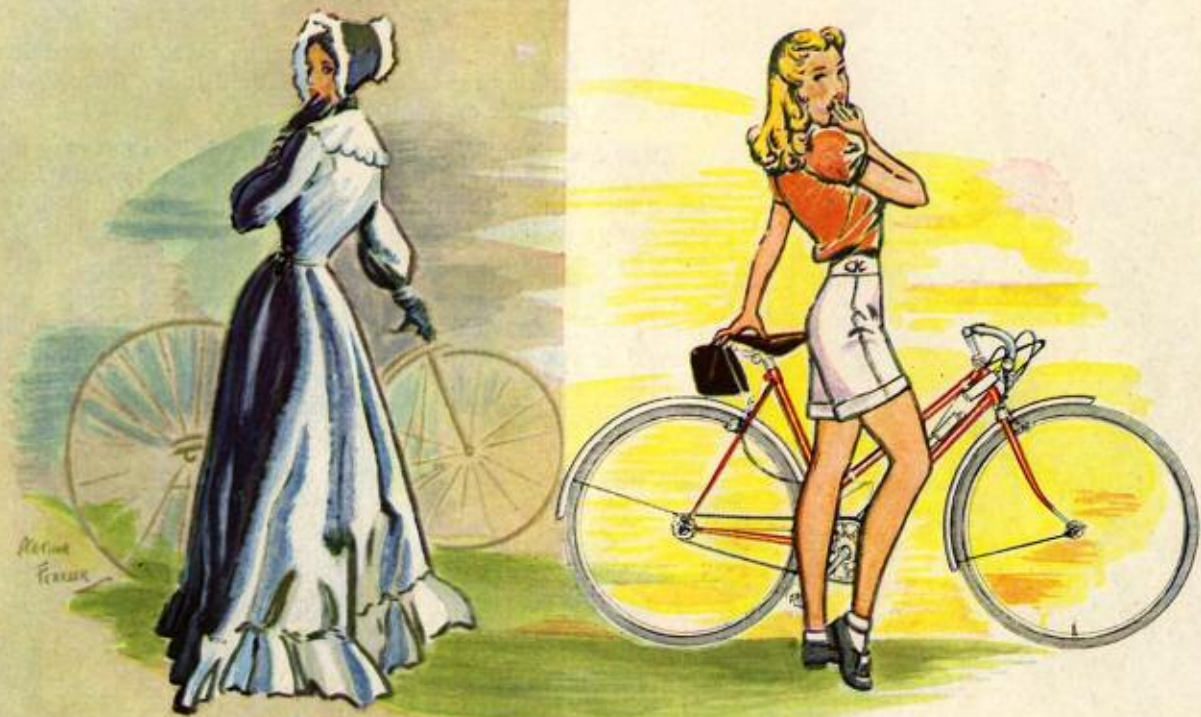




WONDER WHEELS

by
Hercules





Wonder Wheels

by **Hercules**

The History of the Bicycle

Modern cycles are indeed "Wonder Wheels," and it is fitting that in this catalogue featuring the finest bicycles built today, there should be acknowledgment to some who made cycling possible.

The question, "Who invented the bicycle?" is not easy to answer. Many clever brains contributed, and the names of James Starley and J. K. Starley of Coventry stand high among them; whilst to Kirkpatrick MacMillan, the Scottish blacksmith, the credit is widely given for having first designed—in 1839—a bicycle in the true sense of the word.

Cycling may have been known to the ancient Chinese and Egyptians, but there is no proof. Many chroniclers agree that the earliest known illustration of a bicycle-shaped vehicle is that represented on a stained-glass window (1642) in Stoke Poges Church, near Windsor. Again there is no proof that this was based on any machine existing at the time, and no authentic explanation of how the illustration was inspired.



ARTHUR
FERRIER

1860



1642 EARLIEST
ILLUSTRATION



1790
VÉLOCIFÈRE

The historic "landmark" dates quoted later, cover five phases:

- (a) The period up to 1839, when the rider propelled the vehicle by striking his feet on the ground like a runner.
- (b) Then, on MacMillan's machine, there was a lever-driven rear wheel, and pedals were fitted. A practical success in his own hands, his invention was not seriously developed.
- (c) After MacMillan, development halted and then strayed from his rear-wheel driving idea to such machines as the "Boneshaker" or "Penny-Farthing."
- (d) In 1885, came a return—in J. K. Starley's *Rover Safety*—to the rear-driven principle and the virtual foundation of the cycle industry.
- (e) The Dunlop invention of the pneumatic tyre in 1888 added greatly to the comfort of cycling, and gave impetus to the industry.



1818
HOBBY-HORSE



1880

The History of the Bicycle—continued

Here are historic dates:

- 1769 PHAETON.** In this year a phaeton was seen in Fleet Street, London, moved by the feet of its passengers—forerunner of cycling technique.
- 1790 VÉLOCIFÈRE** (or Célérifère). Originally made in Paris as a children's toy, later by De Sivrac as an adult machine, but with no means of steering. (From "Vélocifère" came the name "Velocipede" referred to later.)
- 1818 HOBBY HORSE** (or Draisienne). In this year, Baron Von Drais startled London by introducing a machine later known as the "Hobby-Horse", made from two wooden wheels, iron-tyred, with a wooden frame joining them and a seat for the rider, whose legs dangled on the ground. A kicking process achieved five to ten miles per hour, and the machine had an elementary form of steering.



1900

1869
VELOCIPEDE

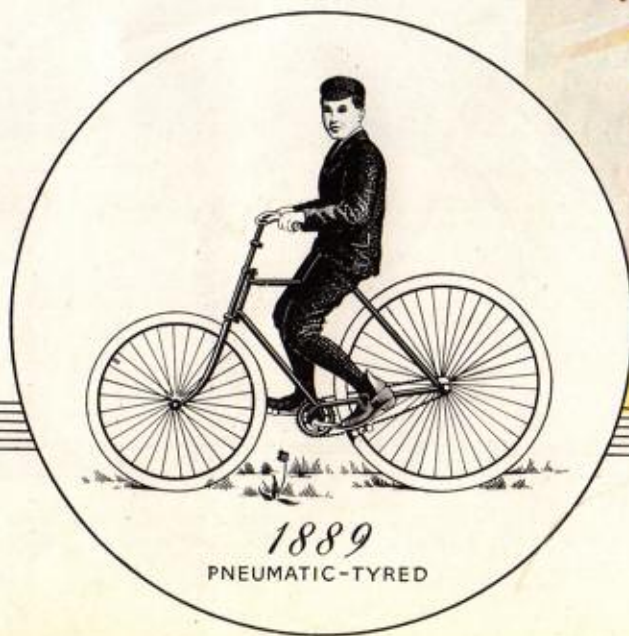


1874

HIGH
BICYCLE
(PENNY-FARTHING)



- 1839 **MACMILLAN.** Kirkpatrick MacMillan invented the first bicycle, propelled without the feet touching the ground.
- 1869 **VELOCIPEDE** (later known as **BONESHAKER**). With iron-tyred wooden wheels and the drive direct off the taller front wheel.
- 1874 **HIGH BICYCLE** (later known as **ORDINARY** or **PENNY-FARTHING**). Known as the Ordinary to distinguish it from the Safety, it was the adventurous young man's steed.
- 1885 **SAFETY.** J. K. Starley's *Rover* Safety was the first really successful commercial cycle.
- 1889 **PNEUMATIC - TYRED BICYCLE.** In this year, W. Edlin & Co. of Belfast made a pneumatic-tyred cycle.



