

IceniCAM Information Service



Hercules

THE ALL-BRITISH BICYCLE

LEADING THE WORLD IN PRICE AND PERFORMANCE

1860

1939
Hercules

THE ALL-BRITISH BICYCLE

Leading the World

IN PRICE AND PERFORMANCE

YOU have before you the newest catalogue of the Largest and most successful Cycle Manufacturers in the World. That is an undisputed fact proved by Chartered Accountants' Certificate.

But more than that—if, after studying these pages, you decide to become a Hercules owner there is a wealth of sound reason to back your choice.

Not only will you be riding a cycle that is more advanced in design, more mechanically perfect than any other cycle in the world, *but you will be paying £1 less for the privilege!*

It is only because the whole world demands more and more Hercules cycles that it is possible for Hercules to offer you such mechanical perfection *plus* such stupendous value. If you had thought of paying more than Hercules price for your cycle, ask yourself what more you could possibly get than Hercules gives you.

Hercules, because of their huge output, can buy finest quality steel at lower prices than smaller makers must pay for inferior steel. Again because of their huge output, Hercules have been able to instal costly machinery to cut out waste, inefficiency and inaccuracy. Hercules, moreover, are able to employ the finest designers, the most skilled engineers and the best "brains" in the whole cycle industry.

All these accumulated savings and benefits are passed on to you—the rider—when you buy a Hercules. You pay £1 less, but you get better value, a better specification and a more reliable cycle than if you spent £1 more.

And remember this: *If better cycles could be built—HERCULES would be the first to build them.*

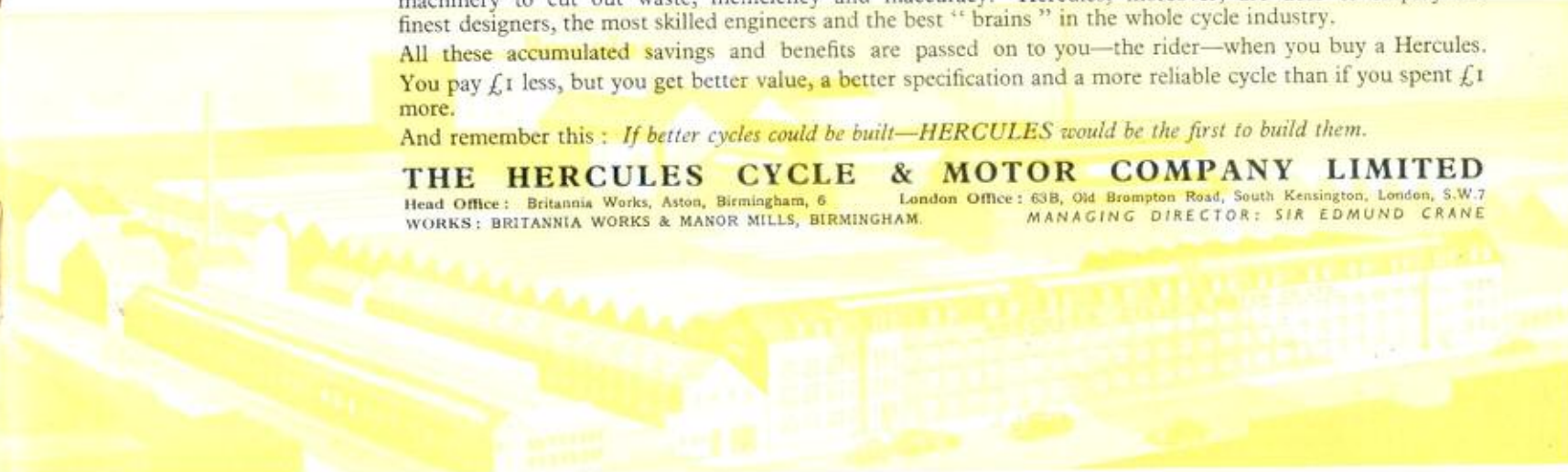
THE HERCULES CYCLE & MOTOR COMPANY LIMITED

Head Office: Britannia Works, Aston, Birmingham, 6

London Office: 63B, Old Brompton Road, South Kensington, London, S.W.7

WORKS: BRITANNIA WORKS & MANOR MILLS, BIRMINGHAM.

MANAGING DIRECTOR: SIR EDMUND CRANE



Hercules

NEW AND SPECIAL 1939 FEATURES

THREE NEW SAFETY MODELS—Gents' Safety Roadster (S/R), Ladies' Supreme (HS/L), Ladies' Safety Utility (CA/LT)—the latter a brilliant new machine, with special low-built loop-frame for easiest mounting, and fitted with attractive shopping basket.

NEW COLOURED LIGHTWEIGHTS of most outstanding design and colouring.
BRILLIANT NEW FINISHES with new and particularly attractive Linings.

EVERLASTING RUST-PROTECTION ensured by latest Spra-bonderizing of all enamelled parts, and cadmium-plating for every pin and nut. Rustless spokes.

CHROMIUM PLATING AND ENAMELLING to new and "highest-ever" standards—world's largest and finest chromium-plating plant.

SOLID FRONT FORK ENDS and new improved **EXTRA LARGE HOLD-ALL BAG** on all Ladies' and Gents' Racing models.

DOUBLE TEXTURE SPRING SEAT SADDLE on all Ladies' and Gents' Safety and Sports models.

DOUBLE TAPERED SEAT STAYS for neatness and strength (exclusive Hercules patent) on all Ladies' and Gents' Safety, Sports and Racing models.

SPECIAL DESIGN STEEL BALL BEARINGS (high-tensile tested) for bottom bracket axle and hubs, to ensure easiest running. $\frac{1}{4}$ " balls throughout.

