

# WONDER WHEELS



*The Finest Bicycle Built To-day*

HOUSES OF PARLIAMENT.



## Hercules MEN'S VISCOUNT

**FRAME:** 20 in., 22 in. and 24 in. Roadster, built of high grade steel tubing, with cranked seat- and chainstays. Brazed-on Pump Pegs. **FRONT FORK:** Tubular Crown with chromium-plated end cups. **HANDLEBAR:** Standard upturned on brazed-up stem with Dark Tan finger-moulded rubber grips. **BRAKES:** Double Roller Lever, Yoke and Hinge pattern. **RIMS:** Dunlop Westwood 26 in. x 1 1/4 in. on 20 in. models, and 28 in. x 1 1/4 in. on 22 in. and 24 in. models. **TYRES:** Dunlop Fort Translucent. **HUBS:** Hercules narrow barrel front and rear, rear hub fitted with 18T freewheel. **CHAINWHEEL:** Hercules 48T x 7 in. cranks on 28 in. wheel models. Hercules 44T x 6 1/2 in. cranks on 26 in. wheel models. **CHAIN:** Best British roller 1/2 in. pitch. **GEARCASE:** Oilbath with chromium-plated disc. **MUDGUARDS:** Deep Domed Roadster pattern with spearpoint and chromium-plated tip. Nuted, lipped-end spindle-fitting stays. **PEDALS:** Hercules Rubber 4 in. **SADDLE:** Brooks B33/1 leather with chromium-plated springs. **FITTINGS:** Reflector, Chromium-plated Inflator, Window Toolbag, Tools, Oilcan, Miller Challis Bell and Hercules Kickstand. **FINISH:** Specially treated before enamelling for rust resistance and long life. "Super-Gloss" enamelled in Flamboyant Burgundy and lined double Gold (as illustrated). All usual bright parts Hercules "High-Lustre" chromium plated. **ALTERNATIVE SPECIFICATIONS:** North Road Raised or Flat handlebars at no extra charge. Wide Barrel Hubs at no extra charge. Chainwheel 46T x 7 in. cranks on 28 in. wheel models, or 46T x 6 1/2 in. cranks on 26 in. wheel models at no extra charge. Double top tube at extra charge. Hercules 3-speed Hub with Her-cu-matic Handlebar Control at extra charge.



Enamel Signal Red.



## ALTERATIONS and AMENDMENTS

Page 2—Men's VISCONT, Page 3—Ladies' VISCONT, Page 4—Men's SUPERBE, Page 6—Men's POPULAR, Page 7—Ladies' POPULAR, Page 8—Men's POPULAR Double Top Tube, Page 9—Men's POPULAR Oversize. Alternative specifications. Please delete North Road Raised or Flat handlebars at no extra charge. Insert North Road Raised handlebars at extra charge or Flat handlebars at no extra charge.

Page 20—Men's COUNTY, Page 21—Ladies' COURIER. Finish. Delete lined double Red and Gold. Insert lined double Gold.

Page 25—Men's KESTREL. Alternative specifications. Delete as catalogue and read as follows: with 27" x 1½" wheels at extra charge. Hercules 3-speed Hub with Her-cu-matic Handlebar Control or with 3-speed Gear at extra charge.

Page 26—Men's HARLEQUIN, Page 27—Ladies' HARLEQUIN. Alternative specifications. Delete 28" x 1½" x 1½" wheels at no extra charge. Insert 28" x 1½" x 1½" wheels at extra charge.

Page 30—Boy's WIZARD. Delete but is not equipped with half-pattern chainguard.

Page 31—Boy's RANGER. Hubs. Delete 18T Freewheel. Insert 14T Freewheel.

Page 31—Girl's RANGER. Specification should read: The Girl's Ranger, finished in Bright Blue enamel is built to the same basic and alternative specifications as the Boy's Model.

# Hercules LADIES' VISCONT

FRAME: 20 in., 22 in. and 24 in. Loop Tube Roadster, built of high grade steel tubing, with cranked seat- and chainstays. Clip-on Pump Pegs. FRONT FORK: Tubular Crown with chromium-plated end cups. HANDLEBAR: Standard upturned on brazed-up stem with Dark Tan finger-moulded rubber grips. BRAKES: Double Roller Lever, Yoke and Hinge pattern. RIMS: Dunlop Westwood 26 in. x 1½ in. on 20 in. models, and 28 in. x 1½ in. on 22 in. and 24 in. models. TYRES: Dunlop Fort Translucent. HUBS: Hercules narrow barrel front and rear, rear hub fitted with 18T freewheel. CHAINWHEEL: Hercules 44T x 6½ in. cranks. CHAIN: Best British roller ½ in. pitch. GEARCASE: Oilbath with chromium-plated disc. MUD-GUARDS: Deep Domed Roadster pattern with spearpoint and chromium-plated tip. Nuted, lipped-end spindle-fitting stays. PEDALS: Hercules Rubber 3½ in. SADDLE: Brooks B73L Leather with chromium-plated springs. FITTINGS: Reflector, Chromium-plated Inflator, Window Toolbag, Tools, Oilcan, Miller Challis Bell, and Hercules Kickstand. FINISH: Specially treated before enamelling for rust resistance and long life. "Super-Gloss" enamelled in Flamboyant Burgundy and lined double Gold (as illustrated). All usual bright parts Hercules "High-Lustre" chromium plated. ALTERNATIVE SPECIFICATIONS: North Road Raised or Flat handlebars at no extra charge. Wide Barrel hubs at no extra charge. Chainwheel 46T x 6½ in. cranks at no extra charge. Straight Top Tube at no extra charge. Hercules 3-speed Hub with Her-cu-matic Handlebar Control at extra charge.



Enamel Bright Blue.





## Hercules LADIES' VISCOUNT

FRAME: 20 in., 22 in. and 24 in. Loop Tube Roadster, built of high grade steel tubing, with cranked seat- and chainstays. Clip-on Pump Pegs. FRONT FORK: Tubular Crown with chromium-plated end cups. HANDLEBAR: Standard upturned on brazed-up stem with Dark Tan finger-moulded rubber grips. BRAKES: Double Roller Lever, Yoke and Hinge pattern. RIMS: Dunlop Westwood 26 in. x 1½ in. on 20 in. models, and 28 in. x 1½ in. on 22 in. and 24 in. models. TYRES: Dunlop Fort Translucent. HUBS: Hercules narrow barrel front and rear, rear hub fitted with 18T freewheel. CHAINWHEEL: Hercules 44T x 6½ in. cranks. CHAIN: Best British roller ½ in. pitch. GEARCASE: Oilbath with chromium-plated disc. MUD-GUARDS: Deep Domed Roadster pattern with spearpoint and chromium-plated tip. Nutted, lipped-end spindle-fitting stays. PEDALS: Hercules Rubber 3½ in. SADDLE: Brooks B73L Leather with chromium-plated springs. FITTINGS: Reflector, Chromium-plated Inflator, Window Toolbag, Tools, Oilcan, Miller Challis Bell, and Hercules Kickstand. FINISH: Specially treated before enamelling for rust resistance and long life. "Super-Gloss" enamelled in Flamboyant Burgundy and lined double Gold (as illustrated). All usual bright parts Hercules "High-Lustre" chromium plated. ALTERNATIVE SPECIFICATIONS: North Road Raised or Flat handlebars at no extra charge. Wide Barrel hubs at no extra charge. Chainwheel 46T x 6½ in. cranks at no extra charge. Straight Top Tube at no extra charge. Hercules 3-speed Hub with Her-cu-matic Handlebar Control at extra charge.



Enamel Bright Blue.



