

# The Excelsior— Henderson Dealer

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## EXCELSIOR-HENDERSON DEALERS:

The next issue of Motorcycling and Bicycling will disclose the many interesting details of the New Super X. Pioneer in the now popular "45" class, this latest model continues to maintain its leadership, setting new standards for attractive appearance as well as performance. Radically changed in outline, the New Super has many features appealing to the eye, as well as contributing to the comfort, safety and convenience of the rider.

Outstanding among the new points are the handsome, streamlined, saddle tanks, entirely different in contour and construction from any other tanks in the whole motorcycle field. It is difficult to describe the shape of these new tanks but it is no exaggeration to say that they transform and vastly improve the looks of the entire machine.

The new tanks completely cover the top bar of the frame and slope gracefully down from the head to the saddle, accentuating the sensation of sitting down into the machine rather than on top of it. The sweeping slope along the top of the tank is carried on down through the frame to the rear hub giving a sporty and rakish appearance. The new Supers are speedy and every line suggests speed and class. Capacity is provided for approximately three gallons of gasoline and one gallon of oil and a valve permits shutting off one tank for a reserve gas supply.

The frame has been redesigned to accommodate the new tanks and to give a lower saddle position. The tubing is heavier and stronger. The seat cluster forging has been altered noticeably and carries a center sidecar lug, as well as supporting the combined battery-tool box.

The vertical braces on the rear frame stays have been straightened and merge into a new yoke fitting that straddles the upper rear stays. The saddle springs are supported at the sides of this new yoke fitting doing away with the former bolted-on saddle bridge. The rear mudguard is pivoted at the center of the yoke and can be swung upward at the rear end to facilitate removal of the rear wheel. This new yoke fitting and the vertical braces stiffen and reinforce the frame for heavy sidecar or commercial delivery service. Two sturdy platform supports brazed to the lower top bar, carry the tanks and mount the attractive new gear shift lever.

A decided change is noticeable in the new mudguards. Materially wider and deeper, the new guards harmonize perfectly with the stream lines of the tank and follow the latest trend in car design. A beaded edge adds much to the attractiveness of these new guards, while side splashers on the front guard complete the assembly and give thorough protection.

Speedometer, ammeter, dash lamp and a nifty new type of single control light switch are mounted on an attractive new instrument panel that fits snugly on the top of the tanks.

Handlebars of an original new design, interchangeable with the Henderson, give a particularly clean-cut appearance, and incidentally a more comfortable wrist

position. The old familiar cross-bar and the ball and socket control fittings have been eliminated and the control wires are now enclosed within the tubing.

For an increase of \$5.00 in the list price, the new combined German Bosch Magneto-Generator is furnished. This efficient, compact unit does away with the need for a separate belt-driven generator and extensive testing last season shows that it meets the requirements in every way. An interesting feature of this unit is the built-in voltage regulator which makes it possible in emergencies to run without a battery without danger of burning out the headlights.

The new motor is smoother, faster and more powerful than previous models. Throughout the machine are numerous detail refinements, making for improved performance, greater reliability and increased durability.

- THE NEW HENDERSON -

Undoubtedly, you've heard rumors of the New "Four". We are now going to relieve the suspense and give you some advance information so you can prepare for a busy selling season. Announcement of the New Henderson will create a real sensation when it appears in the trade papers about the first of March. The changes in appearance, equipment and performance possibilities will be revolutionary and there is nothing in the entire motorcycle field which will compare with this new job.

Interest will naturally center on the new powerplant which has been radically changed. The cylinders will be of the improved Super type with superimposed intake valves. The outstanding performance of the Supers in all forms of competition, gives some idea of the power and speed capabilities which can be expected of this cylinder design.

The intake cages will be cast en bloc, incorporating the intake manifold, insuring proper carburetion under all conditions and equal fuel distribution. Although perfectly accessible, the carburetor is protected from the cold draughts, and the manifold warms up rapidly, facilitating the vaporizing of low grade fuels. The valve gear will be enclosed within substantial aluminum covers and provision is made for Alemite high pressure lubrication of the sturdy rocker arms.

The new valve guides will be made of a special bronze which will reduce valve stem wear to a minimum.

The connecting rods will be provided with larger wrist pins (3/4") of the semi-floating type and the piston bosses will be correspondingly larger. An ingenious new method will be used to lock the wrist pins in the rods.

The new crankshaft will be of the five-bearing type, assuring smooth operation at extremely high speeds, and permitting long, continued performance at top speed without undue bearing stress. The connecting rods will have bearings 1/8" wider than heretofore. The five main bearings in the crankcase will be of approximately the same size as previously. This great increase in the number and size of the bearings means maximum reliability and durability in hard service.

The clutch control pedal will be of an improved rocker type. The old style hand lever clutch control has been discarded and the new gear shift lever will be similar to that used on the new Super. A refinement in the clutch pressure plate obviates chance of trouble there.

A larger oil pump and an improved oil circulating system afford higher oil pressures and provide adequate lubrication for continuous high speed operation. There

will be a gauge to indicate the amount of oil contained in the crankcase. Incidentally, the crankcase has been generally redesigned, strengthened and reinforced with sturdy cross ribs.

The generator will be mounted on a new bracket, in front of, instead of on top of the magneto.

Spline shaft leakage of oil is entirely prevented by an effective cork seal.

In external attractive appearance and construction, the Henderson tanks will be similar to those used on the new Super. They will be of the graceful new streamline, saddle type, in two halves, completely covering the frame top bar. The gasoline capacity will be approximately four gallons and either tank can be used for reserve supply of fuel.

Speedometer, oil pressure gauge, ammeter, dash light and an entirely new type of single control lighting switch will be mounted on a handsome new instrument panel that fits snugly on the tanks.

A new bullet type headlight and a new double diaphragm vibrator horn help to dress up the front end of the machine.

Design of the frame head has been changed entirely. The new forging is noticeably sturdier and a single glance inspires complete confidence. It is substantially reinforced by a heavy web between the top and bottom frame tubes, and the web itself is further strengthened by a flanged edge.

Vertical reinforcing struts have been added to the rear stays, similar to those used on the Super frame, and these are placed just back of the new yoke which straddles the upper rear stays. As in the case of the new Super, this new yoke supports the saddle springs at the sides and serves as a pivot upon which the rear guard may be swung for easy removal of the rear wheel. Further, this will stiffen and strengthen the rear end of the frame for heavy sidecar duty. The new seat cluster fitting is also similar to that used on the new Super.

The graceful new mudguards also will be similar to those used on the new Super and assure complete splash protection.

Many other detail refinements throughout the machine will make the new Henderson the finest appearing and best performing motorcycle in the world.

Road tests indicate that these new machines will be speedier, more powerful, smoother-running and more enduring than previous models. We would like to emphasize particularly in the case of the Henderson that the increased speed and power have been obtained by rational engineering rather than by resorting to excessive compression ratios and "doping". The new motors will be cool-running and capable of performing at high speed for long intervals. They will be durable and will stand up in hard service. In every way, they will set new standards for four-cylinder engine performance.

With all this advance information, you will be in position to tell prospective purchasers about the new machines. Considering all of these highly desirable new features which are being furnished without any increase in price, you should be able to enlarge your sales materially this season. In short, we have done our best to make the New Year a mighty prosperous one for you.

Yours very truly,

EXCELSIOR MOTOR MFG. & SUPPLY CO.,