1920

and To-day

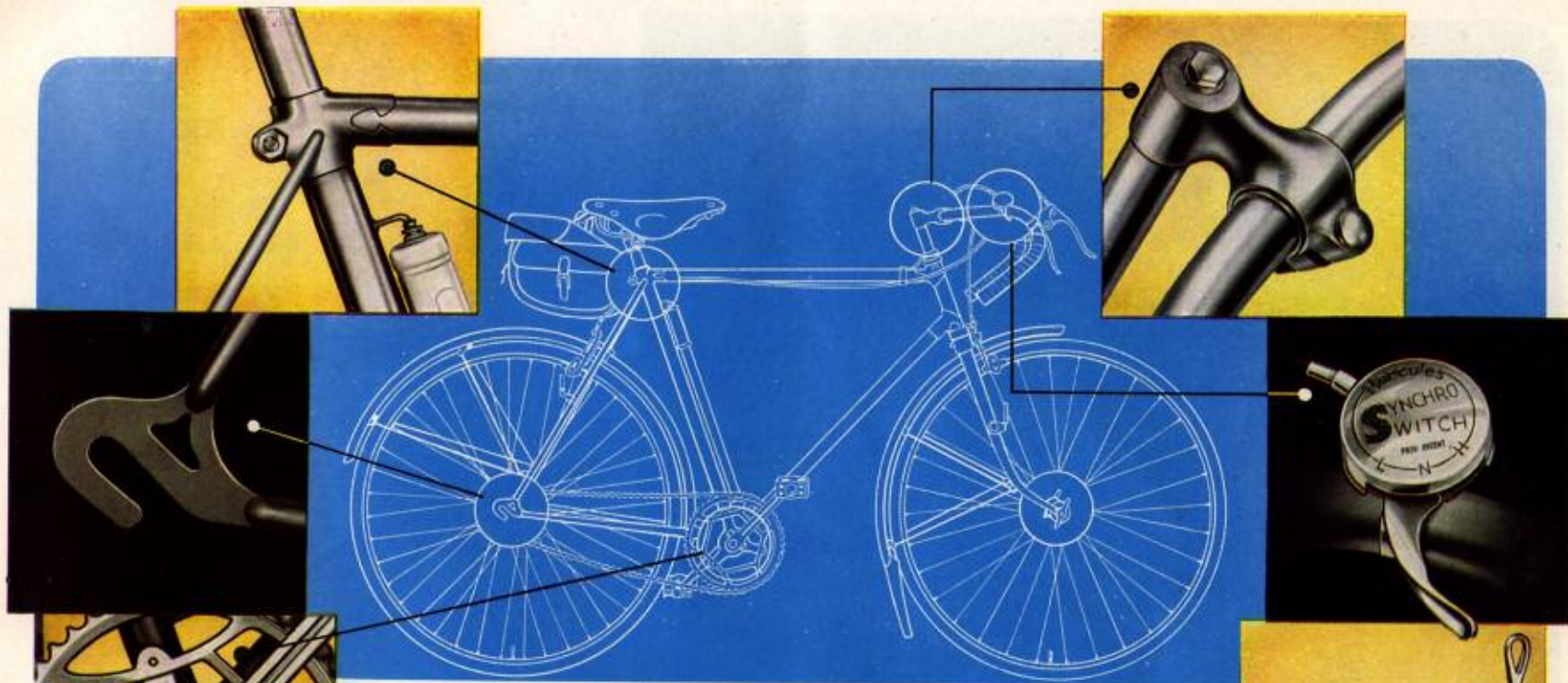
Cycling had entered on a new phase, and for years was a fashionable pastime. Cycles, however, were expensive; and it was not until the late 1920's that they were finally produced at a price within the reach of all. From then on, the cycle became not only the principal means of economical transport in this country and throughout the world, but also a major contributor to the growing "out-of-doors" and "keep fit" movements. In 1939, great stimulus was given to British cycling by the unprecedented feat of the Hercules road-record team in breaking, in five months, 20 official long-distance road records from 50 miles to 1,000 miles.

The war years necessitated a high standard of precision-engineering. With their traditional capacity for quality-controlled production, the Hercules factories—which today have the world's largest cycle output—produced during the war years 400 million high-precision aircraft and armament components. To the knowledge then gained, bicycles of today owe even easier-running qualities than ever before.

The NEW Hercules 1949 "Head Transfer" symbolizes the modern colourful spirit of cycling, and yet retains the dignity associated with the acknowledged leaders of an industry.

ARTHUR
FERRIER





The Finest Features are "In-Built" in
Hercules

In the Hercules Factories, individual attention is paid throughout production to each individual machine and component. All parts are designed and manufactured with the object of ensuring that your Hercules is the **easiest-running** machine it is possible to ride.

The Finest Bicycle Built To-day



The NEW KESTREL SUPER CLUB—531 Tubing

Frame: 22in. 73° head, 71° seat angles, 41in. wheelbase. "531" frame tubes and chainstays with chrome molybdenum seatstays. Brazed-on mudguard eyes. Special cut-away chamfered lugs. Seat- and chainstays pencil tapered with chromium-plated ends. **Forks:** Fully chromium-plated 531 fork blades tapered 'D' to round section, solid ends with narrow solid cut-away crown. Brazed-on lugs for detachable lamp bracket and mudguards. **Wheels:** Dunlop high-pressure steel rims 26in. x 1½in. Stainless steel double-buttet 15/17g spokes. Airlite hubs fitted with track nuts, freewheel and fixed sprocket, or option of Hercules 3-Speed Hub or Hercules Derailleur Gear with Synchro-Switch Handlebar Control. **Chainwheel and Cranks:** Hercules special flanged design 46T 3-pin with fluted cranks. **Pedals:** Ultra-lightweight "Philite" racing pattern. **Handlebar Bend:** Reynold Hiduminium Bailey pattern with Shockstop grips No. 57. **Handlebar Stem:** Special design "all-in-one" 2½in. extension, Reynold light alloy forging, aircraft specification. Expander type. **Brakes:** G.B. Alloy with hooded levers. **Mudguards:** White celluloid with detachable fitments, mudflap. **Saddle:** Brooks B17.N. **Seat-pillar:** Reynolds hiduminium straight, dome type. **Fitments:** White celluloid pump. **Finish:** Frame in the most attractive "Flamboyant Ruby," with Hercules "club finish" fully-chromed front fork with seat- and chainstay chromium-plated ends. All usual fittings chromium plated or polished alloy. **Weight:** 23½ lb.

PRICE (Including Purchase Tax) Single Speed . £25.5.0

Usual Extra for Hercules 3-speed Hub with Synchro-Switch Control (as illustrated), or Hercules Derailleur Gear with Synchro-Switch Control.

★ 531 Manganese Molybdenum Tubing, of which the Hercules Kestrel is built, combines exceptional lightness with great strength and is therefore ideal for a Club Cycle. Proof of its amazing strength is its use in aircraft construction.



Kestrel Club Model
531 Tubing

Frame: 21in. and 23in. 70½° head, 70½° seat angles, with "531" frame tubes, fully brazed-up. Double-tapered seatstays. Brazed-on pump pegs and special cut-away lugs. **Fork:** "D" to round section with solid ends, chromium-plated crown. **Wheels:** 26in. x 1¼in. Endrick rims with wing nuts. Narrow barrel racing hubs. **Tyres:** Dunlop Sprite. **Gear:** Freewheel and fixed cog or Hercules 3-Speed Hub, or Hercules Derailleur gear. **Chainwheel and Cranks:** Special lightweight design, 3-arm, detachable, with fluted cranks. **Pedals:** Racing rat-trap. **Handlebar Bend:** Bailey with Shockstop grips fitted on extended reversible lug. **Brakes:** Hercules caliper with silvered

cables. **Mudguards:** White celluloid with 2-leg single-stay. **Saddle:** "Kestrel" racing. Finest quality leather. **Fittings:** "Kestrel" hold-all, white celluloid pump. **Finish:** Frame and forks enamelled Polychromatic Gold, with decorative head and peaks, gold finish edged silver, all usual bright parts Chromium Plated. **Weight:** 28 lb. (single speed). **£14.5.0**
As illustrated

With Hercules 3-Speed Hub **£16.4.2**
With Hercules Derailleur Gear Usual extra to single-speed price.

All prices include purchase tax.



Gent's Racer "O/B"

(See also page 14.)

Frame: 19in., 21in. and 23in., double-tapered seatstays. Entirely brazed-up. Cut-away lugs. Tapered "D" to round front forks, solid ends. Brazed-on pump pegs. Short wheelbase. **Wheels:** 26in. x 1½in. Endrick steel. **Tyres:** Dunlop Sports. **Handlebar:** Racing pattern on adjustable extended stem, chromium plated. **Brakes:** Hercules front and rear caliper. **Mudguards:** Hercules new pattern steel, white enamelled. **Saddle:** Racing pattern.

Pedals: Racing rat-trap. **Fittings:** Inflator, hold-all bag and spanner. **Finish:** All usual bright parts Chromium Plated. **Price:** Finished Standard Black enamel **£11.9.4**
 Finished Maroon, Royal Blue or Princess Blue, double panel lining, silvered cables £11.19.5
 Finished Pearl Green or Pearl Blue £12.4.5
 Hercules 3-Speed Hub extra, £1.19.2
 Hercules Derailleur Gear Usual extra
 As illustrated, with 3-Speed Hub and finished Maroon £13.18.7

All prices include purchase tax.



Ladies' Racer "OB/A"

(See also page 15.)

