



Wonder Wheels

by
J

Hercules

The Finest Bicycle Built To-day



Kestrel

SUPER CLUB

WITH REYNOLDS "531" TUBING

Frame: 23 in., 73° head, 71° seat angles, 40/41 in. wheelbase. Brazed-on brake and gear cable eyes. Special cut-away chamfered lugs. **Wheels:** Dunlop H.P. 27 in. x 1½ in. rims, 15/17 D.B. spokes. Airlite hubs. **Tyres:** Dunlop High Pressure. **Chainwheel and Cranks:** Hercules Kestrel 46T 3-pin detachable chainwheel with fluted cranks. **Pedals:** Brampton solid centre. **Handlebar:** Maes bend (steel) with Tape and Stops, "all-in-one" 2½ in. extension.

Saddle: B.17N. **Brakes:** G.B. Alloy Super Hood with cross-over cable clip. **Mudguards:** Bluemel "Tour de France" Alloy with stay-eye fittings and integral reflector. **Accessories:** Large touring bag. Alloy 18 in. inflator. **Finish:** High Lustre Magenta; tasteful contrasting Panel and Continental Chevrons. **FRAME SETS ALSO AVAILABLE**

Hercules 3-speed Hub with Her-cu-matic Handlebar Control extra
Heraillieur Gear with Down Tube Control (as illustrated) extra

AVAILABLE ON EASY TERMS





SENIOR CLUB

WITH REYNOLDS "531" FRAME TUBES

Frame: 21 in. and 23 in., 73° head, 71° seat angles. Special cut-away lugs. Brazed-on brake and gear cable eyes. **Forks:** Narrow pattern crown. "D" to round section with solid ends. **Wheels:** 27 in. x 1½ in. H.P. rims, with track nuts. Narrow barrel racing hubs. **Tyres:** Dunlop High Pressure. **Chainwheel and Cranks:** Hercules Kestrel 46T 3-pin detachable, with fluted cranks. **Pedals:** Racing rat-trap, quill type. **Handlebar:** Maes bend with Shockstop pattern grips. **Brakes:** G.B. Alloy with hooded levers, with cross-over cable clip. **Mudguards:** White celluloid. **Saddle:** "Kestrel" Racing, narrow. **Accessories:** 18 in. alloy inflator, reflector. **Finish:** Violet with Lilac Panel and Chevrons. **FRAME SETS ALSO AVAILABLE.**

Hercules 3-speed Hub with Her-cu-matic Handlebar Control extra
Herailleur Gear with Down Tube Control (as illustrated) extra.

AVAILABLE ON EASY TERMS





Kestrel CLUB

WITH REYNOLDS "531" FRAME TUBES

Frame: 21 in. and 23 in., 70½° head, 70½° seat angles. Special cut-away lugs. **Forks:** Narrow pattern crown, 'D' to round section with solid ends. **Wheels:** 26 in. x 1½ in. Endrick rims, with track nuts. Narrow barrel racing hubs. **Tyres:** Dunlop Speed. **Chainwheel and Cranks:** 48T with 6½ in. cranks. **Pedals:** Racing rat-trap, quill type. **Handlebar:** Maes bend on adjustable stem, with Shockstop pattern grips. **Brakes:** Caliper with silvered cables. **Mudguards:** White celluloid. **Saddle:** "Kestrel" Racing, leather. **Accessories:** Touring Bag, 15 in. alloy inflator, reflector. **Finish:** Hercules Phosphorescent Dark Green with Cream Head and Panel; or Petunia with Lilac Head and Panel.

Hercules 3-speed Hub with Her-cu-matic Handlebar Control extra
Herailleur Gear with Down Tube Control (as illustrated) extra