Special COLOUR Finishes.

The following Models are available in Coloured Finishes:—

'C' 'CA' 'CA/LT' 'U' 'UA' 'F' 'FA' 'P' 'PA' 'OB/U' 'OB/BU' 'OB/BE'
'O' 'O/B' and 'OB/A.'

Extra Charges:—

Finish No. 1.—All Cream	8/6	Finish No. 4.—All Maroon	5/9
Finish No. 3.—All Red	5/9	Finish No. 6.—All Blue	5/9

Chromium Plated Handlebars and White Mudguards fitted as Standard on these Coloured Machines.

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 defects 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 instating a new 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 enamelling 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. When 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 seat-lug of the frame, and date of purchase. All conditions or warranties implied by statute or otherwise are hereby excluded, and we accept no liability for consequential loss or damage.

The Prices in this Catalogue are subject to revision without notice and do not apply in Eire.



Hercules

POPULAR ROADSTER

Model "R"



Specification

FRAME: 20" with 26" wheels; or 22", 24" and 26" with 28" wheels. **TYRES:** Dunlop Roadster. **BRAKES:** Front and rear rim. **SADDLE:** Hercules 3-coil. **PEDALS:** 4" 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.

EXTRAS

3-Speed Hub (Model "H")	£1 1 0
Lucas Dynamo Lighting Set	19 3

£3.19.9
NETT CASH
OR ON EASY TERMS

Hercules

POPULAR LIGHT ROADSTER

Model "S"



Specification

FRAME: 22", 24" and 26", sloping top tube. **WHEELS:** 26" x 1 3/8". **TYRES:** Dunlop Roadster. **HANDLE-BAR:** "North Road" high raised. Optional: "North Road" dropped. **BRAKES:** Front and rear rim. **SADDLE:** Hercules 4-wire. **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.

EXTRAS

"North Road" high raised or dropped bars and short pull up levers }	1 9
Lucas Dynamo Lighting Set	19 3

£ 3.19.9
NETT CASH
OR ON EASY TERMS

Hercules

DE-LUXE 3-SPEED

Model "G/3"



Specification

FRAME: 22", 24" and 26". **WHEELS:** 28" x 1½" or 26" x 1½". **TYRES:** Dunlop. **GEAR:** 3-speed. **GEARCASE:** Oilbath. **BRAKES:** Front and rear rim. **MUDGUARDS:** Valanced. **SADDLE:** Leather 3-coil. **PEDALS:** Rubber. **FITTINGS:** Toolbag, tools, inflator and reflector. **FINISH:** Black enamel,

lined double green. Usual bright parts Hercules chrome plated. All black finish available at no extra charge.

LADY'S MODEL GL/3 de-luxe 3-speed £5 19 0

EXTRA

Lucas Dynamo Lighting Set 19 3

£5.16.6
NETT CASH
OR ON EASY TERMS

Hercules

LIGHT ROADSTER 3-SPEED

Model "J"



Specifications

FRAME: 22", 24" and 26", sloping top tube. **WHEELS:** 26" x 1 $\frac{1}{8}$ ". **TYRES:** Dunlop. **GEAR:** 3-speed hub. **HANDLEBAR:** "North Road" high raised. Optional: "North Road" dropped. **BRAKES:** Front and rear rim. **SADDLE:** Leather 4-wire. **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.

EXTRA
Lucas Dynamo Lighting Set 19 3

£ **5.0.9**
NETT CASH
OR ON EASY TERMS

Hercules

POPULAR ROADSTER

Model "L"



Specification

FRAME: 20" with 26" wheels; or 22", 24" and 26" with 28" or 26" wheels. **TYRES:** Dunlop. **CHAIN-COVER:** Open centre pattern and dress cord. **BRAKES:** Front and rear rim. **SADDLE:** Hercules 3-coil. **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.

EXTRAS

3-Speed Hub (Model "I")	£1 1 0
Lucas Dynamo Lighting Set	19 3

£4.5.9
NETT CASH
OR ON EASY TERMS

Hercules

SAFETY

Model "C"



Specification

FRAME: 19", 21" and 23", double tapered seatstays. Specially low built. Short wheelbase. Entirely brazed-up. Cut-away lugs. Brazed-on pump pegs and reflector eye. **WHEELS:** 26" x 1 3/8". **TYRES:** Dunlop Sports. **HANDLEBAR:** "North Road" high raised with roller levers. Rubber grips. **BRAKES:** Front and rear rim. **SADDLE:** Double texture spring seat. **PEDALS:** Rubber. **FITTINGS:** Reflector, inflator,

hold-all bag and tools. **FINISH:** Black enamel. Usual bright parts Hercules chrome plated. All black finish available at no extra charge. **OPTIONAL:** "North Road" dropped handlebar with roller lever brakes.

EXTRAS

3-Speed Hub	£1 1 0
Lucas Dynamo Lighting Set	19 3

£ 4.7.0
NETT CASH
OR ON EASY TERMS

Hercules

SPORTS TOURIST

Model "F"



Specification

FRAME: 19", 21" and 23", double tapered seatstays. Entirely brazed-up. Cut-away lugs. Low built. Short wheelbase. Brazed-on pump pegs and reflector eye.

WHEELS: 26" x 1 1/4" Endrick steel. **TYRES:** Dunlop Sports. **HANDLEBAR:** 18" "Comfort Pattern" raised. **BRAKES:** Hercules front and rear caliper. **MUDGUARDS:** Hercules narrow steel. **SADDLE:** Double texture spring seat. **PEDALS:** 4" rubber.

FITTINGS: Reflector, inflator, hold-all bag and tools.

FINISH: Black enamel. Usual bright parts Hercules chrome plated. All black finish available at no extra charge.

