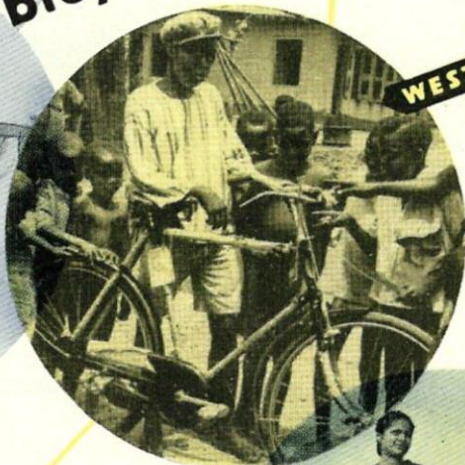


THE  
FINEST  
BICYCLE  
BUILT  
TO-DAY

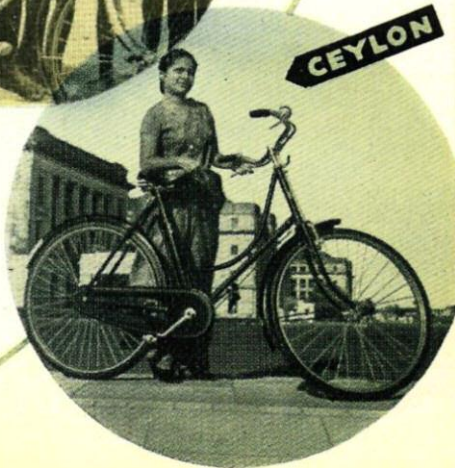
Hercules 30 years study  
of local markets ensures  
bicycles you can **SELL**



BRITAIN



WEST AFRICA



CEYLON

For 30 years, Hercules have been studying the individual needs of the world's markets. This has led to Hercules having the world's largest output of cycles for export, ensuring maximum possible deliveries of the kind of bicycle you want. There's a Hercules, "made to measure", for every zone — Arctic, Temperate, Tropic and Sub-tropical. A Hercules Dealership is first-class business in all senses of the term.

# Hercules

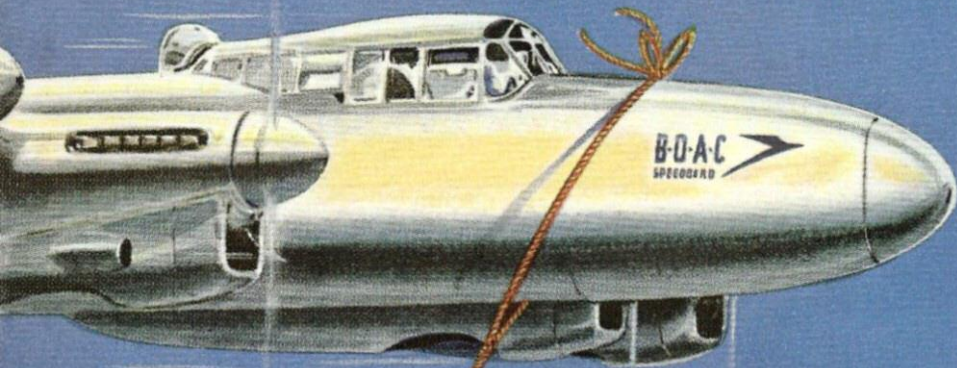
- *World's Largest Cycle Output*
- *Leadership in British Cycle Exports*



South Africa cabled



“... MUST HAVE THIS KESTREL ”



... so the  
**Hercules** *Kestrel*  
flew to Johannesburg

Cabled orders stress the Kestrel's amazing success not only at home but overseas. This famous club lightweight with Reynolds "531" Frame Tubes, has been enthusiastically received by cyclists and cycle dealers the world over. Only air-freighting could meet the urgency of Johannesburg's demand . . . so the Kestrel flew to South Africa.

**Hercules** *Kestrel*  
*The Finest Bicycle Built Today*



**The Brilliant**  
**1950**  
**Hercules**  
**SPECIAL**  
**EXPORT MODELS**

**eclipse** all previous cycle  
values and performance!



**Hercules** — *“The Finest Bicycle  
Built To-day”* — Represents the  
*British Bicycle at its Best*



***In your  
part of  
the  
world  
too..***



# **Hercules**

**represents the  
British Bicycle**

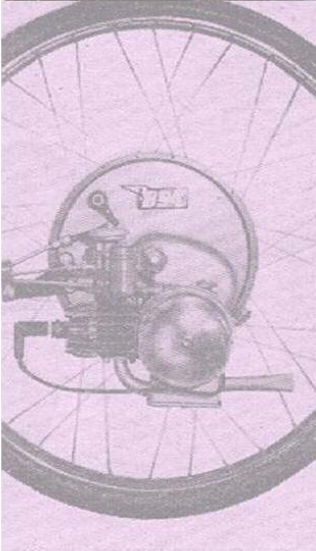
**AT ITS BEST**



Hercules sell cycles in 133 countries and produce 30 models designed specially for varying local conditions and preferences. Hercules Cycle output is the largest in the world — plain proof that the Hercules is "The Finest Bicycle Built To-day."

**THE FINEST BICYCLE BUILT TO-DAY**

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