

The Excelsior— Henderson Dealer

Published from time-to-time in the interests of closer dealer-factory cooperation.

In presenting the New Streamline Henderson and Super X, we broke away from precedent and went the limit in our endeavors to supply you with startling new models that would jolt the prospective buyers into action. The latest engineering features were embodied in these handsome new models along with many positive innovations in motorcycle design and construction, establishing a new style trend for motorcycle appearance as well as entirely new standards of riding quality and performance.

After a year of strenuous use in the hands of riders all over the world no necessity for radical changes has been revealed. There have been a few minor troubles that were easily rectified but seldom indeed have new models been so free from "bugs". During the past year we have naturally advanced and progressed and detail refinements have been made here and there in the machines, all of which contribute to the final perfection of every feature.

Now at the outset of the 1930 selling season, we offer you two thoroughly refined new models -- a twin and a four that will set the pace in the motorcycle world for many a day to come. Some of the refinements are detail improvements in manufacturing methods and processes which may seem relatively unimportant but actually mean much to the buyer in terms of service and satisfaction. Some of these new features of the Henderson are:

- 18" x 4.50 Straightside Balloon Tires on the new 18" Drop Center Rims.
- For sidecar or commercial delivery service, 18" x 4.50 Four-Fly tires can be supplied at \$2.00 increase in list price of machine.
- Stronger gear shifter fork lock spring.
- Dogs on high speed transmission gear undercut to provide more positive engagement.
- Heavier rebound and bumper springs in the front forks, cushioning against road shocks yet preventing excess liveliness on rough roads.
- 5/16" rear adjusting screws in rear wheel brakes instead of 1/4".
- Handlebars that are more pleasing in shape as well as stronger.
- Sport bars optional equipment.
- Large pedal rubber on kickstarter.
- Change in the angle of speedometer head mounting, eliminating the kink in speedometer drive cable at front saddle mounting.
- Large pan seat or suspension saddle optional.
- Selector positions of gear shift lever improved and made more accessible.
- Improved generator bracket - more easily removable.
- Improved connections on oil suction line.
- Saddle springs for extra heavy riders.
- Intake guides are now fitted more closely.
- Grease retainer cups are fitted around intake valve guide and spring assemblies.
- Vellumoid gasket between intake rocker arm cover and manifold.
- Improved material in pushrods.
- Tappet guides ground on clamping surfaces to insure perfect alignment with cams.

Better heat-treated material used in tappet guide clamps as well as valve tappets.

Copper asbestos gasket on bypass adjustment of oil pump.

Oil vapor condenser installed in breather.

The new cylinders have an improved combustion chamber giving increased power and speed.

A new camshaft gives quieter valve action and more efficient timing.

Camshaft front bearing has a flange holding it securely in place.

Robert Bosch ignition equipment used exclusively.

Improved heat-treated connecting rods with stronger heat-treated bolts.

Improved clutch pressure plate and release bearing assembly.

Stronger and more durable clutch springs.

Coupling nuts and copper gaskets for attaching exhaust manifold to the cylinders.

Considerable attention has been paid to providing a more attractive and more durable finish. Crankcases are finished in aluminium lacquer.

In connection with the Henderson as well as the Super, we might add that our Hardening Dept., has been completely re-organized under improved leadership with better facilities and equipment, assuring hardened parts of high quality and uniformity. This also includes extremely rigid inspection.

The new features of the Super are:

18" x 4.00 Straightside Balloon Tires on the new 18" Drop Center Rims which are interchangeable with the rims used on the Henderson.

A new and improved design of cylinder which has a far more attractive appearance, greater endurance and better all-around performance. The number, size and position of the radiating flanges on the new cylinders were determined from a thermal standpoint and the new cylinders make possible a degree of continuous high speed performance far beyond anything obtainable with the previous design. They are much cooler running which will among other things prevent blowing of intake cage gaskets. From our dynamometer and road tests we know that these new cylinders are singularly free from spark plug trouble, and that there will be much less wear of valves, seats and guides.

Improved floating piston pins are used which are interchangeable with previous models.

Chrome molybdenum bushings are fitted in the lower ends of connecting rods, which are hardened in accordance with laboratory methods, giving extremely hard though tough bearing surfaces. The roller bearing retainers are of hardened steel, accurately fitted.

Stronger shifter gear lock springs are fitted.

The dogs on the high speed transmission gear are undercut to provide more positive engagement in high gear.

A new design of locking washer is used on the clutch driving member.

Valve pawls and rollers are improved by better heat-treatment and hardening processes.

Kickstarter shaft material and heat-treatment are improved.

Locking arrangement supplied on kickstarter gears.

Mechanical oil pump assembly greatly improved in workmanship and operation. Oiling system and breather have been improved.

Other minor points have not been mentioned but this sums up the principal new features for 1930. From time to time, additional minor refinements will be adopted but there will be no radical changes affecting the appearance of the machines during the current season. Pitch right into the coming season with vigor and determination and you'll get your share of the business. You'll have to get out and sell your stuff. The dealer who depends on watchful waiting will get few orders this year.