

16 February 1937

...might be ...
 ...trouble" of a daylight explora- ...
 ...tion. ...
 ...Which all goes to show you that you like a bicycle.

QUALITY

IS NOT "ENAMEL DEEP"

There is a big difference between a cycle that only *looks* well and one that *rides* well. With a Hercules the quality is not "enamel deep". The finest steel in the world goes into the building of every Hercules and the most up-to-date machinery in the world's largest cycle factory makes possible the building of every Hercules to 1/1,000th of an inch precision. That is why every Hercules cycle will not only stand the most critical examination but will also give years of trouble-free service.

Yet you do not have to pay a "fancy" price for a Hercules. Huge output means a saving in the purchases of raw materials—a saving that is passed on to you in economically priced cycles, such as the Safety-model.

EASY TERMS
 from 2/-
 WEEKLY



HERCULES SAFETY MODEL "U"

The famous Hercules Safety Model with luxury features that include a detachable oil-bath gearcase and genuine Sturmey-Archer 3-speed. At £5.13.6 only, the model "U" is the miracle of the cycle industry.

FRAME, 19", 21" and 23". Specially low built with short wheelbase. Entirely brazed-up. Specially cut-away fags. Brazed-on pump pegs and reflector eye. **WHEELS**, 26" x 1 1/4". **TYRES**, Dunlop Roadster. **GEAR**, Sturmey-Archer 3-speed, top tube control. **CRANKS**, 61". **GEARCASE**, Hercules detachable oil-bath. **HANDLEBAR**, "North Road" High raised with rubber levers. Rubber grips. **SEAT**, Hercules rear pin. **SADDLE**, Hercules Spring Seat. **BRAKES**, Front and rear. **FITTINGS**, Reflector, indicator, hold-all bag and fender. **FINISH**, Black enamel. Usual bright parts Hercules Chrome-plated. All-black finish available at no extra charge.

PRICE £5.13.6 NETT CASH or on Easy Terms
 With Hub Brakes front and rear £6.11.0
 NETT CASH or on Easy Terms
 With Lucas Dynamo Lighting Set £6.12.0
 NETT CASH or on Easy Terms
 Ladies' Model (U) PRICE £5.13.6
 NETT CASH or on Easy Terms

Hercules

THE LARGEST CYCLE MANUFACTURERS IN THE WORLD

The Hercules Cycle & Motor Co., Ltd., Britannia Works, Birmingham

25 February 1937

...knees in snow—then a saunter with the Swale, briefly
 ...etic road led me gaily over the flirting in the meadows, flitting the reflection that in some cases
 ...oes of moors, down through here and there, heedless of the (Continued overleaf on page 4.)

Again in 1937

Hercules value unbeatable



£3.19.9

HERCULES POPULAR MODEL "S"

This speedy, general-purpose "Sloper" Light Roadster is first choice with many riders—particularly with the entirely new improved "North Road" high raised handlebar.

FRAME: 29", 24" and 20". Wiping top tube. **WHEELS:** 26" x 1 1/4". **TYRES:** Dunlop Roadster. **HANDLEBARS:** "North Road" High Raised. Optional: North Road Dropped. **BRAKES:** Front and rear rim. **SADDLE:** Lyette's L.S.L. **PEDALS:** Rubber. **FITTINGS:** Toolbag, tools, inflator and reflector. **FINISH:** Black enamel; gold and red lining. Usual bright parts Hercules chrome-plated. All black finish available at no extra charge.

Price £3.19.9 Nett cash
 or on Easy Terms.

LADIES' MODEL "L"
 Price £4.5.9 or on
 Easy Terms.

NO DEPOSIT
 FROM **2/-** A WEEK

These prices do not apply to I.P.S.

Don't be misled by any just-as-good arguments. There is only one largest cycle manufacturer in the world—and that's Hercules. Unique manufacturing facilities make possible top-grade specifications and rock-bottom economic prices. Check Hercules item by item against any other make. Hercules is outstanding on every point. Make no mistake about that. Hercules quality to-day—as always—is unbeatable in the industry.

