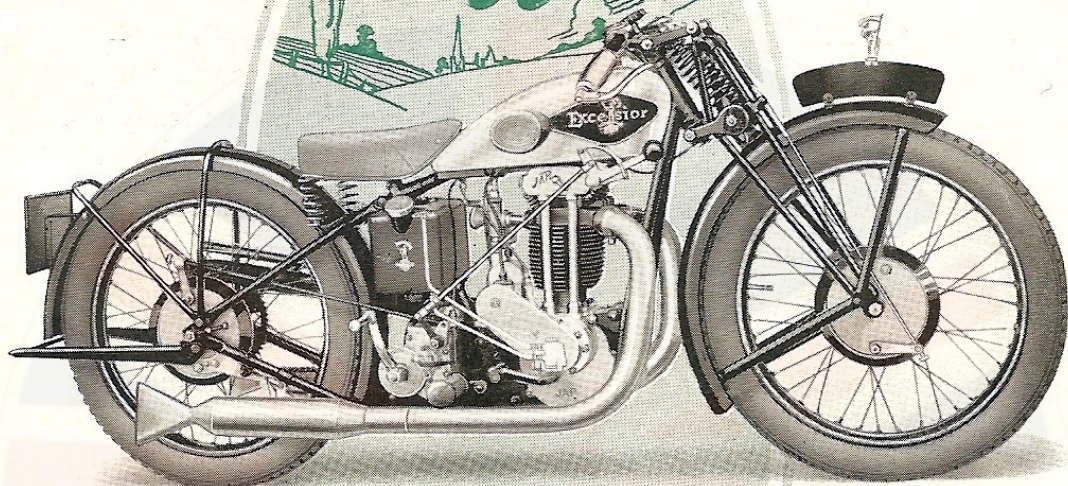


'Excelsior'

1931



MOTOR CYCLES



THE EXCELSIOR MOTOR COMPANY LIMITED

(PROPRIETORS OF BAYLISS, THOMAS & CO.)

Established 1874.

Head Office and Works: KINGS ROAD, TYSELEY, BIRMINGHAM

NEAREST STATION: TYSELEY (GREAT WESTERN RAILWAY),

Telephone .
277-278, ACOCK'S GREEN.

Telegrams :
"MONARCH, HAY MILLS."

Code :
A.B.C. 5th EDITION.

FAMOUS SINCE 1874

The 1929 T.T. Winner

Excelsior

Famous Since 1874

Foreword

AS the long list of "Excelsior" Successes, in both Racing and Reliability events increases, the necessity to write any appreciable amount of introduction to our products must automatically decrease. So numerous indeed are the laurels added to "Excelsior's" fame since 1929 that we feel inclined to violate our customary modesty in such matters, and ask you straightway to turn to the pages in which the victories of speed and all-round reliability are recorded. Such proof of "Excelsior" worthiness will do more to convince you than any amount of "sales talk" in the form of a foreword.

*"Famous since eighteen-seventy-four,
'Excelsior' keeps to the fore."*

WINNER OF 1928

Dutch T.T., German,
French, Belgian,
European and Brook-
lands Grand Prix.

WINNER OF 1929

Dutch T.T., French and
Brooklands Grand Prix
and
LIGHTWEIGHT T.T.
at Record Speed and
41 FIRSTS and
WORLD'S RECORDS
at Brooklands.

WINNER OF 1930

German Grand Prix
French Grand Prix
European Grand Prix

Terms of Business

HOME TRADE.

PAYMENT. Net cash against invoice at our Works
CARRIAGE. All Motor Cycles sent Carriage Paid in England and Wales. Upon receipt of goods, customers are advised to examine before signing, and, if any damage, to sign as such, giving an immediate notification to the Company delivering; also advise us. Sidecars are sent Carriage Paid per Goods Train. Should we be instructed to send Sidecars Passenger Train, the difference in carriage will be charged on invoice. **Scotland.**—All motor cycles despatched to Scotland are sent Carriage Paid to nearest Railway Station with the exception of models A2, A3, A4 and AE4, on which any excess over an amount of 10/- is chargeable. **Ireland.**—Delivery F.O.B. English port.

PRICES AND SPECIFICATIONS. All Prices and Specifications in this list are subject to alteration without notice and cancel all preliminary lists.

LUBRICATION. We use SOLELY in our Works and also EXCLUSIVELY RECOMMEND the various grades of CASTROL Oils only for all our models.

REPAIRS. All parts to be sent Carriage Paid, with the Sender's name on the back of the label advising us at the time of despatch.

FOREIGN AND COLONIAL.

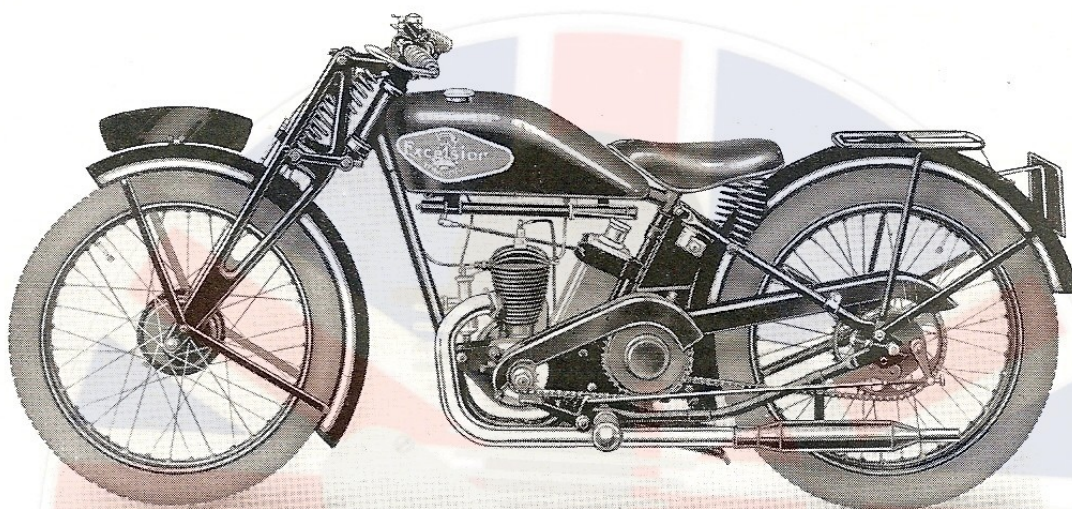
All orders from Abroad, unless received through Established Agencies or Shipping Houses, must be accompanied by a deposit of not less than 25 per cent, and credit opened with English Bank or first-class firm who will pay balance on receipt of shipping documents.

DELIVERY. F.O.B. convenient English Port.
PACKING. Open crate, Lightweight, 15/-; Heavyweight, 20/-; Closed case for two Lightweight (Models Nos. 1 to 4 inclusive), 30/-; Closed case for one Heavyweight or one Lightweight, 25/-.

Excelsior

Famous Since 1874

147 c.c. Three-Speed UTILITY MODEL. No. A2.



Specification.

ENGINE. Villiers Two-stroke 55mm. x 62mm. 147 c.c. with magneto flywheel and straight through exhaust pipe with expansion chamber.

FRAME. Loop type of improved design having best quality high carbon weldless steel taper gauge tubes, and giving a very low riding position.

FORKS. Girder pattern pressed steel spring forks with link action and central spring under compression.

GEAR. Three-speed. All chain drive, hand controlled clutch and kick starter.

STAND. Central stand, gives quick and easy removal of both wheels.

TANK. All steel saddle tank with oil measure, and arranged for petrol lubrication. (Capacity 1½ Gals.)

CARBURETTOR. Villiers single lever.

CARRIER. A strong tubular carrier is provided.

WHEELS AND TYRES. Best quality rims. 24 x 2.375in. W.O. Dunlop Cord Tyres.

SADDLE. Lycett best quality.

BRAKES. Internal expanding 5in. diameter front and rear, with finger adjustments.

TRANSMISSION. Front and rear chains, 1/2 x 7/8 in. heavy Coventry.

HUBS. All steel hubs of exceptional strength, nickel chrome cones. 1/8 in. balls.

MUDGUARDS. Of ample width, rigid stays, preventing mudguard vibration.

TOOL BOX. A strong enamelled metal tool box is fitted between seat tube and mudguard.

HANDLEBARS. These are fitted by special clip to the steering head, are adjustable and fitted with rubber grips and inverted levers.

EQUIPMENT. Full kit of tools, inflator, chain punch, quart tin of Castrol XL oil and Tecalemit grease gun.

WEIGHT. 150 lbs. (approx.).

EXTRAS—Direct Electric Lighting Set with 4½ in. Head Lamp, £1 10 0 ; Ditto with 6 in. Head Lamp and parking lights, £2 0 0 ; Lycett Supple Top Saddle, 10/6 ; Leg Guards, 17/6 ; Excelsior Mascot, 3/6 ; Chromium Plated Tank, 17/6 ; Dynamo Lighting and Charging Set, 6in. Head Lamp, £4 10 0.

When Lighting Set is ordered, the 6in. Direct Set is fitted to these models, unless otherwise advised.

Model No. A2. 147 c.c. 3-speed UTILITY MODEL **£22 1 0**

Model No. A2—Code Word "Exluxe."

Model No. A2—Code Word "Exlite" if lighting set ordered.

Note.—Add the letters AC to Code Word if Dynamo Lighting and Charging Set is required.