AVAILABLE ON EASY TERMS





Kestrel

LADIES' CLUB

WITH REYNOLDS "531" FRAME TUBES

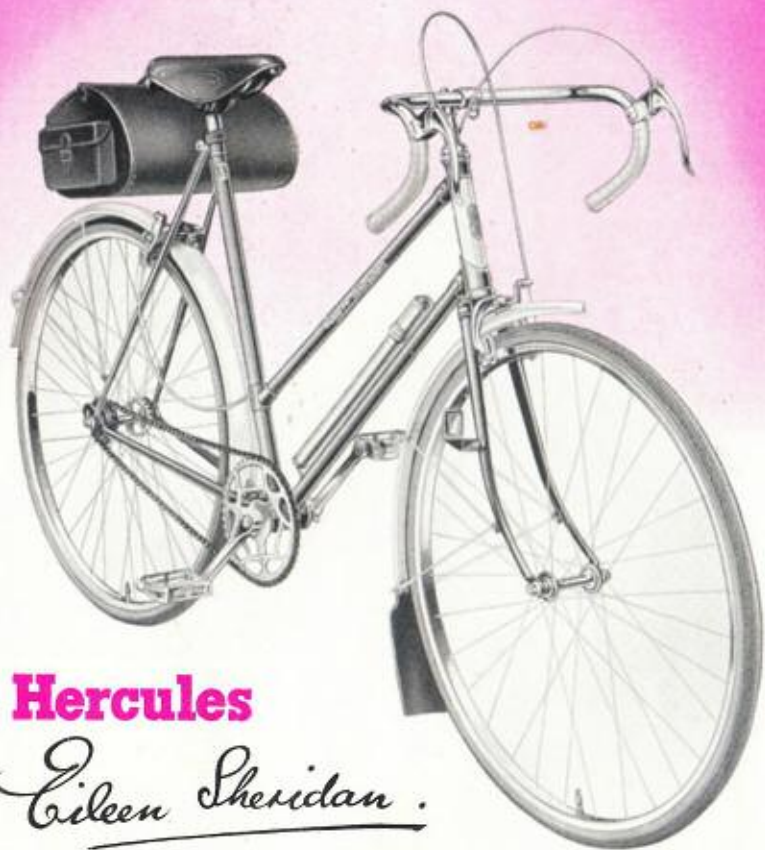
Frame: 21 in. and 23 in., Special cut-away lugs. **Forks:** Narrow pattern crown. 'D' to round section with solid ends. **Wheels:** 26 in. x 1 1/2 in. Endrick rims, with track nuts. Narrow barrel racing pattern hubs. **Tyres:** Dunlop Speed. **Chainwheel and Cranks:** 44T with 6 1/2 in. cranks. **Pedals:** Racing rat-trap, quill type. **Handlebar Bend:** Half Drop on adjustable stem, with Shockstop pattern grips. **Brakes:** Caliper with silvered cables. **Mudguards:** White celluloid. **Saddle:** "Kestrel" Racing Leather. **Accessories:** Touring Bag, 15 in. alloy inflator, reflector. **Finish:** Hercules Phosphorescent Dark Green with Cream Head and Panel; or Petunia with Lilac Head and Panel.

Hercules 3-speed Hub with Her-cu-matic Handlebar Control (as illustrated) extra.

Herailleur Gear with Down Tube Control extra.

AVAILABLE ON EASY TERMS





Hercules

Eileen Sheridan.

AUTOGRAPHED MACHINE WITH REYNOLDS "531" FRAME TUBES

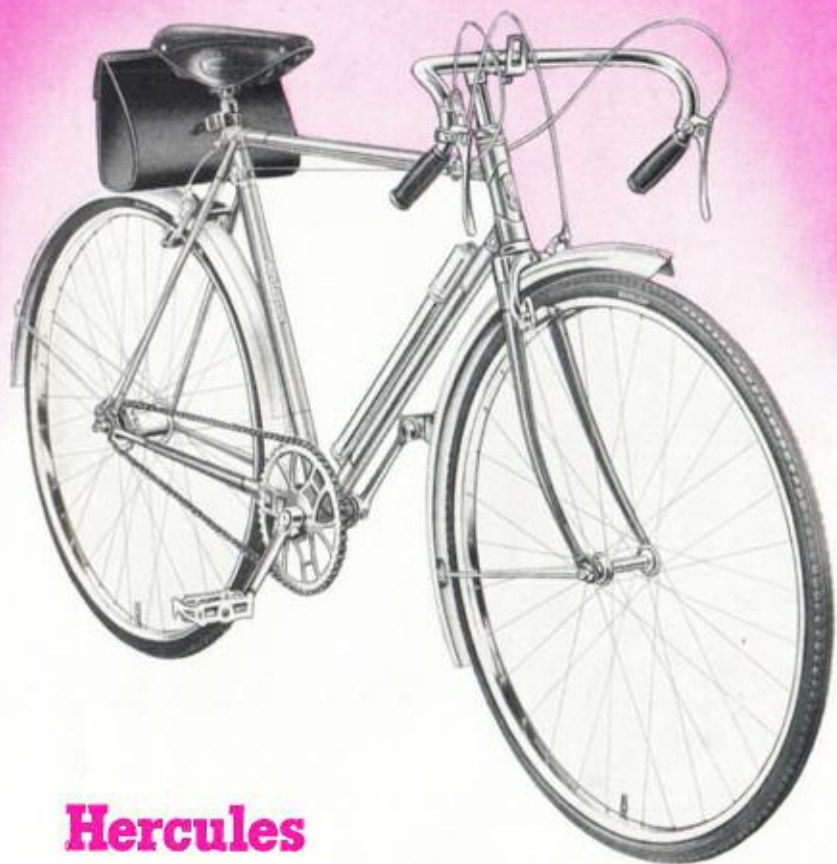
Frame: 21 in. and 23 in. Special cut-away lugs and brazed-on mudguard eyes. **Forks:** Narrow pattern crown, 'D' to round section with solid ends, and brazed-on snug for lamp bracket. **Wheels:** 26 in. x 1½ in. Endrick rims, with track nuts. Narrow barrel racing hubs. Freewheel and fixed sprocket. **Tyres:** Dunlop Speed. **Chainwheel and Cranks:** Special flanged 46T 3-pin detachable with square cranks. **Pedals:** Racing rat-trap, quill type. **Handlebar:** Maes bend, taped with stops. **Brakes:** G.B. Alloy with hooded levers. **Mudguards:** White celluloid; entirely new type front spearpoint. **Saddle:** Narrow racing. **Accessories:** 15 in. alloy inflator, reflector, tourist bag. **Finish:** Hercules Phosphorescent Light Green with Cream Head; Eileen Sheridan autograph transfer on top down tube.

