

Tour de France

The World's longest and toughest cycle race through the Alps and Pyrenees

7 out of 10

riders selected for the
1st British team

Chose
Hercules

The Finest Bicycle Built To-day

THE HERCULES CYCLE & MOTOR CO. LTD., ASTON, BIRMINGHAM 6.

These Hercules bicycles

covered a total of 9,755 terrible
miles without a single mechanical failure!

The British riders were


Testing a
Hercules for
YOUR Customers

* From the Diary of a Practical Cycle Dealer ("Motor Cycle & Cycle Trader", 6/8/55)

"Newspapers, radio & T.V. have carried more Cycling items than I ever remember before. The Racing Tour de France brought words and pictures of cycling before a vast audience . . . everything on these lines brings a stimulant to the trade."

* "The Tour is the testing ground supreme not only of the man, but of the machine"

Motor Cycle & Cycle Trader 6/8

A  COMPANY


There are more
than **100** reasons
(PLUS a very hearty welcome)
why you should see
the full 1956
range
of

Hercules

ON STAND

100

OFFICE NO. 022

A  COMPANY

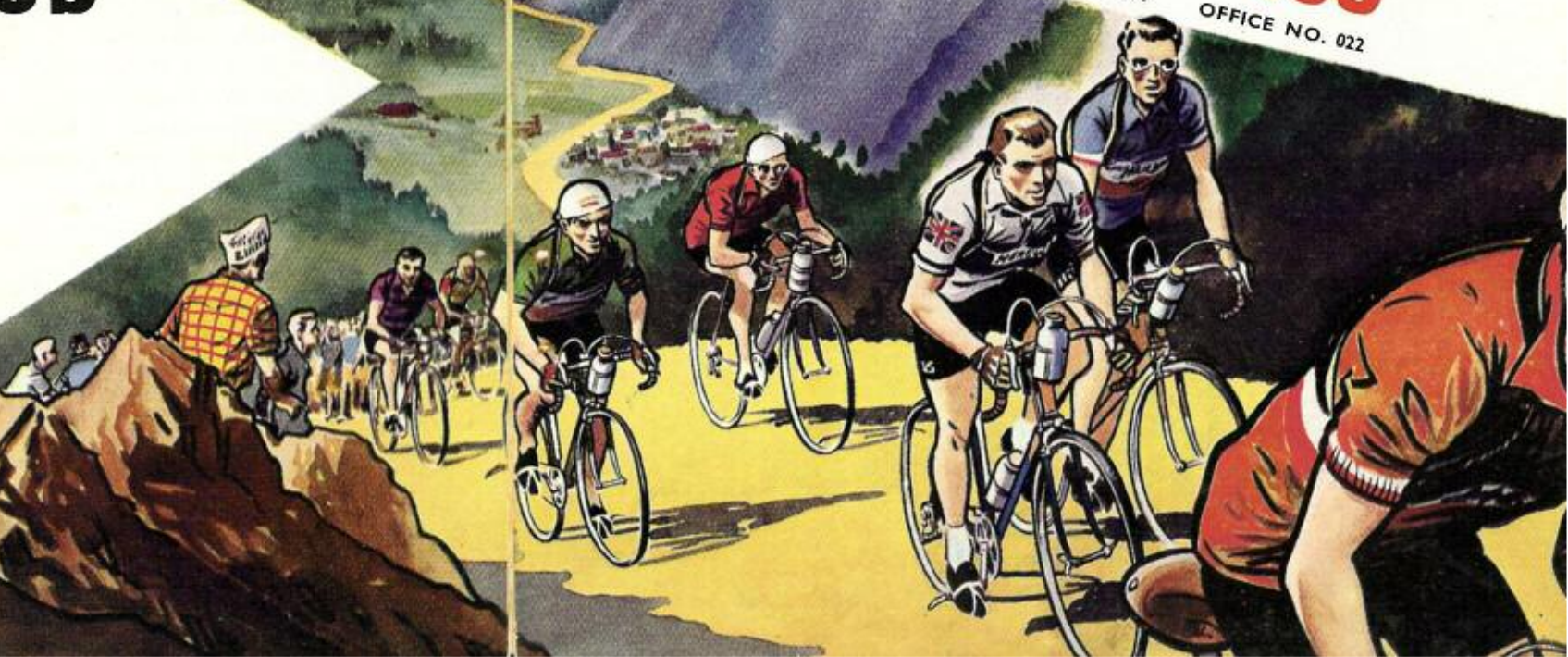
Go For
The
SUMMIT
of Sales!

