owners Club or the members for any problems resulting from use of these technical tips. The club also assumes no responsibility for the acts or omissions of its members in connection with Club activities. *NORTON NOTICE* articles or other materials express the authors' views only and not necessarily the official policy of the Norton owners Club or its Northern California Branch. The editor reserves the right to accept, reject or alter all editorial and advertising material submitted for publication. Advertising published does not imply endorsement of products, goods or services. Now you know.

# Upcoming Events

## Club Rides Schedule

The ride schedule for 1994

**April 3:**  
Easter Morning Ride

**May 15:** (Sunday) Jim's North Bay Ride  
(Napa, Berryessa Lake area)

**June 11:** (Saturday) Fred Twigg Ride

**July 16:** (Saturday) Santa Cruz Ride

**July 30:** over night to Minden, Nevada

**August 12, 13, 14:** unofficial ride at the Dardenelles

**September 11:** (Sunday) Old Timer's Ride

**October 16:** (Sunday) Mt. Hamilton Ride

**November 5:** (Saturday) Northern California All-British Ride/ 5th annual Don Danmeier 50th Birthday Party

**December ?:** No ride scheduled

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## Activities at a glance.....

**March 27:** Clubman's All-British Show and Swap Meet

**April 24:** Pacific Coast Dream Machines, Classic Car, Trucks and Motorcycles, Halfmoon Bay Airport, 10 - 4 PM

**April 29-May 1:** Rider Rally, "Spring Festival, Santa Barbara

**May 20 - 22:** AMA Superbike Race, Laguna Seca

**June 12:** Northern California Motorcycle Festival. Laguna Seca (formerly Casa de Fruta). For information call (408)972-8063

**August 19-21:** AMA Superbike Race at Sears Point

*As I am informed of events, I will include them in the Notice....editor*

## Meeting Schedule

*The Club meets on the second Thursday of each month. The meetings are SUPPOSED to start at 8:00 PM. If you get tired of bench racing, bring a newspaper to read.*

**April 14th**  
Connecticut Yankee

**May 12th** - Fremont Brewery

**June 9th** - Prince of Wales

**July 14th** - Harry's Hofbrau

**August 11th** - To be announced

**September 8th** - Fremont Brewery

**October 13th** - Prince of Wales

**November 10th** - Harry's Hofbrau

**December ?** - To be announced

**Harry's Hofbrau:** 399 West El Camino Real, Mountain View, CA., (415)964-8455 just north of Highway 85 on El Camino Real

**Prince of Wales Pub:** 106 East 25th Avenue, San Mateo, CA., (415)574-9723 — Off Highway 101 between Highway 92 and Hillsdale Blvd. Next to San Mateo County Fairgrounds.

**Fremont Brewery:** Note new name! 3350 Stevenson Blvd., Fremont, CA., — East of Highway 880 near Paseo Padre.

**Connecticut Yankee:** 100 Connecticut St, San Francisco, CA. (415)552-4440. Vermont St. turnoff off of Highway 101 North

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## Graphics Contributions

### Photography:

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# Maya's Minutes ....

by Maya Lai, President

The meeting at Harry's Hofbrau was great. There was a great show of people. Bob Meehan (Sp?) and his wife were there at their first meeting after being in the club for a year. They were very enthused about the club. I like that in a person. We had a member come down from Sacramento also. Nothing like true Norton people!

The Norton Watches came in and John passed them around. They came out nice folks. We have the people we need for the Club Man show, and Jim Carton got things squared away for the next meeting place. Thank you Jim.

The ride! Oh the ride! It was beautiful and warm and very Norton like. Among the beauties were Elvis's (Greg Braithwaite) Atlas, nostalgic little red bike. Bruce McGregor's cute A65 BSA, and Pat Monroe from Monroe Motors brought a Ducati red and racy. Well a Honda did sneak in but at least it was a dual

sport.(He's working on acheiving a Norton in his stable of bikes) The flying lady resturant was wonderful. All the green hills and scenery. Along the way. I lost a rear tum signal, well not lost I knew where it was. Hanging off by my rear wheel and muffler. Mike Vetter (the Honda owner) and Jim eventually cut the wire and I stuffed the signal in my jacket. We went over the hills, up Uvas road and some took the high road and the others took the low and we met up and headed towards Alices.

I bailed out about then. I was up there at 6:30 that morning. Over all the ride was great! None were lost, none broke down and the lunch was great! Remember this for next year guys! I wish to see more participants on this ride. Trust me you will enjoy it.