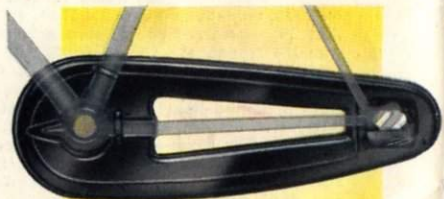


## Hercules MEN'S SUPERBE

FRAME: 20 in., 22 in. and 24 in. Roadster, built of high grade steel tubing, with cranked seat- and chainstays. Brazed-on Pump Pegs. FRONT FORK: Tubular Crown with chromium-plated end cups. HANDLEBAR: Standard upturned on brazed-up stem with Black plastic grips. BRAKES: Double Roller Lever, Yoke and Hinge pattern. RIMS: Dunlop Westwood 26 in.  $\times$  1  $\frac{1}{8}$  in. on 20 in. models, and 28 in.  $\times$  1  $\frac{1}{2}$  in. on 22 in. and 24 in. models. TYRES: Dunlop Roadster. HUBS: Hercules narrow barrel front and rear, rear hub fitted with 18T freewheel. CHAINWHEEL: Hercules 48T  $\times$  7 in. cranks on 28 in. wheel models, 44T  $\times$  6  $\frac{1}{2}$  in. cranks on 26 in. wheel models. CHAIN: Best British roller  $\frac{1}{2}$  in. pitch. GEARCASE: Oilbath. MUDGUARDS: Deep Domed Roadster pattern with spearpoint and chromium-plated tip. Nuted, lipped-end spindle-fitting stays. PEDALS: Hercules rubber 4 in. SADDLE: Large Hammock pattern leather. FITTINGS: Reflector, Inflator, Toolbag, Tools, Oilcan and Bell. FINISH: Specially treated before enamelling for rust resistance and long life. "Super-Gloss" enamelled in Standard Black and lined double Red and Gold or available in Olive Green (as illustrated) and other brilliant colours at extra charge. All usual bright parts Hercules "High-Lustre" chromium-plated. ALTERNATIVE SPECIFICATIONS: North Road Raised or Flat handlebars at no extra charge. Wide Barrel hubs at no extra charge. Chainwheel 46T  $\times$  7 in. cranks on 28 in. wheel models, or 46T  $\times$  6  $\frac{1}{2}$  in. cranks on 26 in. wheel models, at no extra charge. Double Top Tube at extra charge. Hercules 3-speed Hub with Her-cu-matic Handlebar Control at extra charge.

### LADIES' SUPERBE

The Ladies' Superbe is available with a Loop-Tube or Straight Top Tube frame in the sizes: 20 in. with 26 in.  $\times$  1  $\frac{1}{8}$  in. wheels, and 22 in. and 24 in. with 28 in.  $\times$  1  $\frac{1}{2}$  in. wheels, Chainwheel 44T  $\times$  6  $\frac{1}{2}$  in. cranks, with 3-coil Leather Saddle and to the same basic and alternative specifications as the Men's model.



Hercules "Firmfit" Gearcase  
with triple clip fastening.



*The World's*

**MOST ECONOMICAL**

**TRANSPORT**



THE British bicycle is a modern miracle, because it can carry you further, more easily and quickly and **at less expense**, than any other form of transport. To save more money than is possible any other way, ride a Hercules.

Because of its strength and despite its light weight, the loads it can carry are amazing.

NO OTHER BICYCLE is as strong as HERCULES. The sternest test in the world of the strength of a bicycle is

the world-famous Tour de France — Hercules cycles have come through that test with no mechanical failures and great distinction, enhancing still further the reputation of Hercules as

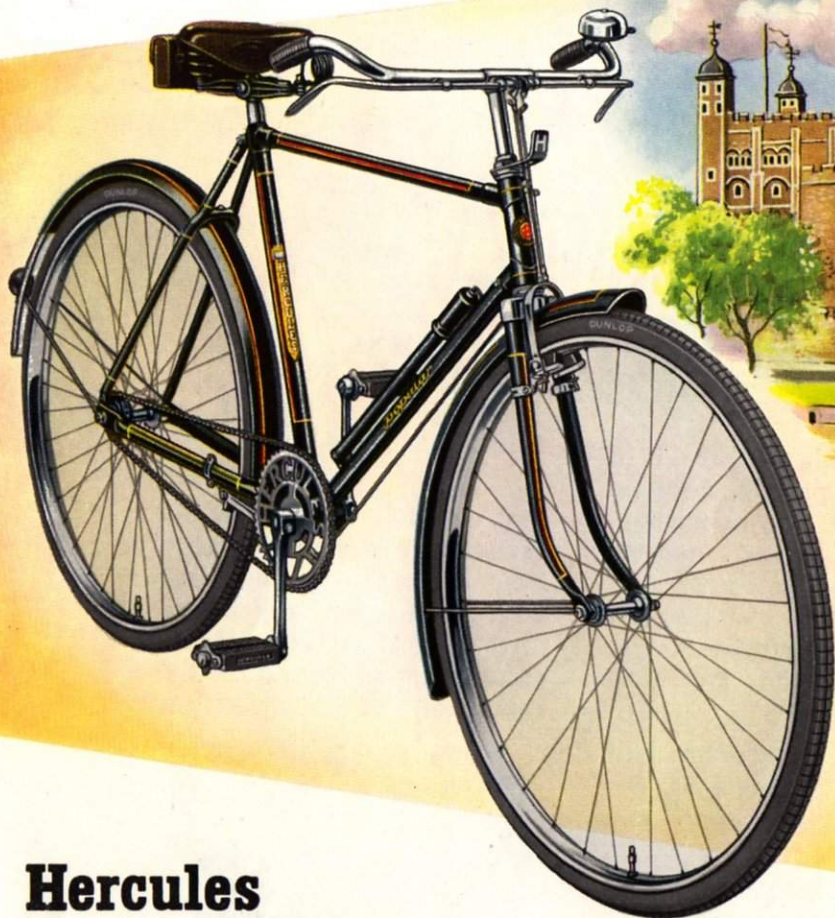
**"The Finest Bicycle  
Built To-day."**



A few of the many and varied uses to which the Hercules bicycle is put in different countries of the world.







## Hercules MEN'S POPULAR

**FRAME:** 20 in., 22 in. and 24 in. Roadster, built of high grade steel tubing, with cranked seat- and chainstays. Brazed-on Pump Pegs. **FRONT FORK:** Pressed ends. Chromium-plated crown cover. **HANDLEBAR:** Standard Upturned on brazed-up stem, with Black plastic grips. **BRAKES:** Double Roller Lever. **RIMS:** Dunlop Westwood 28 in.  $\times$  1  $\frac{1}{2}$  in. on 20 in. models and 28 in.  $\times$  1  $\frac{1}{2}$  in. on 22 in. and 24 in. models. **TYRES:** Dunlop Roadster. **HUBS:** Hercules narrow barrel front and rear, rear hub fitted with 18T freewheel. **CHAINWHEEL:** Hercules 48T  $\times$  7 in. cranks on 28 in. wheel models, 44T  $\times$  6  $\frac{1}{2}$  in. cranks on 26 in. wheel models. **CHAIN:** Best British roller  $\frac{1}{2}$  in. pitch. **MUDGUARDS:** Deep Domed Roadster pattern, with spindle-fitting stays. **PEDALS:** Hercules Rubber 4 in. **SADDLE:** Hammock pattern leather. **FITTINGS:** Reflector, Inflator, Toolbag, Tools, Oilcan and Bell. **FINISH:** Specially treated before enamelling for rust resistance and long life. "Super-Gloss" enamelled in Standard Black and lined double Red and Gold (as illustrated), or available in a choice of brilliant colours at extra charge. All usual bright parts Hercules "High-Lustre" chromium plated. **ALTERNATIVE SPECIFICATIONS:** North Road Raised or Flat handlebars at no extra charge. Wide Barrel Hubs at no extra charge. Chainwheel 46T  $\times$  7 in. cranks on 28 in. wheel models, or 46T  $\times$  6  $\frac{1}{2}$  in. cranks on 26 in. wheel models, at no extra charge. Hercules 3-speed Hub with Her-cu-matic Handlebar Control at extra charge.



Rust resisting treatment plus three coats of enamel give every Hercules cycle full weather protection.





TOWER BRIDGE, LONDON.

## Hercules LADIES' POPULAR

**FRAME:** 20 in., 22 in. and 24 in. Loop-Tube Roadster, built of high grade steel tubing with cranked seat- and chainstays. Clip-on Pump Pegs. **FRONT FORK:** Pressed ends. Chromium-plated crown cover. **HANDLEBAR:** Standard upturned on brazed-up stem, with Black plastic grips. **BRAKES:** Double Roller Lever. **RIMS:** Dunlop Westwood 26 in.  $\times$  1  $\frac{1}{8}$  in. on 20 in. models, and 28 in.  $\times$  1  $\frac{1}{2}$  in. on 22 in. and 24 in. models. **TYRES:** Dunlop Roadster. **HUBS:** Hercules narrow barrel front and rear, rear hub fitted with 18T freewheel. **CHAINWHEEL:** Hercules 44T  $\times$  6  $\frac{1}{2}$  in. cranks. **CHAIN:** Best British roller  $\frac{1}{2}$  in. pitch. **CHAINCOVER:** One-piece Open Centre. **MUDGUARDS:** Deep Domed Roadster pattern, spindle-fitting stays. **PEDALS:** Hercules rubber 3  $\frac{1}{2}$  in. **SADDLE:** 3-coil leather. **FITTINGS:** Reflector, Inflator, Toolbag, Tools, Oilcan and Bell. **FINISH:** Specially treated before enamelling for rust resistance and long life. "Super-Gloss" enamelled in Standard Black and lined double Red and Gold (as illustrated), or available in a choice of brilliant colours at extra charge. All usual bright parts Hercules "High-Lustre" chromium-plated. **ALTERNATIVE SPECIFICATIONS:** North Road Raised or Flat handlebars at no extra charge. Wide Barrel Hubs at no extra charge. Chainwheel 46T  $\times$  6  $\frac{1}{2}$  in. cranks at no extra charge. Straight Top Tube at no extra charge. Hercules 3-speed Hub with Her-cu-matic Handlebar Control at extra charge.



