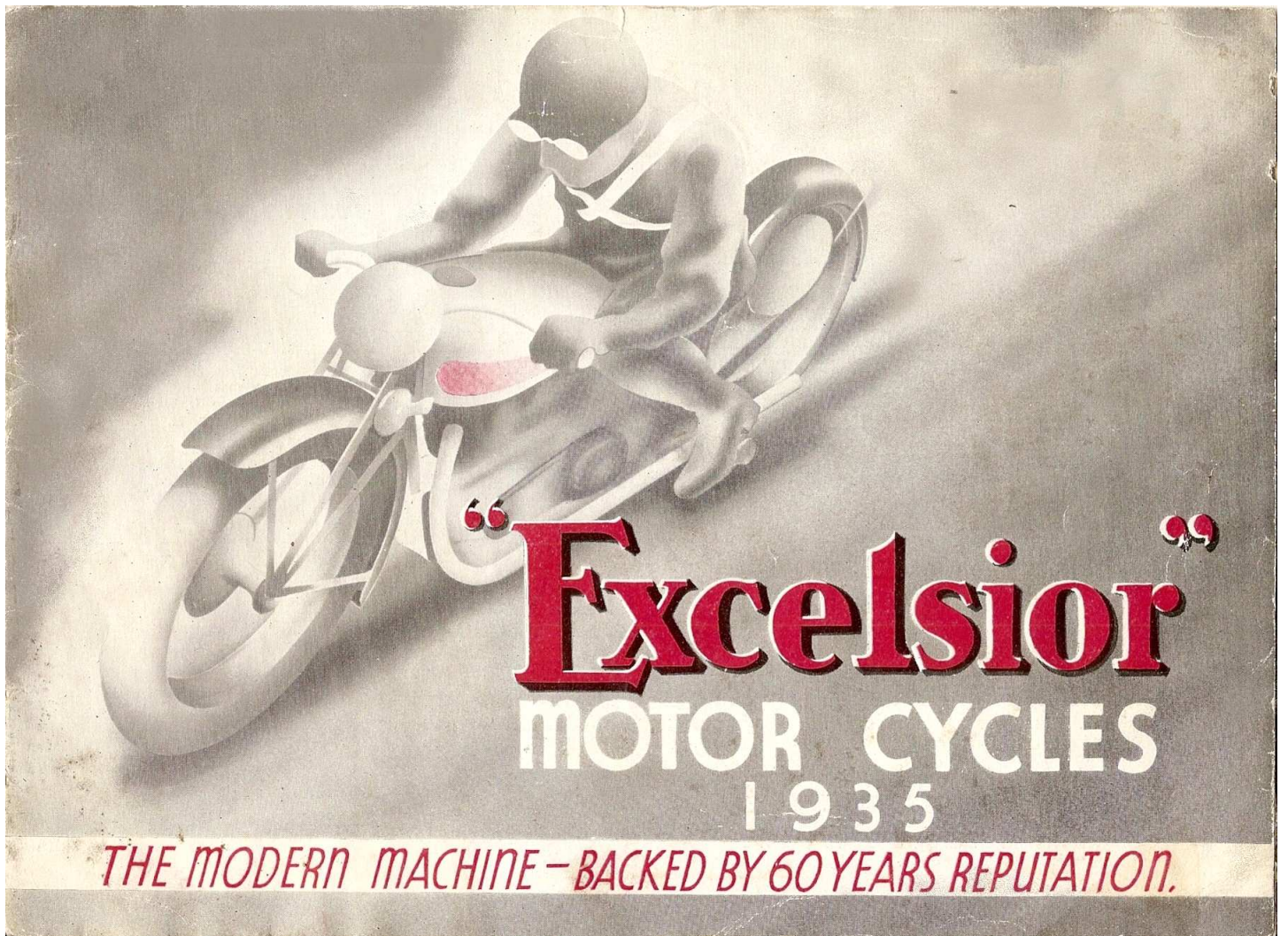
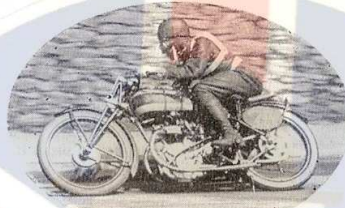


Catalogue Excelsior 1935



A FEW OF THE SEASON'S SUCCESSSES

The
"MECHANICAL
MARVEL"



Winner of the 1933
Lightweight T.T. at
RECORD SPEED.

LIGHTWEIGHT T.T., I.O.M.—June 14th, 1933.

FIRST—S. GLEAVE, at a RECORD Average Speed of 71.59 m.p.h.

EYNESHAM SPEED TRIALS (Inter-Varsity) March 10th, 1934

- E. C. FERNIHOUGH—1st in 500 c.c. Class, 1 kilometre standing start, 83½ m.p.h. average.
- E. C. FERNIHOUGH—1st in 350 c.c. Class and 350 c.c. RECORD for the course—73½ m.p.h. average.

GATWICK SPEED TRIALS—March 24th, 1934

- E. C. FERNIHOUGH—1st in 350 c.c. Class and 350 c.c. RECORD for the course.
- E. C. FERNIHOUGH—1st in 500 c.c. Class.
- E. C. FERNIHOUGH—1st in Unlimited c.c. Class.
- E. C. FERNIHOUGH—1st in "Six Fastest Riders" Class.

- E. C. FERNIHOUGH—FASTEST TIME OF THE DAY. RECORD for the course still held at end of 1934.

LEINSTER "200" ROAD RACE—May 5th, 1934

- E. A. MELLORS—1st—250 c.c. Class at Record Speed.

BELGIAN GRAND PRIX—July 15th, 1934

- E. A. MELLORS—2nd—250 c.c. Class.

DJEPPE GRAND PRIX—July 22nd, 1934

- E. A. MELLORS—1st—250 c.c. Class.

BROOKLANDS GRAND PRIX—July 28th, 1934

- E. C. FERNIHOUGH—1st in 250 c.c. Class, average speed 63.85 m.p.h. and FASTEST LAP.

CIRCUIT DU CAMP DU DRAP D'OR (CALAIS GRAND PRIX)—August 12th, 1934

- E. C. FERNIHOUGH—1st in 175 c.c. Class, Record Lap and Record Speed.

WYE VALLEY SPEED TRIALS—August 18th, 1934

- E. C. FERNIHOUGH—1st in 500 c.c. Class, FASTEST TIME of the day, RECORD for the course.

SWEDISH GRAND PRIX—September 2nd, 1934

- S. A. SOERENSEN—1st—250 c.c. Class.

BRIGHTON SPEED TRIALS—September 15th, 1934

- E. C. FERNIHOUGH—1st—350 c.c. Class and CLASS RECORD.
- E. C. FERNIHOUGH—1st—500 c.c. Class, 500 c.c. RECORD and equalling previous Unlimited c.c. RECORD for the course.

TRACK CHAMPIONSHIPS OF HOLLAND, HELD AT ROTTERDAM—September 23rd, 1934

- MR. HARTMAN—Winner of Senior Track and Class Championship (500 c.c.).

BROOKLANDS—September 26th, 1934

- E. C. FERNIHOUGH—1st in One Lap All Corners Outer Circuit Handicap, riding 344 c.c., average from standing start 91.89 m.p.h.
- E. C. FERNIHOUGH—1st in 350 c.c. Scratch Class included in above race.
- E. C. FERNIHOUGH—1st in 3-Lap All Corners Outer Circuit Handicap at an average of 87.63 m.p.h., riding 8-year old 245 c.c. engine.
- C. B. BICKELL—1st in 3-Lap Handicap, riding 346 c.c., at average speed of 98.23 m.p.h.
- C. B. BICKELL—1st in Third 5-Lap Mountain Handicap, riding 498 c.c., average speed 71.88 m.p.h. RECORD for Mountain Course.

