

MATCHLESS MOTOR CYCLES (COLLIERS) LTD.

PLUMSTEAD ROAD, LONDON, S.E.18

Phone: Woolwich 1010

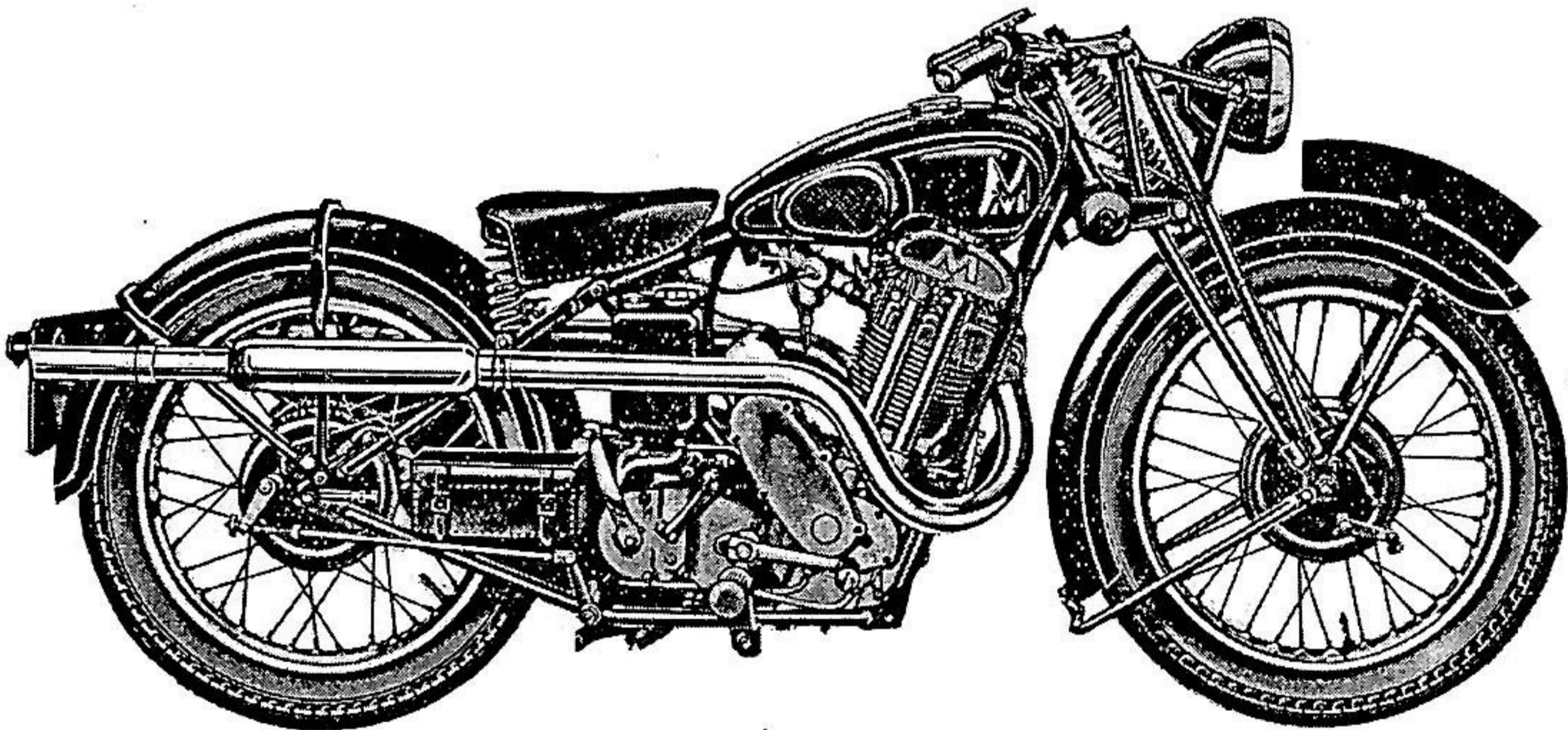
Grams: Matchless "Wol" London



Matchless
IN NAME & REPUTATION

1935 PROGRAMME

Model 35/D80



THE IMPROVED "SPORTS 500."

FOREWORD

IN presenting to our trade friends advance particulars of our 1935 Programme, we give particulars of what will undoubtedly prove to be the most attractive range of high-grade Motor Cycles ever offered to the motor-cycling public. There are no startling innovations or experimental designs, our policy being to strive towards perfection by a steady improvement in mechanical details as a result of experience, incorporating at the same time every practical feature which appeals to the up-to-date motor-cyclist, coupled with a highly attractive appearance.

