With the Compliments of British Motor Cycle Agencies N.Z. Ltd.

MATTERS MOTOR CYCLING



HE OBJECTS of this booklet are to acquaint you fully with our special facilities for providing you with economical motoring, whether for pleasure or business; to assist you in the choice of a Motor Cycle (New or Second-hand) to suit your personal requirements; and to give details of our own Specialised Service and Guarantee.

Tied to no manufacturer, our advice is honest and impartial. Motor-cycling is our speciality, and our experience gained during the last 25 years is absolutely unsurpassed; we place it freely at the disposal of our clients, whom we are determined to satisfy at all costs.

THE CHOICE OF A MOTOR-CYCLE.

Please advise us, by letter, phone call or personal visit, as to your requirements, stating the approximate price you wish to pay, the make of Motor-cycle you prefer, the horse-power required, and whether overhead, side valve, or two-stroke, and we will then give you our considered advice and offer you a choice of various suitable machines. This costs you nothing and places you under no obligation.

CONCERNING USED MOTOR-CYCLES.

We have always a good selection of Used Machines in stock and you can definitely rely on our recommendations; our reputation stands by any machine we sell.

OPTION OF EXCHANGE.

In the event of any used machine selected not being entirely satisfactory, WE WILL EXCHANGE WITHIN 14 DAYS FOR ANY OTHER MOTOR-CYCLE IN STOCK of equal price, or of higher price on payment of the difference.

DRIVING TUITION AND LICENCE.

We can offer you the services of competent instructors who will give you the necessary tuition and make all arrangements for you to pass the test and obtain driving licence. THIS SERVICE IS FREE TO ALL OUR CUSTOMERS.

SHOULD YOU REQUIRE OR PREFER TO PURCHASE ON EASY TERMS.—We can assist you in MAKING YOUR OWN TERMS for payment of any machine, NEW or USED.

FRANKING PHOMASIL TD.

FOR —

Cylinder Grinding Reboring and Car Repairs

Cylinder Grinding and Reboring undertaken for all makes of Motorcycles, Trucks and Cars.

WORKMANSHIP GUARANTEED

Frank V. Thomas Ltd.

Motor and General Engineers.

254 ST. ASAPH STREET,

Christchurch.

Agents for Thornycroft Trucks.

To launch a new business when the universal economic depression was at its worst and gloomiest demanded courage and confidence. But courage and confidence are not in themselves sufficient to keep any such business afloat and forging ahead. Vision and sound business ability, a mastery of detail, a power to see chances and a resolution to take them are some of the factors that are necessary for success, and these-and some others -help to explain how and why the British Motor-Cycle Agencies, of Manchester Street, Christchurch, has in the five years since it was founded, kept steadily on its way, growing stronger every year until to-day it can be ranked as one of the important businesses of the Southern City.

One aim of the firm was to prove the superiority of British goods in their own particular line, and to import direct from British manufacturers. The firm realised in 1933 that there was a big market for lightweight motor-cycles. After careful

BRITISH FIRST.

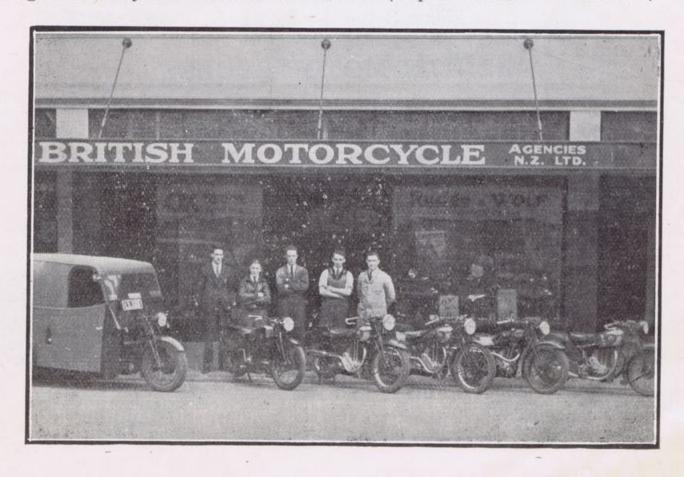
inquiry and investigation it was decided that the Wearwell Cycle Factory, Wolverhampton, produced the light-weight motor-cycle best suited to New Zealand—the Wolf motor-cycle. So the "Wolfs" were imported and have given the greatest satisfaction to their buyers and users, and month by month the sales steadily increase.

A WIDE RANGE.

But the Agencies deal in other well-known lines such as the Rudge, O.K. Supreme, Zenith, Excelsior and Velocette. There is also the Raleigh three-wheel delivery van, which is having a ready and increasing sale.