Insist on

Hercules

THE LARGEST CYCLE MANUFACTURERS IN THE WORLD

THE HERCULES CYCLE & MOTOR CO. LTD., BRITANNIA WORKS, ASTON, BIRMINGHAM

2 March 1937

polish.

his head, which would not suffer (Continued overleaf on page 4)

Hercules

lead the Cycle Industry
with unbeatable value
Comparison shows you why

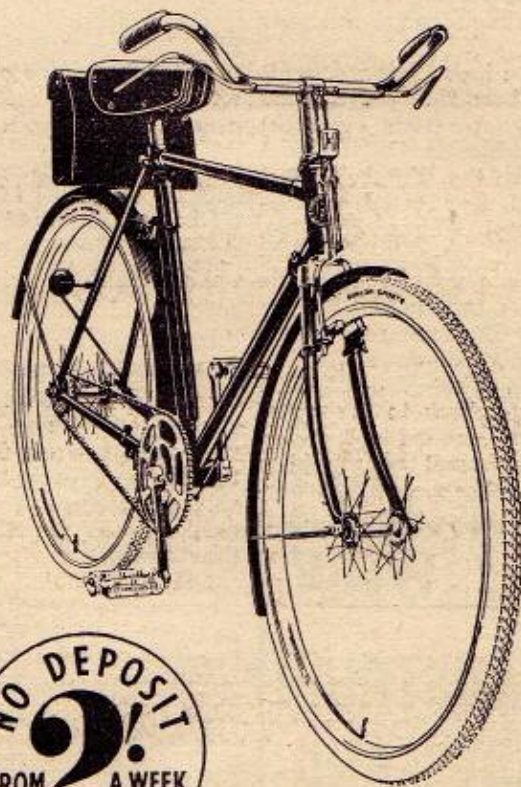
£4'2'6

Hercules specifications and price tell you that here is unbeatable value — made possible only by the world's largest cycle manufacturers.

HERCULES SAFETY MODEL "C"

Here's the safest cycle ever built. Low built frame permits both feet to rest on the ground. A perfect combination of comfort and safety. Fitted with special High Raised handlebar with roller levers and rubber grips.

Price £4.2.6 nett cash or on easy terms.



NO DEPOSIT
FROM 2! A WEEK

Insist on

Hercules

THE LARGEST CYCLE MANUFACTURERS IN THE WORLD

THE HERCULES CYCLE & MOTOR CO. LTD., BRITANNIA WORKS, ASTON, BIRMINGHAM

appeal. A dull blur of ruddy ... not unpleasant recall to the ... (Continued overleaf on page 4.)

Hercules

lead the Cycle Industry
with unbeatable value
Comparison shows you why

£4/18/6



Hercules specifications and price tell you that here is unbeatable value — made possible only by the world's largest cycle manufacturers. Ask your Dealer for the Golden Catalogue.

**HERCULES KESTREL
"OB/BU"**

FRAME: 21" and 23" upright. **FRONT FORK:** Solid brazed-in fork tips. Russ pattern. **WHEELS:** 26" x 1 1/4" Enderick steel. **TYRES:** Dunlop Sports. **HUBS:** Hercules quick-release with freewheel and fixed cog. **HANDLEBAR:** Lauterwasser, black on adjustable stem. Chromium plated if desired. Rubber grips. **BRAKES:** Hercules front and rear caliper. **SADDLE:** Hercules spring seat. **PEDALS:** Racing rat-trap. **FINISH:** Black enamel. Usual bright parts Hercules chrome plated.

Price £4.18.6 nett cash or on easy terms.



Insist on

Hercules

THE LARGEST CYCLE MANUFACTURERS IN THE WORLD

THE HERCULES CYCLE & MOTOR CO. LTD., BRITANNIA WORKS, ASTON, BIRMINGHAM

'The Bicycle'
 16 March 1937

shine, tearing across the sky

(Continued)

This Easter - ride a Hercules

-the sweetest running cycle on the road



Hercules Safety Model "C"
 Specially low-built frame, entirely brazed up; short wheel-base; Dunlop Tyres 26 in. x 1 1/2 in.; high raised handlebars; front and rear rim brakes; Hercules spring seat saddle.
 Price £4.2.6 nett cash or on Easy Terms.



Hercules "Kestrel" OBBU
 Upright frame, entirely brazed up; Rose pattern forks; Dunlop Sports on 26 in. x 1 1/2 in. Endrieks; adjustable handlebar stem; Hercules front and rear calliper brakes; finished black; usual bright parts Hercules chrome plated.
 Price £4.18.6 nett cash or on Easy Terms.

Hercules effortless running makes a hundred miles feel like fifty.

No need to worry about price — Hercules are the largest makers of quality cycles in the WORLD so they can afford to turn out the sweetest running cycles at low prices.

Compare the specifications—choose Hercules for quality and value for money—you can't go wrong.

Ask your dealer for copy of the Golden Catalogue today.