EXTRAS

3-Speed Hub	£1 1 0
Lucas Dynamo Lighting Set	19 3

£4.12.9
NETT CASH
OR ON EASY TERMS

Hercules

SAFETY DE-LUXE

Model "U"



Specification

FRAME: 19", 21" and 23", double tapered seatstays. Low built with short wheelbase. Entirely brazed-up. Cut-away lugs. Brazed-on pump pegs and reflector eye. **WHEELS:** 26" x 1 3/8". **TYRES:** Dunlop Roadster. **GEAR:** 3-Speed, top tube control. **CRANKS:** 6 1/2". **GEARCASE:** Hercules detachable oilbath. **HANDLE-BAR:** "North Road" high raised with roller levers. Rubber grips. **BRAKES:** Front and rear rim.

SADDLE: Double texture spring seat. **PEDALS:** Rubber. **FITTINGS:** Reflector, inflator, hold-all bag and tools. **FINISH:** Black enamel, lined double gold. Usual bright parts Hercules chrome plated. All black finish available at no extra charge.

EXTRA

Lucas Dynamo Lighting Set 19 3

£5.19.6
NETT CASH
OR ON EASY TERMS

Hercules

SPORTS TOURIST DE-LUXE

Model "P"



Specification

FRAME: 19", 21" and 23", double tapered seatstays. Entirely brazed-up. Cut-away lugs. Low-built frame with short wheelbase. **WHEELS:** 26" x 1 $\frac{3}{4}$ " Endrick steel. **TYRES:** Dunlop Roadster. **GEAR:** 3-Speed. 44T chainwheel. 18T sprocket. **GEARCASE:** Hercules detachable oilbath. **HANDLEBAR:** 18" "Comfort Pattern" raised. **BRAKES:** Hercules front and rear caliper. **SADDLE:** Double texture spring seat. **PEDALS:** 4" rubber. **FITTINGS:**

Reflector, inflator, hold-all bag and tools. **MUD-GUARDS:** Hercules narrow steel. **FINISH:** Black enamel, lined double gold. All bright parts Hercules chrome plated. All black finish available at no extra charge.

EXTRA

Lucas Dynamo Lighting Set 19 3

£6.0.0
NETT CASH
OR ON EASY TERMS

Hercules

SUPREME

Model "H/S"



Specification

FRAME: 22" and 24". Low bottom bracket, 10½".
WHEELS: 26" × 1¼". **TYRES:** Dunlop Roadster.
GEARCASE: Hercules detachable oilbath. **HANDLE-
BAR:** "North Road" high raised. **BRAKES:** Front
and rear rim. **SADDLE:** Double texture 2-coil spring
seat. **MUDGUARDS:** Valanced. **PEDALS:** Rubber.
FITTINGS: Tools, toolbag, inflator and reflector.

FINISH: Black enamel, double green lining. Usual
bright parts Hercules chrome plated. All black finish
available at no extra charge.

EXTRAS

3-Speed Hub	£1 1 0
Lucas Dynamo Lighting Set	19 3

£ **4.12.9**
NETT CASH
OR ON EASY TERMS

Hercules

SAFETY ROADSTER

Model "S/R"



Specification

FRAME: 20", 22" and 24", low bottom bracket. 10½" ground clearance. **WHEELS:** 26" × 1½" Westwood steel rims. Hercules chromium plated. **SPOKES:** Rustless. **TYRES:** Dunlop. **GEAR:** 69". **HANDLE-BAR:** "North Road" raised with roller levers. **BRAKES:** Front and rear rim. **SADDLE:** 3-coil leather. **PEDALS:** Rubber. **FITTINGS:** Tools,

toolbag, inflator and reflector. **FINISH:** Black enamel, gold and red lining. Usual bright parts Hercules chrome plated. All black finish optional.

EXTRAS:

3-Speed Hub	£1 1 0
Lucas Dynamo Lighting Set	19 3

£3.19.9
NETT CASH
OR ON EASY TERMS

Hercules

SAFETY

Model "CA"



Specifications

FRAME: 19", 21" and 23", double tapered seatstays. Low built bracket. Brazed-up seat and chain stays. Cut-away lugs. Brazed-on pump pegs and reflector eye. Short wheelbase. **WHEELS:** 26" x 1 3/8". **TYRES:** Dunlop Sports. **CHAINGUARD:** Metal. **HANDLEBAR:** "North Road" high raised with roller levers. Rubber grips. **BRAKES:** Front and rear rim. **SADDLE:** Double texture spring seat. **PEDALS:**

Rubber. **FITTINGS:** Reflector, inflator, hold-all bag and tools. **FINISH:** Black enamel, single gold lining. Usual bright parts Hercules chrome plated. All black finish available at no extra charge.

EXTRAS

3-Speed Hub	£1 1 0
Lucas Dynamo Lighting Set	19 3

£4.10.9
NETT CASH
OR ON EASY TERMS

Hercules

SPORTS TOURIST

Model "FA"



Specification

FRAME: 19", 21" and 23", double tapered seatstays. Entirely brazed-up. Low built. Short wheelbase. Brazed-on pump pegs and reflector eye. **WHEELS:** 26" x 1 3/4" Endrick steel. **TYRES:** Dunlop Sports. **HANDLEBAR:** 18" "Comfort Pattern" raised. **BRAKES:** Hercules front and rear caliper. **CHAIN-GUARD:** Metal. **MUDGUARDS:** Hercules narrow steel. **SADDLE:** Double texture spring seat.

PEDALS: 3 1/2" rubber. **FITTINGS:** Reflector, inflator, hold-all bag and tools. **FINISH:** Black enamel, single gold lining. Usual bright parts Hercules chrome plated. All black finish available at no extra charge.