The activities of the firm are not confined to motor-cycles. They are agents, for example, for the famous J.A.P. engines, manufactured by Prestwich, London, whose engines are of all types and sizes, stationary, motor, etc. These engines have been used in New Zealand for 25 years and their reliability has long ago been proved beyond all doubt.

(Reprint from N.Z. Bulletin.)



ABOUT OURSELVES

BRUDGE MOTOR CYCLES O- NZ

"THE DEPENDABLE RUDGE" has a performance high above the average, but, coupled with perfect steering, wonderful roadholding, and exceptional brakes, RUDGE is quickly comfortable and safely fast.

There are four models in the Rudge range, all fully equipped and each making its special appeal to the rider.

RUDGE 250cc RAPID—£90. #9-10-0.

" 250cc SPORTS—£106. 55-10-0.

" 500cc SPECIAL—£117/10/-. 63-10-0.

" 500cc ULSTER—£135. 43-10-0.

WOLF LIGHT-WEIGHT MOTOR-CYCLES.

Manufactured by the Wearwell Cycle Co., Wolverhampton, England, a firm that has always specialised in light Motor-cycles, the performance of these machines in Australia and New Zealand proves beyond doubt that they are the best Light-weight Motor-cycles made. The 148cc 4-speed model is the ideal machine for economical transport. It gets you there and back again with no fuss, no worry, no expense.

WOLF 148cc 3-Speed—£45. ,, 148cc 4-speed DE-LUXE—£49/10/-. ,, 250cc 3-speed—£62/10/-. 33-/--.

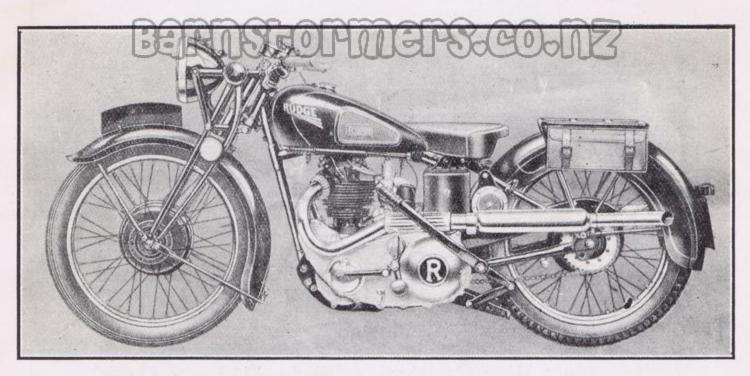
ZENITH MOTOR-CYCLES.

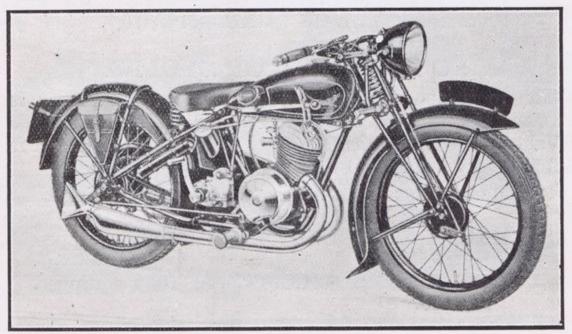
The name Zenith is world famous for Individuality, Speed and Reliability, fitted with the World Famous J.A.P. Engine and Burman Gearbox these machines are built with the utmost care and tested under the most varying conditions.

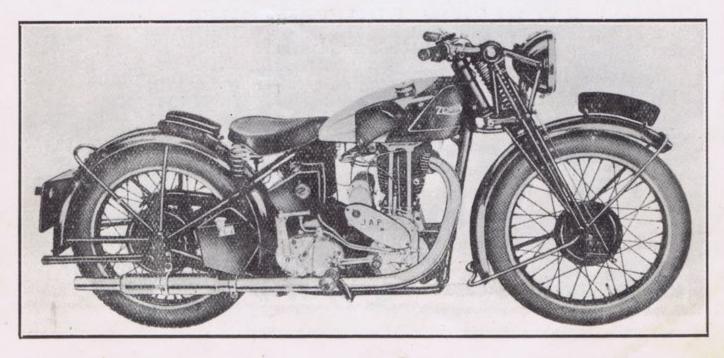
The ZENITH has many World's Records to its credit, and has gained many awards in open reliability trials.

250cc 3-speed, fully equipped—£83/10/-. 52-50.
350cc 4-speed, fully equipped—£89/10/-. 52-50.
500cc 4-speed, fully equipped—£110. 61-00
500cc 4-speed DE LUXE, fully equipped—£120. 69-10.0

Other models, terms, and full specifications on application.







