

# For Better Motorcycling

S. A. COLES LTD  
Motorcycle Agents & Engineers  
884/8, HIGH ROAD,  
LEYTON, E10.



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**MATCHLESS**

*All prices and specifications are subject to alteration  
without notice, and all motorcycles and equipment are  
sold subject to the limited guarantee printed herein.*

Introducing

**THE MATCHLESS  
MODELS FOR 1948**

*Clubman*

Since the first Matchless motor cycle was manufactured in 1899, a wide variety of models has borne the famous trademark. Single, twin and four cylinder engines of side valve, overhead valve, and overhead camshaft design have all been produced in quantity and housed in both rigid and sprung frames of various types. With this wealth of experience to draw upon, and backed by a factory equipped with the most up-to-date machine tools and methods of production, it is not surprising that the modern Matchless has such a unique reputation for outstanding value allied with quality and performance.

The value of a motor cycle is not necessarily proportional to its retail price, and there is no doubt that the ultra efficient methods of manufacture employed in the production of Matchless motor cycles, together with a maintained high output of a comparatively small range of models is greatly to the advantage of Matchless owners. It is therefore not surprising that the demand for Matchless motor cycles is to-day greater than at any time in our long history.

# Specification

## MATCHLESS

## Clubman

### 350 c.c. MODEL G3/L and 500 c.c. MODEL G80

**ENGINE.**—Designed and manufactured throughout in the Matchless Factory to exceptional standards of accuracy, and noted for their mechanical silence, all engines incorporate the following features :

Exceptionally rigid flywheel assembly comprising individually balanced flywheels, two-piece crankpin, triple row Duralumin caged big end bearing, "Lo-ex" piston, heavily finned single port cylinder head and cylinder, downdraught inlet port, chromium plated valve stems, and all moving parts totally enclosed and positively lubricated.

**MODEL G3/L.**—Bore 69 m.m. Stroke 93 m.m. Capacity 347 c.c.

**MODEL G80.**—Bore 82.5 m.m. Stroke 93 m.m. Capacity 498 c.c.

**LUBRICATION.**—Dry sump system with separate oil tank incorporating detachable fabric oil filter. Pressure feed to all moving parts by new large capacity duplex reciprocating plunger pump.

**CARBURETTOR.**—"Amal" semi-automatic with twist grip throttle control and separate air lever.

**GEAR BOX.**—Heavyweight four-speed pivot mounted type with enclosed kick-starter, positive stop adjustable foot gear-change, handlebar clutch control and polished end cover.

**TRANSMISSION.**—Chain throughout. Primary chain enclosed in oil bath case and rear chain protected by deep section guard of new design. Cam type engine shaft shock absorber with special lubricating channel.

**STANDS.**—Tubular front, spring up rear, and toe-operated central prop stand.

**TANKS.**—Welded petrol tank of 3 gallons capacity, with chrome winged "M" on each side and two filter type push-on taps. Oil tank of 3 pints capacity of pressed steel welded construction.

**FRAME.**—Duplex cradle design of brazed construction. Straight front down tube and forged rear fork ends. Pillion footrest lugs on rear chainstays.

