



1950

**WONDER
WHEELS**

by

Hercules



New 1950 Features

NEW Models. 3 Brilliant new cycles—Ladies' Kestrel Club, Gent's Kestrel Tourist and Ladies' Shopping Model.

NEW Technical Improvements. Herailleur Gear, Patented Rear Hub, Improved Caliper Brake Lever and Box Clip of unique "enclosed" pattern (Prov. Patent), Improved Rat-Trap Pedals, Track Nuts on Sports Models, Chainguards on Gent's Safety and Sports Tourist Models, White Guards on Boys' and Girls' 18 in. Jeeps, Rear Reflectors.

NEW Styling and Colours. Attractive new shades include Bright Blue and Post Office Red; Cream Head and Panel on appropriate Standard Models. Oilbath Gearcase "Superb" Models, finished Olive Green, have Green Mudflap, Green Inflator, Green Cables, Green Grips and Chromium Plated Saddle Springs.

(All Prices subject to revision without notice).



The Finest Bicycle Built To-day

THE success of the Hercules Kestrel (Regd.) models with Reynolds "531" Tubing has become a "legend" in the Cycle Industry. Now, in the Hercules 1950 "WONDER WHEELS" programme comprising 27 up-to-date models with latest styling and improvements, there are two completely new Kestrels—a Ladies' Club model, and a Gent's Lightweight Tourist, which will worthily uphold the traditions of the Kestrel family and of Hercules.

Another new model is the Ladies' Shopping model—a very attractive bicycle with white cane basket and silver-sided tyres.

Evidence of the great progress made in scientific cycle engineering by Hercules technicians and craftsmen is the sensational Herailleur gear—an invention which, like all components designed and manufactured by Hercules, is in keeping with the high reputation of the magnificently-equipped factories which produce The Finest Bicycle Built To-day.

Hercules Cycles are indeed "Wonder Wheels"!



—and here's the Sensational

Herailleur

The Fastest 3-speed Chain Gear

*Handlebar
Controlled*

by Synchro-Switch

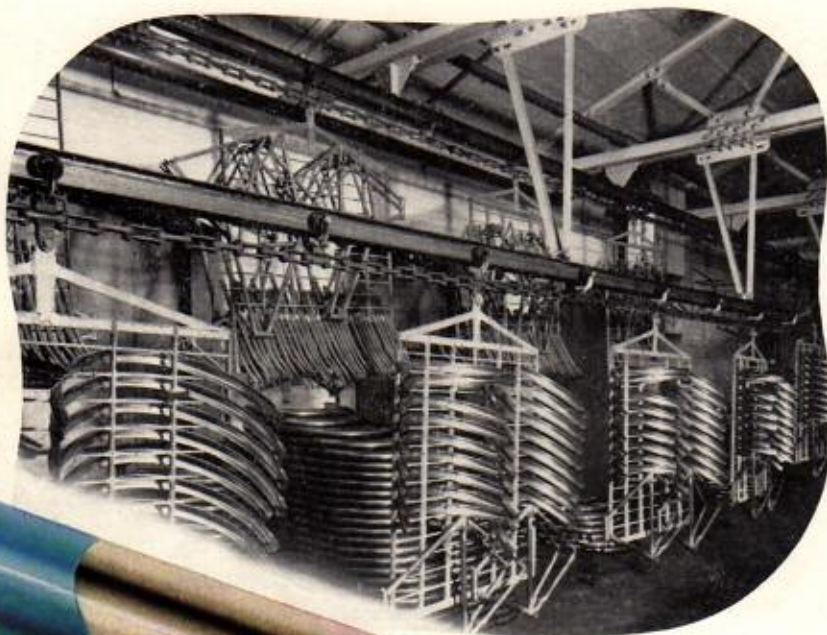
(Patented)

PROVED in Time Trials and outstanding events to provide an ideal gear-change, this unique gear gives an automatic change of micrometer precision. Configured rollers mounted on ball-bearings a special feature.

"CYCLING" states—"The design follows the latest trends of lightness with efficiency."

Chain-Jumping Eliminated

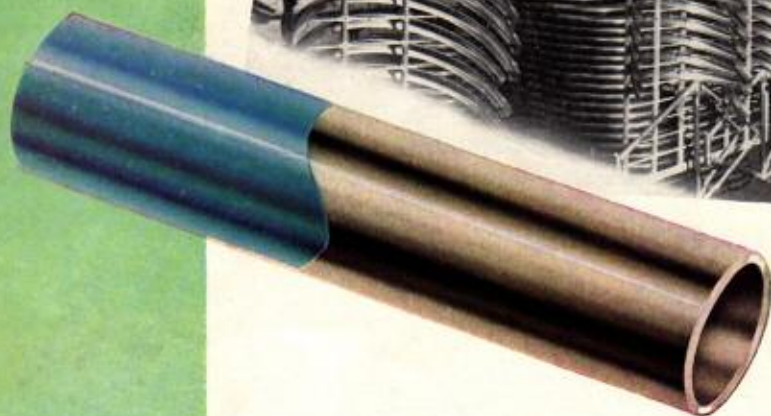




Unseen beneath the wonderful finish of every Hercules bicycle . . .

is the finest Bonderized steel of which bicycles can be built. Following the best automobile practice, all Hercules Cycles are Bonderized for rust resistance and long life.

(Photograph on left shows Bonderizing in the Hercules Factories).



