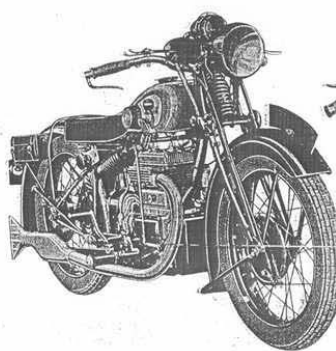
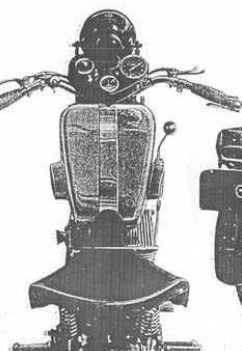


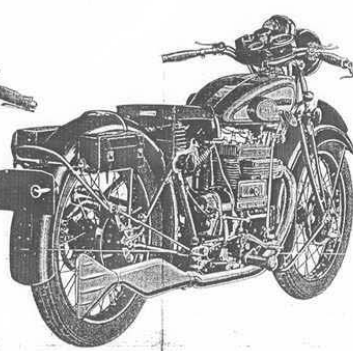
# WHICHEVER WAY YOU LOOK AT IT



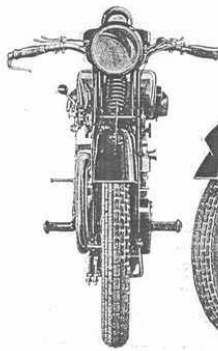
This impressive view shows clearly the detachable cylinder head of the engine and the location of the springs and the hand adjusters for both front and rear springing systems. Remember that the rear spring frame contains no parts which can possibly wear and requires no lubrication whatsoever.



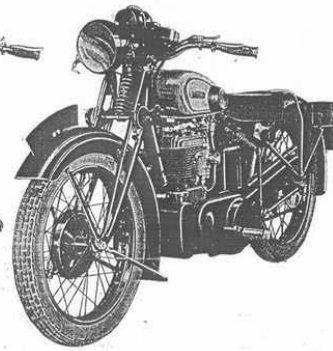
Note particularly the handsome instrument panel carrying the speedometer, ammeter, lighting set switch, ignition switch, steering damper control, and switch for indirect illumination of the instrument. The electric horn is mounted in front of the panel while on the left handbar will be seen the control for the dipping beam headlamp.



Note the shaft driven magdyno, enclosed valves, the heavily finned cast exhaust branch, the handsome chromium plated tank, and the large diameter chromium plated exhaust pipe with its remarkably efficient detachable silencer and fish tail.



Note the bold appearance and suggestion of latent power in this front view of the "Silver Arrow." The two finger adjusters for the interconnected front brake are clearly visible.



See the oil tank which carries the supply for the dry sump lubrication system, and the flange mounted carburetter which feeds into a cored passage between the two cylinders, thus assisting vapourisation of the petrol. Note also accumulator mounting beneath the saddle and large-diameter front brake.

## SPECIFICATION

**ENGINE**—The "MATCHLESS" VIBRATIONLESS MONOBLOCK-TWOCYLINDER IN-VALVE FOUR-OVERHEAD ENGINE comprises the unitary, simplicity and accuracy of an ordinary Hottel-type engine with the very latest features of high grade steelwork, engine design. The two cylinders are set at an angle of 180 degrees and are connected to the crank by connecting rods which are cast in one piece. The crankshaft is cast in one piece and carries the whole of the crankshaft and is so designed that by the removal of a few accessible bolts it can be tilted to its exact position and all four valves, making disassembly and valve grinding a very simple matter. Two separate chains run one from between the cylinder head and the cylinder block. The combustion chamber is of the very latest design low stroke, which shows of high power output without fear of overheating. The combustion chamber is extremely efficient and the whole assembly is extremely stiff with parallel fitting cranks, large mainshaft and heavy webbed flywheels to give good slow running. The exhaust is carried on a double size roller bearing on the driving side and on a roller bearing on the other side. The side valve system is operated by two connecting rods. One rod is driven from the mainshaft, the other from the mainshaft through a cut type overhead gear. The exhaust pipe is made of the very best material and is easily removed. The valve gear is fully enclosed, the valve chamber being closed by a readily detachable oil tight cover. The valves and tappets work under the best possible conditions with perfect lubrication.