**Extra.....**Ken Armann will give a tech-talk at the Connecticut Yankee meeting, April 14th



**Maya, is that a red duck following you?**

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## Minutes of the March Meeting

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The meeting was called to order by President Maya Lai at 8:30 P.M. The venue this month was Harry's Hofbrau in Mountain View. My unofficial count was 31 members and guests present. There were 3 or 4 riders who weathered the weather and rode their trusty steeds to the meeting.

Gary Mean (sp?) and his wife were introduced. It had been a while since they had attended a NCNOC meeting. Marty S. and his friend Lea (sp?) from Sacramento were also present. Marty is president of the Sacramento Norton group.

Maya read the names of a few members who needed address changes so Grover could update the roster. These members were all known so the records can be updated.

The next meeting will be at The Connecticut Yankee in San Francisco. Several officers met last week for brunch at this venue and found the accommodations quite nice. Jim (our rides marshal), confirmed the meeting place with the owners. We will get a private room and we will be able to order off of the standard menu. The date of the meeting will be April 14th.

This month's ride will be The Flying Lady Ride. Everyone will meet at 1st and Highway 101 Sunday morning. Jim asked for a head count and got about 10 people who were going on the ride. (*I hope that number increases dramatically..editor*). Jim explained why the Easter morning ride can not be an official ride anymore due to legal problems. Andy also explained some of the details of the parks involvement and liability. We will have a ride Easter Morning starting at 5:45 A.M. at the corner of Van Ness and Market. This ride will continue north with possibly a trip up Mt. Tam after the park opens. *Further ride information*

*can be found later in the Notice.*

Duncan mentioned the Blessing of the Bikes event planned also for that day.

John Bria gave a report on the Norton watches. They will sell for \$38 to members and \$43.50 to non-members. More watches have been ordered in time to sell at The Clubman Show on March 27th. John also put out the word that we are looking into club jackets. An example of which would be leather sleeved wool jackets selling for around \$180 depending upon the number of orders. He also has ordered long sleeved dark blue T-shirts to offer to the club.

Duncan told us that we really should'nt raffle money at the Clubman's Show. We will be O.K. if we raffle items but money gets too close to gambling. The law doesn't like that!

Alan Goldwater is planning a trip to Alaska and would like a passenger to accompany him both to share the expense and for the company.

Marty from Sacramento told us that they have used the AMA to help alleviate the insurance problem for rides. For a nominal fee and a few AMA members, a one day insurance policy can be obtained. The reaction to this suggestion was mixed.

There was also going to be some Vintage Bike racing on March 20th. I didn't hear where this was to take place, however.

Lani won the 50x50 pot. She won an undisclosed amount of money.

The meeting was adjourned at 9:10 P.M. by Maya.

*Respectfully submitted,*

Alan Mueller, *editor and secretary*

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**Whazz Happ'nin**

...regional news of the NCNOC

**Peninsula Snooze**

by Jerry Jolliff

I feel sorry those of you who couldn't make the Flying Lady Ride. It was lots of sun, fast roads, good friends!!

Pat Monroe from Monroe Motors joined us as did Dave Kennedy from World Wide Trading Co. Pat was on a new M900 Duck and Dave was on his flamed Shovelhead. Both showed us they had put some miles "down".

Man, am I excited about our April 14th meeting at the Connecticut Yankee in my home town, or what? Scam from the scouts says the people there have bent over backwards to accommodate us, so let's take some Norton bucks and support them.

I want to apologize (and so does the editor) to Art, Berry and Bill at Alice's. The newsletter misprint of their names is due to my hard to decipher (aint it the truth..editor) my left handed scrawl. It came out in the Notice, Pat, Bill and Betty (I was close)..Oops!! We are still kicking around a "Norton Day" at Alice's but no dates have been set, yet.

**Scoop!** There will be a non club ride August 14th to Bethel Island. They are having a 50's bash (details later). A day of fun and sun. Car and motorcycle show. Enter if you like. Lots of food and grog. Bring a camera, lot's of sun screen, a hat and money. We race up and back. OK, we do stop occasionally, too. Air is free.. so let's get out in it, but don't forget your preflight. (Who has spell check?

**East Bay Report**

by Duncan Ferguson

Duncan was quite busy this month and promises to report back next month.