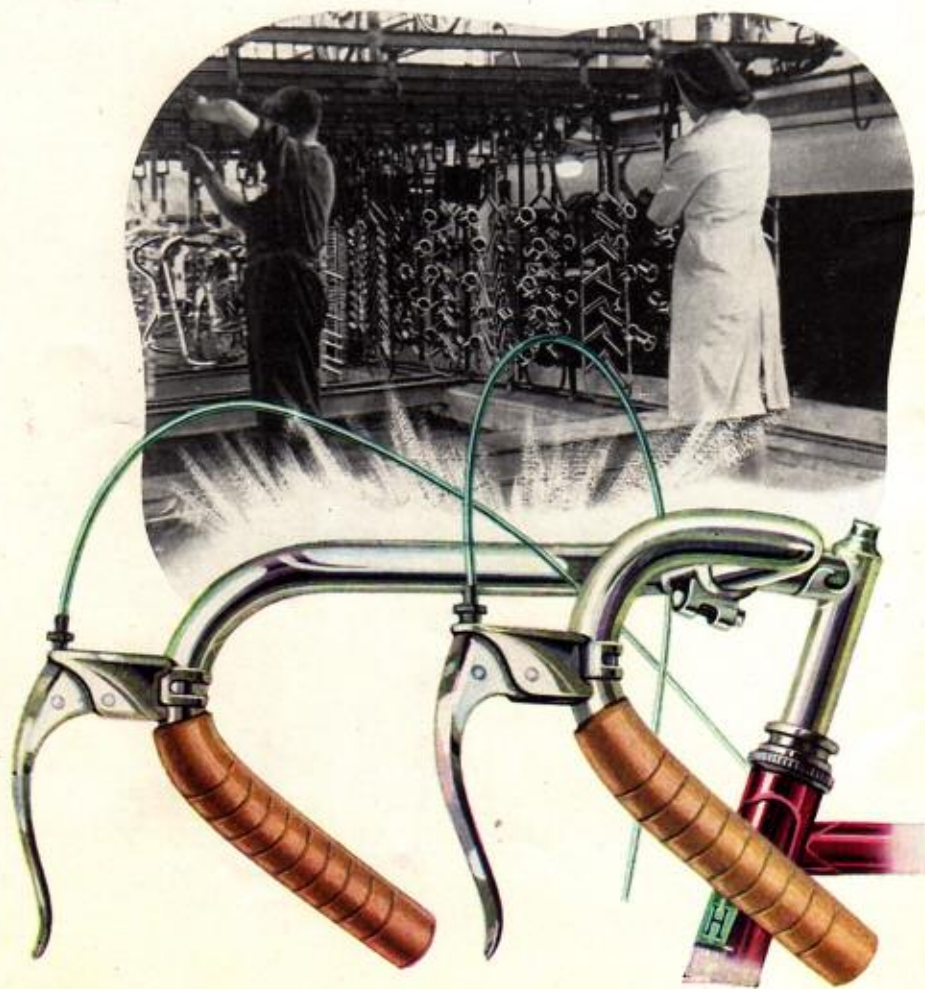
BONDERIZED STEEL TUBING

The secret of this brilliant success . . .

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.

(Photograph on right shows a small section of the vast Hercules Chromium Plating Plant).

HIGH-LUSTRE CHROMIUM PLATING



Scientific Research Ensures Lasting Beauty

CONSTANT research and scientific metallurgic tests by qualified chemists ensure that the modern Hercules is not only easiest-running and thoroughly reliable, but also finished in the most glamorous yet tasteful and lasting colour schemes. The illustrations throughout this catalogue speak for themselves.



1. FLAMBOYANT RUBY
2. POLYCHROMATIC GOLD
3. OLIVE GREEN
(Also standard for SUPERB Green Models)
4. BRIGHT BLUE
5. BLACK ENAMEL WITH CREAM PANEL
6. MAROON
7. ROYAL BLUE
8. POST OFFICE RED

(Pearl Green or Pearl Blue also available as indicated in catalogue).





Kestrel Super Club

with Reynolds "531" Tubing

FRAME: 22 in., 73° head, 71° seat angles, 41 in. wheelbase. Reynolds "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 Reynolds "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 28 in. x 1½ in. Stainless steel double-butted 15/17g spokes. Airlite hubs fitted with track nuts, freewheel and fixed sprocket, or option of Hercules 3-speed Hub or Heraillieur Gear with Synchro-Switch Handlebar Control. TYRES: Dunlop high pressure. CHAINWHEEL AND CRANKS: Hercules special flanged design 48T 3-pin with fluted cranks. PEDALS: Ultra-lightweight "Philite" racing pattern. HANDLEBAR BEND: Reynolds Hiduminium Bailey pattern with shockstop grips No. 57. HANDLEBAR STEM: Special design "all-in-one" 2½ in. extension, Reynolds light alloy forging, aircraft specification. Expander type. BRAKES: G. B. Alloy with hooded levers. MUDGUARDS: White celluloid with detachable fitments, mudflap. SADDLE: Brooks B.17.N. SEAT-PILLAR: Reynolds Hiduminium straight, dome type. FITTINGS: Reflector, white celluloid inflator. 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 Hercules "High Lustre" chromium plated or polished alloy. WEIGHT: 23½ lb. (single speed) . . . **£25 . 6 . 3**

Hercules 3-speed Hub, extra £1 . 19 . 2 Heraillieur Gear, as illustrated, extra £2 . 15 . 6

All prices include Purchase Tax.



Kestrel Club Model

with Reynolds "531" Frame Tubes

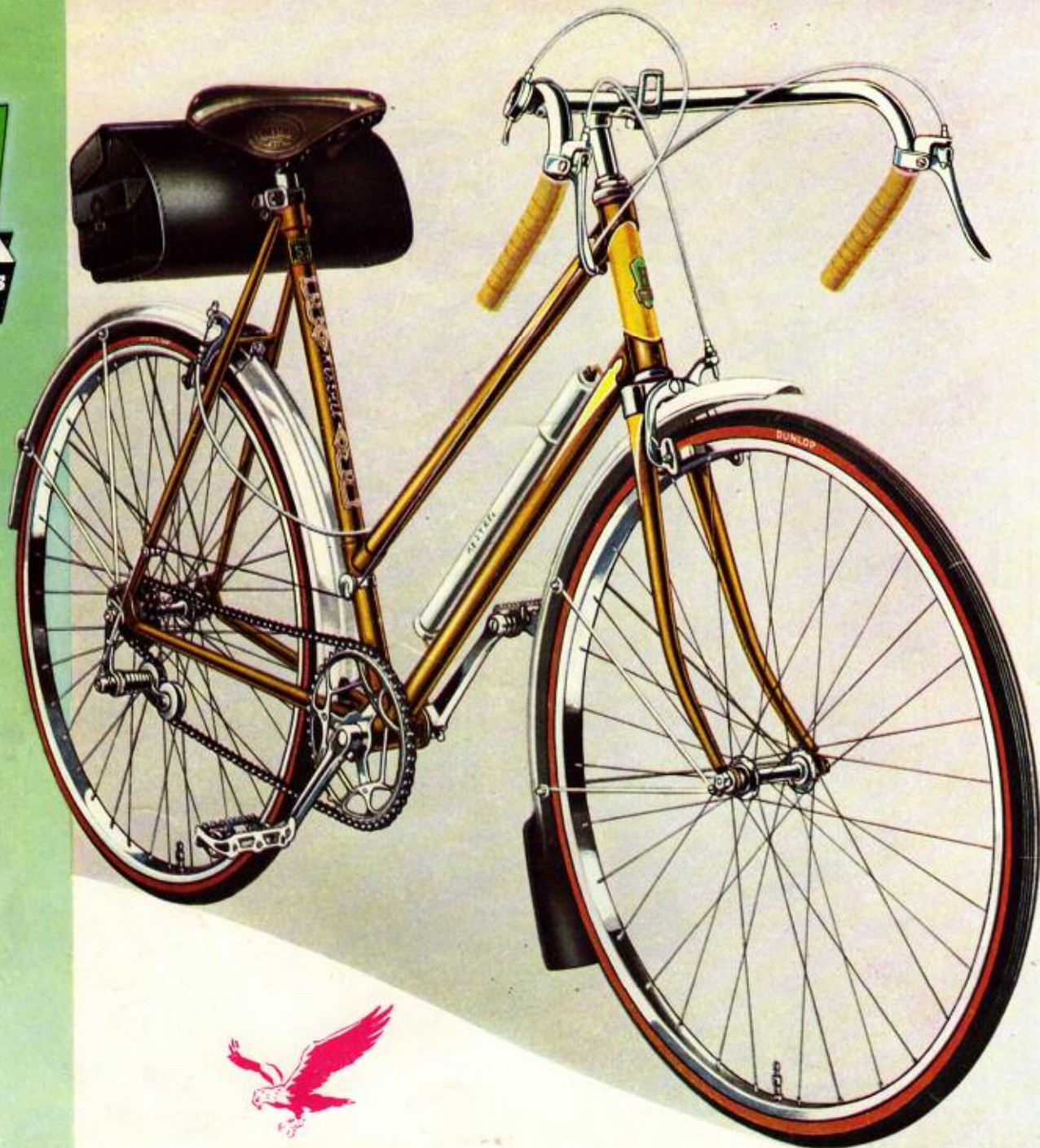
FRAME: 21 in. and 23 in., 70½° head, 70½° seat angles, with Reynolds "531" frame tubes. Fully brazed-up. Double-tapered seatstays. Brazed-on pump pegs and special cut-away lugs. FORK: 'D' to round section with solid ends, chromium plated crown. WHEELS: 26 in. x 1¼ in. Endrick rims with track nuts. Narrow barrel racing hubs. TYRES: Dunlop Sprite. GEAR: Freewheel and fixed cog or Hercules 3-speed Hub or Herailleur 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: Reflector, "Kestrel" hold-all, white celluloid inflator. FINISH: Frame and forks enamelled Polychromatic Gold, with decorative head and peaks, gold finish edged silver, all usual bright parts Hercules "High Lustre" chromium plated.

