



The **WHOLE WORLD** wants — **Hercules**

THE FINEST BICYCLE BUILT TO-DAY

Hercules Cycles are built specially to suit YOUR needs in S. RHODESIA

SOLD BY ALL LEADING DEALERS

WHOLESALE DISTRIBUTORS:
 LOCO CYCLE WORKS, P.O. BOX 449, BULAWAYO
 ALICK STUART LTD., 96A ABERCORN ST., P.O. BOX 306, BULAWAYO
 REPRESENTATIVES: PELLETIER (S.R.) (PVT) LTD., P.O. BOX 1270, SALISBURY
 THE HERCULES CYCLE & MOTOR CO. LTD., BIRMINGHAM, ENGLAND

Bantu Mirror 17/7/54



Built for Strength and lasting Service . . .

Hercules
 "FLYING CHEETAH" Sports Model

Here's a cycle your friends will admire. Light but strong, the "Flying Cheetah" gives you the thrill of riding the speediest, most perfectly balanced sports cycle you could possibly possess.

SOLD BY ALL LEADING DEALERS
 HERCULES & PHILLIPS CYCLES (SOUTH AFRICA) LTD., SPRINGS, TRANSVAAL

AFRICAN SPORTS 1/6/54

EXTRA SPECIAL BARGAINS

STANLEY Waterproof
 15 JEWELS with 11,000 ft. water resistant.

ONLY **£3.18.6**

12 Months' Written Guarantee

STANLEY Ladies' Wrist Watch
 15 JEWELS with 11,000 ft. water resistant.

ONLY **£3.10.0**

In gift, £3.12.6

ZOBO Pocket Watch
 (made by Waterford)

ONLY **27/-**

SOLID GOLD RINGS
 9 CARAT

22/6 22/6 27/6

FREE parking, postage, insurance. **MONEY BACK GUARANTEE** if not satisfied with your purchase, return within 4 days and money will be refunded.

Post coupon for Free Catalogue without any obligation.

CIVITAS WATCH CO.
 P.O. Box 1072, Johannesburg.

GAME ADDRESS D.18


you get more than just a machine when you choose a

NORMAN

CYCLE

NORMAN CYCLES ARE RENOWNED FOR

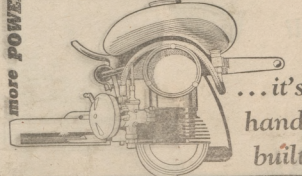
- QUALITY AND DEPENDABILITY
- CAREFREE TRAVEL FINISH AND LONG SERVICE



When buying a cycle look for this trade mark FROM ALL HIGH CLASS DEALERS and ALICK STUART LTD. BULAWAYO

AFRICAN Eagle 3-8-54

more POWER, more RELIABILITY



... it's hand built

POWER PAK

It's the tops! It's the bicycle motor with more power and performance than any other make. It's tough. It abounds in spirit and energy. It's brisk, active and vigorous.

AGENTS: Write to: **POWER PAK**, P.O. Box 1722, Salisbury.

THE BICYCLE MOTOR THAT TOOK PETER LEE-WARDER ROUND THE WORLD without using any spare.

AFRICAN PARADE 11/11/54

TIMEX
 SHOCK RESISTANT WATCHES

The World's Finest Watch Value



This magnificent TIMEX Watch Model K.R.S. is shock-resistant, and has an unbreakable glass. PRICE **49/6**

(In Southern Rhodesia)

TIMEX Watches are better because hard knocks won't hurt them — they cannot be overwound — they don't let in the dust — they have unbreakable glass and a strip of the finest leather. The watch shown above is also waterproof. TIMEX Watches cost 37/6 up to 65/-. All watches can be obtained, if required with luminous dials.

Ndlovuwanika waci dze TIMEX huzikavate kana dzivanyange rovera kanyipayi zwapo — hampangauridze kudziwa cikatu — dzine girazi ririgwa pazunge ne handi rakashura kunaka. Waci yamuti kuwona pamuroro iyi hainjivise kana ne rovera zwawo. Waci dze TIMEX dzino tengwa ng misiri mbovira pa 37/6 kuwika ku 65/-. Waci idzi dzinga wanikwe, nedzinwe dzinowona kana murima.