BROOKLANDS MOUNTAIN CHAMPIONSHIP—September 30th, 1933

- E. C. FERNIHOUGH—1st in 350 c.c. Championship (entrant Ferniough, rider J. Forbes), Record Lap and Record Speed.
- E. C. FERNIHOUGH—2nd in 3-Lap Handicap on 175 c.c. machine lapping at 83.14 m.p.h.

BROOKLANDS—October 18th, 1933

- E. C. FERNIHOUGH—3rd in 3-Lap Handicap, 175 c.c. Lap Record at 84.85 m.p.h.

BROOKLANDS—October 31st, 1933

- E. C. FERNIHOUGH—TWO WORLDS RECORDS in Class 6, 175 c.c.

BROOKLANDS—November 3rd, 1933

- E. C. FERNIHOUGH—FOUR WORLDS RECORDS in Class 6, 175 c.c., 50 Kilometres in 22 m. 27.9 secs—82.98 m.p.h. or 133.5 Km.p.h., 50 Miles in 36 m. 45.13 secs—81.63 m.p.h. or 131.3 Km.p.h., 1 HOUR covered 80 miles 1217 yards—80.69 m.p.h. or 129.18 Km.p.h., 100 Miles in 1 hr. 17 m. 54.26 sec.—77.01 m.p.h. or 123.9 Km.p.h. Lap Record 175 c.c. at 84.99 m.p.h. FIRST 175 c.c. to cover over 80 miles in one hour.

BROOKLANDS—6th October, 1934

- E. C. FERNIHOUGH—1st in 350 c.c. 5-Lap Scratch Race, winning the "JACK LINTON CUP" at an average speed of 98.23 m.p.h. and lapped in wet track at 102.90 m.p.h.
- 3rd in 5-Lap All Corners Handicap.
- 3rd in 3-Lap All Corners Handicap, breaking the 175 c.c. Lap Record at 86.92 m.p.h.
- E. G. BISHOP—1st in 3-Lap Handicap, riding 498 c.c. at average speed of 82.31 m.p.h.
- W. C. MARSHALL—1st in 5-Lap Handicap, riding 498 c.c. at average speed 101.85 m.p.h. and winning the DRISCOLL CUP.

N.B.—Mr. E. C. FERNIHOUGH, riding the "EVERLASTING EXCELSIOR" was successful in securing a total of 16 "FIRSTS" including 9 RECORD PERFORMANCES during the season. All the machines used being between two and seven years old.

FOREWORD

SIXTY YEARS OF PROGRESS! Sixty years of Leadership in the industry! Sixty years in which successes have been increasingly added. Such is the history of the world famous Excelsior Motor Cycle. Winners of the 1933 LIGHTWEIGHT T.T. at the RECORD SPEED of 71.59 m.p.h., the 1934 SWEDISH GRAND PRIX and the DIEPPE GRAND PRIX. Holders of the FASTEST 250 c.c. LAP RECORD SPEED of 102.48 m.p.h. The FIRST 250 c.c. machine to gain for its rider the much coveted BROOKLANDS GOLD STAR. These are but a few of Excelsior's achievements—you will find an amazingly convincing list of successes elsewhere in this list. Study them leisurely! Study also the list of Special Features and the splendid specification of each model. And finally—study the amazingly low prices at which these superlative machines are obtainable. A Model for every purse and purpose. Your search is ended! You have found the ideal motor cycle—THE EXCELSIOR.

41 FIRSTS AND WORLD'S RECORDS AT BROOKLANDS IN ONE SEASON
WINNER of 1929 & 1933 LIGHTWEIGHT T.T. AT RECORD SPEED 1933 French Grand Prix
WINNER of 1931 South African T.T. European Grand Prix Belgian Grand Prix Swedish T.T.
WINNER of 1932 Dutch T.T. French Grand Prix Belgian Grand Prix Swedish Grand Prix
WINNER OF 1934 DIEPPE GRAND PRIX; SWEDISH GRAND PRIX; LEINSTER "200"

TERMS OF BUSINESS

HOME TRADE

PAYMENT—Net cash against invoice at our Works.
CARRIAGE—All Motor Cycles are sent Carriage Paid to nearest Railway Station in England and Wales, with the exception of "Universal" Model E.0, which is specified Ex Works, Carriage Extra.

SCOTLAND

"Universal" Model E.0, delivery Ex Works, carriage extra. Other models are despatched Carriage Paid to nearest Railway Station with the exception of Models E.1 to E.3 inclusive, on which any excess over an amount of 10/- is chargeable.

IRELAND

"Universal" Model E.0, delivery Ex Works, carriage extra. Other Models delivery free English port.

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—Extra according to requirements.

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

LUBRICATION—We recommend the use of the correct grades of "CASTROL," "MOBIL-OIL" and "SHELL" for all our machines.



DIRECTORS
R. WALKER E. WALKER T. W. H. JONES
G. ATTENBOROUGH E. M. KERR

The EXCELSIOR MOTOR CO., LTD., Kings Road, Tyseley, Birmingham, 11

Code: A.B.C. 5th Edition

Telephone: 1677-1678 Accock's Green
Telegrams: "Monarch, Hay Mills"

The Motor Cycle for the million. A full sized machine with performance and reliability. The Acme of Economy.



98 c.c. "UNIVERSAL"
MODEL No. E.0 **£16.16.0**

Code Word: "UNIVERSE" Ex. Works. Carriage Extra

SPECIFICATION

ENGINE—Villiers two-stroke single port, 50 mm. bore x 50 mm. stroke, 98 c.c. Flywheel magneto. Petroil lubrication. Long exhaust pipe and efficient silencer, chromium plated.

FRAME—Exceptionally strong, built of best weldless steel with stays lined. The design is registered, and arranged to give great accessibility to all components.

GEARBOX—Two-speed ball bearing. A kick-starter is fitted providing a very easy start without the necessity of pushing the machine. Operation by foot control, heel and toe pedal. To facilitate control in traffic, a hand-lever-operated clutch is provided.

FRONT FORKS—Pressed steel with link action and central spring under compression. Large bearing surfaces and spindles, all arranged for grease gun lubrication.

TANK—All steel, welded, arranged for petroil mixture. Capacity 1½ gallons. Enamelled bright black with gold and red lines. "Petroil" measure inside the filler cap.

CARBURETTOR—Villiers single-lever type with control on handlebar.

WHEELS AND TYRES—25" x 2.75" W.O. Dunlop cord tyres.

SADDLE—Supple top, of large proportions, well sprung.

BRAKES—Internal expanding, 4" diameter, to both wheels. Finger adjustment to both brakes.

TRANSMISSION—Heavy 1/8" x 3/8" chains both front and rear.

HUBS—All steel, with nickel chrome cones and large bearing surfaces.

TOOL BOX—Heavy gauge metal, large dimensions.

HANDLEBARS—Comfortable touring type, easily adjustable for height and reach. Welded lugs. With accessible cables.

FINISH—The frame, wheels and mudguards finished in black enamel, the tank in black enamel relieved with red panels. All bright parts chromium plated.

IGNITION AND LIGHTING EQUIPMENT—Ignition Villiers High Tension magneto. Villiers Direct Electric Lighting, incorporating independent lights for parking operated by instantly replaceable dry battery.

EQUIPMENT—Full kit of tools, including chain punch, adjustable spanner, screwdriver, inflator, etc.

WEIGHT—110 lbs. approx.