Frame: 19 in., 21 in. and 23 in., double-tapered seatstays. Entirely brazed-up. Specially cut-away lugs. Low bracket. Short wheel-base. Brazed-on pump pegs. **Wheels:** 26 in. x 1½ in. Endrick steel. **Tyres:** Dunlop Sports. **Handlebar:** Racing pattern, chromium plated, on adjustable stem. Rubber grips. **Brakes:** Hercules front and rear caliper. **Mudguards:** Hercules new pattern steel, white enamelled. **Saddle:** Racing pattern. **Pedals:**

Rubber. **Fittings:** Inflator, hold-all bag and spanner. **Finish:** All usual bright parts Chromium Plated. **Price:**
 Finished Standard Black enamel **£11.9.4**
 Finished Princess Blue, Maroon or Royal Blue, double panel lining, silvered cables **£11.19.5**
 Hercules 3-Speed Hub extra, **£1.19.2**
 Hercules Derailleur Gear Usual extra
 As illustrated, finished Pearl Green **£12.4.5**

All prices include purchase tax.



Sports Tourist "F"

Frame: 19in., 21in. and 23in., double-tapered seatstays. Entirely brazed-up. Cut-away lugs. Low built. Short wheelbase. Brazed-on pump pegs. **Wheels:** 26in. x 1³/₈in. Endrick steel. **Tyres:** Dunlop Sports. **Handlebar:** 18in. "Comfort Pattern" raised. **Brakes:** Hercules front and rear caliper. **Mudguards:** Hercules new pattern steel. **Saddle:** Spring seat. **Pedals:** 4in. rubber. **Fittings:** Inflator, hold-all bag and spanner. **Finish:**

All usual bright parts Chromium Plated. **Price:**
 Finished Standard Black enamel, double panel lining **£11.0.6**

Finished Royal Blue, Maroon or Olive Green, double panel lining, silvered cables **£11.10.7**
 Finished Pearl Green **£11.15.7**
 Hercules 3-Speed Hub extra, **£1.19.2**
 As illustrated, with Hercules 3-Speed Hub, finished Royal Blue **£13.9.9**

All prices include purchase tax.



Sports Tourist "FA"

Frame: 19in., 21in. and 23in., double-tapered seatstays. Entirely brazed-up. Low built. Short wheelbase. Brazed-on pump pegs.
Wheels: 26in. x 1 $\frac{3}{8}$ in. Endrick steel. **Tyres:** Dunlop Sports.
Handlebar: 18in. "Comfort Pattern" raised. **Brakes:** Hercules front and rear caliper. **Chainguard:** Metal. **Mudguards:** Hercules new pattern steel. **Saddle:** Spring seat. **Pedals:** Rubber.
Fittings: Inflator, hold-all bag and spanner. **Finish:** All usual

bright parts Chromium Plated. **Price:** Finished Standard Black enamel, double panel lining **£11.3.8**

Finished Maroon or Olive Green, double panel lining, silvered cables	£11.13.9
Finished Pearl Green or Pearl Blue	£11.18.9
Hercules 3-Speed Hub	extra, £1.19.2
<i>As illustrated</i> , finished Pearl Blue	£11.18.9

All prices include purchase tax.



Gent's Racer "O/B"

(See also page 10.)

Frame: 19in., 21in. and 23in., double-tapered seatstays. Entirely brazed-up. Cut-away lugs. Tapered "D" to round front forks, solid ends. Brazed-on pump pegs. Short wheelbase. **Wheels:** 26in. x 1½in. Endrick steel. **Tyres:** Dunlop Sports. **Handlebar:** Racing pattern on adjustable extended stem. Chromium plated. **Brakes:** Hercules front and rear caliper. **Mudguards:** Hercules new pattern steel, white enamelled. **Saddle:** Racing pattern.

Pedals: Racing rat-trap. **Fittings:** Inflator, hold-all bag and spanner. **Finish:** All usual bright parts Chromium Plated. **Price:** Finished Standard Black enamel **£11.9.4**

(For Colour Finishes, see page 10.)

Hercules 3-Speed Hub	extra, £1.19.2
Hercules Derailleur Gear	Usual extra
As illustrated, with Hercules 3-Speed Hub	£13.8.6

All prices include purchase tax.



Ladies' Racer "OB/A"

(See also page 11.)

Frame: 19in., 21in. and 23in., double-tapered seatstays. Entirely brazed-up. Specially cut-away lugs. Low bracket. Short wheelbase. Brazed-on pump pegs. **Wheels:** 26in. x 1½in. Endrick steel. **Tyres:** Dunlop Sports. **Handlebar:** Racing pattern, chromium plated, on adjustable stem. Rubber grips. **Brakes:** Hercules front and rear caliper. **Mudguards:** Hercules new pattern steel, white enamelled. **Saddle:** Racing pattern. **Pedals:** Rubber.

Fittings: Inflator, hold-all bag and spanner. **Finish:** All usual bright parts Chromium Plated. **Price:** Finished Standard Black enamel **£11.9.4**

(For Colour Finishes, see page 11.)

Hercules 3-Speed Hub extra, **£1.19.2**

Hercules Derailleur Gear Usual extra

As illustrated, with Hercules 3-Speed Hub **£13.8.6**

All prices include purchase tax.



Safety De Luxe "U"

Frame: 19in., 21in. and 23in., double-tapered seatstays. Low built, with short wheelbase. Entirely brazed-up. Cut-away lugs. Brazed-on pump pegs. **Wheels:** 26in. x 1 $\frac{3}{4}$ in. **Tyres:** Dunlop Roadster. **Gear:** Hercules 3-Speed, Synchro-Switch Control. **Cranks:** 6 $\frac{1}{2}$ in. **Gearcase:** Hercules detachable oilbath. **Handlebar:** "North Road" high raised. Rubber grips. **Brakes:** Front and rear roller-lever. **Saddle:** Spring seat. **Pedals:** Rubber.

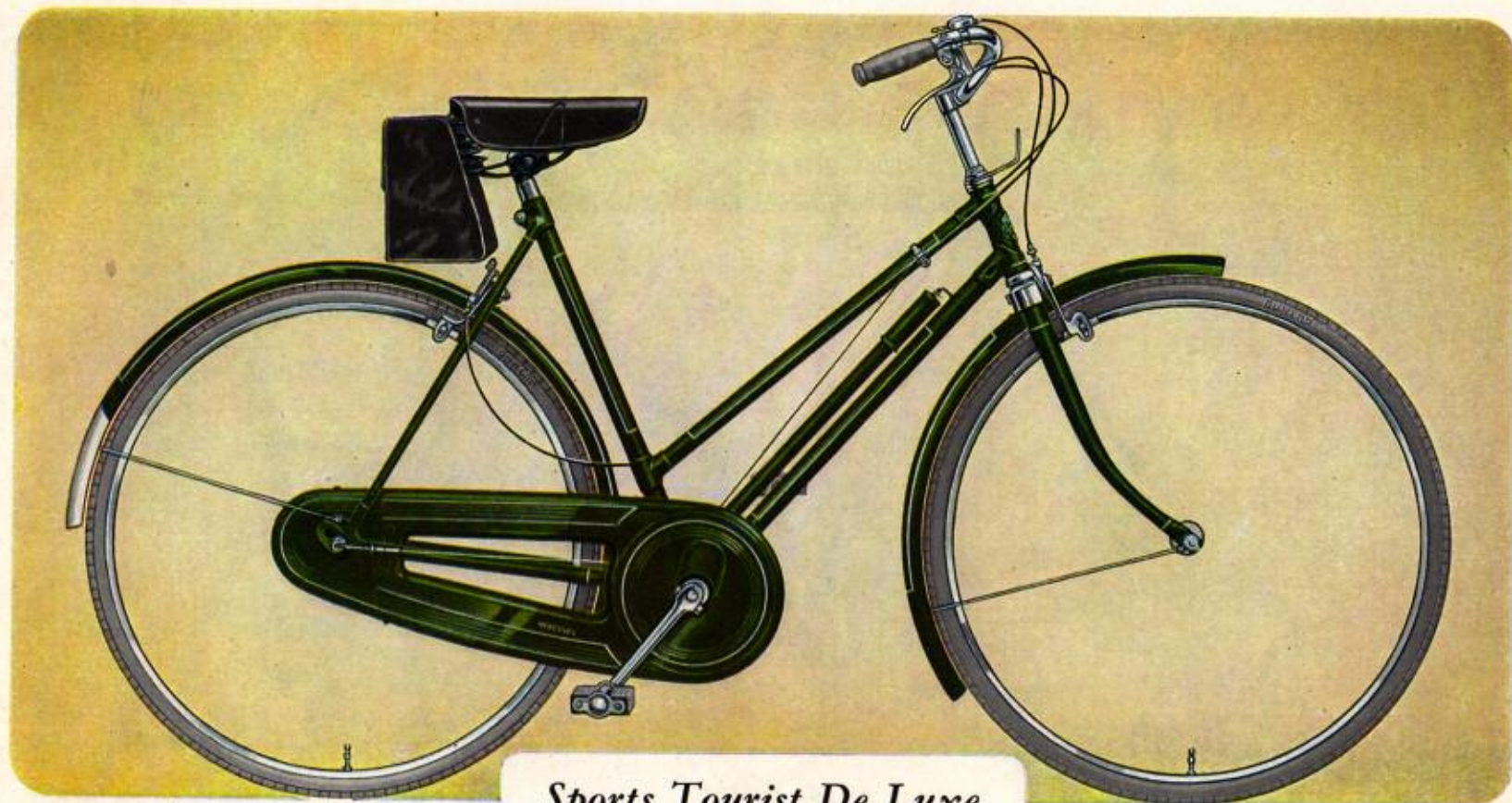
Fittings: Inflator, toolbag and spanner. **Finish:** All usual bright parts Chromium Plated. **Price:** Finished Standard Black enamel **£13 . 11 . 5**

As illustrated, finished Olive Green, gold lined **£14 . 3 . 4**

Ladies' "UA" Standard Black enamel **£13 . 11 . 5**

Ladies' "UA" Safety De Luxe finished Olive Green **£14 . 3 . 4**

All prices include purchase tax.



