



Advance
List

Matchless
THE PERFECT PASSENGER MOTORCYCLE

MOTORCYCLES
1924

H. COLLIER & SONS, LTD.,
44-45, PLUMSTEAD ROAD,
PLUMSTEAD, LONDON. S.E. 18.

TELEGRAMS
& CABLES:
"MATCHLESS"
WOOLWICH
TELEPHONES:
WOOLWICH
17 & 18.

CODES:
A-B-C-5TH EDN.
& BENTLEY'S
NEAREST STATION
WOOLWICH
ARSENAL
S.E. & C.R.Y.

WORKS:
MAXEY RD. & BURRAGE GROVE

"MATCHLESS"
FOR 25 YEARS

“ MATCHLESS ” IN NAME & REPUTATION



TRUE to time honoured reputation, “ Matchless ” machines maintain a leadership in design, comfort and performance that has made “ Matchless ” the standard of comparison.

“ Matchless ” reveals an advanced conception of what a motorcycle must embody in order to retain the position in public esteem they have so long enjoyed. To this is wedded real quality of material and careful workmanship.

In these models we have incorporated all improvements essential to motoring enjoyment, and in our new models we are confident we have accurately estimated the wishes and desires of the motoring public.

Prices have been reduced far below what is warranted by present manufacturing costs in an honest attempt to provide the highest class of motorcycle at prices which cannot fail to appeal to the Motoring Public. The purchase of “ Matchless ” Machines is a *sine qua non* that you are obtaining the utmost value. Any Motor Agent of repute can supply you with a “ Matchless ” at current list price.

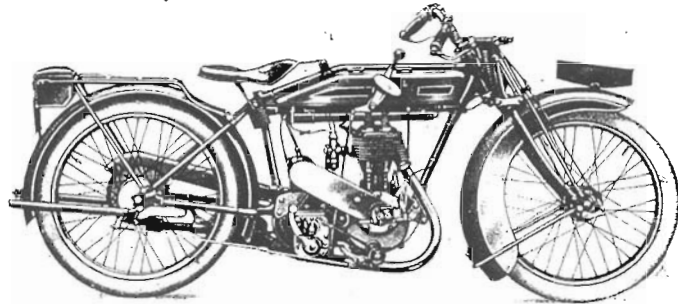
Arrangements have been made whereby you can obtain possession of a “ Matchless ” on payment of one quarter of the value down and the balance by instalments spread over a period of 12 months, 5% only being charged on the balance left after paying deposit.

All prices and specifications are subject to alterations without notice, and all machines, together with equipment, are sold subject to the guarantee on back cover.

Our reputation rests on the bedrock of 25 years manufacturing experience, our unequalled successes in public trials, and many thousands of satisfied owners.

Any further information and help will willingly be given upon application because *your* satisfaction is our aim and ambition.

H COLLIER & SONS, LTD.



MODELS L/3 SOLO. 3 h.p.



THE Model illustrated above can best be described as the lightweight super touring solo.

Many improvements are incorporated which will make this machine undoubtedly the most efficient and up to date 3 h.p. machine possible to obtain for touring purposes.

SPECIAL FEATURES

Low riding position, spring forks, "Matchless" roller-bearing, mechanically lubricated side valve engine, countershaft three-speed gear, hand controlled clutch, kickstarter, all chain drive, stands to both wheels, rubber footrests, two internal expanding brakes, complete with luggage carrier, tool box, full kit of tools, tyre pump, and instruction book.

Finish "Matchless" grey, usual parts heavily plated.

DIMENSIONS:

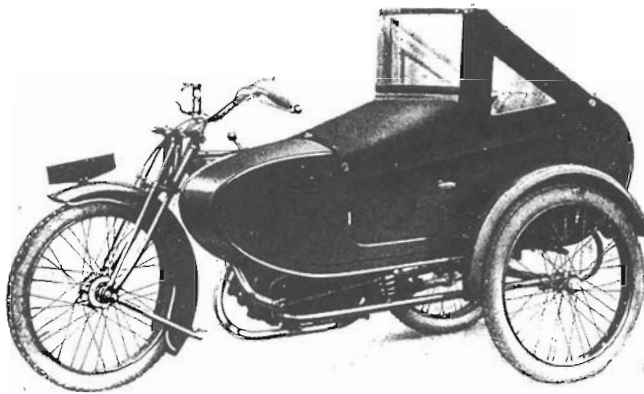
Bore 2 23/32	Stroke 3 21/32 — 347 c.c.
Nominal H.P. 3	Brake H.P. 9. 650 × 65 tyres.
Gear Top 5.4	Middle 8.1 Low 13.8
Tank capacity	2 pints oil. 1 1/2 galls. petrol.
Consumption	110 miles per gallon.
Overall length	6' 11 1/2"
Wheel Base 4' 7".	Height of Saddle 29" Weight 220 lbs
Annual Tax £3 os od.	

	Price.	Code Word.
To Standard Specification ...	£50 0s. 0d.	YAIBT
With Lucas Magdynette Lighting, Bulb Horn, Speedometer & Legshields	£63 3s. 0d.	YAILF

Allowance made for any item of equipment not supplied.

Delivery free to any part of the United Kingdom and North Ireland.

Sold subject to Guarantee on Back Cover.



MODEL L/3 WITH SIDECAR



THERE is no better light weight Sidecar Outfit on the market than above machine, which is capable of taking two adults anywhere at a good touring speed.

Low in cost—most economical in upkeep—absolutely reliable and comfortable — will be one of the most popular outfits for 1924.

SPECIAL FEATURES

Motor-cycle same as Model L/3 on previous page, specially geared for sidecar use. Body of latest touring type, roomy and comfortable, trimmed green leather cloth, locker at back for petrol, tools, etc.; well sprung—3 point connection, wide mudguard, coverall apron, tools, tyre pump, and instruction book.

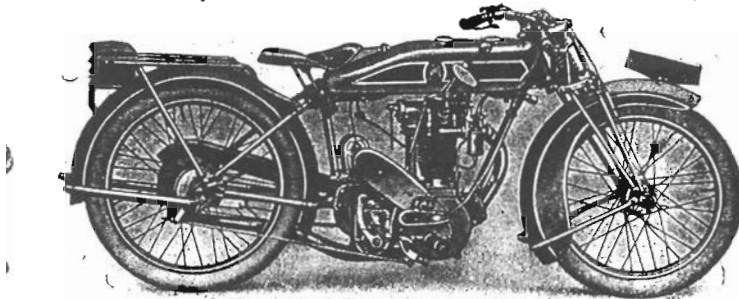
	Price.	Code Words.
To Standard Specification	£64 0s. 0d.	YAJIC

Fitted with Lucas Magdynette, Screen, Bulb Horn, Speedometer & Legshields	£78 15s. 6d.	YAKAB
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Lucas Acetylene Lighting can be supplied if required.

Delivery free to any part of the United Kingdom or North Ireland.

Sold subject to Guarantee on Back Cover.



MODEL L/S SUPER SPORTS SOLO. 3 h.p.



THIS Model is the last word in lightweight sporting motorcycles designed throughout to suit riders who wish to compete successfully in speed events, hill climbs and other competitions where quick acceleration and absolute reliability is essential.

SPECIAL FEATURES

Low riding position, spring forks, saddle tank, specially designed for high speeds, with friction damper for springs, new mechanically lubricated "Matchless" overhead camshaft single cylinder engine, three speed countershaft gear with hand control clutch, all chain drive, rubber footrests, two internal expanding brakes, kickstarter, close ratio gear, stands independent of wheels, luggage carrier, long exhaust pipe, special silencer and fish tail outlet, complete with tool box, tools, tyre pump, and instruction book.

Finish "Matchless grey"—usual parts heavily plated.

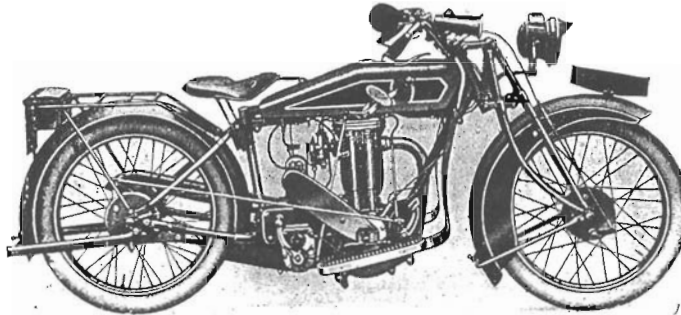
DIMENSIONS:

Engine. Bore 2 23/32	Stroke 3 21/32—347 c.c.
Nominal H.P. 3.	Brake H.P. 13.
650 × 65 tyres.	
Overall length 6' 11"	
Wheel base 4' 7".	Ground clearance 4 1/4".
Saddle height 29".	Weight 225 lbs.