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*The editor received this posting from an anonymous donor. I realized that we have no South Bay Report. So I have included it. If anyone knows who this person is, please let me know !!*

**South Bay Report**

by Secret Admirer

I thought that I would ride with another

club to see what the difference might be. The ride was from Oakland to SF down the coast to Apple jacks for a beer. Well, My Norton was definitely different from the scores of touring bikes and Harleys that were there. In comparison, it was like a mouse and an elephant. Taking off for the ride, I stayed behind the tourers and stayed in front of the Harleys. Once in SF, barreling down the streets through Golden Gate Park thinking aha! One classic bike and what a beaut. resulted in me, of all the scores of bikes, getting a stinking rear flat. Embarrassing? to say the least. Well, the elephants continued and the Harleys were behind me so guess who stopped? What I heard was ( didn't you know you had a nail in your tire?) Golly gee! How many of you would race across the Bay Bridge if you had a 16 penny nail in your tire. I felt stupid and mad at the same time. Well, they did try to fix it with that inflate a date, oops, I mean tire. Good luck with that stuff. Norton still ran like crap so over the meadows and through the streets to grandmother's house I go. Dumped in the garage for future dealings, ended up on a Venture. What did I say about Elephants? There were plenty of bikes around and nobody recognized me. So the ride was succesful minus one classic Norton.

**Easter Ride!!**

by Jim Carton

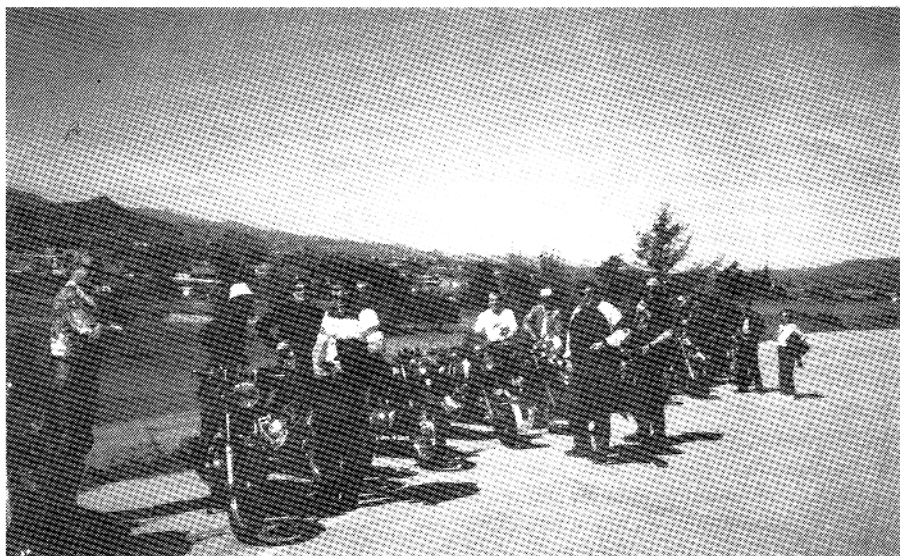
The traditional Mt. Tam ride has been cancelled due to mucho legal problems and over promotion. All good things must come to an end! Lynn Miller will lead us on a ride to Twin Peaks for Easter sunrise. Meet at the corner of Market and Van Ness Ave in S.F. at 5:45 A.M. Easter morning. The ride will continue to points north, possibly Mt. Tam at 7:00 when the park opens. Please be advised that if you go around the gate before 7 A.M. Mr. Ranger might be giving out citations (not Chevys) and have your ass off to jail. After that, The Lighthouse for breakfast. Then we have the option of meeting up with the BSA group for the Rallye de Milani.

**Remember!**, this is a Norton ride, so if you tell your Rice Burnin' buddies about this ride then there probably won't be a ride next year.

## The flying Lady Ride



What a turnout.....



View from the BRIDGE

by Alan Mueller, Editor

I would like to include this article by Eric Paulos. It came to me over the Brit-Iron mailing list. My "What does it take..." article will continue next week for those of you who can't wait!!

ALTERNATE SUBJECT: HOW BAY AREA PARKING AGENCIES SCREW OVER MOTORCYCLES

I'd like to bring attention to a major problem for urban motorcyclists. The issue is where does a motorcyclist park? Anyone who rides and has been into San Francisco has faced this question. Let me briefly walk you through your choices.

Option 1: Park between cages (i.e. cars, trucks, anything on >2 wheels). Benefits: "Minimally evasive" parking. That is, you occupy only the space that you need. In addition these spaces are quite easy to find.

Problems: Your motorcycle will definitely be smashed into the ground by some fool. It is not a matter of if, but when! Anyone who doesn't agree with this statement is invited to park their bike between cages in San Francisco for a few weeks. No fair parking on some dead end no traffic street. Legality: If by some divine intervention your bike does not get dumped, you will instead receive the infamous "Parking withing 3 feet of a marker" ticket. Yes, according to the city of San Francisco (and Berkeley by the way), it is against the law for any vehicle to be within 3 feet of the white street parking markers. This means that every car, truck, van, etc. in San Francisco must be parked with three feet of space on each side of them. Translating, there must be 6 feet of space between adjacent vehicles. Yea right! I think we all know who's being targeted with these tickets! Another blow to motorcyclists!

