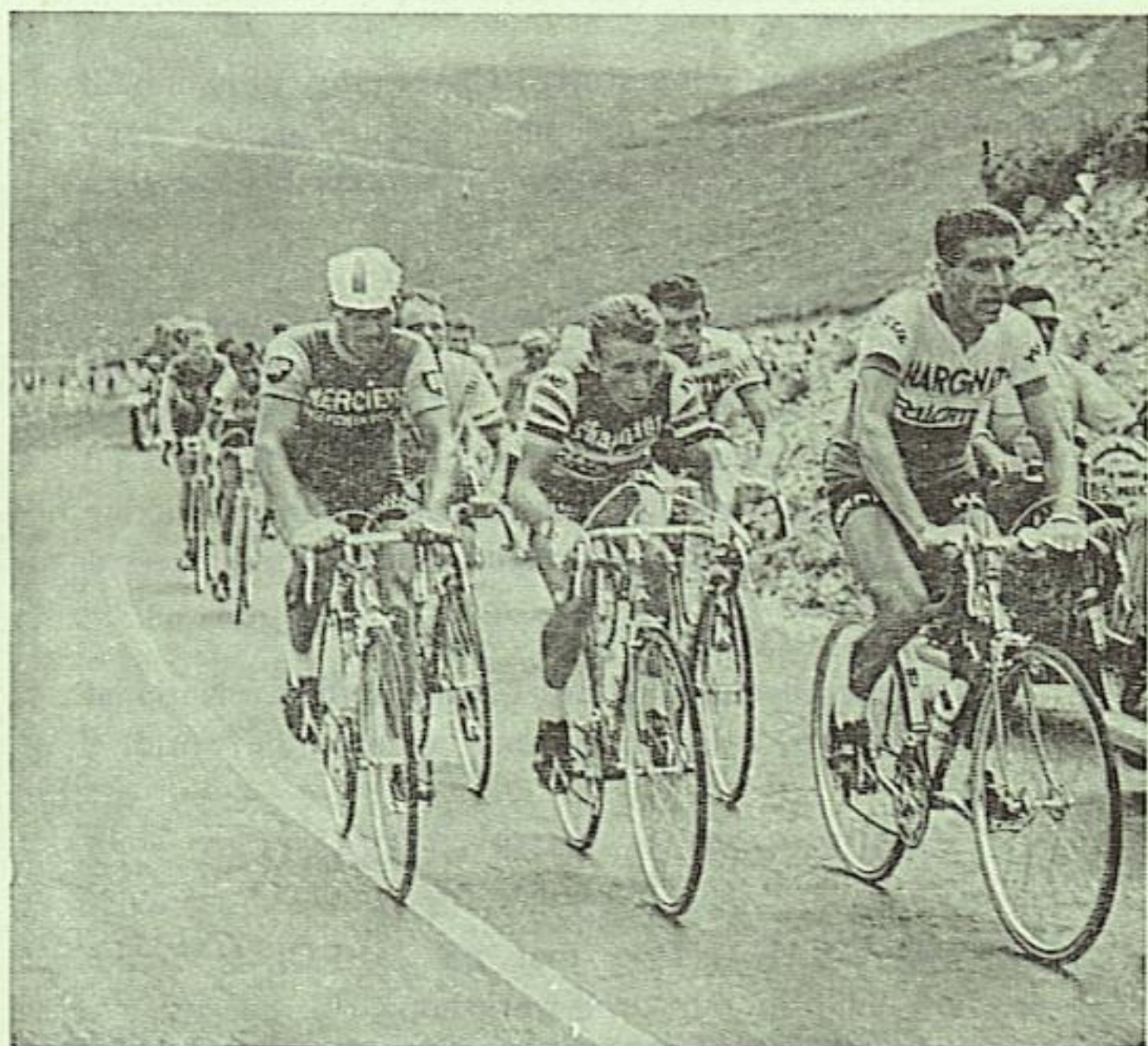


MERCIAN CYCLES LTD



by courtesy of "Sporting Cyclist"

Directors:

D. W. BETTON

D. E. BETTON

W. BETTON

191, LONDON ROAD
DERBY

Telephone 46304

Works: PONTEFRAC STREET,
OSMASTON PARK ESTATE,
DERBY. Telephone 46786

MERCIAN CYCLES LTD.