	Price.	Code Words.
To Standard Specification	£65 0s. 0d.	YALYJ
Bulb Horn, 80 M.P.H. Speedometer	£69 10s. 6d.	YAMKY

Delivery free to any part of the United Kingdom or North Ireland.

Sold subject to Guarantee on Back Cover.



MODEL 'M' SOLO, 5 h.p.



THIS is an entirely new model, designed throughout to provide the utmost power possible and to give the same results as previously only obtained with 8 h.p. Should prove absolutely ideal for reliability trials and overseas use. The engine is built for real hard work and efficiency, being low compression is easy to start and exceptionally smooth in running.

SPECIAL FEATURES

Latest type single cylinder low compression overhead valve roller bearing "Matchless" engine. Mechanical lubrication, three-speed gear, hand controlled clutch, kickstarter, all chain drive, 26 x 3 tyres, two internal expanding brakes, stands to both wheels, latest low design frame, large saddle tank, spring forks, luggage carrier, tool box, full kit of tools, tyre pump, instruction book.

Finish "Matchless" grey—usual parts heavily nickel-plated.

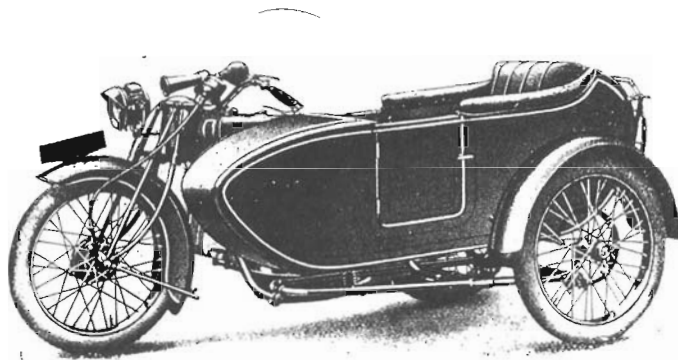
DIMENSIONS:

Engine. Bore 3½	Stroke 3¼—570 c.c.
Nominal H.P. 5.	Brake H.P. 12 at low speeds.
Gear Top 4.6	Middle 6.9. Low 13.5.
26 x 3 tyres.	Mudguards 5¼" front, 6¾" rear.
Overall length 7' 2"	Wheel base 4' 9".
Ground clearance 4¾"	
Tank capacity	Oil ½ gall., Petrol 2 galls.
Consumption 90 M.P.G.	

	Price.	Code Words.
To Standard Specification	£67 10s. 0d.	YAPMY
With Lucas Acetylene Lighting, Bulb Horn, Legshields	£71 18s. 0d.	YARMO
With Lucas Magdyno Lighting, Horn, Legshields	£82 5s. 6d.	YAREK

Delivery free to any part of the United Kingdom and North Ireland.

Sold subject to Guarantee on Back Cover.



MODEL 'M' 5 h.p. WITH SIDECAR



AS a sidecar machine this model will be a revelation as to what can be done with a single cylinder engine, and in our opinion will set the fashion for future sidecar use. Low in first cost—economical in upkeep—powerful—reliable—stylish and a splendid hill climber.

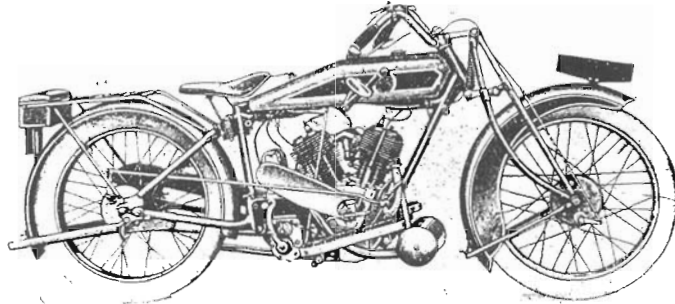
SPECIAL FEATURES

Motorcycle same as Model 'M' on previous page, suitably geared for sidecar work. Sidecar chassis of new design, 4 point connection, exceptionally well sprung—ample passenger room, accommodation for petrol, oil, spares, tools, etc., complete with tools, tyre pump, instruction book and luggage grid.