H.P. TERMS

Initial Payment £7 0 0

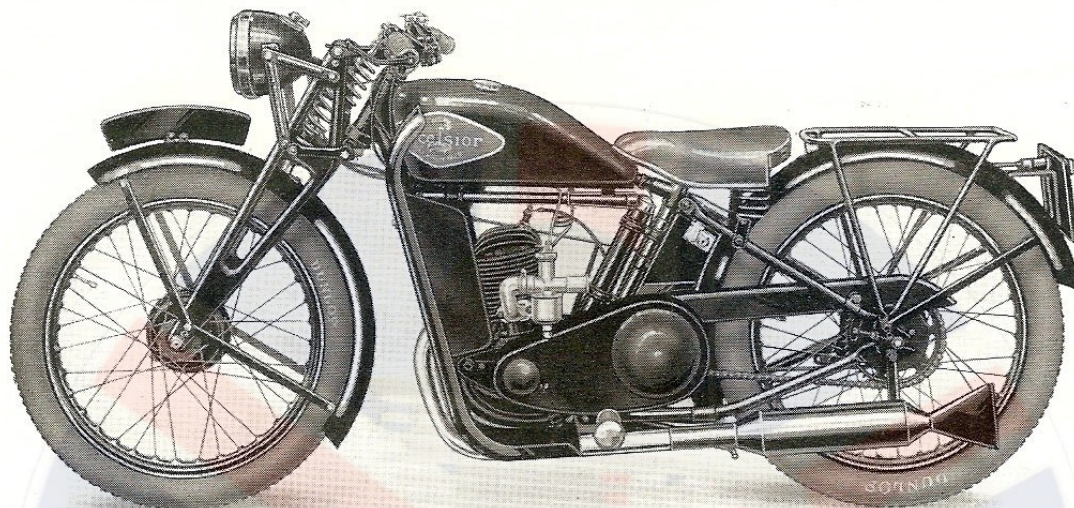
12 Monthly Instalments of .. £1 17 0

Insurance included in these amounts.

Excelsior

Famous Since 1874

196 c.c. SERVICE MODEL No. A3.



Specification.

ENGINE. Latest design Villiers Two-stroke, single port. 61mm. bore x 67mm. stroke, cubic capacity 196 c.c. Petroil lubrication. Fitted in an inclined position in the frame. External flywheel magneto, of great efficiency. Straight through exhaust pipe with large silencer and fish tail end, chromium plated.

FRAME. Specially strengthened loop frame of approved design, manufactured with best quality weldless steel taper gauge tubes, giving a low and very comfortable riding position.

GEAR. Three-speed, with hand controlled clutch and kick-starter. Gear lever placed in a very accessible position on tank, providing a remarkably easy operation.

STAND. "Spring-up" central stand, facilitating the easy removal of either front or rear wheels.

TANK. Extra strong welded steel saddle tank of attractive design. Petroil lubrication, having a capacity of over two gallons, with combined filler and oil measure.

CARBURETTER. Villiers single lever.

WHEELS AND TYRES. Best quality rims. Dunlop Cord tyres, 25 x 3.00in. wired type.

SADDLE. Lycett best quality supple top. (Dunlop "Drilastic" flexible top of large dimensions optional).

BRAKES. Internal expanding shoe type front and rear, fully protected from oil and dirt. Finger adjustments.

TRANSMISSION. Heavy Coventry $\frac{1}{2}$ in. x $\frac{3}{8}$ in. front and rear.

HUBS. All steel hubs of exceptional strength, with nickel chrome cones and $\frac{7}{8}$ in. balls.

FORKS. Girder pattern pressed steel of remarkable strength, with link action and central spring under compression.

MUDGUARDS. Wide dome section with rigid stays preventing vibration.

HANDLEBARS. Sports pattern, adjustable for angle, reach and height, fitted with rubber grips and inverted levers.

CARRIER. Very strong steel tubular two-stay type, supported from frame.

LEG-GUARDS. One piece, of attractive design, incorporating an efficient undershield to the engine. Easily detachable.

EQUIPMENT. Full kit of tools, inflator, chain punch, tin of Castrol XL oil, and Tecalemit grease gun.

ELECTRIC EQUIPMENT. Villiers direct electric lighting equipment, with large (6in.) head lamp and tail lamp, incorporating a switch for separate parking lights, operated from an independent dry battery, refills being readily obtainable from any electrical store.

WEIGHT. With electric lighting, parking lights, leg-guards, 184 lbs. (approx.).

Model No. A3. 196 c.c. SERVICE MODEL

Complete with Electric Lighting Equipment, Parking Lights, Leg Guards and Three Speed Gear

£24 17 6

Model No. A3—Code Word "Service."

H. P. TERMS (Model A3):

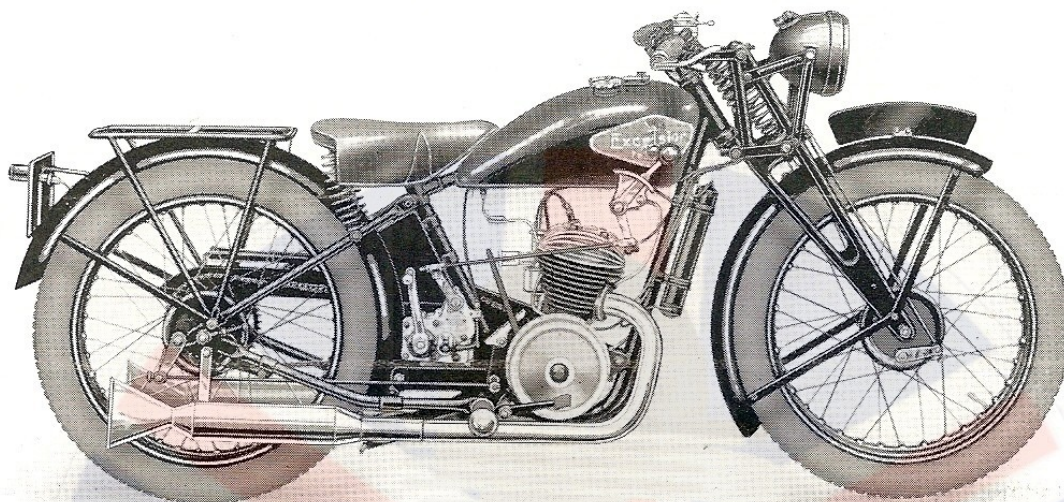
| | | |
|------------------------|-------|--------|
| Initial Payment | | £7 0 0 |
| 12 Monthly Instalments | | £2 2 0 |

Insurance included in these amounts.

Excelsior

Famous Since 1874

**196 c.c. Two Stroke, Two Port SUPER SPORTS
3-Speed Models. Nos. A4 & AE4.**



Specification.

ENGINE. Villiers Sports Two-stroke, two port 61mm. x 67mm., 196 c.c. with detachable cylinder Head and flywheel magneto. Villiers Automatic lubrication system. Twin exhaust pipes with two expansion chambers chromium plated.

FRAME. Specially strengthened. Loop type, of best quality high carbon weldless steel taper gauge tubes, giving a very low riding position.

FORKS. Girder pattern pressed steel spring forks with link action and central spring under compression.

GEAR. Three-speed all-chain drive, hand controlled clutch and kick-starter.

STAND. Central stand, gives quick and easy removal of both wheels.

TANK. All steel two compartment saddle tank, of latest design embodying Auto Lubrication Sight Feed. Capacity 1½ galls. Petrol and 1 quart Oil.

CARBURETTER. Villiers single lever.

CARRIER. A strong tubular carrier is provided.

WHEELS AND TYRES. Best quality rims. 25 x 3 W.O. Dunlop Cord tyres.

EXTRAS to Model A4. Direct Electric Lighting Set with 6in. Head Lamp and parking lights, £20 0; Leg Guards, 17/6; Excelsior Mascot, 3/6; Chromium Plated Tank, 17/6; Miller S.U.S. Dynamo Lighting Set, 7in. Head Lamp £5 5 0. Special Smith's chronometric Speedometer can be supplied fitted to the forks with internal front hub drive if ordered with machine, at a small extra charge of 45/- non-trip model, 5/- extra for trip model.

EXTRAS to Model AE4. Miller S.U.S. Dynamo Lighting Set (7in. Head Lamp), £3 5 0. only.

When Lighting Set is ordered, the 6in. Direct Set is fitted to these models unless otherwise advised.

Model No. A4. 196 c.c. SUPER SPORTS MODEL, £28 3 0
Standard Specification (without lighting)

Model No. AE4. 196 c.c. SUPER SPORTS MODEL, £31 10 0
Equipped with Direct Electric Lighting Set having a 6in. Head Lamp, and parking lights operated from an independent dry battery, Leg Guards with Undershield, Licence Holder and Bulb Horn

Model No. A4—Code Word "Sportsdeluxe."

Model No. A4—"Sportsdelite," if lighting set required.

Model No. AE4—"Ninelite"

Note.—Add the letters AC to Code Word if Dynamo Lighting and Charging Set is required.

SADDLE. Lycett "Aero" supple top.

BRAKES. Internal expanding 5in. front and rear, with finger adjustments.

TRANSMISSION. Front and rear chains, ½ in. x ⅝ in. heavy Coventry.

HUBS. All steel hubs of exceptional strength, nickel chrome cone, ⅝ in. balls.

MUDGUARDS. Of ample width, rigid stays, preventing mudguard vibration.

HANDLEBARS. These are fitted by special clip to the steering head, are adjustable and fitted with rubber grips and inverted levers.

FINISH. Tank attractively finished with high quality black enamel relieved with neat green side panels. All usual bright parts chromium plated.

EQUIPMENT. Full kit of tools, inflator, chain punch, quart tin of Castrol XL oil, and Tecalemit grease gun.

WEIGHT. Un-equipped, 180 lbs. approx.; equipped, 196 lbs. approx.