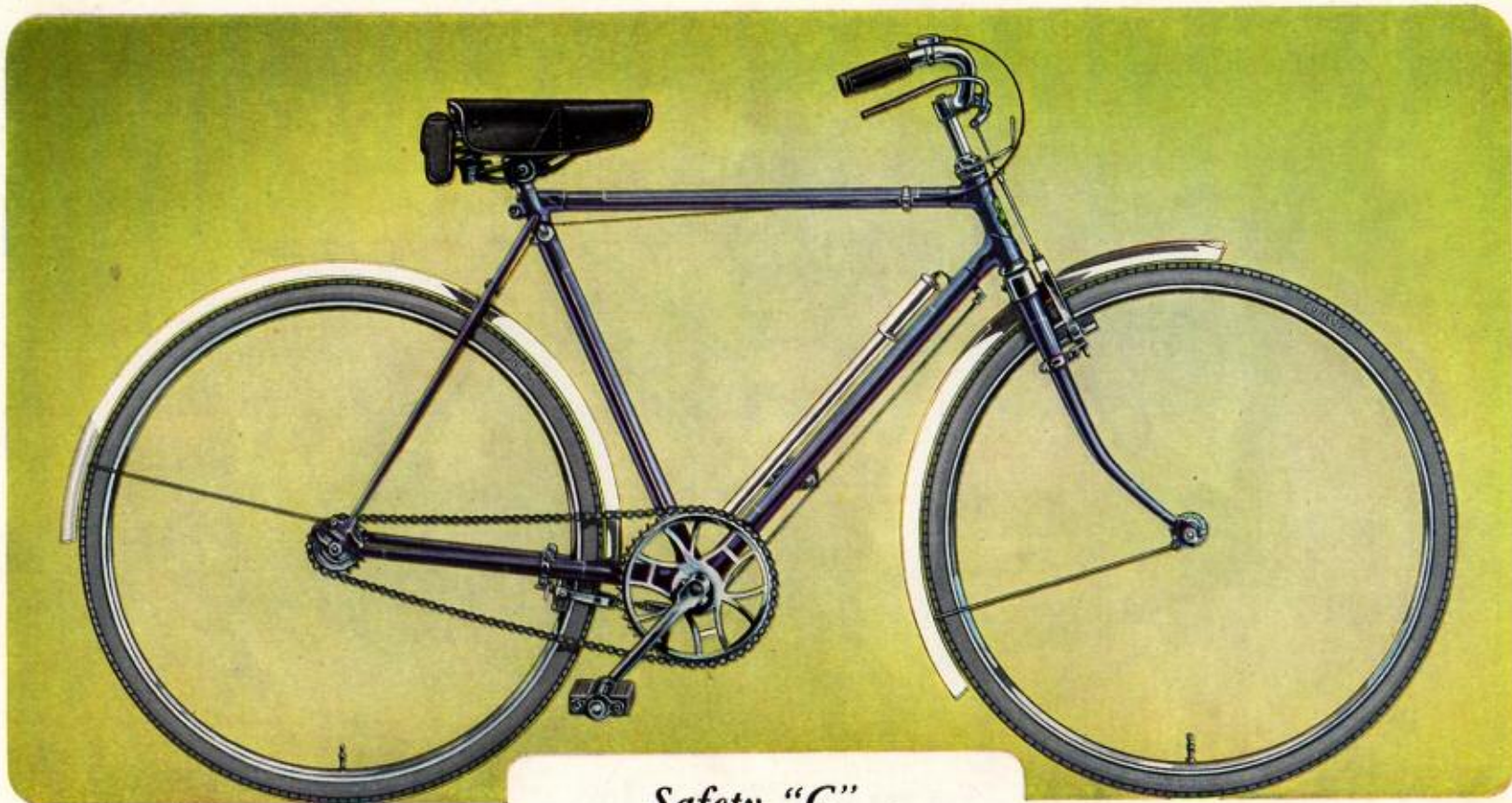
Sports Tourist De Luxe
"PA"

Frame: 19in., 21in. and 23in., double-tapered seatstays. Entirely brazed-up. Low built. Brazed-on pump pegs. Short wheelbase.
Wheels: 26in. x 1 $\frac{3}{8}$ in. Endrick steel. **Tyres:** Dunlop Roadster.
Gear: Hercules 3-Speed, Synchro-Switch Control. 44T chain-wheel, 6 $\frac{1}{2}$ in. cranks, 18T sprocket. **Gearcase:** Hercules detachable oilbath. **Handlebar:** 18in. "Comfort Pattern" raised.
Brakes: Hercules front and rear caliper. **Saddle:** Spring seat.

Pedals: Rubber. **Fittings:** Inflator, hold-all bag and spanner.
Finish: All usual bright parts Chromium Plated.
Price: Finished Standard Black enamel . . . £13.17.1

As illustrated, finished Olive Green, gold lined . . . £14.9.0
Gent's Sports Tourist De Luxe P, finished Olive Green, gold lined . . . £14.9.0

All prices include purchase tax.



Safety "C"

Frame: 19in., 21in. and 23in., double-tapered seatstays. Specially low built. Short wheelbase. Entirely brazed-up. Cut-away lugs. Brazed-on pump pegs. **Wheels:** 26in. x 1 $\frac{1}{4}$ in. narrow section Westwood. **Tyres:** Dunlop Sports. **Handlebar:** "North Road" high raised. Rubber grips. **Brakes:** Front and rear roller-lever. **Saddle:** Double texture spring seat. **Pedals:** Rubber. **Fittings:**

Inflator, toolbag and spanner. **Finish:** All usual bright parts Chromium Plated. **Price:** Finished Standard Black enamel, double panel lining **£10.15.0**

Finished Princess Blue, Olive Green or Maroon, double panel lining, silvered cables **£11.5.1**
 Hercules 3-Speed Hub extra, **£1.19.2**
 As illustrated, with 3-Speed Hub and finished Princess Blue . . **£13.4.3**

All prices include purchase tax.