Alternative Components available at small extra cost:

Hercules 3-speed Hub. Herailleur Gear with Down Tube Control. Dunlop High Pressure Rims. Dunlop High Pressure Covers and Tubes. G.B. Super Hood Front and Rear Brakes. B.15 Saddle. Maes Bend Handlebar with 2 in. adjustable stem (or other handlebars as desired).

AVAILABLE ON EASY TERMS





Hercules

'HARLEQUIN' SPORTS

(LADIES' MODEL ALSO AVAILABLE)

Frame: 21 in. and 23 in. Double-tapered seatstays. Cut-away lugs. **Wheels:** 26 in. x 1½ in. Endrick rims. **Tyres:** Dunlop Sports. **Handlebar:** Maes bend with extended adjustable Clip. Rubber Grips. **Brakes:** Caliper. **Mudguards:** Steel spearpoint. **Saddle:** Leather. **Pedals:** Rat-trap, quill type. **Accessories:** Reflector, alloy 15 in. inflator, and hold-all. **Finish:** Sapphire Blue or Maroon with distinctive lining.

Also available — **HERCULES LADIES' 'HARLEQUIN' SPORTS** with Half Drop handlebar, rubber pedals, spring seat saddle, and celluloid inflator.

Hercules 3-speed Hub with Her-cu-matic Handlebar Control (as illustrated) extra.

Herailleur Gear with Down Tube Control extra.

AVAILABLE ON EASY TERMS





Kestrel LIGHTWEIGHT TOURIST

WITH REYNOLDS "531" FRAME TUBES

Frame: 21 in. and 23 in. Special cut-away lugs. **Forks:** 'D' to round section with solid ends. **Wheels:** 26 in. x 1 1/2 in. Endrick rims, with track nuts. Narrow barrel racing hubs. **Tyres:** 26 in. x 1 1/2 in. Dunlop Sports. **Chainguard:** Metal. **Pedals:** Ultra-lightweight Dual type. **Handlebar:** All-rounder bend on adjustable stem. **Brakes:** Caliper. **Mudguards:** White celluloid. **Saddle:** Spring seat. **Accessories:** Reflector, celluloid inflator and hold-all. **Finish:** Standard Black enamel or Olive Green, with Cream Head and Panel.

Hercules 3-speed Hub with Her-cu-matic Handlebar Control (as illustrated) extra.

Herailleur Gear with Down Tube Control extra.

AVAILABLE ON EASY TERMS



Hercules

Cycles

PRICE LIST

EFFECTIVE 15th NOVEMBER, 1952

This price list supersedes all previous price lists. All orders are accepted at price ruling at date of delivery.



THE PRICES QUOTED HEREIN ARE THOSE
APPLICABLE TO GT. BRITAIN AND NORTHERN IRELAND

PRICE LIST • *Effecti*

	£	s.	d.
MASSED START Machine	34	0	0
LAPWING Track Machine	33	0	0
KESTREL			
SUPER CLUB	27	9	2
SENIOR CLUB	19	17	2
CLUB Gent's	16	10	0
CLUB Ladies'	16	10	0
LIGHTWEIGHT TOURIST* Gent's	15	19	6
LIGHTWEIGHT TOURIST* Ladies'	15	19	6
*Small extra for colour			
SPORTS			
EILEEN SHERIDAN AUTOGRAPHED MACHINE*	17	17	4
EILEEN SHERIDAN AUTOGRAPHED MACHINE, with Standard Caliper Brakes	16	18	5
HARLEQUIN Gent's	14	14	0
HARLEQUIN Ladies'	14	14	0
*For prices of alternative components see facing page			
SPORTS TOURIST Gent's			
SPORTS TOURIST 'F' Standard Black	13	19	6
SPORTS TOURIST 'F' Maroon or Olive Green	14	5	9
CAERNARVON 'P' Standard Black	16	9	4
WINDSOR 'P' Olive Green	17	4	9
SPORTS TOURIST Ladies'			
SPORTS TOURIST 'FA' Standard Black	13	19	6
SPORTS TOURIST 'FA' Maroon or Olive Green	14	5	9
CAERNARVON 'PA' Standard Black	16	9	4
WINDSOR 'PA' Olive Green	17	4	9
SAFETY Gent's			
SAFETY 'C' Standard Black	13	17	6
SAFETY 'C' Maroon or Olive Green	14	3	9
ARUNDEL 'U' Standard Black	16	6	10
BALMORAL 'U' Olive Green	17	2	3
SAFETY Ladies'			
LADIES' LOOP TUBE MODEL 'CA/LT,' Standard Black	14	6	9
LADIES' LOOP TUBE MODEL 'CA/LT,' Olive Green	14	13	0
SAFETY 'CA'	13	17	6
SAFETY 'CA' Maroon or Olive Green	14	3	9
ARUNDEL 'UA' Standard Black	16	6	10
BALMORAL 'UA' Olive Green	17	2	3