Exclusive pedal nut locking washer fitted to all Hercules cycles.





## Hercules MEN'S POPULAR DOUBLE TOP TUBE

**FRAME:** 20 in., 22 in. and 24 in. Roadster with Double Top Tube. Built of high grade steel tubing, with cranked seat- and chainstays. Brazed-on Pump Pegs. **FRONT FORK:** Pressed ends. Chromium-plated crown cover. **HANDLEBAR:** Standard upturned on brazed-up stem, with Black plastic grips. **BRAKES:** Double Roller Lever. **RIMS:** Dunlop Westwood 26 in.  $\times$  1  $\frac{1}{2}$  in. on 20 in. models and 28 in.  $\times$  1  $\frac{1}{2}$  in. on 22 in. and 24 in. models. **TYRES:** Dunlop Roadster. **HUBS:** Hercules narrow barrel front and rear, rear hub fitted with 18T freewheel. **CHAIN-WHEEL:** Hercules 48T  $\times$  7 in. cranks on 28 in. wheel models, 44T  $\times$  6  $\frac{1}{2}$  in. cranks on 26 in. wheel models. **CHAIN:** Best British roller  $\frac{1}{2}$  in. pitch. **MUDGUARDS:** Deep Domed Roadster pattern with spindle-fitting stays. **PEDALS:** Hercules Rubber 4 in. **SADDLE:** Hammock pattern leather. **FITTINGS:** Reflector, Inflator, Toolbag, Tools, Oilcan and Bell. **FINISH:** Specially treated before enamelling for rust resistance and long life. "Super-Gloss" enamelled in Standard Black and lined double Red and Gold (as illustrated), or available in a choice of brilliant colours at extra charge. All usual bright parts Hercules "High-Lustre" chromium plated. **ALTERNATIVE SPECIFICATIONS:** North Road Raised or Flat handlebars at no extra charge. Wide Barrel Hubs at no extra charge. Chainwheel 46T  $\times$  7 in. cranks on 28 in. wheel models, or 46T  $\times$  6  $\frac{1}{2}$  in. cranks on 26 in. wheel models at no extra charge. Hercules 3-speed Hub with Her-cu-matic Handlebar Control at extra charge.



Enamel Burgundy.





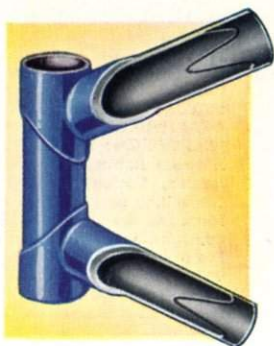
MERIDEN CROSS.

## Hercules MEN'S POPULAR OVERSIZE

**FRAME:** 20 in., 22 in. and 24 in. Roadster, built of high grade steel tubing, with cranked seat- and chainstays. Brazed-on Pump Pegs. **FRONT FORK:** Oversize with pressed ends, chromium-plated crown plate. **HANDLEBAR:** Standard up-turned on brazed-up stem, with Black plastic grips. **BRAKES:** Double Roller Lever. **RIMS:** Dunlop Westwood 26 in. x 1½ in. **TYRES:** Dunlop Balloon 26 in. x 2 in. **HUBS:** Hercules narrow barrel front and rear, rear hub fitted with 18T freewheel. **CHAINWHEEL:** Hercules 48T x 6½ in. cranks on 22 in. and 24 in. models. **HERCULES** 44T x 6½ in. cranks on 20 in. models. **CHAIN:** Best British roller ½ in. pitch. **MUD-GUARDS:** Balloon pattern with spindle-fitting stays. **PEDALS:** Hercules rubber 4 in. **SADDLE:** Hammock pattern leather. **FITTINGS:** Reflector, Inflator, Toolbag, Tools, Oilcan and Bell. **FINISH:** Specially treated before enamelling for rust resistance and long life. "Super-Gloss" enamelled in standard Black, and lined double Red and Gold (as illustrated), or available in a choice of brilliant colours at extra charge. All usual bright parts Hercules "High-Lustre" chromium plated. **ALTERNATIVE SPECIFICATIONS:** North Road Raised or Flat handlebars at no extra charge. Wide Barrel Hubs at no extra charge. Chainwheel 46T x 6½ in. cranks at no extra charge. Double Top Tube at extra charge. Hercules 3-speed Hub with Her-cu-matic Handlebar Control at extra charge.

### LADIES' POPULAR OVERSIZE

The Ladies' Popular Oversize is available with a Loop-Tube or Straight Top Tube in sizes 20 in., 22 in. and 24 in. with 26 in. x 1½ in. wheels, Chainwheel 44T x 6½ in. cranks, with 3-coil Leather Saddle, one-piece open centre metal chaincover, and to the same basic and alternative specifications as the Men's model.



Tapered steel inserts at vital frame joints give Hercules cycles extra strength.





## Hercules MEN'S ATLANTIC

**FRAME:** 20/18 in., 22/20 in. and 24/22 in. Curved Top Tube Roadster, built of high grade steel tubing with cranked seat- and chainstays. Brazed-on Pump Pegs. **FRONT FORK:** Pressed ends. Chromium-plated crown cover. **HANDLEBAR:** Canadian bend on adjustable stem, with Black finger-moulded rubber grips. **BRAKES:** Coaster Brake at rear, no front brake. **RIMS:** Dunlop Westwood 28 in.  $\times$  1½ in. **TYRES:** Dunlop Roadster. **HUBS:** Hercules narrow barrel front, Coaster rear. **CHAINWHEEL:** Hercules 48T  $\times$  7 in. cranks. **CHAIN:** Best British roller ½ in. pitch. **MUDGUARDS:** Deep Dropside with spearpoint and chromium-plated tip. **PEDALS:** Hercules Rubber 4 in. **SADDLE:** Hammock pattern leather. **FITTINGS:** Reflector, Inflator, Toolbag, Tools, Oilcan and Bell. **FINISH:** Specially treated before enamelling for rust resistance and long life. "Super-Gloss" enamelled in Standard Black and lined double Red and Gold or available in Burgundy (as illustrated), and other brilliant colours at extra charge. All usual bright parts Hercules "High-Lustre" chromium plated. **ALTERNATIVE SPECIFICATIONS:** 28 in.  $\times$  1½ in. wheels with Schrader Valves at no extra charge. Wide barrel hubs at no extra charge. Chainwheel 46T  $\times$  7 in. cranks at no extra charge. Hercules 3-speed Hub with Her-cu-matic Handlebar Control at extra charge.

### LADIES' ATLANTIC

The Ladies' Atlantic is available with a Loop-Tube frame in the sizes 20 in., 22 in. and 24 in. with 28 in.  $\times$  1½ in. wheels, Chainwheel 44T  $\times$  6½ in. cranks, with 3-coil Leather Saddle and to the same basic and alternative specifications as the Men's model.



Enamel Olive Green.



# WHY THE CHAMPIONS WIN



**SLEEP**—A rider needs eight hours undisturbed sleep each night in a room which is well-ventilated, but not draughty. 7.30 a.m. is the ideal time to rise.

**FOOD**—Begin the day with a *Light Breakfast*: Fruit juice, Rolls and Butter and Marmalade, Tea or Coffee with Milk.

**Lunch**: Raw vegetables, a chop or cutlet with boiled potatoes and a cooked green vegetable, cheese and fresh fruit.

**Dinner**: Soup, Steak, Liver or other Red Meat. Boiled potatoes, green vegetables, a light pudding or cheese, followed by fresh fruit.

**Drinks**: Water or Fruit Juice.

Conditions permitting, it is essential to rest before and after Lunch and Dinner. The former to relax the stomach muscles after training, and the latter to aid the digestion.

**TRAINING**—It is advisable to alternate the day's mileage between short fast runs of 50 miles and long steady runs of 100 miles irrespective of hills. These mileages should be done non-stop. Don't forget—rest the day before racing.

**MASSAGE**—Preferably after racing, massage tones up the body and pays dividends.

**EQUIPMENT**—The champion always takes a personal pride in his equipment to see that it is in the best of condition and adjustment. A clean cycle is a reflection on its rider.



Indoor training on rollers develops the balance control and sprinting ability of Hercules champions.



A Hercules rider receives "toning-up" treatment at the end of a training run.