FROM
£3.19.9
 CASH



Insist on

Hercules

THE LARGEST CYCLE MANUFACTURERS IN THE WORLD

THE HERCULES CYCLE & MOTOR CO., LTD., BRITANNIA WORKS, ASTON, BIRMINGHAM

"The Bicycle"
6 April 1937

Catalogue number H0362f
Price code P / 6 of 11/
Date 20 November 2018
IceniCAM Information Service

Now I know what
they mean by

"The sweetest running
cycle on the road"

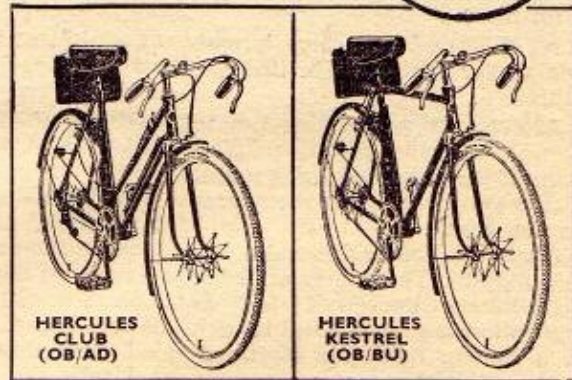


QUALITY CYCLES
FROM 2! A WEEK

"My Hercules travels so smoothly — the machine seems to do the work while I just enjoy myself. The Hercules people certainly know what a girl wants from a cycle . . .

. and I've saved money by getting a **Hercules**

I nearly paid more money and bought another make. But, as the Cycle Dealer pointed out, I shouldn't be getting anything more for my money. And if the biggest cycle manufacturers in the world couldn't please me, who could?" Ask your dealer for the Golden Catalogue today.



Insist on
Hercules

THE LARGEST CYCLE MANUFACTURERS IN THE WORLD

THE HERCULES CYCLE & MOTOR CO. LTD., BRITANNIA WORKS, ASTON, BIRMINGHAM

"The Bicycle"
13 April 1937

enough to make the shadows bold, learn about
a country town or village is good (Continued on page 4.)

**Now I know what
they mean by**

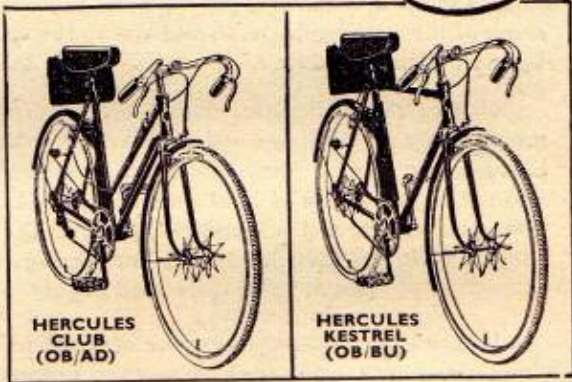
**"The sweetest running
cycle on the road"**



"My Hercules travels so smoothly — the machine seems to do the work while I just enjoy myself. The Hercules people certainly know what a girl wants from a cycle . . .

**. and I've saved
money by getting a
Hercules**

I nearly paid more money and bought another make. But, as the Cycle Dealer pointed out, I shouldn't be getting anything more for my money. And if the biggest cycle manufacturers in the world couldn't please me, who could?"
Ask your dealer for the Golden Catalogue today.



**Insist on
Hercules**
THE LARGEST CYCLE MANUFACTURERS IN THE WORLD

THE HERCULES CYCLE & MOTOR CO. LTD., BRITANNIA WORKS, ASTON, BIRMINGHAM

"The Bicycle"
 20 April 1937

... past Belmont, the county, spring seems the loveliest searching out its riches.

"Deeds is my name-
 Selling Cycles is my
 business"—



*"Go all out for Hercules
 and you can't go wrong"*

"I've got no axe to grind but if you ask me for a quality British Cycle at a sensible price I've only got one answer — Hercules. They're mighty smooth in running . . . and their prices save you a pile of money. If I knew of a better cycle you wouldn't find me selling Hercules all day long. *Ask your dealer for the Golden Catalogue to-day.*"



