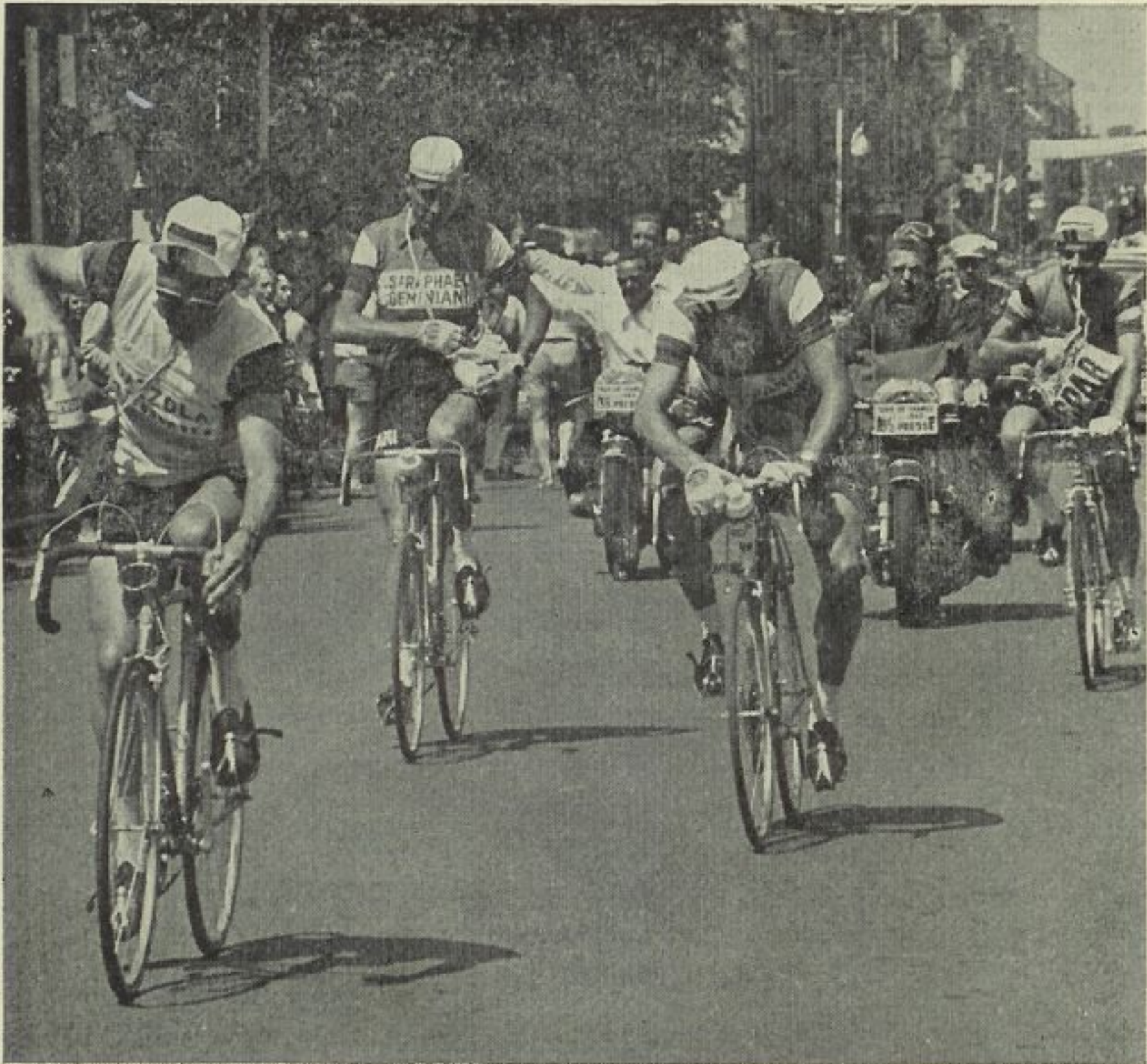


MERCIAN CYCLES Ltd.



By courtesy of "Sporting Cyclist"

Directors:

E. D. CROWTHER

P. C. RICHES

**191 LONDON ROAD
DERBY**

Telephone: 46304

Trade enquiries: 2 EPSOM CRESCENT, DERBY.

Telephone 46786

We Cater for the Connoisseur

Introducing our latest range of Handbuilt Frames built by cyclists who are also experts at their occupation of frame building.

Built under the personal supervision of our workshop director, guaranteed handmade with no mass production methods used, from the very best materials obtainable today.

**ALL FRAMES BUILT IN OUR OWN
WORKSHOP**

Used in Olympics, World Championships, National Championships and all Major Events all over the world.



MERCIAN CYCLES LTD.