The carburetter is attached to the rear side of the engine and feeds the two cylinders through an internal cone passage in the cylinder block. The carburetter is of the very latest design and is fully adjustable. The exhaust pipe is of the very latest design and is easily removed. The engine is absolutely vibrationless and is so designed that it can be tilted with ease by a hand. The engine is fully enclosed and is easily removed.

**LUBRICATION**—Dry sump lubrication by a comprehensive DRY SUMP SYSTEM. Oil is carried in a large pressure steel oil tank of great strength located in the front of the motorcycle. A horizontal duct, incorporating oil pump is built in the engine crankcase and driven direct from the crankshaft by special gears. The end of this pump is a clean oil cup and the oil tank and valve is under pressure in the crankcase. From the oil tank the oil is drawn into the crankcase, and is so designed that it is fed into the engine through a special passage in the crankcase. The oil is drawn into the engine through a special passage in the crankcase. The oil is drawn into the engine through a special passage in the crankcase.

**IGNITION**—Latest high tension magnets situated in a protected position behind the engine and driven from the crankshaft through a flexible coupling. The magnets are held in position by a quick release strap. Can work on handbar, or on foot pedal.

**EXHAUST SYSTEM**—Large diameter exhaust pipe with large detachable silencer and detachable fish tail, all chromium plated tank.

**GEARBOX**—Three-speed Torque-A-Max counter-shaft gearbox with separator.

**CLUTCH**—Latest type dry plate with hand control.

**TRANSMISSION**—By chain throughout, both chains being indirectly protected from mud and dust by automatic covers. A special adjustment system is provided for the chain in the front chain, this chain being directly lubricated by the engine.

**HEADLAMP**—Two-lens semi-automatic reflector with glass lens to give sharp cutting and accurate stop in set back. Two lens units in operation.

**FRAME**—"MATCHLESS" PATENT SPRING FRAME PROVIDING REMARKABLE STABILITY FROM FRONT WHEEL SHOCK. The main frame is built behind the rear axle and covers against the motion of the front wheel. The design ensures absolute lateral rigidity and freedom from side sway, while adjustable shock absorbers are provided which enable the rider to adjust the springing system to suit varying road conditions while the machine is in actual use. There are no parts which can possibly wear and so cause side play or "slop"; the main pivot bearings being fitted with indelible "D" bushings. "D" bushings are manufactured on the latest "Diamond" lathe.

**TANK**—Exhaustive proved steel all welded saddle tank for petrol only, fitted with large check valve tank petrol filter cap. Tank finished in scratchless chromium plating with white soft smooth and black borders. Paint capacity approximately 4 gallons. Separate oil tank, capacity 1 pint.

**SPRING FORKS**—Latest type "Matchless" spring forks with best steel in stock, specially bent shock bearings and large shock absorbers adjustable while riding.

**STEERING DAMPER**—"Matchless" steering damper adjustable by means of a small chrome knob above the handlebar is included in the specification.

**HANDLEBARS**—Adjustable for angle and fitted with rubber grips.

**FIFTEETH**—Covered with thick rubber.

**WHEELS**—Built with heavy gauge button spokes and carried on taper roller bearings.

**TYRES**—"Semi-slick" tread with a grip. Typhons of 27x3.50 at 12 or 16 S.P.A.

**BRAKE**—"Matchless" air brakes on both wheels, operated through SPECIAL INTERCONNECTING GEAR, by one brake pedal with finger adjustment for proportion of effort applied to front and rear wheels. Hand lever operating front brake only provided for emergency use.

**SADDLE**—Light weight "leather" spring seat saddle with roll back edge mounted on long compression springs.

**STANDS**—A spring type stand is fitted beneath the petrol, or bracket that the machine can be lifted on it practically without effort. An additional front stand which is also fitted.

**MUDGUARDS**—Large "D" bottom mudguards are fitted front and rear. The rear mudguard is built into the saddle so that the one person can quickly detach should they require be necessary.