Option 2: Park taking up a whole parking space. Benefits: Chance of your bike being knocked over lessened. Problems: Difficult to justify to yourself that you're not an asshole for taking up a whole space with a motorcycle. It's also difficult to find such parking spaces

in San Francisco. To those of you who don't ride motorcycles, believe it or not this is the manner in which the city wants us to park. This means that if you were looking for parking in the Haight and saw ten spaces all taken up by a single motorcycle each, your should be proud that San Francisco has finally put its motorcyclist "in line." I've personally had several meter-people demand that I park my motorcycle so that it consumes an entire parking space or they would ticket me. Trust me, we don't want to do it! Legality: Completely legal, but do we really need to take up a whole space when it's already a nightmare to find parking in San Francisco?

Option 3: Park on the curb. Benefits: Chance of your bike being knocked over minimized. Also, leave free space on street for other vehicles to manuever and park.

Problems: See Legality. Legality: Frequent visits to City Hall to fight \$25 tickets. Some claim that motorcycles parked on the curb are serious sidewalk impedements. Assuming that motrcyclists use a little common sense not to block major thoroughfares, I don't see where there's a big problem since motorcycles occupy very little space. If parking on the curb bears a fine because it blocks part of the sidewalk, why aren't newspaper machines, trash bins (some much larger than any motorcycle), store signs, street vendors, etc., also cited? Why don't we just site people who stand on the sidewalk - aren't they taking up space, too?

The city government has continuously failed to realize that motorcyclists should be valued for providing an efficient means of urban transportation, in terms of fuel efficiency, minimizing urban traffic and freeing up parking by not consuming entire parking spaces. The State of California has even labeled motorcycles as HOV (High Occupancy Vehicles). Despite all of this apparent "good news" for motorcyclists, we have become the target of countless parking enforcement agencies. Hopefully, we can soon make some actual policy changes down at City Hall. Then we can work on the bridge tolls, red-light runners, etc.



## Nuts & Bolts & Odds & Ends

### The Rider Rally "Spring Festival" '94!!

We are having a party to celebrate the start of the Spring Riding season in California. This event has most of the components of our famous national Rider Rally, only on a smaller scale. **DATES:** Friday through Sunday, April 29 to May 1, 1994. **LOCATION:** San Marcos Camp near Lake Cachuma (Santa Barbara). **ACTIVITIES:** Camping, entertainment, guided tours led by Rider editors, self guided tours, poker run, hourly door prizes and Grand Prize Trailer totaling over \$5,000. **DIRECTIONS:** From the south, take the San Marcos Pass exit (Hwy. 154) off Highway 101 for approximately 15 miles, 5 miles before the entrance to Lake Cachuma. From the North, take Highway 154 exit off 101 near Los Olivos OR the Highway 246 exit off 101 near Buelton.

Your \$35 registration includes: 1) Unlimited admission and 2 nights camping in the San Marcos Camp. Use of all facilities. 2) Participation in the guided and solo tours which run Friday afternoon and Saturday. 3) Admission to seminars, awards ceremony, poker run, entertainment, hourly door prizes, Saturday continental breakfast and Saturday evening barbecue. 4) Spring Rally pins for the first 500 registrants. **If interested write to Rider Rally "Spring Festival", 3601 Calle Tecate, Camarillo, CA 93012**

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### Northern California Motorcycle Festival

The 5th annual Northern California Motorcycle Festival at a new location, Laguna Seca, Monterey. This festival used to be at The Casa de Fruta. Greg Scheid and Associates present the 5th annual edition of this festival. It will be held at the Laguna Seca Raceway and Recreation Area in beautiful Monterey. In 1993 there were over three thousand motorcyclists attending the show. This year they are expecting over four thousand motorcyclists looking for new and used parts and accessories. There will be three types of vendor spaces available: 1.) Preferred spaces...these are for M/C dealers and accessory stores to show and sell their products. \$125 for each space. 2.) Swap spaces.... 10' by 10' and are for individuals and companies selling old parts, collectable motorcycles and other swap meet type stuff. The cost for these spaces is

\$50. 3.) Used motorcycle area.....\$15 for each motorcycle entered to be sold. For registration call Greg Scheid and Associates, 124H Blossom Hill Rd. #438, San Jose, CA. 95123 or for more information call (408)972-8063.

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### Nortons at Daytona!!

For those planning to do Daytona this year the N. Florida Norton Owners are having their annual turn six party at the Speedway on Vintage day Monday March 7th. Stop by and say hey. Also Tuesday the 8th the Georgia chapter is hosting NORTONA at Flagler beach. Take 16th street from the coast highway to the end and turn left. See Y'all. Thanks, **Pete Serrino.**

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### The National Norton Rally !!