O.K. SUPREMEMOTOR-CYCLES!

The make of machine that any firm would be proud to have the Agency, although the O.K. Firm is one of the oldest in the trade, these machines were hardly known in New Zealand before 1930, and in the short space of six years they have become recognised as one of the most popular makes, and the O.K. SUPREME has the reputation of being the most successful machine in N.Z. for Racing and Reliability.

The most popular model this year is the "FLYING CLOUD" SPORTS 70, a classy 250 O.H.V., fully equipped with first-class specification, and only £79/10/-. 45-10-0.

Other Models are-

500cc High Camshaft SPORTS—£108. 62-/0-0 500cc High Camshaft SPEED—£115. 65:00 500cc Side Valve DE LUXE—£102/10/-. 58:00

VELOCETTE MOTOR-CYCLES.

The most successful 350cc Machine ever built, it is essentially the best 350cc for the Sporting rider. For 1936 the Velocette are also making a $3\frac{1}{2}$ O.H.V. model which is making a very successful debut.

Model M.S.S. $3\frac{1}{2}$ O.H.V. 4-speed, fully equipped, £110/10/-.

Model M.A.C. $2\frac{3}{4}$ O.H.V. 4-speed, fully equipped, £89/10/-.

Model K.S.S. $2\frac{3}{4}$ O.H.C. 4-speed, fully equipped, £120.

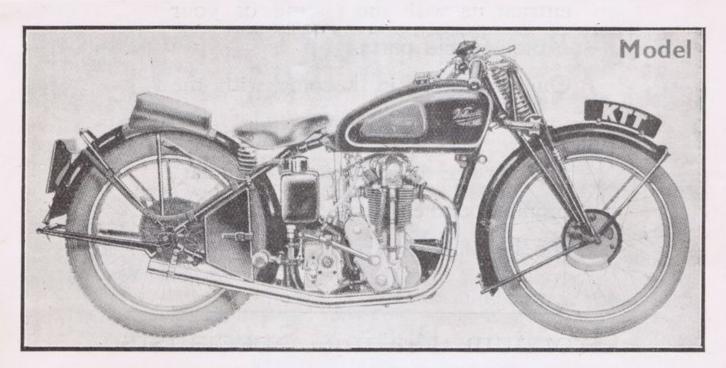
EXCELSIOR LIGHT-WEIGHT MOTOR-CYCLES.

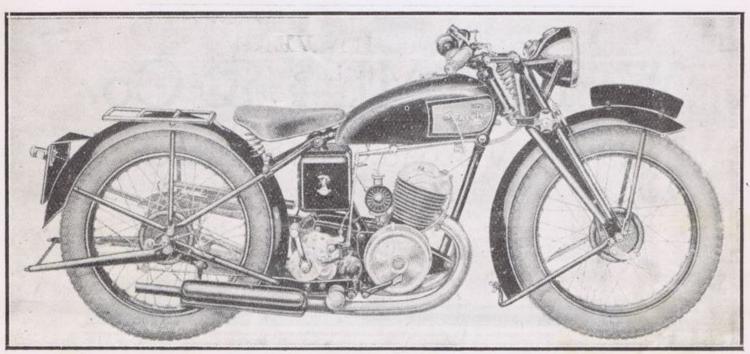
Made by the Excelsior Motor-cycle Co., Birmingham, England, to meet the demand for a light Motor-cycle capable of giving long, trouble-free service, handy and easy to operate, in fact a machine you can call your best friend, it is extremely economical to run, and built to give years of hard work at little cost.

The 250cc MERITOR MODEL is fully equipped, has a 3-speed Burman gearbox, separate dynamo lighting set, and is in fact the DE-LUXE light-weight—£62/10/-.



SPECIAL NOTE—
N.Z. GRAND PRIX HANDICAP, 13th April, 1936, 150
miles, won by A. G. Smith on his O.K. SUPREME "Flying Cloud."
Time: 3 hours. 9 minutes.





Motor Cyclists!

You are taking no risks when you entrust us with the plating of your Motor Cycle parts.

Our prices are in keeping with the times and our modern equipment and service is capable of handling promptly and efficiently anything that can be plated.

Cromium Plating Specialists

W. TOOMEY & Co.

29 Ferry Road, Christchurch
Phone - 31-730.

MOTOR-CYCLING FOR PLEASURE.

For 1936 Motor-cyclists have offered to them far and away the best selection that has ever been marketed. For example, improvement in riding position means little obvious alteration, and a wiser selection of gear ratios makes none at all, but matters like these make all the difference to the owner's appreciation of a machine.