**LIFTING HANDLE**—A convenient hand hold stay is provided for lifting the machine on to the stand.

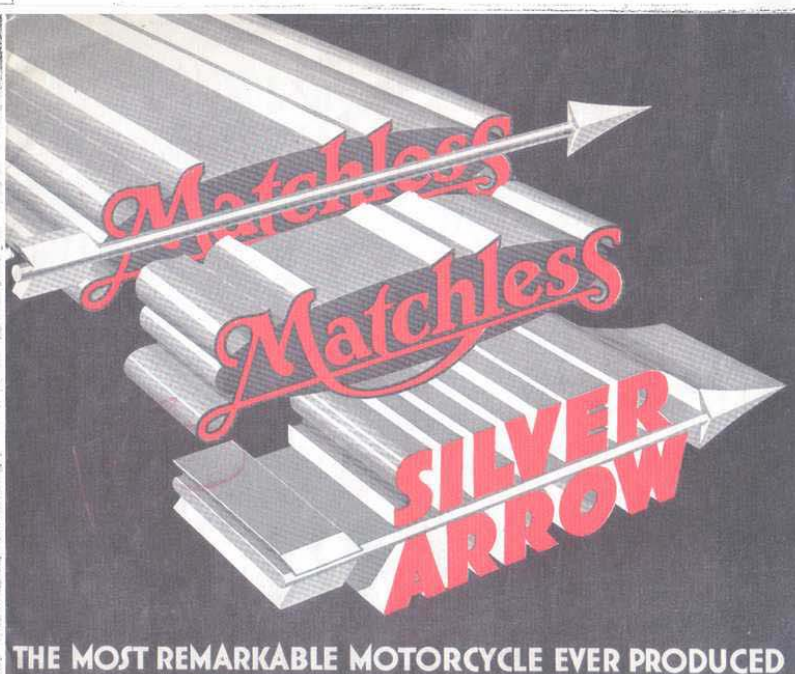
**LUGGAGE CARRIER**—Detachable luggage carrier 15 lbs. extra.

**FIFTEETH**—Included in standard specification.

**FINISH**—Petrol tank finished in scratchless chromium plating with black and white borders. Frame, mudguards, etc., spot-matched black. All small parts not specified or chromium plated are reaction black gun finish. (Black and white enamelled petrol tank as option in place of chromium plated tank).

**EQUIPMENT**—Set of tools, tyre pump, grease gun, and instrument book.

**INSTRUMENT PANEL**—Electrically operated machines are fitted with a handpiece, instrument panel above the handbars carrying the following: speedometer, speedometer, fuel, and lighting. The speedometer and ammeter are provided with indirect illumination by electric wiring, controlled by a small button switch. An accumulator is mounted in front of the panel.



## FOREWORD

Here, in the Matchless Silver Arrow, is a motor cycle which is as silent, as smooth running and as comfortable as a high grade motor car. Possessing every good feature of previous types of motor cycles, including moderate cost, handsome appearance, handiness, rapid acceleration and high maximum speed, its absolutely vibrationless engine, its extraordinarily comfortable spring frame, and its exceptionally easy starting place the Silver Arrow in a class by itself. Here, indeed, is a motor cycle which shatters all preconceived ideas of what a motor cycle should be, which reaches beyond and above previous ideals of motor cycle design, setting up an entirely new standard of comparison.

Three years ago Matchless dreamed of this machine; since then Matchless Designers and Engineers have worked on it—tested it—proved it—thousands and thousands of miles road testing over good roads, bad roads and no roads at all. To aim at an ideal so far in advance of current practice is a tremendous proposition—to have succeeded as we know we have, is to realise that the new Matchless Silver Arrow is one of the greatest achievements in motor cycle history. Let the Designer, Mr. Harry Collier, T.T. Winner, Twenty-four hour Record Breaker, with over thirty years experience of motor cycle manufacture, speak for the Silver Arrow in his own words. Mr. Collier says:—

"Many critics of motor cycle design believe that the only way to improve anything is to destroy it utterly, and then laboriously to rebuild it on fundamentally different lines. Every attempt to do this in the past has failed dismally, because the general principles of modern motor cycle design have been definitely established by the law of 'Survival of the fittest,' and all attempts to alter such principles are doomed to failure.