Hercules

THE LARGEST CYCLE MANUFACTURERS IN THE WORLD

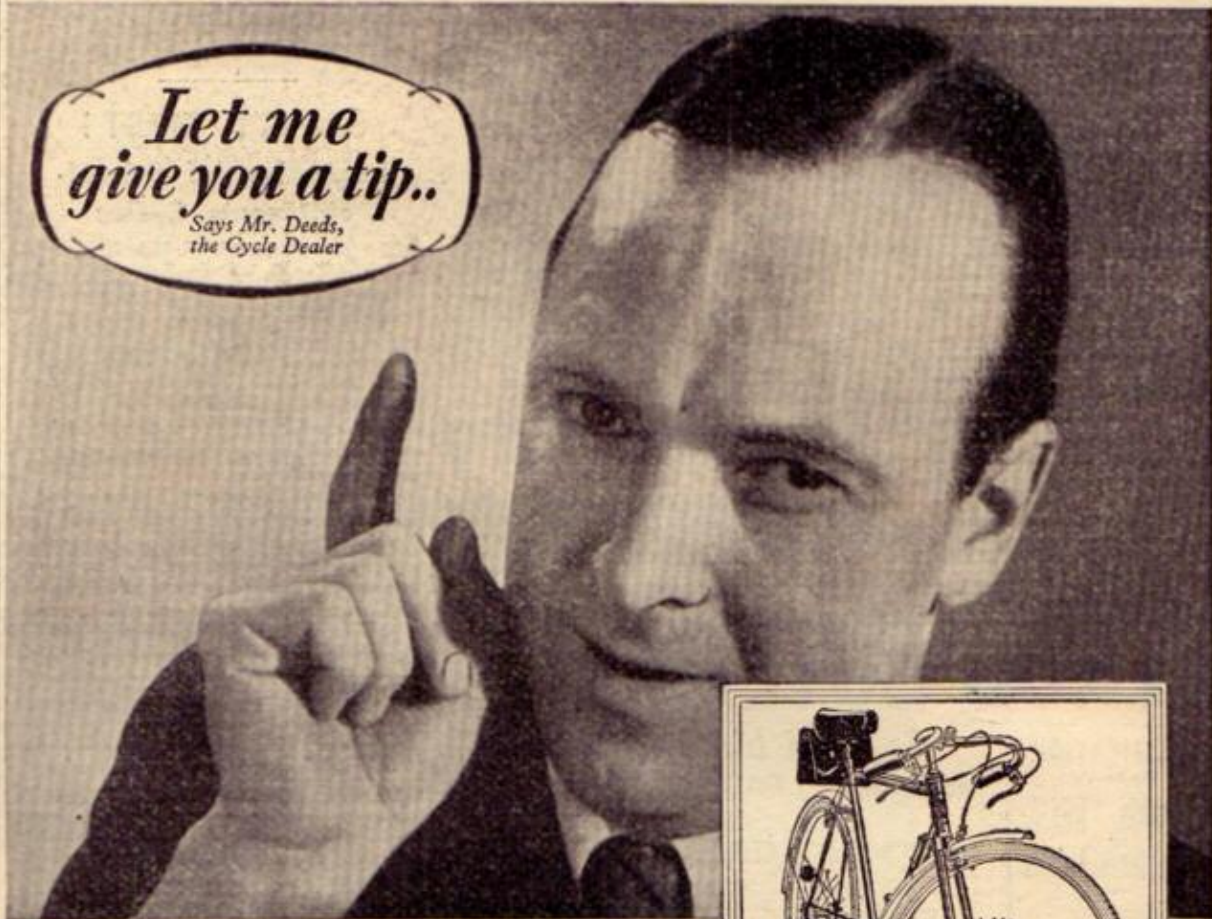
THE HERCULES CYCLE & MOTOR CO. LTD., BRITANNIA WORKS, ASTON, BIRMINGHAM

"The Bicycle"
 27 April 1937

Startled sheep would One wonder of moonlight is in Wylm's side.

Let me
 give you a tip..

Says Mr. Deeds,
 the Cycle Dealer



"I can always recognise a shrewd cycle buyer. He does two things — compares specifications and prices, and looks at the name-plate. Take my tip, do this yourself and I know what cycle you'll choose. It'll be a Hercules. It's only because Hercules are the World's Largest Cycle Manufacturers that they are able to give you your *FULL* money's worth. Ask your dealer for the Golden Catalogue."

{ 5,000,000 cyclists have looked in their dealers' windows, compared specifications and wisely chosen Hercules, the sweetest-running cycle on the road. }