	Price.	Code Word.
To Standard Specification	£85 10s 0d.	YASLE
With Lucas Acetylene Lighting, Bulb Horn, Screen, Legshields and Sidecar Step	£93 19s. 0d.	YATFM
With Lucas Magdyno Lighting, Horn, Screen, Legshields and Step	£103 6s. 6d.	YATAL

Delivery free to any part of the United Kingdom or North Ireland.

Sold subject to Guarantee on Back Cover.



MODEL M'2 8 h.p. SOLO



An entirely new design to meet the requirements of riders requiring a high power solo mount for exceptionally hard work. Especially suitable for overseas use on bad roads. Highest quality in every respect at low cost.

SPECIAL FEATURES

Mechanically lubricated twin cylinder J.A.P. Engine, roller bearings, three-speed gear, hand controlled clutch, kickstarter, all chain drive, 26 x 3 tyres, two internal expanding brakes, stands to both wheels, latest low design frame, large saddle tank, spring forks, luggage carrier, tool box, full kit of tools, tyre pump, instruction book.

Finish "Matchless" grey—usual parts heavily nickel plated.

DIMENSIONS:

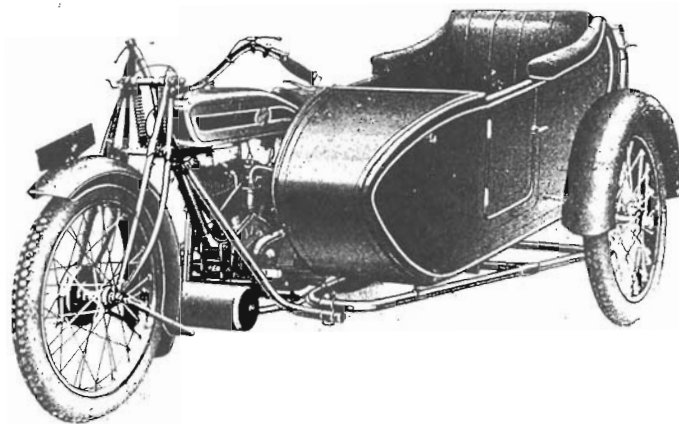
Engine. Bore 85½ x 85 Twin—980 c.c.
 Gear Top 4.6 Middle 6.9 Low 13.5
 26 x 3" tyres. Front guard 5¼" with valance, rear 6½"
 Overall length 7' 2". Wheel base 4' 9"
 Ground clearance 5¼". Saddle height 30"
 ½ x ¾ Renolds chains.
 Tank capacity ½ gall. oil, 2 gall. petrol.
 Consumption 80 M.P.G.

	Price.	Code Words.
To Standard Specification ...	£77 0s. 0d.	YATRY
With Lucas Acetylene Lighting, Horn, Speedometer and Legshields ...	£85 8s. 0d.	YATYR
With Lucas Magdyno Lighting, Horn, Speedometer and Legshields...	£95 15s. 6d.	YAUCY

The latest type of J.A.P. Sports or Super Sports Engines can be fitted to order at extra cost.

Delivery free to any part of the United Kingdom or North Ireland.

Sold subject to Guarantee on Back Cover.



MODEL M/2 8 h.p. WITH SIDECAR



SPECIALLY built for riders requiring a high powered sidecar outfit, for the heaviest work and long distance touring. Same high quality in every respect as our other models, designed to give the best service at a really competitive price.

SPECIAL FEATURES

Motor Cycle as Model M/2 on previous page, suitably geared for sidecar work. Sidecar chassis of new design 4 point connection exceptionally well sprung—ample room for passenger, accommodation for petrol, oil, tools, spares, etc., folding luggage grid, wide mudguard, etc. Complete with tools, tyre pump, and instruction book.