"The basic idea in the design of the Silver Arrow was to take the best of proved current

practice, and on this sure foundation to build a refined design, which, while sacrificing none of the good qualities of current practice, would eliminate every undesirable one.

"The design was developed to the ideal of combining the moderate cost, handsome appearance, handiness, acceleration and speed of the best previous designs, with the silence, smoothness, safety, easy starting and comfort associated with the highest grade of multi-cylindered car; to what extent this ideal has been achieved in the Silver Arrow, I confidently leave to the judgment of motor cyclists throughout the World."

Here then, in the Silver Arrow, is the Silent Motor cycle at last. Here is Perfect Spring Frame Comfort, as restful, as easy riding as a high powered limousine, a smoothness as comfortable as an armchair. Here is a flashing acceleration which leaves traffic far behind, a responsiveness to throttle control, a flexibility which amazes. Here in the monoblock engine of the Silver Arrow, is silent surging power, with a speed capacity in excess of 65 miles per hour, a comfortable cruising speed of over 50 miles per hour for the fast rider, or a smooth vibrationless crawl for the potterer. Here, indeed, is a motor cycle which leads the World.

We present the Matchless Silver Arrow to the Motor cycling world with the pride born of great achievement—we know it to be the most outstanding contribution to modern motor cycle advancement ever made, and we are confident that it sets a standard of value absolutely unequalled. We repeat—the Matchless Silver Arrow is as silent, as smooth running and as comfortable as a high grade motor car.

Matchless Motor Cycles (Colliers) Ltd.  
 PLUMSTEAD ROAD LONDON, S.E.18

\*GRAMS AND CABLES \* COBES \* PHONE:  
 "Matchless, Woolwich." A.B.C. 5th & 6th Eds. & Bentley's. Woolwich 1010

**THE**

# MATCHLESS



**THE MOST ASTOUNDING  
ADVANCE IN MOTORCYCLE  
CONSTRUCTION THAT HAS  
EVER BEEN ACHIEVED**

The Motor cycle that is as silent, as smooth running, and as comfortable as a high grade car.

The vibrationless monobloc twin engine, spring frame adjustable whilst riding, prop stand, dry sump lubrication, chromium plating, interconnected brakes, and a host of other advanced features place the "Silver Arrow" in a class by itself.

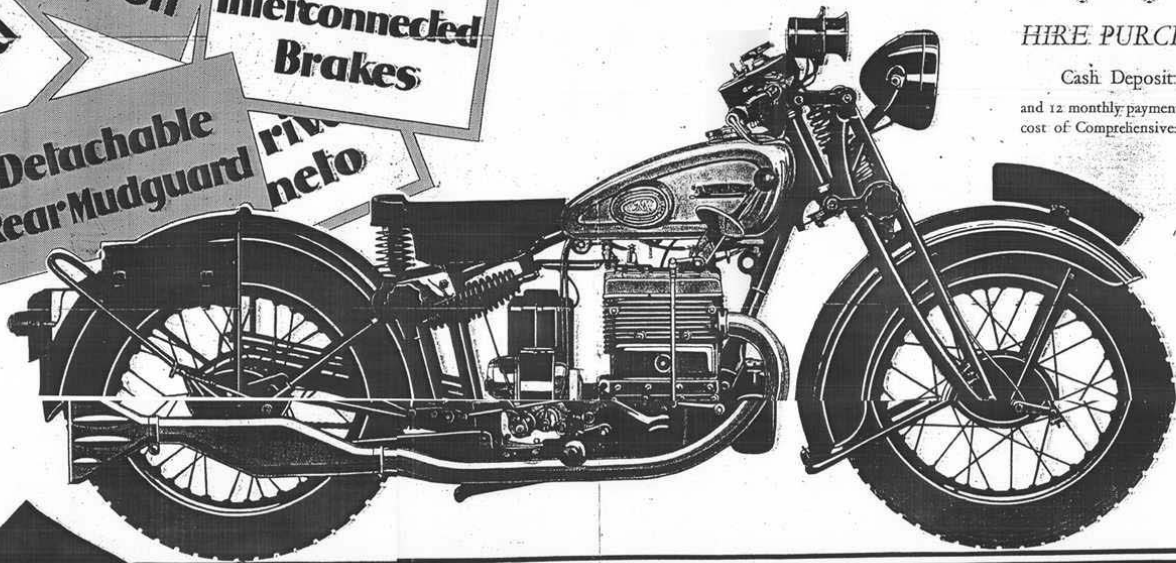
Any Matchless dealer will be pleased to demonstrate the "Silver Arrow" and arrange a trial run.