Hercules

1ST

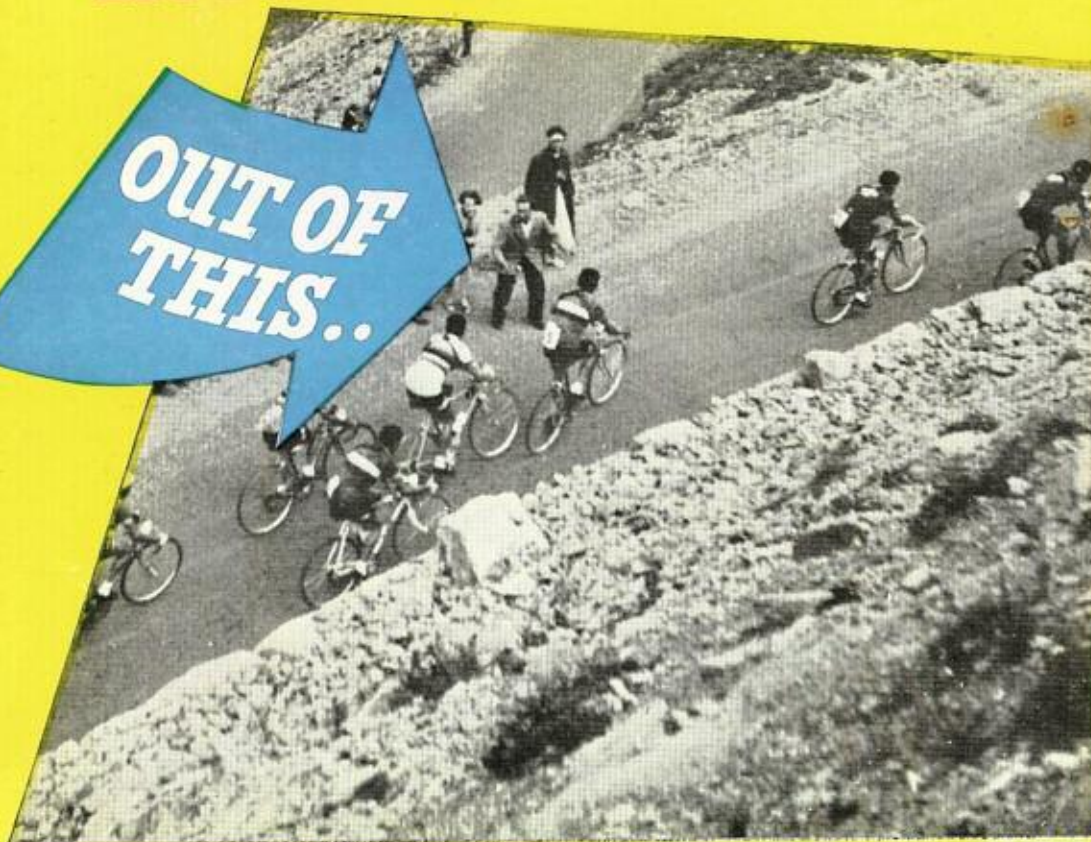
IN THE 1956 RANGE OF
**PROFIT MAKERS FOR
THE 7 STAR DEALER**

COMPONENTS STAND 128
Stand 100
OFFICE NO. 022



Hercules - Tried - Tested -

OUT OF
THIS..



BRITAIN'S GREATEST ENGINEERING
AND TECHNICAL SKILL IS BEHIND
THE PRODUCTION OF HERCULES—
A T.I. COMPANY WITH UNRIVALLED
RESOURCES.

Hercules

COMPONENTS STAND 128

As the Finest Profit-Maker!



'NEW YORKER'

..COMES
THIS



The Hercules 'New Yorker' sets a new fashion for Britain and the world. Hercules Cycles have the unique combination of technical lessons learned in the world's most gruelling road tests, PLUS styling that cannot be copied!

Publicly acclaimed
The Finest Bicycle Built To-day

Stand 100

OFFICE NO. 022

A T.I. COMPANY

IceniCAM Information Service