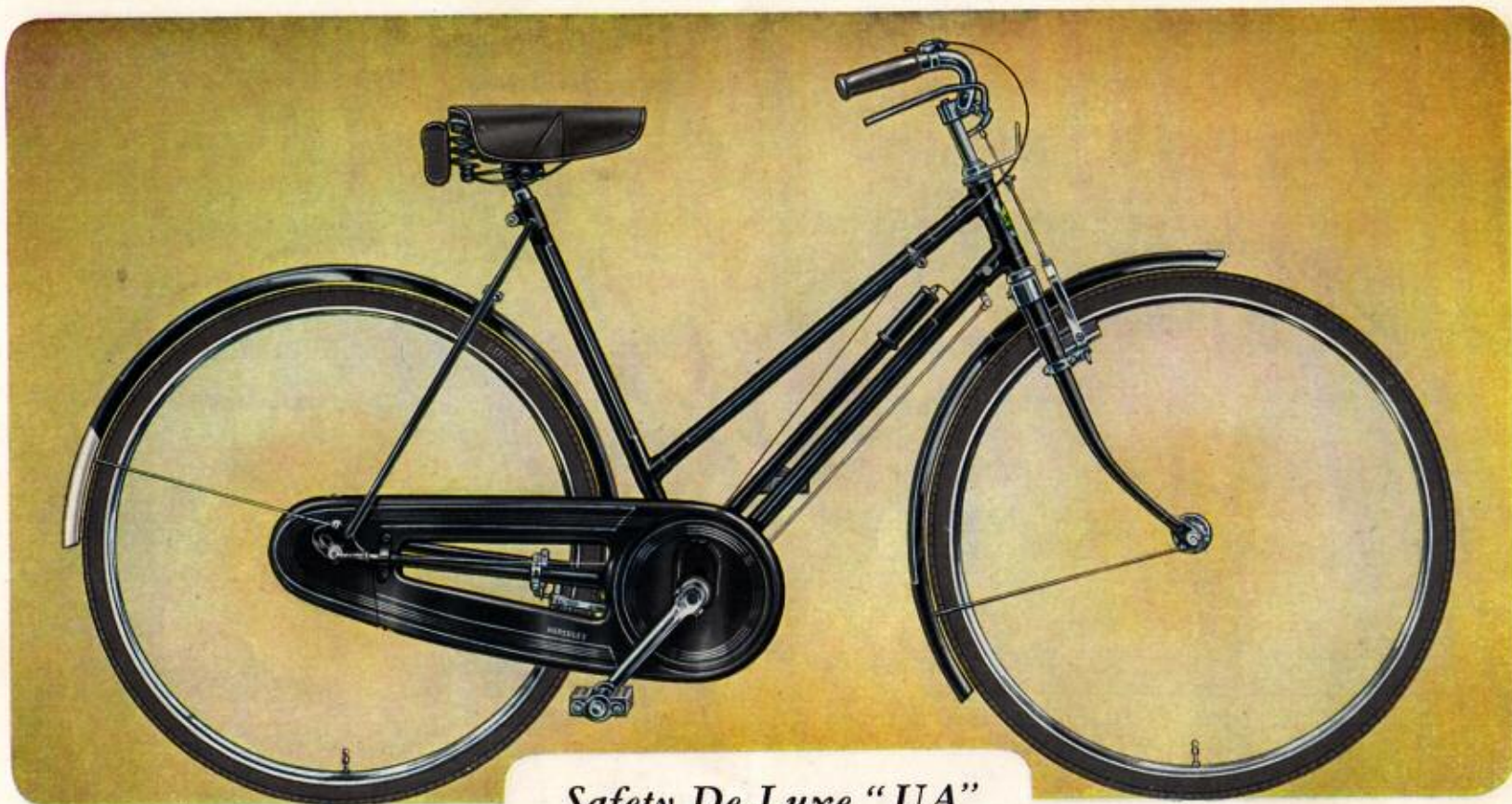
Safety "CA"

Frame: 19in., 21in. and 23in., double-tapered seatstays. Low built bracket. Brazed-up seat- and chainstays. Cut-away lugs. Brazed-on pump pegs. Short wheelbase. **Wheels:** 26in. x 1 $\frac{1}{2}$ in. narrow section Westwood. **Tyres:** Dunlop Sports. **Chainguard:** Metal. **Handlebar:** "North Road" high raised. Rubber grips. **Brakes:** Front and rear roller-lever. **Saddle:** Spring seat. **Pedals:**

Rubber. **Fittings:** Inflator, toolbag and spanner. **Finish:** All usual bright parts Chromium Plated. **Price:** Finished Standard Black enamel, double panel lining . . . **£10.18.2**

Finished Maroon, or Olive Green, double panel lining, silvered cables . . . **£11 . 8 . 3**
As illustrated, finished Pearl Green . . . **£11 . 13 . 3**
 Hercules 3-Speed Hub . . . extra, **£1 . 19 . 2**

All prices include purchase tax.



Safety De Luxe "UA"

Frame: 19in., 21in. and 23in., double-tapered seatstays. Low built bracket. Brazed-up seat- and chainstays. Cut-away lugs. Brazed-on pump pegs. Short wheelbase. **Wheels:** 26in. x 1 $\frac{3}{8}$ in. narrow section Westwood. **Tyres:** Dunlop Roadster. **Gear:** Hercules 3-Speed, Synchro-Switch Control. **Cranks:** 6 $\frac{1}{2}$ in. **Gearcase:** Hercules detachable oilbath. **Handlebar:** "North

Road" high raised. Rubber grips. **Brakes:** Front and rear roller-lever. **Saddle:** Spring seat. **Pedals:** Rubber. **Fittings:** Inflator, toolbag and spanner. **Finish:** All usual bright parts Chromium Plated. **Price:** *As illustrated*, finished Standard Black enamel, double panel lining . . . **£13.11.5**

Gent's Safety De Luxe "U" **£13.11.5**

All prices include purchase tax.

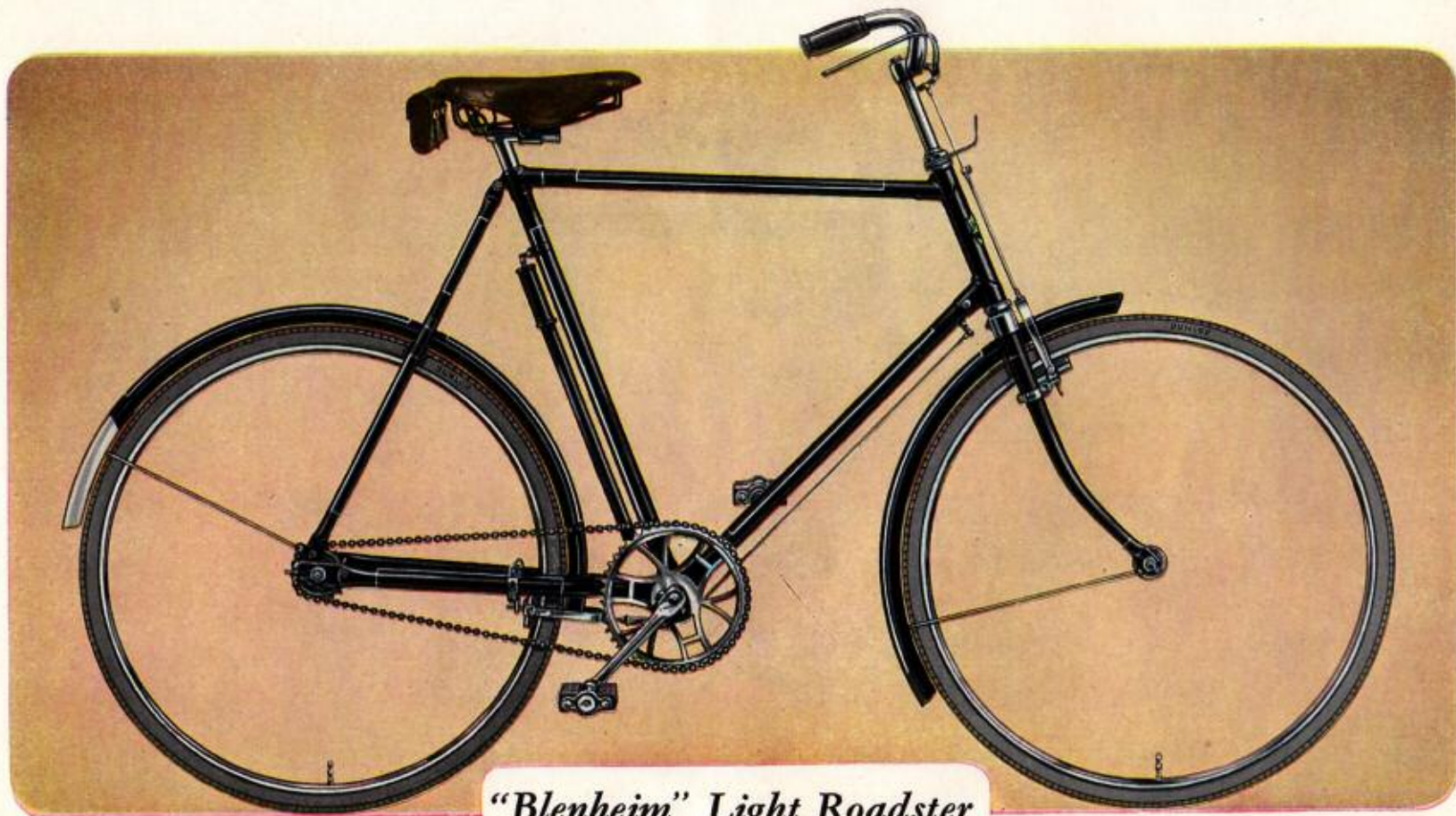


Sports Tourist De Luxe "P"

Frame: 19in., 21in. and 23in., double-tapered seatstays. Entirely brazed-up. Cut-away lugs. Low built frame with short wheelbase. **Wheels:** 26in. x 1 $\frac{3}{8}$ in. Endrick steel. **Tyres:** Dunlop Roadster. **Gear:** Hercules 3-Speed Synchro-Switch Control, 48T chainwheel, 18T sprocket. **Gearcase:** Hercules detachable oilbath. **Handlebar:** 18 in. "Comfort Pattern" raised. **Brakes:**

Hercules front and rear caliper. **Saddle:** Spring seat. **Pedals:** 4in. rubber. **Fittings:** Inflator, hold-all bag and spanner. **Mudguards:** Hercules narrow steel. **Finish:** All usual bright parts Chromium Plated. **Price:** *As illustrated*, finished
 Standard Black enamel, double panel lining **£13.17.1**
 Ladies' Sports Tourist De Luxe "PA" **£13.17.1**

All prices include purchase tax.