### HIRE PURCHASE TERMS

Cash Deposit: **£13 15s.**  
and 12 monthly payments of **£4 5s. 1d.** including cost of Comprehensive Insurance Policy.

### EQUIPMENT PRICES

Lucas Electric Magdno Lighting Set, Electric Horn, Gear-Box drive Smith Chronometric Speedometer, and instrument panel.  
**£8 2s. 6d. extra.**  
Detachable Luggage



**PRICE  
£55**

- An absolutely vibrationless Engine
- Extraordinary Comfort
- Spring Frame Adjustable while driving
- Marvellous flexibility
- Exceptionally Easy Starting
- Remarkable Silence
- Chromium Plating
- Dry Sump Lubrication
- Interconnected Brakes
- Prop Stand
- Detachable Rear Mudguard

- Monobloc Twin Cylinder Engine
- Illuminated Instrument Panel
- Spring frame
- Totally enclosed Valves and Valve gear
- Direct Drive Magneto
- Car Type detachable Cylinder head
- Silently vibrationless Engine

# SPECIFICATION



**ENGINE**—The "MATCHLESS" VIBRATIONLESS NONVALVE engine with the very latest features of high grade of alloy castings, the reliability, simplicity and accessibility of an ordinary Motorcycle engine. The engine is equipped with a special "MATCHLESS" timing system, formed in one very stiff cylinder casting, provided with large and suitably designed cooling fins. The timing is adjustable, and the removal of a few accessible bolts it can be lifted off to expose both pistons and valves. The timing is adjustable, and the removal of a few accessible bolts it can be lifted off to expose both pistons and valves. The timing is adjustable, and the removal of a few accessible bolts it can be lifted off to expose both pistons and valves.

The two connecting rods work in a special "MATCHLESS" design, without fear of "pinning" or over-loading. The two connecting rods work in a special "MATCHLESS" design, without fear of "pinning" or over-loading. The two connecting rods work in a special "MATCHLESS" design, without fear of "pinning" or over-loading. The two connecting rods work in a special "MATCHLESS" design, without fear of "pinning" or over-loading.

**LUBRICATION**—Engine lubrication is by a comprehensive DRY SUMP SYSTEM. Oil is carried in a large pressed steel oil tank of great strength. The oil pump is built in the engine crankcase and driven direct from the crankshaft by spiral gears. One end of this pump is the crankshaft and big end bearings, to both cylinders, and to the timing gear. Excess oil is carried to the timing pump and returned to the tank, where it is cooled and circulated again. There are no external oil pipes in the system, neither are there any oil leaks. The oil tank is fitted with a special "MATCHLESS" oil filter cap, which is removed when the oil is to be changed.

**EXHAUST SYSTEM**—Large diameter exhaust pipe with large detachable silencer and detachable tail, all chromium-plated. The exhaust system is a special "MATCHLESS" design, without fear of "pinning" or over-loading. The exhaust system is a special "MATCHLESS" design, without fear of "pinning" or over-loading.

**CLUTCH**—Latest type dry plate with hand control. The clutch is a special "MATCHLESS" design, without fear of "pinning" or over-loading. The clutch is a special "MATCHLESS" design, without fear of "pinning" or over-loading.

**TRANSMISSION**—By chain throughout, both chains being efficiently protected from mud and dust by adequate guards. A special adjusting device is provided for the front chain, and the front chain is also being positively lubricated by the engine.

**MUFFLER**—The latest anti-sonic muffler, constructed with alloy sheet to give easy starting and handle easy to set. The muffler is a special "MATCHLESS" design, without fear of "pinning" or over-loading. The muffler is a special "MATCHLESS" design, without fear of "pinning" or over-loading.