	Price.	Code Words.
To Standard Specification	£95 0s. 0d.	YAUHD
Complete with Lucas Magdyno Lighting, Speedometer, Horn, Screen, Step and Legshields	£116 16s. 6d.	YAUJF
With Lucas Acetylene Lighting, Bulb Horn, Speedometer, Screen, Step and Legshields	£107 9s. 0d	YAURN

Delivery free to any part of the United Kingdom or North Ireland.

Sold subject to Guarantee on Back Cover

MODEL J/S SUPER SPORTS 8 h.p.
WITH SPORTS SIDECAR



THIS Model is the most suitable machine for really fast road work and competitions, built to stand hard work and rough conditions.

SPECIAL FEATURES

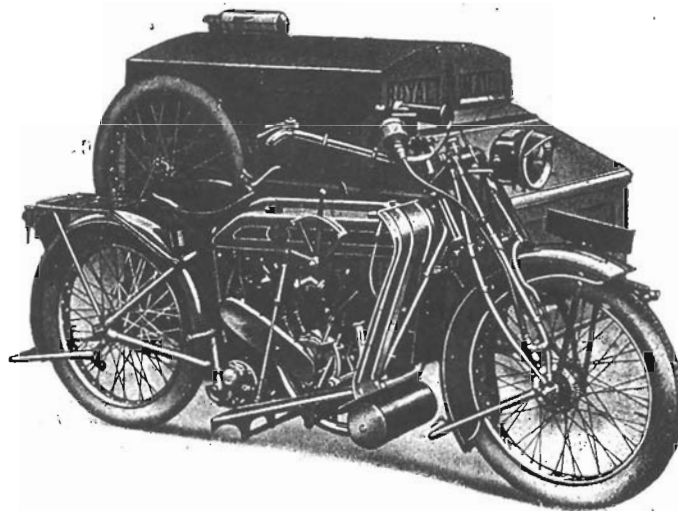
Low riding position, "Matchless" patent girder forks, large saddle tank, super sports twin cylinder, J.A.P. engine, with beehive cooling fins for valve caps, aluminium pistons, large interchangeable valves, "Matchless" three-speed countershaft gear, foot control, 28 x 3" detachable interchangeable wheels, rubber covered foot-boards, two internal expanding brakes, stands to all wheels, wide mudguards, latest sports type sidecar with luggage grid, coverall apron, provision for petrol, tools, spares, etc. Complete with tool box, full kit of tools, tyre pump and instruction book.

Finish "Matchless" grey, usual parts heavily plated.

	Price.	Code Words.
To Standard Specification	£115 0s. 0d.	YAYOS
With Lucas Magneto Lighting, Electric Horn, Speedometer, Spare Wheel and Tyre, Legshields, Sports Screen and Sidecar Step	£143 6s. 0d.	YAYSO

Delivery free to any part of the United Kingdom and North Ireland

Sold subject to Guarantee on Back Cover



MODEL J. 8 h.p. G.P.O. SIDECARRIER



THIS Model has been adopted by the G.P.O. Authorities in the London Area for parcels collection and delivery as being the most economical vehicle for the purpose. Absolutely reliability is essential for postal arrangements, and after most severe tests lasting many months the "Matchless" was selected as giving the best results. Running costs averaged $1\frac{1}{2}$ pence per mile. (Average load $3\frac{1}{2}$ cwts.)

SPECIAL FEATURES

Model J. "Matchless" Motor Cycle fitted with 8 h.p. J.A.P. engine "Matchless" 3 speed gear—foot controlled clutch, silent chain drive front chain entirely enclosed—rear chain efficiently protected with metal guard— 26×3 " tyres, detachable wheels, two internal expanding brakes, rubber covered footboards, specially strengthened stands, luggage carrier.

Wide strong sidecar chassis with box body as illustrated to carry 3-4 cwt.—size 5' long, $2' 9\frac{1}{4}$ " wide, 3' high, with sloping front lift-up lid, two doors at back, locker accommodation inside for petrol, tools, etc.