191 LONDON ROAD, DERBY

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Trade enquiries: 2 EPSOM CRESCENT, DERBY. Tel. 46786.

PRICE LIST

1st SEPTEMBER, 1963

Prices subject to alteration without notice, but a month's notice will be given when possible.

Frames

	£	s.	d.
Super Vigorelli	17	8	0
Superlight Track	17	8	0
Superlight Campag.	18	18	0
Superlight Simplex	18	8	0
King of Mercia (Simplex or Plain Ends)	15	5	0
King of Mercia (Campag. ends)	16	5	0
Olympique Road	12	19	11
Olympique Track	13	5	0
Campionissimo	12	6	3

Complete Cycles Campionissimo

Continued—

	Price			P. Tax			Total		
	£	s.	d.	£	s.	d.	£	s.	d.
5 Speed Benelux/Simplex	24	9	2	+ 4	8	2	= 28	17	4
10 " " "	26	5	0	+ 4	14	6	= 30	19	6
5 " Campag.	26	19	6	+ 4	17	4	= 31	16	10
10 " "	30	1	3	+ 5	8	6	= 35	9	9
Single Speed	21	9	5	+ 4	0	4	= 25	9	9

KING OF MERCIA

The tried and tested Road-Racing Frame.

Designed from the pooled knowledge and experience of International Riders.

Only first quality '531' D.B. Tubing is used along with Solid Forged Fork Crown, Prugnat or Nervex Professional Lugs to choice. Wrap over Seat Stays.

Complete cycles supplied to order.

Frame Specification :

72° x 72° Parallel Angles, 2½" Fork Rake, or any practical design or measurements to order. Campagnola, Simplex or Plain Ends. All necessary cable eyes, pump pegs etc., brazed on.

Italia H.D. Set, Campagnola 29/6 extra.

T.D.C. Continental Bottom Bracket Set.

STANDARD FINISH :

One colour with contrast head and seat tube panel only.

ADDITIONAL BANDS etc., CHARGED EXTRA.

CHROME PLATING TO ORDER



THE NEW SUPERLIGHT

FOR TIME TRIALS and PURSUING

All unnecessary ounces cut away and a new method of fitting seat stays to seat lugs, but leaving a perfectly rigid job that responds to every ounce of effort.

SPECIFICATION :

73° Head. 73° Seat.

10 $\frac{3}{4}$ " Bottom Bracket Height.

1 $\frac{7}{8}$ " Oval or Round Forks (as preferred).

17" Chainstays.

Italia Head Fittings.

T.D.C. Continental Bottom Bracket Set.

FINISH : As 'King of Mercia' Models.

Campagnola Head Fittings are used at an extra charge ~~£10/-~~/-.



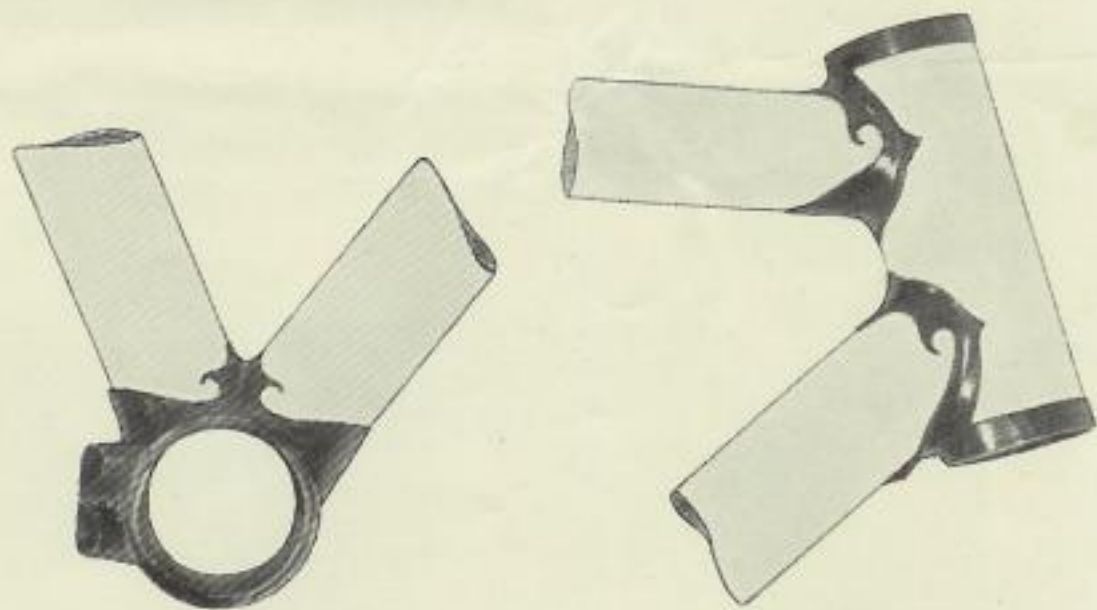
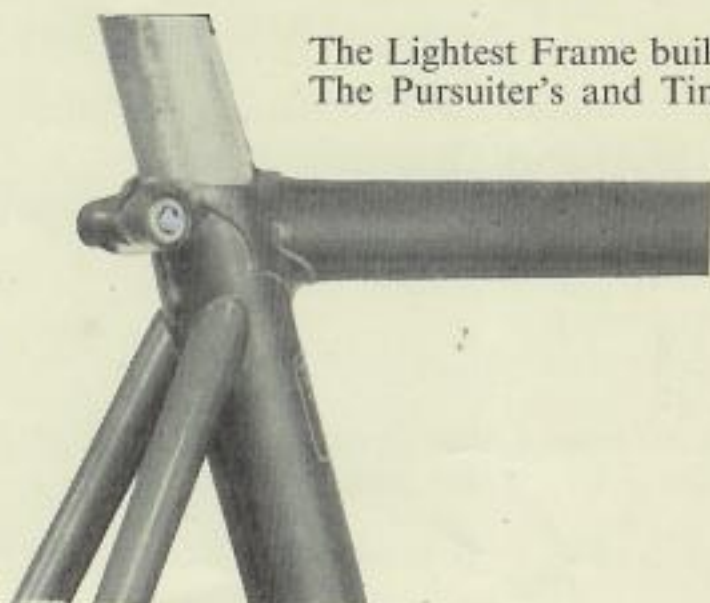
In Pursuit trim, total weight of machine using steel stem, steel cranks, 28 spoke sprints and silk tubs, can be got down to 16 lb. 12 oz.