Lou Caputo called the Norton hotline (INOA — (404)969-8795) and the dates for the National Rally are June 22-26 near Rapid City, SD. Final plans not firmed up but club members might like these dates for planning. He said he was going to try and go.

**The hotline** might be a good way for you to get some up-to-date news on what's happening. The number will be changing soon according to the message but the phone company should supply the new number.

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### The 2nd Annual Out for Blood Ride !!

In conjunction with Stanford University Blood Bank, Peninsula Blood Bank, Irwin Memorial Blood Centers and Contra Costa-Alameda Blood Centers, the Hells Angels M.C. of Daly City are presenting this ride. If interested you are asked to donate blood at any of the above blood centers between March 21st and April 2nd during office hours. You must specify your donation to go to the "Hells Angels 2nd annual out for blood drive". Retain your donation receipt in order to attend a party with food, beer and music on them at the Hells Angels Clubhouse on April 2, 1994 at 3:00 P.M. 'til whenever.

The clubhouse is located at 886 Green Street, East Palo Alto. There are eligibility guidelines so check with the blood bank if there are any questions

## WANNA BUY A WATCH ?

- **N.C.N.O.C. Members ..... \$ 35.00 + tax**  
**(that's \$ 38.00 in round numbers)**
  
- **All Others ..... \$ 40.00 + tax**  
**(that's \$ 43.50 in round numbers)**  
– *For the mathematically challenged, joining the club would only cost \$14.50 and you'd get a full year of our newsletters !*

**WHAT A DEAL !!!!**

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**The Northern California Norton Owners Club** has decided to have some Norton watches made up. They have a black band, a 1 1/4" yellow bezel with the Norton name in a green ball. We will be selling them by mail, at club meetings, and at the Clubman's show. The price is \$40 plus tax. We're rounding it to \$43.50. N.C.N.O.C. members get them for \$35 plus tax (or \$38).

For the mathematically impaired, that gets a years membership cost down to \$14.50 which also gets you 12 copies of one of the best newsletters in the country. If you'd like to order one, send a check payable to **N.C.N.O.C** to me at **1801 Howard Avenue, San Carlos, CA 94070**. We'll absorb the mailing cost. We'll start shipping right after the Clubman's show.

P.S. There is also a smaller dial version that we may order if there is enough interest. It's bezel is 15/16".

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## Norton Street Bikes Making a Comeback

By Imbert Matthee (Seattle Post-Intelligencer)  
Saturday, February 26, 1994

**Seattle** - Remember Norton? No?

Just ask an uncle or your dad.

If a twinkle appears in his eye, he either owned one, knew someone who did or dreamed of buying one some day.

Norton, a well-known name in British street and race motorcycles, disappeared from the U.S. market nearly 20 years ago, the victim of noise pollution regulations and Japanese competition.

But the bikes, which are still made in England, are about to hit the American road again and their journey will start in Seattle.

However, the critics predict the road to be rocky.

Pakie Plastino, 45, a wealthy self-made entrepreneur, had a dream of owning a British motorcycle when he was a teenager growing up in Seattle.

Now he has bought the rights to make and sell the motorcycles in the U.S. and Mexico.

Norton Motors, Inc., his 30 employee company, will begin importing two Norton models this spring: the Commander, a 588-cc street bike that retails for \$13,000 to \$15,000, and the F-1, an eclectic \$18,000 to \$21,000 racing machine - the kind some people in the business call a "crotch rocket."

By next year, the company expects to bring in 2,000 bikes from Norton factories in Staffordshire, England. The number of Seattle employees will double to 70.

In two years, Plastino wants to have a network of 250 dealers nationwide. He is already working on in-store display designs that include an array of 30 locally embroidered accessories - hats, jackets, T-shirts and the like.

In the beginning, the merchandise for those "who want a Norton but can't afford one" is expected to account for at least half the company's sales, he says.

Norton Motors Inc. is also looking for a 15,000-square-foot plant north of Seattle to begin final assembly of the bikes this summer and wants to launch racing teams in the U.S. next year.

Depending on how they go over, the company could be manufacturing entire bikes somewhere in Western Washington by late

1996 or early 1997, creating 1,500 to 2,000 jobs, Plastino says.

Norton may even reintroduce the Commando, the twin-cylinder road bike whose throaty piston engine, smooth handling and sturdy light frame made it a popular model during the late 1960s and 1970s, he says.

"A lot of people would like another street bike," Plastino says. "Baby boomer are now mid-life-crisis professional guys. Many want a motorbike, but they may not want a Japanese model."