ALL PRICES INCLUDE PURCHASE TAX

cycles

ive 15th November, 1952

	£	s.	d.
LIGHT ROADSTER			
ARTISAN MODEL	11	19	6

BOYS'

'JEEP,' 18 in. frame, Standard Black	12	19	11
'JEEP,' 18 in. frame, Maroon, Sapphire Blue or Olive Green	13	6	2
'RANGER,' 16 in. frame, Maroon, Sapphire Blue or Olive Green	11	19	3

GIRLS'

'JEEP,' 18 in. frame, Standard Black	13	2	5
'JEEP,' 18 in. frame, Maroon, Sapphire Blue or Olive Green	13	8	8
'RANGER,' 16 in. frame, Maroon, Sapphire Blue or Olive Green	11	19	3

CARRIERS (No Purchase Tax)

STANDARD 'D'	14	8	3
HOLD-ALL 'K,' small front wheel	15	19	9

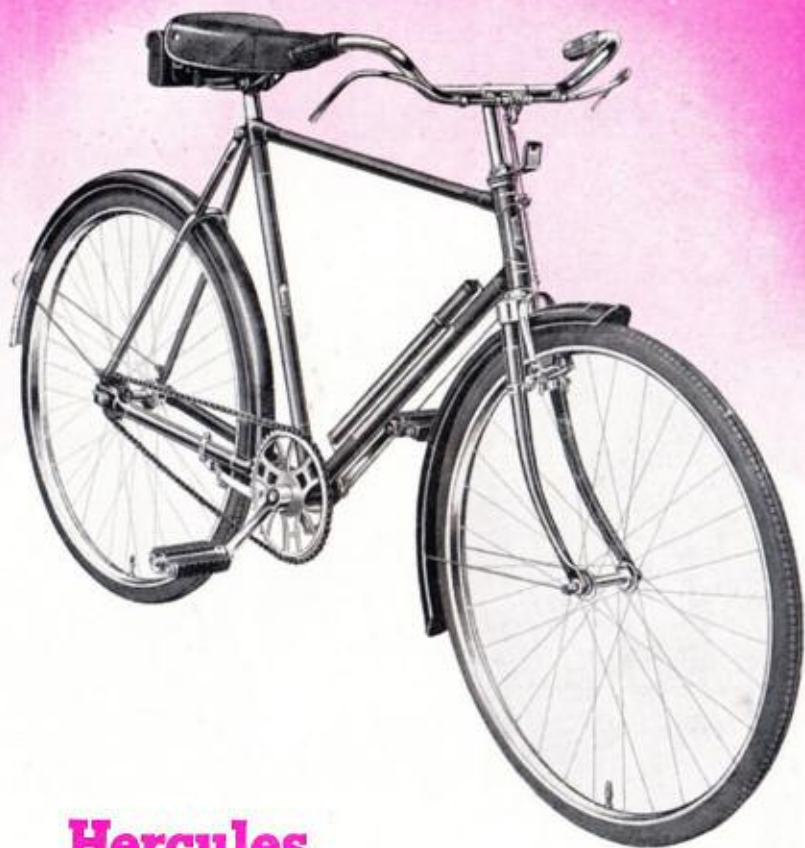
EXTRAS

HERCULES 3-SPEED HUB with Her-cu-matic Patented Handlebar Control	2	2	9
HERAILLEUR 3-SPEED CHAIN GEAR	2	1	0
STURMEY-ARCHER FRONT DYNOHUB GH6, with Lamp	3	0	3
STURMEY-ARCHER FRONT DYNOHUB GH6, with Lamp and D.B.U. Battery Unit	3	10	9
CARRIER BASKET 'D'	1	3	8
CARRIER BASKET 'K'	1	12	7

ALTERNATIVE COMPONENTS AVAILABLE FOR EILEEN SHERIDAN AUTOGRAPHED MACHINE ONLY

Dunlop High Pressure Rims, with Dunlop High Pressure Covers and Tubes	8	4	
G.B. Super Hood Front and Rear Brakes	4	0	
B.15 Saddle	10	5	
Maes Bend Handlebar with 2 in. adjustable stem	16	3	
(other Handlebars available on request)			