WEIGHT: 28 lb. (single speed)

£14 . 7 . 3

Hercules 3-speed Hub, extra £1 . 19 . 2 Herailleur Gear, as illustrated, extra £2 . 15 . 6

All prices include Purchase Tax.



The Brilliant New
Kestrel Ladies' Club Model

with Reynolds "531" Frame Tubes

FRAME: 21 in., 70½° head, 70½° seat angles, with Reynolds "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: 26 in. x 1½ in. Endrick rims with track nuts. Narrow barrel racing hubs. TYRES: Dunlop Sprite. GEAR: Freewheel and fixed cog or Hercules 3-speed Hub or Heraillieur 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: Reflector, "Kestrel" hold-all, white celluloid inflator. FINISH: Frame and forks enamelled Polychromatic Gold, with decorative head and peaks, gold finish edged silver, all usual bright parts Hercules "High Lustre" chromium plated. WEIGHT: 28 lb. £14 . 7 . 3 (single speed)

Hercules 3-speed Hub, extra £1 . 19 . 2 Heraillieur Gear, as illustrated, extra £2 . 15 . 6

All prices include Purchase Tax.



The Cycle with Specialised Specification

***Kestrel* Lightweight Tourist**

with Reynolds "531" Frame Tubes

FRAME: 21 in. and 23 in. with Reynolds "531" frame tubes. Fully brazed-up. Double-tapered seatstays. Brazed-on pump pegs and special cut-away lugs. FORKS: 'D' to round section with solid ends. Brazed-on lamp bracket. WHEELS: 26 in. x 1 $\frac{3}{8}$ in. Endrick rims, with track nuts. Narrow barrel racing hubs. TYRES: 26 in. x 1 $\frac{1}{2}$ in. Dunlop Tourist Sprite, silver-sided. CHAINGUARD: Metal. GEAR: Herailleur Gear (*extra*). CHAINWHEEL AND CRANKS: Hercules 'H' pattern. PEDALS: Ultra-lightweight Dual type. HANDLEBAR: All-rounder bend on adjustable reversible lug. Rubber grips. BRAKES: Hercules caliper with silvered cables. MUDGUARDS: White celluloid with 2-leg single stay. SADDLE: Spring seat, chromium plated springs. FITTINGS: Reflector, celluloid inflator, bell, hold-all and spanner. FINISH: Black enamel, gold box lining, with Cream Head and Cream Panel on seat tube, all usual bright parts Hercules "High Lustre" chromium plated

£14 . 12 . 3

(single speed)

Hercules 3-speed Hub, extra £1 . 19 . 2 Herailleur Gear, as illustrated, extra £2 . 15 . 6

All prices include Purchase Tax.



Inset illustration: Gent's Falcon Sports Model "OB," fitted Hercules 3-speed Hub and finished Post Office Red.

Gent's "Falcon" Sports Model "OB"

FRAME: 19 in., 21 in. and 23 in., double-tapered seatstays. Entirely brazed-up. Cut-away lugs. Tapered 'D' to round front forks, solid ends. Brazed-on pump pegs. Short wheelbase. WHEELS: 26 in. x 1½ in. Endrick steel. Track nuts. TYRES: Dunlop Sports. HANDLEBAR: Bailey bend on adjustable extended stem. Chromium plated. BRAKES: Hercules front and rear caliper. MUDGUARDS: Hercules new pattern steel spearpoint, white enamelled. SADDLE: Racing pattern. PEDALS: Racing rat-trap. FITTINGS: Reflector, inflator, hold-all bag and spanner. FINISH: All usual bright parts Hercules "High Lustre" chromium plated. Finished standard black enamel with Cream Head and Cream Panel on seat tube

£11.11.7

Finished "Post Office Red," Maroon or Royal Blue £12 1 8
 Finished Pearl Green or Pearl Blue £12 6 8

Hercules 3-speed Hub, extra £1 . 19 . 2 Herailleur Gear, as in large illustration, extra £2 . 15 . 6

All prices include Purchase Tax.



Inset illustration: Ladies' 'Diana' Sports Model "OB/A" fitted with Hercules 3-speed Hub and finished Bright Blue.

Ladies' "Diana" Sports Model "OB/A"

FRAME: 19 in., 21 in. and 23 in., double-tapered seatstays. Entirely brazed-up. Specially cut-away lugs. Low bracket. Short wheelbase. Brazed-on pump pegs. WHEELS: 26 in. x 1 1/2 in. Endrick steel. Track nuts. TYRES: Dunlop Sports. HANDLEBAR: Racing pattern, chromium plated, on adjustable stem. Rubber grips. BRAKES: Hercules front and rear caliper. MUDGUARDS: Hercules new pattern steel spearpoint, white enamelled. SADDLE: Spring seat. PEDALS: Rubber. FITTINGS: Reflector, inflator, hold-all bag and spanner. FINISH: All usual bright parts Hercules "High Lustre" chromium plated. Finished Standard Black enamel, with Cream Head and Cream Panel on seat tube

	£11 . 11 . 7
Finished Bright Blue or Maroon £12 1 8
Finished Pearl Green £12 6 8

Hercules 3-speed Hub, extra £1 . 19 . 2 Herallleur Gear, as in large illustration, extra £2 . 15 . 6

All prices include Purchase Tax.