But even as a wave of nostalgia, led by the renaissance of Harley-Davidson, sweeps the market, opinions are mixed about the potential success of Norton.

Its British plants have been teetering on the brink of bankruptcy for years and were only recently bailed out by Canadian Nelson Skalbania, who sold Plastino the U.S. and Mexican rights.

Norton enthusiasts predict the models, which have unique rotary engines and are known in racing circles as some of the best performers, will catch on quickly here.

British and other European motorcycle names such as BSA, Triumph, BMW, Ducati and Moto Guzzi carry among bike buffs the mystique of styling, engineering and performance that Mercedes, BMW, Porsche and Ferrari have among car enthusiasts.


Norton fans argue that if the bikes themselves don't sell well, the merchandise bearing the Norton logo probably will.

"If the factory can keep going and produce bikes at a reasonable cost, Norton will be well-received," said Steve Neal, President of the Northwest chapter of the Norton Owners Association, which has about 4,000 members in Washington, Oregon and Idaho.

Most observers agree that the time to introduce new bikes is good.

After years of decline, demand for motorcycles is expanding, although it may never reach the lofty levels of the early and middle 1980's before the rise of the Japanese yen priced imports out of many consumers' reach.

In 1984, the industry sold 690,000 new motorcycles, according to the Motorcycle Industry Council.

Continued on the next page 

**Dr. Norton: by Ken Armann**

*Basic "stuff" -that's what the editor asked me to write about (when he roped me into doing this)!! Everybody has "unique rituals" with their machines and as a general rule some of mine are the pre-ride and the post-ride rituals.*



**Pre-ride:** Oil - use good oil and change it often, say, every 1500 miles and change the filter at least every other change. Try to keep the level 1/2 way between full and low.

**Tires:** Air "escapes" so check 'em. I like Avon AM18 Super Venoms @ 30 lbs front/32 lbs. rear (+/- passengers or added weight). The K81's get hung up in the rain grooves and wobble.

**Shocks:** Reset the pre-load when carrying an extra load (this should save chain life as well).

**Rear chain:** At the "tightest spot" with the load on the seat and the bike on the wheels

.....  
**NORTON COMEBACK !!**

.....continued from page 11

By the time the yen started rising against the dollar in 1986, the supply of good used bikes had swollen to 7 million, offering many buyers an alternative to the dealership sticker shock that followed, says Don Brown, president of D.J. Brown an L.A. based consultant firm.

By 1991, new bike sales had fallen to 251,000; they have since recovered slightly to 260,000 in 1992 and 276,000 last year, according to council's figures.

The upward trend likely will continue. Since the average street bike is now about 11 years old, many riders will need to replace theirs in coming years.

"Add to that the many technical improvements manufacturers have made and the U.S. market for new bikes is beginning to look good again," Brown says.

Despite a decline in their sales in recent years, Honda, Yamaha, Suzuki and Kawasaki

there should be about 3/4" play +/- 1/4".

**Clutch:** Make sure you "clear it" before you start the engine!! Pull in the clutch lever and stroke the kickstart arm - it should move without much resistance. With the electric start (assist) hold in the clutch lever while depressing the start button relieves some drag.

Make sure you clean the face shield and glasses well before you start - this really helps!

Whenever you ride in a group, make sure that you can see the face of the person in front of you in his mirror. If this happens there is a much better chance that he can see you.

After the ride (post-trip) check all of the above again and fix any problems immediately. The best time to lube the chain is right after the ride while the chain is still warm.

**Good luck and keep Laffin' and Smilin' 90 minutes out of every hour!!**

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 have 30, 18, 15 and 14 percent respectively of the U.S. market. Harley-Davidson's annual sales of about 55,000 bikes accounts for roughly 18 percent.

To make matters more challenging for Norton, the company will have to compete against another British motorcycle reintroduced in the U.S.

Remember Triumph? Triumph will come out with nine different 750-cc to 1200-cc models for the U.S. and Europe, and is spending hundreds of millions of dollars to make a splash in the market, Brown says.

"Norton's got a rough road," he says. "I don't think the name is going to be enough. Even in the good old days, Norton had a good reputation but never sold a lot of bikes in the United States.

GOOD LUCK!!