**FRAME**—MATCHLESS PATENT RIGID FRAME PROVIDING MAXIMUM STABILITY AND COMFORT. The frame is a special "MATCHLESS" design, without fear of "pinning" or over-loading. The frame is a special "MATCHLESS" design, without fear of "pinning" or over-loading.

**FORKS**—Latest type "MATCHLESS" spring forks with best adjustable whiffle-riding. The forks are a special "MATCHLESS" design, without fear of "pinning" or over-loading. The forks are a special "MATCHLESS" design, without fear of "pinning" or over-loading.

**STEERING DAMPER**—Matchless "MATCHLESS" steering damper, built in the front fork assembly, which absorbs all shocks and vibrations. The steering damper is a special "MATCHLESS" design, without fear of "pinning" or over-loading. The steering damper is a special "MATCHLESS" design, without fear of "pinning" or over-loading.

**HANDLEBARS**—Adjustable for angle and fitted with rubber grips. The handlebars are a special "MATCHLESS" design, without fear of "pinning" or over-loading. The handlebars are a special "MATCHLESS" design, without fear of "pinning" or over-loading.

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**BRAKES**—"MATCHLESS" 8in. brakes on both wheels, operated through SPECIAL INTERCONNECTING GEAR by one brake pedal with finger operated front brake only provided for emergency use. The brakes are a special "MATCHLESS" design, without fear of "pinning" or over-loading. The brakes are a special "MATCHLESS" design, without fear of "pinning" or over-loading.

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THE MOST REMARKABLE MOTORCYCLE EVER PRODUCED

# FOREWORD

Here, in the Matchless Silver Arrow, is a motor cycle which is as silent, as smooth running and as comfortable as a high grade motor car. Possessing every good feature of previous types of motor cycles, including moderate cost, handsome appearance, handiness, rapid acceleration and high maximum speed, its absolutely vibrationless engine, its extraordinarily comfortable spring frame, and its exceptionally easy starting place the Silver Arrow in a class by itself. Here, indeed, is a motor cycle which shatters all preconceived ideas of what a motor cycle should be, which reaches beyond and above previous ideals of motor cycle design, setting up an entirely new standard of comparison.

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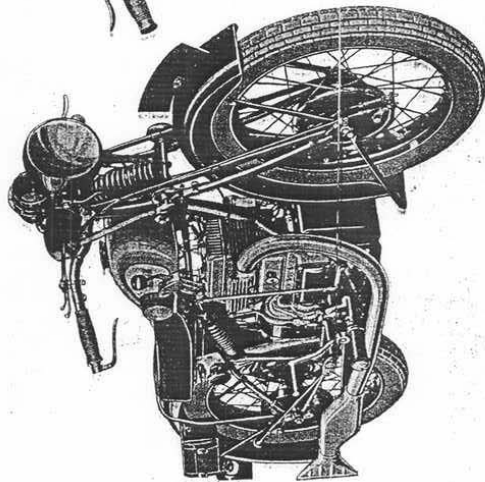
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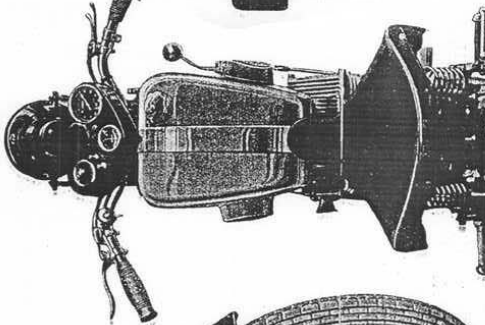
*Matchless Motor Cycles (Colliers) Ltd.*  
PLUMSTEAD ROAD LONDON, S.E.18

GRAMS AND CABLES: “Matchless, Woodchurch.”  
COINS: A.B.C. 5th & 6th Edms. & Bentleys, Woodchurch 1010  
PHONE: “Matchless, Woodchurch.”