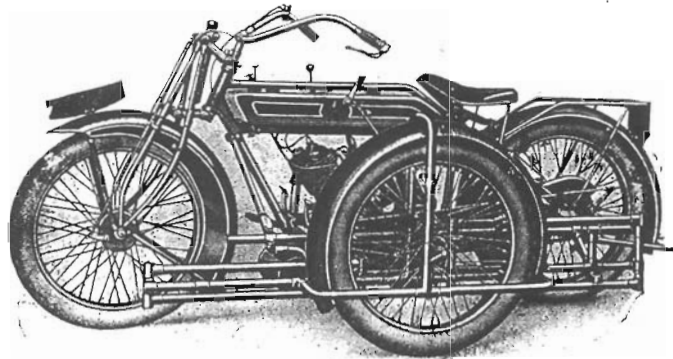
Equipment—Spare wheel and tyres, Lucas Acetylene Lighting, rear drive speedometer, legshields, bulb horn, lifting jack, full kit of tools, tyre pump, and instruction book.

FINISH Standard "Matchless" grey, usual parts heavily plated.

	Price.	Code Word.
To standard Specification	... £125 0s. 0d.	YABOV
Complete with full equipment as above	£136 13s. 0d.	YABIT

Delivery free to any part of United Kingdom or North Ireland.

Sold subject to Guarantee on Back Cover.



MODEL 'J' 8 h.p. WITH FOLDING SIDECAR CHASSIS



THE value of this type of sidecar is at once apparent where garage accommodation is difficult. The illustration shows the sidecar chassis folded so that machine can easily be wheeled through a 36" gateway. The body is carried on specially designed undercarriage with springs attached, giving the same security and comfort associated with our standard sidecars.

SPECIAL FEATURES

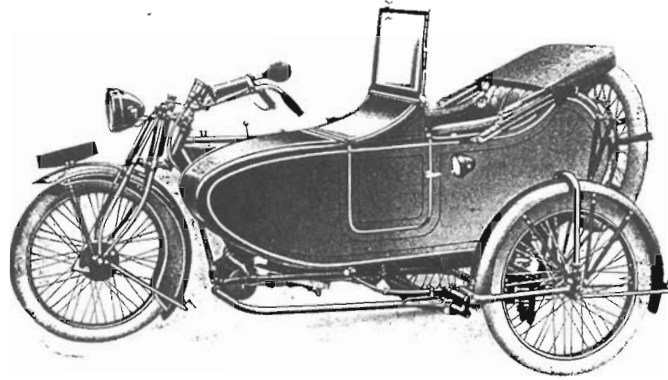
Model 'J' "Matchless" motorcycle same specification as on previous page. Folding sidecar chassis with detachable undercarriage for sidecar body, enabling same to be removed by taking off two thumb screws only. Body of the latest design touring pattern, roomy and comfortable, trimmed best green leather cloth, spring seat, removable back behind which accommodation is provided for petrol, oil, tools, etc. Complete with tools, tyre pump and instruction book, finish "Matchless" grey, usual parts heavily plated.

	Price.	Code Word.
To Standard Specification	£113 0s. 0d.	YAAMD
Complete with Spare Wheel and Tyre, Bulb Horn and Screen	£120 13s. 0d.	YAALC
Any item of equipment as shown on other models can be fitted		

This machine can also be supplied with commercial box carrier at same price.

Delivery free to any part of the United Kingdom or North Ireland.

Sold subject to Guarantee on Back Cover.



MODEL 'H' AND H/2 WITH TOURING SIDECAR



THIS Model represents the highest development in Motorcycle and sidecar construction for touring purposes.

SPECIAL FEATURES

"Matchless" patent spring frame, double action spring forks, spring sidecar with double truss connecting rear and side wheels, the whole forming the most comfortable vehicle possible. "Matchless" M.A.G. or J.A.P. engine at option, 8 H.P. "Matchless" three speed countershaft gear box with all metal double V foot controlled free engine clutch, silent chain drive, entirely enclosed in easily detachable oil tight chain cases. Matchless patent detachable interchangeable wheels, 28 x 3 tyres, two internal expanding brakes, luggage carrier

Latest design touring sidecar, large roomy body, folding luggage grid, provision for spare petrol, oil, tools, etc. Finish "Matchless" grey, usual parts heavily plated.