SHAKESPEARE MEMORIAL THEATRE  
STRATFORD-ON-AVON



## Hercules MEN'S ARTISAN

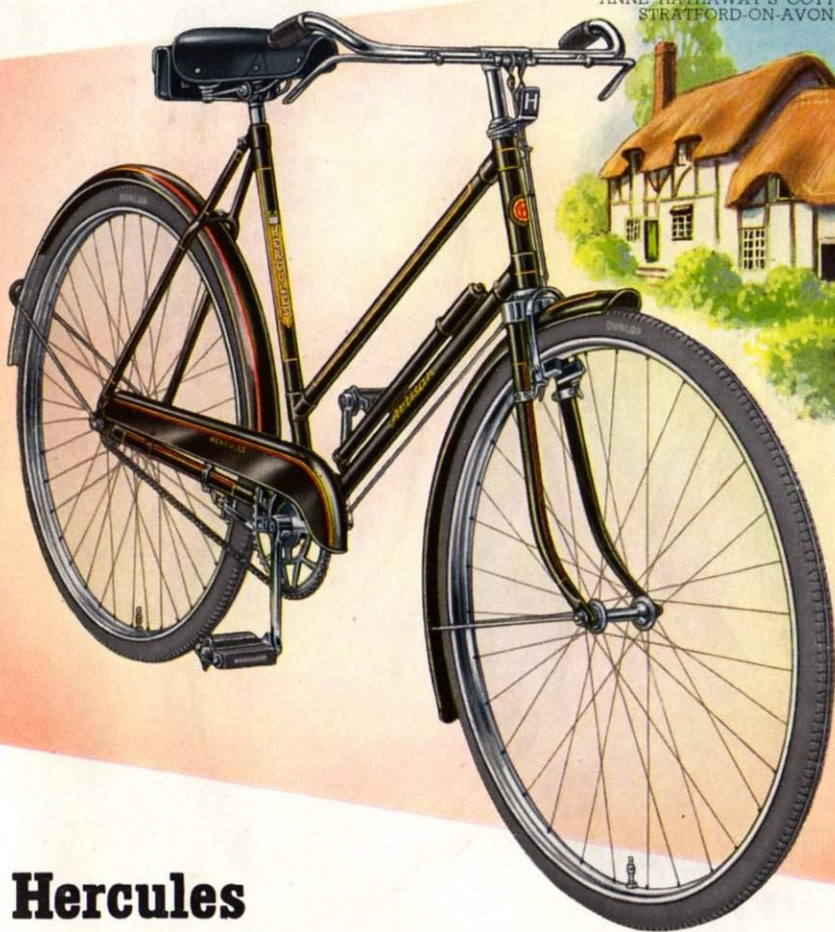
**FRAME:** 22 in. and 24 in. Roadster, built of high grade steel tubing, with cranked seat- and chainstays. Brazed-on Pump Pegs. **FRONT FORK:** Pressed ends. Chromium-plated crown cover. **HANDLEBAR:** Standard upturned on brazed-up stem, with Black plastic grips. **BRAKES:** Double Roller Lever. **RIMS:** Dunlop Westwood 28 in.  $\times$  1½ in. **TYRES:** Dunlop Champion. **HUBS:** Hercules narrow barrel front and rear, rear hub fitted with 18T freewheel. **CHAINWHEEL:** Hercules 48T  $\times$  7 in. cranks. **CHAIN:** Best British Roller ½ in. pitch. **MUDGUARDS:** Deep Domed Roadster pattern with spindle-fitting stays. **PEDALS:** Hercules Rubber 4 in. **SADDLE:** Spring Seat. **FITTINGS:** Reflector, Metal Inflator, Toolbag, and Tools. **FINISH:** Specially treated before enamelling for rust resistance and long life. "Super-Gloss" enamelled in standard Black and lined double Red and Gold (as illustrated), or available in a choice of brilliant colours at extra charge. All usual bright parts Hercules "High-Lustre" chromium plated. **ALTERNATIVE SPECIFICATIONS:** North Road Raised or Flat handlebars at no extra charge. Wide Barrel hubs at no extra charge. 20 in., 22 in. and 24 in. frames with 26 in.  $\times$  1½ in. wheels, with Chainwheels 48T  $\times$  6½ in. cranks on 22 in. and 24 in. models and 44T  $\times$  6½ in. cranks on 20 in. models at no extra charge. Double Top Tube at extra charge. Chainwheel 46T  $\times$  7 in. cranks on 28 in. wheel models or 46T  $\times$  6½ in. cranks on 26 in. wheel models at no extra charge. Hercules 3-speed Hub with Her-cu-matic Handlebar Control at extra charge.



The modern quick-action Her-cu-matic 3-Speed Hub can be fitted to all Hercules cycles.



ANNE HATHAWAY'S COTTAGE,  
STRATFORD-ON-AVON.



## Hercules LADIES' ARTISAN

**FRAME:** 22 in. and 24 in. Roadster with Straight Top Tube, built of high grade steel tubing with cranked seat- and chainstays. Brazed-on Pump Pegs. **FRONT FORK:** Pressed ends. Chromium-plated crown cover. **HANDLEBAR:** Standard upturned on brazed-up stem, with Black plastic grips. **BRAKES:** Double roller lever. **RIMS:** 28 in. x 1½ in. Dunlop Westwood. **TYRES:** Dunlop Champion. **HUBS:** Hercules narrow barrel front and rear, rear hub fitted with 18T freewheel. **CHAINWHEEL:** Hercules 44T x 6½ in. cranks. **CHAIN:** Best British roller, ½ in. pitch. **CHAIN-GUARD:** Half pattern metal. **MUDGUARDS:** Deep Domed Roadster pattern with spindle-fitting stays. **PEDALS:** Hercules Rubber 3½ in. **SADDLE:** Spring seat. **FITTINGS:** Reflector, Metal Inflator, Toolbag and Tools. **FINISH:** Specially treated before enamelling for rust resistance and long life. "Super-Gloss" enamelled in standard Black and lined double Red and Gold (as illustrated), or available in a choice of brilliant colours at extra charge. All usual bright parts Hercules "High-Lustre" chromium plated. **ALTERNATIVE SPECIFICATIONS:** North Road Raised or Flat handlebars at no extra charge. Loop Tube frame at no extra charge. Wide barrel hubs at no extra charge. 20 in., 22 in. and 24 in. frame with 26 in. x 1½ in. wheels, at no extra charge. Chainwheel 46T x 6½ in. cranks at no extra charge. Hercules 3-speed Hub with Her-cu-matic Handlebar control at extra charge.



Metascent Lincoln Green.





## Hercules MEN'S PULLMAN

FRAME: 19 in., 21 in. and 23 in. Sports Roadster, built of high grade steel tubing, and fully brazed-up. Brazed-on Pump Pegs. FRONT FORK: Solid ends. Tubular Crown with chromium-plated end cups. HANDLEBAR: North Road Raised on brazed-up stem with Dark Tan finger-moulded rubber grips. BRAKES: Double Roller Lever, Yoke and Hinge pattern. RIMS: Dunlop Westwood 26 in.  $\times$  1  $\frac{1}{8}$  in. TYRES: Dunlop Fort Translucent. HUBS: Hercules narrow barrel front and rear, rear hub fitted with 18T freewheel. CHAINWHEEL: Hercules 48T  $\times$  6  $\frac{1}{2}$  in. cranks. CHAIN: Best British roller,  $\frac{1}{2}$  in. pitch. GEARCASE: Oilbath with chromium-plated disc. MUDGUARDS: Deep Domed Spearpoint with chromium-plated tip and chromium-plated stays. PEDALS: Hercules rubber 4 in. SADDLE: Brooks B73 leather with chromium-plated springs. FITTINGS: Reflector, Chromium-plated Inflator, Holdall Bag, Tools, Oilcan, Miller Challis Bell, and Hercules Kickstand. FINISH: Specially treated before enamelling for rust resistance and long life. "Super-Gloss" enamelled in Flamboyant Burgundy and lined double Gold (as illustrated). All usual bright parts Hercules "High-Lustre" chromium-plated. ALTERNATIVE SPECIFICATIONS: Chainwheel 46T  $\times$  6  $\frac{1}{2}$  in. cranks at no extra charge. Hercules 3-speed Hub with Her-cu-matic Handlebar Control at extra charge.

### LADIES' PULLMAN

The Ladies' Pullman is available with a Straight Top Tube, fully brazed-up frame in the sizes 19 in., 21 in. and 23 in., Chainwheel 44T  $\times$  6  $\frac{1}{2}$  in. cranks, with 26 in.  $\times$  1  $\frac{1}{8}$  in. wheels, and to the same basic and alternative specifications as the Men's model.



Extra strengthened elongated handlebar lug.