H.P. TERMS (Model A4):

Initial Payment .. £8 10 0
12 Monthly Instalments of .. £2 6 6

H.P. TERMS (Model AE4):

Initial Payment .. £9 0 0
12 Monthly Instalments of .. £2 11 6

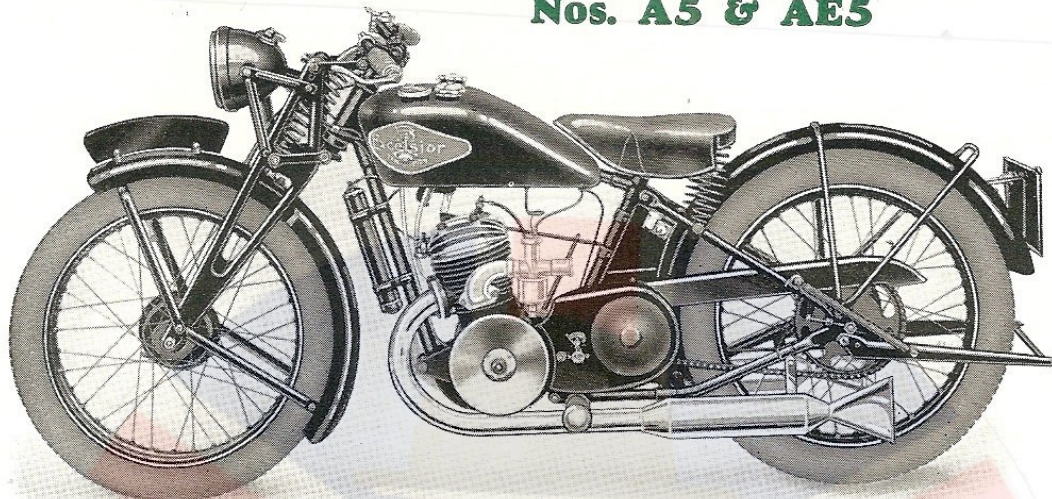
Insurance included in these amounts.

Excelsior

Famous Since 1874

247c.c. Two Port, Two Stroke SPORTS MODELS

Nos. A5 & AE5



Specification.

ENGINE. 2½ h.p. Villiers Sports Engine. Bore and stroke 67mm. x 70mm. 247 c.c. Full roller bearing big end. Detachable aluminium cylinder head and aluminium piston. Automatic system of lubrication. Extra long bronze gastight main bearing. Fully floating gudgeon pin. Straight through twin exhaust pipes and two expansion chambers with fish tail ends, chromium plated.

FRAME. New design. Loop frame constructed with taper gauge tubes of exceptional strength, giving great stability and low riding position.

FORKS. Girder model. Sports, incorporating link action and central spring under compression.

GEAR. 3-speed all chain drive, hand controlled clutch and kick-starter with adjustment.

STAND. To rear wheel, a spring up stand of latest design is fitted.

TANK. Latest design, all steel welded saddle tank having no stud holes or bolts passing into the tank for fixing. Petrol capacity 1½ galls. Oil capacity 1 quart.

CARBURETTER. Villiers single lever.

CARRIER. Stirrup handle only fitted on standard model. Carrier fitted as an extra. See page 16 for extra when fitted on standard model.

EXTRAS to Model A5. Direct Electric Lighting Set with 6in. Head Lamp, £20 0; Miller S.U.S. Dynamo Lighting Set, 7in. Head Lamp, £25 5 0; Leg Guards, 17/6; Excelsior Mascot, 3/6. Special Smith's Chronometric Speedometer can be supplied fitted to the forks with internal front hub drive if ordered with machine at a small extra charge of 45/- non-trip, model. 5/- extra for trip model.

EXTRAS to Model AE5. Miller S.U.S. Dynamo Lighting Set, 7in. Head Lamp, £23 5 0. Special Smith's Chronometric Speedometer can be supplied fitted to the forks with internal front hub drive, if ordered with machine at a small extra charge of 45/- non-trip, 5/- extra for trip model.

N.B.—Electric Lighting and Charging Sets listed as an extra are built in during manufacture and the prices apply only if ordered with machine.

When Lighting Set is ordered, the 6in. Direct Set is fitted to this model, unless otherwise ordered.

Model No. A5. 247 c.c. SPORTS

Standard Specification (without Lighting) £29 17 6

Model No. AE5. 247 c.c. SPORTS

Equipped with Direct Electric Lighting Set, having a 6in. Head Lamp and parking lights operated from an independent dry battery, Leg Guards, Licence Holder and Bulb Horn £33 5 0

Model No. A5—Code Word "Villsior."

Model No. A5—Code Word "Villslite" if required with electric lighting.

Model No. AE5—Code Word "Villquip."

Note.—Add the letters AC to Code Word if Dynamo Lighting and Charging Set is required.

WHEELS AND TYRES. Best quality rims fitted with W.O. Dunlop Cord tyres, 25 x 3.00.

SADDLE. Best quality Lycett "Aero" supple tip.

BRAKES. Excelsior extra wide 5in. internal expanding hub brakes front and rear, of improved design with great efficiency.

TRANSMISSION. Front and rear chains, ½ in. x ⅝ in. heavy Coventry.

HUBS. All steel hubs of exceptional strength, nickel chrome cones, ⅝ in. balls.

MUDGUARDS. Of ample width and depth (dome section), rigid stays preventing mudguard vibration.

HANDLEBARS. These are fitted by special clip to the steering head, are adjustable and fitted with rubber grips and inverted levers.

FINISH. Tank attractively finished with high quality black enamel, relieved with neat green side panels. All usual bright parts chromium plated.

EQUIPMENT. Kit of tools, inflator, chain punch, a quart tin of Castrol XL oil, and a Tecalemit grease gun.

WEIGHT. Un-equipped, 195 lbs. (approx.); equipped, 207 lbs. (approx.).

H.P. TERMS (Model A5) :

Initial Payment £9 0 0
12 Monthly Instalments of .. £2 8 6

H.P. TERMS (Model AE5) :

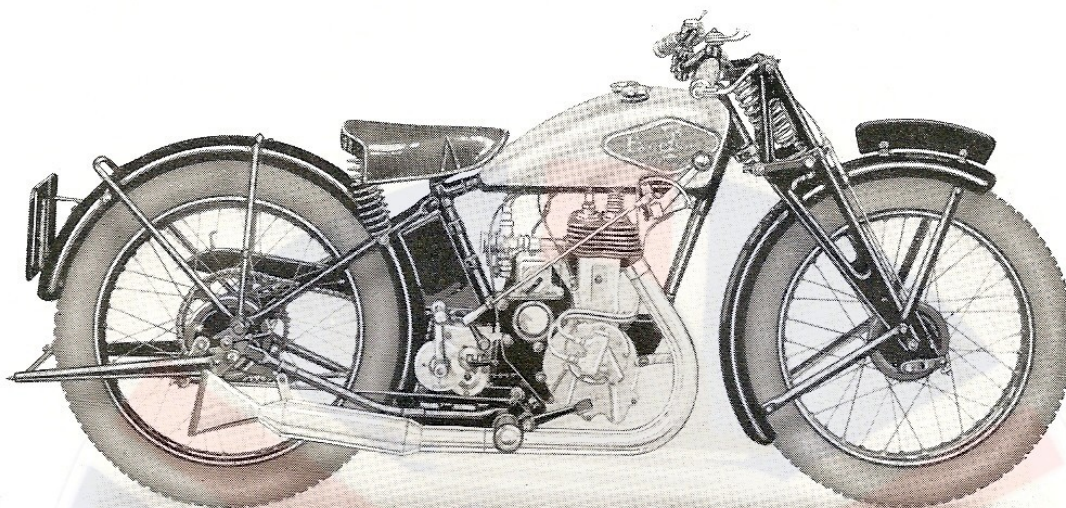
Initial Payment £9 10 0
12 Monthly Instalments of .. £2 14 6

Insurance included in these amounts.

Excelsior

Famous Since 1874

300 c.c. Side Valve SPORTS MODEL. No. A6



Specification.

ENGINE. Jap S.V. single cylinder, 70mm. x 78mm. 300 c.c. Roller bearing big end, roller bearing pulley side, aluminium piston. Dry Sump Lubrication operated by double plunger pump, incorporating a forced feed, continuous circulation through hollow shaft by pressure to the big end and led to other moving parts. Straight through exhaust pipe and expansion chamber, with fish tail end chromium plated.

FRAME. New design. With frame of exceptional strength, constructed with best quality taper gauge steel tubes under rail to tank, giving great stability and low riding position.

FORKS. Girder model. Sports, incorporating link action and central spring under compression.

GEAR. Burman 3-speed all chain drive, hand controlled clutch and kick-starter.

STAND. To rear wheel a spring-up stand of new design is fitted.

TANK. Latest design welded steel saddle tank, having no stud holes or bolts passing into the tank for fixing. Petrol capacity $1\frac{3}{4}$ galls. Oil capacity 3 pints. Chromium plated finish.

CARBURETTER. "Binks" two lever carburetter is standard.

CARRIER. Strong tubular stirrup handle is fitted as standard. For carrier as an extra see page 16.

WHEELS AND TYRES. Best quality rims, fitted with W.O. Dunlop Cord tyres, 25 x 3.00.

SADDLE. Best quality Lycett "Aero" supple top.

BRAKES. Excelsior extra wide 5in. internal expanding hub brakes front and rear of improved design and great efficiency.

TRANSMISSION. Front and rear chains, $\frac{1}{2}$ x $\frac{7}{8}$ in. heavy Coventry.

HUBS. All steel hubs of exceptional strength, nickel chrome cones, $\frac{1}{8}$ in. balls.

MUDGUARDS. Of ample width and depth (dome section) rigid stays preventing mudguard vibration.

HANDLEBARS. These are fitted by special clip to the steering head, are adjustable and fitted with rubber grips and inverted levers.

EQUIPMENT. Kit of tools, inflator, chain punch, a quart tin of Castrol XL oil, and a Tecalemit grease gun.

FINISH. The Petrol Tank, Exhaust Pipes, Silencers, Handlebar Fittings and other bright parts all chromium plated.

WEIGHT. 189 lbs. (approx.).

EXTRAS.—Miller S.U.S. Dynamo Lighting Set, £5 5 0; Electric Horn, 10/6; Leg Guards, 17/6; Pillion Seat (Moseley) fitted to rear Mudguard, 15/-; Special Smith's chronometric Speedometer can be supplied fitted to the forks with internal front hub drive if ordered with machine, at a small extra charge of 45/- non-trip model, 5/- extra for trip model.

