

1957

**WONDER
WHEELS**



Hercules

THE FINEST BICYCLE BUILT TO-DAY

Hercules Cycles
are sold by **7-STAR Dealers**

Hercules

The FAMOUS NEW YORKER

Frame: 19 in., 21 in. and 23 in. **Forks:** Solid end. **Wheels:** 26 in. × 1½ in. Endrick rims. **Tyres:** Dunlop White Walled Sprite. **Gear:** Hercules 3-speed with Her-cu-matic Handlebar Control. **Chainguard:** Two-Tone colour. **Handlebar:** Special "Comfort" raised with adjustable stem. White rubber finger grips. **Brakes:** Caliper. **Mudguards:** Steel with contrasting flash. **Saddle:** Dark Tan spring seat with chromium-plated springs. **Pedals:** White rubber. **Accessories:** White rubber reflector case, chromium-plated Inflator, Tan Hold-all Bag, Spanners and Kickstand. **Finish:** Flamboyant Ruby or Flamboyant Blue with White Head and Peaks.

Cash Price **£19 · 13 · 6** or from **£1** Deposit

With chromium-plated Mudguards and Chainguard, extra 10/- Sturmev-Archer Front Dynohub Hub Lighting Set, type GH6, with Head and Tail Lamps (as illustrated) extra **£2 · 16 · 4**. Complete with Dry Battery Unit (D.B.U.) **£3 · 8 · 8**.



Prices throughout this Catalogue include Purchase Tax. All models available from Hercules 7-STAR Dealers from £1 Deposit

TWO



Hercules

The FAMOUS

NEW YORKER (Lady's)

Frame: 19 in., 21 in. and 23 in. **Forks:** Solid end. **Wheels:** 26 in. × 1½ in. Endrick rims. **Tyres:** Dunlop White Walled Sprite. **Gear:** Hercules 3-speed with Her-cu-matic Handlebar Control. **Chainguard:** Two-Tone colour. **Handlebar:** Special "Comfort" raised with adjustable stem. White rubber finger grips. **Brakes:** Caliper. **Mudguards:** Steel with contrasting flash. **Saddle:** Dark Tan spring seat with chromium-plated springs. **Pedals:** White rubber. **Accessories:** White rubber Reflector case, chromium-plated Inflator, Tan Hold-all Bag, Spanners and Kickstand. **Finish:** Flamboyant Blue or Flamboyant Ruby with White Head and Peaks.

Cash Price **£19 · 13 · 6** or from **£1** Deposit

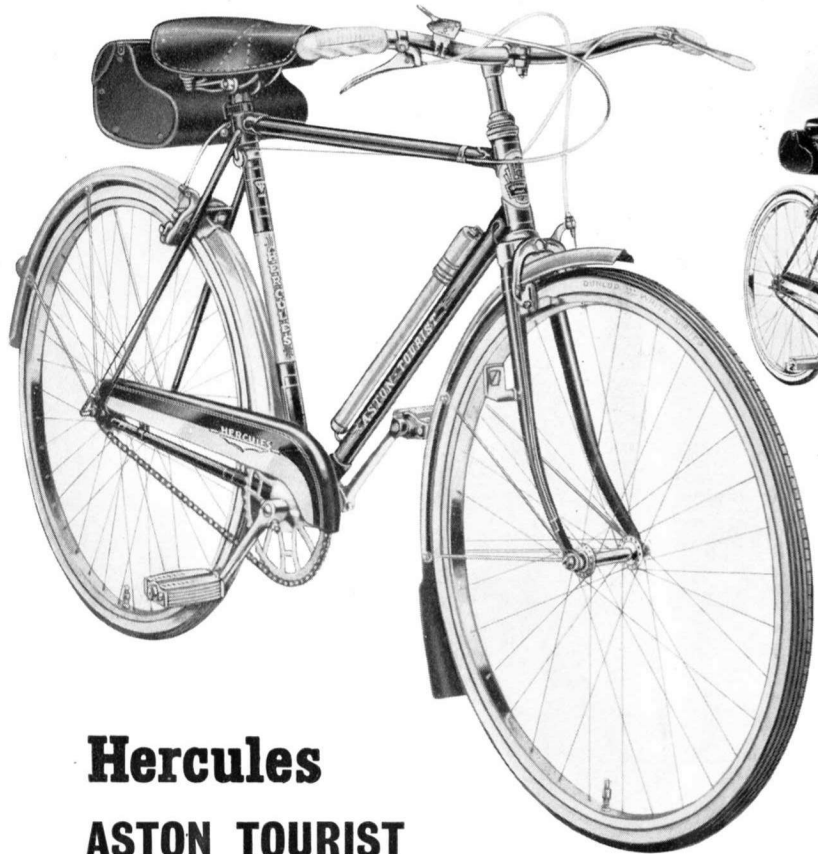
With chromium-plated Mudguards and Chainguard, extra 10/-