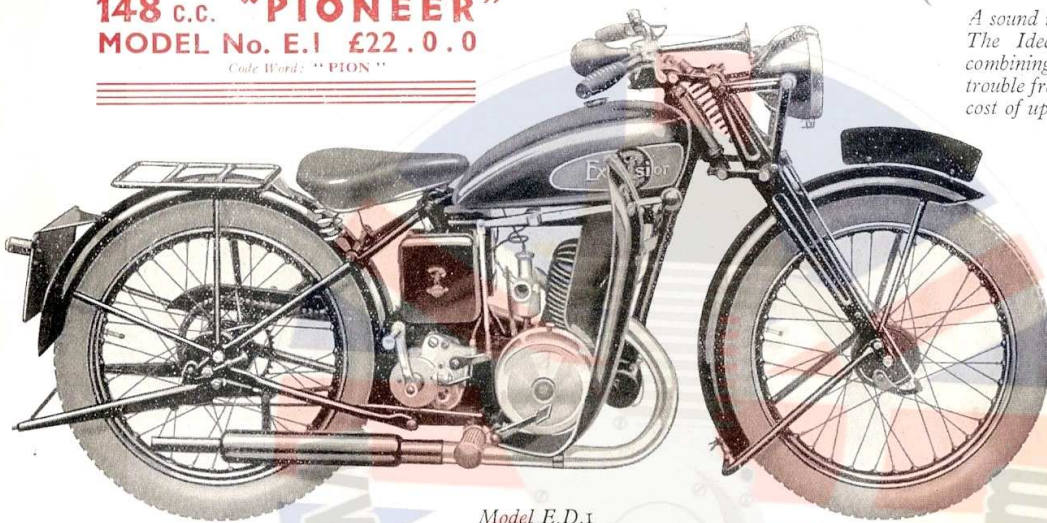
HIRES-PURCHASE TERMS

Initial Payment, £4-19-0. 12 Monthly Instalments of £1-7-6. H.P. Terms include Comprehensive Insurance
EXTRAS—See Special Column

**148 c.c. "PIONEER"
MODEL No. E.1 £22.0.0**

Code Word: "PION"

*A sound model, fully equipped.
The Ideal Utility Machine,
combining performance and
trouble free service at negligible
cost of upkeep.*



Model E.D.1

SPECIFICATION

ENGINE—Villiers 148 c.c. Single Port, Long Stroke, 53 mm. bore x 67 mm. stroke. Exceptional power output. Fitted with full roller bearing big end, phosphor bronze main bearings and fully floating gudgeon pin. Large exhaust pipe, chromium plated, with efficient expansion chamber.

FRAME—Constructed with high quality weldless steel, specially strengthened at all vital points. Low riding position, with perfect steering.

GEARBOX—Burman 3-speed, with hand control and clutch and kick starter.

FRONT FORKS—Pressed steel with link action, and central spring under compression. Substantial bearing surfaces and large high tensile steel spindles.

TANK—All steel welded saddle tank arranged for petrol mixture, capacity 1½ gallons. Black enamelled. Oil measure is placed inside the filler cap.

CARBURETTER—Villiers, with lever control.
WHEELS AND TYRES—Steel hubs and rims fitted with Dunlop Cord Tyres 25" x 35".

SADDLE—Dunlop "Drilastic" supple seat.
BRAKES—Internal expanding type to front and rear wheels. With finger self-locking adjustment.

HANDLEBARS—"Clean" type, adjustable for both angle and reach—with lever control to carburetter, and external levers.

TRANSMISSION—½" x 3/4" roller chains to front and rear. The primary chain is completely enclosed by metal cover and the rear protected by metal guard.

HUBS—All steel, with nickel-chrome cones and large bearing areas.

MUDGUARDS—Wide dome section, rigidly supported to prevent vibration.

CARRIER—Strong steel carrier, affixed rigidly to rear mud-guard.

IGNITION AND LIGHTING EQUIPMENT—Ignition Villiers High Tension magnets. Villiers Direct Electric Lighting, incorporating independent lights for parking operated by instantly replaceable dry battery.

EQUIPMENT—Full kit of tools including Tecalemit grease gun and tin of grease. Bulb Horn. Leg-guards. Licence Holder.

WEIGHT—170 lbs. approximately.

Model No. E D.1 With General Specification as Model E.1, but having Separate 6 volt Dynamo Lighting Set with 7" Headlamp and Dlight. Code Word: "PIONER" **£24. 10. 0**

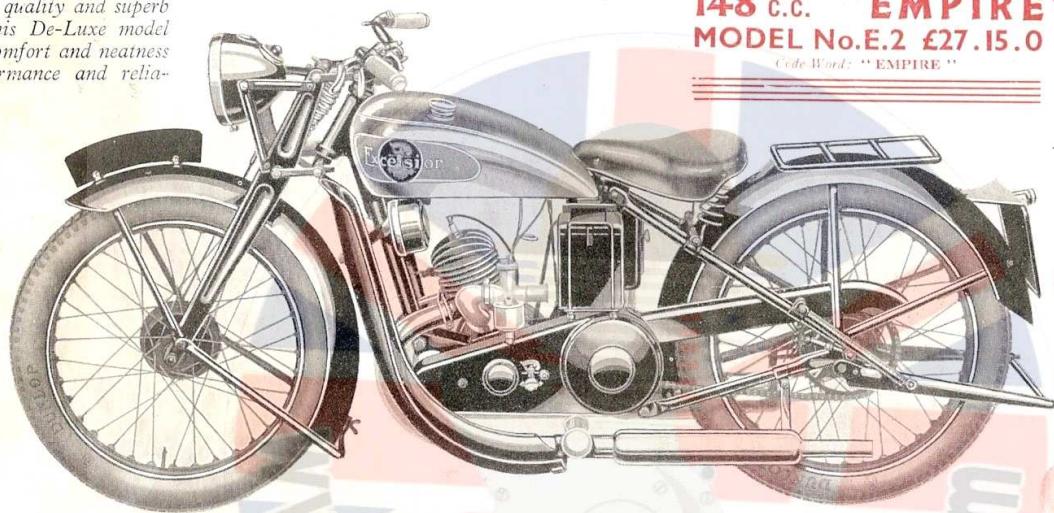
HIRE-PURCHASE TERMS

Initial Payment, E.1, £6-5-0; E.D.1, £6-17-6. 12 Monthly Instalments of: E.1, £1-14-10; E.D.1, £1-18-5
H.P. Terms include Comprehensive Insurance

Impeccable quality and superb finish. This De-Luxe model combines comfort and neatness with performance and reliability.

**148 c.c. "EMPIRE"
MODEL No.E.2 £27.15.0**

Code Word: "EMPIRE"



SPECIFICATION

ENGINE—Villiers 148 c.c. Two-Port, Long Stroke, 53 mm. bore x 67 mm. stroke. Exceptional power output, developing 4.5 h.p. at 3,500 revolutions per minute. Fitted with full roller bearing big end, phosphor bronze main bearings and fully floating gudgeon pin. Two large exhaust pipes, chromium plated, with efficient chromium plated expansion chambers.

FRAME—Constructed with high quality weldless steel, specially strengthened at all vital points. Low riding position, with perfect steering.

GEARBOX—Burman 3-speed, with clutch and kick-starter. Pivotal type mounting with definite chain adjustment without loss of alignment.

FRONT FORKS—Pressed steel with link action, and central spring under compression. Substantial bearing surfaces and large high tensile steel spindles.

TANK—All steel welded saddle tank, arranged for petrol mixture, capacity 1½ gallons. Chromium plated. Oil measure is placed inside the filler cap.

CARBURETTOR—Villiers, with Twist Grip control.

WHEELS AND TYRES—High quality steel hubs and rims fitted with Dunlop Cord Tyres 25" x 3".

SADDLE—Dunlop "Drilastic" supple seat.

BRAKES—5" diameter internal expanding type to both front and rear wheels. With finger self-locking adjustment.