STYLED FOR THE
MODERN MOTHER
AND DAUGHTER

The Ladies' Shopping Model "CA/LT"

FRAME: 21 in. and 23 in. Specially low built. Entirely brazed-up. Cut-away lugs. Brazed-on pump pegs. FORKS: Solid ends. Brazed-on detachable lamp bracket. WHEELS: 26 in. x 1 $\frac{3}{4}$ in. narrow section Westwood. TYRES: Dunlop Tourist Sprite, silver-sided. CHAINGUARD: Metal. HANDLEBAR: "North Road" high raised. Rubber grips. BRAKES: Front and rear roller-lever. MUDGUARDS: Hercules narrow pattern steel spearpoint, white enamelled. SADDLE: Spring seat, chromium plated springs. PEDALS: Rubber. FITTINGS: Reflector, inflator, bell, toolbag, spanner and attractive full-white cane shopping basket fitted to handlebar. FINISH: Black enamel, gold box lining, with Cream Panel on seat tube. As illustrated, including **Basket** and Chromium Plated Saddle Springs **£13 . 10 . 2**

Hercules 3-speed Hub, extra £1 . 19 . 2
All prices include Purchase Tax.



LADIES' AND GENT'S
SPORTS TOURIST DE
LUXE AND SUPERB
MODELS

Sports Tourist De Luxe Model "PA"

As illustrated (Gent's "P" also available).

FRAME: 19 in., 21 in. and 23 in., double-tapered seatstays. Entirely brazed-up. Low built. Brazed-on pump pegs. Short wheelbase. WHEELS: 26 in. x 1 3/8 in. Endrick steel. TYRES: Dunlop Roadster. GEAR: Hercules 3-speed with Synchro-Switch handlebar control. 44T Chainwheel, 6 1/2 in. cranks, 18T sprocket. GEARCASE: Hercules detachable oilbath. HANDLEBAR: 18 in. "Comfort Pattern" raised. BRAKES: Hercules front and rear caliper. SADDLE: Spring seat. PEDALS: Rubber. FITTINGS: Reflector, inflator, hold-all bag and spanner. FINISH: All usual bright parts Hercules "High Lustre" chromium plated. Finished Standard Back enamel, as illustrated **£13. 18. 5**

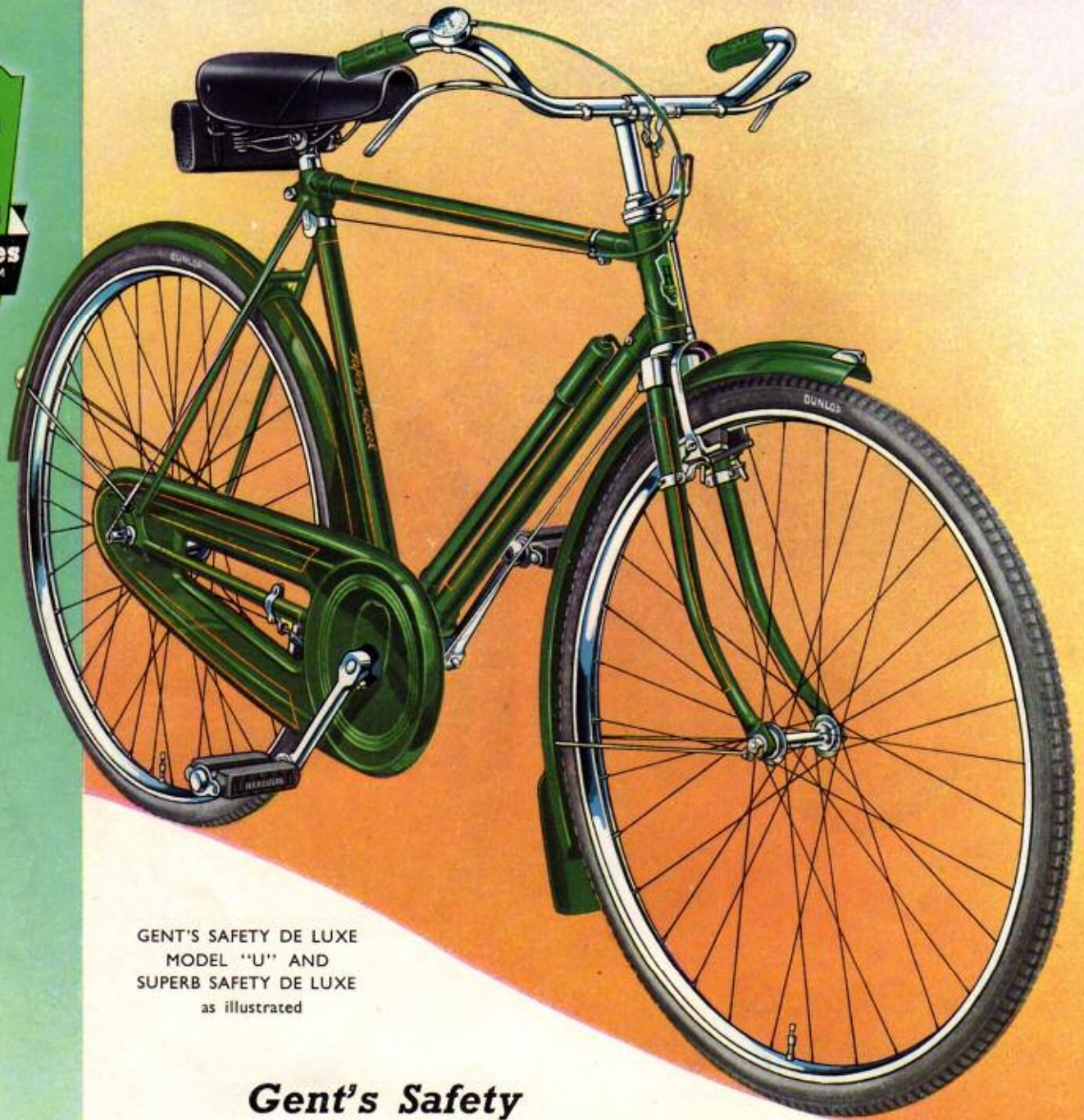
Finished Olive Green (gold lined) **£14 10 4**

SUPERB Ladies' Model finished Olive Green (gold lined), with Green Mudflap, Green Inflator, Green Cables, Green Grips, Chromium Plated Saddle Springs **£14 15 3**

Gent's Sports Tourist De Luxe "P" **£13 18 5**

SUPERB Gent's Model finished Olive Green (gold lined) with Green Mudflap, Green Inflator, Green Cables, Green Grips, Chromium Plated Saddle Springs **£14 15 3**

All prices include Purchase Tax.