**HANDLEBARS.**—Semi-sports, fully adjustable.

**FORKS.**—Telescopic hydraulically damped "Teledraulic" of Matchless patented design and manufacture.

**BRAKES.**—Quickly adjustable internal expanding of extra large diameter on both wheels.

**SADDLE.**—Large spring seat with semi-roll back and three-point mountings of fully adjustable type.

**TYRES.**—**Model G3/L.** 19" × 3.25" Dunlop cord on both wheels.

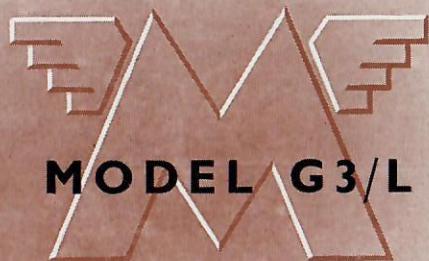
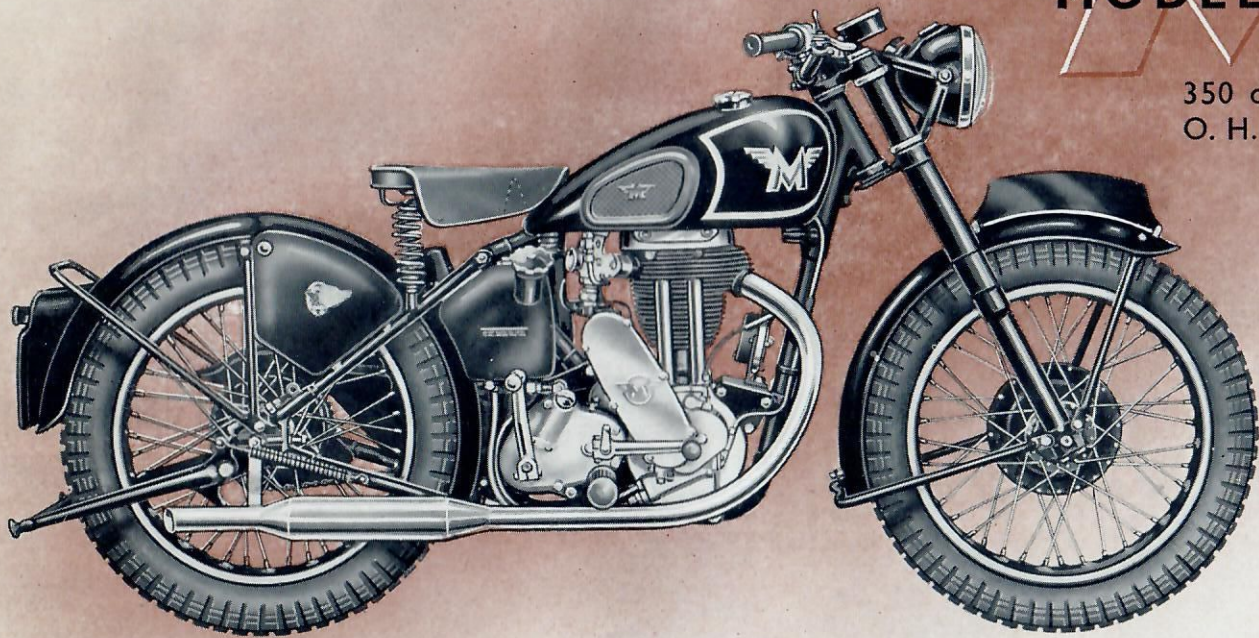
**Model G80.** 19" × 3.25" front and 19" × 3.50" rear Dunlop cord.

**MUDGUARDS.**—Special deep section. Main portion of rear guard quickly detachable to facilitate wheel removal.

**ELECTRICAL EQUIPMENT.**—Separate dynamo driven by chain enclosed in oil bath case, with constant voltage control. Large diameter headlamp, and handlebar dipping switch. Readily accessible battery centrally mounted below saddle. Electric horn mounted in front of engine. Ignition by magneto mounted at rear of cylinder and driven by chain running in oil-tight polished cast aluminium chaincase.

**FINISH.**—Wheel rims, handlebars, filler caps, saddle springs, exhaust system, etc., chromium plated. All enamelled parts three thicknesses of best quality black stove enamel on Bonderized finish. Petrol tank lined in silver. Cylinder heads and barrels stove enamelled.