HANDLEBARS—"Clean" type, adjustable for both angle and reach—with twist grip control to carburettor, and external levers.

TRANSMISSION— $\frac{1}{2}$ " x $\frac{3}{4}$ " roller chains to front and rear. The primary chain is **completely enclosed** by metal cover and the rear chain protected by metal guard.

HUBS—All steel, with nickel-chrome cones and large bearing areas.

MUDGUARDS—Wide dome section, rigidly supported to prevent vibration.

CARRIER—Strong steel carrier, affixed rigidly to rear mud-guard.

IGNITION AND LIGHTING EQUIPMENT—Villiers High Tension Magneto Ignition with 6 volt separate Dynamo Electric Lighting Set. 7" Head Lamp with parking lights. Dimmer switch and dip light operated from handlebar.

EQUIPMENT—Full kit of tools including Tecalemit grease gun and tin of grease. Electric Horn. Strong efficient Leg-guards. Licence Holder.

WEIGHT—182 lbs. approximately.

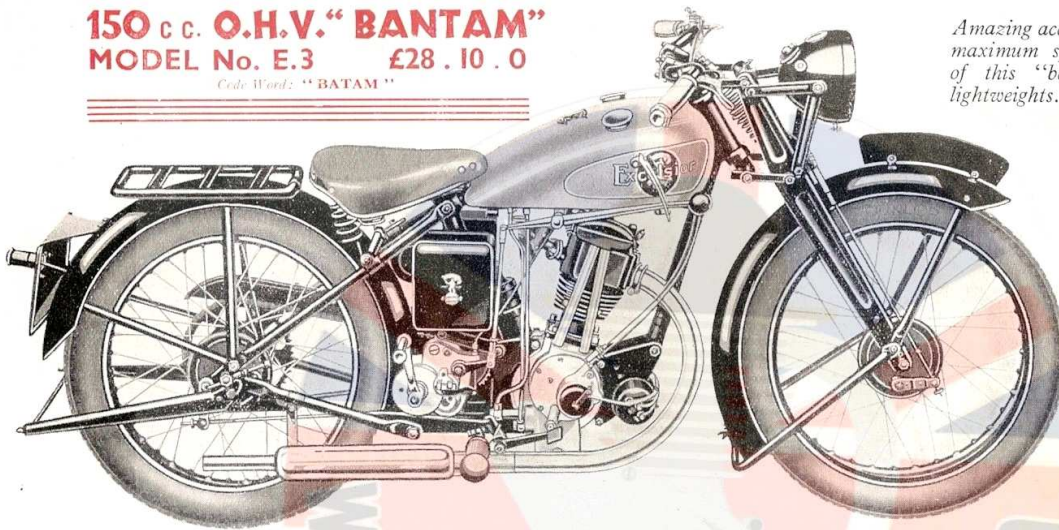
HIRE-PURCHASE TERMS

Initial Payment, £7-14-0. 12 Monthly Instalments of £2-2-11. H.P. Terms include Comprehensive Insurance

150 C.C. O.H.V. "BANTAM"
MODEL No. E.3 £28. 10. 0

Code Word: "BATAM"

Amazing acceleration and high maximum speed are features of this "best" of sporting lightweights.



SPECIFICATION

ENGINE—"Excelsior" design and manufacture, O.H.V. single port, 49 mm. bore x 79 mm. stroke, 149 c.c. developing 8.7 h.p. Spherical head. Inclined valves with Duplex springs. Overhead rocker gear and push rods fully enclosed and lubricated. Down-draught induction system. **Dry sump lubrication.** Massive crankshaft running on ball bearings with roller bearing big end. Aluminium alloy piston. Cylinder head of massive proportions. Contact breaker housed in aluminium timing case adequately protected. Automatic lubrication to inlet valve guide. Down-swept exhaust pipe with silencer, chromium plated. (Upswept sports type of exhaust pipe optional.)

FRAME—Specially strengthened and built up with weldless steel heavy gauge tubes. Low riding position.

FORKS—Pressed steel with link action and central spring under compression. Large spindles with substantial bearing areas.

GEAR—Three-speed with hand controlled clutch and kick starter.

TANK—All steel saddle tank, chromium plated. Capacity 1 1/2 gallons. Separate compartment oil tank. Capacity 1 quart.

CARBURETTOR—A.M.A.L. specially designed for the Excelsior engine, incorporating downswept intake. Twist grip control on handlebar and air strangler for easy starting.

CARRIER—Steel carrier rigidly affixed to rear mudguard.

WHEELS AND TYRES—Steel rims and hubs with 25" x 3" W.O. Dunlop cord tyres.

SADDLE—Supple top, of large dimensions.

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

TRANSMISSION—Front and rear chains, 1" x 3/8", protected by metal chainguards. Primary chain positively lubricated.

HUBS—All steel hubs with nickel chrome cone and 7/8" balls.

MUDGUARDS—Wide, with ribbed centres and rigid stays, preventing vibration.

HANDLEBARS—"Clean" type, adjustable, with twist grip control and external levers.

FINISH—Petrol tank, chromium plated and relieved with red panels. Exhaust pipe, silencer and all usual bright parts chromium plated.

EQUIPMENT—Full kit of tools, including Tecalemit grease gun and spare tin of grease. Electric Horn. Licence Holder.

IGNITION AND LIGHTING EQUIPMENT—Lucas 6 volt Dynamo Electric Lighting and Coil Ignition. Variable ignition control on handlebar. 7" diameter Head Lamp instantly dimmed by a thumb switch on the handlebar. The Head Lamp is provided with separate parking light, ignition switch and ammeter.

WEIGHT—200 lbs. (approx.).

HIRE-PURCHASE TERMS

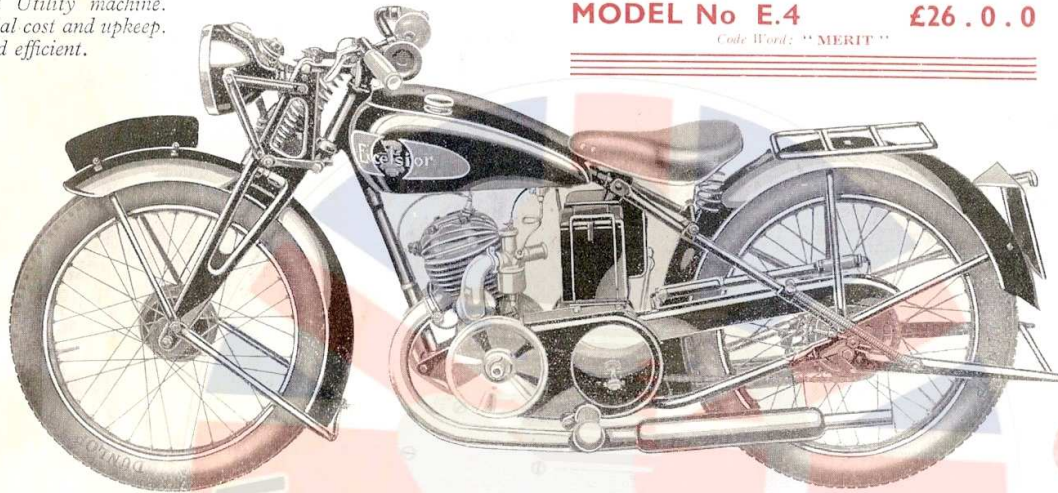
Initial Payment, £7-17-6. 12 Monthly Instalments of £2-4-1. H.P. Terms include Comprehensive Insurance

EXTRAS—Albion 4-speed Hand Change Gearbox, 35/- . Magneto Ignition, 63/-

A powerful Utility machine.
Low in initial cost and upkeep.
Reliable and efficient.