GENT'S SAFETY DE LUXE
MODEL "U" AND
SUPERB SAFETY DE LUXE
as illustrated

Gent's Safety De Luxe Model "U" and "Superb" Safety De Luxe

FRAME: 19 in., 21 in. and 23 in., double-tapered seatstays. Low built, with short wheelbase. Entirely brazed-up. Cut-away lugs. Brazed-on pump pegs. WHEELS: 26 in. x 1 3/8 in. TYRES: Dunlop Roadster. GEAR: Hercules 3-speed with Synchro-Switch handlebar control. CRANKS: 6 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: Reflector, inflator, toolbag and spanner. FINISH: All usual bright parts Hercules "High Lustre" chromium plated. Finished Standard Black enamel

£13 . 12 . 9

Finished Olive Green (gold lined) £14 4 8

SUPERB Gent's Model finished Olive Green (gold lined), with, Green Mudflap, Green Inflator, Green Cable, Green Grips, Chromium Plated Saddle Springs, as illustrated £14 9 7

All prices include Purchase Tax.



LADIES' SAFETY DE LUXE
 MODEL "UA" and
 SUPERB SAFETY DE LUXE
 as illustrated

**Ladies' Safety
 De Luxe Model "UA"**
 and Ladies' "Superb" Safety De Luxe

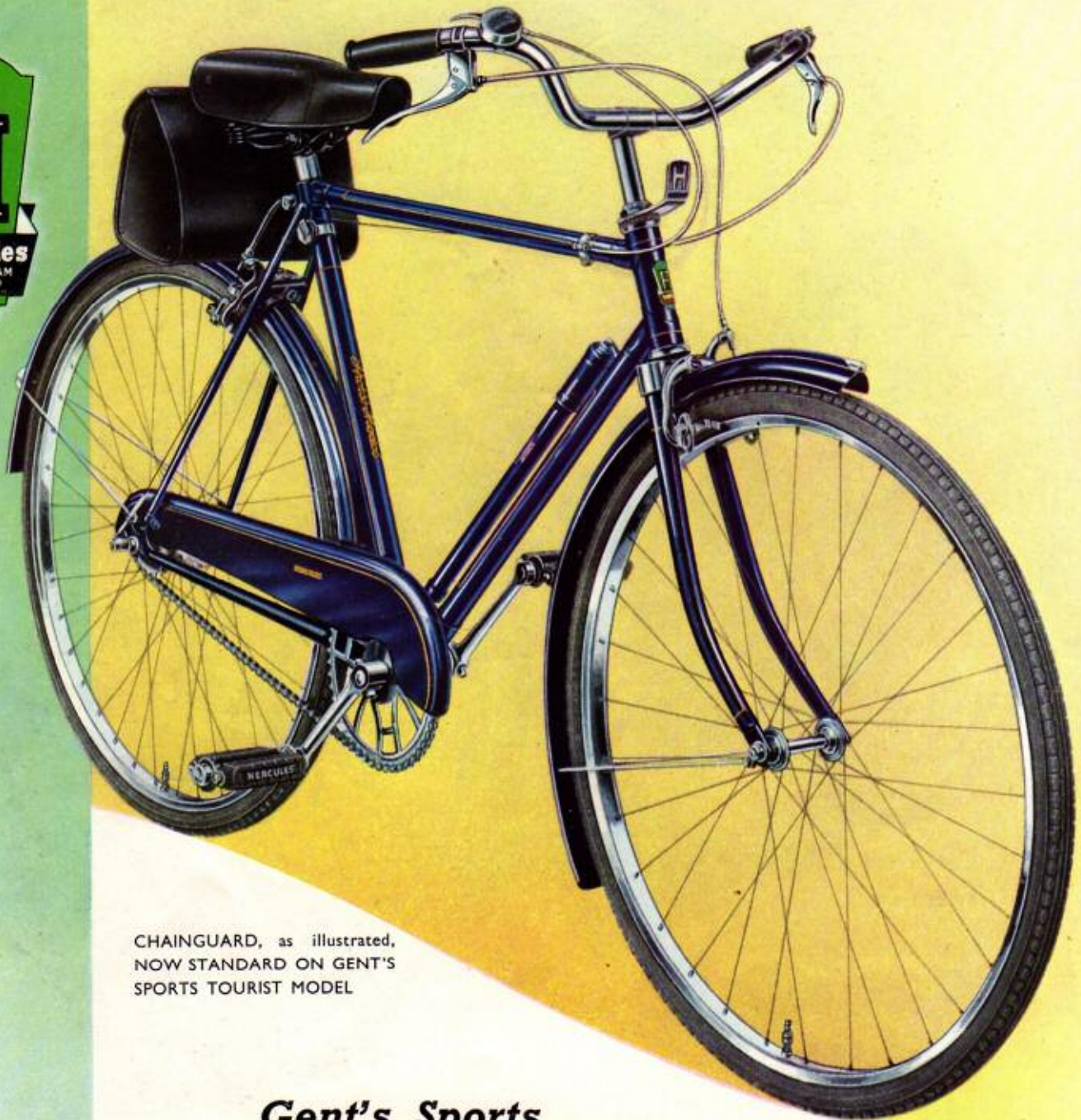
FRAME: 19 in., 21 in. and 23 in., double-tapered seatstays. Low built, with short wheelbase. Entirely brazed-up. Cut-away lugs. Brazed-on pump pegs. WHEELS: 26 in. x 1 1/4 in. TYRES: Dunlop Roadster. GEAR: Hercules 3-speed with Synchro-Switch Handlebar Control. CRANKS: 6 1/2 in. GEARCASE: Hercules detachable oilbath. HANDLEBAR: "North Road" high raised. Rubber grips. BRAKES: Front and rear roller-lever. SADDLE: Spring seat. PEDALS: Rubber. FITTINGS: Reflector, inflator, toolbag and spanner. FINISH: All usual bright parts Hercules "High Lustre" chromium plated. Finished Standard Black enamel

£13. 12. 9

Finished Olive Green (gold lined) £14 4 8

SUPERB Ladies' model finished Olive Green (gold lined), with Green Mudflap, Green Inflator, Green Cable, Green Grips, Chromium Plated Saddle Springs, as illustrated £14 9 7

All prices include Purchase Tax.



CHAINGUARD, as illustrated,
NOW STANDARD ON GENT'S
SPORTS TOURIST MODEL

Gent's Sports Tourist Model "F"

FRAME: 19 in., 21 in. and 23 in., double-tapered seatstays. Entirely brazed-up. Cut-away lugs. Low built. Short wheelbase. Brazed-on pump pegs. WHEELS: 26 in. x 1 1/2 in. Endrick steel. TYRES: Dunlop Sports. CHAINGUARD: Metal. HANDLEBAR: 18 in. " Comfort Pattern " raised. BRAKES: Hercules front and rear caliper. MUDGUARDS: Hercules new pattern steel spearpoint. SADDLE: Spring seat. PEDALS: 4 in. rubber. FITTINGS: Reflector, inflator, hold-all bag and spanner. FINISH: All usual bright parts Hercules " High Lustre " chromium plated. Finished Standard Black enamel, including Chainguard **£11 . 5 . 6**

Finished Royal Blue, as illustrated, Maroon or Olive Green, double panel lining, silvered cables	£11 15 7
Finished Pearl Green or Pearl Blue	£12 0 7

Hercules 3-speed Hub, as illustrated, extra £1 . 19 . 2

All prices include Purchase Tax.