ALL MODELS AVAILABLE ON EASY TERMS
PLEASE SEE YOUR LOCAL HERCULES DEALER



Hercules

GENT'S ARTISAN MODEL

Frame: 22 in. and 24 in. Finest quality steel throughout, "Spray-Bonderized" before enamelling for rust resistance and long life.
Wheels: 26 in. x 1 3/8 in. Westwood. **Tyres:** Dunlop Champion.
Handlebar: "North Road" raised. **Brakes:** Double Roller-lever.
Mudguards: Deep domed. **Saddle:** Spring seat. **Pedals:** Rubber. **Accessories:** Reflector, inflator and toolbag.
Finish: Standard Black enamel, Red and Gold lining.



Hercules 3-speed Hub with Her-cu-matic Handlebar Control extra

AVAILABLE ON EASY TERMS



Kestrel LADIES' LIGHTWEIGHT TOURIST

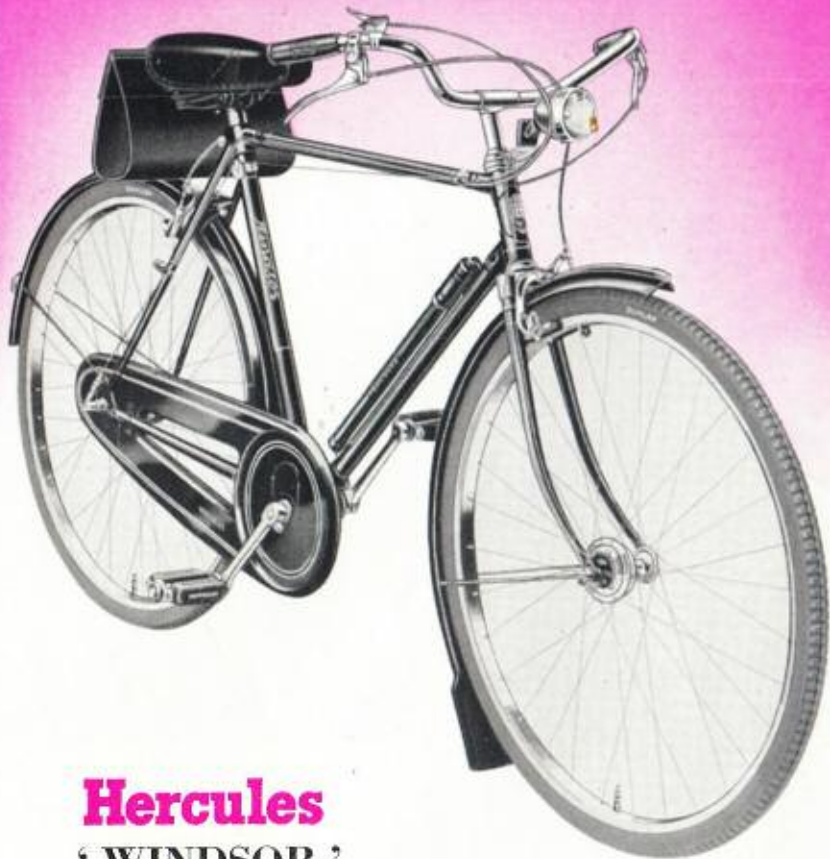
WITH REYNOLDS "531" FRAME TUBES

Frame: 21 in. and 23 in. Special cut-away lugs. **Forks:** 'D' to round section with solid ends. **Wheels:** 26 in. x 1 1/4 in. Endrick rims with track nuts. Narrow barrel racing hubs. **Tyres:** 26 in. x 1 1/4 in. Dunlop Sports. **Chainguard:** Metal. **Pedals:** Ultra lightweight dual type. **Handlebar:** All-rounder bend on adjustable stem. **Brakes:** Caliper. **Mudguards:** White celluloid. **Saddle:** Spring seat. **Accessories:** Reflector, celluloid inflator and hold-all. **Finish:** Standard Black enamel with Cream Head and Panel, or Violet with Gold Head and Panel, or Olive Green with Cream Head and Panel. Hercules 3-speed Hub with Her-cu-matic Handlebar Control (as illustrated) extra.

Heraillieur Gear with Down Tube Control extra.