## Hercules LADIES' DIPLOMAT

**FRAME:** 19 in., 21 in. and 23 in. Sports Tourist, built of high grade steel tubing and fully brazed-up. Brazed-on Pump Pegs. **FRONT FORK:** Solid ends. Tubular Crown with chromium-plated end cups. **HANDLEBAR:** Comfort bend on adjustable stem with Dark Tan finger-moulded rubber grips. **BRAKES:** Double Caliper. **RIMS:** Dunlop Endrick 26 in. x 1½ in. **TYRES:** Dunlop Fort Translucent. **HUBS:** Hercules narrow barrel front and rear, rear hub fitted with 18T freewheel. **CHAINWHEEL:** Hercules 44T x 6½ in. cranks. **CHAIN:** Best British Roller ½ in. pitch. **GEARCASE:** Oilbath with chromium-plated disc. **MUDGUARDS:** Sports Spearpoint with chromium-plated tip and chromium-plated stays. **PEDALS:** Hercules Rubber 3½ in. **SADDLE:** Brooks B73L Leather with chromium-plated springs. **FITTINGS:** Reflector, Chromium-plated Inflator, Holdall Bag, Tools, Oilcan, Miller Challis Bell and Hercules Kickstand. **FINISH:** Specially treated before enamelling for rust resistance and long life. "Super-Gloss" enamelled in Flamboyant Burgundy and lined double Gold (as illustrated). All usual bright parts Hercules "High-Lustre" chromium plated. **ALTERNATIVE SPECIFICATIONS:** Chainwheel 46T with 6½ in. cranks at no extra charge. Hercules 3-speed Hub with Her-cu-matic Handlebar Control at extra charge.

### MEN'S DIPLOMAT

The Men's Diplomat is available in the following frame sizes: 19 in., 21 in. and 23 in. with 26 in. x 1½ in. wheels, Chainwheel 48T x 6½ in. cranks, with Brooks B73 saddle with chromium-plated springs and to the same basic and alternative specifications as the Ladies' model.



Hercules Caliper Brakes with quick easy adjustment provide braking at its safest.





# ***THE SUPREMACY***

## ***OF STRENGTH AND***

A moment unique in British sporting and cycling history occurred when Hercules riders, Brian Robinson and Tony Hoar, entered the famous Parc Des Princes in Paris on that July afternoon in 1955 at the finish of the Tour De France, to receive an unprecedented ovation. For 50 years no British bicycle or rider had ever previously successfully come through this terrible test over the Alps and Pyrenees. They contended with snow, ice, torrid heat, torrential rain, cobblestones and unmade and unmetalled roads reaching to over 8,000 ft. in the mountain passes — the severest test of man and machine in the world. If ever there were a "Test-in-Action," it is indeed the Tour De France !



Amidst the magnificent panorama of the Alps Brian Robinson fights to the summit on his Hercules.



Typical of the terrain the Hercules riders had to conquer.



With implicit faith in their Hercules Bicycles, Ma



# THE TEST

## AND RELIABILITY

The greatest practical test in the world of bicycle design and construction — far exceeding any laboratory or theoretical tests — is the Tour de France. The Hercules cycles, which came with flying colours (carrying the British flag) through this cruel ordeal, were built "by design and not by accident." By this we mean that years of preparation had gone into the planning of the technical details necessary to ensure success in an event such as THE Tour. This preparation included the testing of Hercules designs over several years in dozens of classic events in Britain and Overseas. In two years Hercules successes in major road races in Britain alone accounted for:

***Fifteen 1st places***

***Eleven 2nd places***

***Twelve 3rd places***

***Twelve Team Awards***

coupled with outstanding successes and performances in Continental classics such as the Tour of Holland, Tour of the Six Provinces, Tour de Calvados, Grand Prix de Cannes, "Week-End Ardennais," World Road Race Championships, and a host of other events in which only the world's leading riders compete.



Showing the gruelling Alpine Passes of the Tour.



The gallant Tony Hoar on his Hercules cycle.



icycles, Maitland (right) and Krebs with team-mate Robinson (left) race round Alpine bends.





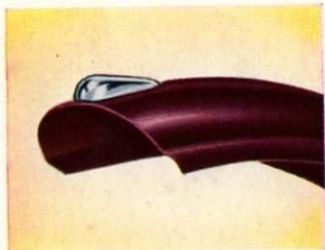
DOWNING COLLEGE,  
CAMBRIDGE.

## Hercules MEN'S NEW YORKER

**FRAME:** 19 in., 21 in. and 23 in. Sports Tourist, built of high grade steel tubing and fully brazed-up. Brazed-on Pump Pegs. **FRONT FORK:** Solid ends. Chromium-plated crown cover. **HANDLEBAR:** Comfort bend on adjustable stem with Dark Tan finger-moulded rubber grips. **BRAKES:** Double Caliper. **RIMS:** Dunlop Endrick 26 in.  $\times$  1  $\frac{1}{8}$  in. **TYRES:** Dunlop Whitewall Sprite. **HUBS:** Hercules narrow barrel front and rear, rear hub fitted with 18T freewheel. **CHAINWHEEL:** Hercules 48T  $\times$  6  $\frac{1}{2}$  in. cranks. **CHAIN:** Best British roller  $\frac{1}{2}$  in. pitch. **CHAINGUARD:** Half pattern metal. **MUDGUARDS:** Sports Spearpoint with chromium-plated tip. **PEDALS:** Hercules rubber 4 in. **SADDLE:** Spring seat with Dark Tan top. **FITTINGS:** Reflector, White Inflator, Dark Tan Holdall Bag, Tools, Oilcan, Bell and Hercules Kickstand. **FINISH:** Specially treated before enamelling for rust resistance and long life. "Super-Gloss" enamelled in Flamboyant Ruby with double Gold lining and Ivory trim (as illustrated). All usual bright parts Hercules "High-Lustre" chromium-plated. **ALTERNATIVE SPECIFICATIONS:** Enamelled in Flamboyant Sky Blue at no extra charge. Chainwheel 46T  $\times$  6  $\frac{1}{2}$  in. cranks at no extra charge. Hercules 3-speed Hub with Her-cu-matic Handlebar Control at extra charge.

### LADIES' NEW YORKER

The Ladies' New Yorker is available in the following frame sizes: 19 in., 21 in. and 23 in. with 26 in.  $\times$  1  $\frac{1}{8}$  in. wheels with Chainwheel 44T  $\times$  6  $\frac{1}{2}$  in. cranks, finished in Flamboyant Sky Blue enamel, and to the same basic and alternative specifications as the Men's model.



Specially designed mudguards give full rider protection in wet weather.





MAGDALENE COLLEGE,  
OXFORD.

## Hercules LADIES' SKYLINER

FRAME: 19 in., 21 in. and 23 in. Sports Roadster, built of high grade steel tubing and fully brazed-up. Brazed-on Pump Pegs. FRONT FORK: Solid ends. Chromium-plated crown cover. HANDLEBAR: North Road Raised on brazed-up stem with Dark Tan finger-moulded rubber grips. BRAKES: Double Roller Lever. RIMS: Dunlop Westwood 26 in. x 1 1/2 in. TYRES: Dunlop Whitewall Sprite. HUBS: Hercules narrow barrel front and rear, rear hub fitted with 18T freewheel. CHAINWHEEL: Hercules 44T x 6 1/2 in. cranks. CHAIN: Best British Roller, 1/2 in. pitch. CHAINGUARD: Half pattern metal. MUDGUARDS: Sports Spearpoint with chromium-plated tip. PEDALS: Hercules Rubber 3 1/2 in. SADDLE: Spring Seat with Dark Tan top. FITTINGS: Reflector, White Inflator, Dark Tan Holdall Toolbag, Tools, Oilcan, Bell and Hercules Kickstand. FINISH: Specially treated before enamelling for rust resistance and long life. "Super-Gloss" enamelled in Flamboyant Sky Blue with double Gold lining and Ivory trim (as illustrated). All usual bright parts Hercules "High-Lustre" chromium plated. ALTERNATIVE SPECIFICATIONS: Chainwheel 46T x 6 1/2 in. cranks at no extra charge. Enamelled in Flamboyant Ruby at no extra charge. Hercules 3-speed Hub with Her-cu-matic Handlebar Control at extra charge.

### MEN'S SKYLINER

The Men's Skyliner is available in the following frame sizes: 19 in., 21 in. and 23 in. with 26 in. x 1 1/2 in. wheels with Chainwheel 48T x 6 1/2 in. cranks, finished in Flamboyant Ruby enamel and to the same basic and alternative specifications as the Ladies' model.



A Hercules kickstand is an attractive extra on any cycle.