## Ride Report - Flying Lady Ride

by John Bria

*If you can't stand reading about wonderfulness, stop reading now! This ride is one of my favorites but this year's version will be hard to beat.*

We left Coco's ( 1st Street @ 101 ) with 17 riders on 15 bikes ( 11 Nortons, 1 BSA, 1 Ducati, 1 Honda, 1 Harley ). Merrick led us down 101 to East Tully road and we ended up on San Filipe and Metcalf Roads for a really nice twisty ride through the countryside. Another short section of freeway got us to the Flying Lady. The Gold Wingers were meeting there as well and outnumbered us substantially. After a really great brunch 14 bikes ( Tom D would rather ride than eat and decided to head off on his own ) headed out around Chesbro and Uvas Reservoirs and across Mt. Madonna. To this point, the only casualties were one of Maya's turn lights and a delay caused by the bozo who was leading the non-dirt contingent on the alternate path to Redwood Retreat Road. A really interesting section going down the hill from Mt. Madonna with tight, narrow downhill turns that remind one quickly of the weakness that most of us have learned to tolerate in braking. At

the stop just outside of Corralitos, Pat Munroe allowed Maya and Jim Carten to try his M900 (Il Monstro). Both came back with a new case of lust particularly commenting on the brakes!). I fall in love too easily to even think about a ride after looking at and hearing the Ducati. The original plan was for us to return via Eureka Canyon road but it was reported to be closed due to a rock slide. At this point, Maya and her friend on the Honda went their own way and the rest of us headed for Highway 1 through Freedom, coming back up the hill on the Soquel-San Jose road



with the formal part of the ride ending at Summit Road and Highway 17. Lou Caputo left us at the Soquel exit and I dropped out to visit a friend just short of the summit ( after a long day, a couple of beers in his hot tub looking out over Monterey Bay was just

what the doctor ordered). Did I mention the weather? I guess the thing that kept the day from being a 10.0 was the fact that whenever we stopped, it was just a bit warm in leathers. The temperatures were in the mid 70's to low 80's all day - not bad for March 13th! Merrick and Jim did a great job of keeping the group together and watching for stragglers.

**Thanks for a great ride guys!**

The following list was compiled by Graeme Harrison, Dave Cooper, Jeff Achenback and Chuck Stringer. This list was sent to the Brit-iron computer list.

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**NOC Member Profile**

*Name:* Ron Douglas

*Age:* "40+"

*City Resident:* Fremont

*Marital:* Married, one daughter, one granddaughter

*Occupation:* Supervisor (technical support), Pacific Bell

*NOC Member since:* 1993

*How first became involved with NOC:* "One of Maya's coworkers put her in touch with me."

*Club offices held (years):* None yet.

*Norton(s) owned, described:* '69 Commando 750 Interstate (originally a roadster), had it since 1976.

*Other makes of motorcycle:* None.

*What first interested you in the Norton?* "A friend had one, sold it to me for \$300!"

*Other hobbies/interests of note?* Astronomy, guitar, toys (e.g., my Volvo).

*Favorite motorcycling road/ride:* Any road; commuting relieves stress.

*If you could redesign the Norton, what one thing would you most want to change? How and why?* "Make it more reliable—Lucas."

*Favorite/most embarrassing episode on a Norton?* A frozen engine at 60 mph on I-80, near Dixon.

**5th Gear**

For those Norton riding enthusiasts interested in previewing the '96 sites in and around the Quincy area, I humbly suggest the Memorial Day weekend would offer the best opportunity for participation. (Jim C., your favorite road is only the first leg) Obviously a ride such as this should be of special interest to the officers and planning committee for '96.

Once again my home and grounds are available to service your needs. Other accommodations can be made at the Union Hotel in La Porte (916-675-2525), Best Western Grand Manor in Oroville and there are some nice Victorian bed and breakfast places on Montgomery St. in Oroville. I'll be camping at Buck's Lake. Forest Service and P.G.& E. campgrounds are at \$7 - \$9 per night. There are also motel rooms and cabins available. Call (916-283-2262) for more details at Buck's Lake Lodge.

Bottom line - We'll be leaving the Cornucopia Restaurant next to the Shell Station at the Montgomery St. exit of Highway 70 in Oroville at 10:00 A.M. Saturday morning, May 28th with a lunch tentatively planned for Greenville. Call Jim Carton or myself at 916-675-0841 for more details and information. ON A WING AND A PRAYER!

*Farmo*



*Bob DiMascio*                      *Carol DiMascio*

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## THE RIDE WAS THE THING

by Andy McKerral

Another unique Northern California tradition has succumbed to the same fate as the 29¢ gallon of gas, the 5¢ Coke, the 35¢ pack of smokes (or smoking, for that matter...). The one ride that I personally looked forward to for the last several years has been put to rest, and I offer this missive as a wake in the hopes that others who have attended it in years gone by will celebrate with me their memories of that wonderful, unique experience that was the Mount Tamalpias Easter Morning Ride.