One of the outstanding features of the 1936 range is their "Rideability," and these subtle but important changes never pass unnoticed by motor-cyclists.

No other form of transport can equal a Motor-cycle for pleasure and economy.

Do you realise that it is possible on the modern machine to travel 5 miles to and from work or the office every day of the week at a cost of only 1/6 per week.

That a trip from Christchurch to Dunedin and back would only cost approximately 12/6.

A Sunday trip to Timaru and back with your passenger would cost only 7/6, or a mere 3/9 each return.

MOTOR-CYCLING AS A SPORT.

The machines we have selected as our Agencies have proved themselves on ROAD, BEACH and TRACK not only in other parts of the world, but particularly in New Zealand, and the following is a short summary of some of the successes during the past few years:—

RUDGE—Winner of New Zealand Tourist Trophy FOUR TIMES.

Winner of Longest Beach Race. Winner of Two-Day Reliability Trial.

VELOCETTE—Winner of 1936 New Zealand Tourist Trophy Race and innumerable Beach successes.

O.K. SUPREME—Winner of Brighton Beach Championship Four Years in succession, a performance unequalled by any other make at any time. Holder of AUSTRALASIAN Speed Record, 500cc Class.

If it is Economy you want—The WOLF and EXCEL-SIOR.

Speed and Reliability—The O.K. SUPREME and ZENITH.

"Thoroughbred"—The RUDGE.

The World's Best 350cc—The VELOCETTE.

All the BEST. Unbeatable in their Class.

Demotormers counz

What's the Matter?

No Speed - Hard Starting?

Call on Us

NELSON & EASTMOND

Specialist in Lighting, Starting and Ignition.

'Phone 35-502

We Repair
GENERATORS
MAGNETOS
STARTERS.

All Work Personally attended Therefore Guaranteed.

Nelson & Eastmond

Cr. Victoria St. and Duham St. Christchurch.

AUTOMOTIVE ELECTRICAL ENGINEERS.

Mr. SHAW—"Lawrence of Arabia," was an ardent Motor-cyclist and spent most of his spare time with his "Brough Superior," enjoying the best of all sports—Motor-cycling.

PERSONALITIES.

Major WOODHOUSE—"An English Air Ace."

Sir MALCOLM CAMPBELL.

STANLEY WOODS.

JIMMIE SIMPSON.

In fact, to sum up, everyone of the men who have won world-wide fame in the field of strenuous endeavour—Flying, Speed-boating, Motor-car Racing, etc., have all served their apprenticeship in the ranks of the motor-cyclists, and in every case give full credit to the experience gained in the saddle of a motor-cycle. We can confidently state that all the World's Best Car-drivers and Flying Men were "fellow Motor-cyclists."

IN CONCLUSION.

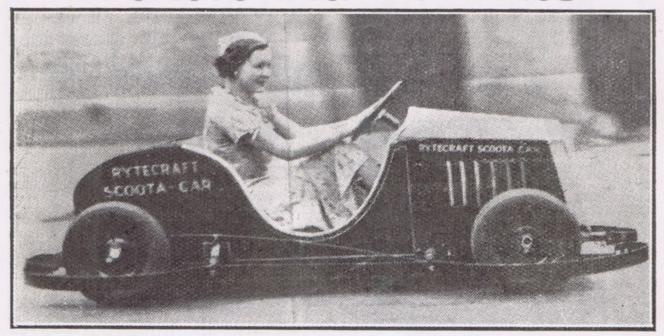
The modern Motor-cycle is truly a wonderful piece of machinery, but after all it is machinery, and it will be a very long day before it is perfect.

It needs regular care and attention and proper treatment. If you have any troubles, whether mechanical or otherwise, come along and BRITISH MOTOR-CYCLE AGENCIES N.Z. LTD. will help you out.

Our staff and workshop are here to help you.

We carry all kinds of Spares and Accessories, and Equipment for your machine and yourself.

The Rytecraft "Scoota car"



THE RYTECRAFT "SCOOTA-CAR," British designed and built throughout. Speed 15 miles per hour, does 70 miles per gallon of petrol, 1 h.p. motor with fluid-type flywheel clutch. The control of this wonderful little Car is simplicity itself, just one pedal to operate. For advertising your business, for use as a parcel carrier, for use as a runabout on the farm, run to the office, golf, etc., the RYTE-CRAFT is a winner. We will be only too pleased to furnish full particulars on application.

British Motor Cycle Agencies Ltd. 209 MANCHESTER STREET

CHRISTCHURCH.

'Phone - 32-342

We Stock and Recommend



Definitely the World's Best.