Sturmev-Archer Front Dynohub Hub Lighting Set, type GH6, with Head and Tail Lamps (as illustrated) extra **£2 · 16 · 4**

Complete with Dry Battery Unit (D.B.U.) **£3 · 8 · 8**



THREE



Hercules ASTON TOURIST

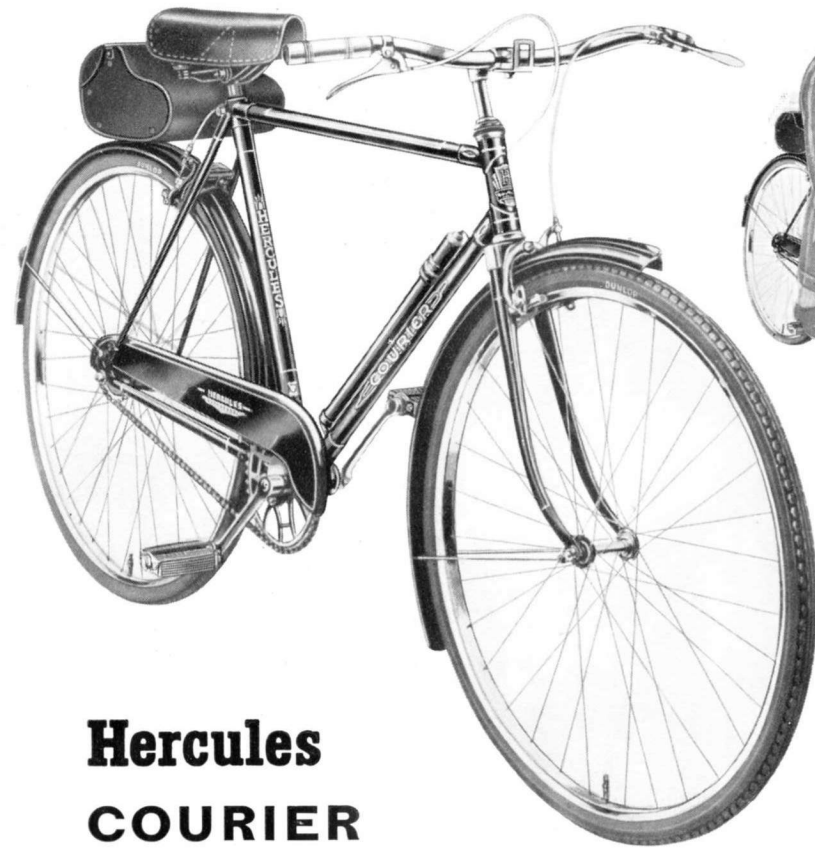
Frame: 21 in. and 23 in. **Forks:** Solid end. **Wheels:** 26 in. \times 1 $\frac{3}{8}$ in., Endrick rims. Narrow barrel front hub. **Tyres:** Dunlop Sports. **Pedals:** White rubber. **Handlebar:** All-rounder bend on adjustable stem. **Brakes:** Caliper. **Mudguards:** Celluloid. **Saddle:** Spring seat, chromium-plated springs. **Gear:** Hercules 3-speed Hub with Her-cu-matic Handlebar Control. **Accessories:** Reflector, celluloid Inflator, Hold-all and Spanners. **Finish:** Standard Black or Flamboyant Burgundy, or Flamboyant Blue with White Head and Panel on Seat Tube, Two-Tone Chainguard and Red celluloid Mudguards.



