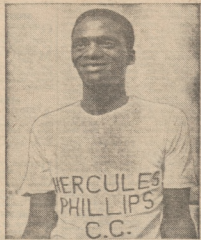


Non-European Johannesburg Festival Race

HERCULES & PHILLIPS CYCLING CLUB

1st, 3rd AND 4th
Gained 8 of first 12 places

In a race that created interest throughout South Africa, the Hercules and Phillips Cycle Club gained eight of the first 12 places, including 1st, 3rd and 4th. The winning time for this 64-mile race was 2 hours 43 minutes.



CHAMPION RIDER — Winner of one of South Africa's greatest cycle races — a member of the Hercules and Phillips Cycle Club.

There were over 3,000 people to see the finish of the exciting Festival Marathon at the winning post in Moroka, Johannesburg — and thousands more watched all along the road from the start in Potchefstroom.



A GREAT FINISH — The winner, a member of the Hercules and Phillips Cycle Club, passes the finishing post in the outstanding time of 2 hours 43 minutes.

ALWAYS RIGHT IN FRONT

Always right in front in any race...

Hercules and PHILLIPS CYCLES

are also always in the lead with new materials, modern designs... to bring you stronger, faster, long-lasting cycles of quality!

GOLDEN CITY POST, NOV. 11, 1956.

In the fullness of time...

Since 1858, Atlantic watches have set the standard for high-quality Swiss craftsmanship at medium prices. Furthermore every model in the wide range for both men and women fully meets the modern exigence for useful, distinctive design. Highlighted here is the 21,000, new movement, waterproof model for men, incorporating the INCARLOC shock absorber and Atlantic ARTIFLEX unbreakable main spring. The women's watch (shown actual size) is a very dainty and attractive model.

Atlantic
the right time — at the right price

THESE ILLUSTRATIONS SHOW THE ACTUAL SIZES OF THE WATCHES

Trade Enquiries:
VIKING TRADING CO. (PTY.) LTD.
P.O. Box 142, Johannesburg and P.O. Box 1987, Durban.

Page 34 *ZONK DECEMBER 1956.*

important NEWS to all AFRICANS!

At last STERNS, the famous quality Jewellers have been able to meet your ever increasing demand for Ladies' and Gents' diamond rings — and fancy rings. STERNS have now increased their production and can NOW supply every African with a flawless and guaranteed pure diamond ring for as little as £15 0 0, and upwards

ON TERMS — SIX MONTHS TO PAY NO EXTRA COST (Exactly the same terms as for Europeans)

— and you get the ring with your first payment (you take the ring away with you to wear forever!)

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The Famous QUALITY Jewellers

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SPRINGS: 18 Thrus Street, Phone 15-2545.

If you live too far away to call at STERNS personally fill in this coupon and post it to-day. Please write in capital letters.

FO STERNS THE FAMOUS QUALITY JEWELLER.
P.O. Box 3156 JOHANNESBURG.

Please send me FREE-Your Beautiful Ring Catalogue and tell me how I can buy a ring on 6 monthly payments.

MY NAME IS

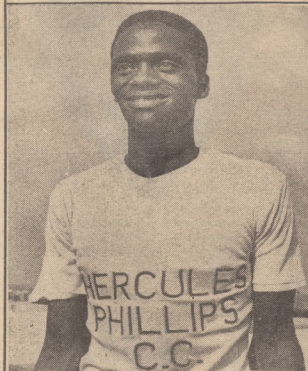
MY ADDRESS IS

B/W

The World, Nov. 17, 1956.

THE WINNER!

Non-European Johannesburg Festival Cycle Race.



A member of the Hercules and Phillips Cycling Club who won the 64-mile Festival cycling marathon in 2 hours 43 minutes. The Hercules and Phillips Cycling Club gained 8 of the first 12 places including 1st, 3rd, and 4th.

ALWAYS RIGHT IN FRONT

Always right in front in any race — Hercules and Phillips Cycles are also always in the lead with new materials, modern designs... to bring you stronger, faster long-lasting cycles of quality!

ZONK DECEMBER 1956.

THERE'S A SMART MAN....

He wears a **SORNA WATCH!**

Yes, you can always pick out the smart, successful man when you see a good-looking SORNA WATCH on his wrist. Sorna Watches are bright, colourful and sturdy and you can get one for as little as 30/-.

See YOUR Sorna Watch today. At all Jewellers.

FROM ONLY 30/-

Ask to see Sibel and Sorna Watches too, for gentlemen and ladies.

Made in Switzerland — where the best watches come from!

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Page 16 *THE WORLD, FEBRUARY 1957*

OKWE! KWAMBURA

Hercules

NJINGA YIWEME NADI LERO

KAONENI KU STORO IRI PAFUPI NANU

THE LONDON & BLANTYRE SUPPLY CO. LTD.; HASSEM JANNAHOED BROS. LTD.; LIMBE; JOSHI BROS. BLANTYRE; AMARI VITHALAS, BLANTYRE & PORT HERALD; OSMAN ADAM, BLANTYRE; LAJI KURJI LTD., BLANTYRE

THE HERCULES CYCLE & MOTOR COMPANY LTD., BIRMINGHAM, ENGLAND

Bwalo to Nyasaland 18.12.56.

HO! njinga ya Hercules

NJINGA YOPAMBANA KUKONGOLA YA LERO

KAONENI KU STORO IRI PAFUPI NANU

THE LONDON & BLANTYRE SUPPLY CO. LTD.; HASSEM JANNAHOED BROS. LTD.; LIMBE; JOSHI BROS. BLANTYRE; AMARI VITHALAS, BLANTYRE & PORT HERALD; OSMAN ADAM, BLANTYRE; LAJI KURJI LTD., BLANTYRE

THE HERCULES CYCLE & MOTOR COMPANY LTD., BIRMINGHAM, ENGLAND

Bwalo to Nyasaland 1.1.57.

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...above all... **SAFETY**

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For today's best new cars on today's fast new roads, tyre safety is of vital importance... that is why, backed by our unequalled experience in building racing tyres, you can depend on the fact that our first consideration in the design and construction of a DUNLOP TYRE is SAFETY and what is more no other tyre will give greater mileage.

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PLEASE CHECK YOUR TYRES — CHECK ACCIDENTS!
African Weekly 19.12.56

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To fill pen just drop in cartridge of Sheaf writing fluid! Completely mess-free! Hand-ground, hand-polished precious metal tipped point writes with satin smoothness.

SHEAFFER'S "FEATHERTOUCH" BALLWRITER Price: 21/-
Gives you perfect pen writing with pencil convenience. Visible ink supply. A true, all-purpose writing instrument.

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Golden City Post 13.1.57

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