

THE KINGS OF

“Mercia”

- EVERYONE is going FASTER on a

M E R C I A N

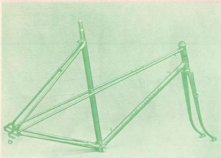
- All Mercian machines are built in our own workshops by skilled clubmen, who have as much pride in building a first class frame as you have in riding one

M E R C I A N C Y C L E S
191 L O N D O N R O A D D E R B Y
P H O N E 4 6 3 0 4

S O L E P R O P R I E T O R S · T . C R O W T H E R · L . N . B A R K E R

Mercian **INDIVIDUALLY BUILT
LIGHTWEIGHTS**

The Kings of Mercia



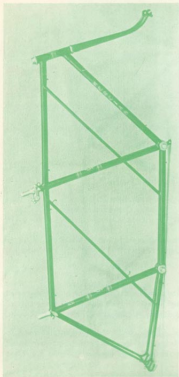
Mercian Ladies Frame

Modern Design Ladies frame built with twin Stays to give maximum rigidity, '531' tubing throughout

Simplex or Sturmey Archer fittings brazed on as required. 73-71 or 72 parallel

Finished in enamel or glass hard lustres with lugs lined in contrasting colours

price £13 · 0 · 0



Angles 74-72-70. 2 1/2" Oval to round forks.
Wheelbase 59"-62" according to top tube lengths
Built to take all solo fittings and C/Lea or similar
C/Sets. All joints with special laminations on head

**Racing or
Fast Touring
Tandem**

price £22 - 10 - 0

The Kings of Mercia

Standard

Road 74-72 or 73-71

Oval forks 2½" rake

Chainstays round-oval-round 17½"

Chater Lea Forward drop outs

Brazed on Mudguard eyes

18" Pump Pegs

Expander Type Head Fittings **£29 . 5 . 0**

Welded

Frames

Track Frame **£29 . 5 . 0**

With Chater Lea Bottom Bracket Fittings **£10-0-0**

Massed Start with all brazed on Simplex or Otgear Fittings **£29 . 7 . 6**

Standard

Lug

Frames

Super Path **£14 . 14 . 0**

Short Distance Road 74-72

2½" Round or Oval to round forks

17½" Rear Ends **£13 . 0 . 0**

Massed Start Frame with all brazed on Simplex or Otgear Fittings **£13 . 10 . 0**

Super

Bi - Laminated

Frame

The Frame for the connoisseur, bi-laminated on all lugs with 3" extensions under all tubes, built to customers own specification

All Chrome Forks and Rear Ends chromed to Mudguard bridges. Finished in any colour enamel or lustre. Lugs lined and Double Box Lined

£19 . 19 . 0

The Kings of Mercia

Massed Start Model



Massed Start Frame 72 parallel or 73-71
27" Steel "Samir" H.P. Rims with Gnutti
Hubs, H.P. Tyres and Tubes
Bluemela Cell. or Alloy Mudguards
Alloy G.B. Brakes
Gnutti Chainwheel Set
Phillips Pedals
3/32" Chain
Simplex Four Speed
Alloy Bars and Stem
Handle Bar Grips
Bell
Wingnuts
Brooks B. 17 Saddle

price **£31 · 10 · 0** P. TAX AT 4.9% IN THE £
FOR BRITISH ISLES CUSTOMERS

Frame only, built with Reynolds '531' and
Oscar Egg Super Champion, or Nervex
'professional' Lugs. Built to customers spec.

Frame only £13 · 10 · 0

The Kings of Mercia



Handlebar Stems

These stems are made in all sizes with '531' tubing from 1½" up to any length required. Merken, Vietto, straight or with any specified drop from your head angle

All chrome . . . **17/6**

Chrome with centre enamelled and lined . . . **11/6**

Mercian Club Sports

Welded Frame 73-71
2½" fork/rake
26-1½" Steel B. Wiley Hubs
Cell. or Alloy Mudguards
Brooks L99 Saddle
Standard 3 or 5 pin C/wheel set
Phillips Pedals
Coventry Chain
Alloy Bars and Stem
Fixed Cog and Freewheel

STOCKISTS & SERVICE

BACHE BR

STOURBRIDGE

LYE, STOURBRIDGE

price £19 · 17 · 6 P. TAX AT 4.5% IN THE U.K.
FOR BRITISH ISLES CUSTOMERS

Above Spec. but with Lugged Frame £22 · 17 · 6

The Kings of Mercia

Mercian Path Machine



Super Path Frame
27" Dunlop Light Alloy Sprint Rims, Airlite D.F. Hubs
Dunlop Tubulars
Chater Lea 1" Pitch Chainwheel Set
1" Pitch Block Chain
Phillips Pedals
Vielto Type Handlebar Stem
Steel Handlebars
Brooks Saddle

price £34 · 15 · 0 P. TAX AT 4/6% IN THE £
FOR BRITISH ISLES CUSTOMERS

Frame only £14 · 14 · 0 P. Tax not chargeable on
Frames only

*Above specification can of course be altered to customers
individual requirements*

Frame built to individual specification

The Kings of Mercia

Repair and Re-Enamel Charges

	SOLO			TANDEM		
	£	s.	d.	£	s.	d.
Enamel Black or Colours, Polychromatic or Lustre including Sandblast	1	12	6	2	12	6
Double Box Lining		10	0	1	0	0
Lugs Lined		10	0	1	0	0
Coloured Band on Seat Tube or Head		5	0		5	0
Continental Panels		5	0		5	0
Olympic Bands or Chevrons fitted		1	6		1	6
Makers Transfers		3	6		3	6
Special Black Enamel	1	17	6	2	0	0

Chrome Plating

All Chrome Frame and Forks	5	10	0			
Extras on New Frame	3	0	0			
All Chrome Forks		18	0	1	0	0
Fork Crown		5	6		5	6
Fork Ends		4	6		5	6
Rear Ends 6" - 8"		15	0		18	0
1" Forks and Crowns		16	0		18	0
Rear Ends to Bridge	1	2	0	1	6	0
Complete Rear Ends	1	10	0	1	12	0
Handlebar Stems		6	0			
Complete Head		17	6	1	0	0
Head Lugs only		15	0		17	6
Bottom Bracket Shell		17	6	1	2	6
Seat Lug		11	6		15	6

Above prices apply when frame is sent completely stripped of all Head and Bottom Bracket fittings, etc.

Frame Repairs

New Top Tube fitted	1	5	0
New Down Tube fitted	1	5	0
New Top and Down Tube fitted	2	5	0
New Top and Down Tube and Head Tube fitted	2	15	0
1 pair Seat Stays	1	10	0
1 pair Chain Stays	1	10	0
Seat, Chainstays and Drop Out	2	5	0
Fork Columns		15	0
1 pair Fork Blades and Ends fitted	1	17	6
Fork Crown	1	5	0
Cable Stays and Gear Lever Boss		6	0
Tracking up Frame and Forks from		6	0

'531' Tubing, Fork Blades, Seat and Chain Stays used in all repairs