AVAILABLE ON EASY TERMS





Hercules 'WINDSOR'

(LADIES' 'WINDSOR' ALSO AVAILABLE)

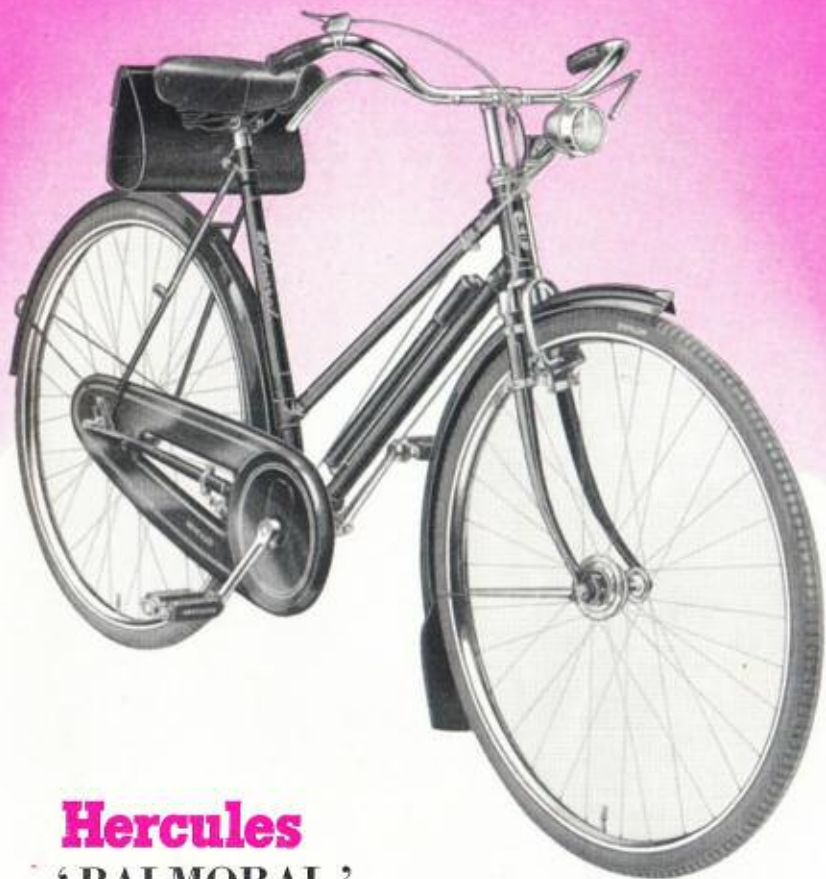
Frame: 19 in., 21 in. and 23 in. Low built. Brazed-on pump pegs. **Wheels:** 26 in. x 1 $\frac{3}{8}$ in. Endrick steel. **Tyres:** Dunlop Roadster. **Gear:** Hercules 3-speed with Her-cu-matic Handlebar Control. 48T chainwheel, 6 $\frac{1}{2}$ in. cranks, 18T sprocket. **Gear Case:** Hercules. **Handlebar:** "New Pattern" raised. **Brakes:** Caliper. **Saddle:** Spring seat. **Pedals:** Rubber. **Accessories:** Reflector, inflator and hold-all bag. **Finish:** Olive Green (gold lined), with Green Mudflap, Green Inflator, Green Cables, Green Grips, and Green Hold-all Bag.

Also available — **HERCULES GENT'S or LADIES' "CAERNARVON,"** specification as above, but Standard Black finish throughout.

Sturmey-Archer Front Dynohub, type GH6, with head and tail Lamps (as illustrated) extra. Also available as extra — Dry Battery Unit (D.B.U.).



AVAILABLE ON EASY TERMS



Hercules

'BALMORAL'

(GENT'S 'BALMORAL' ALSO AVAILABLE)