**EQUIPMENT.**—Complete set of tools, grease gun, large capacity tyre pump and 90 Page Instruction Book.

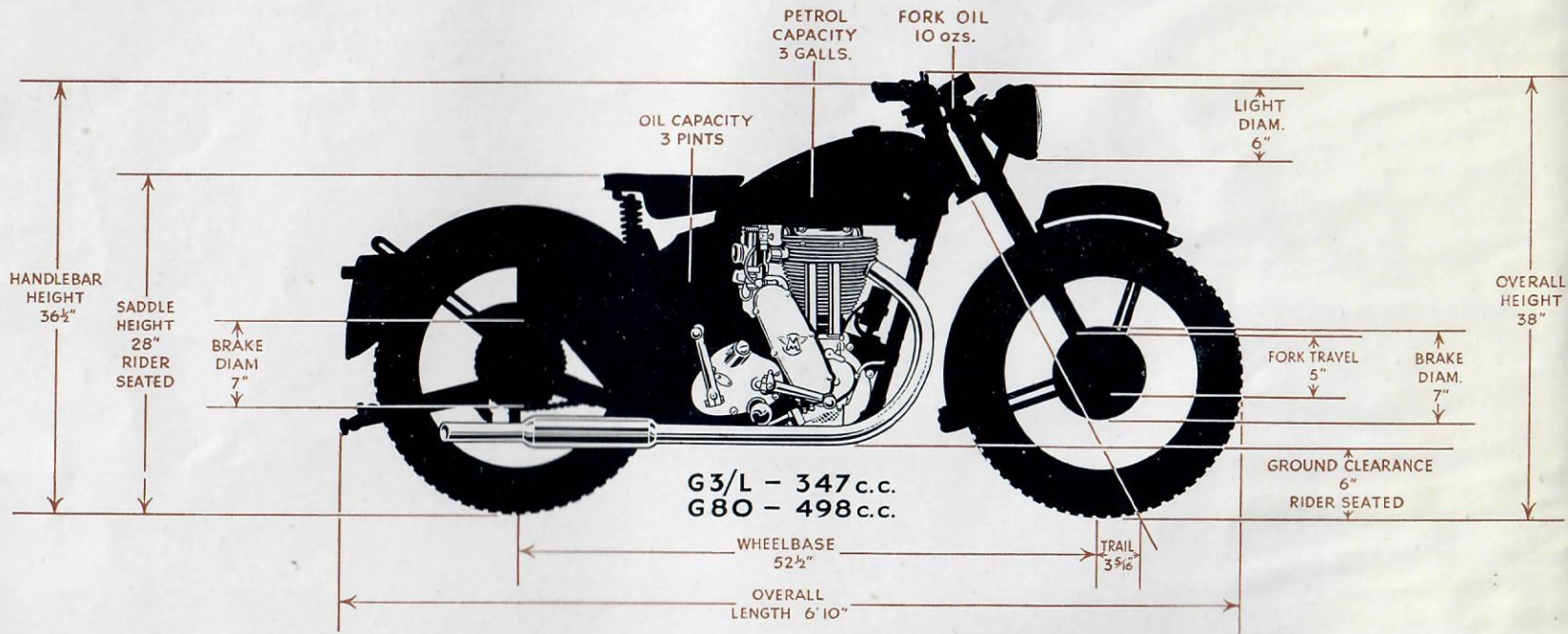


**MODEL G3/L**

350 c.c.  
O. H. V.

*Fast. Economical. Mechanically Silent*

# MATCHLESS DATA



REAR WHEEL WEIGHT  
G3/L 185 lbs.  
G80 193 lbs.

TOTAL WEIGHT (UNLADEN)  
G3/L 336 lbs.  
G80 352 lbs.

FRONT WHEEL WEIGHT  
G3/L 151 lbs.  
G80 159 lbs.

