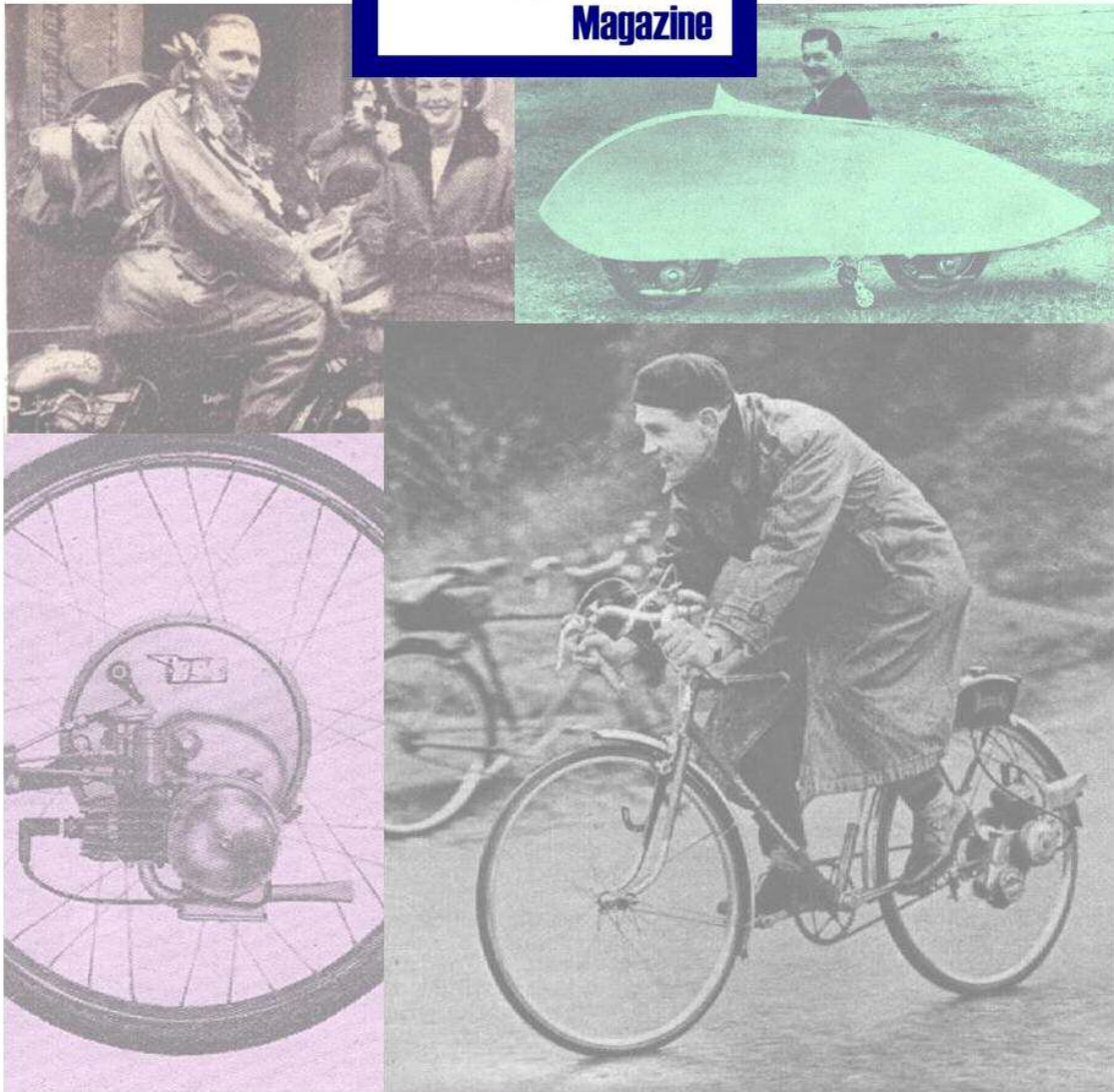
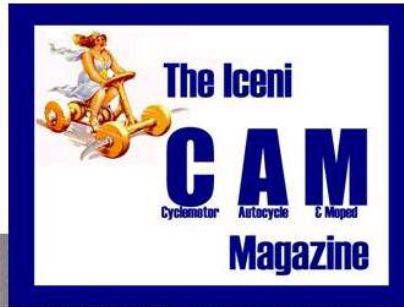


