

# The Excelsior— Henderson Dealer

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We are now shipping the 1931 machines and they are the finest we have ever built.

When you see them, you'll notice right away the big improvement in appearance made by the new headlamps and the new horns.

The lamps are of the latest motorcycle type, considerably larger than those used last year. They are attractively finished in black and chrome and are big enough to throw plenty of light on the road.

The horns are the latest disc type of warning signal and are mounted in their accustomed place on the front fenders. They are also finished in the popular chrome and black - have a louder, sharper and more penetrating tone and are right up-to-the-minute in every way.

Detail refinements have been made in the operating mechanism of the front brakes, rendering them more effective and more serviceable.

Throughout both machines, there are lots of other detail improvements and refinements. We have devoted a lot of study and experimenting along these lines and we know you will be pleased with the appearance and performance of these latest models. You'll find they are snappier and better in every way.

The new Hendersons are fitted with larger generators, having much greater output capacities. This means plenty of juice for the riders who want to hang on an extra spotlight and do a lot of night riding.

The pressure lubricating system and new tapered cylinders of the Super X have now been tested thoroughly in the hands of riders throughout the world. Factory testers discover a lot of things but it is the private owner who really razzes the machines and reveals the most obscure weaknesses. The new Supers came through all of this and a gruelling 24-hour record run with flying colors. The oiling system delivers a constant supply of lubricant through the hollow mainshaft directly onto the connecting rod main bearings, adding materially to the performance capabilities and durability of the machines. Any rider of a late model Super will proudly tell you that it stands the gaff.

Prices remain the same.