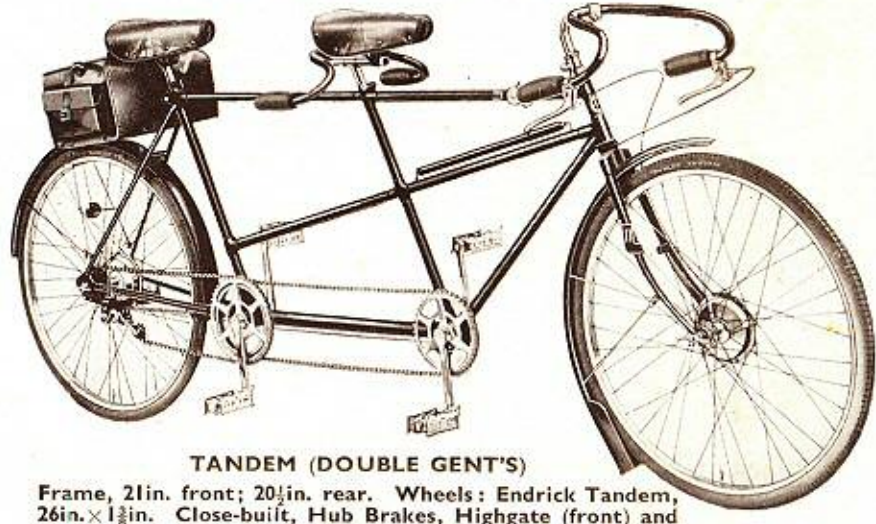


HERCULES TANDEM



TANDEM (DOUBLE GENT'S)

Frame, 21in. front; 20in. rear. Wheels: Endrick Tandem, 26in. x 1 1/4in. Close-built, Hub Brakes, Highgate (front) and Lauterwasser (rear) Handlebar, large Touring Bag. Dunlop Translucent Tyres.

£12:12:0

With 3-Speed Hub Gear ... £13:13:0
With Derailleur Gear (as illustrated) ... £13:9:6



TANDEM (LADYBACK)

Specification as Double Gent's Model. Frame 20in. front, 20in. rear. Wheels: Endrick Tandem, 26in. x 1 1/4in. Dunlop Translucent Tyres.

£12:18:0

With 3-Speed Hub Gear ... £13:19:0
With Derailleur Gear (as illustrated) ... £13:15:6

Hercules



MODERN CYCLES OF
Quality



The Largest Cycle Manufacturers in the World
THE HERCULES CYCLE & MOTOR CO., LTD., BRITANNIA WORKS, ASTON, BIRMINGHAM, 6

HERCULES presents to-day a range of Cycles built for the needs of to-day. MODERN conditions demand a modern machine.

Speed with safety, sweetness of running and ease of effort, elegant appearance combined with comfort—these are the features which the World's Largest Cycle Manufacturers offer in the World's most modern range of Cycles.

Hercules huge production with modern precision machinery means perfect manufacture, superior specifications, and a saving in costs which is passed on to the public.

There are 44 models, with a frame size to suit every rider, lady or gent.

BUILT FOR SERVICE. Hercules Cycles are built for service in all conditions over long periods. Special attention has been given to perfection of finish.

ENSURING ROAD SAFETY. Hercules Safety Models are ideal for town riding. The specially low-built frame enables the rider to place both feet on the ground when stopped in traffic, without leaving the saddle.

THE FINER POINTS OF THE FAST CYCLE. All Racing Models, ladies' and gent's, now have Leather Racing Saddles, White Steel Mudguards (except where Celluloid is included in specification), and White Celluloid Inflator fitted as standard.

COLOURED MACHINES. Hercules Coloured Sports Models are the sensation of the season, and give the final touch of distinction to a range of cycles which is unquestionably the finest the world has to offer. Where else can you get such variety of choice, quality, and VALUE FOR MONEY?