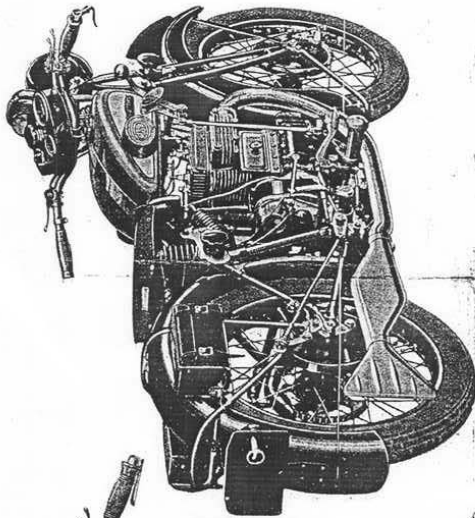
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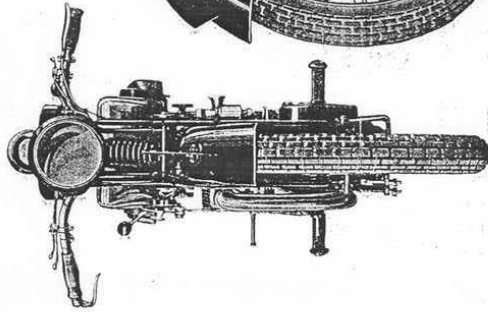
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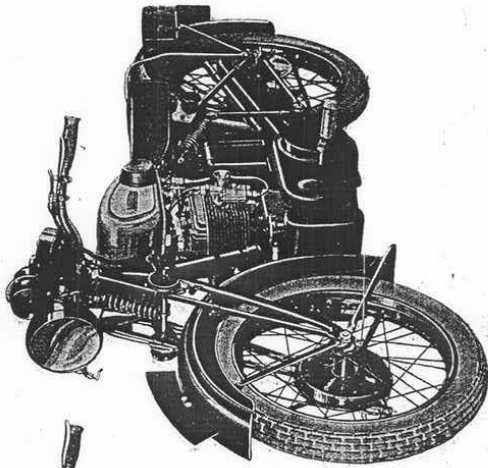
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See the oil tank which carries the supply for the dry sump lubrication system, and the flange mounted carburetter which feeds into a cored passage between the two cylinders, thus assisting vapourisation of the petrol. Note also accumulator mounting beneath the saddle and large-diameter front brake.

**THE**

**MATCHLESS**

**SILVERARROW**

**THE MOST ASTOUNDING  
ADVANCE IN MOTORCYCLE  
CONSTRUCTION THAT HAS  
EVER BEEN ACHIEVED**

**An absolutely  
vibrationless  
Engine**

**Extraordinary  
Comfort**

**Spring Frame  
Adjustable  
while driving**

**Marvellous  
Flexibility**

**Exceptionally  
Easy Steer**

The Motor cycle that is as silent, as smooth running, and as comfortable as a high grade car.

The vibrationless monobloc twin engine, spring frame adjustable whilst riding, prop stand, dry sump lubrication, chromium plating, interconnected brakes, and a host of other advanced features place the "Silver Arrow" in a class by itself.