191 LONDON ROAD, DERBY

Telephone 46304

PRICE LIST

1st June, 1966

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

			£	s.	d.
SUPERLIGHT — Road or Track	..	..	19	19	0
VINCITORE — Road or Track	..	..	19	19	0
KING OF MERCIA	..	..	17	10	0
SUPER VIGORELLI (Campag Track ends)	..		17	10	0
SUPER VIGORELLI (Standard track ends)	..		17	0	0
OLYMPIQUE ROAD FRAME	..	..	14	10	0
CAMPIONISSIMO ROAD FRAME	..	..	13	5	0

Any of the above models can be built into a complete cycle to your own specification. Details upon request.

STANDARD CYCLE PRICES

The "CAMPIONISSIMO"

	<i>Price</i>			<i>P. Tax</i>			<i>Total</i>		
	£	s.	d.	£	s.	d.	£	s.	d.
5 Speed Cyclo or Simplex	27	3	4	+	4	18	0	=	32 1 4
10 Speed Cyclo or Simplex	29	4	0	+	5	5	5	=	34 9 5
5 Speed Campag. ..	30	5	0	+	5	9	2	=	35 14 2
10 Speed Campag. ..	33	15	8	+	6	1	11	=	39 17 7
Single Speed	25	5	0	+	4	11	3	=	29 16 3



MERCIAN CYCLES

**The choice of Champions
and Connoisseurs**

Introducing the latest MERCIAN range of handbuilt frames, which are the outcome of skilful design, and backed by years of experience in all aspects of the cycling sport.

All our frames are precision built by skilled craftsmen in our own workshop — where 'bonus schemes' and 'piece work' are frowned upon. Customers are assured of personal attention regarding their requirements, as all frames are individually constructed, with painstaking attention paid to balance, design, and detail as required by you — the Connoisseur.

Used in Olympics, World Championships, National Championships, and major events all over the world.

OUR NAME IS YOUR GUARANTEE

WE GUARANTEE that all MERCIAN frame sets are built in our own workshop.

THEY ARE GUARANTEED against defective workmanship and materials, excluding fair wear and tear, misuse, accident or neglect, for a period of five years from date of purchase.

STANDARD SPECIFICATIONS WILL BE
ADHERED TO UNLESS REQUESTED.

THE SUPERLIGHT

FOR ROAD RACING and TIME TRIALING

All unnecessary ounces cut away, and built with our own hand cut Lugs of special design. The seat stays are brazed on to the seat tube — this method of seat stay fitting was pioneered by us and has since been copied by many.

This frame has proved over the years to give a perfectly rigid machine that responds to every ounce of effort.

STANDARD SPECIFICATION :

73° Head, 73° Seat, or 72° Head, 72° Seat

10 $\frac{5}{8}$ " Bottom Bracket height

2 $\frac{1}{8}$ " Fork Rake, Oval Forks

17 $\frac{1}{4}$ " Chainstays

Clearance for 27" Wheels and Mudguards

Brazed on Fittings for 10 Speed Gears, with a pip on down tube allowing any type of lever to be used.

Also Brake Eyes and Pump Pegs

"Italia" T.D Cross Head Set

T. D. Cross Bottom Bracket Set

OR TO YOUR OWN SPECIFICATION

STANDARD FINISH:

One colour with contrast Head and Seat Panel

ADDITIONAL BANDS Etc. EXTRA

CHROME PLATING TO ORDER

THE SUPERLIGHT TRACK

**PROVED BY MANY TO BE THE IDEAL
PURSUIT FRAME**

**THIS IS ONLY BUILT TO CUSTOMERS OWN
SPECIFICATION**



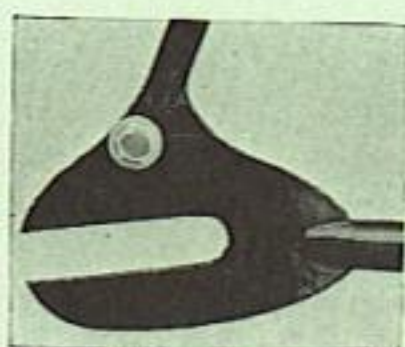
Olympique



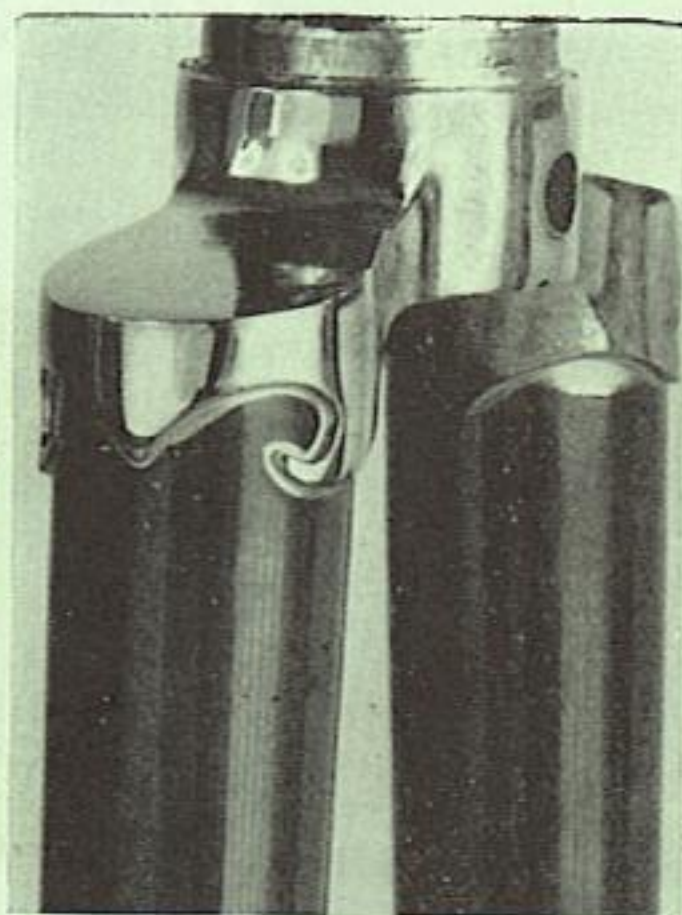
King of Mercia



Superlight



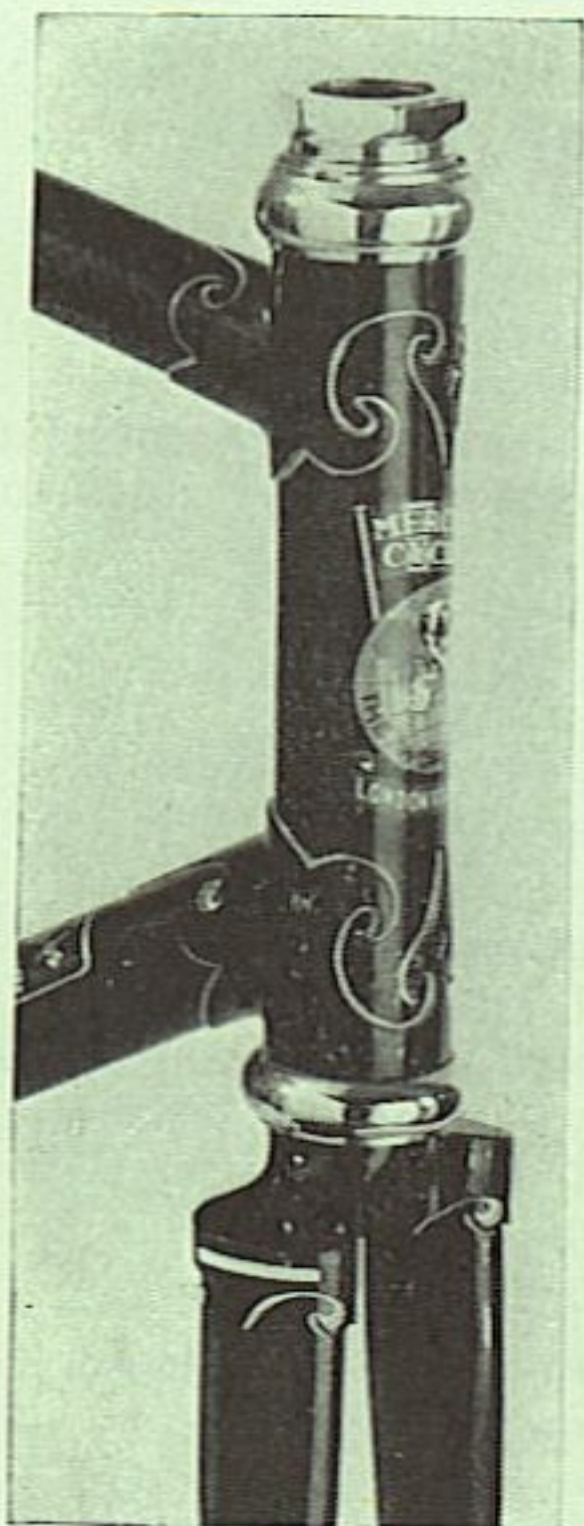
Track End



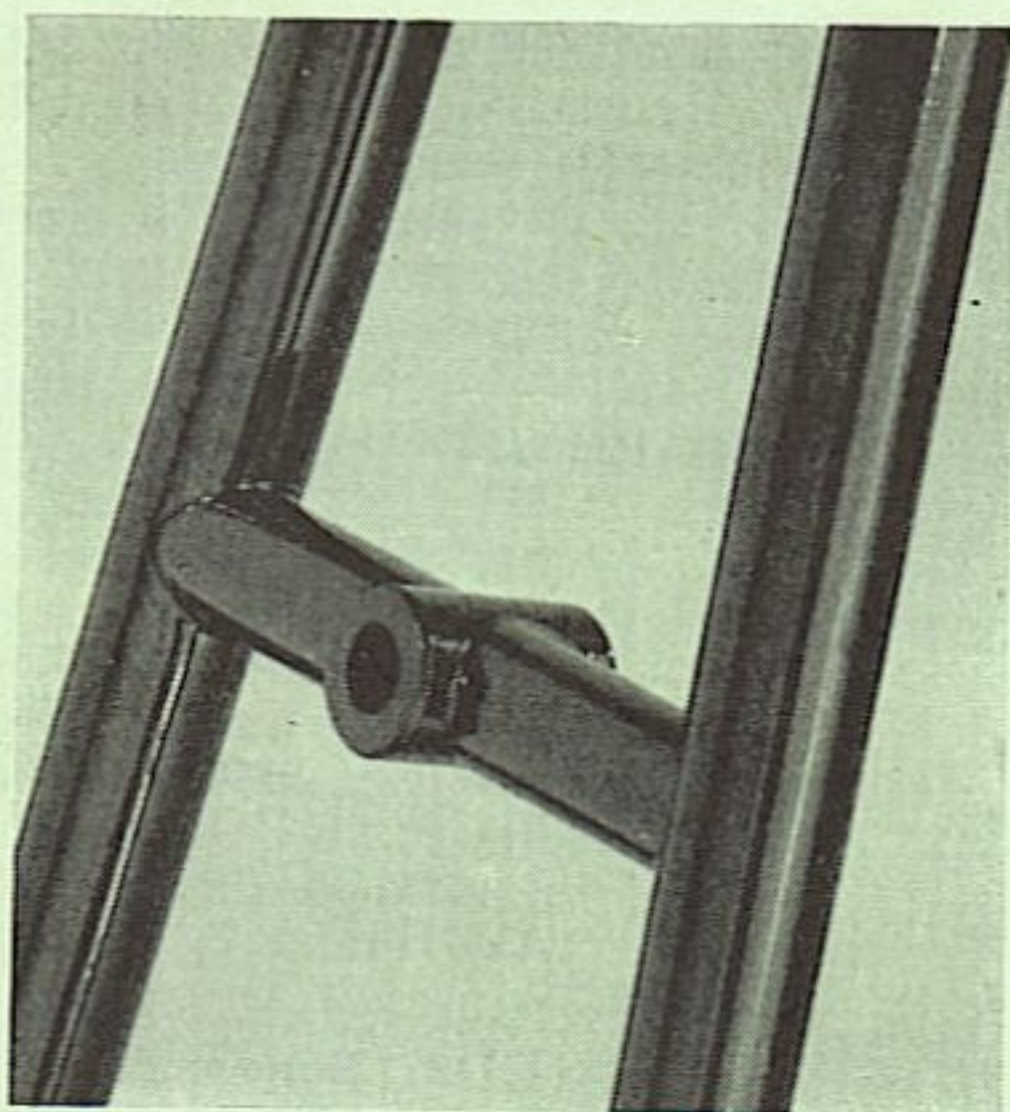
Fork Crown



Vertical Dropout



Vincitore



Reinforced Bridge



Wrapover Seat Stays



Superlight Pattern

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.

STANDARD SPECIFICATION :

72° Head, 72° Seat

10 $\frac{5}{8}$ " Bottom Bracket

2 $\frac{1}{8}$ " Fork Rake

17 $\frac{1}{4}$ " Chainstays

Clearance for 27" wheels and mudguards

Campag, Plain, or Vertical Dropouts

Brazed on Fittings for 10 Speed Gears with a pip on
down tube, allowing any type of lever to be used.