ALL MODELS FITTED HERCULES
3-SPEED HUB HAVE SYNCHRO-
SWITCH HANDLEBAR CONTROL

Ladies' Sports Tourist Model "FA"

FRAME: 19 in., 21 in. and 23 in., double-tapered seatstays. Entirely brazed-up. Cut-away lugs. Low built. Short wheelbase. Brazed-on pump pegs. WHEELS: 26 in. x 1 3/8 in. Endrick steel. TYRES: Dunlop Sports. CHAINGUARD: Metal. HANDLEBAR: 18 in. " Comfort Pattern " raised. BRAKES: Hercules front and rear caliper. MUDGUARDS: Hercules new pattern steel spearpoint. SADDLE: Spring seat. PEDALS: 4 in. rubber. FITTINGS: Reflector, inflator, hold-all bag and spanner. FINISH: All usual bright parts Hercules " High Lustre " chromium plated. Finished Standard Black enamel, as illustrated, including

Chainguard	£11 . 5 . 6
Finished Bright Blue, Maroon or Olive Green, double panel lining, silvered cables	£11 15 7
Finished Pearl Green or Pearl Blue	£12 0 7

Hercules 3-speed Hub, as illustrated, extra £1 . 19 . 2

All prices include Purchase Tax.



CHAINGUARD, as illustrated,
NOW STANDARD ON GENT'S
SAFETY MODEL

Gent's Safety Model "C"

FRAME: 19 in., 21 in. and 23 in., double-tapered seatstays. Low built bracket. Brazed-up seat- and chainstays. Cut-away lugs. Brazed-on pump pegs. Short wheelbase. WHEELS: 26 in. x 1 3/8 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: Reflector, inflator, toolbag and spanner. FINISH: All usual bright parts Hercules "High Lustre" chromium plated*. Finished Standard Black enamel, gold lining, including Chainguard

£10.19.11

Finished Maroon, as illustrated, or Olive Green £11 10 0

Hercules 3-speed Hub, as illustrated, extra £1 . 19 . 2

All prices include Purchase Tax.



ALL MODELS FITTED HERCULES
3-SPEED HUB HAVE SYNCHRO-
SWITCH HANDLEBAR CONTROL

Ladies' Safety Model "CA"

FRAME: 19 in., 21 in. and 23 in., double-tapered seatstays. Low built bracket. Brazed-up seat- and chainstays. Cut-away lugs. Brazed-on pump pegs. Short wheelbase. WHEELS: 26 in. x 1 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: Reflector, inflator, toolbag and spanner. FINISH: All usual bright parts Hercules "High Lustre" chromium plated. Finished Standard Black enamel, gold lining, including Chainguard

£10.19.11

Finished Royal Blue, as illustrated, or Maroon	£11 10 0
Finished Pearl Green	£11 15 0

Hercules 3-speed Hub, extra £1 . 19 . 2
All prices include Purchase Tax.



Girl's 18 in. "Jeep"
(illustrated above)

Boy's 18 in. "Jeep"
(illustrated on left)

Boy's and Girl's 18 in. "Jeep" Models

FRAME: 18 in. double-tapered seatstays. Brazed-up seat- and chainstays. Cut-away lugs. Brazed-on pump pegs. WHEELS: 24 in. x 1 1/8 in. TYRES: Dunlop Juvenile. HANDLEBAR: "North Road" high raised. Rubber grips. MUDGUARDS: Hercules new pattern steel spearpoint, white enamelled. BRAKES: Front and rear roller-lever. SADDLE: 3-coil. PEDALS: Rubber. FITTINGS: Reflector, inflator and spanner. FINISH: Standard Black enamel, all usual bright parts Hercules "High Lustre" chromium plated. Boy's Model . £10 . 16 . 0

Boy's Model, finished Olive Green, as illustrated	£11 6 1
Girl's 18 in. "Jeep," with chainguard, Standard Black enamel, as illustrated	£10 19 3
Girl's 18 in. "Jeep," finished Olive Green	£11 9 4

Toolbag fitted at extra cost if required.

These models, suitable for Boys and Girls 7—9 years of age according to height, are safe and easy to ride. Note extended "Hockey Stick" Chainguard on Girl's "Jeep" to give added protection.

All prices include Purchase Tax.



Girl's 16 in. "Ranger"
(illustrated above)

Boy's 16 in. "Ranger"
(illustrated on left)

Boy's and Girl's 16 in. "Ranger" Models

FRAME: 16 in. built with adult-size tubing and brackets. WHEELS: 20 in. x 1 $\frac{3}{8}$ 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: Reflector, toolbag, spanner, white celluloid inflator. FINISH: Maroon, Royal Blue or Olive Green, all usual bright parts Hercules "High Lustre" chromium plated. Very attractive "Ranger" Pictorial transfer on bottom tube. Boy's Model, finished Maroon, Royal Blue or Olive Green **£10 . 3 . 5**

Girl's 16 in. "Ranger," finished Maroon or Royal Blue £10 6 2

These models are suitable for Boys and Girls 5—8 years of age, according to height. The very attractive "Ranger" Pictorial transfer on the bottom tube of these models is a thrill in itself.

All prices include Purchase Tax.



"Blenheim" Light Roadster

with SLOPING TOP TUBE

FRAME: 22 in. and 24 in. sloping top tube. WHEELS: 26 in. x 1 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 Hercules "High Lustre"

chromium plated. As illustrated, finished Standard Black enamel, gold and red lining £10.16.3

Hercules 3-speed Hub . . . extra £1.19.2

All prices include Purchase Tax.