Over 5,000,000 Satisfied Cyclists have already said:
"By Hercules! I will buy Hercules!"

GUARANTEE

WE, THE HERCULES CYCLE & MOTOR CO., LTD., guarantee that all usual and reasonable precautions have been taken by us to secure excellence of the materials and workmanship used in the manufacture of this HERCULES BICYCLE, but the damages for which we make ourselves liable in the event of defects being disclosed are limited to the following, i.e., should any defect in any material or workmanship to which this Guarantee applies be disclosed within FIFTY YEARS after purchase from us—THE HERCULES CYCLE & MOTOR CO., LTD., Rocky Lane, Birmingham—WE UNDERTAKE, on return of the defective part to us, carriage paid, within such period, to repair the part or to supply a new part in the place of the defective part free of charge. We do not undertake to bear the cost of any work involved in reinstating a repaired or replaced part. This Guarantee applies to all metal parts of the bicycle, but does not apply to the specialities of other firms, such as Tyres, Saddles, etc., or to non-metallic or chromium or nickel plating, or to any component part supplied to the order of the purchaser differing from our standard specification whether supplied with the bicycle or otherwise. This Guarantee does not extend to second-hand pedal bicycles or to pedal bicycles which have been used for "hiring out" purposes or from which our trade marks or manufacturing numbers have been removed, or to defects caused by wear and tear, neglect, or misuse. Where claiming under this Guarantee the claimant must send us the defective part, carriage paid, and must furnish us with the number of the machine, which will be found stamped on the tubing of the frame, and date of purchase. All conditions and warranties implied by statute or otherwise are hereby excluded, and we accept no liability for consequential loss or damage.

Issued January, 1938, superseding previous lists.

These prices do not apply to Eire.

ROADSTER AND JUVENILE CYCLES

The following models are available in colours:—"C", "CA", "U", "VA", "F", "FA", "P", "PA", "O", "OB", "A", "OJ", "J".
Extra charges are:—
Finish No. 1, All Cream - - - - - 8/6
Finish No. 3, All Red - - - - - 5/9
Finish No. 4, All Maroon - - - - - 5/9
Finish No. 6, All Blue - - - - - 5/9
Chromium-plated Handlebar to all coloured machines. - - - - - 5/9

JUNIOR BOYS' "A" Frame 15in. Front, 15in. Rear. Wheels 14in. x 1 1/4in. Complete with Accessories, including Carrier and Stand. Dunlop Tyres. £3:5:6	JUNIOR GIRLS' "B" Frame 15in. Front, 15in. Rear. Wheels 14in. x 1 1/4in. Complete with Accessories, including Carrier and Stand. Dunlop Tyres. £3:5:6	JUVENILE GIRLS' "GJ" Frame 16in. or 18in. Rims 24in. x 1 1/4in. Dunlop Juvenile Tyres. £4:12:0	JUVENILE BOYS' "BJ" Frame 16in. or 18in. Rims 24in. x 1 1/4in. Dunlop Juvenile Tyres. £4:5:0	SPEEDMAN "OJ" Frame 17in. Endrick Rims. Dunlop Juvenile Tyres. £4:15:0	DE-LUXE 3-SPEED "GJ" Frame 22in., 24in. and 26in. Wheels 28in. x 1 1/4in. or 26in. x 1 1/4in. 3-Speed Hub Gear. Hercules Seat Saddle. Dunlop Roadster Tyres. £5:19:6	POPULAR ROADSTER "J" Frame 22in., 24in. and 26in. Wheels 28in. x 1 1/4in. or 26in. x 1 1/4in. 3-Speed Hub Gear. Dunlop Roadster Tyres. £5:8:6	POPULAR ROADSTER "H" Frame 22in., 24in., and 26in. wheels, or 24in., 26in., and 28in. wheels. 3-Speed Hub Gear. Dunlop Roadster Tyres. £5:8:6	POPULAR ROADSTER "R" Frame 22in., 24in., and 26in. wheels, or 24in., 26in., and 28in. wheels. Dunlop Roadster Tyres. £5:6:9	POPULAR ROADSTER "S" Frame 22in., 24in., and 26in. wheels, or 24in., 26in., and 28in. wheels. Dunlop Roadster Tyres. £5:6:9	POPULAR ROADSTER "H.S." Frame 22in. and 24in. Wheels 28in. x 1 1/4in. or 26in. x 1 1/4in. Low Bottom Bracket, Hercules Oil Bath Gearcase, and Valanced Mudguards. 2-Coil Spring Seat. Dunlop Roadster Tyres. £4:18:6	POPULAR ROADSTER "J" Frame 22in., 24in. and 26in. Wheels 28in. x 1 1/4in. or 26in. x 1 1/4in. 3-Speed Hub Gear. Dunlop Roadster Tyres. £5:8:6	POPULAR ROADSTER "H" Frame 22in., 24in. and 26in. wheels, or 24in., 26in., and 28in. wheels. 3-Speed Hub Gear. Dunlop Roadster Tyres. £5:8:6	POPULAR ROADSTER "H" Frame 22in., 24in. and 26in. wheels, or 24in., 26in., and 28in. wheels. 3-Speed Hub Gear. Dunlop Roadster Tyres. £5:8:6
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LADIES' ROADSTERS
Frame 22in., 24in., and 26in. wheels, or 24in., 26in., and 28in. wheels. Hercules Oil Bath Gearcase, Valanced Mudguards, 2-Coil Spring Seat Saddle. Dunlop Roadster Tyres. £5:1:0

