



Hercules

WINS AGAIN



Hercules Kestrel Senior Club

Frame: 21" and 23". 72° head and 72° seat angles. Wheels: 27" x 1½" Wide Flange Hubs. Tyres: Dunlop Speed. Handlebar: "Maes" pattern. Gear: Benelux 3-speed. Finish: Flamboyant Ruby or Flamboyant Blue with decorative transfers. Gent's or Lady's complete with gear (Lady's model has 26" Wheels). Cash Price: £20.11.6.



Hercules Tour de France Equipe

Wheels: 27" High Pressure Steel. Gear: 8-Speed Benelux. Tyres: Dunlop H.P. Handlebar: "Maes" 15½" centres, taped and fitted with stops. Saddle: Brooks B 15 with chrome springs. Finish: Flamboyant Red or Blue. Ivory Head and Seat Panel. Tour de France Equipe transfers to seat and down tube. Cash Price with 8-speed £27.15.6.



Hercules Harlequin

Wheels: 27" Endrick rims. Frame: 21" and 23". Special cut-away lugs. Handlebar: "Maes" on adjustable stem. Tyres: Dunlop Speed. Brakes: Hercules "Sports Pattern". Caliper. Mudguards: White Celluloid. Finish: Lincoln Green or Flamboyant Blue with decorative Harlequin transfers. Cash Price: Gent's £15.16.6. Lady's, with Sports Tyres, 26" Wheels, Hold-all, Bag, £16.1.6. Hercules 3-speed Hub with Her-cu-matic Handlebar Control, extra £2.5.10. Benelux 3-speed, Extra £2.5.10.

SPORTS RANGE

ON MAJOR SELLING POINTS!

POINT 1 NEW UPRIGHT FRAME ANGLES

POINT 2 27" WHEELS

POINT 3 CONTINENTAL FORKS

POINT 4 'MAES' HANDLEBAR

AND LOTS OF OTHER MAJOR SELLING POINTS

Place your stock order NOW for BIGGER Spring profits

Hercules

The Finest Bicycle Built To-day

THE HERCULES

CYCLE & MOTOR COMPANY, LIMITED, ASTON, BIRMINGHAM, 6

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22 in. or 23 in. Frame. 72° Angles, 27 in. Wheels, Finest Racing Equipment, 8-Speed Benelux included in price. Flamboyant Red or Blue Finish. "Tour de France" transfers.

RETAIL PRICE £27-15-6 INC. P.T.

**TOUR de FRANCE
ÉQUIPE**

**The Bike the
Boys are
buying!**

"Cycling" calls the Hercules "Tour de France Équipe" machine "The Fruit of Experience". And what real successful experience of the Tour de France it is based on!

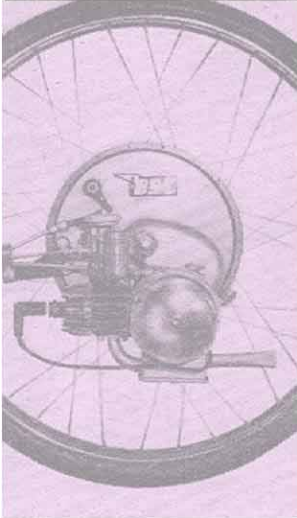
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