"Stirling" Roadster

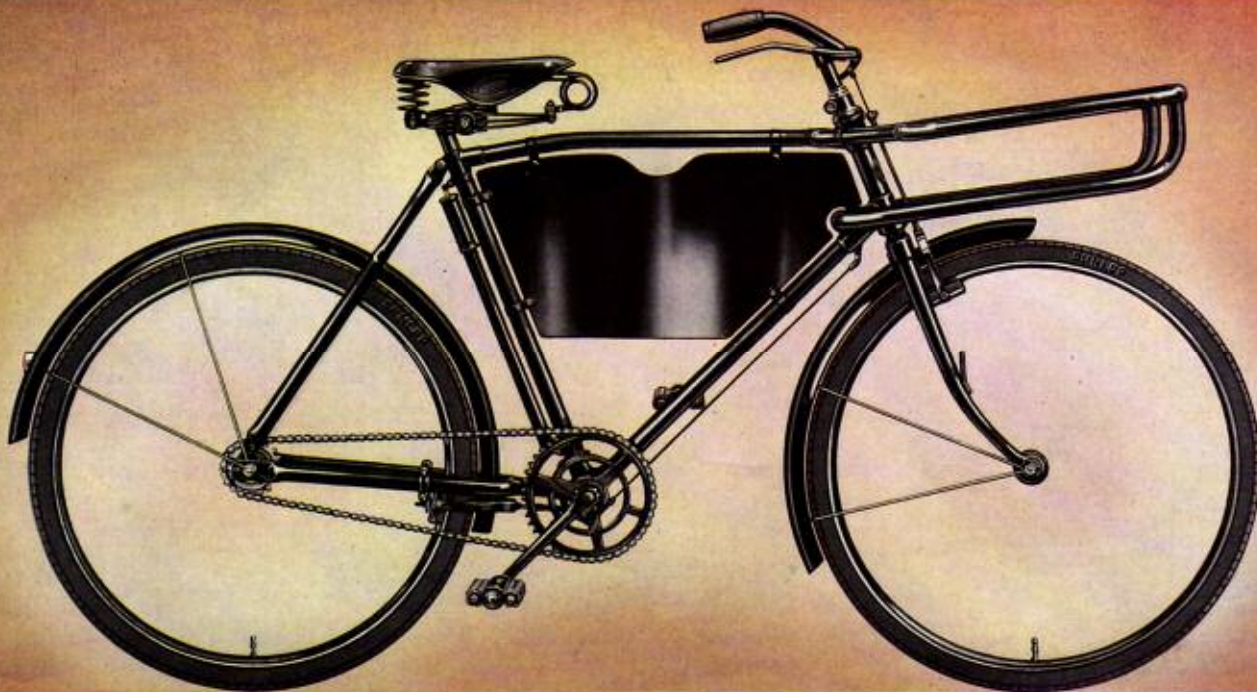
FRAME: 22 in., 24 in. and 26 in., with 28 in. wheels. TYRES: Dunlop Roadster. BRAKES: Front and rear roller-lever. SADDLE: Hercules 3-coil. PEDALS: Rubber. FITTINGS: Toolbag, spanner and inflator. FINISH: All usual bright parts Hercules "High

Lustre" chromium plated. Finished Standard Black enamel, gold and red lining . £10.16.3

Hercules 3-speed Hub, as illustrated . extra £1.19.2

All prices include Purchase Tax.





"Standard" Carrier Model "D"

FRAME: 22 in. 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, $\frac{3}{8}$ in. spindles. FREEWHEEL: Hercules Carrier. Two full rows steel balls. RIMS: Dunlop, heavy gauge, 26 in. x $1\frac{1}{2}$ in., enamelled. TYRES: Dunlop

Carrier. PEDALS: Hercules Carrier. CHAIN: Best British heavy-type roller, $\frac{1}{4}$ in. x $\frac{1}{4}$ in. BRAKES: Hercules, special carrier; double roller-lever. SADDLE: Leather. 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 and Spanner. As illustrated . . . (Basket, £1 3 8 extra) **£11.1.5**

No Purchase Tax payable.

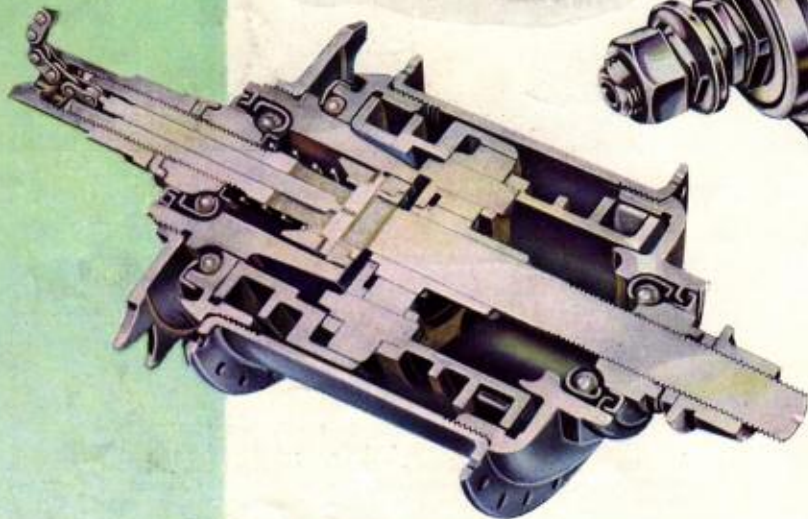
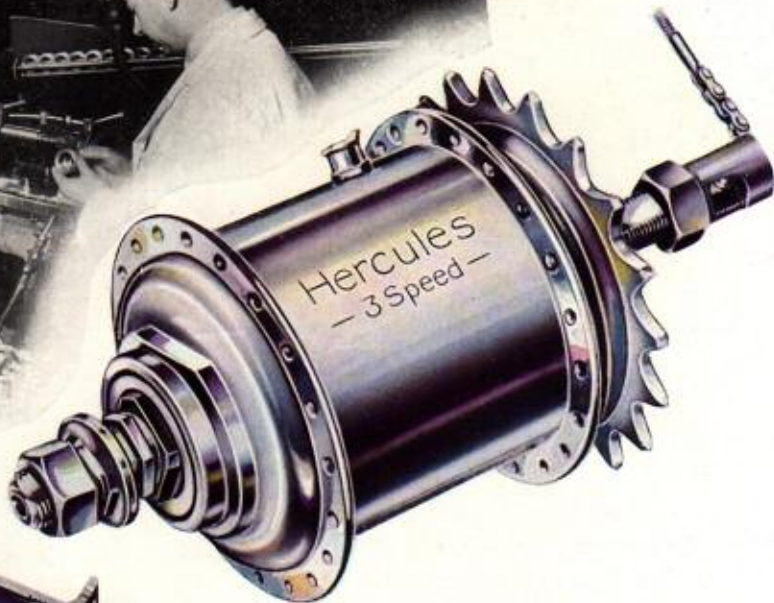
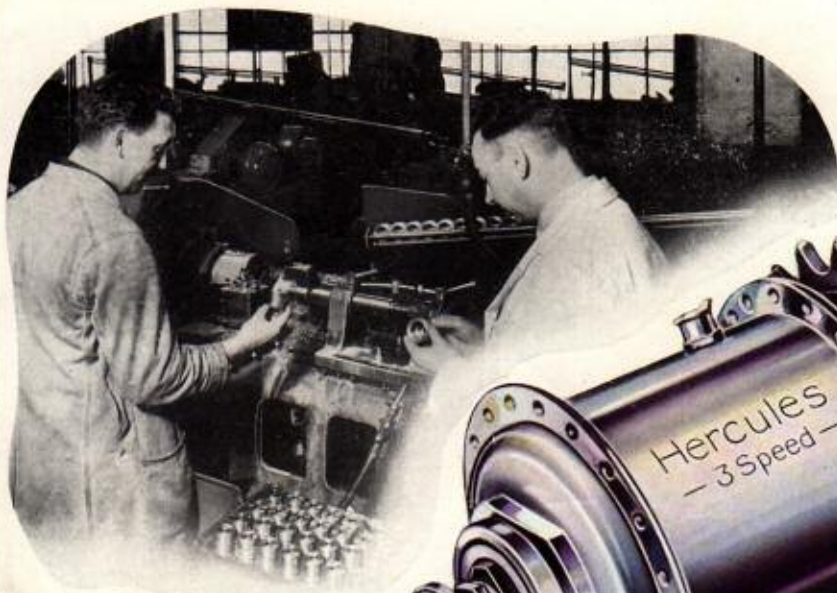
"Hold-All" Carrier Model "K" (SMALL FRONT WHEEL AND BASKET)