EXTRAS

3-Speed Hub	£1 1 0
Lucas Dynamo Lighting Set	19 3

£4.16.6
NETT CASH
OR ON EASY TERMS

Model 150 Dove Grey

FRAME: 21" and 23" upright, entirely brazed-up. Cut-away lugs. Short wheelbase. Double tapered seatstays. Brazed-on reflector eye, pump pegs and mudguard eyes. **FORK:** Tapered "D" to round, narrow racing pattern crown. Solid brazed-in ends. Brazed-on detachable lamp bracket. Headclip fitting. **TYRES:** Dunlop Sprite. **WHEELS:** Dunlop Endrick steel rims, 26" x 1 1/2" built on Bayliss Wiley narrow barrel hubs. Double butted black spokes, 15/17G, with wing nuts. 16T cog, 18T freewheel. **CHAINWHEEL AND CRANK:** Williams flanged C.28 pattern. 48T x 6 1/2". **CHAIN:** Coventry 1/2" x 1/4". **SADDLE:** Brooks B.15. **PEDALS:** Racing fish-tail rat-trap. **MUDGUARDS:** Steel, white enamelled, with double stay fitting. **HANDLEBAR:** Continental, chromium plated on extended adjustable stem with coloured sleeving grips with rubber stops. **BRAKES:** Double caliper. **FINISH:** Enamelled DOVE GREY with red, white and blue ornaments on seat and bottom tubes. Usual parts chromium plated. Optional: Enamelled STONE colour. **EQUIPMENT:** Pump and extra large hold-all bag No. 340F. Seat stay fitting reflector.



HERCULES

NEW COLOURED

THE HERCULES CYCLE & MOTOR CO. presents to the cyclist these two outstanding examples of British manufacture.

Embodying more up-to-date design than any other, finished in extraordinarily attractive and stylish colours.

The active co-operation of leading clubmen with the factory is carried out in the vast Hercules factories, where more has been achieved than in any other cycle factory in the world.

Thus the most discriminating of cyclists may choose their own construction and colouring has been set—at a price which our specifications and prices will convince you is the best value of their own.

£ **6.7.3**
NETT CASH
OR ON EASY TERMS

rules

LIGHTWEIGHTS

CO., LTD., is proud to present to the expert
ish master-craftsmanship in cycle design and

ever before, these modern Lightweights are
ish colourings and tones.

was secured in the designing. The manufacture
es, where greater precision and accuracy are
ne world.

rest assured that a new standard in lightweight
prices never before possible. A comparison of
that these new models are in a class entirely

Model 155 Sky Blue

FRAME: 21" and 23" upright, entirely brazed-up. Cut-away lugs. Short wheelbase. Double tapered seatstays. Brazed-on reflector eye, pump pegs and mudguard eyes. **FORK:** Tapered "D" to round, narrow racing pattern crown. Solid brazed-in ends. Brazed-on detachable lamp bracket. Head-clip fitting. **TYRES:** Dunlop Sprite. **WHEELS:** Dunlop Endrick steel rims, 26" x 1 1/4" built on Bayliss Wiley narrow barrel hubs. Double butted black spokes, 15/17G, with wing nuts. **GEAR:** 3-Speed medium ratio (A.M.), 18T sprocket. **CHAINWHEEL AND CRANK:** Williams flanged C.28 pattern. 48T x 6 1/2". **CHAIN:** Coventry 1/2" x 1/8". **SADDLE:** Brooks B.15. **PEDALS:** Racing fish-tail rat-trap. **MUDGUARDS:** Steel, white enamelled, with double stay fitting. **HANDLEBAR:** Continental, chromium plated on extended adjustable stem with coloured sleeving grips with rubber stops. **BRAKES:** Double caliper. **FINISH:** Enamelled SKY BLUE with red, white and blue ornaments on seat and bottom tubes. Usual parts chromium plated. **EQUIPMENT:** Pump and extra large hold-all bag No. 340F. Seat-stay fitting reflector.



£ 7, 8, 3
NETT CASH
OR ON EASY TERMS

Hercules

SAFETY DE-LUXE

Model "UA"



Specification

FRAME: 19", 21" and 23", double tapered seatstays. Low built bracket. Brazed-up seat and chain stays. Cut-away lugs. Brazed-on pump pegs and reflector eye. Short wheelbase. **WHEELS:** 26" x 1 3/8". **TYRES:** Dunlop Roadster. **GEAR:** 3-Speed, top tube control. **CRANKS:** 6 1/2". **GEARCASE:** Hercules detachable oilbath. **HANDLEBAR:** "North Road" high raised with roller levers. Rubber grips. **BRAKES:**

Front and rear rim. **SADDLE:** Double texture spring seat. **PEDALS:** 3 1/2" rubber. **FITTINGS:** Reflector, inflator, hold-all bag and tools. **FINISH:** Black enamel, single gold lining. Usual bright parts Hercules chrome plated. All black finish available at no extra charge.

EXTRA
Lucas Dynamo Lighting Set 19 3

£5.19.9
NETT CASH
OR ON EASY TERMS

Hercules

SPORTS TOURIST DE-LUXE

Model "PA"



Specification

FRAME: 19", 21" and 23", double tapered seatstays. Entirely brazed-up. Low built. Brazed-on pump pegs and reflector eye. Short wheelbase. **WHEELS:** 26" x 1 1/2" Endrick steel. **TYRES:** Dunlop Roadster. **GEAR:** 3-Speed, top tube control. 44T chainwheel, 6 1/2" cranks, 18T sprocket. **GEARCASE:** Hercules detachable oilbath. **HANDLEBAR:** 18" "Comfort Pattern" raised. **BRAKES:** Hercules front and rear

caliper. **SADDLE:** Double texture spring seat. **PEDALS:** 3 1/2" rubber. **FITTINGS:** Reflector, inflator, hold-all bag and tools. **FINISH:** Black enamel, single gold lining. Usual bright parts Hercules chrome plated. All black finish available at no extra charge.