Gent's or Lady's, complete with Hercules 3-speed Hub

Cash Price **£19 · 17 · 6** or from **£1** Deposit

With Dunlop White Walled Sprite Tyres, extra 6/-



Hercules COURIER

Frame: 19 in., 21 in. and 23 in. **Wheels:** 26 in. \times 1 $\frac{3}{8}$ in., Endrick rims. **Tyres:** Dunlop Sports. **Handlebar:** All-rounder Bend on adjustable stem. **Brakes:** Caliper. **Mudguards:** Steel Spearpoint. **Saddle:** Spring seat. **Pedals:** Rubber. **Accessories:** Reflector, Inflator, Hold-all Bag and Spanners. **Finish:** Standard Black enamel, Carmine Red or Lincoln Green.

Gent's or Lady's, Standard Black enamel

Cash Price **£16 · 7 · 6** or from **£1** Deposit

Colour Finishes, including Dark Tan equipment, **£16 · 14 · 0.**

Hercules 3-speed Hub with Her-cu-matic Handlebar Control, extra **£2 · 5 · 10**



LADY'S SHOPPING MODEL. (Design approved and specially selected for exhibition by the Council of Industrial Design): For fitting to the Lady's Courier, the unique Hercules 2-Basket "Shopping Unit" with Carrier at rear of bicycle, is available from your local Hercules Dealer.

Hercules COUNTY

Frame: 19 in., 21 in. and 23 in. **Wheels:** 26 in. \times 1 $\frac{3}{8}$ in., Westwood rims.
Handlebar: North Road raised. **Tyres:** Dunlop Sports. **Brakes:** Roller-lever.
Mudguards: Steel Spearpoint. **Saddle:** Spring seat. **Pedals:** Rubber.
Accessories: Reflector, Inflator, Toolbag and Spanners. **Finish:** Standard Black enamel, Carmine Red or Lincoln Green.

Gent's or Lady's, Standard Black Enamel
 Cash Price **£16·7·6** or from **£1 Deposit**

Colour Finishes — **£16·14·0**

Hercules 3-speed Hub with Her-cu-matic Handlebar Control, *extra* **£2·5·10**



LADY'S SHOPPING MODEL (Design approved and specially selected for exhibition by the Council of Industrial Design): For fitting to the *Lady's County*, the unique Hercules 2-Basket "Shopping Unit" with Carrier at rear of bicycle, is available from your local Hercules Dealer.



Hercules ARTISAN

Frame: 20 in., 22 in. and 24 in. **Wheels:** 26 in. \times 1 $\frac{3}{8}$ in., Westwood rims.
Tyres: Dunlop Champion. **Handlebar:** North Road raised with Black Rubber Finger Grips. **Brakes:** Roller-lever. **Mudguards:** Deep-domed Steel.
Saddle: Spring seat. **Pedals:** Rubber. **Accessories:** Reflector, Inflator, Toolbag and Spanners. **Finish:** Standard Black enamel, Red and Gold lining.