For 1935, all MATCHLESS Motor Cycles will be fitted as standard with electric lighting and electric horn. All Models will have chromium-plated wheel rims, but instead of the familiar chromium-edged mudguards, standard models will have a deep-section guard with gold lines. Chromium-edged mudguards are, however, included on all "De Luxe" Models which, except in the case of the 250 c.c. machines, incorporate the handsome and practical handlebar instrument panel, which places the instruments in a position where they are readily visible without the rider having to take his attention from the road. On the Model 35/F4, "De Luxe" equipment will include chromium-edged mudguards with front stand, and speedometer, in addition to electric lighting and electric horn. On all other Models "De Luxe" equipment will include chromium-edged mudguards, electric lighting with large head lamp, electric horn, speedometer and illuminated instrument panel. The "SILVER HAWK" will, of course, be sold with "De Luxe" equipment only as previously. Tubular silencers will be standardised throughout the range, except on the "SILVER HAWK."

LIST OF MODELS

MODEL 35/F7.—2.46 h.p. SIDE VALVE.

Continued substantially as 1934 Model, with detail improvements.

Price 34 Guineas.

MODEL 35/F4.—2.46 h.p. O.H.V. SINGLE-PORT.

Substantially as 1934 season four-speed Model with detail improvements.

Price 37 Guineas.

3-speed Model not available for 1935.

Foot gear change, 12/6 extra.

MODEL 35/F4.—"DE LUXE."

With speedometer, chromium-edged mudguards, etc.

Price 40 Guineas.

MODEL 35/D3.—3.47 h.p. O.H.V. TWO-PORT.

Substantially as 1934 Model, but with numerous detail improvements.

Price £49/15/0

High or low exhaust pipes optional.

Foot gear change, 12/6 extra.

MODEL 35/D3 "DE LUXE."

Price £53/10/0

MODEL 35/D5.—4.98 h.p. SIDE VALVE.

Generally similar to 1934 Model, but with the following improvements:—Improved front fork with round tube girders; exhaust valve lifter in place of decompressor; stiffened-up flywheel assembly; larger big end bearing; improved type four-speed Burman gear box with special dogs to ensure easy gear change; duplex spring centre prop stand; improved battery carrier; stiffened rear frame; improved brake mechanism; neater rear number-plate attachment, etc. Hand gear change standard.

Price £49/0/0

MODEL 35/D5 "DE LUXE."

Price £52/5/0

MODEL 35/D80 "SPORTS 500."—4.98 h.p. O.H.V. TWO-PORT.

Generally similar to 1934 Model, but with following improvements:—Improved front fork with round tube girders; exhaust valve lifter in place of decompressor; stiffened-up flywheel assembly and larger big-end bearing; improved type four-speed Burman gear box with special dogs to ensure easy gear change; duplex spring centre prop stand; improved battery carrier; stiffened rear frame; improved brake mechanism; neater rear number plate attachment, etc. Foot gear change only available on this Model. High or low exhaust pipes optional.

Price £54/0/0

MODEL 35/D80 "DE LUXE."

Price £57/15/0

MODEL 35/D90 "SUPER SPORTS 500."—4.98 h.p. O.H.V. TWO-PORT.

Generally similar to the Model 35/D80, but with specially tuned engine; internally polished throughout, including flywheels, conrod, valve ports, cylinder head, etc., and with high compression piston.

Price £59/0/0

MODEL 35/D90 "DE LUXE."

Price £62/15/0

MODEL 35/CS.—4.95 h.p. O.H.V. TWO-PORT.

Substantially as 1934 Model, with detail improvements. High or low exhaust pipes, and foot or hand gear change optional.

Price £57/15/0

MODEL 35/CS "DE LUXE."

Price £61/10/0

MODEL 35/C.—5.86 h.p. SIDE VALVE.

Substantially as 1934 Model, with detail improvements.

Price £55/15/0

MODEL 35/C "DE LUXE."

Price £59/10/0

MODEL 35/B "SILVER HAWK."—5.93 h.p. FOUR-CYLINDER.

Substantially as 1934 Model, with detail improvements. This Model is sold only with complete "De Luxe" equipment, including chromium-edged mudguards.

Price £78/10/0

Foot gear change, £1/10/0 extra.

MODEL 35/X4.—9.9 h.p. BIG TWIN.

Generally similar to 1934 Model, with following improvements:—Wider rear chain line to give greater clearance for over-size tyres; improved saddle springing; improved filter for petrol system; stiffer flywheel assembly and larger mainshaft bearing; improved battery mounting; improved front and rear brake mechanism; tubular silencers, etc.