FRAME: Size 22 in. 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 23 in., depth at front 12 in., length 19 in. 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, $\frac{1}{4}$ in. balls, $\frac{3}{8}$ in. spindles. FREEWHEEL: Hercules Carrier, with two full rows of steel balls. WHEELS: Built with Dunlop rims, heavy gauge, 26 in. x $1\frac{1}{2}$ in. rear; 20 in. x 2 in. front. SPOKES:

Front: 13 gauge; Rear: 14 gauge. TYRES: Dunlop Carrier. PEDALS: Hercules Carrier. CHAIN: Best British heavy-type roller, $\frac{1}{4}$ in. x $\frac{1}{4}$ in. BRAKES: Hercules Special Carrier, double roller-lever. SADDLE: Leather. 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, Spanner and Basket. As illustrated, **£13.11.2**

No Purchase Tax payable.





The Famous **HERCULES 3-SPEED HUB**

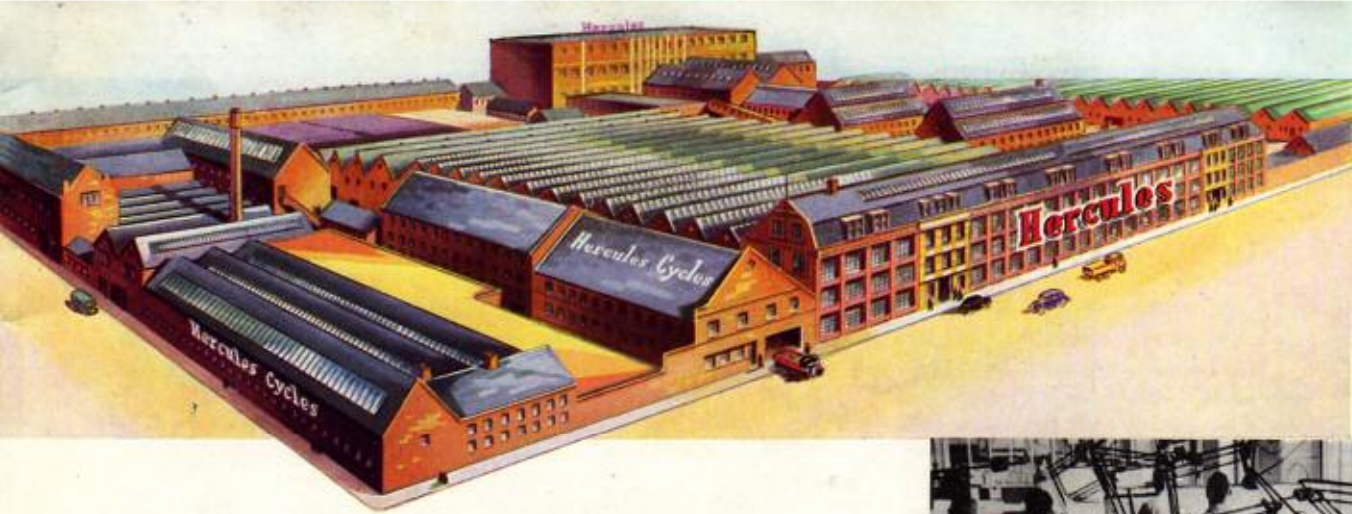
IT is fashionable to fit a Hercules 3-speed Hub to take the fatigue out of hill-climbing, particularly when facing a breeze.

This enclosed epicyclic gear is a masterpiece of precision-engineering. Ratios: high gear $33\frac{1}{2}$ per cent above normal, low gear 25 per cent below normal.

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Precision-Engineering at its Finest



Hercules Headquarters: Britannia Works, Birmingham.

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Based on Quality*



Hercules Development Departments are constantly abreast of progress.



Skilled craftsmen design and make thousands of precision-engineering tools.



*Problem Picture
(actually, chromium-plating of rims!)*



A section of the Home Market Despatch Department.



*Another Hercules Factory—
Manor Mills, Nechells, Birmingham.*



LORD MAYOR'S SHOW, Ancient and Modern—A Hercules Kestrel, "Mrs. Bloomer," a modern club girl with her Hercules, and a Penny-Farthing! (Left—Traditional Coach and Modern Cycle).



London, Cape Town and Quito

THE business of The Hercules Cycle & Motor Co. Ltd. is international and has contributed in no small measure to Britain's Export Drive, thus helping to pay for the food we need from overseas. Hercules' leading position in Great Britain and throughout the world is emphasised by three recent examples—the participation of Hercules, by invitation, in the latest Lord Mayor's Show in London (the only make of cycle chosen); the erection by Hercules of the largest Neon Sign in the Southern

Hemisphere; and the successful journey of a Hercules representative (here seen at the Equator) who recently visited 40 countries to ensure the predominance of British Bicycles throughout the world.



The huge Hercules Neon Sign at Cape Town, South Africa—largest in the Southern Hemisphere.



A Hercules Export Representative at the Statue near Quito, Ecuador, which marks the line of the Equator. Hercules Cycles circle the World.



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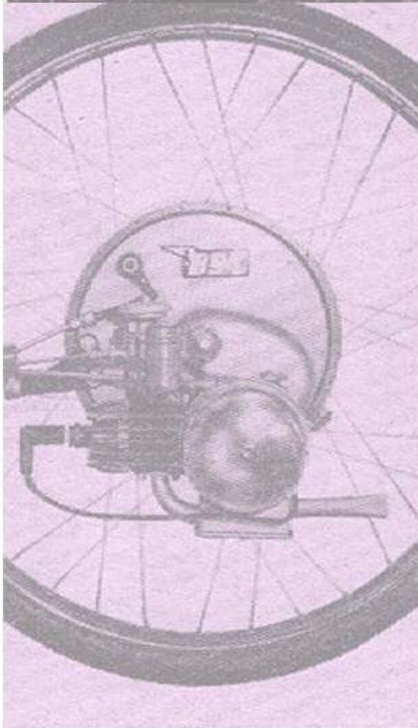
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