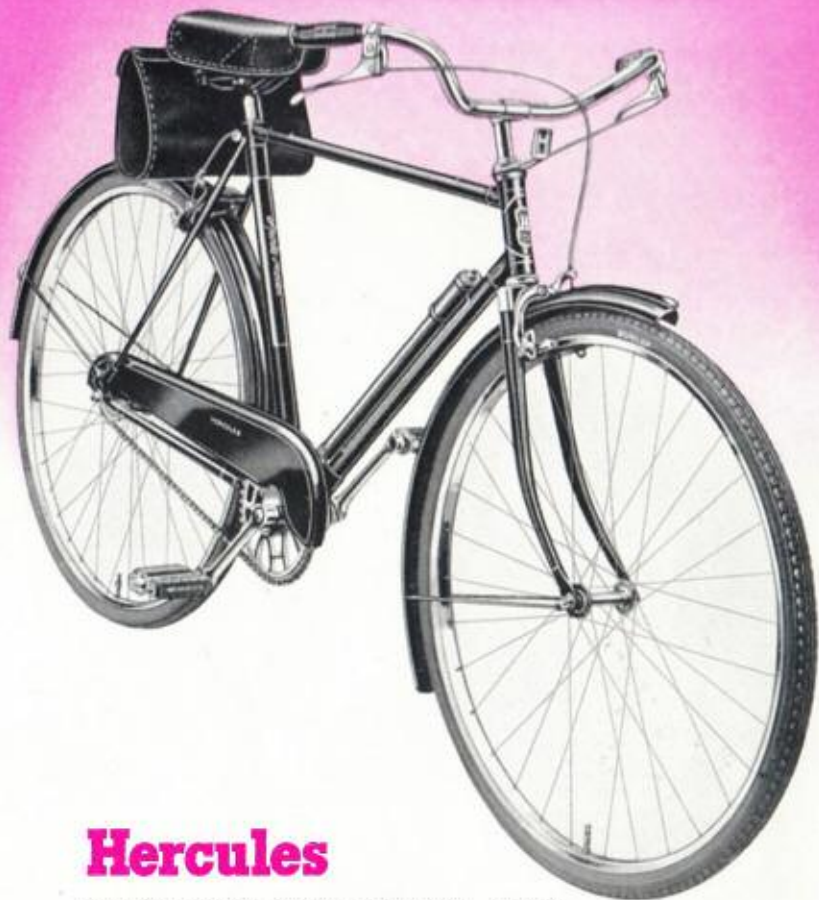
Frame: 19 in., 21 in. and 23 in. Low built. Cut-away lugs.
Wheels: 26 in. x 1 $\frac{3}{8}$ in. **Tyres:** Dunlop Roadster. **Gear:** Hercules 3-speed with Her-cu-matic Handlebar Control. **Cranks:** 6 $\frac{1}{2}$ in. **Gear Case:** Hercules. **Handlebar:** "North Road" high raised. **Brakes:** Roller-lever. **Saddle:** Spring seat. **Pedals:** Rubber. **Accessories:** Reflector, inflator and hold-all bag. **Finish:** Olive Green (gold lined), with Green Mudflap, Green Inflater, Green Cable, Green Grips, and Green Hold-all Bag.

Also available—HERCULES GENT'S or LADIES' "ARUNDEL," specification as above, but Standard Black finish throughout.

Sturmey-Archer Front Dynohub, type GH6, with head and tail Lamps (as illustrated) extra. Also available as extra—Dry Battery Unit (D.B.U.)

AVAILABLE ON EASY TERMS





Hercules

SPORTS TOURIST 'F'

(LADIES' 'FA' ALSO AVAILABLE)

Frame: 19 in., 21 in. and 23 in. Fully brazed-up. Double-tapered seatstays. Cut-away lugs. Low built. **Wheels:** 26 in. x 1½ in. Endrick steel. **Tyres:** Dunlop Sports. **Chainguard:** Metal. **Handlebar:** "New Pattern" raised. **Brakes:** Caliper. **Mudguards:** Steel spearpoint. **Saddle:** Spring seat. **Pedals:** Rubber. **Accessories:** Reflector, inflator and hold-all bag. **Finish:** Standard Black enamel, gold lining; or Maroon with White mudguards; or Olive Green with Green mudguards; all tastefully lined. Colour finishes at small extra cost.

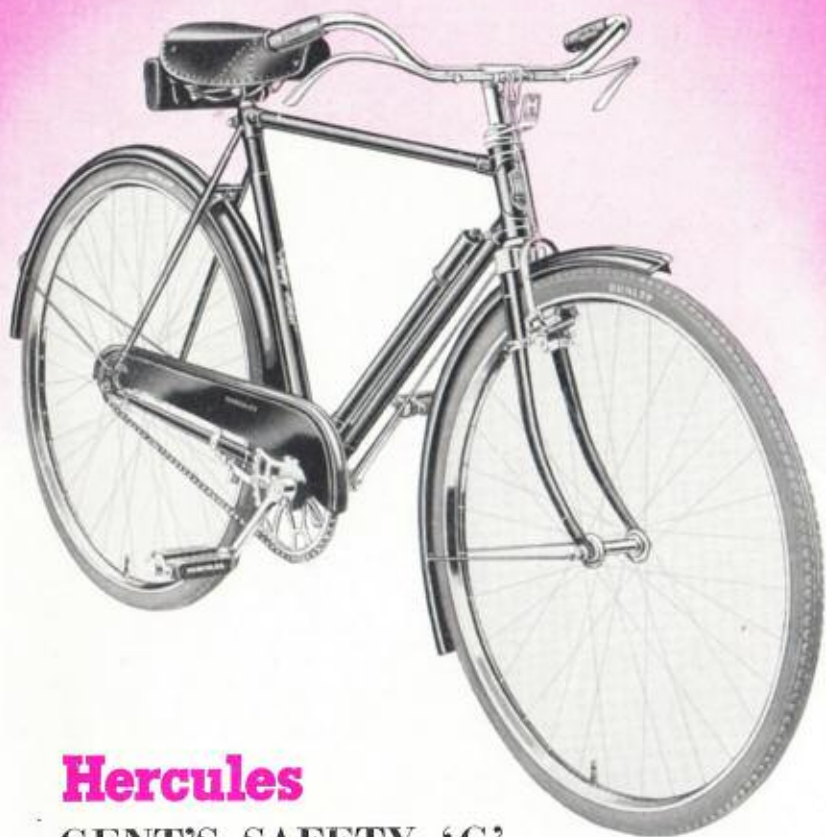
Also available —

HERCULES LADIES' SPORTS TOURIST 'FA' in Standard Finish or Maroon with White mudguards or Olive Green with Green mudguards, all tastefully lined. Colour finishes at small extra cost.