Model No. A6. 300 c.c. S.V. SPORTS MODEL **£34 15 0**
(without lighting)

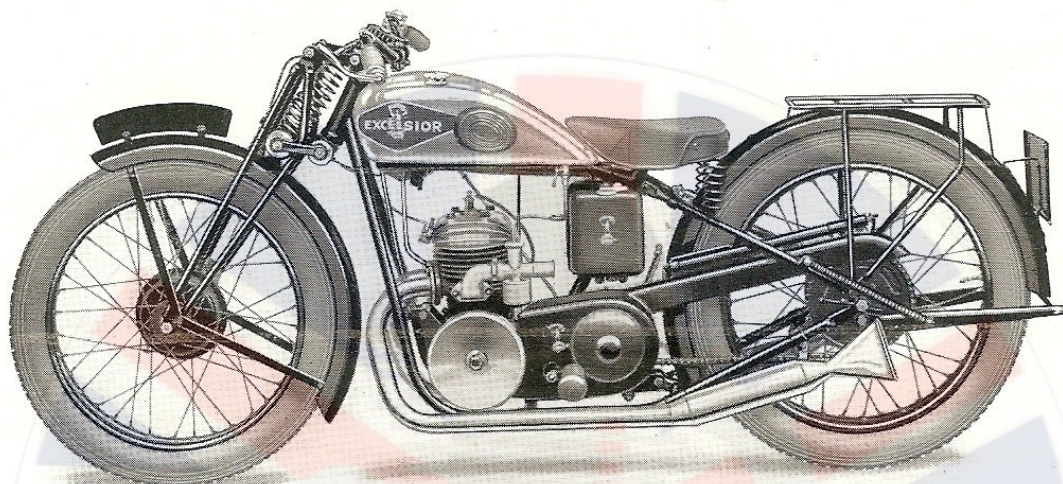
Model No. A6—Code Word "Japsmal."
Model No. A6—Code Word "Japsmallite" if
lighting set is required.

H.P. TERMS:
Initial Payment £9 0 0
12 Monthly Instalments of .. £2 17 6
Insurance included in these amounts.

Excelsior

Famous Since 1874

**247 c.c. Two-Stroke, Two Port
OVERSEAS MODEL. No. A7**



This model is specially suited for Overseas conditions, having good ground clearance, large tyres and heavy chains, spokes, rims, etc.

Specification.

ENGINE. 2½ h.p. Villiers Sports Engine. Bore and stroke 67 mm. by 70 mm. 247 cc. Full roller bearing big end. Detachable aluminium cylinder head and aluminium piston. Automatic system of lubrication. Extra long bronze gastight main bearing. Fully floating gudgeon pin. Straight through twin exhaust pipes and two expansion chambers, with fish tail ends. Chromium plated.

FRAME. New and patented design. Duplex cradle frame of exceptional strength, giving great stability and low riding position. The Duplex tubes run from the ball head, without a break to rear wheel spindle, and are lined for extra strength at vital points.

FORKS. Girder model. Overseas strength, incorporating efficient steering damper, and 4-point shock absorber instantly adjustable by hand, with extra strong spring.

GEAR. 3-speed all chain drive, hand controlled clutch and kick-starter, with cam adjustment.

STAND. To rear wheel. A spring-up rear stand of new design is fitted.

TANKS. Chromium plated. Latest design extra strong all steel saddle tank, petrol capacity 2 gall. Separate oil tank, oil capacity 3 pints. Black finish. Quick release filler caps.

CARBURETTER. Villiers single lever.

EXTRAS.—Leg Guards, 17/6; Direct Electric Lighting Set with 6in. Head Lamp and Rear Lamp, £2 0 0; Villiers Dynamo Lighting and Charging Set with 6in. Head Lamp and Rear Lamp, £4 10 0; Twist Grips, 7/6. Special Smith's Chronometric Speedometer can be supplied fitted to the forks with internal front hub drive if ordered with machine, at a small extra charge of 45/- non-trip model, 5/- extra for trip model.

N.B.—Electric Lighting and Charging Sets listed as extra for above machines are built in during manufacture and the prices apply only if ordered with the machine.

Model No. A7.

247 c.c. Two Port OVERSEAS MODEL

£35 13 0

Model No. A7—Code Word "Villex."

Model No. A7—Code Word "Villexlite." if 40/- lighting set is required.

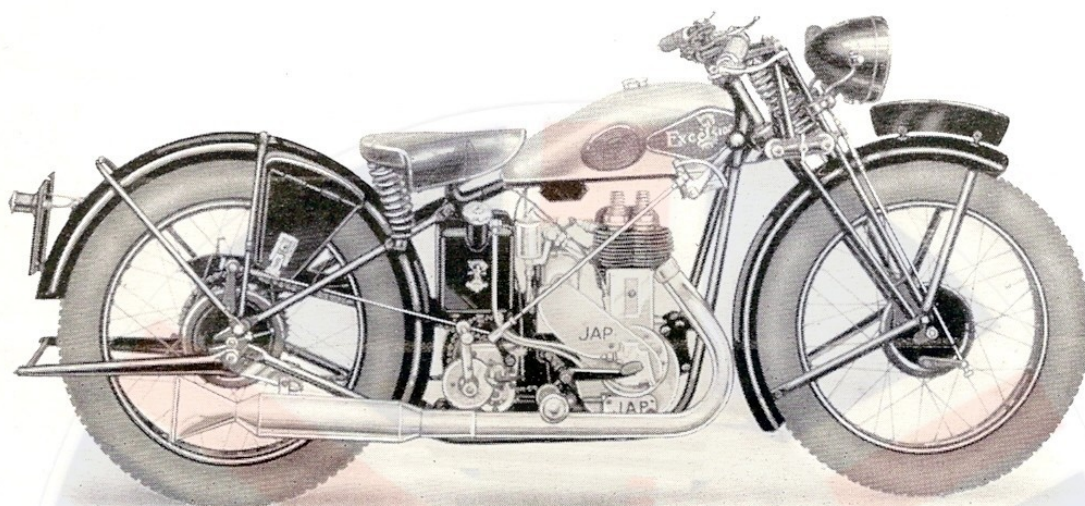
Note.—Add the letters AC to Code Word if Dynamo Lighting and Charging set is required.

H.P. TERMS (Overseas Model):
Initial Payment .. £9 10 0
12 Monthly Instalments of .. £2 15 6

Excelsior

Famous Since 1874.

350 c.c. Side Valve SPORTS MODEL. No. A8



Specification.

ENGINE. Jap S.V. single cylinder, 70mm. x 90mm. 345 c.c. Roller bearing big end, roller bearing pulley side, aluminium piston. Dry sump lubrication operated by double plunger pump incorporating a forced feed continuous circulation through hollow shaft by pressure to the big end and led to other moving parts. Straight through exhaust pipe and expansion chamber, chromium plated.

FRAME. New and patented design. Duplex cradle frame of exceptional strength, giving great stability and low riding position. The Duplex tubes run from the ball head without a break to rear wheel spindle, and are lined for extra strength at vital points.

FORKS. Girder model of great strength, incorporating efficient 4-point shock absorber instantly adjustable by hand, steering damper and extra strong spring.

GEAR. Burman 3-speed all chain drive hand controlled clutch and kick-starter, with cam adjustment.

STAND. To rear wheel. A spring-up stand of new design is fitted.

TANK. All steel saddle tank, having no stud holes or bolts passing into the tank for fixing, with quick release filler cap. 2 galls. capacity. Separate oil tank, capacity 3 pints.

EXTRAS—Leg Guards, 17/6; Electric Lighting and Charging Set, £5 5 0. Special Smith's Chronometric Speedometer can be supplied fitted to the forks with internal front hub drive, if ordered with machine, at a small extra charge of 45/- non-trip model, 5/- extra for trip model.

N.B.—Electric Lighting and Charging Set, listed as extra for above machine, is built in during manufacture, and the price only applies if ordered with machine.

CARBURETTER. "A.M.A.L." carburetter is standard with twist grip controls.

CARRIER. Stirrup fitted as standard. See page 16 for carrier if required.

WHEELS AND TYRES. 25 x 3in. best quality rims, Dunlop W.O. Cord tyres.

SADDLE. Best quality Lycett "Aero" supple top.

BRAKES. Excelsior extra wide 6in. internal expanding hub brakes front and rear.

TRANSMISSION. Front and rear chains, $\frac{1}{2}$ x $\frac{5}{16}$ in. heavy Coventry.

HUBS. All steel hubs of exceptional strength, nickel chrome cones, $\frac{3}{8}$ in. balls in rear, $\frac{5}{16}$ in. front.

MUDGUARDS. Of ample width and depth (dome section), rigid stays preventing mudguard vibration.

KNEE GRIPS. Fitted as standard and adjustable.

HANDLEBARS. These are fitted by special clip to the steering head, are adjustable and fitted with twist grip and inverted levers.

FINISH. The petrol tank, exhaust pipes, silencers, handlebar fittings and other bright parts all chromium plated.

EQUIPMENT. Kit of tools, inflator, chain punch, a quart tin of Castrol XL oil, and a Tecalet grease gun, also Excelsior Mascot for front number plate.

WEIGHT. 220 lbs. (approx.).

Model No. A8. 350 c.c. S.V. SPORTS MODEL £38 17 6
(Without Lighting)

Model No. A8—Code Word 350 c.c. Sports Model
"Japlux."

Model No. A8—Code Word 350 c.c. Sports Model
"Japlite," with lighting set.