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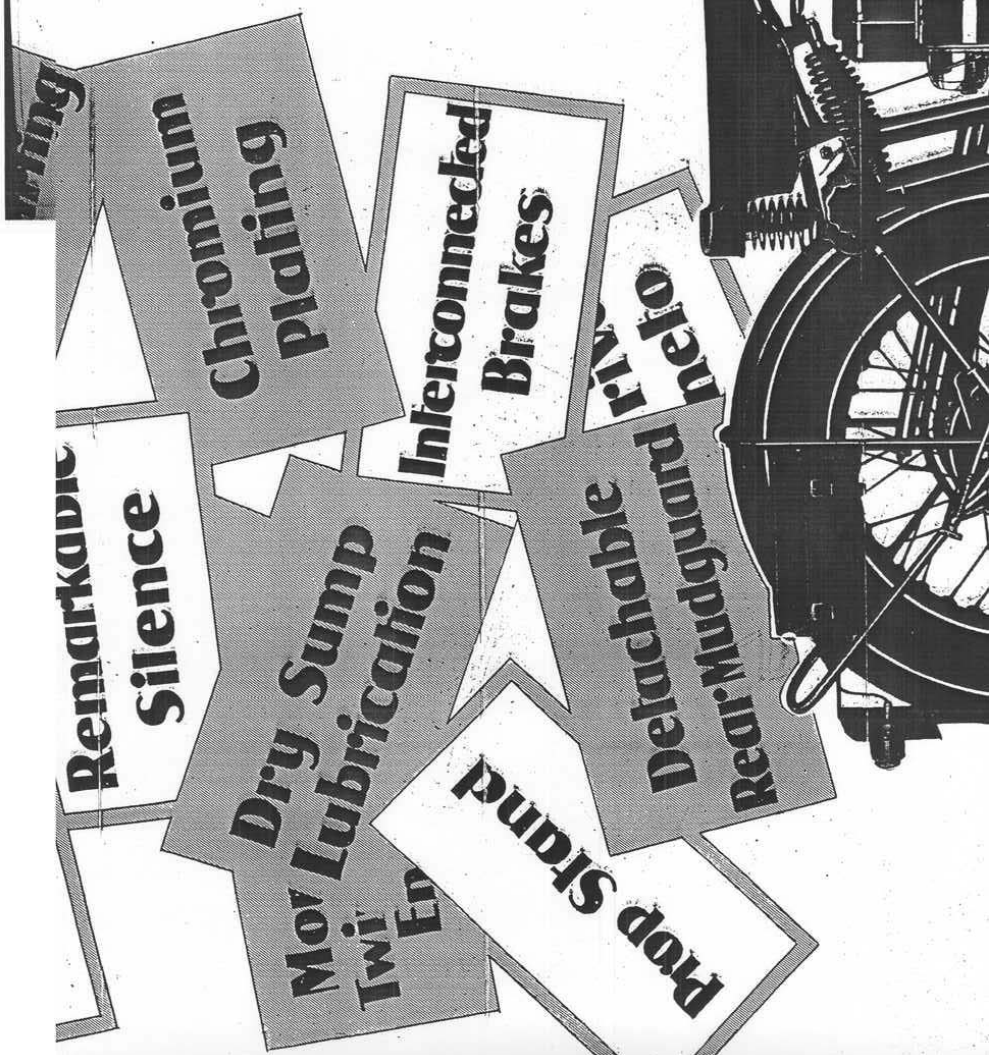
HIRE PURCHASE TERMS

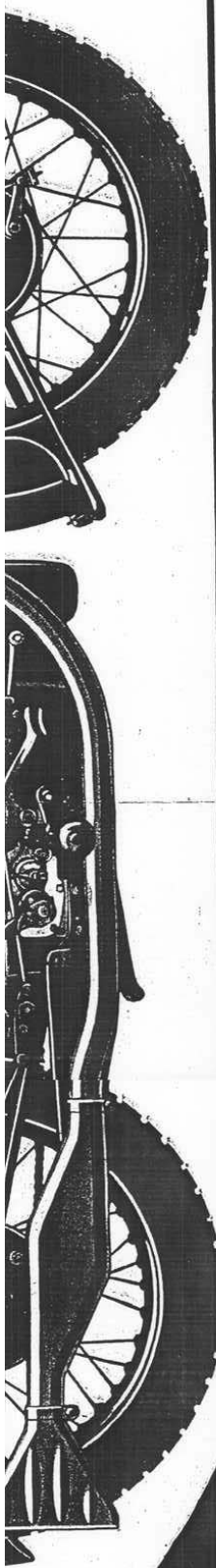
Cash Deposit: £13 15s.  
and 12 monthly payments of £4 5s. 1d. including cost of Comprehensive Insurance Policy.



EQUIPMENT PRICES

- Lucas Electric Magdyno
- Lighting Set, Electric
- Horn, Gear-Box drive
- Smith Chronometric
- Speedometer, and instrument panel.
- £8 2s. 6d. extra.
- Detachable Luggage Carrier 1s/- extra.





**PRICE**  
**£55**

**Monobloc  
Twin Cylinder  
Engine**

**Illuminated  
Instrument  
panel**

**Totally enclosed  
Valves and  
Valve gear.**

**Direct Drive  
Magneto**

**Car Type  
detachable  
Cylinder head**

**Safely  
Operationless  
Engine**

**Spring frame**

**FLEXIBLE**