Hercules 3-speed Hub with Her-cu-matic Handlebar Control extra.

AVAILABLE ON EASY TERMS





Hercules

GENT'S SAFETY 'C'

(LADIES' 'CA' ALSO AVAILABLE)

Frame: 19 in., 21 in. and 23 in. Fully brazed-up. Double-tapered seatstays. Cut-away lugs. **Wheels:** 26 in. x 1 1/2 in. Westwood. **Tyres:** Dunlop Sports. **Chainguard:** Metal. **Handlebar:** "North Road" high raised. Rubber Grips. **Brakes:** Roller-lever. **Saddle:** Spring seat. **Pedals:** Rubber. **Accessories:** Reflector, inflator and toolbag. **Finish:** Standard Black enamel, gold lining; or Maroon with White mudguards; or Olive Green with Green mudguards; all tastefully lined. Colour finishes at small extra cost.

Also available—

HERCULES LADIES' SAFETY 'CA' in Standard Finish, or Maroon with White mudguards or Olive Green with Green mudguards, all tastefully lined. Colour finishes at small extra cost.

Hercules 3-speed Hub with Her-cu-matic Handlebar Control extra
AVAILABLE ON EASY TERMS





Hercules

BOYS' & GIRL'S 18 in. 'JEEP' MODELS

(AGES 7-9 ACCORDING TO HEIGHT)

Frame: 18 in. built with adult-size tubing. Double-tapered seat-stays. Brazed-up seat and chain stays. Cut-away lugs. **Wheels:** 24 in. x 1 1/4 in. **Tyres:** Dunlop Juvenile. **Handlebar:** "North Road" high raised. **Brakes:** Roller-lever. **Mudguards:** Steel spearpoint, black enamelled. **Saddle:** Spring seat. **Pedals:** Rubber. **Accessories:** Toolbag, reflector and inflator.

Finish: Standard Black enamel; Maroon, Sapphire Blue, or Olive Green at small extra cost.

GIRL'S MODEL: Specification as above but fitted with chainguard.

AVAILABLE ON EASY TERMS





Hercules

BOY'S & GIRL'S 16 in. 'RANGER' MODELS

(AGES 5 - 8 ACCORDING TO HEIGHT)

Frame: 16 in., built with adult-size tubing and brackets. **Wheels:** 20 in. x 1 1/4 in. Junior. **Tyres:** Dunlop Junior. **Chainguard:** Metal, half-pattern. **Handlebar:** Narrow pattern "North Road" raised. **Brakes:** Roller-lever. **Mudguards:** Steel spearpoint. **Saddle:** Spring Seat. **Pedals:** Rubber. **Accessories:** Reflector, toolbag, white celluloid inflator. **Finish:** Maroon, Sapphire Blue, or Olive Green. Very attractive "Ranger" pictorial transfer on frame tube.

AVAILABLE ON EASY TERMS

page nineteen



**HERAILLEUR, fastest 3-speed
Chain Gear for Sports Riders,
with Down Tube Control.**



**The famous
HERCULES
3-Speed Hub,
with Her-cu-
matic Handle-
bar Control (fully patented)**

**Sturmey-Archer Front Dynohub GH6,
also Dry Battery Unit (D.B.U.) are
available for fitment to all adult models.**

There are 31 Hercules models to choose from, to suit every cyclist. Particulars of Models not illustrated will gladly be given by your local Hercules Cycle Dealer.

Hercules Cycles are "Spra-Bonderized" before enamelling to ensure rust-proofing and long life. All Models have Hercules High Lustre Chromium Plating, subject to the provisions of "The Nickel Prohibited Uses (Minister of Supply) Order 1951," and availability of supplies.

All Specifications and Prices (which are those applicable in Great Britain and Northern Ireland) subject to revision without notice. All prices are INCLUSIVE of Purchase Tax.

The World Centre of Cycle Craftsmanship.

The HERCULES CYCLE & MOTOR CO. Ltd.
BRITANNIA WORKS, ROCKY LANE, ASTON, BIRMINGHAM 6

(Factories at Rocky Lane, Aston; and Manor Mills)

Cables and Telegrams: CYMO

Telephone: ASTON CROSS 3040 (12 lines)

London Office: 3 SOHO SQUARE, LONDON W.1

Telephone: GERard 7544

IceniCAM Information Service



www.icenicam.org.uk