LADIES' DE-LUXE "G.L."
Frame 22in., 24in., and 26in. wheels, or 24in., 26in., and 28in. wheels. Hercules Oil Bath Gearcase, Valanced Mudguards, 2-Coil Spring Seat Saddle. Dunlop Roadster Tyres. £5:1:0

LADIES' 3-SPEED ROADSTER "I"
Frame 22in., 24in., and 26in. wheels, or 24in., 26in., and 28in. wheels. 3-Speed Hub Gear. Dunlop Roadster Tyres. £5:15:6

JUNIORS
Frame 15in. Front, 15in. Rear. Wheels 14in. x 1 1/4in. Complete with Accessories, including Carrier and Stand. Dunlop Tyres. £3:5:6

JUNIOR BOYS' "A"
Frame 15in. Front, 15in. Rear. Wheels 14in. x 1 1/4in. Complete with Accessories, including Carrier and Stand. Dunlop Tyres. £3:5:6

Also Model "V" 17in. frame... £3:9:0
Also Model "W" 19in. frame... £3:9:0



LADIES' SPORTS CYCLES



DIANA "OB A"

Frame 19in., 21in., and 23in. Tapered "D" to round front fork. Wheels 26in. x 1 1/2in. Endrick Rims. Racing type Handlebar with 2 Caliper Brakes. White Steel Mudguards, Dunlop Sports Tyres.

£5:1:6

With 3-Speed Hub Gear ... £6:2:6
 With Hub Brakes front and rear ... £6:0:9
 With Lucas D.L.S. ... £6:0:9
 With Derailleur Gear ... £5:19:0
 Extra: White or Black Celluloid Mudguards, 5/9.



LUNA "X/TA"

Frame 21in. upright. Wheels: Specially designed Racing Pattern Hubs, Endrick Rims, 16T Cog and 18T Freewheel. Russ Pattern Forks, Celluloid Mudguards, Dunlop Sprite Tyres.

£6:3:0

With Hub Brakes front and rear ... £7:2:3
 With 3-Speed Hub Gear ... £7:4:0
 With Lucas D.L.S. ... £7:2:3
 With Derailleur Gear (braced-on fitment) ... £7:0:6



ZEPHYR "X/EA"

Frame 21in. upright. Wheels: Specially designed Racing Pattern Hubs, Endrick Rims, 16T Cog and 18T Freewheel. Finished in Samboyan gold, wine, or blue. All-Chrome Russ Pattern Forks, Celluloid Mudguards, Dunlop Sports Tyres.