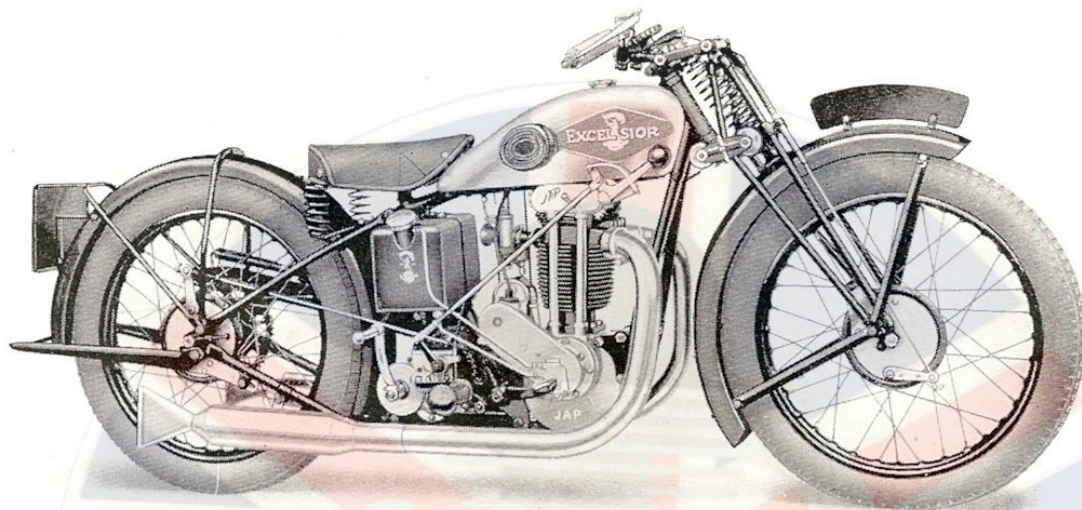
H.P. TERMS

Initial Payment .. £9 15 0
12 Monthly Instalments of .. £3 4 0
Insurance included in these amounts.

Excelsior

Famous Since 1874

250 c.c. O.H.V. Two Port SPORTS MODEL. No. A9



Specification.

ENGINE. Jap O.H.V. Two-port. 62.5 x 80mm., 245 c.c. Roller bearing big end, aluminium piston. Dry sump lubrication operated by double plunger pump, incorporating a forced feed, continuous circulation through hollow shaft by pressure to the big end and led to other moving parts. Roller bearings to rockers and enclosed push rods. Two straight through exhaust pipes and silencers with fish tail ends. Chromium plated.

FRAME. New and patented design. Duplex cradle frame of exceptional strength, giving great stability and low riding position. The Duplex tubes run from the ball head without a break to the rear wheel spindle.

FORKS. Girder model. Sports, incorporating efficient 4-point shock absorber instantly adjustable by hand, and steering damper.

GEAR. Burman 3-speed all chain drive, hand controlled clutch and kick-starter, with cam adjustment.

STAND. To rear wheel. A spring-up stand of new design is fitted.

TANKS. Latest design, all steel saddle tank having no stud holes or bolts passing into the tank for fixing. Petrol capacity 2 galls. Separate oil tank, capacity 3 pints.

CARBURETTER. "Binks" two lever carburetter is standard with twist grip control to throttle.

CARRIER. Stirrup fitted on standard model.

EXTRAS—Leg Guards, 17/6; Electric Lighting and Charging Set, £5 5 0; Electric Horn, 10/6; Special Smith's Chronometric Speedometer can be supplied fitted to the forks with internal front hub drive if ordered with machine, at a small extra charge of 45/- non-trip model, 5/- extra for trip model.

N.B.—Electric Charging Set, listed as extra for above machine, is built in during manufacture, and if required should be ordered with machine.

See page 16 for extra for carrier when specially ordered.

WHEELS AND TYRES. 25 x 3in. best quality rims, Dunlop Cord W.O. tyres.

SADDLE. Best quality Lycett "Aero" supple top.

BRAKES. Excelsior extra wide 6in. internal expanding hub brakes front and rear.

TRANSMISSION. Front and rear chains, $\frac{1}{2}$ x $\frac{5}{16}$ in. heavy Coventry.

HUBS. All steel hubs of exceptional strength, nickel chrome cones, $\frac{3}{4}$ in. balls in rear, $\frac{1}{2}$ in. in front.

MUDGUARDS. Of ample width and depth (dome section), rigid stays preventing mudguard vibration.

STEERING DAMPER. This is of approved design, and easily adjustable.

KNEE GRIPS. Adjustable knee grips are fitted.

HANDLEBARS. These are fitted by special clip to the steering head, are adjustable and fitted with rubber twist grip and inverted levers.

FINISH. The petrol tank, exhaust pipes, silencers, handlebar fittings and other bright parts all chromium plated.

EQUIPMENT. Kit of tools, inflator, chain punch, a quart tin of Castrol XL oil, and a Tecalemit grease gun, also Excelsior Mascot for front number plate.

WEIGHT. 220 lbs. (approx.).

Model No. A9. 250 c.c. O.H.V. TWO PORT **£39 10 0**
SPORTS MODEL

Model No. A9—Code Word 250 c.c. Sports Model
"Tofif."

Model No. A9—Code Word 250 c.c. Sports Model
"Tofiflite" with lighting set.

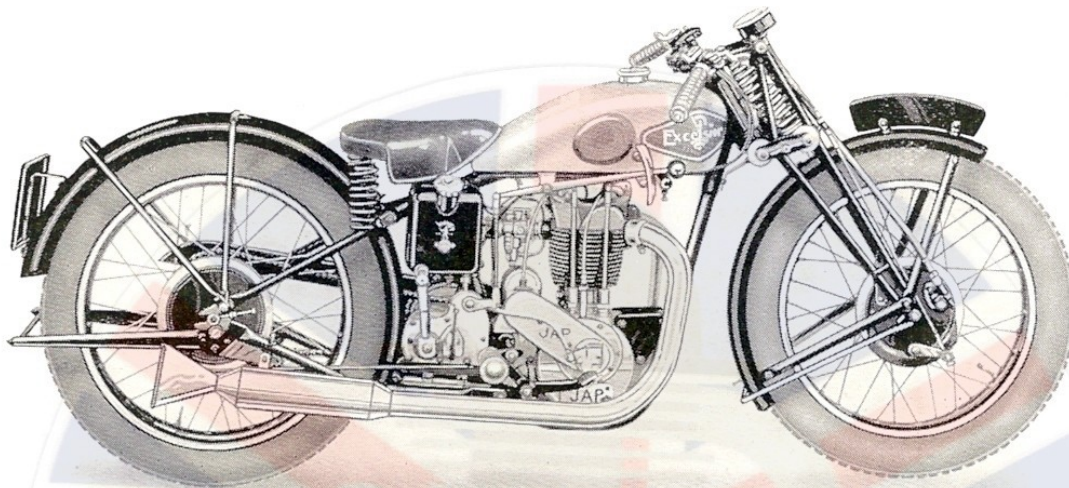
H.P. TERMS.

Initial Payment £10 0 0
12 Monthly Instalments of .. £3 4 6
Insurance included in these amounts.

Excelsior

Famous Since 1874

350 c.c. O.H.V. Two Port SPECIAL SPORTS MODEL No. A10.



Specification.

ENGINE. J.A.P. O.H.V. double port racing engine, 74mm. x 80mm., 344 c.c. Roller bearing (double row) big end, roller bearing pulley side, special aluminium piston. Return springs to push rods and rocker gear. Rockers on roller bearings. Mechanical lubrication incorporating "Best & Lloyd" sight feed. Oil pump driven off engine. This engine gives an outstanding performance and is an ideal Sports engine.

FRAME. New design loop frame of exceptional strength giving great stability and low riding position as used with great success in the T.T. and Continental Grand Prix races.

FORKS. Girder model. Sports, incorporating efficient 4-point shock absorber instantly adjustable by hand.

GEAR. 4-speed, hand change, all chain drive, hand controlled clutch and kick-starter, with cam adjustment.

STANDS. To front wheel, fixed with a spring clip. Rear stand spring-up pattern.

TANK. Chromium plated, all steel saddle tank, having no stud holes or bolts passing into the tank for fixing, with quick release filler caps. Petrol capacity 3 galls. Separate oil tank, capacity 3 pints. New design.

CARBURETTOR. Racing carburettor is standard with twist grip controls.

CARRIER. Stirrup fitted on Super Sports model. See page 16 for extra for carrier when specially ordered.

EXTRAS.—Electric Lighting and Charging Set, £5 5 0; Electric Horn, 10/6.

N.B.—Electric Lighting and Charging Set, listed as extra for above machine, is built in during manufacture, and the price only applies if ordered with machine.

Model No. A10. 350 c.c. O.H.V. TWO PORT SPECIAL SPORTS 4-SPEED MODEL

A real Clubman's mount—fitted with every refinement—CHROMIUM PLATED TANK, SILENCERS, EXHAUST PIPES, and HANDLEBAR FITTINGS, Etc., and equipped with a Smith's Chronometric Speedometer

Model No. A10—Code Word 350 c.c. Special Sports Model "Toflux."

Model No. A10—Code Word 350 c.c. Special Sports Model "Tofluxite," with lighting set.

SPEEDOMETER. Smith's Chronometric type Speedometer with internal front hub drive fitted as standard.

WHEELS AND TYRES. 26 x 3in. best quality chromium plated rims, Dunlop W.O. Cord tyres.

SADDLE. Best quality Lycett, supple top, 15in. wide.

BRAKES. Excelsior extra wide 7in. internal expanding hub brakes front and rear, of improved design and with aluminium cooling fins on brake drums.

TRANSMISSION. Front and rear chains, $\frac{1}{2}$ x $\frac{3}{16}$ in. heavy Coventry.

HUBS. All steel hubs of exceptional strength, nickel chrome cones, $\frac{3}{16}$ in. balls.

MUDGUARDS. Of ample width and depth (dome section), rigid stays preventing mudguard vibration.

STEERING DAMPER. This is of approved design and easily adjustable.

KNEE GRIPS. Adjustable, rubber.

HANDLEBARS. The new Unit integral type handlebars are fitted with all controls fixed, and all control wires enclosed—giving a perfectly "clean" bar—twist grip to throttle.

EQUIPMENT. Kit of tools, inflator, chain punch, a quart tin of Castrol XL oil, and a Tecalemit grease gun, also Excelsior Mascot for front number plate.