Price £68/15/0

Foot gear change, 15/- extra.

MODEL 35/X4 "DE LUXE."

Price £72/10/0

NOTE.—All above prices include electric lighting and electric horn.

SIDECARS

No. 3 SIDECAR (to fit Models 35/D3, 35/D5, 35/D80 and 35/D90). As 1934 Model.

Price (complete with sliding windscreen) £12/5/0

No. 3 DE LUXE. Similar to No. 3, but with door, luggage grid, cubby-hole in the scuttle and quick-action windscreen (to fit Models as No. 3).

Price £14/15/0

No. 8 "LIGHT CRUISER" SIDECAR (to fit Models 35/D3, 35/D5, 35/D80 and 35/D90). Similar to 1934 Model.

Price £14/15/0

No. 8a "LIGHT CRUISER" SIDECAR. As No. 8, but mounted on heavyweight chassis to fit Models 35/C, 35/CS and 35/X4.

Price £17/15/0

No. 13 TWO-SEATER SIDECAR (to fit Models 35/C and 35/X4).

Price £23/0/0

No. 16a "DONINGTON SPECIAL." Extremely smart semi-sports sidecar, mottled aluminium finish with sloping rear tail carrying chromium-plated luggage grid. This sidecar won the Premier Award for Sidecars at the A.C.U. National Rally at Donington. (To fit Models 35/C, 35/CS and 35/X4).

Price £23/0/0

NOTE.—All 1935 Model Sidecars are fitted with side lamp and chromium-plated wheel-rims without extra charge.



MOTOR CYCLES

TRADE TERMS

AND

WINTER STOCKING SCHEME

1935 SEASON

MATCHLESS MOTOR CYCLES (COLLIERS) LTD.
PLUMSTEAD ROAD,

LONDON, S.E.18

September, 1934.

TRADE TERMS

“Matchless” Motor Cycles will be supplied on the terms shown below to Authorised Direct STOCKING AND CONTRACTING DEALERS during the 1935 Season. It must be clearly understood that the Discounts quoted are the maximum allowable, and no additional allowance will be made under any circumstances.

DISCOUNT AND REBATES

Trade Discount	20 %
<i>Rebates:</i>	
For 6 taken during Season	2½%
„ 12 „ „ „	3 %
„ 25 „ „ „	4 %
„ 38 „ „ „	4½%
„ 50 „ „ „	5 %

NON-STOCKING DEALERS

Trade Discount ... 15%. No rebates allowable.

SIDECARS

Trade Discount on “Matchless” sidecars will be allowed at a flat rate of 25%, but no rebates will be allowed thereon.

CASH DISCOUNT

A Cash Discount will be allowed at the rate of 3¼% on payments for Motor Cycles and/or Sidecars made within seven days of date of invoice. Otherwise all accounts are strictly nett.

WINTER STOCKING SCHEME

In continuation of our Policy during previous seasons, we shall be prepared to assist *Approved* Contracting Dealers to take stock during the winter months.

For Deliveries for Stock taken during

		Months			
September	—Bills will be drawn which are due 6 from date—i.e. in	March			
October	„ „ „	6	„	„	April
November	„ „ „	6	„	„	May
December	„ „ „	5	„	„	May
January	„ „ „	4	„	„	May
February	„ „ „	3	„	„	May

The above terms will be offered to approved Dealers who are prepared to sign Bills covering the amount of invoices for STOCK MACHINES delivered during the periods mentioned above, no discounting or interest charges being made, provided Bills are met on or before due date.

It must be understood that this scheme applies **ONLY TO MACHINES TAKEN FOR STOCK**, and in the event of any machine covered by a Bill being sold during the period from date of delivery up to fourteen days before the Bill falls due, the Bill must be redeemed forthwith or the machine replaced in stock by a similar model paid for in cash. **THIS REQUIREMENT WILL BE ADHERED TO STRICTLY.**

Payment for machines supplied for resale must be made in accordance with our usual trading terms, as the Bill system applies only to machines supplied for stock.

THE FULL CASH DISCOUNT OF 3¼% WILL BE CREDITED on amounts covered by Bills which are met on or before due date, provided such Bills were received by us, duly accepted, within one month from date of invoice. The Bills must be met in full, and the cash discount will subsequently be credited.

NOTE.—The issue of this leaflet, or the quotation of the terms set out herein to any person, does not suggest or confirm that the said person is an Authorised “Matchless” Dealer.