For Time Trials with bell, brake and silk tubs, 17 lb. 8 oz.

The New Superlight

LUG DETAILS

The Lightest Frame built.
The Pursuiter's and Time Trialist's ideal.



NEW SUPERLIGHT ROAD

FOR MASSED START and ROAD RACING

Built as a road frame, with Campag and all brazed-on fittings
for those who prefer multiple gears.

THE CAMPIONISSIMO

Built with Nervex 'Serie Legere' Lug Sets, Reynolds '531' D.B. Tubing, Fork Blades, Seat and Chainstays, Dunlop H.P. Rims, Tyres and Tubes, Benelux Mark 7 Gears, Brooks B15 Saddle, Weinmann Q.R. Brakes, Williams C34 Chain Set, G.B. Bars and Stem.

FINISH : Any colour available with contrasting seat panel.

ADDITIONAL BANDS EXTRA

A good all round machine with only first class equipment used.

Specification : 72° Head, 72° Seat,
2 $\frac{1}{8}$ " Fork Rake,
10 $\frac{5}{8}$ " Bottom Bracket,
17 $\frac{1}{2}$ " Chainstay,
Braze on Cable Eyes and Pump Pegs.
Lamp Boss fitted as standard.

Plain Rear Ends and no lever bosses to enable any Gear to be used.

5 Speed Benelux or Simplex	5 Speed Campag. or Simplex
10 " " " "	10 " " " "
Single Speed	

NO ALTERATIONS TO THE FRAME SPECIFICATION CAN BE ACCEPTED

Frame sizes: 21" — 24" only.



OLYMPIQUE ROAD FRAME

Built with Reynolds '531' D.B. Tubing, Fork Blades, Seat and Chainstays, and Nervex 'Serie Legere' Lugs.

Plain Dropouts and Gear Cable Eyes only, allowing choice of gear, etc.

FINISH : Any colour available with contrasting seat panel

ADDITIONAL BANDS EXTRA

T.D.C. Italia Head Set.

T.D.C. Continental Bottom Bracket Set.

Frame sizes 21" — 25" only.

Specification for Road Frame

21"—72° × 74°	21" T.T.	2¼" Fork Rake	17¼" C/Stays
22"—72° × 73°	21½" T.T.	2⅛" " "	17¼" "
23"—72° × 73°	22¼" T.T.	2⅛" " "	17¼" "
24"—72° × 73°	22¾" T.T.	2⅛" " "	17¼" "
25"—72° × 73°	23½" T.T.	2⅛" " "	17½" "

This Frame is designed solely for Road Racing and is fast, lively and handles perfectly at any speed, or on any surface.

**NO ALTERATIONS TO THE FRAME SPECIFICATION CAN
BE ACCEPTED**

OLYMPIQUE TRACK FRAME

Standard Track Frame built for the Clubman, suitable for Track or Short Distance Time Trials.