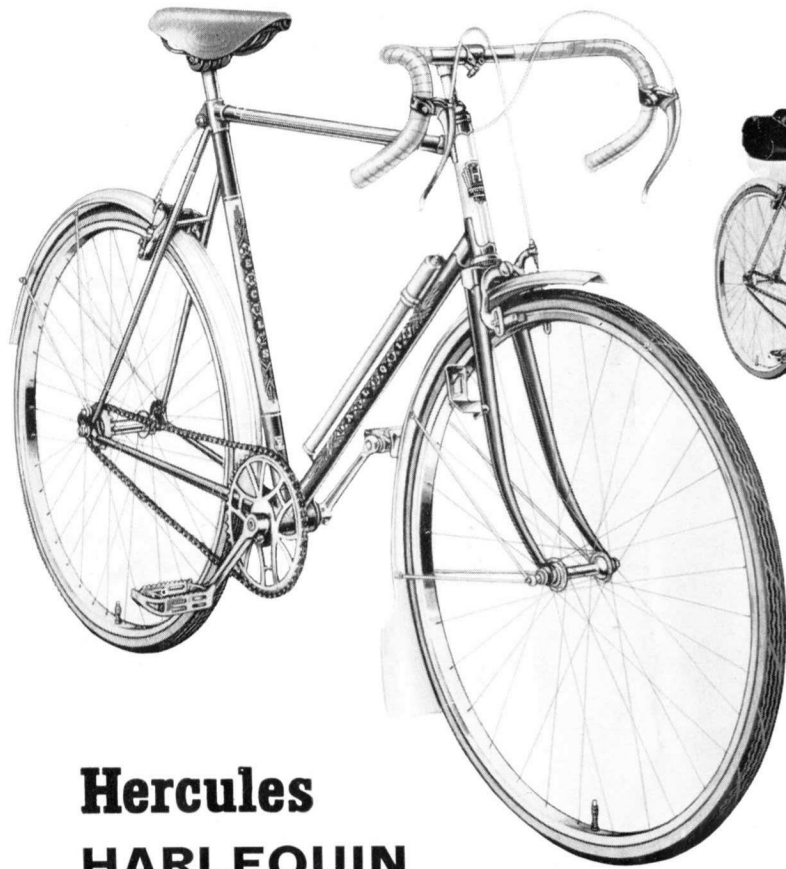
Gent's Cash Price **£15·4·9** or from **£1 Deposit**

Lady's with Chainguard, **£15·10·6**

Hercules 3-speed Hub with Her-cu-matic Handlebar Control
extra **£2·5·10**



LADY'S SHOPPING MODEL (Design approved and specially selected for exhibition by the Council of Industrial Design): For fitting to the *Lady's Artisan*, the unique Hercules 2-Basket "Shopping Unit" with Carrier at rear of bicycle, is available from your local Hercules Dealer.



Hercules HARLEQUIN

Frame: 21 in. and 23 in. Special cut-away lugs. **Forks:** Solid end. **Wheels:** 27 in. \times 1 $\frac{1}{4}$ in. Endrick rims. **Tyres:** 27 in. \times 1 $\frac{1}{4}$ in. Dunlop Speed. **Handlebar:** "Maes" Pattern Taped and Stopped. **Brakes:** Hercules "Sports Pattern" Caliper. **Mudguards:** White celluloid. **Saddle:** Leather Racing Pattern. **Pedals:** Racing rat trap, quill type. **Accessories:** Reflector, celluloid 15 in. Inflator. **Finish:** Lincoln Green or Flamboyant Blue with White Head and Seat Tube Panel, and decorative "Harlequin" transfers.

Gent's, Cash Price **£16 · 15 · 6** or from **£1** Deposit

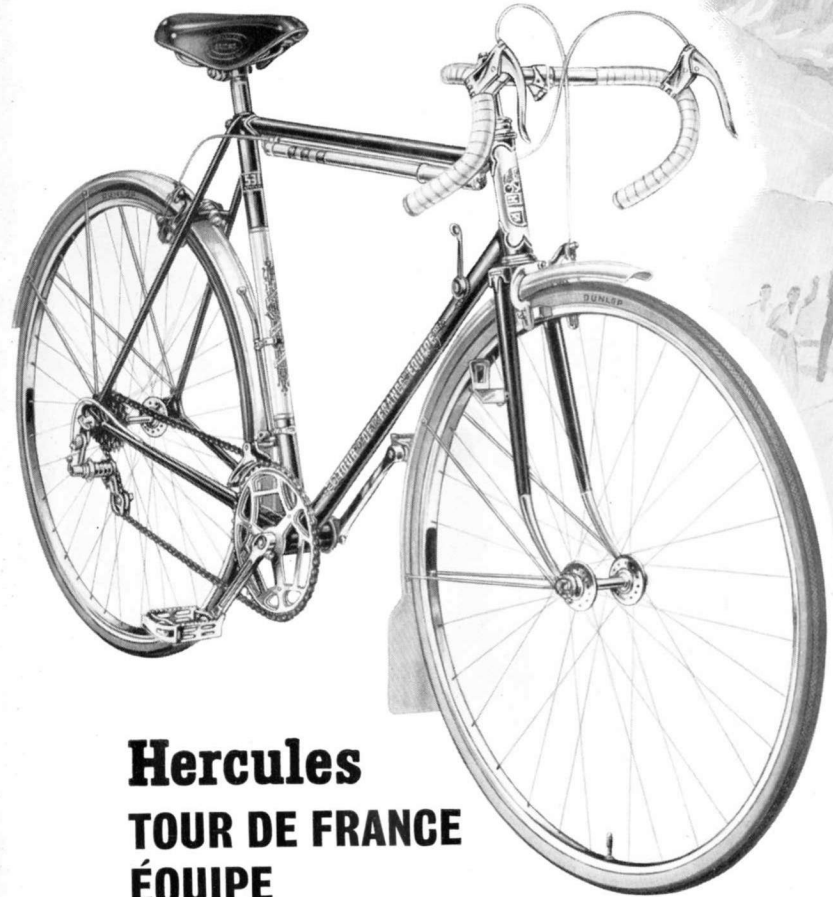
Lady's with Sports Tyres, 26 in. Wheels and Hold-all Bag **£16 · 19 · 6**