£6:14:6

With Hub Brakes front and rear ... £7:13:9
 With 3-Speed Hub Gear ... £7:15:6
 With Lucas D.L.S. ... £7:13:9
 With Derailleur Gear (braced-on fitment) ... £7:12:0



HERO "X/MA"

Frame 21in. upright. Wheels: Specially designed Racing Pattern Hubs, Endrick Rims, 16T Cog and 18T Freewheel. All-Chrome Russ Pattern Forks, Chromium-Plated Seat and Chain Stay Ends, Flanged Chainwheel, Dunlop Sprite Tyres.

£7:1:6

With Hub Brakes front and rear ... £8:0:9
 With 3-Speed Hub Gear ... £8:2:6
 With Lucas D.L.S. ... £8:0:9
 With Derailleur Gear (braced-on fitment) ... £7:19:0



DIANA (Blue) "OB/AC"

Frame 19in., 21in., and 23in. Wheels 26in. x 1 1/2in. Endrick Rims. New electric blue finish. White Steel Mudguards, White Inflator, Dunlop Sports Tyres.

£5:7:0

With Hub Brakes front and rear ... £6:6:3
 With 3-Speed Hub Gear ... £6:8:0
 With Lucas D.L.S. ... £6:6:3
 With Derailleur Gear ... £6:4:6
 Extra: White or Black Celluloid Mudguards, 5/9.



LADIES' TOURER "TL"

Frame 19in., 21in., and 23in. Wheels 26in. x 1 1/2in. Endrick Rims, 3-Speed Hub Gear, Hercules Detachable Oilbath Gearcase, Expanding Hubs, Solid Fork Ends, Celluloid-Covered Handlebar, Celluloid Mudguards, Lined Double Gold. Dunlop Roadster Tyres.

£7:16:6

With Lucas D.L.S. ... £8:15:9



HEBE "X/NA"

Frame 21in. upright. Wheels: Specially designed Racing Pattern Hubs, Endrick Rims, 16T Cog and 18T Freewheel, Chromium-Plated Front Fork Ends, Seat and Chain Stay Ends, Flanged Chainwheel, Dunlop Sprite Tyres.

£7:1:6

With Hub Brakes front and rear ... £8:0:9
 With 3-Speed Hub Gear ... £8:2:6
 With Lucas D.L.S. ... £8:0:9
 With Derailleur Gear (braced-on fitment) ... £7:19:0



CLUB "OB/AD"

Frame 19in., 21in., and 23in. Wheels 26in. x 1 1/2in. Endrick Rims, Derailleur Gear, Racing Pattern Handlebar, 2 Caliper Brakes, White Steel Mudguards, Dunlop Sports Tyres.

£5:19:0

With Hub Brakes front and rear ... £6:18:3
 With Lucas D.L.S. ... £6:18:3
 Extra: White or Black Celluloid Mudguards, 5/9.

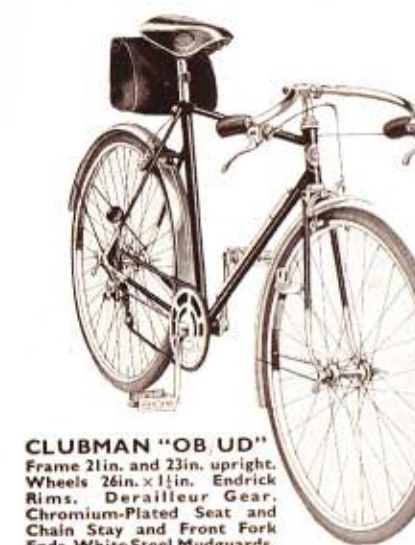


TOURER "T"

Frame 19in., 21in., and 23in. Wheels 26in. x 1 1/2in. Endrick Rims, 3-Speed Hub Gear, Hercules Detachable Oilbath Gearcase, Expanding Hubs, Solid Fork Ends, Celluloid-Covered Handlebar, Celluloid Mudguards, Lined Double Gold. Dunlop Roadster Tyres.