DIMENSIONS:

Overall length 7' 8", width 5', wheel base 5' 2"

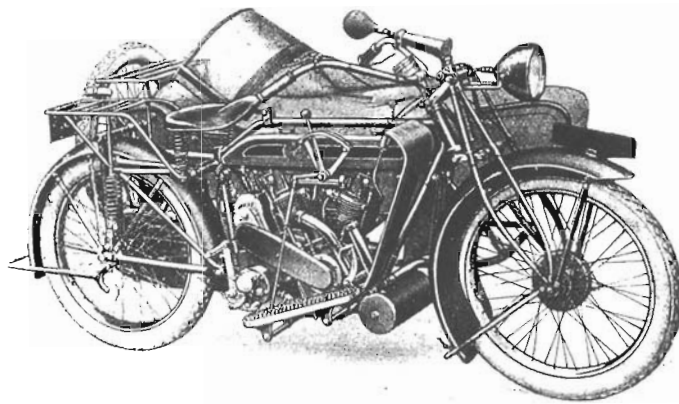
Model H. J.A.P. Engine 85½ x 85—980 c.c.

Model H/2 M.A.G. Engine 82 x 94—996 c.c.

	Price	Code Word.
Model H. to Standard Specification ..	£125 0s. 0d.	YEADZ
Model H/2 to Standard Specification ..	£125 0s. 0d.	YECUD
Model H. fully equipped with Lucas Magdyno Lighting, Bulb Horn, Spare Wheel and Tyre, Rear Drive Speedo- meter, Waterproof Hood, with Cover, Windscreen with raised Dash and Side Wing, Legshields and Step ..	£158 14s. 0d.	YEANK
Model H/2 as above ..	£158 14s. 0d.	YEDAZ

Free delivery to any part of United Kingdom or North Ireland.

Sold subject to Guarantee on Back Cover.



MODEL 'H' WITH 8 h.p. SUPER SPORTS ENGINE AND SPORTS SIDECAR



CONSTRUCTED for the benefit of riders who require the highest efficiency and comfort for competition and strenuous trials or fast long distance touring.

SPECIAL FEATURES

"Matchless" Patent spring frame, forks and sidecar chassis same as Model H. on previous page.

Fitted with the new Super Sports J.A.P. engine same as Model J.S.

Sports sidecar body giving low riding position, roomy, and comfortable for long distance journeys, fitted with luggage grid, spare wheel carrier, and provision for carrying spare petrol, oil, tools, etc.

Finish "Matchless" grey, usual parts heavily plated.

Complete with full tool kit, tyre pump, and instruction book.

DIMENSIONS:

Super sports J.A.P. engine, $85\frac{1}{2} \times 85$ —980 c.c.

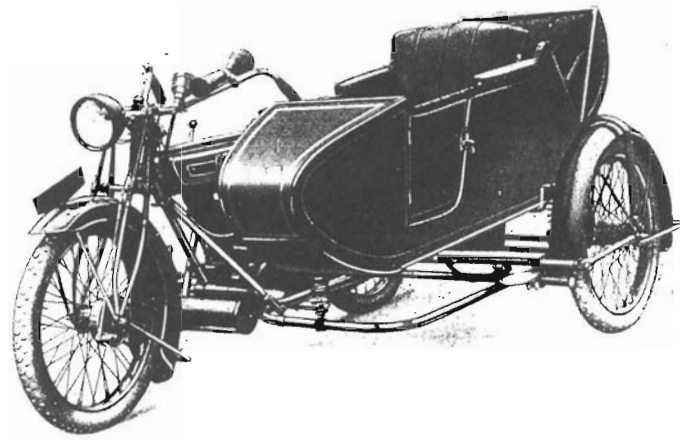
Saddle height 33 ins., overall length 7' 8", width 5

Wheel base 5' 2", petrol consumption 50 M.P.G.

	Price	Code Word.
To Standard Specification	£130 0s 0d.	YEEMK
Complete with Lucas Magdyno Lighting Lucas Electric Horn, Rear Drive Speedometer, Spare Wheel and Tyre. Sports Screen, Legshields and Step	£164 5s. 6d.	YEBWA

Delivery free to any part of the United Kingdom or North Ireland.

