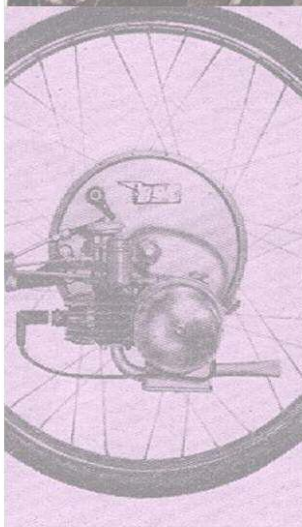
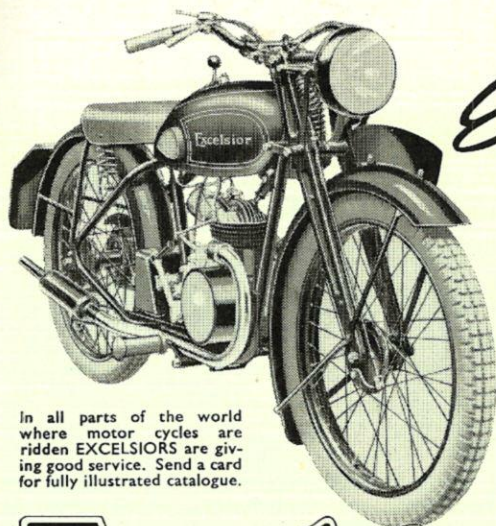


# IceniCAM Information Service



[www.icenicam.org.uk](http://www.icenicam.org.uk)



In all parts of the world where motor cycles are ridden EXCELSIORS are giving good service. Send a card for fully illustrated catalogue.

# Excelsior

THE WORLD'S LEADING LIGHTWEIGHT

Internationally famous for reliability, stamina and economical running, the "Universal" model embodies many desirable and exclusive features. Of exceptionally strong construction and with "go anywhere" power, it is the ideal machine for use in difficult country.

**EXCELSIOR RACING SUCCESSES—**  
1947—250 c.c. Class

Lightweight T.T.—1st British Machine Home. 3rd Place and 3 1st Class Replicas.

Belgian Grand Prix—1st, 2nd and 3rd.  
Ulster Grand Prix—(World's fastest Road Race) 3rd and 4th.

**ALL ON MACHINES OVER 8 YEARS OLD**

# Excelsior

THE EXCELSIOR MOTOR CO LTD · KINGS RD · TYSELEY · BIRMINGHAM II · ENGLAND

L.G.B.

*Proved  
in the long run*



Birmingham craftsmen build years of trouble-free cycling into this sturdy roadster. The hand-brazed frame combines strength with utmost durability. Specification of the "Standard" model includes roller-lever brakes and solid leather, coil-spring saddle. All bright parts heavily plated. Write for brochure and quotations.

**Mercury Industries**  
(BIRMINGHAM) LTD.

Communications and enquiries should be addressed to:—

Sole Agents: H. S. A. & CAMPBELL LTD., Manufacturers & Shippers.

168. REGENT STREET, LONDON, W.1.

CABLES: SAMEL, LONDON.