Specification for Track Frame:

73° × 73°. 17" Chainstays. 10⅞" Bracket. Minimum clearance with 27" High Pressures.

ITALIAN STYLED SUPER VIGORELLI

Designed for fast short distance Time Trials and handles superbly on any hard track, and built with lugs designed to give increased rigidity to make a really responsive machine for the connoisseur.

SPECIFICATION :

73° Parallel
10 $\frac{3}{4}$ " Bracket Height
1 $\frac{3}{4}$ " Round Forks
16 $\frac{3}{4}$ " Chainstays
Campagnola Head Set
Reinforced Track Ends
 $\frac{1}{2}$ " Wrapover Seat Stays
Prugnat Italian Lugs and Crowns

OR TO CUSTOMERS' OWN SPECIFICATION

ENAMELLED ANY COLOUR WITH CONTRASTING
HEAD and SEAT TUBE PANEL

ADDITIONAL BANDS Etc., EXTRA
Chrome Plating extra

GUARANTEE :

We guarantee our frames for a period of 5 years against defect in material or workmanship.



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1st SEPTEMBER 1963

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RENOVATIONS TO ANY MAKE OF FRAME

	£	s.	d.
Frame and Forks stove enamelled any colour	2	0	0
Frame and Forks Lustre or Metallic	2	2	6
Frame or Forks Flam or Silver	2	7	6
Coloured Head Tube	10	0	
Coloured Band on Seat Tube	10	0	
Extra Bands on Seat Tube	2	6	each
Double Box Lining	15	0	
Lugs Lined	12	6	
Name and Club on Top Tube both sides	6	0	
Small dents filled in where possible	2	6	
Mask up and save chrome	2	6	
Fork Crown, Front and Rear Ends, Front or Rear Dropouts	2	6	each

Makers Transfers not supplied. We shall be pleased to fit these if supplied with order.

CHROME PLATING

	£	s.	d.
All Chrome Frame extra on price of Frame	4	0	0
Chrome Crown	10	6	
Chrome Front Ends. Approx. 8"	12	6	
Chrome Rear Ends. Approx. 8"	1	7	6
All Chrome Forks	1	7	6
Chrome Head Lugs	1	5	0
Chrome Front Dropouts	9	0	
Chrome Rear Dropouts	15	6	
All Chrome Seat and Chainstays	2	15	0
Chrome Seat and Chainstays to Bridge	2	10	0
Chrome Seat Tube Panel. Approx. 8"	1	0	0

Chrome Plating now accepted on Repairs and re-enamels but add 33 $\frac{1}{3}$ per cent to above prices.

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REPAIR CHARGES TO ANY MAKE OF FRAME

The prices include the use of '531' tubing, fork blades, seat or chainstays.

All frames to be completely stripped, no responsibility will be taken for fittings left in.

A charge of 4/- each will be made for stripping and reassembling head or Bottom Bracket fittings, including new bearings.

	£	s.	d.
New Bottom Bracket Shell	2	12	6
„ Top Tube	1	15	0
„ Down Tube	1	15	0
„ Seat Tube	1	17	6
„ Head Tube and Lugs	2	2	6
Top and Down Tube	3	5	0
New Top, Down, Head Tube and Lugs	4	5	0
1 pair Seat Stays including Mudguard Bridge	2	7	6
1 pair Chain Stays	2	5	0
1 pair Seat Stays and Dropouts	2	15	0
1 pair Chain Stays and Dropouts	2	15	0
Campag. or J.U.Y. 56 Ends extra	10	0	
Complete new rear Triangle with Simplex, Benelux or Track Ends	4	12	6
Campag. or J.U.Y. 56 Ends extra	10	0	
New Rear Dropouts only, Track Simplex or Benelux	1	12	6
Campag. or J.U.Y. 56 Ends	2	5	0
New Front Dropouts	16	6	
New Campag. Front Dropouts	1	1	0
New Pair Forks	2	5	0
New Fork Blades with Dropouts	1	12	6
New Fork Blades with Campag. Dropouts	1	17	6
New Fork Column	1	1	0
New Pump Pegs, Brake or Gear Cable Stops, each	1	9	
Simplex or Benelux Lever Boss	3	0	
Campag. Gear Lever Boss	6	6	
Campag. Gear Hanger brazed on	8	0	
Mafac Criterium Brake Parts brazed on (supply own parts) per Brake	10	0	
New reinforced Brake and Mudguard Bridge	8	6	
New Bottom Bridge	5	6	
Lamp Bracket Boss	2	6	
Roller on Bottom Bracket	3	6	
Tunnel on Bottom Bracket	3	0	
Re Track Frame and Forks from	12	6	
Re Track Forks from	7	6	
Mafac Bridge on Seat Stay	7	6	