## Hercules MEN'S COUNTY

FRAME: 19 in., 21 in. and 23 in. Sports Roadster, built of high grade steel tubing and fully brazed-up. Brazed-on Pump Pegs. FRONT FORK: Pressed ends, chromium-plated crown cover. HANDLEBAR: North Road Raised on brazed-up stem with Black finger-moulded rubber grips. BRAKES: Double Roller Lever. RIMS: Dunlop Westwood 26 in. x 1½ in. TYRES: Dunlop Sports. HUBS: Hercules narrow barrel front and rear, rear hub fitted with 18T freewheel. CHAINWHEEL: Hercules 48T x 6½ in. cranks. CHAIN: Best British Roller ½ in. pitch. CHAINGUARD: Half pattern full run metal. MUDGUARDS: Sports Spearpoint with chromium-plated tip. PEDALS: Hercules Rubber 4 in. SADDLE: Spring Seat. FITTINGS: Reflector, Inflator, Rexine Toolbag, Tools, Oilcan and Bell. FINISH: Specially treated before enamelling for rust resistance and long life. "Super-Gloss" enamelled in Standard Black, and lined double Red and Gold, or available in Metallic Lincoln Green (as illustrated) and other brilliant colours with Dark Tan saddle and equipment at extra charge. All usual bright parts Hercules "High-Lustre" chromium plated. ALTERNATIVE SPECIFICATIONS: Chainwheel 46T x 6½ in. cranks at no extra charge. Hercules 3-speed hub with Her-cu-matic Handlebar Control at extra charge.

### LADIES' COUNTY

The Ladies' County is available in the following frame sizes: 19 in., 21 in. and 23 in. with 26 in. x 1½ in. wheels with Chainwheel 44T x 6½ in. cranks and to the same basic and alternative specifications as the Men's model.



Metalescent Red.





## Hercules LADIES' COURIER

**FRAME:** 19 in., 21 in. and 23 in. Sports Tourist. Built of high grade steel tubing and fully brazed-up. Brazed-on Pump Pegs. **FRONT FORK:** Pressed ends. Chromium-plated crown cover. **HANDLEBAR:** Comfort pattern on adjustable stem with Black finger-moulded rubber grips. **BRAKES:** Double Caliper. **RIMS:** Dunlop Endrick 28 in. x 1½ in. **TYRES:** Dunlop Sports. **HUBS:** Hercules narrow barrel front and rear, rear hub fitted with 18T freewheel. **CHAINWHEEL:** Hercules 44T x 6½ in. cranks. **CHAIN:** Best British roller ½ in. pitch. **CHAINGUARD:** Half pattern full run metal. **MUDGUARDS:** Sports Spearpoint with chromium-plated tip. **PEDALS:** Hercules Rubber 3½ in. **SADDLE:** Spring seat. **FITTINGS:** Reflector, Inflator, Rexine Toolbag, Tools, Oilcan and Bell. **FINISH:** Specially treated before enamelling for rust resistance and long life. "Super-Gloss" enamelled in Standard Black and lined double Red and Gold, or available in Bright Blue (as illustrated) and other brilliant colours with Dark Tan saddle and equipment at extra charge. All usual bright parts Hercules "High-Lustre" chromium plated. **ALTERNATIVE SPECIFICATIONS:** Chainwheel 46T x 6½ in. cranks, at no extra charge. Hercules 3-speed Hub with Her-cu-matic Handlebar Control at extra charge.

### MEN'S COURIER

The Men's Courier is available in the following frame sizes: 19 in., 21 in. and 23 in. with 26 x 1½ in. wheels with Chainwheel 48T x 6½ in. cranks and to the same basic and alternative specifications as the Ladies' model.



Hercules Freewheel with two full rows of ball bearings ensures easy pedalling.





BANBURY CROSS.

## Hercules MEN'S TRAVELLER

**FRAME:** 21 in. and 23 in. built of '531' tubing and fully brazed-up, Upright Angles. Brazed-on Pump Pegs. **FRONT FORK:** Solid ends. Feature Crown with chromium-plated crown cover. **HANDLEBAR:** All-rounder bend on adjustable stem. Short Beige sleeve grips. **BRAKES:** Double Caliper. **RIMS:** Dunlop Endrick 26 in. x 1½ in. **TYRES:** Dunlop Sports. **HUBS:** Hercules narrow barrel front and rear with Track Nuts. Rear hub fitted with 18T freewheel. **CHAINWHEEL:** Hercules 48T x 6½ in. cranks. **CHAIN:** Best British roller ½ in. pitch. **CHAINGUARD:** Half pattern full run metal. **MUDGUARDS:** Superior Alloy Spearpoint with double stays. **PEDALS:** Philite 202. **SADDLE:** Spring seat with chromium-plated springs. **FITTINGS:** Reflector, Alloy Inflator, Rexine Toolbag, Tools, Oilcan and Bell. **FINISH:** Specially treated before enamelling for rust resistance and long life. "Super-Gloss" enamelled in Standard Black and lined Ivory (as illustrated), or available in a choice of brilliant colours with Dark Tan saddle and equipment at extra charge. All usual bright parts Hercules "High-Lustre" chromium-plated. **ALTERNATIVE SPECIFICATIONS:** Chainwheel 46T x 6½ in. cranks at no extra charge. Hercules 3-speed Hub with Her-cu-matic Handlebar Control at extra charge.

### LADIES' TRAVELLER

The Ladies' Traveller is available in the following frame sizes: 21 in. and 23 in. with 26 in. x 1½ in. wheels, with 44T x 6½ in. cranks and to the same basic and alternative specifications as the Men's model.



Flamboyant Ruby.



# Hercules in 135 Countries

HERCULES have studied the individual wishes and requirements of cyclists through the world for the past 45 years. During that time, year after year, Hercules representatives have made world-trips to ensure that the bicycles sent to each area represent the very latest that is required in any particular country.

These experienced investigators bring back to England full details and reports so that, in turn, the skilled technicians and engineers in the huge Hercules factories in Birmingham can produce, with the aid of the greatest engineering resources in the Cycle Industry, exactly the types of bicycle most suited to the road conditions and climate of 135 countries of the world.

NO OTHER BICYCLE in the world is the subject of so much study by experts, for your benefit, before it is shipped overseas.

**"The Finest Bicycle Built To-day."**

*In many lands, in many climates, Hercules cycles are used every day to provide reliable transport whether for work or pleasure.*



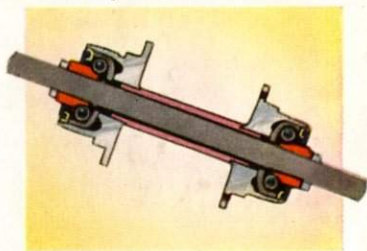


TYPICAL  
TOUR-DE-FRANCE TERRAIN.



## Hercules TOUR DE FRANCE ÉQUIPE

**FRAME:** 22 in. and 23 in. with 531 tubing. 72° Seat and Head angles. Pencil seat stays. Benelux rear fork ends. Brazed on gear and brake cable eyes. Brazed on pump pegs on underside of top tube. **FRONT FORK:** Oval to round section with solid ends. No crown cover. 2½ in. rake. Chromium plated fork ends. **HANDLEBAR:** Maes Bend on 3 in. adjustable stem. Taped and stopped. **BRAKES:** Double Caliper. G.B. Alloy with Hooded Levers. Cross-over cable clip. **RIMS:** Dunlop High Pressure Alloy 27 in. x 1½ in. **TYRES:** Dunlop High Pressure. **HUBS:** Racer Reversible with wide flanges. Complete with Track Nuts. Rear Hub fitted with 18T Freewheel and 16T fixed Sprocket. **CHAINWHEEL:** 46T x ½ in. x ½ in. with 6½ in. cranks. 3-Pin fastening. **CHAIN:** Best British roller ½ in. pitch. **MUDGUARDS:** Blumels Alloy Tour de France with integral reflector. **PEDALS:** Special Hercules Quill Pattern. **SADDLE:** Brooks B18 leather, with Chromium Plated springs. **FITTINGS:** Alloy Inflator, Leather Toolbag, Tools, Oilcan and Bell. **FINISH:** Specially treated before enamelling for rust resistance and long life. "Super-Gloss" enamelled in Flamboyant Ruby with Ivory Head and Panel on seat tube or in other Flamboyant colours at no extra charge. All usual bright parts Hercules "High-Lustre" chromium-plated. **ALTERNATIVE SPECIFICATIONS:** Fitted with Benelux 3- or 4-Speed Chain Gear at extra charge. Fitted with Benelux 5-Speed Gear and ½ in. chain-wheel and chain at extra charge. Fitted with Benelux 4- or 5-Speed Gear with double chainwheel 47T and 50T x ½ in. x ½ in. at extra charge.



Hercules Narrow Barrel Lightweight Front Hub combines grace with freedom of action.