HARLEQUIN "SPECIAL" (Gent's and Lady's). Finished Flamboyant Blue with Ice Blue Head, Seat Tube Panel and Mudguards, and with Dunlop White Walled Sprite tyres. *Extra 7/6d.*

Hercules 3-speed Hub with Her-cu-matic Handlebar Control *extra* **£2 · 5 · 10**

Benelux 3-speed *extra* **£2 · 5 · 10**
Benelux 6-speed *extra* **£4 · 13 · 3**

Benelux 4-speed *extra* **£2 · 16 · 8**
Benelux 8-speed *extra* **£4 · 17 · 1**



Hercules TOUR DE FRANCE ÉQUIPE

Frame: Cut-away frame lugs and bracket. 22 in. and 23 in. 72° head, 72° seat angles. Reynolds "531" tubing, Spra-Bonderized before enamelling for rust resistance and long life. Chainstay ends Benelux, with gear boss incorporated. **Forks:** Oval to round, with 6 in. chromium-plated ends. 2 $\frac{1}{4}$ in. Rake. Cast and machined crown. **Head Fittings:** Brampton "Continental" pattern. **Wheels:** 27 in. High Pressure steel rims. **Hubs:** Wide Flange front and rear. 8-speed Benelux gear. Bottom tube control. **Mudguards:** Bluemel "Club Special." **Tyres:** Dunlop H.P. **Chain:** Brampton $\frac{3}{32}$ in. **Chainwheel:** Double 46/49T with 6 $\frac{1}{2}$ in. cranks. **Front Gear Shifter:** Benelux seat tube control. **Handlebar:** "Maes" 15 $\frac{1}{2}$ in. centres, taped and fitted with stops. Extension 3 in. steel. **Brakes:** G.B. Coureur alloy, super hood lever. Quick release. **Saddle:** Brooks B.15 with chrome springs. **Seat Pillar:** Steel 10 in. straight pattern. **Pedals:** Steel quill pattern. **Pump:** Alloy 18 in. \times 1 in. **Finish:** Flamboyant Red, Flamboyant Blue or Superfine Black with White Head and Seat Panel. Tour de France Équipe decorative transfers fitted to Seat and Down Tube.

Cash Price, with 8-speed, as illustrated **£28 · 5 · 6**

or from **£1** Deposit

"This is the machine I helped to design and test," says Brian Robinson, British hero of the Tour De France, 1955 and 1956.



Hercules

KESTREL SENIOR CLUB

Frame: 21 in. and 23 in. 72° head and 72° seat angles. Special cut-away lugs. Brazed-on Gear fittings. **Forks:** Solid end. 2¼ in. Rake. **Wheels:** 27 in. × 1¼ in. Wide flange hubs. **Tyres:** Dunlop White Walled Sprite. **Chainwheel and Cranks:** 46T. 3-Pin detachable. **Handlebar:** "Maes" pattern fully taped and stopped. **Mudguards:** Celluloid. **Saddle:** Leather narrow racing. **Gear:** 3-speed Benelux. **Accessories:** Reflector, 18 in. alloy Inflator. **Finish:** Flamboyant Blue with Ice Blue Head, Seat Panel and Mudguards, or Black with White Head Panel and Red Mudguards.