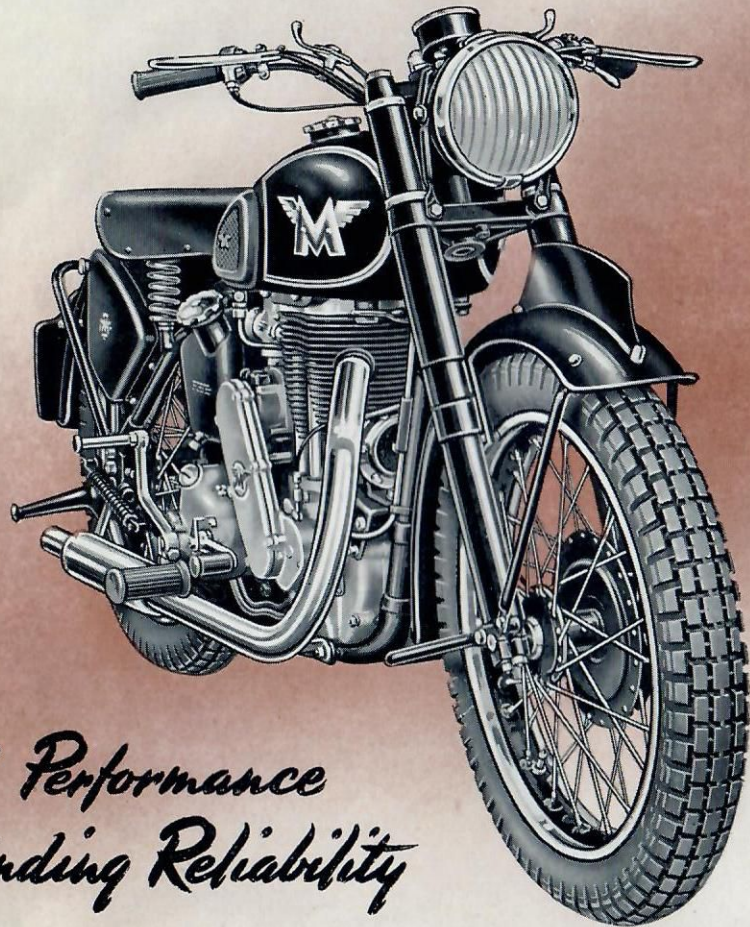
HANDLEBAR WIDTH 27"

ENGINE SPROCKET  
G3/L 18T  
G80 21T  
S'CAR 18T

CHAIN LENGTH G3/L  
PRIMARY 66p x 5/8" x 5/16"  
DRIVING 91p x 3/8" x 3/8"  
DYNAMO 47p x 3/8" x 1/4"

G80  
67p x 5/8" x 5/16"  
91p x 3/8" x 3/8"  
47p x 3/8" x 1/4"

FOOTREST WIDTH 24"



**MODEL G80**

500 c.c.  
O. H. V.

*Quality and Performance  
with Outstanding Reliability*



# For Competition Riders

Success in Open Competitions by Trade Riders serves little useful purpose unless similar machines are available to enthusiastic Club riders.

Designed with this object in mind the 347 c.c. and 498 c.c. Competition models have met with outstanding success both at home and overseas.

The low total weight, outstandingly flexible engine, special steering layout and carefully chosen gear ratios all combine to provide the performance for which the Matchless is justly famous.

For 1948 the Competition Models are still further improved by the provision of a short wheelbase frame, modified hydraulic damping in the Teledraulic forks and many other detail modifications.

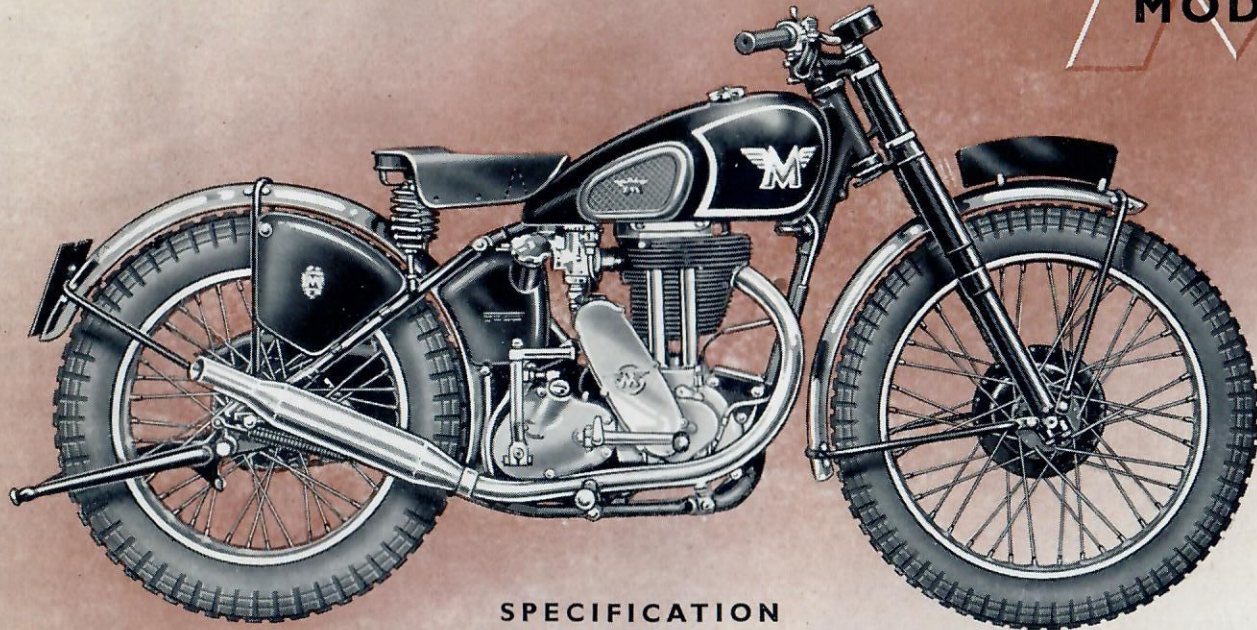
*The total number of Competition models that we are able to produce is extremely limited, and consequently we are only able to allocate machines to riders who are prepared to give an undertaking that they will use them for the maximum possible number of Competitions.*