250c.c TWO STROKE "MERITOR"
MODEL No E.4 £26.0.0

Code Word: "MERIT"



Model E D.4

SPECIFICATION

ENGINE—Villiers standard two-stroke, two port, 67 mm. bore x 70 mm. stroke, 247 c.c. Detachable aluminium alloy cylinder head. Aluminium alloy piston with inertia rings. Petroil lubrication. Full roller big end bearing. Extra long bronze gas-tight main bearings. Twin exhaust pipes and two expansion chambers.

FRAME—New design frame, constructed with large tubes of exceptional strength, giving great stability and low riding position.

FORKS—Wide section girder pattern pressed steel with link action and central spring under compression.

GEAR—3-speed with hand control and clutch and kick-starter.

TANK—All steel welded saddle tank. Arranged for Petroil mixture. Capacity 2 gallons.

CARBURETTOR—Villiers with twist grip control.

CARRIER—Strong steel carrier rigidly affixed to rear mud-guard.

WHEELS AND TYRES—Steel hubs and black enamelled rims lined in red and fitted with 25" x 3" W.O. Dunlop cord tyres.

Model No. E.D.4 With General Specification as Model E.4, but having Separate 6 volt Dynamo Lighting Set, incorporating 7" Headlamp, with Illuminated Ammeter, Parking Lights and Dimplight. Code Word: "MERMOM" **£28.10.0**

SADDLE—Dunlop "Diflastic" supple top.

BRAKES—Wide 5" internal expanding hub brakes front and rear.

TRANSMISSION—Front and rear, 1/2" x 1/8", protected by metal chainguards.

HUBS—All steel hubs with nickel chrome cones and 5/8" balls.

MUDGUARDS—Wide and deep with "D" section rigid stays preventing mudguard vibration.

HANDLEBARS—Neat "clean" type, adjustable, with twist grip control and external levers.

FINISH—Tank black enamelled relieved with red panels. Exhaust pipes and all usual bright parts chromium plated.

EQUIPMENT—Complete kit of tools, including Tealmit grease gun and tin of grease. Bulb Horn. Licence Holder.

IGNITION AND LIGHTING EQUIPMENT—Villiers efficient and reliable H.T. 4-pole Flywheel Magneto Ignition. Villiers direct Electric Lighting with 7" Head Lamp and Parking Lights operated by independent dry battery. Dimmer switch and dip light operated from handlebar.

WEIGHT—Equipped, 226 lbs. (approx.).

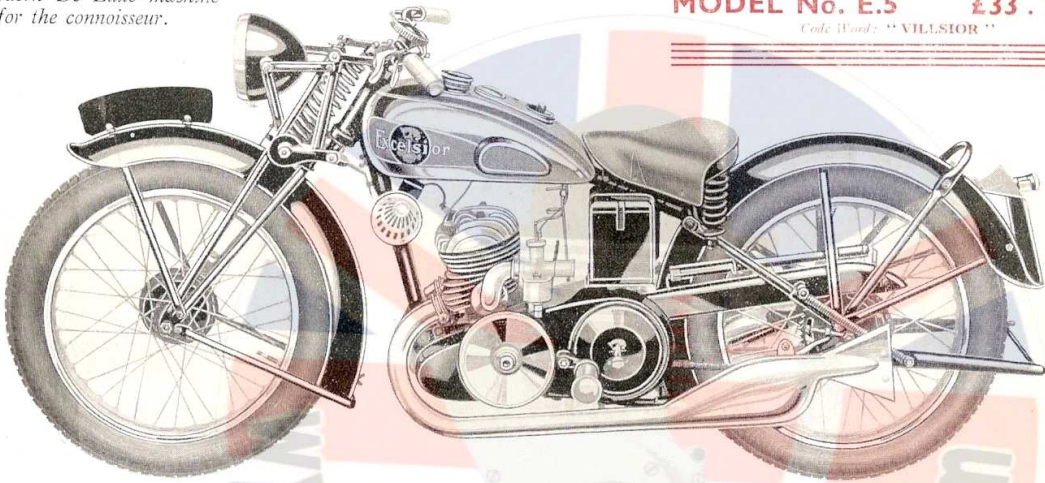
HIRE-PURCHASE TERMS

Initial Payment, E.4, £8-1-3; E.D.4, £8-13-9. 12 Monthly Instalments of: E.4, £2-4-5; E.D.4, £2-7-10
H.P. Terms include Comprehensive Insurance

Every inch a "thoroughbred"
A modern De Luxe machine
built for the connoisseur.

**250 c.c. TWO STROKE "SCOUT"
MODEL No. E.5 £33. 10. 0**

Code Word: "VILLIORS"



SPECIFICATION

ENGINE—Villiers two-stroke, two-port, 63 mm. bore x 80 mm. stroke, 249 c.c. Long stroke, developing 10 h.p. Detachable aluminium alloy cylinder head. Aluminium alloy piston with inertia rings. Automatic system of lubrication with sight feed regulator. Full roller big end bearing. Extra long bronze gas-tight main bearings. Twin exhaust pipes and two large expansion chambers with fish tail ends, chromium plated. (Round pattern silencers optional.)

FRAME—New design frame, constructed with large taper gauge tubes of exceptional strength, giving great stability and low riding position. This frame is of the same design and embodies all the essential features of our well known T.F. frame.

FORKS—Tubular steel. Girder model, incorporating link action and central spring under compression, with adjustable shock absorbers and steering damper.

GEAR—3-speed with hand control and clutch and kick-starter.

TANK—All steel welded saddle tank with flush fitting Instrument Panel incorporating Ammeter and Switches and fitted with Knee Grips. Chromium plated. Petrol capacity 2½ gallons. Separate oil tank. Capacity 1 quart.

CARBURETTOR—Villiers with twist grip control.

CARRIER—Stirrup handle only fitted on standard model. Carrier fitted at an extra charge.

WHEELS AND TYRES—Steel hubs and chromium plated rims fitted with 26" x 3.25" W.O. Dunlop cord tyres.

SADDLE—Lycett "Aero" supple top.

BRAKES—Wide 5" internal expanding hub brakes front and rear.

TRANSMISSION—Front and rear, 1½" x 1½", protected by metal chainguards.

HUBS—All steel hubs with nickel chrome cones and 5/8" balls.

MUDGUARDS—Wide and deep with visor type of rib and rigid stays preventing mudguard vibration.

HANDLEBARS—Neat "clean" type, adjustable, with twist grip control and external levers.

FINISH—Tank chromium plated, relieved with red panels. Exhaust pipes, silencers and all usual bright parts chromium plated.

EQUIPMENT—Complete kit of tools, including Tecalemit grease gun and tin of grease. Electric Horn. Licence Holder.

IGNITION AND LIGHTING EQUIPMENT—Villiers High Tension Magneto Ignition with Lucas 6 volt separate Dynamo Electric Lighting. 7" Head Lamp with parking lights. Dimmer switch and dip light operated from handlebar.

WEIGHT—Equipped, 226 lbs. (approx.).