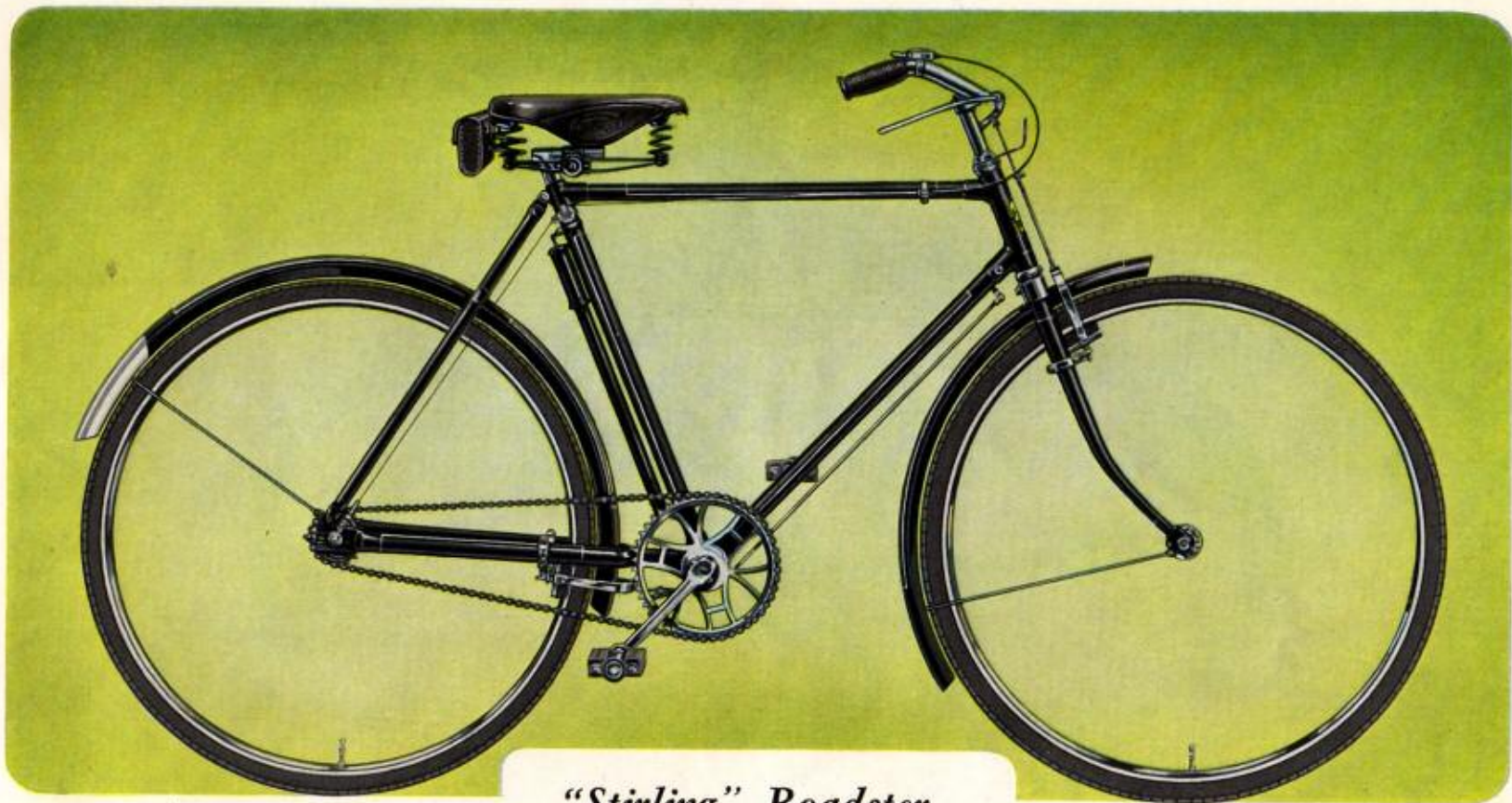


"Blenheim" Light Roadster

Frame: 22in., 24in. sloping top tube. **Wheels:** 26in. x 1 $\frac{3}{8}$ in.
Tyres: Dunlop Roadster. **Handlebar:** "North Road" high raised.
Brakes: Front and rear roller-lever. **Saddle:** Hercules 4-wire. **Pedals:** Rubber. **Fittings:** Toolbag, spanner

and inflator. **Finish:** All usual bright parts Chromium Plated.
Price: *As illustrated*, finished Standard Black enamel, gold and red lining **£10 . 14 . 5**
 Hercules 3-Speed Hub extra, **£1 . 19 . 2**

All prices include purchase tax.



"Stirling" Roadster

Frame: 22in., 24in. and 26in., with 28in. wheels. **Tyres:** Dunlop Roadster. **Brakes:** Front and rear roller-lever. **Saddle:** Hercules 3-coil. **Pedals:** Rubber. **Fittings:** Toolbag, spanner and inflator. **Finish:** All usual bright parts Chromium Plated. **Price:** Finished

Standard Black enamel, gold and red lining **£10 . 14 . 5**

Hercules 3-Speed Hub extra, **£1 . 19 . 2**

As illustrated, with 3-Speed Hub **£12 . 13 . 7**

All prices include purchase tax.



Boy's 18 in. "Jeep"

Frame: 18in. double-tapered seatstays. Brazed-up seat- and chainstays. Cut-away lugs. Brazed-on pump pegs. **Wheels:** 24in. x 1 $\frac{3}{8}$ in. **Tyres:** Dunlop Juvenile. **Handlebar:** "North Road" high raised. Rubber grips. **Mudguards:** Racing pattern. **Brakes.** Front and rear, roller-lever. **Saddle:** 3-coil. **Pedals:**

Rubber. **Fittings:** Inflator and spanner. **Finish:** Standard Black enamel, all usual bright parts Chromium Plated. **Price:** *As illustrated* (without toolbag). **£10.14.2**

In producing this Boy's Bicycle, suitable for Boys 7-9 years of age (according to the boy's height), Hercules engineers have specially studied safety and strength so that the rider can have the full benefit of the healthy recreation of cycling.

All prices include purchase tax.



Girl's 18 in. "Jeep"

Frame: 18in. double-tapered seatstays. Brazed-up seat- and chainstays. Cut-away lugs. Brazed-on pump pegs. **Wheels:** 24in. x 1 $\frac{3}{8}$ in. **Tyres:** Dunlop Juvenile. **Chainguard:** Metal. **Handlebar:** "North Road" high raised. Rubber grips. **Mudguards:** Racing pattern. **Brakes:** Front and rear, roller-lever. **Saddle:** 3-coil. **Pedals:** Rubber. **Fittings:** Inflator and spanner.

Finish: Standard Black enamel, all usual bright parts Chromium Plated. **Price:** *As illustrated*
(without toolbag) **£10 . 17 . 5**

This Girl's Cycle suitable for Girls 7-9 years of age (according to the girl's height) is of exceptionally neat and attractive appearance—safe and easy to ride. Note the extended "Hockey Stick" Chainguard, giving added protection.

All prices include purchase tax.