WEIGHT. 268 lbs. (approx.).

£57 10 0

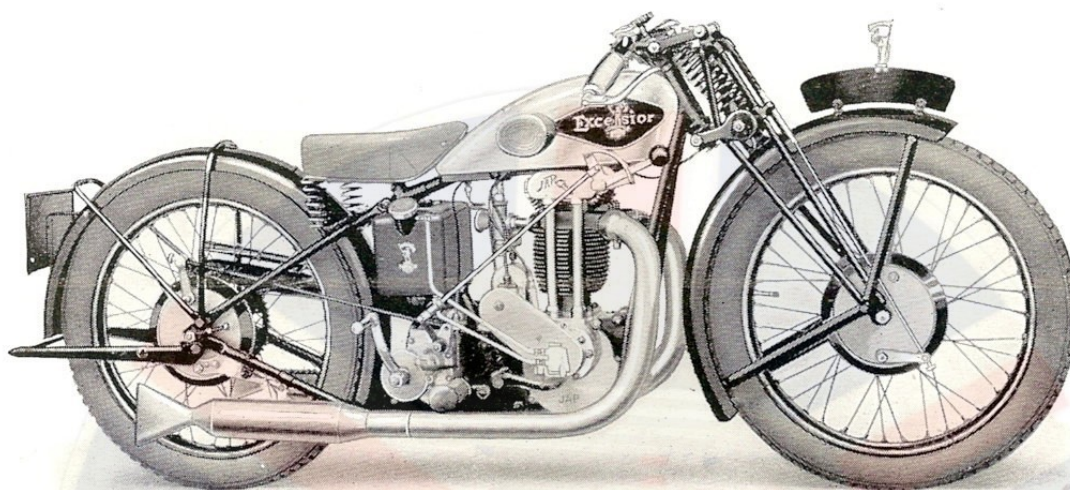
H.P. TERMS

Initial Payment £15 0 0
12 Monthly Instalments of .. £ 4 8 6
Insurance included in these amounts.

Excelsior

Famous Since 1874

350 c.c. O.H.V. Two Port SPORTS MODEL. No. A11.



Specification.

ENGINE. Jap O.H.V. Two-port, 70×90 mm., 350 c.c. Roller bearing big end, roller bearing pulley side, special aluminium piston. Dry sump lubrication. The new cylinder has been designed to give efficient cooling surface, together with a turbulence promoting combustion chamber. Straight through exhaust pipes with expansion chambers chromium plated.

FRAME. New and protected design. Duplex cradle frame of exceptional strength, giving great stability and low riding position.

FORKS. Girder Sports model, incorporating shock absorber.

GEAR. Burman 3-speed all chain drive gear box, with hand controlled clutch and kick-starter, having the change speed gear lever arranged in a forward position on the right hand side of the tank.

CARRIER. A strong Sports type stirrup handle is fitted as a standard (see page 16 for extra for carrier when specially ordered).

STAND. Stand to rear wheel, a spring-up stand of new design is fitted.

TANK. Latest design, all steel saddle Petrol tank, having no stud holes or bolts passing into the tank for fixing, with quick release filler cap. Petrol capacity, 2 galls. Separate oil tank, capacity 3 pints. New design.

WHEELS AND TYRES. Well base rims, built up with 10 gauge spokes, 26×3in. Dunlop Cord tyres.

EXTRAS.—Leg Guards, 17/6; Electric Lighting Set, £5 5 0; Electric Horn, 10/6; Special Smith's Chronometric Speedometer can be supplied fitted to the forks with internal front hub drive, if ordered with machine, at a small extra charge of 45/- non-trip model, 5/- extra for trip model.

N.B.—Electric Lighting and Charging Set, listed as extra for above machine, is built in during manufacture, and the price only applies if ordered with machine.

CARBURETTER. "Binks" two lever with twist grip controls.

SADDLE. Best quality Lycett "Aero" supple top.

BRAKES. Powerful 6in. internal expanding front and rear, fabric lined.

TRANSMISSION. By heavy "Coventry" motor cycle chains, $\frac{1}{2} \times \frac{7}{16}$ in.

HUBS. Front and rear hubs, with internal expanding brakes, incorporated and fitted with nickel chrome steel cones, $\frac{3}{8}$ in. balls to rear, $\frac{1}{8}$ in. to front.

MUDGUARDS. Large "D" shape guards, extra wide and well stayed. With pressed steel stays.

HANDLEBARS. These are fitted by a special clip to the steering head, are adjustable and fitted with twist grips, and inverted levers.

KNEE GRIPS. These are permanently fitted as standard, and are adjustable to suit riders' convenience.

STEERING DAMPER. Fitted as standard.

FINISH. The petrol tank, exhaust pipes, silencers, handlebar fittings and other bright parts all chromium plated.

EQUIPMENT. Kit of tools, inflator, chain punch, a tin of Castrol XL oil, a Tecalet grease gun, and Excelsior Mascot for front number plate.

WEIGHT. 243 lbs. (approx.).

350 c.c. O.H.V. SPORTS MODEL No. A11 £43 10 0
(Without Lighting)

Model No. A11—Code Word 350 c.c. O.H.V.
"Thref."

Model No. A11—Code Word 350 c.c. O.H.V.
"Threflite," with lighting
set.

H.P. TERMS

Initial Payment .. £11 0 0

12 Monthly Instalments of .. £3 10 0

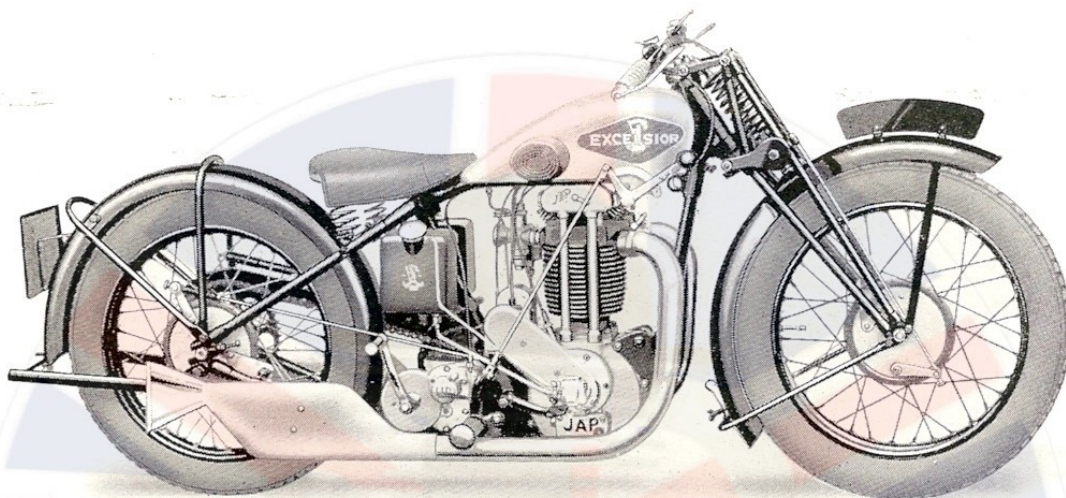
Insurance included in these amounts.

Excelsior

Famous Since 1874

**500 c.c. O.H.V., Two Port SPORTS and
600 cc. S.V. SPORTS MODELS**

Nos. A12 & A13



Specification.

ENGINE. 490 c.c. O.H.V. double port J.A.P. engine, 85.7 x 85mm., or 600 c.c. S.V. single port Sports J.A.P. engine, 85.7 x 104mm. Roller bearing big end, roller bearing pulley side, aluminium piston. Valve gear enclosed. Dry sump lubrication operated by double plunger pump, incorporating a forced feed continuous circulation through hollow shaft by pressure to the big end, and led to other moving parts. Both are extraordinarily powerful engines, which will give a remarkable performance, either solo or with sidecar.

FRAME. New and protected design. Fully Duplex cradle frame of exceptional strength, giving great stability and low riding position. Sidecar lugs are incorporated in this frame as standard.

FORKS. Girder Sports Model incorporating 4-point shock absorbers instantly adjustable by hand.

GEAR. Burman 3-speed all chain drive heavy-weight gear box, with hand controlled clutch and kick-starter, having the change-speed gear lever arranged in a forward position on the right hand side of the tank.

CARRIER. A strong Sports type stirrup handle is fitted as standard (see page 16 for carrier if required).

STAND. Stand to both wheels fixed with spring clips, and with forged steel unbreakable lugs.

TANKS. Latest design extra strong all steel saddle tank, petrol capacity 2½ galls. Separate oil tank, capacity 3 pints. Quick release filler caps.

CARBURETTOR. "Binks" two lever carburettor is standard with twist grip control.

EXTRAS—Leg Guards, £1 5 0; Electric Lighting and Charging Set, £5 5 0; Special Smith's Chronometric Speedometer can be supplied fitted to the forks with internal front hub drive if ordered with machine, at a small extra charge of 45/- non-trip model, 5/- extra for trip model.

N.B.—Electric Lighting and Charging Set, listed as extra for above machine, is built in during manufacture and the price only applies if ordered with machine.

WHEELS AND TYRES. Well base rims built up with 10 gauge spokes, 26 x 3.25 Dunlop W.O. Heavy Cord tyres. 600 c.c. S.V. Model fitted with 26 x 3.5 Dunlop W.O. Heavy Cord tyres.

SADDLE. Best quality Lycett "Aero" supple top.

BRAKES. Powerful 7in. internal expanding front and rear, fabric lined.

TRANSMISSION. By heavy "Coventry" motor cycle chains, ½ in. x ¾ in.

HUBS. Front and rear hubs with internal expanding brakes, incorporated and fitted with nickel chrome steel cones, ¾ in. balls.

MUDGUARDS. Large "D" shape guards, extra wide and well stayed with flat steel stays.

HANDLEBARS. These are fitted by a special clip to the steering head, are adjustable and fitted with rubber twist grips and inverted levers.

STEERING DAMPER. This is of approved design and easily adjustable.