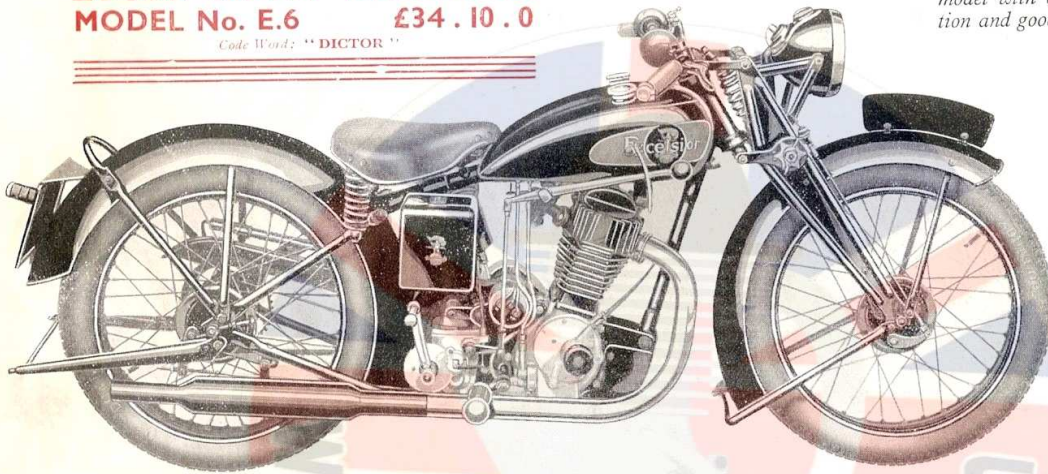
HIRE-PURCHASE TERMS

Initial Payment, £9-19-0. 12 Monthly Instalments of £2-14-10. H.P. Terms include Comprehensive Insurance

250 C.C. O.H.V. "DICTATOR"
MODEL No. E.6 £34.10.0

Code Word: "DICTOR"

An economically priced Sports model with a sound specification and good performance.



SPECIFICATION

ENGINE—EXCELSIOR design and manufacture. Single port O.H.V. 63 mm. bore x 79 mm. stroke, 246 c.c. Spherical head, inclined valves with duplex springs. Totally enclosed push rods in cylinder casting. Overhead rocker gear with instantly adjustable tappets. Down draught induction system. **Dry sump lubrication.** Massive crankshaft running on ball bearings with double roller big end bearing. Aluminium alloy dome top piston. Easily detachable cylinder head. Automatic lubrication to inlet valve. Downswept exhaust pipe, with round silencer, chromium plated. (Upswept exhaust pipe optional to order.)
FRAME—Diamond pattern frame, constructed with large taper gauge tubes of exceptional strength, giving great stability and low riding position. This frame is of the same design and embodies all the essential features of our well known T.T. frame.
FORKS—Girder type pressed steel, incorporating link action and central spring under compression. **Adjustable shock absorbers.**
GEAR—Three-speed with hand control and clutch and kick-starter.
TANK—Welded steel saddle tank, black enamelled with panels in red. Capacity 2½ gallons.
CARBURETTOR—A.M.A.L., specially designed for the Excelsior engine, incorporating downswept intake. Twist grip control on handlebar and air strangler for easy starting.

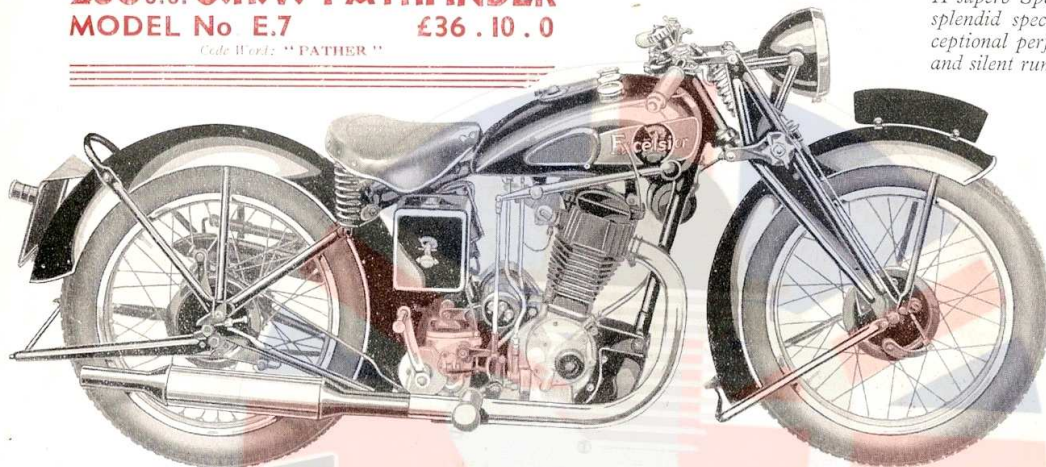
WHEELS AND TYRES—Steel hubs and black enamelled rims lined in red and fitted with 25" x 3" W.O. Dunlop cord tyres.
SADDLE—Dunlop "Drilastic" supple top.
BRAKES—Wide 5" internal expanding to front and rear, with finger adjustment.
TRANSMISSION—Front and rear 4" x 305", protected by metal chainguards with **positive lubrication to front chain.**
HUBS—All steel, fitted with 60 ton tensile steel spindles, large nickel steel chrome cones, and 7/8" balls.
MUDGUARDS—Domed section, with valanced sides and rigid fixings.
HANDLEBARS—Neat, clean type, adjustable for both angle and reach. Twist grip control with external levers.
FINISH—Tank black enamelled, relieved with red panels. Exhaust pipe and all usual bright parts chromium plated.
EQUIPMENT—Full kit of tools, including Tealemit grease gun and tin of grease. Bull Horn. Licence Holder.
IGNITION AND LIGHTING EQUIPMENT—Lucas 6 volt Dynamo Electric Lighting and Coil Ignition. Variable ignition control on handlebar. The 7" diameter Head Lamp can be instantly dimmed by a thumb switch on the handlebar; is also provided with parking light and incorporates the ignition switch together with an illuminated ammeter.
WEIGHT—Approx. 250 lbs.

HIRE-PURCHASE TERMS
 Initial Payment, £10-3-9. 12 Monthly Instalments of £2-16-4. H.P. Terms include Comprehensive Insurance
EXTRAS—4-speed Hand Change Gearbox (Foot Change optional), 35/- Lucas-M.L. Maglita Set, 60/-

250 c.c. O.H.V. "PATHFINDER"
MODEL No E.7 £36.10.0

Code Words: "PATHER"

A superb Sports model with a splendid specification and exceptional performance. Clean and silent running.



SPECIFICATION

ENGINE—EXCELSIOR design and manufacture. Single port O.H.V. 63 mm. bore x 79 mm. stroke. 246 c.c. Spherical head, inclined valves with duplex springs. Totally enclosed push rods in cylinder casting. Overhead rocker gear with instantly adjustable tappets and valves totally enclosed. **Downdraught induction system. Dry sump lubrication.** Massive crankshaft running on ball bearings with double roller big end bearing. Aluminum alloy dome top piston. Easily detachable cylinder head. Contact breaker housed in timing case, adequately protected from oil and dirt. Automatic lubrication to inlet valve. Downswept exhaust pipe, with round silencer, chromium plated. (Upswept exhaust pipe optional to order.)

FRAME—Diamond pattern frame, constructed with large taper gauge tubes of exceptional strength, giving great stability and low riding position. This frame is of the same design and embodies all the essential features of our well known T.T. frame.

FORKS—Girder type pressed steel, incorporating link action and central spring under compression. **Steering damper and adjustable shock absorbers.**

GEAR—Three-speed with hand control and clutch and kick-starter.

TANK—Welded steel saddle tank, black enamelled, with flush fitting **Instrument Panel** incorporating Ammeter and Switches. Panelled in red and fitted with knee-grips. Capacity 2½ gallons.

CARBURETTOR—A.M.A.L., specially designed for the Excelsior engine, incorporating downswept intake. Twist grip control on handlebar and air strangler for easy starting.

WHEELS AND TYRES—Steel hubs and chromium plated rims lined in red and fitted with 25" x 3.25" W.O. Dunlop cord tyres.

SADDLE—Dunlop supple top.

BRAKES—Wide 6" internal expanding to front and rear, with finger adjustment.