EXTRA

Lucas Dynamo Lighting Set 19 3

£ **6·2·0**
NETT CASH
OR ON EASY TERMS

Hercules

SUPREME

Model "HS/L"



Specification

FRAME: 22" and 24", low bottom bracket 10½".
WHEELS: 26" x 1½". **TYRES:** Dunlop Roadster.
GEARCASE: Hercules oilbath. **HANDLEBAR:**
"North Road" high raised. **BRAKES:** Front and
rear rim. **SADDLE:** Leather 3-coil. **MUDGUARDS:**
Valanced. **PEDALS:** Rubber. **FITTINGS:** Tools,
toolbag, inflator and reflector. **FINISH:** Black enamel,

double green lining. Usual bright parts Hercules
chrome plated. All black finish available at no extra
charge.

EXTRAS

3-Speed Hub	£1 1 0
Lucas Dynamo Lighting Set	19 3

£4.15.0
NETT CASH
OR ON EASY TERMS

Hercules

UTILITY

Model "CA/LT"



Specification

FRAME: 19", 21" and 23". Built with loop tube. Double tapered seatstays. Low bracket. Brazed-on seat and chain stays. Cut-away lugs. Brazed-on reflector eye. Short wheelbase. **WHEELS:** 26" x 1 1/4". **TYRES:** Dunlop Sports. **CHAINGUARD:** Metal. **HANDLEBAR:** "North Road" high raised with roller levers. Rubber grips. **BRAKES:** Front and rear rim. **SADDLE:** Leather 3-coil. **PEDALS:**

Rubber. **FITTINGS:** Reflector, inflator, toolbag and tools. **SHOPPING BASKET :** Fitted to handlebar. **FINISH:** Black enamel, single gold lining. Usual bright parts Hercules chrome plated. All black finish available at no extra charge.

EXTRAS

3-Speed Hub	£1 1 0
Lucas Dynamo Lighting Set	19 3

£4.19.6
NETT CASH
OR ON EASY TERMS

Hercules

FALCON

Model "O/B"



Specifications

FRAME: 19", 21" and 23", double tapered seatstays. Entirely brazed-up. Cut-away lugs. Tapered "D" to round front forks, solid ends. Brazed-on pump pegs and reflector eye. Short wheelbase. **WHEELS:** 26" x 1 1/4" Endrick steel. **TYRES:** Dunlop Sports. **HANDLEBAR:** Racing pattern on adjustable stem. Chromium plated. Optional: Celluloid covered. **BRAKES:** Hercules front and rear caliper. **MUDGUARDS:** Hercules narrow steel, white enamelled. **SADDLE:** Leather racing. **PEDALS:** Racing rat-trap. **FITTINGS:** Reflector, inflator, extra large hold-all bag and tools. **FINISH:** Black enamel. Usual bright

parts Hercules chrome plated. All black finish available at no extra charge.

MODEL "O"—Rear caliper only and two fixed cogs £4 13 3

MODEL "OB/C"—Finished in ELECTRIC BLUE "unchippable" enamel £5 2 9

EXTRAS
3-Speed Hub £1 1 0
Lucas Dynamo Lighting Set 19 3
White or Black Celluloid Mudguards 5 9

£ **4.17.3**
NETT CASH
OR ON EASY TERMS

Hercules

KESTREL

Model "OB/BU"



Specification

FRAME: 21" and 23" upright. Double tapered seat-stays. **FRONT FORK:** Solid brazed-in fork tips. Russ pattern. Brazed-on detachable lamp bracket. **WHEELS:** 26" x 1 1/4" Endrick steel. **TYRES:** Dunlop Sports. **HUBS:** Hercules quick release with freewheel and fixed cog. **HANDLEBAR:** Racing pattern on adjustable stem. Chromium plated. Rubber grips. Celluloid covered optional. **BRAKES:** Hercules front and rear caliper. **SADDLE:** Leather racing. **MUD-GUARDS:** Hercules narrow steel, white enamelled.

PEDALS: Racing rat-trap. **FITTINGS:** Reflector, inflator, extra large hold-all bag and tools. **FINISH:** Black enamel, usual bright parts Hercules chrome plated.

EXTRAS

3-Speed Hub	£1 1 0
Lucas Dynamo Lighting Set	19 3

£5.6.0
NETT CASH
OR ON EASY TERMS

Hercules

HAWK

Model "OB/U"



Specifications

FRAME: 21" and 23" upright. Chromium plated seat and chain stay ends. Double tapered seatstays. **FRONT FORK:** Solid brazed-in fork tips. Russ pattern. Chromium plated tips. Brazed-on detachable lamp bracket. **WHEELS:** 26" x 1 1/4" Endrick steel. **TYRES:** Dunlop Sports. **HANDLEBAR:** Racing pattern, chromium plated, on adjustable stem. Rubber grips. Celluloid covered optional. **BRAKES:** Hercules front and rear caliper. **MUDGUARDS:** White

celluloid. **SADDLE:** Leather racing. **PEDALS:** Racing rat-trap. **FITTINGS:** Reflector, inflator, extra large hold-all bag and tools. **FINISH:** Black enamel. Usual bright parts Hercules chrome plated.

