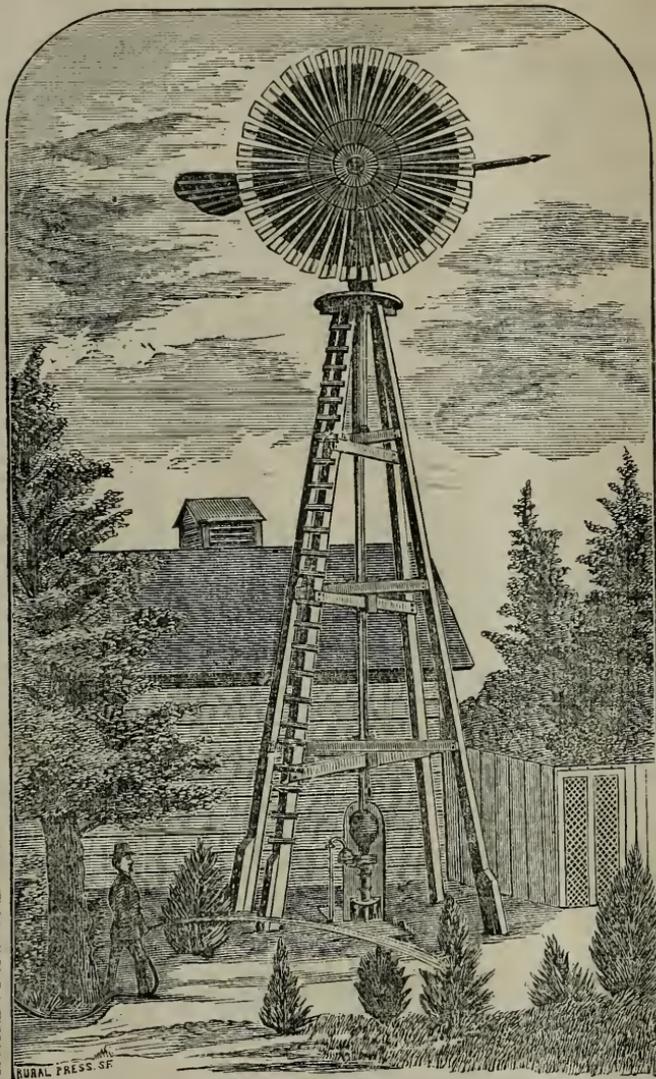


EXCELSIOR IMPROVED WINDMILL!

The opinion has become quite prevalent that Windmills are not to be relied upon, either to withstand violent storms, or to perform their work in very light winds. Such opinion is doubtless true, with regard to many of the Mills made in California, and especially true with regard to most of those sent here from the East. It is, however, an injustice towards the few mechanics who have made wind-power a study and a specialty for many years, to class the productions of their labor with those of the many who pretend to be windmill makers, but who have comparatively little experience or practical knowledge of the business.

We were the inventors, more than ten years ago, of the single, cross-vane windmill. The demand for them gradually increased, until they have come into more general use than any other mills. Of course, other parties were induced to make an imitation of them, and some to make use of its name, "Excelsior." A man is desirous of purchasing a windmill, and starts in pursuit of the factory. Presently he sees a sign, "WINDMILLS," walks in and inquires, "Is this the place where they make the Excelsior Windmill?" The answer is, "Yes sir—O, yes, we make them," or words to that effect, and the gentleman really thinks he is purchasing an Excelsior. We have recently caused the name to be registered in the U. S. Patent Office as our TRADE MARK, and hereby caution all persons not to make unlawful use of the same.

The Excelsior was awarded the first or cash premium at the Cal. State Agricultural Fair, in 1872—the only time ever exhibited there. It has taken a larger number of premiums at the Mechanics' Institute Fairs, in San Francisco, than any other windmill.



We have of late made material improvements in their construction. They are adjustable and self-regulating are very substantially built, and with reasonable care will last for twenty-five to thirty years. Revolving horizontally upon anti-friction balls, enables them to catch the slightest breezes, and they will run in LIGHTER winds than any other mills, and violent storms very seldom injure them. They are always under perfect control, a child being able to operate them.

The cut, engraved from a photograph, represents the style and appearance of the improved or forty-foot EXCELSIOR.

They are made in twelve sizes, from twelve-foot to forty-foot diameter of wheel. A larger stock and assortment kept on hand than can be found in the State. Every mill fully guaranteed.

EXCELSIOR WINDMILL WORKS:

211 & 213 Mission Street, San Francisco,
HARRY H. BODWELL, Proprietor.