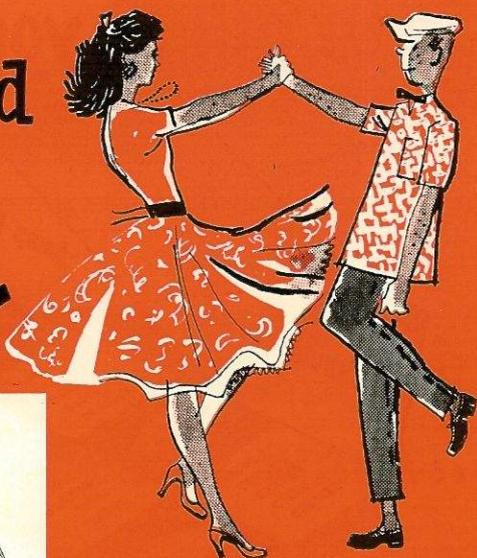


It's rocking both sides of the Atlantic!

The
Star Spangled
bicycle

The Hercules

New Yorker



'New Yorker'
- the bicycle
that sells on
'pop'
appeal!

Yes, sir! The New Yorker tops the popularity poll here and in the U.S.A. It's the Right Bicycle at the Right Price . . . with more style per inch than any other machine on the road today. Easy to see why it's easy to sell!

Hercules

THE FINEST BICYCLE BUILT TO-DAY

The Hercules Cycle & Motor Co. Ltd.
Aston, Birmingham, 6

A UNIT OF THE  CYCLE DIVISION

It's rocking both sides of the Atlantic!



The Star Spangled bicycle

The Hercules

New Yorker

Yes, sir! The New Yorker tops the popularity poll here and in the U.S.A. It's the Right Bicycle at the Right Price . . . with more style per inch than any other machine on the road to-day. Easy to see why it's easy to sell!



Hercules

The Finest Bicycle Built To-day

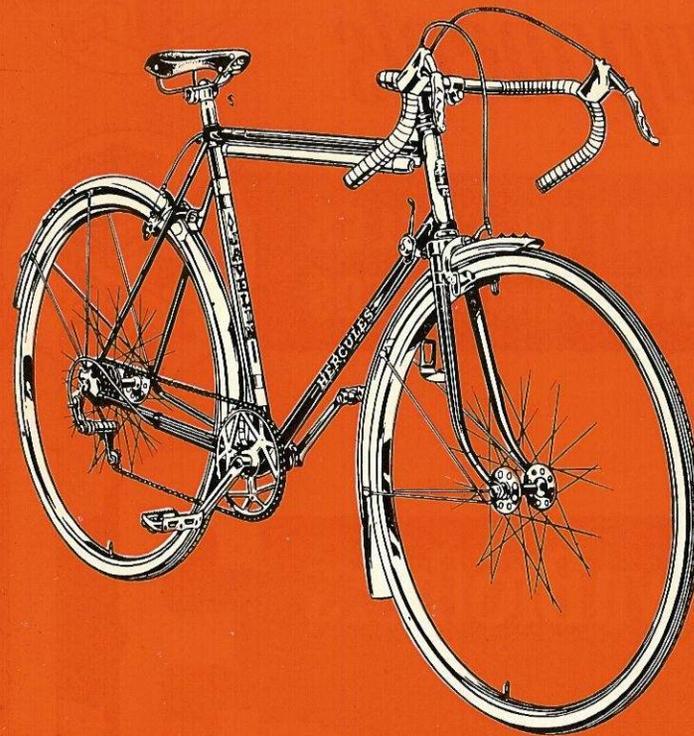
'New Yorker'- the bicycle that sells on 'pop' appeal!

Hercules

Value stands alone!

**** NOW stock**

JAVELIN



**A MAGNIFICENT NEW
SPORTS MACHINE
Moderately priced £22.19.6**

incl. Pur. Tax and 4-Speed Derailleur

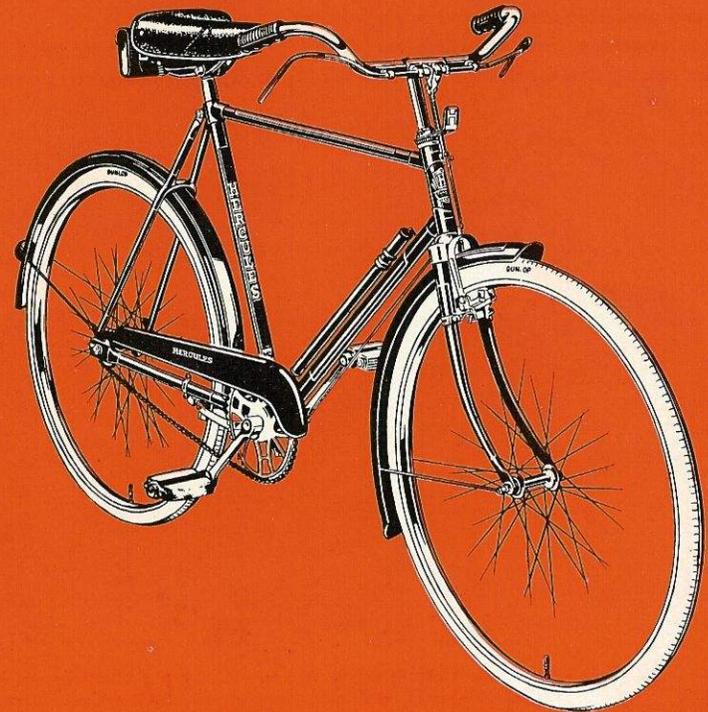
Easy to stock because one model only! One
Frame Size (22½ in. Gent's). One Colour
(Flamboyant Red). One Gear (Crimson Star
4-Speed Derailleur).

Hercules The Finest Bicycle Built To-Day

A UNIT OF THE  CYCLE DIVISION

Hercules
Value stands
alone!

'POPULAR'



**** Can you afford to be
without this 'Popular' machine
in your windows?**

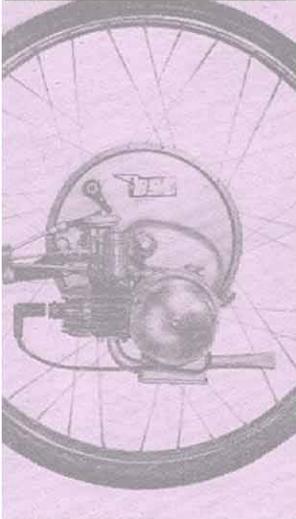
THE Right Bicycle at The Right Price
£16.4.6 incl. Tax, Gent's or Lady's

*Note : Chainguard and choice of Black or Olive Green
now standard on Gent's or Lady's.*

Hercules The Finest Bicycle Built To-day

A UNIT OF THE  CYCLE DIVISION

IceniCAM Information Service



www.icenicam.org.uk