Hercules

THE LARGEST CYCLE MANUFACTURERS IN THE WORLD

THE HERCULES CYCLE AND MOTOR CO. LTD. BRITANNIA WORKS, ASTON, BIRMINGHAM

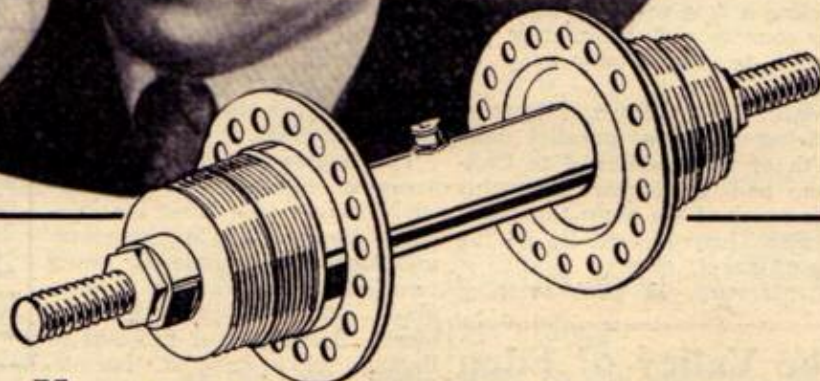
92G

"The Bicycle"
 11 May 1937

avenues we rode swooped down through. Here, in the light and Lazonby, which sits upon a slight (Continued on page 4, col. 1.)

MR. DEEDS, the Cycle Dealer says

"THE SECRET OF SWEET-RUNNING IS IN THE BEARINGS"



You read a lot of *claims* about cycles but Hercules puts the best steel where you need it the most, nickel chrome steel in the cones of the bearings. That's why Hercules is the sweetest-running cycle on the road, not only when you buy it but for years afterwards. It is typical of Hercules' quality, made possible only because Hercules are the world's largest cycle manufacturers. Remember this fact when somebody suggests a higher-priced machine. Ask your dealer for the Golden Catalogue.

Hercules

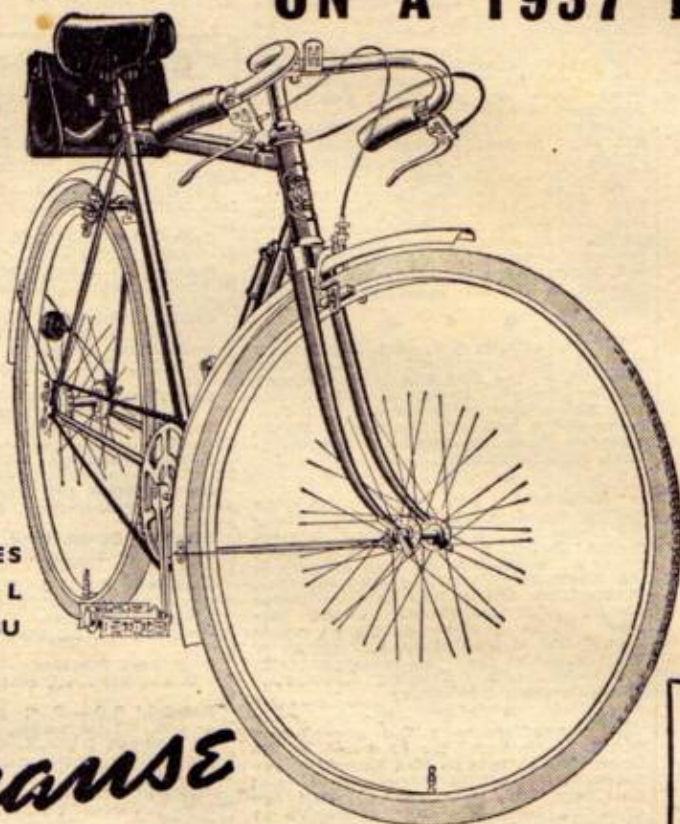
THE LARGEST CYCLE MANUFACTURERS IN THE WORLD

THE HERCULES CYCLE & MOTOR CO. LTD., BRITANNIA WORKS, ASTON, BIRMINGHAM

"The Bicycle"
8 June 1937

The going's easier

ON A 1937 Hercules—



HERCULES
KESTREL
Model OB/BU

BECAUSE

of the amazing advances in design and quality which HERCULES, the most progressive cycle manufacturers, offer to the public:—

- "Comfort" Frames of entirely new design.
- New type Nickel Chrome Steel Bearings.
- Greatly improved and lighter Steering.
- Automatic Chromium Plating of highest quality.
- Enamelling to new standard of durability.

For greatest comfort, speed and easy-running, get the most modern cycle on the market:—

THE 1937

Hercules

THE LARGEST CYCLE MANUFACTURERS IN THE WORLD



HERCULES 1937
improvements ensure the most
effortless cycling possible.
Why not exchange your cycle
for a modern HERCULES!
Ask your dealer for the
Golden Catalogue today.
says Mr. DEEDS—
the Cycle Dealer.

THE HERCULES CYCLE & MOTOR CO. LTD.,
BRITANNIA WORKS, ASTON, BIRMINGHAM