TRANSMISSION—Front and rear 1" x 305", protected by metal chainguards, with **positive lubrication to front chain.**

HUBS—All steel, fitted with 6) ton tensile steel spindles, large nickel steel chrome cones, and 5/8" balls.

MUDGUARDS—Domed section, with valanced sides and rigid fixings.

HANDLEBARS—Neat, clean type, adjustable for both angle and reach. Twist grip control with external levers.

FINISH—Tank black enamelled, relieved with red panels. Exhaust pipe, silencer and all usual bright parts chromium plated.

EQUIPMENT—Full kit of tools, including Tecalemit grease gun and tin of grease. Electric Horn and Licence Holder.

IGNITION AND LIGHTING EQUIPMENT—Lucas 6 volt Dynamo Electric Lighting and Coil Ignition. Variable ignition control on handlebar. 7" diameter Head Lamp instantly dimmed by a thumb switch on handlebar, and provided with a separate parking light.

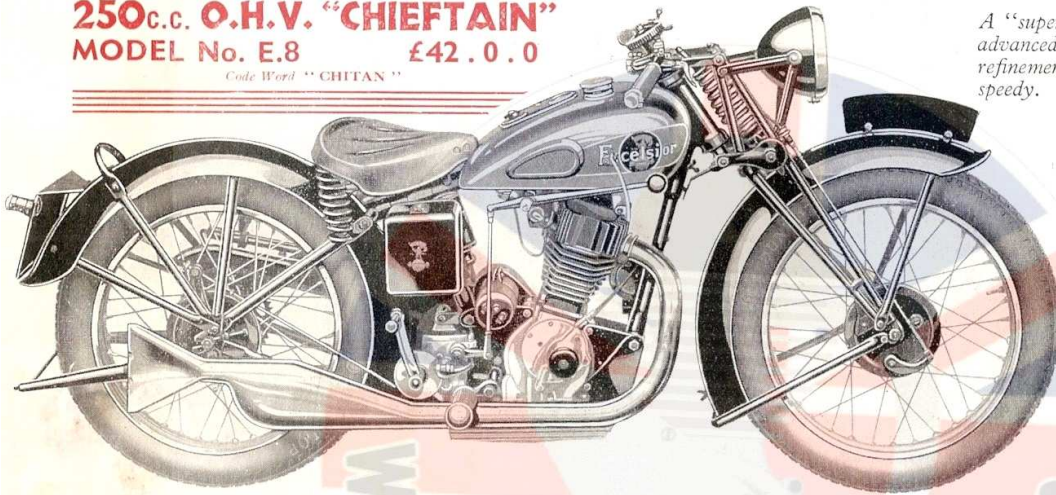
WEIGHT—Approx. 250 lbs.

HIRE-PURCHASE TERMS

Initial Payment, £10-13-9. 12 Monthly Instalments of £2-19-0. H.P. Terms include Comprehensive Insurance
EXTRAS—4-speed Hand Change Gearbox (Foot Change optional), 35/- Lucas-M.L. Maglight Set, 60/-

250c.c. O.H.V. "CHIEFTAIN"
MODEL No. E.8 £42.0.0

Code Word "CHITAN"



A "super" model, embodying advanced design and modern refinements. Powerful and speedy.

SPECIFICATION

ENGINE—EXCELSIOR design and manufacture. Single port o.h.v. 63 mm. bore x 79 mm. stroke. 246 c.c. Spherical head, inclined valves with duplex springs. Totally enclosed push rods in cylinder casting. Overhead rocker gear with instantly adjustable tappets and valves totally enclosed. Downdraught induction system. Dry sump lubrication, with fully submerged rotary pump and removable filters. Massive crankshafts running on ball bearings with double roller big end bearing. Aluminium alloy dome top piston. Easily detachable cylinder head. Contact breaker housed in timing case, adequately protected from oil and dirt. Automatic lubrication to inlet valve. Self contained oil sump, 1/2 gallon capacity. Downswept exhaust pipe, with large silencer, chromium plated. (Upswept exhaust pipe optional to order.)

FRAME—Diamond pattern frame, constructed with large taper gauge tubes of exceptional strength, giving great stability and low riding position. This frame is of the same design and embodies all the essential features of our well known T.T. frame, which many years of successful racing experience has perfected.

FORKS—Tubular steel girder model incorporating link action and central spring under compression. Steering damper and adjustable shock absorbers.

GEAR—Four-speed with clutch and kickstarter. Hand control (foot change optional).

TANK—Welded steel saddle tank, chromium plated with flush fitting Instrument Panel incorporating Ammeter and Switches, and fitted with knee-grips. Capacity 2 1/2 gallons.

CARBURETTOR—A.M.A.L. specially designed for the Excelsior engine, incorporating downswept intake. Operated by twist grip control on handlebar and extra air lever on handlebar for easy starting.

WHEELS AND TYRES—Steel hubs and chromium plated rims lined in red and fitted with 26" x 3.25" W.O. Dunlop cord tyres.

SADDLE—Large Dunlop supple top.

BRAKES—Wide 6" internal expanding to front and rear, with finger adjustments.

TRANSMISSION—Front and rear 1/2" x .305", protected by metal chain guard, with positive lubrication to front chain.

HUBS—All steel hubs fitted with 60 ton tensile steel spindles, large nickel steel chrome cones, and 3/8" balls.

MUDGUARDS—New section, having valenced sides with visor type or rib. Hinged rear portion.

HANDLEBARS—Clean type, adjustable for both angle and reach. Twist grip control with external levers.

FINISH—Tank chromium plated, relieved with red panels. Exhaust pipe, silencer and all usual bright parts chromium plated.

EQUIPMENT—Full kit of tools, including Tecalemit grease gun and tin of grease. Electric Horn and Licence Holder.

IGNITION AND LIGHTING EQUIPMENT—Lucas 6 volt Dynamo Electric Lighting and Coil Ignition. Variable ignition control on handlebar. 7" diameter Head Lamp instantly dimmed by a thumb switch on handlebar. The Head Lamp is provided with a separate parking light.

WEIGHT—Approx. 250 lbs.

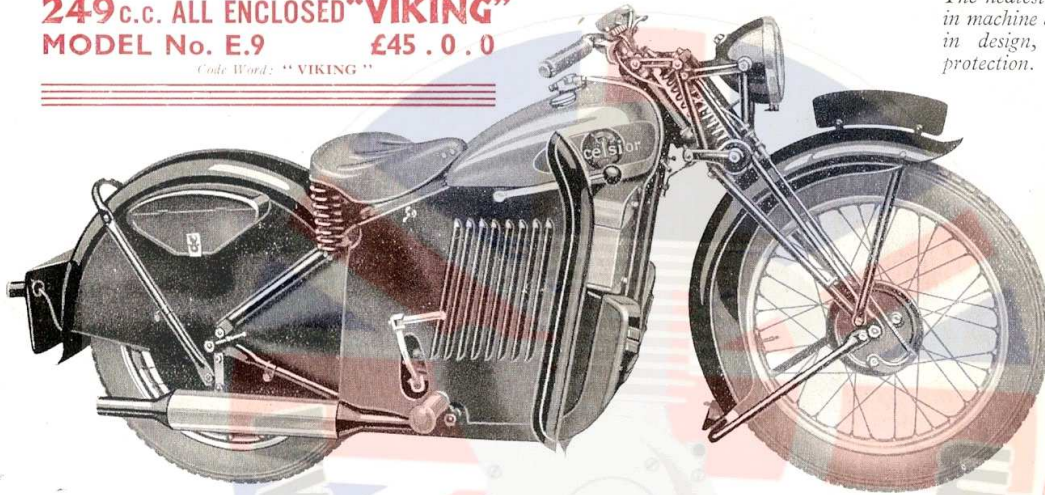
HIRE-PURCHASE TERMS

Initial Payment, £12-1-3. 12 Monthly Instalments of £3-6-11. H.P. Terms include Comprehensive Insurance
 EXTRA—Lucas 6 volt Magdymo Set, with fully enclosed drive, embodying automatic chain tensioner, 80/-

**249 c.c. ALL ENCLOSED "VIKING"
MODEL No. E.9 £45.0.0**

Code Word: "VIKING"

The neatest, cleanest, covered-in machine ever made. Perfect in design, performance and protection. Silent and smooth.