Also Brake Eyes and Pump Pegs

Italia T. D. Cross Head Fittings

T.D.C. Bottom Bracket Fittings

ALLEN KEY SEAT LUG BOLT FITTING 7/6 extra

OR TO CUSTOMERS' OWN SPECIFICATION

STANDARD FINISH:

One colour with contrast Head and Seat Panel

Additional bands charged extra

Chrome Plating to order

OLYMPIQUE ROAD FRAME

A ROAD RACING Frame which will be found equally
efficient for Massed Start and Time Trial racing, incorporating
Plain Dropouts only, but with Gear and Brake cable eyes

STANDARD SPECIFICATION — TO OUR DESIGN ONLY

No other Specification accepted.

T. D. CROSS HEAD FITTINGS

T. D. CROSS BOTTOM FITTINGS

STANDARD FINISH:

ANY COLOUR AVAILABLE WITH CONTRASTING
SEAT PANEL

ADDITIONAL BANDS EXTRA

THE VINCITORE

(THE WINNER)

For the customer who prefers intricate and fancy lug work, we are again producing such a frame. The "VINCITORE" is built with hand-cut lugs of special design, Campag ends (road or track), wrapover seatstays, etc., and to your own specification.

Italia T. D. Cross Head Fittings

T. D. Cross Bottom Bracket Fittings

STANDARD FINISH:

One colour with contrasting Head and Seat Tube panel.
Additional Bands etc. charged extra
Chrome Plating to order

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° Head 73° SEAT
10 $\frac{7}{8}$ " Bracket Height
1 $\frac{3}{4}$ " Round Forks
16 $\frac{3}{4}$ " Chainstays
Standard Track Ends
1" Wrapover Seat Stays
Prugnat Italian Lugs
Clearance for 27" Wheels and Mudguards
Italia T. D. Cross Head Fittings
T.D. Cross Bottom Bracket Fittings
Allen Key Seat Lug Bolt Fitting 7/6d extra
Campag. Track Ends, or Reinforced Track
Ends - 10/- extra

OR TO CUSTOMERS' OWN SPECIFICATION

STANDARD FINISH :

One colour with Contrast Head and Seat Tube panel
Additional Bands etc. charged extra
Chrome Plating to order

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 or Simplex Gears, Brooks B15 Saddle, Weinmann Q.R. Brakes, Williams C34 Chain Set, G.B. Bars and Stem.

FINISH: Any colour available, Flamboyant or Enamel

ANY 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 $\frac{1}{4}$ " Chainstay

Brazed-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.

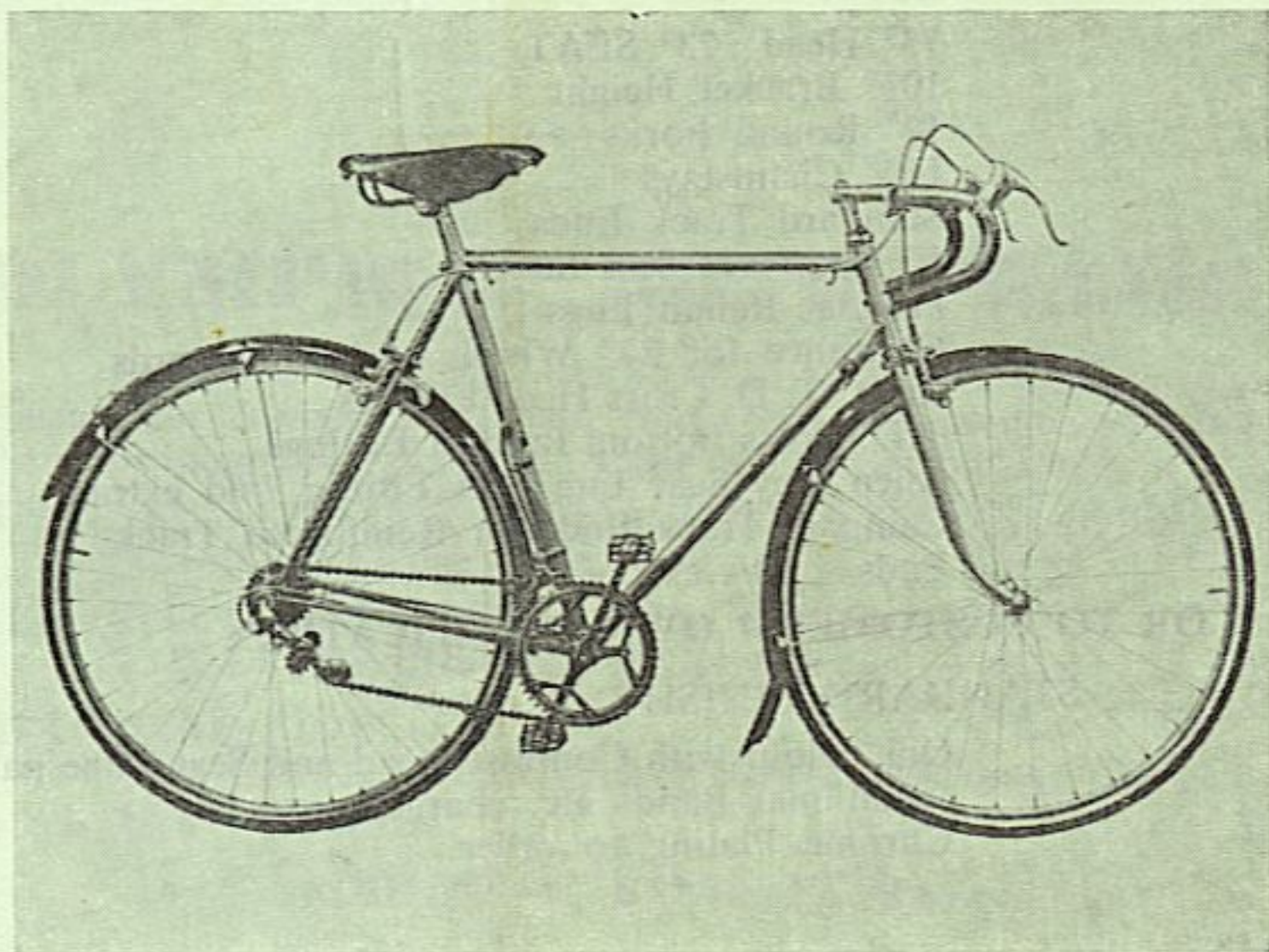
5 Speed Benelux, Simplex or Campag.