EXTRA

3-Speed Hub £1 1 0

£5.18.9
NETT CASH
OR ON EASY TERMS

Hercules

HARRIER

Model "OB/BE"



Specification

FRAME: 21" and 23" upright, double tapered seatstays.
FRONT FORK: Solid brazed-in fork tips. Russ pattern. Brazed-on detachable lamp bracket. **WHEELS:** 26" x 1 1/4" Endrick steel. **TYRES:** Dunlop Sports.
GEAR: 3-Speed, top tube control. 18T sprocket.
HANDLEBAR: Racing pattern, chromium plated, on adjustable stem. Rubber grips. Celluloid covered optional. **BRAKES:** Hercules front and rear caliper.

MUDGUARDS: Hercules narrow steel, white enamelled. **SADDLE:** Leather racing. **PEDALS:** Racing rat-trap. **FITTINGS:** Reflector, inflator, extra large hold-all bag and tools. **FINISH:** Black enamel. Usual bright parts Hercules chrome plated.

EXTRA

Lucas Dynamo Lighting Set 19 3

£6.7.0
NETT CASH
OR ON EASY TERMS

Hercules

DIANA

Model "OB/A"



Specification

FRAME: 19", 21" and 23". Double tapered seatstays. Entirely brazed-up. Specially cut-away lugs. Low bracket. Short wheelbase. Brazed-on pump pegs and reflector eye. **WHEELS:** 26" x 1 1/4" Endrick steel. **TYRES:** Dunlop Sports. **HANDLEBAR:** Racing pattern, chromium plated, on adjustable stem. Rubber grips. Optional: Celluloid covered. **BRAKES:** Hercules front and rear caliper. **MUDGUARDS:** Hercules narrow steel, white enamelled. **SADDLE:** Leather racing. **PEDALS:** Rubber. **FITTINGS:**

Reflector, inflator, extra large hold-all bag and tools. **FINISH:** Black enamel. Usual bright parts Hercules chrome plated. All black finish available at no extra charge.

MODEL "OB/AC"—Finished in **ELECTRIC BLUE** "unchippable" enamel £5 2 9

EXTRAS

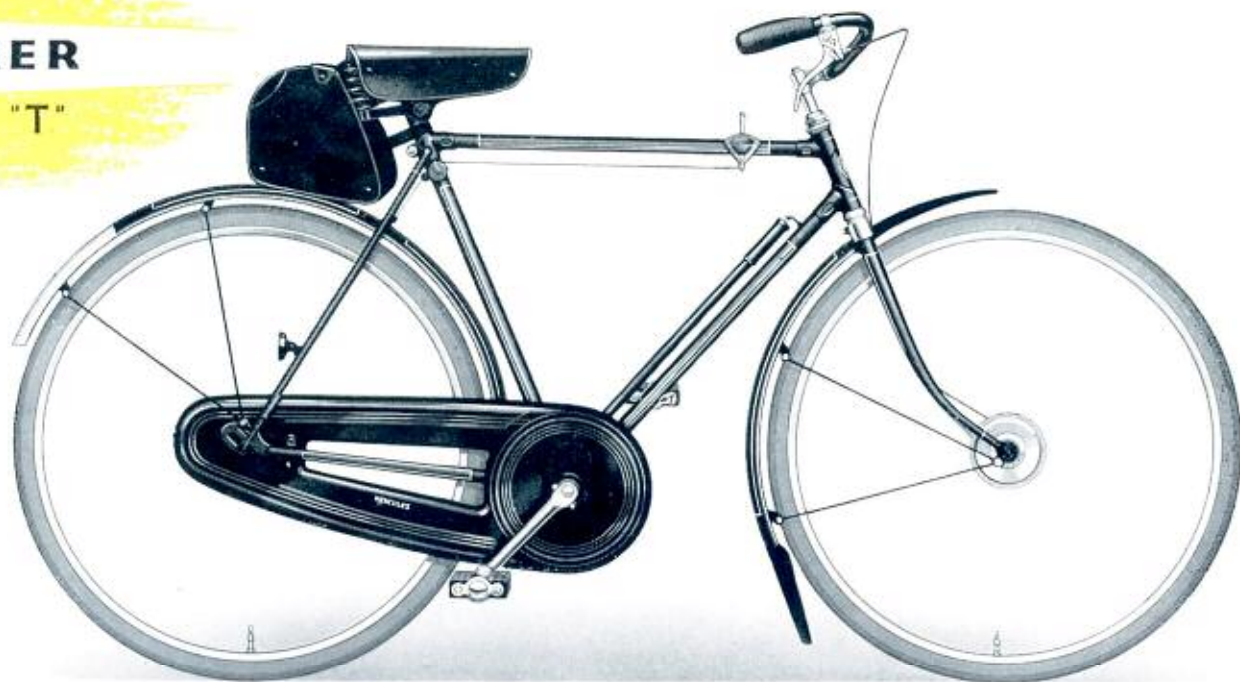
3-Speed Hub £1 1 0
Lucas Dynamo Lighting Set 19 3

4-17-3
NETT CASH
OR ON EASY TERMS

Hercules

TOURER

Model "T"



Specification

FRAME: 19", 21" and 23". Double tapered seatstays. Built of special quality parallel steel tubing. Entirely brazed-up. Specially cut-away lugs. Brazed-on pump pegs and reflector eye. **FRONT FORK:** "D" to round fork blades. Narrow pattern crown. Solid ends. **WHEELS:** 26" x 1 1/8" Dunlop Endrick rims. **TYRES:** Dunlop Roadster. **GEAR:** 3-Speed hub. **GEARCASE:** Hercules detachable oilbath. **HANDLEBAR:** "Comfort Pattern" raised, celluloid covered on adjustable clip. Rubber grips. **BRAKES:**

Expanding hub front and rear, cable control. **MUD-GUARDS:** White or black celluloid. **SADDLE:** Hercules 2-coil spring seat. **PEDALS:** Rubber. **FITTINGS:** Inflator, spanners, oilcan, reflector and hold-all 9" x 7" x 4". **FINISH:** Enamelled black with gold lining. Usual bright parts chromium plated.

