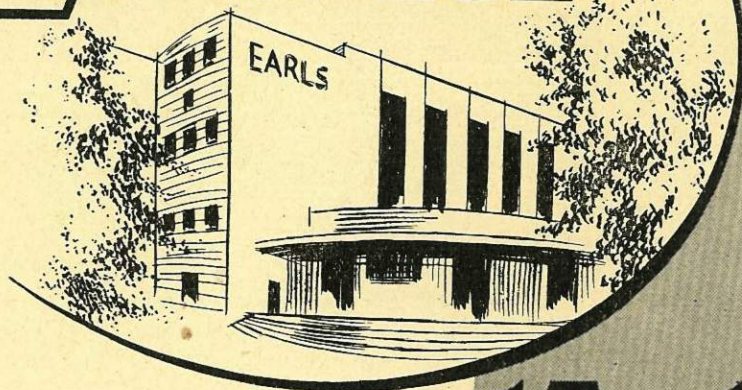


Excelsior



at Earls Court

THE finest and most complete range of motor cycles you will see at the Show. From the famous EXCELSIOR Two-Strokes to the speedy Manxman series there is a model to suit the exact requirements of every rider. Designed and built by the Pioneers of the Industry! Backed by over 60 years' continuous engineering practice!

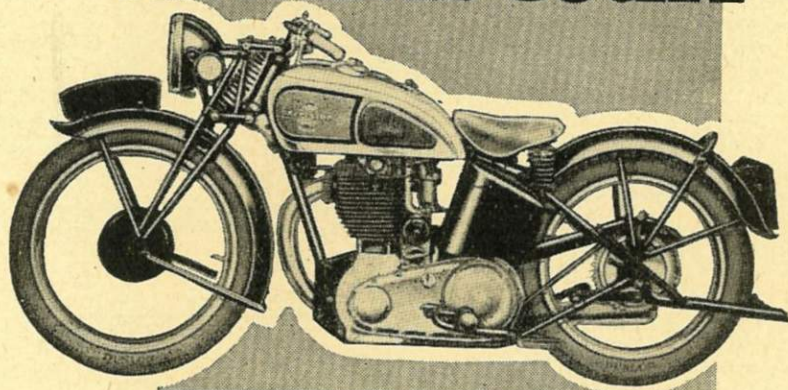
EXCELSIOR 1938 PROGRAMME

Model H.O.	125 c.c. UNIVERSAL	£24 10
" H.1.	150 c.c. PIONEER	£29 10
" H.D.1.	150 c.c. PIONEER	£32 10
" H.4.	250 c.c. MERITOR	£36 0
" H.D.4.	250 c.c. MERITOR	£39 0
" H.8.	250 c.c. NORSEMAN	£52 10
" H.9.	350 c.c. WARRIOR	£58 10
" H.11.	250 c.c. MANXMAN	£78 10
" H.12.	350 c.c. MANXMAN	£81 10
" H.14.	500 c.c. MANXMAN-STANDARD	£88 10
" H.15.	500 c.c. MANXMAN-SPECIAL	£99 10

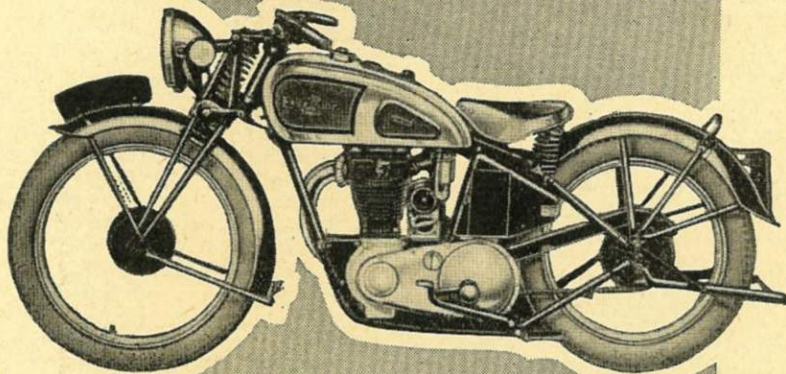
GENUINE RACING MACHINES

250 c.c. Racing Model H.R.11.	... £95 0
350 c.c. Racing Model H.R.12.	... £100 0

Illustrated Catalogue free on request



500 c.c. O.H. CAMSHAFT "MANXMAN"



250 c.c. O.H.V. "NORSEMAN"

ON STAND

56

SEPTEMBER

22nd to 29th

It's a Secret!

EXCELSIOR have a big surprise in store for you on STAND 56. It's NEW, it's INTERESTING! Don't miss it!

EXCELSIOR MOTOR CO., LTD. KINGS RD., TYSELEY, BIRMINGHAM 11

Shaw's

THE NEW SEASON'S MODELS

DAYTON

69

DOUGLAS

4



Sunelt Cycle Co., Ltd., Woodhouse Road,
Handsworth, Birmingham.



EXCELSIOR

56

WHILE the main exhibits on the Excelsior stand at Earls Court will naturally comprise a complete range of 1938 motor cycles, they will be supplemented by a selection of the firm's well-known Bluebird juvenile machines.

So far as trading policy is concerned Excelsiors will continue distribution through their recognised agents on

EXCELSIOR—continued.

the same terms and rebates as prevailed during 1937.

It is pointed out that the whole of the existing range of machines has proved so satisfactory during the past season that it is being continued during 1938 practically unchanged, although we hear rumours of a Show surprise of which no details will be divulged until the opening day.

Comprising as it does a number of two-stroke-engined machines for the lightweight utility market at one end of the scale, and Manxman o.h.v. and overhead camshaft models, together with two genuine racing machines at the other end, the dealer handling the Excelsior agency has a very wide market from which to draw his customers.

Unless specially ordered to the contrary, all machines will be fitted with a speedometer at an extra charge.

EXCELSIOR MODELS AND PRICES.

HO, 125 c.c. Universal	...	...	£24 10 0
H1, 150 c.c. Pioneer	...	...	29 10 0
HD1, 150 c.c. Pioneer	...	...	32 10 0
H4, 250 c.c. Meritor	...	...	36 0 0
HD4, 250 c.c. Meritor	...	...	39 0 0
H8, 250 c.c. Norseman	...	...	52 10 0
H9, 350 c.c. Warrior	...	...	58 10 0
H11, 250 c.c. Manxman	...	...	78 10 0
H12, 350 c.c. Manxman	...	...	81 10 0
H14, 500 c.c. Manxman-Standard	...	...	88 10 0
H15, 500 c.c. Manxman	...	...	99 10 0
HR11, 250 c.c. Racing	...	...	95 0 0
HR12, 350 c.c. Racing	...	...	100 0 0

Excelsior Motor Co., Ltd., King's Road,
Tyseley, Birmingham.



ELSWICK & HOPPER 49

Catalogue number: **E0273**
Date catalogued: (2 of 2)

24 July 2026