FROM GOOD STORES EVERYWHERE
 Trade Enquiries: H.L. EDMONDS (S.R.), Ltd. P.O. Box 1640, Salisbury.

AFRICAN Weekly 1-7-54

Why B.S.A. Bicycle owners are satisfied owners




The man who owns a B.S.A. has the secret satisfaction that only the finest can give. He knows that his bicycle will run as smoothly and look as well in ten or twenty years as the day he bought it.

It's time you had a **BSA**

Distributors: INTERNATIONAL AGENCIES LTD., SALISBURY. and ALICK STUART LTD., BULAWAYO.

AFRICAN Weekly 1-7-54



RUDGE
 BRITAIN'S BEST BICYCLE

Branches: P.O. Box 72, Umtata, Phoenix, 95. FUNSANI PALIDONSE NIINGA ZA RUDGE NDI ZITSULO ZACHE.

The *Crystaland Forum* January 4th 1953
 Give yourself... THE JOY OF GIVING THE BEST

THE WHITE DOT SAYS "IT'S RIGHT"



SHEAFFER'S
 White Dot Snorkel Pens

In any setting, Sheaffer's White Dot is recognized and respected. So if you're pondering Christmas gift problems, your answer is right here.

The White Dot is a symbol of pride, pleasure, your judgement and regard.


SHEAFFER'S Twosons — Sheaffer's Snorkel Pen and Sheaffer's new, shimmer pencil in smart gift cases.

Sheaffer's Feathertouch Ballpoint 21/2; Sheaffer's Cartridge-Fill Pen 25/-.
 The Perfect Gift... The World's Most Perfect Writing Instruments

Golden City Post 16-12-54

MEN WHO KNOW . . .

GO TO ADVANX WITH THEIR TYRE PROBLEMS



For Retreads or New Tyres you must also go to —

ADVANX TYRE & RUBBER Co.
 RAILWAY AVE. P.O. Box 289 Phone 205/0 SALISBURY

AFRICAN Weekly 1-7-54

More and More Smart Men Ride a **RUDGE**
 Britain's Best Bicycle


Manufactured by RALPHIGH INDUSTRIES LTD.

Sole Distributors: **OLYMPIA CYCLE CO.** Famous Since 1869
 P.O. Box 774 Salisbury

SUB DEALERS: SALISBURY: Bain Bros. Ltd.

Masica Cycle Co. GATOOMA:
 F.J.J. de Souza & Co. UMTALI:
 Umtali Cycle Co.

C. S. Patel, Limbembani, NYASALAND.



This Shield is your Guarantee

Bantu 16/10/54

Collection Number: A427

Collection Name: African newspaper advertisements, 1953-1957

PUBLISHER:

Publisher: Historical Papers Research Archive

Location: Johannesburg

©2014

LEGAL NOTICES:

Copyright Notice: All materials on the Historical Papers website are protected by South African copyright law and may not be reproduced, distributed, transmitted, displayed, or otherwise published in any format, without the prior written permission of the copyright owner.

Disclaimer and Terms of Use: Provided that you maintain all copyright and other notices contained therein, you may download material (one machine readable copy and one print copy per page) for your personal and/or educational non-commercial use only.

People using these records relating to the archives of Historical Papers, The Library, University of the Witwatersrand, Johannesburg, are reminded that such records sometimes contain material which is uncorroborated, inaccurate, distorted or untrue. While these digital records are true facsimiles of paper documents and the information contained herein is obtained from sources believed to be accurate and reliable, Historical Papers, University of the Witwatersrand has not independently verified their content. Consequently, the University is not responsible for any errors or omissions and excludes any and all liability for any errors in or omissions from the information on the website or any related information on third party websites accessible from this website.

This document is part of a private collection held at the Historical Papers Research Archive, University of the Witwatersrand, Johannesburg, South Africa.