The best description of what it was like to participate in this event was, for my money, written by Mike Burnham in issue number 156 of the Norton Notice for April of 1991. His description was totally accurate. My take on it all was that this ride had been going on for so long that it was almost like ringing the bell in front of Pavlov's dog- Easter was right around the corner, and so you knew that you had to get the old piece of shit ready for the beginning of the riding season. You actually set aside the money to change the oil, rebuild the friggin' carbs- **again**- get the headlamp to actually force electrons through that greasy Lucas filament, and lube up the chain with something that would get you up Mount Tamalpias and down to the Lighthouse with hopefully little trouble... but let me tell you, brother, the risk was worth far more than just a few bucks.

Could Mean Marshall have known what a wonderful thing he started when the first Easter Morning Ride went up to Mount Tam 18 years ago? I have a sneaking suspicion that the savvy old sod knew all too well, which is probably why he bowed out of the gig when he did; after all, any biker knows that when the government figures out that too much of a good time is being had by too many people, it then becomes necessary to either insure it or tax it out of existence.

What bothers me about the demise of this event is that in spite of the thousands of participants who attended it over the last several years, there were no serious incidents of wanton vandalism, few if any moving violations cited (in spite of the fact that all the municipal law enforcement agencies were notified in advance of this event), few breakdowns and no littering citations filed. The Mount Tam Easter Morning Ride was not just an excuse to just be somewhere besides a church on Easter Sunday Morning... it was a rite of passage from the dreggs of Winter into the wonderful promise of Summer for people who love motorcycles and the San Francisco Bay Area. In truth, it was our motorcycling version of Woodstock.

How can you pass along to your kids the memories of a ride that climbed 3,300 feet over the San Francisco Bay with the light of the full moon setting over the Pacific Ocean as the new day was born at the crack of a salmon dawn? Or how about the gal who wore the electric Easter Bunny ears passing chocolate kisses out to the riders before the morning light was too strong to see her? Or the hundreds of thermos jugs exchanging tea, coffee and hot chocolate? And then there were the bikes- hundreds of them- the mundane, the unusual, and the truly weird bikes like the Russian Zin with a side hack or that magnificent old Panther, or the Brough Superior? What about that crazed fanatic who rode

all night from Sacramento just to meet up with the East Bay contingent to head up "the hill"? Then there was that State Parks gal with the sweet smile and the cute figure who would say (year after year), "Omgigawd, this really is a serious happening?!" What about those folks at the Lighthouse in Sausalito who yearly divvied up their delicious "special" for breakfast... especially after a bone-chilling ride that often started at 2:00AM? And then afterwards, there was the typical Fred Twigg/Mike Burnham romp through **northern** Northern California that celebrated one rebirth with another?

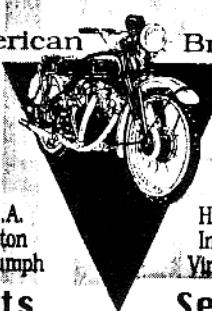
It was an event that hundreds of us throughout the San Francisco Bay Area celebrated for days in advance, and relished for months thereafter. Times have indeed changed, and everyone who experienced the magic of the Mount Tam Easter Morning Ride will remember when there were so many bikes at Tam Junction at 5:15 AM, you couldn't hardly move without saying "good morning" until you were practically hoarse- and folks, that was an experience in itself. I'm certain that I'm not the only one that will miss it, and I feel fortunate to have attended the last one.

It's to Lynne Miller's credit that we were afforded a few more years of this experience after Marshall stepped aside. For those of us who made the final run and remember the magic, we owe him our gratitude for the time and trouble he took to keep it going for as long as he could.

And finally, to Mean Marshall- thanks for starting it all. It was good for me, too...

Andy

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**FOR SALE:** '75 MK III 850 Roadster, Gilmer Primary drive, single 36mm Amal carb; H4 Headlamp, Dunstall 2 into 1 into 2 exhaust, Grimeca front Master Cylinder, -3 braided hose. \$2500 or...**FOR SALE:** '68 P-11A Ranger, mostly original appearing. Matching frame, engine and G/box Serial Numbers. Non original stuff: very hot photocell triggered ignition and Marzocchi twin disc front end off Ducati, -3 braided hose, Grimeca master cylinder. Needs one-off T-stem made; installed item is Mickey Mouse. Includes COMPLETE spare P-11 engine with engine plates and

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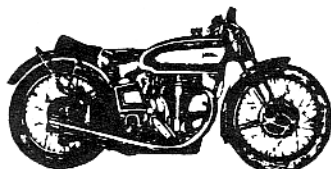
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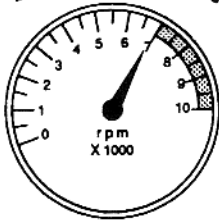
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