SPECIFICATION

ENGINE—Villiers water-cooled two-stroke, two-port, 63 mm. bore x 80 mm. stroke, 249 c.c. Long stroke, incorporating EXCELSIOR patented design of water cooling and developing 11.5 b.h.p. Detachable aluminium alloy cylinder head. Automatic system of lubrication with sight feed regulator. Full roller big end bearing. Extra long bronze gas-tight main bearing. The radiator is fitted direct on to the cylinder jacket and head, which entirely eliminates all rubber water joints and distortant frame stresses. Twin exhaust pipes and two large expansion chambers, chromium plated.

FRAME—Constructed with large taper gauge tubes of exceptional strength, giving great stability. This frame embodies all the essential features of our well-known T.T. frame.

FORKS—Tapered tubular steel. Girder model with adjustable shock absorbers and steering damper.

GEAR—Albion 4-speed with hand change and clutch and kick-starter.

TANK—All steel welded saddle tank. Chromium plated. Capacity 2½ gallons. Sight feed oil regulator on top of tank.

CARBURETTOR—Villiers with twist grip control.

WHEELS AND TYRES—Steel hubs and chromium plated rims, fitted with 26" x 3.50" W.O. Dunlop Cord Tyres.

SADDLE—Best quality Lycett "Aero" or Dunlop supple top.

BRAKES—Wide 6" internal expanding hub brakes front and rear, with finger adjustment.

TRANSMISSION—Front and rear chains ½" x ¾". Special rubber pad encircling primary chain, completely eliminating chain ring and providing constant lubrication.

HUBS—All steel hubs, nickel chrome cones and ½" balls.

MUDGUARDS—Well balanced front guard, rear guards fitted with shields, instantly detached by releasing three bolts.

HANDLEBARS—"Clean" type, adjustable, with twist grip control and external levers.

FINISH—Tank chromium plated and relieved with red side panels. All usual bright parts chromium plated.

EQUIPMENT—Full kit of tools, including grease gun and tin of grease. Electric Horn and Licence Holder.

IGNITION AND LIGHTING EQUIPMENT—Villiers High Tension Magneto Ignition with Lucas 6 volt separate Dynamo Electric Lighting. 7" Head Lamp with ammeter and parking lights. Dimmer switch and dip light operated from handlebars.

ENCLOSURE—Under shield to engine and gearbox. Side shield instantly detachable by removal of two wing nuts.

WEIGHT—Equipped 260 lbs. (approx.).

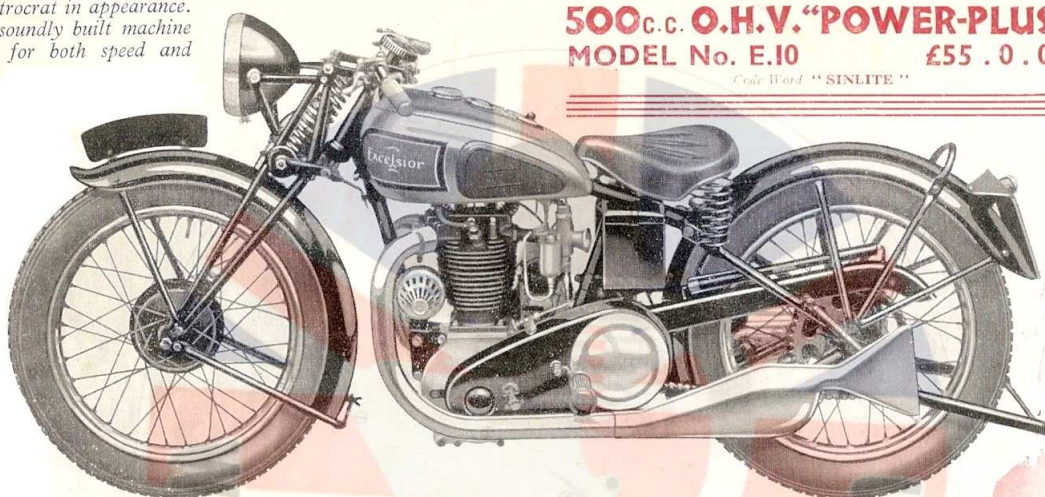
HIRE-PURCHASE TERMS

Initial payment of £12-16-3. 12 Monthly Instalments of £3-11-0. H.P. Terms include Comprehensive Insurance

An Aristocrat in appearance.
A very soundly built machine
designed for both speed and
comfort.

500 C.C. O.H.V. "POWER-PLUS"
MODEL No. E.10 **£55.0.0**

Code Word "SINLITE"



SPECIFICATION

ENGINE—490 c.c. O.H.V., two port Jap engine, 85.7 mm. x 85 mm. 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. Long exhaust pipes with large and efficient silencers, chromium plated.

FRAME—Diamond pattern frame, constructed with large taper gauge tubes of exceptional strength, giving great stability and low riding position. This frame is of the same design and embodies all the essential features of our well known T.T. frame, which many years of successful racing experience has perfected.

FORKS—Tubular steel girder model incorporating **adjustable shock absorbers and steering damper**.

GEAR—Albion 4-speed heavy-weight gearbox, with hand control, clutch and kick-starter.

CARRIER—Strong sports type stirrup handle fitted as standard (see special column for carrier if required).

STANDS—Stands to both wheels.

TANKS—All steel saddle tank, chromium plated with flush fitting **Instrument Panel** incorporating Ammeter and Switches, and relieved with red panels. Petrol capacity 24 gallons. Separate oil tank, capacity 3 pints. Quick release filler caps.

CARBURETTER—"Anual" carburetter, with twist grip control.

WHEELS AND TYRES—Steel hubs and chromium plated rims lined in red. Built with 10-gauge spokes and fitted with 27" x 3.25" W.O. Dunlop cord tyres.

SADDLE—Large Dunlop supple top.

BRAKES—Powerful 7" internal expanding to front and rear, with finger adjustments.

TRANSMISSION—Heavy chains, $\frac{5}{8} \times \frac{1}{8}$ " and $\frac{1}{2} \times \frac{5}{16}$ ". The primary chain is **fully enclosed** in metal case with oil well and **positively lubricated**. Efficient protective guard to rear chain.

HUBS—All steel hubs with internal expanding brakes, incorporated and fitted with nickel chrome steel cones.

MUDGUARDS—Dome shape ribbed centre, extra wide and rigidly supported. Hinged rear portion.

HANDLEBARS—"Clean" type, adjustable and fitted with twist grip and external levers.

KNEE GRIPS—Permanently fitted to tank and adjustable to suit riders' convenience.

FINISH—Petrol tank chromium plated and relieved with red panels; Exhaust pipes, silencers, and other bright parts all chromium plated.

EQUIPMENT—Full kit of tools, including Tecaletit grease gun and tin of grease. Electric Horn and Licence Holder.

ELECTRIC LIGHTING EQUIPMENT—Lucas 6 volt Mag-dyno Set, including large Head Lamp with parking light and dipper control from handlebar.

WEIGHT—288 lbs. (approx.)

HIRE-PURCHASE TERMS

Initial Payment, £15-12-6. 12 Monthly Instalments of 4-9-11. H.P. Terms include Comprehensive Insurance