LADY'S MODEL "TL" £7 6 0

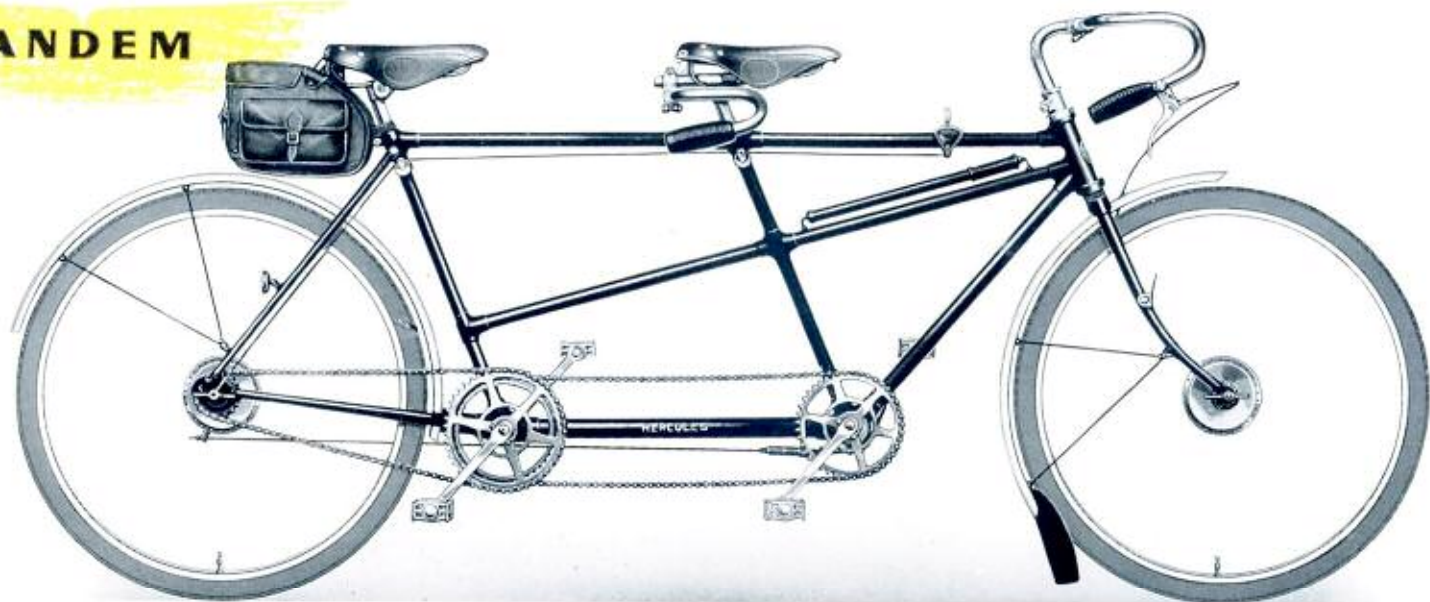
EXTRA
Lucas Dynamo Lighting Set 19 3

£ 7.6.0
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OR ON EASY TERMS

Hercules

DOUBLE GENTS

TANDEM



Specification

FRAME: 21" front, 20½" rear; short wheelbase. Brazed-up round tapered seat and chain stays. Drop-out fork ends. Brazed-on pump pegs, lamp bracket to front fork blade, reflector peg, mudguard eyes to seatstays and fork blades. **WHEELS:** Endrick tandem, 26" × 1½". **GEAR:** Tandem 3-speed hub. **BRAKES:** Internal expanding hub front and rear. **TYRES:** Dunlop Tandem 26" × 1½". **HANDLEBARS:** Front: Highgate shallow bend, chromium plated, on swan neck stem, adjustable; Rear: Lauterwasser bend, chromium plated,

adjustable. Black rubber grips. **CHAINWHEELS:** Flanged, 3-pin fastening. **PEDALS:** Fishtail rat-trap. **SADDLES:** Leather racing. **MUDGUARDS:** Black or white no-weight celluloid. **FITTINGS:** Large touring bag, reflector, inflator, spanners and oilcan. **FINISH:** Best quality black enamel. No lining. Usual bright parts Hercules chrome plated.

