



Sole Proprietors :
Mr. T. & Mrs. E. D.
CROWTHER
191 London Road
Derby
Phone 46304

See them everywhere—Olympic Games, World
Championships National Championships,
Warsaw, Berlin, Prague,
Empire Games.

Mercian
SUPER VIGORELLI • THE CAMPIONISSIMO • KING OF MERCIA

At every Time Trial
and Road-race at home
and Touring in every part of the Globe.

All Mercian Frames are built and
enamelled in our own workshops by
highly-skilled craftsmen who strive
to build better and faster frames.

Works Address : 2 Epsom Crescent,
Ascot Drive,
Derby.



THE "SPECIAL TOURIST"

The Tourist's dream, designed for lightness, strength, rigidity, and carrying capacity. Built with Reynolds '531' specially selected double-buttet tubing, fork blades, seat and chainstays fitted, but very easily detachable front and rear pannier carriers.

Frame only £14-14-0 (carriers enamelled to match, 17/6 each).

Fitted with Simplex Competition steel cranks and chain rings with inner-ring from 28 teeth. Outer ring from 40 teeth. Simplex Tourist rear gear and Simplex cable-controlled front gear £7-0-9 extra. Double chainset only £3-18-6.

CHARGES

For Repairs and Re-Enamel to any make of Frame

	Solo	Tandem
Frame and Fork Enamel (Lustre or Polychromatic)	£1 18 6	£3 10 0
Double Box Lining (2 Colours if required)	13 6	£1 10 0
Lugs Lined	11 0	£1 0 0
Coloured Head	8 0	8 0

	Solo	Tandem
Coloured Band on Seat Tube	7 6	7 6
Two Tone Finish, comprising Frame Diamond one colour, Fork and Seat Tube contrasting colour, with a third colour, Head and Diamond on S.T. Lugs Lined and edge of Diamond lined	£3 15 0	
Maker Transfers, when available (approx.)	3 6	3 6
Olympic Bands	1 6	1 6
Special Panels to any Tube with edges lined in contrasting Colour	12 6	8 6

Chrome Plating

Forks all Chrome	£1 5 0
Fork Crown	8 6
Head Lugs	£1 0 0
Front Ends (approx. 6")	8 0
Rear Ends (approx. 6")	16 0
Front and Rear dropouts only	16 0

Repairs to any make of Frames

Supply and Fit—

Top Tube	£1 8 6	
Down Tube	£1 8 6	
Top and Down Tube	£2 15 6	
Top and Down head Tube for Welded frames	£3 15 0	
Top and Down head Tube for Lug frames	£3 15 0	
New Seat Tube, from	£1 12 6	
1 pr. Seat Stays	£1 15 0	£2 0 0
1 pr. Chain Stays	£1 15 0	£2 0 0
1 pr. Seat and Chain Stays and Drop-outs (Plain)	£3 0 0	£3 10 0

Continued on back page

THE

"SUPER VIGORELLI"

SPELLS SPEED

Designed specifically for pursuit riding and super-fast time trials, this frame probably has more Classic wins to its credit since it was introduced in 1951 than any other frame on the market.

Built from finest quality pressed steel lugs, and hand-picked Reynolds '531' double-buttet tubes, seat and chainstays and fork blades.

The lugs and solid forged crown are hand-cut to a very attractive design which ensures a perfect flow of sif-bronze low temperature brazing rod giving great tensile strength and durability.

Great care is taken to ensure that the Vigorelli is built in track, and stays in track with no tubes under excessive stress due to being pulled into track after all brazing operations are finished.

Frame size to order. 73° parallel. 10 $\frac{7}{8}$ " B.B. Height, or lower if intended for time trials only. 1 $\frac{3}{4}$ " Fork rake. 17 $\frac{1}{2}$ " Rear ends, or built to your specification.

The Price is £16-16-0

Finish to your specification; chrome plating extra.



THE "CAMPIONISSIMO"

The Clubman's choice, suitable for club riding, time trials or road-racing. Built to a price, but only high-class fittings are used on a hand-built frame. Brooks saddle; Williams 3-pin chainwheel; Bayliss Wiley hubs; Dunlop H.P. rims; John Bull tyres and tubes; Simplex or Benelux gear to choice; Brampton pedals; G.B. or Weinmann brakes.

Finished in any colour, lustre or enamel, with contrasting head and seat tube diamond and lug lined.

Frame only £10-19-6

Complete machine with 5 speed—

£23-11-6 + £5-2-0 Purchase Tax — £28-13-6

Complete machine with 10 speed—

£25-6-0 + £5-9-10 Purchase Tax — £30-15-10

Single Speed—£20-14-0 + £4-10-11 Purchase Tax — £25-4-11

Supply and Fit—

1 pr. Rear Drop-outs (Plain)	£1 7 6	£1 10 0
1 pr. Rear Drop-outs (Simplex or Agrati)	£1 8 6	
1 pr. Rear Drop-outs (Campag.)	£1 12 6	
1 pr. Front Fork Drop-outs (Plain)	12 6	15 0
1 pr. Front Fork Drop-outs (Simplex or Agrati)	13 6	
1 pr. Front Fork Drop-outs (Campag.)	17 6	
New Fork Column	15 0	18 6
New Blades and Ends '531'	£1 10 0	£1 17 6
New Blades and Ends 'A' quality	£1 5 0	
Gear Lever Boss (Simplex or Benelux)	3 0	
Gear Lever Boss (Campag.)	6 6	
Brake Cable eyes, Gear Cable eyes and Pump Pegs	2 0 ea.	
C.O. 2 Clip	5 0	
Single Roller on B.B.	2 6	
Double Roller on B.B.	3 0	
Bracket Cable Tunnel	2 6	
Double Bracket Cable Tunnel	3 0	
Screwed Gear Cable Stop	2 6	

Supply—

1 pr. Forks with best quality solid forged Crown and '531' Blades	£2 2 0	£2 10 0
1 pr. Forks 'A' quality Blades	£1 12 6	
Re-Track Frame and Forks from	10 0	£1 0 0

'531' Tubing is used in all Repairs.

The above prices apply only when frames are sent completely stripped off all Head and Bracket interiors. Frames for Re-enamel are degreased, sandblasted and rust-proofed. A charge of 2/6 will be made for fitting new Head on Bottom Bracket fittings.