Sold subject to Guarantee on Back Cover.



MODEL 'H' AND H/2 8 h.p. WITH TWO-SEATER SIDECAR



THE most popular two-seater sidecar on the market.

SPECIAL FEATURES

"Matchless" motorcycle and sidecar chassis same as Model H. on page 13. Special dual purpose sidecar body, can be used for one or two adult passengers at option. The rear portion simply and neatly folds up when required for one passenger only. Undoubtedly the most useful sidecar body ever designed, stylish in appearance, strongly made and most comfortable in use. Ample accommodation for petrol, oil, tools, etc.

Finish "Matchless" grey, usual parts heavily plated.

DIMENSIONS :

Model H. with J.A.P. engine $85\frac{1}{2} \times 85$ —980 c.c.

Model H/2 with M.A.G. engine 82×94 —996 c.c.

Overall length 7' 8", width 5', wheel base 5' 2"

Saddle from ground 33", height to top of sidecar body 3' 5"

Ground clearance 6", petrol consumption 45 M.P.G.

Tank capacity 2 galls. petrol, 6 pints oil.

Front chain 72 pitches, $\frac{1}{2} \times 1$ " wide Coventry silent.

Rear chain 100 pitches $\frac{5}{8} \times \frac{3}{8}$ " Renolds roller.

Weight for registration purposes, 3 cwt. 0 qrs 14 lbs.

Annual Tax £4 0s 0d.

	Price.	Code Word.
Model 'H' to Standard Specification	£130 10s. 0d.	YEHYK
Model H/2 to Standard Specification ...	£130 10s. 0d.	YEJOJ
Model 'H' with Lucas Magdyno Light- ing, Bulb Horn, Rear Drive, Speedo- meter, two adjustable Screens or special combined Screen and Hood, Legshields, Step, Spare Wheel & Tyre	£161 9s. 0d.	YEJAF
Model H/2 as above	£161 9s. 0d.	YEKHE

Delivery free to any part of the United Kingdom or North
Ireland.

Sold subject to Guarantee on Back Cover.

Conditions of Guarantee

WE give the following guarantee with our Motorcycles instead of the guarantee implied by statute or otherwise as to the quality or fitness of such machines for the purpose of motorcycling, any such implied guarantee being in all cases excluded. In the case of machines which have been used for " hiring out " purposes, or in respect of which our trade mark or manufacturing number has been removed, no guarantee 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 three months only from the date of purchase, and the damages for which we make ourselves responsible under this guarantee are limited to the replacement of any part which may have proved defective.

WE UNDERTAKE, subject to the conditions mentioned below, to make good at any time within three months any defects in these respects. As motorcycles are easily liable to derangement by neglect or misuse, this guarantee does not apply to defects caused by wear and tear, misuse, or neglect.

Any motorcycle sent to us to be plated, enamelled or repaired, will be repaired upon the same conditions as if it were a new motorcycle, *i.e.*, we guarantee that all precautions which are usual and reasonable have been taken by us to secure excellence of material and workmanship, such guarantee to extend and be in force for three months only from the time such work shall have been executed, and this guarantee is in lieu and in exclusion of any common law or statutory warranty, 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.

Copy of Guarantee

IF a defective part should be found in our motorcycles, it must be sent to us, carriage paid, and accompanied by an intimation from the sender that he desires to have it repaired free of charge under our guarantee, and he must also furnish us the same time with the number of the machine, the name of the agent from whom he purchased, and the date of purchase.

Failing compliance with the above, no notice will be taken of anything which may arrive but such articles will lie here at the risk of the senders; and this guarantee, or any implied guarantee, shall not be enforceable.

We guarantee only those machines which are bought either direct from us or from one of our duly authorised Agents, and under no other conditions.

We do not guarantee the specialities of other firms, such as tyres, saddles, chains, lamps, etc., or any component part supplied to the order of the purchaser differing from our standard specification supplied with our motorcycles or otherwise.

The Term "Agent"

is used in a complimentary sense only, and those firms whom we style our Agents are not authorised to advertise, incur any debts, or transact any business whatsoever on our account other than the sale of goods which they may have purchased from us nor are they authorised to give any warranty or make any representation on our behalf other than those contained in the above guarantee.