"Ranger" Models

Boy's 16 in. "Ranger"

Frame: 16in. built with adult-size tubing and brackets. **Wheels:** 20in. x 1 $\frac{1}{2}$ in. Junior. **Tyres:** Dunlop Junior. **Chainguard:** Metal, half-pattern. **Handlebar:** Juvenile upturned. **Brakes:** Front and rear roller-lever. **Saddle:** Leather, single spring. **Pedals:** 3 $\frac{1}{2}$ in. Rubber. **Fittings:** Toolbag, spanner, white celluloid pump. **Finish:** Olive Green, Maroon or Royal Blue, all usual bright parts Chromium Plated. **Price:** As **£10.2.1** illustrated

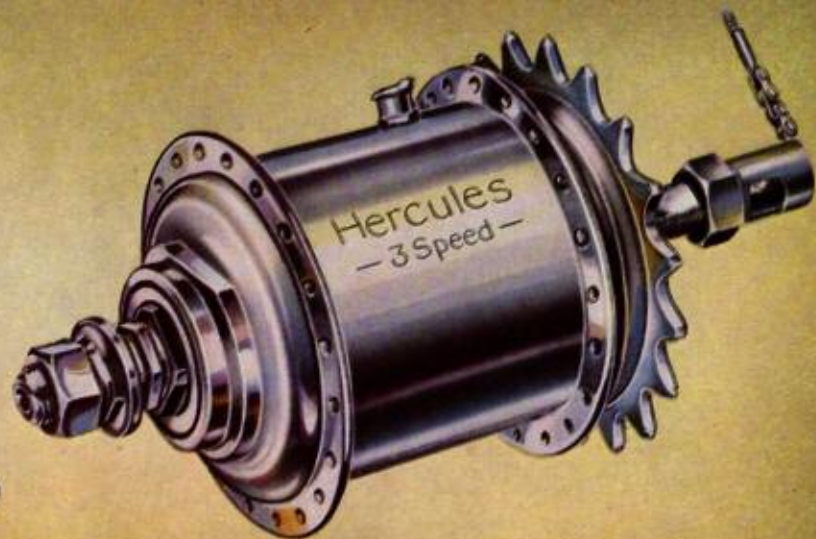
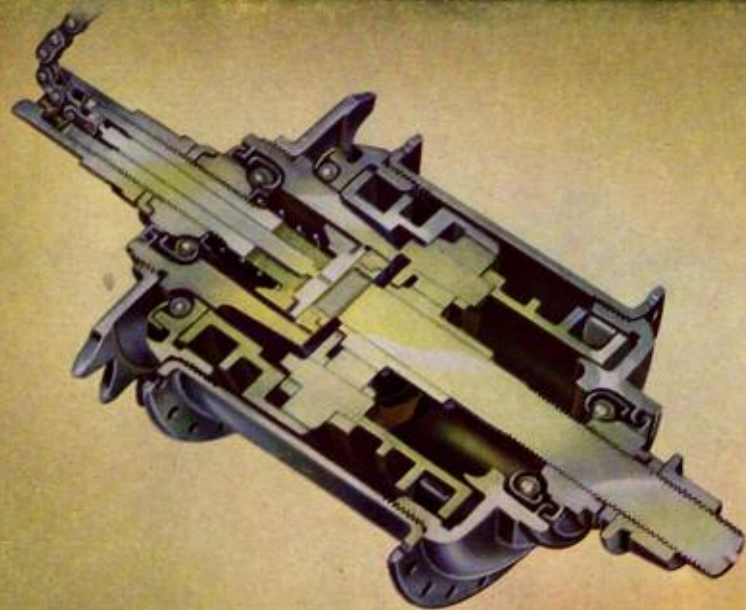
Suitable for Boys 5-8 years of age (according to the boy's height—see also Boy's 18in. "Jeep," page 24). The very attractive "Ranger" Pictorial Transfer on the bottom tube of this model is a thrill in itself for any boy.

Girl's 16 in. "Ranger"

Frame: 16in. built with adult-size tubing and brackets. **Wheels:** 20in. x 1 $\frac{1}{2}$ in. Junior. **Tyres:** Dunlop Junior. **Chainguard:** Metal, half-pattern. **Handlebar:** Juvenile upturned. **Brakes:** Front and rear roller-lever. **Saddle:** Leather, single spring. **Pedals:** 3 $\frac{1}{2}$ in. Rubber. **Fittings:** Toolbag, spanner, white celluloid pump. **Finish:** Maroon, Royal Blue or Orange, all usual bright parts Chromium Plated. **Price:** As **£10.4.10** illustrated

Suitable for Girls 5-8 years of age (according to the girl's height—see also Girl's 18in. "Jeep," page 25). The very attractive "Ranger" Pictorial Transfer on the bottom tube of this model is a thrill in itself for any girl.

All prices include purchase tax.



Hercules 3-Speed Hub

(Shown in half-section and complete.)

This enclosed epicyclic hub is a high-precision engineering product, manufactured throughout by Hercules. Ratios: high gear $33\frac{1}{2}$ per cent above normal, low gear 25 per cent below normal.



Hercules Synchro-Switch Handlebar Gear Control

An exceptionally neat Control. Clicks easily into each position, and can be secured to handlebar in any position to suit rider. Fits any variable 3-speed gear.



*"Standard" Carrier
Model "D"*

Frame: 22in. Registered Design No. 724921. High-grade steel tubing, with cranked seat- and chainstays, and specially strengthened joints. **Carrier:** Heavy 18 gauge, brazed on to frame, with mud-splash plate under basket-carrier. **Hubs:** Hercules Carrier, waterproof and oil-retaining, with chrome steel cones, $\frac{1}{4}$ in. balls, $\frac{1}{2}$ in. spindles. **Freewheel:** Hercules Carrier. Two full rows steel balls. **Rims:** Dunlop, heavy gauge, 26in. x $1\frac{1}{2}$ in., enamelled. **Tyres:** Dunlop Carrier. **Pedals:** Hercules Carrier. **Chain:** Best British

heavy-type roller, $\frac{1}{2}$ in. x $\frac{3}{8}$ in. **Brakes:** Hercules, special carrier; double roller-lever. **Saddle:** Leather 65/2. **Nameplate:** Five-clip fastening. **Finish:** Rustproofed by the latest process and finished with four coats best quality Black enamel. Fitted with Complete Set of Accessories, including Pump, Toolbag and Spanner. **Price:** As illustrated . . . (Basket, £1.3.8 extra.) **£11.0.4**

(No Purchase Tax Payable.)

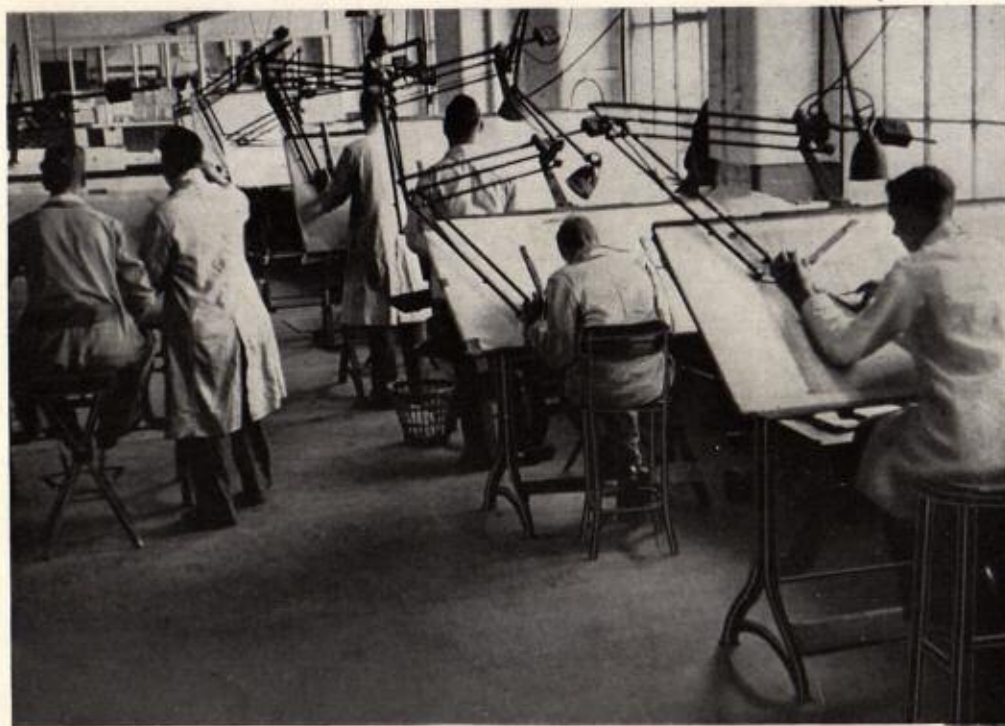


“Hold-All” Carrier
Model “K” (Small Front Wheel and Basket)

Frame: Size 22in. only. Registered Design No. 724921. High-grade steel tubing, with cranked seat- and chainstays, and specially strengthened joints.
Carrier: Tubular, brazed on to frame, with mud-splasher under basket.
Size: Width 23in., depth at front 12in., length 19in. 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, $\frac{1}{2}$ in. balls, $\frac{3}{8}$ in. spindles.
Freewheel: Hercules Carrier, with two full rows of steel balls.
Wheels: Built with Dunlop rims, heavy gauge, 26in.

x $1\frac{1}{2}$ in. rear; 20in. x 2in. front. **Spokes:** Front: 13 gauge; Rear: 14 gauge.
Tyres: Dunlop Carrier. **Pedals:** Hercules Carrier. **Chain:** Best British heavy-type roller, $\frac{1}{2}$ in. x $\frac{3}{16}$ in. **Brakes:** Hercules Special Carrier, double roller-lever. **Saddle:** Leather 65/2. **Nameplate:** Five-clip fastening.
Finish: Rustproofed by the latest Bonderizing process and finished with four coats best quality Black enamel. Fitted with Complete Set of Accessories, including Pump, Toolbag, Spanner and Basket. **Price:** As illustrated, including Basket . . . **£13.10.1**

(No Purchase Tax Payable.)