KNEE GRIPS. These are permanently fitted as standard, and are adjustable to suit riders' convenience.

FINISH. The petrol tank, exhaust pipes, silencers, handlebar fittings and other bright parts all chromium plated.

EQUIPMENT. Kit of tools, inflator, chain punch, a tin of Castrol XL oil, a Tecalet grease gun and Excelsior Mascot for front number plate.

WEIGHT. 500 c.c. O.H.V., 315 lbs. (approx.); 600 c.c. S.V., 339 lbs. (approx.).

Model No. A12. 500 c.c. O.H.V. SPORTS
Model No. A13. 600 c.c. S.V. SPORTS

£49 10 0

Model No. A12—Code Word 500 c.c. O.H.V. "Flivot."

Model No. A12—Code Word 500 c.c. O.H.V. "Fivoltite," with lighting set.

Model No. A13—Code Word 600 c.c. S.V. "Sixet,"

Model No. A13—Code Word 600 c.c. S.V. "Sixetite" with lighting set.

H.P. TERMS:

Initial Payment £12 10 0

12 Monthly Instalments of £3 19 0

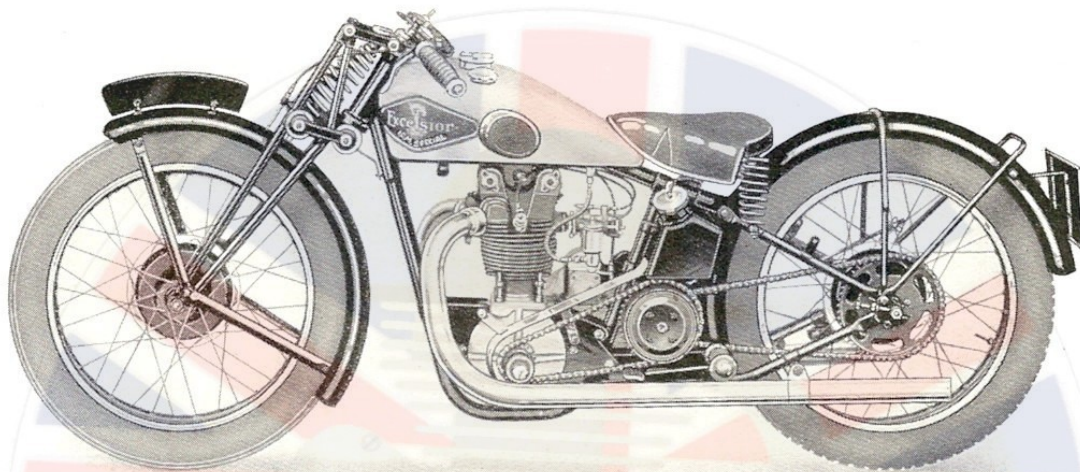
Insurance included in these amounts.

Excelsior

Famous Since 1874

250c.c. ISLE-OF-MAN Special TOURIST TROPHY Model No. A14

The Machine which won the Lightweight 1929 T.T. at Record Speed.



Specification.

ENGINE. Jap O.H.V. Double Port SPECIAL Racing Engine, 62½m.m. x 80m.m.=245.2 c.c. Roller bearing big end, roller bearing pulley side, special aluminium piston, return springs to rocker gear, roller bearing rockers. All Rockers and Push-rods enclosed. Mechanical lubrication incorporating Best and Lloyd sight feed. Oil pump driven off engine. The big end in this engine has two rows of rollers in phosphor bronze cage, and is identical to the engine which won the 1929 Lightweight T.T. Second in the 1930 T.T. First in German Grand Prix. First in Grand Prix De L'Europe.

FRAME. New design loop frame of exceptional strength, giving great stability and low riding position, as used with great success in the T.T. and Continental Grand Prix Races.

FORKS. Girder sports model forks, incorporating hand controlled 4-point shock absorbers, forged steel links, etc.

GEAR. Burman 3-speed all chain drive racing gear box, with hand controlled clutch, having the change-speed gear lever arranged in a forward position on the right hand side of the tank. Foot control to gearbox optional.

STAND. A light central stand is fitted which facilitates the removal of either wheel.

TANKS. Latest design extra strong all steel saddle tank, petrol capacity 3 gallons. Separate oil tank and hand pump, oil capacity 4 pints. A chain lubrication tank is incorporated in the separate oil tank. Chromium plated finish, quick release filler cap.

EXTRAS. Electric Lighting and Charging Set, £5 5 0; Special Smith's Chronometric Speedometer can be supplied, fitted to the forks with internal front hub drive, if ordered with machine, at a small extra charge of 45/- non-trip mode, 5/- extra for trip model.

N.B.—Electric Lighting and Charging Set, listed as extra for above machine is built in during manufacture, and the price only applies if ordered with machine.

250 c.c. ISLE-OF-MAN SPECIAL TOURIST TROPHY MODEL No. A14 £75 0 0

Model No. A14—Code Word 250 c.c. "Racpor."

Model No. A14—Code Word 250 c.c. "Racporlite" with lighting set.

CARBURETTER. Racing Carburetter is fitted as standard. With twist grip controls.

WHEELS. 26in. x 3in. well base rims, built up with 10 gauge spokes.

SADDLE. Best quality supple top racing type

TYRES. Dunlop 26 x 3in. ribbed front and studded rear.

BRAKES. Extra large 7in. internal expanding front and rear. All steel drums, fitted with large aluminium cooling ribs and aluminium brake shoes.

TRANSMISSION. By heavy "Coventry" chains, ½in. x ⅞in.

MUDGUARDS. "D" shape guards, of ample strength and width. With flat steel stays.

HANDLEBARS. These are fitted by a special clip to the steering head, are adjustable and fitted with rubber twist grips, and inverted levers.

STEERING DAMPER. This is of approved design, and easily adjustable.

KNEE GRIPS. These are permanently fitted as standard, and are adjustable to suit riders' convenience.

SILENCERS. Straight through exhaust pipes (no silencers) are fitted to this purely racing machine as standard, but silencers can be fitted at no extra where ordered.

EQUIPMENT. Kit of tools, inflator, chain punch, a tin of Castrol XL oil, a Tecalet grease gun, and Excelsior Mascot for front number plate.

WEIGHT. 260 lbs. (approx.).

H.P. TERMS.

Initial Payment £18 15 0
12 Monthly Instalments of .. £5 14 0

Insurance included in these amounts.

A few Excelsior Successes—SEASON 1930.

RACING.

SOUTH AFRICAN T.T. (Port Elizabeth).—January 1st and 2nd, 1930.

250 c.c. Race (140 Miles). G. BEADON (Excelsior-Jap)—SECOND (2h. 28m. 2s.).

ANNUAL SPEED MEETING—SELICK'S BEACH, S. AUSTRALIA.—January 1st, 1930.

175 c.c. Class. HARRY BUTLER—172 c.c. EXCELSIOR-VILLIERS established AUSTRALIAN RECORD FOR ONE MILE, 63.16 miles per hour (57 secs. for the mile) (breaking all records up to 250 c.c.)

SCRATCH SPEED EVENTS, (PORT ELIZABETH, BEACH RACES).—January 19th, 1930).

175 c.c. Race, G. BEADON—FIRST (Excelsior-Jap).

250 c.c. Race, Mr. FRANCIS—SECOND with 175 c.c. machine. G. BEADON—THIRD, with 250 c.c. machine.

350 c.c. Race, Mr. FRANCIS—FIRST, 350 c.c. machine. G. BEADON—SECOND, 250 c.c. machine.

600 c.c. Race, Mr. FRANCIS—THIRD, 350 c.c. machine.

PORTSMOUTH TRACK RACE.—March 15th, 1930.

E. C. FERNIHOUGH—175 c.c. "Excelsior"—FIRST.

AUSTRALIA, (LENROC LTD.)—April 1930.

SOLO STATE CHAMPIONSHIP under 200 c.c. 172 c.c. Villiers-engined "Excelsior" machine.

STATE CHAMPIONSHIP under 250 c.c.

246 c.c. Jap-engined "Excelsior" machine.

NORTH WEST 200 (IRELAND).—April 26th, 1930.

250 c.c. Class, E. C. FERNIHOUGH, 172 c.c. Excelsior—FIRST on time and handicap, average speed 53.76 m.p.h.

350 c.c. Class, T. CREIGHTON—FIRST on handicap.

250 c.c. Class, T. WALSH—THIRD on Handicap.

KILOMETRE RACE, AUSTRIAN MOTOR RIDERS' UNION (Neunkirchner Allee).—April 13th, 1930.

250 c.c. Class.

Schorg—250 c.c. Excelsior-JAP—FIRST (at record speed of 136 kilometres per hour, old record 124 k.p.h.)

LEINSTER 100.—May 3rd, 1930.

E. C. FERNIHOUGH, 175 c.c. Class—FIRST.

LEINSTER HANDICAP.—May 3rd, 1930.

E. C. FERNIHOUGH, 175 c.c. Class—SECOND.

ULSTER M.C.C. CHAMPIONSHIP MEETING (at MAGILLIGAN), FIFTY MILES CHAMPIONSHIP OF IRELAND AND ULSTER.—May 10th, 1930.

250 c.c. Class, J. H. BLACKBURN—FIRST (246 Excelsior) (51 mins. 30 secs.—58.2 m.p.h.)

FLYING HALF MILE.

250 c.c. Class, J. H. BLACKBURN—FIRST (27 mins. 1.5 secs.—66.2 m.p.h.)

FIFTY MILES UNLIMITED HANDICAP.

J. H. BLACKBURN—FIRST (246 Excelsior), (10 mins. 50 secs., actual time 51 mins. 30 secs., net time, 40 mins. 40 secs.)

BEXLEY HEATH GRASS TRACK RACES (CRAYFORD).—May 10th, 1930.

250 c.c. Scratch and Handicap Races. S. G. BARNED—FIRST.

THE COOKSTOWN "100".—May 14th, 1930.