£7:16:6

With Lucas D.L.S. ... £8:15:9



CLUBMAN "OB/UD"

Frame 21in., 23in., and 23in. upright. Wheels 26in. x 1 1/2in. Endrick Rims, Derailleur Gear, Chromium-Plated Seat and Chain Stay and Front Fork Ends, White Steel Mudguards, Dunlop Sports Tyres.

£7:2:6

With Hub Brakes front and rear ... £8:1:9
 With Lucas D.L.S. ... £8:1:9
 Extra: White or Black Celluloid Mudguards, 5/9.



KESTREL "OB/BU"

Frame 21in. and 23in. upright. Black. Wheels 26in. x 1 1/2in. Endrick Rims, Russ Pattern Forks, White Steel Mudguards, Dunlop Sports Tyres.

£5:8:6

With Hub Brakes front and rear ... £6:7:9
 With 3-Speed Hub Gear ... £6:9:6
 With Lucas D.L.S. ... £6:7:9
 Extra: White or Black Celluloid Mudguards, 5/9.



HERON "X/E"

Frame 21in. and 23in. upright. Wheels: Specially designed Racing Pattern Hubs, Endrick Rims, 16T Cog and 18T Freewheel. Flame-bayonet gold, wine, or blue finish. All-Chrome Russ Pattern Forks, Celluloid Mudguards, Dunlop Sports Tyres.

£6:14:6

With Hub Brakes front and rear ... £7:13:9
 With 3-Speed Hub Gear ... £7:15:6
 With Lucas D.L.S. ... £7:13:9
 With Derailleur Gear (braced-on fitment) ... £7:12:0



HERCULES "12" "X/N"

Frame 21in. and 23in. upright. Wheels: Specially designed Racing Pattern Hubs, Endrick Rims, 16T Cog and 18T Freewheel. Russ Pattern Forks, Chromium-Plated Fork Tips and Seat and Chain Stay Ends, Flanged Chainwheel, Dunlop Sprite Tyres.

£7:1:6

With Hub Brakes front and rear ... £8:0:9
 With 3-Speed Hub Gear ... £8:2:6
 With Lucas D.L.S. ... £8:0:9
 With Derailleur Gear (braced-on fitment) ... £7:19:0

SAFETY AND SPORTS CYCLES

Hercules Safety Models, the first ever to be introduced, are still further improved and easily lead in Modern Safety Design. Hercules Sports Models have latest streamline appearance and racing specifications.

Leather Racing Saddles are now fitted as standard to all Ladies' and Gents' Racing Models.



HERCULES "100" "X/M"

Frame 21in. and 23in. upright. Wheels: Specially designed Racing Pattern Hubs, Endrick Rims, 16T Cog and 18T Freewheel. All-Chrome Russ Pattern Forks, Chromium-Plated Seat and Chain Stay Ends, Flanged Chainwheel, Dunlop Sprite Tyres.

£4:15:0

With 3-Speed Hub Gear ... £5:16:0
 With Hub Brakes front and rear ... £5:14:3
 With Lucas D.L.S. ... £5:14:3
 With Derailleur Gear ... £5:12:6
 Extras: Front Brake, 4/11; with Freewheel and Fixed Cog in lieu of two fixed cogs, 1/6; White or Black Celluloid Mudguards, 5/9.



SWALLOW "O"

Frame 19in., 21in., and 23in. Tapered "D" to round front fork. Wheels 26in. x 1 1/2in. Endrick Rims. White Steel Mudguards, Dunlop Sports Tyres.