Cash Price, complete with 3-speed Benelux, **£21 · 15 · 6** or from **£1** Deposit

With 6-speed Benelux extra **£2 · 15 · 3**

With 8-speed Benelux extra **£2 · 19 · 1**



TEN



Hercules BALMORAL

Frame: 19 in., 21 in. and 23 in. **Forks:** Solid end. **Wheels:** 26 in. × 1⅜ in., Westwood rims. **Tyres:** Dunlop Roadster. **Gear:** Hercules 3-speed with Her-cu-matic Handlebar Control. **Gearcase:** Hercules. **Handlebar:** North Road high raised. **Brakes:** Roller-lever. **Mudguards:** Deep-domed. **Saddle:** Spring seat with chromium-plated springs. **Pedals:** Rubber. **Accessories:** Reflector, Inflator, Hold-all Bag and Spanners. **Finish:** Black enamel, Carmine Red or Olive Green (all with Saddle, Grips and Hold-all Bag coloured to match frame).

Gent's or Lady's Cash Price **£19 · 10 · 9**

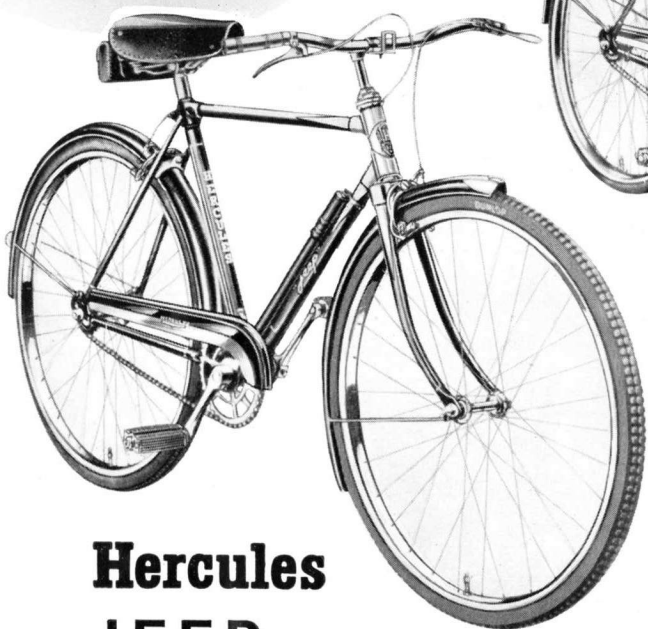
or from **£1** Deposit

Sturmev-Archer Front Dynohub Hub Lighting Set, type GH6, with Head and Tail Lamps (as illustrated) extra **£2 · 16 · 4**

Complete with Dry Battery Unit (D.B.U.) **£3 · 8 · 8**



ELEVEN



Hercules JEEP

(For ages 7—9, according to height)

Frame: 18 in. Built with adult-size tubing. **Wheels:** 24 in. × 1 3/8 in., Westwood rims. Full ball-bearing freewheel. **Tyres:** Dunlop. **Handlebar:** North Road high raised. **Brakes:** Double roller-lever. **Mudguards:** Steel Spearpoint. **Saddle:** Spring seat. **Pedals:** Rubber. **Accessories:** Reflector, Toolbag, Inflator and Spanners. **Two-Tone Finish:** Standard Black/Ivory, Lincoln Green/Ivory, Carmine Red/Ivory and Flamboyant Blue/Ivory. **Girl's Model:** Specification as above, with Two-Tone Chainguard as standard.