J. H. BLACKBURN—SECOND (246 c.c. Excelsior). (Handicap 11mins.), Actual time 1 hr. 54 mins. 42 2/5 secs. Net time 1 hr. 43 mins. 42 2/5 secs. Average, 52.17 m.p.h.

ATHY "SEVENTY-FIVE."—May 24th, 1930. CLASS WINNER

175 c.c., E. C. FERNIHOUGH—FIRST.

Second on time, E. C. FERNIHOUGH, 174 c.c. Excelsior, 15½ mins. Actual, 1 hr. 21 mins. 21 secs., Handicap 1 hr. 5 mins. 51 secs.; Approx. speed 56½ m.p.h.

Fourth on Time, B. P. CARTON, 348 c.c. Excelsior, 6 mins. Actual 1hr. 12mins. 6secs.; Handicap 1 hr. 6mins. 6secs.; Approx. speed 63½ m.p.h.

AUSTRIAN T.T.—May 18th, 1930.

(307 Kilometres)

250 c.c. Class—SECOND, SCHORG, (3hrs. 58 mins. 42secs.) FOURTH, HUNGER, (4hrs. 10mins. 21.6secs.)

GERMAN GRAND PRIX (NUERBURGRING, Nr. COLOGNE)—June 29th, 1930.

250 c.c. class L. C. CRABTREE—FIRST.

In record time. Distance Km. 367.9. Time—3 hrs. 54 mins. 26.2 secs. Average speed —Approx. Km.95 per hour.

NORTH IRELAND MOTOR CYCLE CLUB'S SPEED TRIALS AT MAGILLIGAN.—June 28th, 1930.

Flying Half-Mile, 250 c.c. Class, J. H. BLACKBURN—FIRST (250 c.c. EXCELSIOR), 19 mins. 45 secs.; (90.91 m.p.h.)

Flying Half-Mile, 350 c.c. Class. T. CREIGHTON—FIRST (350 c.c. EXCELSIOR) 20 mins. 3.5 secs.; (87.38 m.p.h.)

100 Miles Scratch Race. 350 c.c. Class, T. CREIGHTON—FIRST (70.73 m.p.h.).

DUTCH T.T. (ASSEN, HOLLAND).—July 5th, 1930.

250 c.c. Class. L. C. CRABTREE—SECOND, 2 hrs. 12 mins. 13 secs., average speed 109.9 Km.p.h.

E. C. FERNIHOUGH established Record Lap in 175 c.c. in 10 mins. 14-4/5 secs.; 93.2 km.p.h.

EUROPEAN GRAND PRIX (SPA, BELGIUM)—July 13th, 1930.

250 c.c. S. A. CRABTREE—FIRST, AT RECORD SPEED, 3hrs. 5 mins. 45 secs.—average speed Km. 108 per hour (establishing Record Lap).

175 c.c. E. C. FERNIHOUGH—SECOND.

WORCESTERSHIRE MOTOR CLUB'S ANNUAL OPEN SPEED TRIALS (MADRESFIELD COURT).—July 19th, 1930.

250 c.c. E. C. FERNIHOUGH—FIRST (Excelsior), establishing (250 c.c.) record for course.; Time 34.1/5 secs.

SWEDISH GRAND PRIX.—August 31st, 1930.

350 c.c. I. KROYER-CHRISTENSEN—THIRD.

AUSTRIAN GRAND PRIX.—August 24th, 1930.

(48 laps, 509.599 km.)

250 c.c. SCHOERG—THIRD.

ULSTER GRAND PRIX.—September 6th, 1930.

250 c.c. Class. J. H. BLACKBURN—FOURTH in class, THIRD in the Handicap.

MAGILLIGAN SANDS (ULSTER M.C.C.)—September 20th, 1930.

Mr. J. H. BLACKBURN retained the Title in:—100 Mile Championship of Ireland—250 c.c. Class; 100 Mile Championship of Ulster—250 c.c. class. (Completing the distance at a higher average than last year).

5 Miles Scratch. 250 c.c. Class, J. H. BLACKBURN—FIRST (63.16 m.p.h.). 100 Miles for Norton Cup (Handicap), J. H. BLACKBURN—SECOND.

MUNICH RECORD TRIALS (AT SCHLEISSHEIM).—21st, September, 1930.

Flying Kilometre—250 c.c.

Mr. JOSEF SCHORG (Vienna), riding a 250c.c. EXCELSIOR-JAP, established a new German Record for the Flying Kilometre—Time 25.82 secs.—139.426 k.p.h.

A few Excelsior Successes—SEASON 1930—cont.

RELIABILITY.

STAR TRIAL, (HULL).—October 3rd, 1929,
PREMIER AWARD, CHARLIE BELL.
MEMORIAL TROPHY—NORRIS WALKER,
riding 250 c.c. Excelsior-JAP.

BEXLEYHEATH AND DISTRICT M. C. C.
FRANKLIN PILLION TRIAL—October, 1929.
W. H. S. BARNARD—SILVER CUP &
REPLICA.

HASLEHURST CUP TRIAL.—October, 1929.
W. H. S. BARNARD—SILVER CUP (First
Class).

BEARWOOD CLUB'S THIRD ANNUAL
INTER CLUB TRIAL.—November 30th, 1929.
(Open to Centre)

L. G. HOLDSWORTH—The "ADCOCK" CUP
for the best per-
formance by a private
owner.
The "DORIS" CUP
for best performance
by a rider of a two
stroke under 250 c.c.

COLMORE CUP TRIAL.—February 1st, 1930
N. HALL—246 c.c. "Excelsior", SILVER
MEDAL.
C. LOCK—247 c.c. "Excelsior", SILVER
MEDAL.

VICTORY TRIAL (BIRMINGHAM M.C.C.).—
February 15th, 1930.
T. ROBBINS—246 c.c. "Excelsior", SILVER
MEDAL.

COTSWOLD CUP TRIAL.—March 1st, 1930.
T. ROBBINS—247 c.c. "Excelsior", GOLD
MEDAL. M. W. VOWLES—346 c.c. "Excelsior
GOLD MEDAL.

SOUTHERN TRIAL.—March 8th, 1930.
S. G. BARNARD—246 c.c. "Excelsior", FIRST
CLASS AWARD. T. ROBBINS—247 c.c.
"Excelsior", SILVER CUP & GOLD MEDAL.

LEEDS £200 TRIAL.—March 22nd, 1930.
T. ROBBINS—246 c.c. "Excelsior" GOLD
MEDAL.

KENT AND SURREY BORDER TRIAL.—
March 30th, 1930.
S. G. BARNARD—250 c.c. "EXCELSIOR"
BEST SOLO PERFORMANCE—DIXON CUP

WORCESTER TRIAL.—April 3rd, 1930.
TIM ROBBINS—GOLD MEDAL, 247 c.c.
Two-stroke.

MAIDENHEAD CLUB TRIAL.—April 27th,
1930.
Miss B. PAINTER—WHITLAW CUP, 250 c.c.
O.H.V. Mr. ANDREWS—SECOND, 247 c.c.
"Excelsior."

MOLES CUP RELIABILITY TRIAL.—April
22nd, 1930.
J. H. BLACKBURN—250 c.c. "EXCELSIOR",
W. J. CHAMBERS CUP & REPLICA.

"SUNSHINE TRIAL" NEWCASTLE AND
DISTRICT MOTOR CLUB.—June 29th, 1930.
J. POYNTON—490 c.c. S.V. "Excelsior" with
Sidecar—FIRST CLASS AWARD.

AUSTRIAN POLICE TRIAL—for machines
from 175 c.c. to 1000 c.c.
Mr. ROLAND KEITER—FIRST on 250 c.c.
"EXCELSIOR" Motor-Cycle.

AUSTRIAN POLICE TRIAL—for Combina-
tions.
Mr. HAUS HAUSMANN—FIRST. On
"EXCELSIOR" 500 c.c. S.V. Motor-Cycle,
with Sidecar.

General Extras

PILLION SEATS. Moseley Float-on-Air seat,
fitted to rear mudguard, 15/-.

ELECTRIC HORN. Electric vibrator type with
handlebar fitment, 10/6.

LEG GUARDS. To lightweight models (up to
350 c.c.) 17/6 per pair; to heavyweight models
(over 350 c.c.), 25/- per pair.

SPEEDOMETER. Trip, 50/-; non-trip, 45/-.
Calibration 80 or 100 m.p.h. as desired.

STEERING DAMPERS. When not fitted as
standard, can be supplied at £1 1 0 extra.

FRONT STAND. Fitted to any model not in-
cluded in standard specification at 7/6 extra.

KNEE GRIPS. When not fitted as standard, 6/-
per pair.

CHROMIUM PLATING. Petrol tanks, up to
350 c.c., 17/6 Oil tanks, all models, 10/-.

TWIST GRIP CONTROLS. To any model
where not fitted as standard, 7/6 extra.

MASCOT. Excelsior Mascot for front number
plate, 3/6.

PENNANT. Excelsior Pennant for front mud-
guard, 1/-.

TYRES. Extra for:
25 x 2.75 on Model A 2 10/- per machine.
26 x 3 " " A 8 } 15/- " "
" " A 9 }
26 x 3.25 " " A 7 } 15/- " "
" " A 10 }
" " A 11 }
26 x 3.25 " " A 8 } 25/- " "
" " A 9 }
26 x 3.5 " " A 12 15/- " "

CARRIER. When not fitted as standard, 7/6 on
L. W. Models up to 350 c.c.; 12/- on H.W. Models
over 350 c.c.

Notice

We do not appoint agents for the sale on our behalf of our Motor Cycles or other goods, but we assign to Motor Cycle Dealers, areas in which we supply to such dealer exclusively for resale in such area. No such dealer is authorised to transact any business, give any warranty, make any representation or incur any liability on our behalf.

Every person purchasing one of our Motor Cycles will acquire the same from the dealer and no liability will subsist in this Company to such person. This Company will sell its Motor Cycles to dealers on a limited form of guarantee only.