£4:15:0

With 3-Speed Hub Gear ... £5:16:0
 With Hub Brakes front and rear ... £5:14:3
 With Lucas D.L.S. ... £5:14:3
 With Derailleur Gear ... £5:12:6
 Extras: Front Brake, 4/11; with Freewheel and Fixed Cog in lieu of two fixed cogs, 1/6; White or Black Celluloid Mudguards, 5/9.



FALCON "O/B"

Frame 19in., 21in., and 23in. Tapered "D" to round front fork. Wheels 26in. x 1 1/2in. Endrick Rims. White Steel Mudguards, Dunlop Sports Tyres.

£5:1:6

With Hub Brakes front and rear ... £6:0:9
 With 3-Speed Hub Gear ... £6:2:6
 With Lucas D.L.S. ... £6:0:9
 With Derailleur Gear ... £5:19:0
 Extra: White or Black Celluloid Mudguards, 5/9.



HANXMAN "OB/BD"

Frame 21in. and 23in. upright. Black. Wheels 26in. x 1 1/2in. Endrick Rims, Derailleur Gear, Russ Pattern Forks, White Steel Mudguards, Dunlop Sports Tyres.

£6:6:0

With Hub Brakes front and rear ... £7:5:3
 With Lucas D.L.S. ... £7:5:3
 Extra: White or Black Celluloid Mudguards, 5/9.



HERCULES "50" "X/T"

Frame 21in. and 23in. upright. Wheels: Specially designed Racing Pattern Hubs, Endrick Rims, 16T Cog and 18T Freewheel. Russ Pattern Forks, Chromium-Plated Fork Tips and Seat and Chain Stay Ends, Flanged Chainwheel, Dunlop Sprite Tyres.

£6:3:0

With Hub Brakes front and rear ... £7:2:3
 With 3-Speed Hub Gear ... £7:4:0
 With Lucas D.L.S. ... £7:4:0
 With Derailleur Gear (braced-on fitment) ... £7:0:6

ALL HERCULES SAFETY AND SPORTS CYCLES HAVE ENTIRELY BRAZED-UP SEAT AND CHAIN STAYS. ALL SEAT STAYS DOUBLE TAPERED—AN EXCLUSIVE HERCULES FEATURE.

FOR NEW AND IMPROVED HERCULES CARRIER CYCLES PLEASE SEE SEPARATE FOLDER.

LADIES' SAFETY

LADIES' SAFETY

LADIES' SAFETY

GENTS' SAFETY

GENTS' SAFETY

GENTS' SAFETY



LADIES' SAFETY "CA"

Frame 19in., 21in., and 23in. Specially low built. Wheels 26in. x 1 1/2in., fitted 18T Freewheel. Half Chainguard. "North Road" High Raised Handlebar. Dunlop Sports Tyres.

£4:14:0

With 3-Speed Hub Gear ... £5:15:0
 With Hub Brakes front and rear ... £5:13:3
 With Lucas D.L.S. ... £5:13:3
 With Derailleur Gear ... £5:11:6



LADIES' SAFETY DE-LUXE "UA"

Frame 19in., 21in., and 23in. Wheels 26in. x 1 1/2in. 3-Speed Hub Gear, Hercules Detachable Oilbath Gearcase, 2 Rim Brakes, "North Road" High raised Handlebar, Dunlop Roadster Tyres.

£6:5:0

With Hub Brakes front and rear ... £7:4:3
 With Lucas D.L.S. ... £7:4:3



LADIES' SPORTS TOURIST "FA"

Frame 19in., 21in., and 23in. Wheels 26in. x 1 1/2in. Endrick Rims, 18T Freewheel, Half Chainguard. "Comfort Pattern" Handlebar, 2 Caliper Brakes, Dunlop Sports Tyres.