Cash Price, Standard Black Enamel/Ivory

Boy's £13 · 13 · 6 Girl's £13 · 18 · 6

or from £1 Deposit

Colour Finishes: including Dark Tan equipment

Boy's £14 · 0 · 0 Girl's £14 · 5 · 0

Also available: Boy's and Girl's Jeep finished in Colour, with Caliper Brakes, All-rounder Handlebar and Chainguard £14 · 7 · 6



Hercules RANGER

(Exceptionally sturdy cycle for children 5—8, according to height)

Frame: 16 in. Built with adult-size tubing and brackets. **Wheels:** 20 in. × 1 1/8 in., Junior. Full ball-bearing freewheel. **Tyres:** Dunlop Junior. **Chainguard:** Steel. **Handlebar:** North Road raised Junior. **Brakes:** Double roller-lever. **Mudguards:** Steel Spearpoint. **Saddle:** Spring seat. **Pedals:** Rubber. **Accessories:** Reflector, Toolbag, White celluloid Inflator and Spanners. **Two-Tone Finish:** Lincoln Green/Ivory, Carmine Red/Ivory, Flamboyant Blue/Ivory, Dark Tan equipment. Attractive Ranger pictorial transfer on seat tube.

Cash Price, Boy's or Girl's

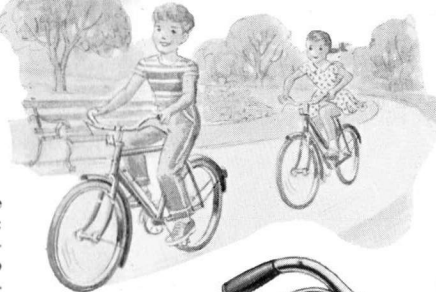
£12 · 6 · 6

or from £1 Deposit

BALANCERS

for Glidos and Rangers, the revolutionary mechanical device which teaches the "very young" to cycle in safety on a two-wheeler from the very beginning of their cycling career.

Extra 18/-



Hercules GLIDO

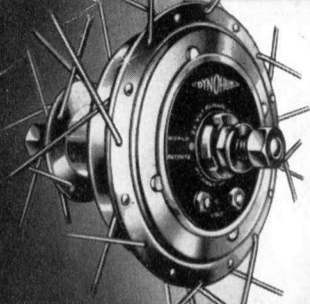
THE SAFE PAVEMENT CYCLE — An ideal "first" cycle. **Frame:** 13 in. **Wheels:** 13 in. × 3/8 in. **Tyres:** Solid 'Cushion'. **Chainguard:** Steel. **Handlebar:** Junior North Road raised, with rubber grips. **Brake:** Front Roller-lever. **Mudguards:** White enamelled steel. **Saddle:** Spring seat. **Pedals:** Rubber. **Finish:** Enamelled Signal Red, lined Ivory. Dark Tan equipment.

Pneumatic Tyres extra 12/-

Cash Price

£8 · 13 · 0

or from £1 Deposit



Sturmev-Archv Front Dynohub Hub LIGHTING SET, type GH6, with Head and Tail Lamps, and Dry Battery Unit (D.B.U.), are available for fitment to all adult models as extra where not already included in standard specification.



Brilliant
COLOUR



COLOURFUL CYCLING!—
9 additional NEW COLOUR finishes and presentations in the modern vogue, together with attractive NEW Colour Flashes, are offered in the current HERCULES range. HERCULES for HAPPINESS and COLOURFUL CYCLING!

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The HERCULES CYCLE & MOTOR CO. LTD

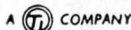
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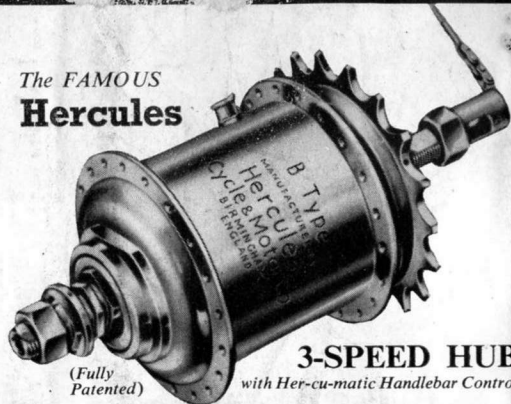
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The FAMOUS
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3-SPEED HUB

with Her-cu-matic Handlebar Control

(Fully Patented)

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