## Hercules MEN'S KESTREL

FRAME: 21 in. and 23 in. Sports with '531' tubing. 70½° Head and Seat Angles, and fully brazed-up. FRONT FORK: Solid Ends. Feature Crown with chromium-plated Crown cover. HANDLEBAR: Maes Bend on Adjustable stem, with long Beige Sleeve Grips. BRAKES: Double Caliper. RIMS: Dunlop Endrick 26 in. x 1½ in. TYRES: Dunlop Speed. HUBS: Racer Reversible, 18T Freewheel and 16T Fixed Sprocket, complete with Track Nuts. CHAINWHEEL: 46T, 3-pin with 6½ in. Cranks. CHAIN: Best British Roller ½ in. pitch. MUDGUARDS: Superior Alloy with Double Stays. PEDALS: Hercules Quill pattern. SADDLE: Kestrel Racing pattern. FITTINGS: Reflector, Inflator, Leather Toolbag, Tools, Oilcan and Bell. FINISH: Specially treated before enamelling for rust resistance and long life. "Super-Gloss" enamelled in Flamboyant Ruby with Gold Head and Peaks edged Ivory (as illustrated), or available in a choice of brilliant Flamboyant colours at no extra charge. All usual bright parts Hercules "High-Lustre" chromium plated. ALTERNATIVE SPECIFICATIONS: With 27 in. x 1½ in. wheels. Hercules 3-speed Hub with Her-cu-matic Handlebar control, or with 3-speed Chain Gear.

### LADIES' KESTREL

The Ladies' Kestrel is available in the same frame and wheel sizes and is designed to the same basic and alternative specifications as the Men's model.



Flamboyant Sky Blue.





THE CHEESE MARKET,  
DUNSTER.

## Hercules MEN'S HARLEQUIN

**FRAME:** 21 in. and 23 in. Sports, fully brazed-up. 70½° Head and Seat Angles. Brazed-on Pump Pegs. **FRONT FORK:** Solid Ends. Feature Crown with chromium-plated Crown cover. **HANDLEBAR:** Maes Bend on adjustable stem with long Beige Sleeve Grips. **BRAKES:** Double Caliper. **RIMS:** Dunlop Endrick 26 in. x 1½ in. **TYRES:** Dunlop Sports. **HUBS:** Racer Reversible, 18T Freewheel and 16T Fixed Sprocket, complete with Track Nuts. **CHAINWHEEL:** Hercules 48T x 6½ in. Cranks. **CHAIN:** Best British Roller ½ in. pitch. **MUDGUARDS:** White Sports Spearpoint with chromium-plated tip. **PEDALS:** Hercules Quill pattern. **SADDLE:** Hercules Racing pattern. **FITTINGS:** Reflector, White Inflator, Toolbag, Tools, Oilcan and Bell. **FINISH:** Specially treated before enamelling for rust resistance and long life. "Super-Gloss" enamelled in Standard Black or available in Signal Red (as illustrated), and other brilliant colours at extra charge. All usual bright parts Hercules "High-Lustre" chromium plated. **ALTERNATIVE SPECIFICATIONS:** 28 in. x 1½ in. x 1½ in. Wheels, at no extra charge. Chainwheel 46T x 6½ in. Cranks, at no extra charge. Hercules 3-speed Hub with Her-cu-matic Handlebar Control or 3-speed Chain Gear, at extra charge.



Hercules Solid End forks give  
extra safety and strength.





## Hercules LADIES' HARLEQUIN

**FRAME:** 21 in. and 23 in. Sports, fully brazed-up. 70½° Head and Seat Angles. Brazed-on Pump Pegs. **FRONT FORK:** Solid Ends. Feature Crown with chromium-plated Crown Cover. **HANDLEBAR:** Comfort Pattern dropped bend on adjustable stem with long Beige Sleeve Grips. **BRAKES:** Double Caliper. **RIMS:** Dunlop Endrick 26 in. x 1¼ in. **TYRES:** Dunlop Sports. **HUBS:** Racer Reversible 18T Freewheel and 16T Fixed Sprocket, complete with Track Nuts. **CHAINWHEEL:** Hercules 44T x 6½ in. Cranks. **CHAIN:** Best British Roller ½ in. pitch. **MUDGUARDS:** White Sports Spearpoint with Chromium-plated tip. **PEDALS:** Hercules Rubber 3½ in. **SADDLE:** Hercules Racing pattern. **FITTINGS:** Reflector, White Inflator, Toolbag, Tools, Oilcan and Bell. **FINISH:** Specially treated before enamelling for rust resistance and long life. "Super-Gloss" enamelled in Standard Black or available in Bright Blue (as illustrated), and other brilliant colours at extra charge. All usual bright parts Hercules "High-Lustre" chromium plated. **ALTERNATIVE SPECIFICATIONS:** 28 in. x 1½ in. x 1¼ in. Wheels at no extra charge. Chainwheel 46T x 6½ in. Cranks at no extra charge. Hercules 3-speed Hub with Her-cu-matic Handlebar Control or 3-speed Chain Gear, at extra charge.



Flamboyant Burgundy.





# Hercules

## POPULAR JUVENILE

### GIRL'S POPULAR JUVENILE

FRAME: 18 in. Loop Tube, built of high grade steel tubing with Cranked seat- and chainstays. Clip-on Pump Pegs. FRONT FORK: Pressed ends. Chromium-Plated Crown Cover. HANDLEBAR: North Road Raised Juvenile with Black Plastic Grips. BRAKES: Double Roller Lever. RIMS: Dunlop Westwood 24 in. x 1½ in. TYRES: Dunlop Juvenile. HUBS: Hercules Narrow Barrel front and rear. 18T Freewheel. CHAINWHEEL: Hercules 40T x 5½ in. cranks. CHAIN: Best British Roller ½ in. pitch. CHAINGUARD: Half-pattern metal. MUDGUARDS: Deep Dome pattern, spindle fitting. PEDALS: Hercules Rubber 3½ in. Juvenile. SADDLE: High Grade Juvenile. Spring Seat. FITTINGS: Reflector, Inflator, Toolbag, Tools, Oilcan and Bell. FINISH: Specially treated before enamelling for rust resistance and long life. "Super-Gloss" enamelled in Standard Black lined Double Red and Gold (as illustrated), or available in a choice of brilliant colours at extra charge. All usual bright parts Hercules "High-Lustre" chromium plated. ALTERNATIVE SPECIFICATIONS: Hercules 3-speed Hub with Her-cu-matic Handlebar Control at extra charge.

### BOY'S POPULAR JUVENILE

FRAME: 18 in. Built of High grade steel tubing, with cranked seat- and chainstays. Brazed-on Pump Pegs. FRONT FORK: Pressed ends. Chromium-Plated Crown Cover. HANDLEBAR: North Road Raised Juvenile with Black Plastic Grips. BRAKES: Double Roller Lever. RIMS: Dunlop Westwood 24 in. x 1½ in. TYRES: Dunlop Juvenile. HUBS: Hercules Narrow Barrel front and rear. 18T Freewheel. CHAINWHEEL: Hercules 40T x 5½ in. cranks. CHAIN: Best British Roller ½ in. pitch. MUDGUARDS: Deep Dome pattern, spindle fitting. PEDALS: Hercules Rubber 3½ in. Juvenile. SADDLE: High Grade Juvenile. Spring Seat. FITTINGS: Reflector, Inflator, Toolbag, Tools, Oilcan and Bell. FINISH: Specially treated before enamelling for rust resistance and long life. "Super-Gloss" enamelled in Standard Black lined Double Red and Gold (as illustrated), or available in a choice of brilliant colours at extra charge. All usual bright parts Hercules "High-Lustre" chromium plated. ALTERNATIVE SPECIFICATIONS: Hercules 3-speed Hub with Her-cu-matic Handlebar Control at extra charge.





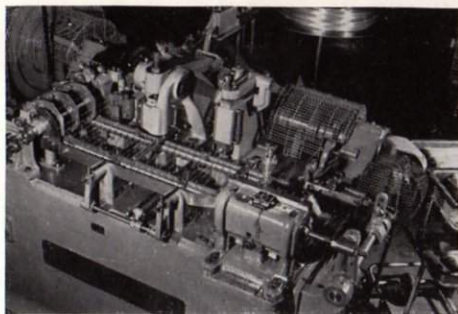
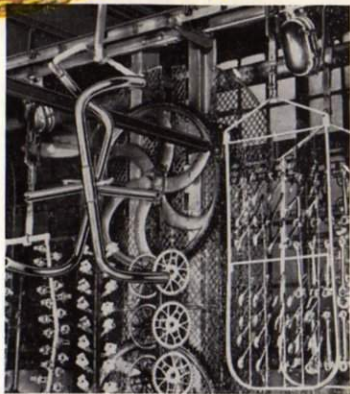
**WHY**  
**Hercules**  
**IS THE**  
*The Finest Bicycle Built To-day*

Behind the production of Hercules cycles are the greatest engineering, technical and research resources in Britain to-day.

In the Hercules Works, thousands of skilled employees carry out — on the most modern machines — the precision — engineering processes planned by the best technicians, chemists and draughtsmen, whose sole object is to ensure the production, for the benefit of British and OVERSEAS cyclists, of

***The Finest Bicycle Built To-day.***

A small section of the Automatic Plating Plant.



