

THE "GAZETTE" IN ITS NEW TYPE DRESS

Littlehampton Gazette

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E. G. HOLLAND,
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LITTLEHAMPTON.

and West Sussex Advertiser

WITH WHICH IS INCORPORATED THE "LITTLEHAMPTON NEWS," CIRCULATING IN
LITTLEHAMPTON, WICK, RUSTINGTON, LYMINSTER, CLYMPING, 'ANGMERING, ANGMERING-ON-SEA,
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Write for Free Designs.
E. G. HOLLAND,
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PRICE ONE PENNY.

THE HOUSE OF A THOUSAND HERCULES

MASON'S

151 MONTAGUE ST.
WORTHING

TARRING CROSSING
WEST WORTHING

also at
2 BOUNDARY RD., HOVE
168 LEWES RD., BRIGHTON
91 SEASIDE RD., EASTBOURNE

NEW BRANCH
opening this week at
37 ST. JAMES' ST., BRIGHTON

I'll tell you what you are Mr. Mason



YOU'RE A PERFECT NUISANCE

That's what a friend of mine said to me the other day. Upon enquiring the nature of his complaint, he said—"You and your Hercules cycles flood the roads in Worthing to such an extent that I can scarcely drive home to lunch."

I suggested that he was fortunate in being able to drive home to lunch in a car, and said that if he was so aggrieved at the humble cyclist having his little corner of the road now he had really better consider selling his car and buying a Hercules because we are now entering upon such a *Cycling Season* as has never been dreamt of before, thanks to Hercules new programme.

The Hercules 1935 Models are indeed a triumph of cycle engineering and of cycle values. Never before were such cycles made and, (pardon our humility), never before were there such Dealers as Mason's—who have a veritable gallery of Hercules cycles always on view, and most of which can be purchased for *Two shillings down and two shillings weekly* or from £3.19.9 cash.

Hercules NEW SAFETY MODELS

★ New SAFETY MODEL 'C'

(See *Masonism* No. 3)
Specially low-built new angle frame. Short wheelbase. North Road raised handle bars. Powerful roller lever brakes front and rear. Spring seat saddle. Finest all-British steel frame. Super chromium plating. Accessories.
CASH £4.6.6
or easy terms.



Hercules

This season again Mason's are specialising in the world's best cycles. At any of their showrooms you can have the pleasure of choosing from the full 1935 range of Hercules cycles. There's a Mason's near you—go there *to-day* for your Hercules. Mason's make it easy for you to choose and easy for you to buy the cycle of a lifetime. From 2/- a week or £3.19.9 is all it need cost you.



New 'POPULAR' MODEL

Frame of all-British steel. Dunlop tyres. Dunlop rims. Dunlop waterproof saddle. Accessories include bell, tooling, spacers, oil-can, pump, clips, reflectors, polishing cloth and maintenance book. All bright parts heavily chromium plated.
CASH £3.19.9
or easy terms.



New SPORTS TOURIST MODEL

Low-built new angle frame. Finest all-British Steel. Super chromium plating. Sturmey-Archer 3-speed gear. Special detachable oil-bath gear-case. Spring-seat saddle. Dunlop Roadster tyres and Dunlop Chromocrum. Complete with accessories.
£5.15.9
or easy terms.



New 'O' RACER MODEL

Low-built frame. Short wheel base. Heaviest chromium plating. Spring seat saddle. Dunlop sports tyres and Dunlop Endrick rims. Full accessories with touring bag.
CASH £4.6.6
or easy terms.
Ladies' model "O-A" £4.11.6 or easy terms.



New 'M' SPORTS MODEL

The latest and greatest addition to the Hercules range of racers. Fitted with internal expanding hub-brakes front and rear. Full accessories. Ladies' model 'MA' with North Road dropped handle-bars.
CASH £5.5.9
or easy terms.



New MODEL 'G' DE LUXE

Roadster de luxe with Sturmey-Archer 3-speed gear. Special detachable oil-bath gear-case. Spring seat saddle. Super chromium plating on all bright parts. Dunlop Roadster tyres. Complete with full accessories.
£5.15.0
or easy terms.
Ladies' model "G-L" £5.17.6 or easy terms.



MASONISM'S WORTH REMEMBERING

- Mason's stock all Hercules models in all sizes.
- All Hercules models are complete with accessories.
- The new Hercules Safety models (Cross C & U, Ladies CA & UA) are a boon to cyclists in these days when road casualty lists sound like a repetition of the Battle of Waterloo.
- Their cost is only £4.6.6 cash or 2/- down & 2/- weekly.
- Evade your Waterloo—on a Hercules Safety model.
- The Hercules Sports Tourist is another wonderful production.
- Ladies' or Gent's, complete with Sturmey-Archer 3-speed gear, only £5.15.9 cash or 2/6 weekly.
- Sell your car and buy a Hercules cycle.
- If you are a speed merchant, a Hercules racer will "get you there as quick as you like."
- The 'M' Racer in black with hub brakes costs only £5.5.9 cash or 2/- weekly.
- Or in Cream, Red, Maroon or Blue for only a little extra.
- Don't hike it—bike it. Join the happy band of Hercules cyclists.
- SEND TO MASONS FOR HERCULES 1935 MAGAZINE, WITH FULL DETAILS OF ALL MODELS.

GET YOUR Hercules NOW - GET IT FROM MASON'S