Metallurgic Tests

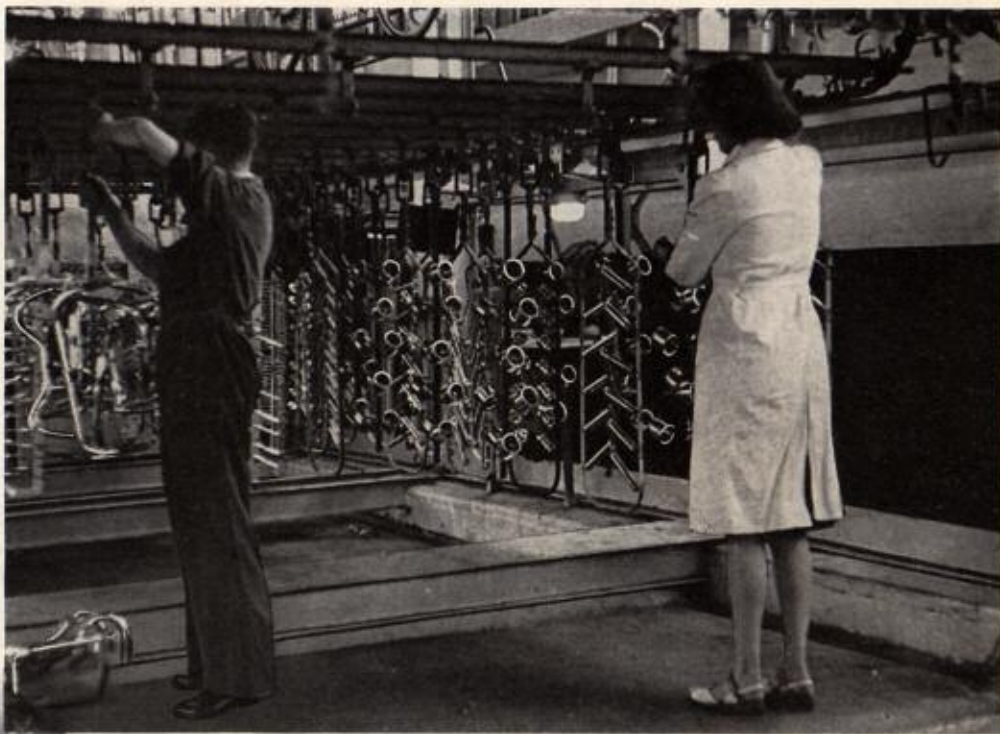
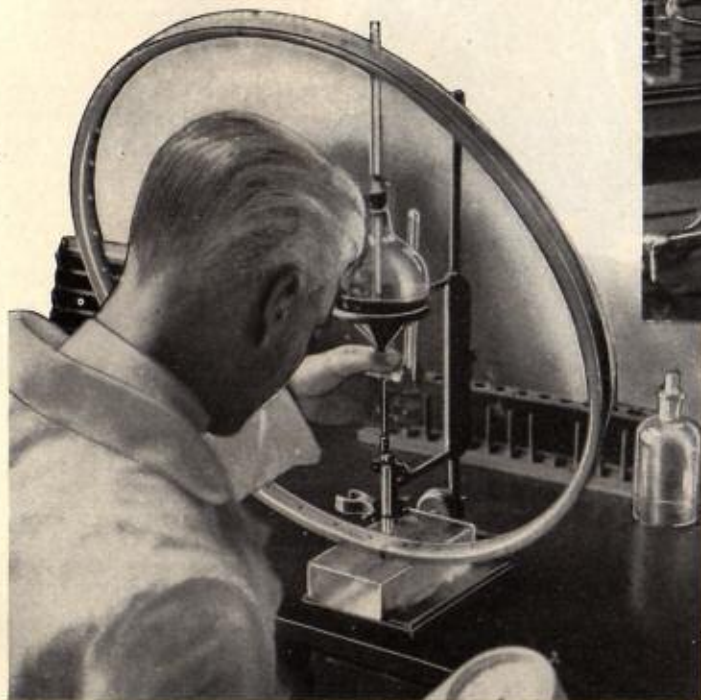
The most up-to-date metallurgic tests are scientifically applied to every batch of steel and metal used by Hercules.

HERCULES Development Departments keep constantly abreast of the latest in cycle design. Their "planning" is carried into practice by craftsmen and operatives skilled in **precision-engineering** who have the benefit of expensive technical equipment unique in the industry.



Controlled by Chemists

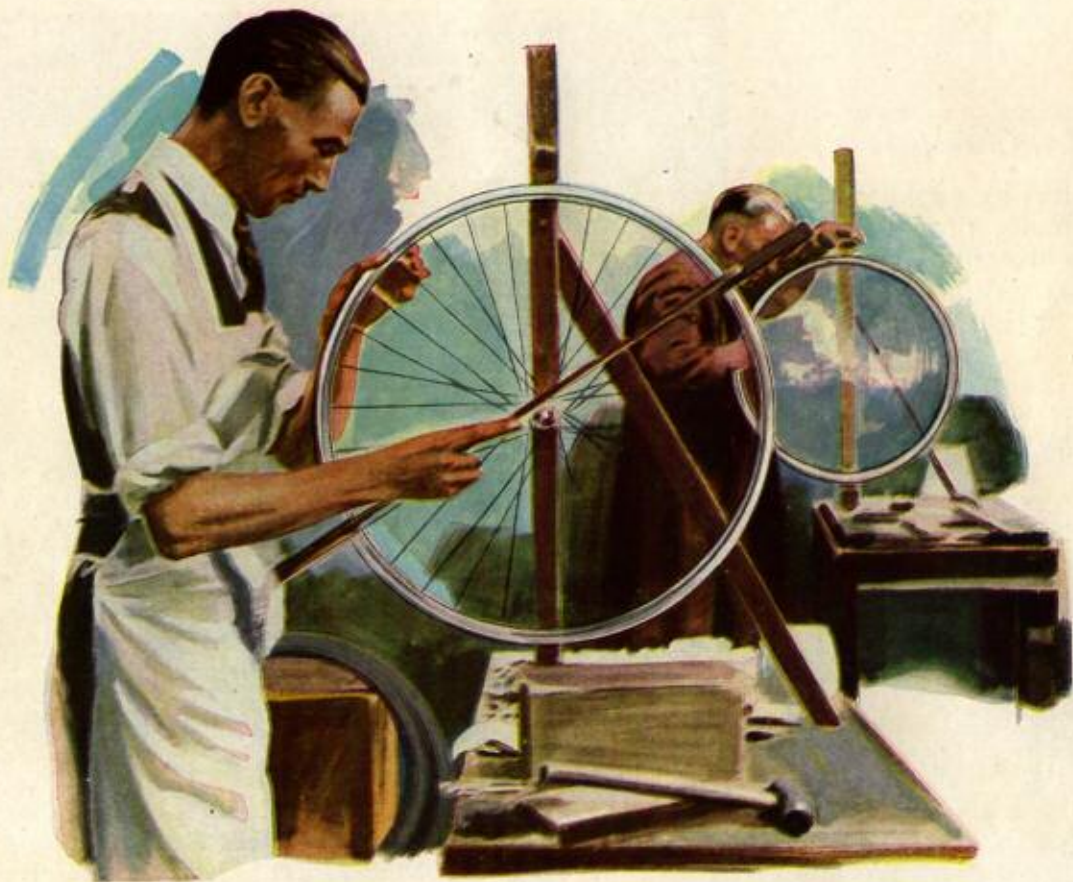
Continuous control by qualified chemists of Hercules processes of nickelling, chromium and cadmium plating, ensures very high quality of "finish."



THE success of Hercules high-lustre chromium plating lies not only in the efficiency of Hercules fully-automatic plating plant, but in the skill and care with which the high-grade steel is previously nickelled to prevent possibility of tarnishing.

Hercules Cycles are Guaranteed for Fifty Years, are Bonderized to ensure rust-proofing, and have all usual bright parts Chromium Plated. All prices are INCLUSIVE of Purchase Tax, except in the case of Carrier Cycles, where no Purchase Tax is payable.

Your Local Hercules Cycle Dealer will give you every attention and service.



All Specifications and Prices as printed are subject to revision without notice. Prices quoted are those applicable in Great Britain and Northern Ireland. Colour reproductions herein match the actual Colour Finishes of the Cycles as accurately as is possible in print.

Your Local Hercules Cycle Dealer will give you every attention and service.

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