Automatic Manufacture of spokes.



3-Speed Hub Assembly.

Single Automatic Machines.



5-Spindle Automatic Bar-Feed Machines.





## Hercules JEEP and WIZARD

### BOY'S JEEP

FRAME: 18 in. Fully Brazed-up, Brazed-on Pump Pegs. FRONT FORK: Pressed ends. Chromium-Plated Crown Cover. HANDLEBAR: North Road Raised with Black finger-moulded Rubber Grips. BRAKES: Double Roller Lever. RIMS: Dunlop Westwood 24 in. x 1 1/8 in. TYRES: Dunlop Juvenile. HUBS: Hercules Narrow Barrel front and rear. 18T Freewheel. CHAINWHEEL: Hercules 40T x 5 1/2 in. Cranks. CHAIN: Best British Roller 1/2 in. pitch. CHAIN-GUARD: Half-pattern metal. MUDGUARDS: Sports Spearpoint pattern with chromium-plated tip. PEDALS: Hercules Rubber 3 1/2 in. Juvenile. SADDLE: High grade Juvenile. Spring Seat. FITTINGS: Reflector, Inflator, Rexine Toolbag, Tools, Oilcan and Bell. FINISH: Specially treated before enamelling for rust-resistance and long life. "Super-Gloss" enamelled in Standard Black and lined Double Gold or available in Metalescent Red (as illustrated) and other brilliant colours at extra charge. All usual bright parts Hercules "High-Lustre" chromium plated. ALTERNATIVE SPECIFICATIONS: Hercules 3-speed Hub with Her-cu-matic Handlebar Control at extra charge.

### GIRL'S JEEP

The Girl's Jeep is built to the same basic and alternative specifications as the Boy's Model, but in addition is equipped with a half-pattern chainguard.

### GIRL'S WIZARD

FRAME: 18 in. Fully Brazed-up. Brazed-on Pump Pegs. FRONT FORK: Pressed ends. Chromium-Plated Crown Cover. HANDLEBAR: Comfort pattern on brazed-up stem with Black finger-moulded Rubber Grips. BRAKES: Double Caliper. RIMS: Dunlop Endrick 24 in. x 1 1/8 in. TYRES: Dunlop Juvenile. HUBS: Hercules Narrow Barrel front and rear. 18T freewheel. CHAINWHEEL: Hercules 40T x 5 1/2 in. Cranks. CHAIN: Best British Roller 1/2 in. pitch. CHAINGUARD: Half-pattern metal. MUDGUARDS: Sports Spearpoint with chromium-plated tip. PEDALS: Hercules Rubber 3 1/2 in. Juvenile. SADDLE: High-grade Juvenile. Spring Seat. FITTINGS: Reflector, Inflator, Toolbag, Tools, Oilcan and Bell. FINISH: Specially treated before enamelling for rust resistance and long life. "Super-Gloss" enamelled in Standard Black and lined Double Gold or available in Flamboyant Burgundy (as illustrated) and other brilliant colours at extra charge. All usual bright parts Hercules "High-Lustre" chromium plated.

### BOY'S WIZARD

The Boy's Wizard is built to the same basic specifications as the Girl's Model, but is not equipped with a half-pattern chainguard.





## Hercules RANGER and GLIDO

**BALANCER WHEELS.** For attachment to Ranger and Glido Models. Extra strong design with built-in step. Easy to attach.

### BOY'S RANGER

**FRAME:** 16 in., built of high grade steel tubing with cranked Seat- and Chainstays. Brazed-on Pump Pegs and Welded on rear Carrier. **FRONT FORK:** Pressed ends. Chromium-Plated Crown Cover. **HANDLEBAR:** Juvenile North Road Raised with Dark Tan Rubber Grips. **BRAKES:** Double Roller Lever. **RIMS:** Dunlop Westwood 20 in. x 1 1/4 in. **TYRES:** Dunlop Junior. **HUBS:** Hercules Junior, front and rear. 18T Freewheel. **CHAINWHEEL:** Hercules 28T x 4 in. Cranks. **CHAIN:** Best British Roller 1/2 in. pitch. **CHAINGUARD:** Half-pattern metal. **MUDGUARDS:** Juvenile Sports Spearpoint with chromium-plated Tip. **PEDALS:** Hercules Junior Rubber. **SADDLE:** Dark Tan Junior Spring Seat with sewn-on Toolbag. **FITTINGS:** Reflector, White Inflator, Tools, Oilcan and Bell. **FINISH:** Specially treated before enamelling for rust resistance and long life. "Super-Gloss" enamelled in Olive Green and lined in Single Ivory (as illustrated) or available in other enamel or metalescent colours at no extra charge. All usual bright parts Hercules "High-Lustre" chromium plated. **ALTERNATIVE SPECIFICATION:** Balancer Wheels (as illustrated) at extra charge.

### GIRL'S RANGER

The Girl's Ranger, finished in Bright Blue enamel, is built with a Loop-Tube but otherwise is designed to the same basic and alternative specifications as the Boy's Model.

### CHILDREN'S GLIDO

**FRAME:** 13 in. Straight down tube Glido frame. Built of high grade steel tubing. **FRONT FORK:** Special Glido pattern. **HANDLEBAR:** Junior North Road Raised with brazed-up stem and Dark Tan Rubber Grips. **BRAKES:** Single Front Roller Lever with right hand pull. **RIMS:** Dunlop Westwood 14 in. x 1 1/4 in. and enamelled Signal Red. **TYRES:** Dunlop 14 in. x 1 1/4 in. **HUBS:** Glido 20 Hole front and rear, with 14T Freewheel. **CHAINWHEEL:** Hercules 22T x 4 in. cranks. **CHAIN:** Best British Roller 1/2 in. pitch. **CHAINGUARD:** Half-pattern. **MUDGUARDS:** Glido pattern. **PEDALS:** Junior Block type Black Rubber. **SADDLE:** Dark Tan Junior Spring Seat with sewn-on Toolbag. **FINISH:** Specially treated before enamelling for rust resistance and long life. "Super-Gloss" enamelled in Signal Red. All usual bright parts Hercules "High-Lustre" chromium plated. **ALTERNATIVE SPECIFICATIONS:** Solid Cushion Tyres 15 in. x 1/2 in. Balancer wheels (as illustrated) at extra charge.





The Hercules Headquarters  
Britannia Works.

# Guarantee

**WE, THE HERCULES CYCLE & MOTOR CO. LTD.**, guarantee that all usual and reasonable precautions have been taken by us to secure excellence of the materials and workmanship used in the Manufacture of this **HERCULES BICYCLE** but the damages for which we make ourselves liable in the event of defects being disclosed are limited to the following, i.e., should any defects in any material or workmanship to which this guarantee applies be disclosed within **FIFTY YEARS** after purchase from us, The Hercules Cycle & Motor Co. Ltd., Rocky Lane, Birmingham, **WE UNDERTAKE** on return of the defective part to us carriage paid within such period, to repair the part or to supply a new part in the place of the defective part free of charge. We do not undertake to bear the cost of any work involved in reinstating a repaired or instating a new part. This guarantee applies to all metal parts of the bicycle, but does not apply to the specialities of other firms such as Tyres, Saddles, etc., or to enamelling or chromium or nickel plating or to any component part supplied to the order of the purchaser differing from our standard specification whether supplied with the bicycle or otherwise. This guarantee does not extend to second-hand pedal bicycles or to pedal bicycles which have been used for "hiring-out" purposes, or from which our trade marks or manufacturing numbers have been removed or to defects caused by wear and tear, neglect or misuse. When claiming under this guarantee, the claimant must send us the defective part carriage paid and must furnish us with the number of the machine, which will be found stamped on the seat-lug of the frame, and date of purchase. All conditions or warranties implied by statute or otherwise are hereby excluded, and we accept no liability for consequential loss or damage.



Plume Street Plant.



Manor Mills Plant.

**THE HERCULES CYCLE & MOTOR CO. LTD.**  
**ASTON · BIRMINGHAM 6**

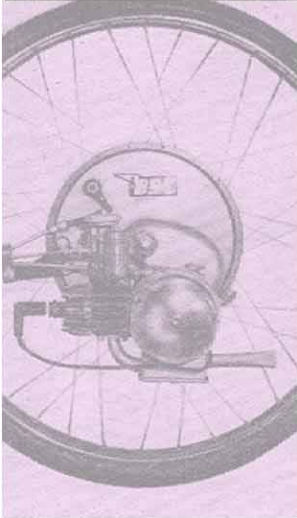
Telephone: **ASTON CROSS 3040**

Telegrams: **CYMO, BIRMINGHAM**

Codes: **Universal Trade Code and Bentley's A.B.C. 5th Edition**



# IceniCAM Information Service



[www.icenicam.org.uk](http://www.icenicam.org.uk)