It is particularly interesting to note that a 350 c.c. Competition Model MATCHLESS ridden by L. A. Ratcliffe won the 1947 British Experts' Trial, and the MATCHLESS Team also won the Team Award in the 1947 Scottish Six Days' Trial.





# COMPETITION MODEL



## SPECIFICATION

Specially designed 52½" short wheelbase frame, 7" ground clearance, duplicated Bowden cables, K.E.805 rear wheel spindle, extra heavy gauge spokes. 19" × 4.00" rear and 21" × 3.00" front wheels. Footrests mounted inside frame cradle, folding kick-starter, aluminium mudguards, tubular stays, security bolts front and rear.

Weight : 350 Model 295 lbs., 500 Model 308 lbs.

Saddle height : 29"

Handlebar width : 27"

**Gear Ratios :** 350 Model.—Top 6.5, Third 8.4, Second 13.7, First 20.8. 500 Model.—Top 5.8, Third 7.5, Second 12.2, First 18.5

**NOTICE** We do not appoint agents for the sale on our behalf of our motorcycles or other goods, but we assign to Motorcycle Dealers areas in which we supply to such Dealers exclusively for re-sale in such areas. No such Dealer is authorised to transact any business, give any warranty, make any representation, or incur any liability on our behalf.

**GUARANTEE** We give the following guarantee with our motorcycles, motorcycle combinations and sidecars, which is given in place of any implied conditions, warranties or liabilities whatsoever, statutory or otherwise, all such implied conditions, warranties and liabilities being in all cases excluded. Any statement, description, condition or representation contained in any catalogue, advertisement leaflet or other publication shall not be construed as enlarging, varying or overriding this guarantee. In the case of machines (a) which have been used for "hiring-out" purposes, or (b) any motorcycle and/or sidecar used for any dirt track, cinder track or grass track racing or competitions (or any competition of any kind within an enclosure for which a charge is made for admission to take part in or view the competition), or (c) machines from which the trade mark, name or manufacturing number has been removed, no guarantee, condition or warranty of any kind is given or is to be implied.

We guarantee, subject to the conditions mentioned below, that all precautions which are usual and reasonable have been taken by us to secure excellence of materials and workmanship, but this guarantee is to extend and be in force for six months only from date of purchase, and damages for which we make ourselves responsible under this guarantee are limited to the free supply of a new part in exchange for the part of the motorcycle, motorcycle combination or sidecar which may have proved defective. We do not undertake to replace or refix, or bear the cost of replacing or refixing such new parts in the motorcycle, motorcycle combination or sidecar. We undertake, subject to the conditions mentioned below, to make good at any time within six months any defects in these respects. As motorcycles, motorcycle combinations and sidecars are easily liable to derangement by neglect, or misuse, this guarantee does not apply to defects caused by wear and tear, misuse or neglect. The term "misuse" shall include amongst others the following acts:—

1. The attaching of a sidecar to a motorcycle in such a manner as to cause damage or calculated to render the latter unsafe when ridden.
2. The use of a motorcycle or of a motorcycle and sidecar combined, when carrying more persons or a greater weight than that for which the machine was designed by the manufacturers.
3. The attaching of a sidecar to a motorcycle by any form of attachment not provided, supplied or approved by us, or to a motorcycle which is not designed for such use.