£5:0:0

With 3-Speed Hub Gear ... £6:1:0
 With Hub Brakes front and rear ... £5:19:3
 With Lucas D.L.S. ... £5:19:3
 With Derailleur Gear ... £5:17:6
 Extra: White or Black Celluloid Mudguards, 5/9.



SPORTS TOURIST DE-LUXE "PA"

Frame 19in., 21in., and 23in. Wheels 26in. x 1 1/2in. Endrick Rims, 3-Speed Hub Gear, Hercules Detachable Oilbath Gearcase, "Comfort Pattern" Handlebar, 2 Caliper Brakes, Dunlop Roadster Tyres.

£6:7:6

With Hub Brakes front and rear ... £7:6:9
 With Lucas D.L.S. ... £7:6:9
 Extra: White or Black Celluloid Mudguards, 5/9.



SAFETY "C"

Frame 19in., 21in., and 23in. Specially low built. Wheels 26in. x 1 1/2in., fitted 18T Freewheel. "North Road" High Raised Handlebar. Dunlop Sports Tyres.

£4:10:6

With 3-Speed Hub Gear ... £5:11:6
 With Hub Brakes front and rear ... £5:9:9
 With Lucas D.L.S. ... £5:9:9
 With Derailleur Gear ... £5:8:0



SAFETY DE-LUXE "U" 3-SPEED

Frame 19in., 21in., and 23in. Wheels 26in. x 1 1/2in. 3-Speed Hub Gear, Hercules Detachable Oilbath Gearcase, 2 Rim Brakes, "North Road" high raised Handlebar, Dunlop Roadster Tyres.

£6:5:0

With Hub Brakes front and rear ... £7:4:3
 With Lucas D.L.S. ... £7:4:3



SPORTS TOURIST "F"

Frame 19in., 21in., and 23in. Wheels 26in. x 1 1/2in. Endrick Rims, fitted 18T Freewheel. "Comfort Pattern" Handlebar, 2 Caliper Brakes, Dunlop Sports Tyres.

£4:16:0

With 3-Speed Hub Gear ... £5:17:0
 With Hub Brakes front and rear ... £5:15:3
 With Lucas D.L.S. ... £5:15:3
 With Derailleur Gear ... £5:13:6
 Extra: White or Black Celluloid Mudguards, 5/9.



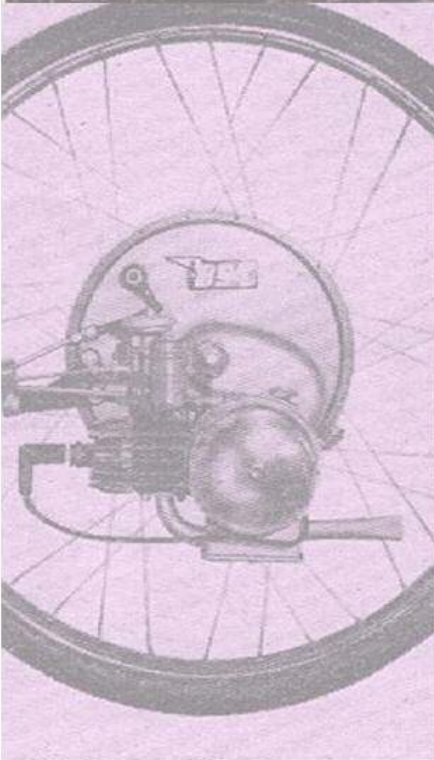
SPORTS TOURIST DE-LUXE "P"

Frame 19in., 21in., and 23in. Wheels 26in. x 1 1/2in. Endrick Rims, 3-Speed Hub Gear, Hercules Detachable Oilbath Gearcase, "Comfort Pattern" Handlebar, Dunlop Roadster Tyres.

£6:7:6

With Hub Brakes front and rear ... £7:6:9
 With Lucas D.L.S. ... £7:6:9
 Extra: White or Black Celluloid Mudguards, 5/9.

IceniCAM Information Service



www.icenicam.org.uk