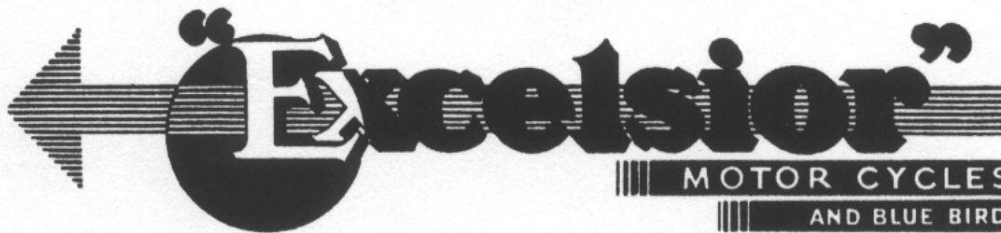
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ON ADMIRALTY LIST

TELEPHONE NUMBERS:
ACOCKS GREEN 1877-8
TELEGRAMS:
"MONARCH" HAY MILLS
NOT "MONARCH"
BIRMINGHAM
DIRECTORS:
R. WALKER, E. WALKER
T. W. H. JONES, E. M. KEER
SALES MANAGER:
R. W. VAUGHAN



THE EXCELSIOR MOTOR COMPANY LIMITED

KINGS RD. TYSELEY

PROPRIETORS OF
BAYLISS, THOMAS & CO.
ESTABLISHED 1874

BIRMINGHAM 11



FOUNDED IN COVENTRY 1874

21st September, 1938.

Dear Sir(s),

THE MACHINE FOR THE MILLION

"Excelsior" AUTOBYK - (Motor assisted pedal cycle)

S U C C E S S E S
INCLUDE 6 WINNER OF
GRAND PRIX RACES IN
SIX WEEKS
INTERNATIONAL SIX
DAYS GOLD MEDALLIST
For Five Successive Years

At the last Show we introduced the AUTOBYK, and we were enthusiastic about its possibilities, making claims for this new cheap method of road transport which have been substantiated. We have now very many enthusiastic Traders to back us up. The results have far exceeded our sales expectations, and we have embarked upon a more ambitious programme for season 1939.

1934
1ST DIEPPE GRAND PRIX
BROOKLANDS GRAND PRIX
SWEDISH GRAND PRIX
LEINSTER 200

The output has increased to a point where we are in a position to reduce the price, and we wish the Buying Public to benefit accordingly.

1935
1ST NORTH WEST 200
SOUTH AFRICAN DURBAN - JO'BURG
WEST AUSTRALIAN T.T.

The quality and all the salient features which were present in the AUTOBYK as introduced last show remain, with improvements for season 1939, and we are able to reduce the price of the Excelsior AUTOBYK for the coming season to retail at 18 guineas.

1936
1ST AUSTRALIAN GRAND PRIX
NORTH WEST 200
EUROPEAN GRAND PRIX
BLOEMFONTEIN 100
ESTHONIAN T.T.

Here is a proposition with enormous sales possibilities and we look forward to a considerable increase in sales from YOUR district for the coming season. All that we need is your co-operation. You are assured of ours.

1937
1ST LEINSTER 200
AUSTRALIAN GRAND PRIX
NORTH WEST 200

Yours faithfully,
pp. THE EXCELSIOR MOTOR CO. LTD.

Sales Manager.

WINNER 1929 AND 1933 LIGHTWEIGHT T.T. IN RECORD TIME