Any motorcycle, motorcycle combination or sidecar sent to us to be plated, enamelled or repaired will be repaired upon the following conditions, i.e., we guarantee that all precautions which are usual and reasonable have been taken by us to secure excellence of materials and workmanship, such guarantee to extend and be in force for three months only from the time such work shall have been executed or until the expiration of the six months above referred to, and this guarantee is in lieu and in exclusion of any common law or statute, warranty or condition, and the damages recoverable are limited to the cost of any further work which may be necessary to amend and make good the work found to be defective.

**CONDITIONS OF GUARANTEE** If a defective part should be found in our motorcycles, motorcycle combinations or sidecars, or in any part supplied by way of exchange before referred to, it must be sent to us CARRIAGE PAID, and accompanied by an intimation from the owner that he desires to have it repaired or exchanged free of charge under our guarantee, and he must also furnish us at the same time with the number of the machine, the date of the purchase or the date when the alleged defective part was exchanged as the case may be.

Failing compliance with the above, such articles will lie here AT THE RISK OF THE OWNER, and this guarantee and any implied guarantee, warranty or condition shall not be enforceable.

We do not guarantee specialities such as tyres, saddles, chains, electrical equipment, lamps, etc., or any component parts supplied to the order of the Purchaser differing from standard specifications, supplied with our motorcycles, motorcycle combinations, sidecars, or otherwise.

**LIST OF OPTIONAL EQUIPMENT** Detachable Luggage Carrier. 80 m.p.h. Speedometer. 120 m.p.h. Speedometer. Mudguard type Pillion Seat with Pillion Footrests. Luggage Carrier with Pannier Equipment, including Fixing Frames, etc.

# Important—

**AT 500 MILES** or not more than three months after taking delivery, owners of Matchless motor cycles are recommended to return their machines to the Appointed Dealer from whom they purchased, who has undertaken to carry out the following free service inspection :

**A. Check and if necessary adjust :—**

- |                            |                             |
|----------------------------|-----------------------------|
| 1. Valve Clearances.       | 6. Wheel Bearings.          |
| 2. Contact Breaker Points. | 7. Brakes.                  |
| 3. Sparking Plugs.         | 8. Forks and Steering Head. |
| 4. Clutch.                 | 9. Alignment of Wheels.     |
| 5. All Chains.             | 10. Tyre Pressures.         |

**B. (b) Tighten all external Nuts and Bolts including cylinder bolts.**

- |  |   |
|--|---|
| (c) Top up Battery and check all Lighting Equipment. | (g) Drain Oil System. Clean filter and replenish. |
| (d) Clean out Carburettor and adjust mixture.        | (h) Check oil level in front Chain case.          |
| (e) Adjust and lubricate all cables.                 | (i) Top up Gear Box.                              |
| (f) Grease all Nipples.                              | (j) Test machine on road.                         |

**C. Note.—Oils, grease and materials used are chargeable to the customer.**

To obtain the best results from your machine, both in performance and reliability, advantage should be taken of this Free Service Scheme.



The "MATCHLESS" is  
a product of the world's  
largest factory devoted  
solely to the manufac-  
ture of motor cycles

## **MATCHLESS MOTOR CYCLES**

PLUMSTEAD ROAD, LONDON, S.E.18, ENGLAND.

*PROPRIETORS:*

### **ASSOCIATED MOTOR CYCLES LIMITED**

Telephone: WOOLwich 1223

Telegrams: "Matchless-Wol-London"