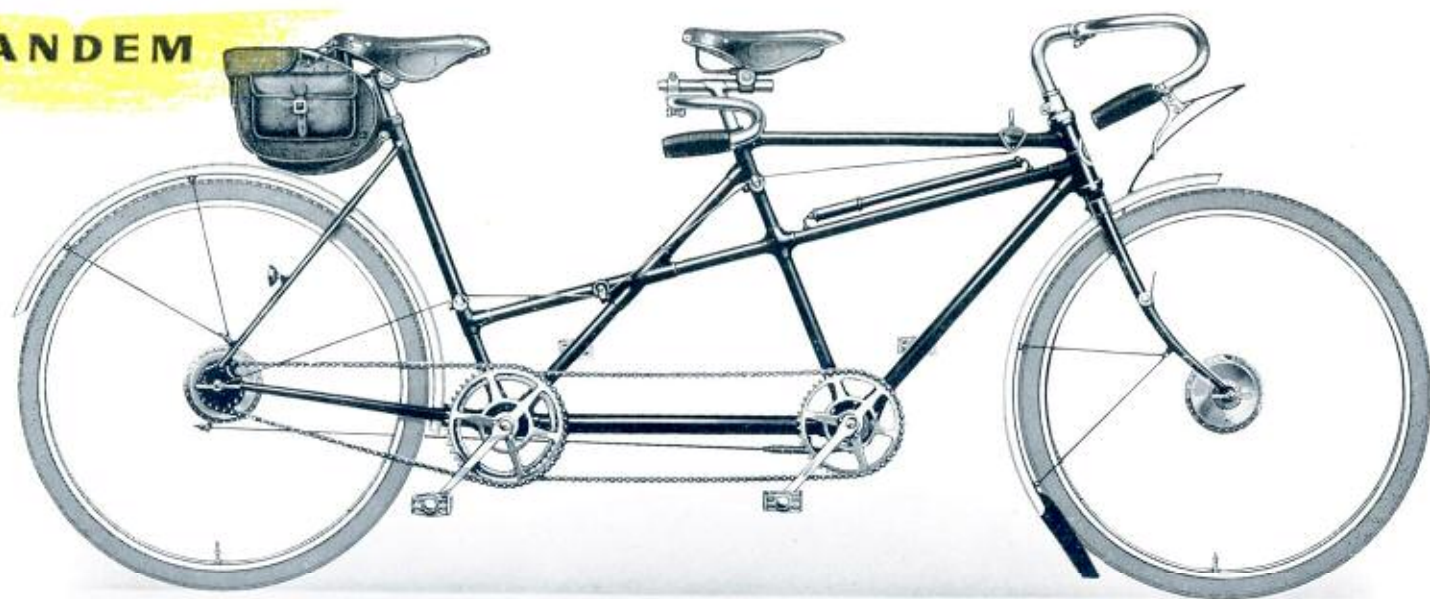
3-Speed Hub (as illustrated) £13 13 0

£12·12·0
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Hercules

LADYBACK

TANDEM



Specification

FRAME: 20½" front, 20½" rear; short wheelbase. Entirely brazed-up. **WHEELS:** Endrick tandem, 26" × 1½". **GEAR:** Tandem 3-speed hub. **BRAKES:** Internal expanding hub front and rear. **TYRES:** Dunlop Tandem 26" × 1½". **HANDLEBARS:** Front: Highgate shallow bend, chromium plated, on swan neck stem, adjustable; Rear: Lauterwasser bend, chromium plated, adjustable. Black rubber grips.

CHAINWHEELS: Flanged, 3-pin fastening. **PEDALS:** Rat-trap. **SADDLES:** Leather Racing. **MUD-GUARDS:** Black or white celluloid. **FITTINGS:** Large touring bag, reflector, inflator, spanners and oil-can. **FINISH:** Black enamel. No lining. Usual bright parts Hercules chrome plated.

3-Speed Hub (as illustrated) £13 19 0

£12·18·0
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Hercules

CARRIER

Standard "D"



Specification

FRAME: Sizes 22" and 24". Registered Design No. 724921. High-grade steel tubing, with cranked seat and chain stays, and specially strengthened joints. **CARRIER:** Heavy 18 gauge, brazed-on to frame, with mud-splash plate under basket. **HUBS:** Hercules Carrier, waterproof and oil-retaining, with chrome steel cones, $\frac{1}{4}$ " balls, $\frac{3}{8}$ " spindles. **FREEWHEEL:** Hercules Carrier. Two full rows steel balls. **RIMS:** Dunlop, heavy gauge, $26" \times 1\frac{1}{4}"$, enamelled. **TYRES:** Dunlop Clipper Carrier. **PEDALS:** Hercules Carrier. **CHAIN:** Best British heavy type roller, $\frac{1}{2}" \times \frac{3}{8}"$. **BRAKES:** Hercules, special carrier. Double roller lever. **SADDLE:** Lycetts leather L22/83 (girder pattern). **NAMEPLATE:** Four-clip fastening. **REFLECTOR:** Approved pattern. **FINISH:** Rustproofed by the latest Spra-Bonderizing process and finished with four coats best quality black enamel.

FITTED WITH COMPLETE SET OF ACCESSORIES, including Pump, Toolbag, Spanners, Oilcan, Polishing Cloth.

£ **6.3.3**
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CARRIER

Holdall "K"

Specification



FRAME: Size 22" only. Registered Design No. 724921. High-grade steel tubing, with cranked seat and chain stays, and specially strengthened joints. **CARRIER:** Tubular, brazed-on to frame, with mud-splasher under basket. Size: Width 23", depth at front 15", length 19". Fitted with specially improved double-sided swinging prop stand, quickly and easily placed into position. **FRONT FORK:** Specially reinforced to accommodate heavy loads. **HUBS:** Hercules Carrier, waterproof and oil-retaining, with chrome steel cones, $\frac{1}{4}$ " balls, $\frac{3}{8}$ " spindles. **FREEWHEEL:** Hercules Carrier, with two full rows of steel balls. **WHEELS:** Built with Dunlop rims, heavy gauge, 26" x $1\frac{1}{4}$ " rear; 20" x 2" front. **SPOKES:** Front: 13 gauge; Rear: 14 gauge. **TYRES:** Dunlop Carrier. **PEDALS:** Hercules Carrier. **CHAIN:** Best British heavy type roller, $\frac{1}{2}$ " x $\frac{11}{16}$ ". **BRAKES:** Hercules Special Carrier, double roller lever. **SADDLE:** Lycetts leather L22/83 (girder pattern). **NAMEPLATE:** Four-clip fastening. **REAR REFLECTOR:** Approved pattern. **FINISH:** Rust-proofed by the latest Spra-Bonderizing process and finished with four coats best quality black enamel.

FITTED WITH COMPLETE SET OF ACCESSORIES, including Pump, Toolbag, Spanners, Oilcan, Polishing Cloth and Basket.

£ **7.16.3**
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Hercules

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