10 Speed Benelux, Simplex or Campag

Single Speed.

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

Frame sizes: 19 $\frac{1}{2}$ " — 25".



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1st JUNE 1966

RENOVATIONS TO ANY MAKE OF FRAME

	£	s.	d.
Frame and Forks stove enamelled any colour	2	5	0
Frame and Forks Flam or Silver	2	12	0
Coloured Head Tube	12	0	
Coloured Band on Seat Tube	11	0	
Extra Bands on Seat Tube	3	0	
Lugs Lined	12	6	
Small Dents filled in where possible	2	6	
Mask up chrome			
Fork Crown, Front and Rear Ends, Front or Rear			
Dropouts	3	6	
Head Lugs	5	0	
Fitting Transfers	5	0	
Strip and Re-assemble Head Fittings (new bearings)	5	0	
Strip and re-assemble Bottom Bracket Fittings(„)	5	0	

CHROME PLATING

	£	s.	d.
All Chrome Frame extra on price of Frame	6	0	0
Chrome Crown	12	0	
Chrome Front Ends. Approx. 8")	1	0	0
Chrome Rear Ends. Approx. 8")	2	0	0
Chrome extra on ends—Front and Rear per inch	2	6	
All Chrome Forks	1	10	0
Chrome Head Lugs	1	5	0
Chrome Front Dropouts)	10	0	
Chrome Rear Dropouts)	1	0	0

Chrome plating for Repairs and Re-enamels
add 25 per cent to above prices. This is for
the additional work involved in preparing
renovations for plating.

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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.

No responsibility will be taken for Fittings damaged or lost which are left in Frames.

	£	s.	d.
New Bottom Bracket Shell	2	15	0
„ Top Tube	1	15	0
„ Down Tube	1	15	0
„ Seat Tube	2	10	0
„ Head Tube and Lugs	2	2	6
Top and Down Tube	3	10	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
Complete new rear Triangle with Simplex, Cyclo or Track ends	4	7	6
„ „ „ „ Campag. or J.U.Y. 56 ends	4	15	0
New rear Dropouts only, Track Simplex or Benelux Campag. ends	1	12	6
„	2	5	0
New Front Dropouts		16	6
New Campag. Front Dropouts	1	1	0
New Pair Forks	2	17	6
New Fork Blades with Dropouts	1	15	0
New Fork Blades with Campag. Dropouts	2	0	0
New Fork Column	1	1	0
New Pump Pegs, Brake or Gear Cable Stops, each Simplex or Cyclo Lever Boss	2	0	
„	3	0	
Campag. Gear Lever Boss	7	6	
Campag. Gear Hanger brazed on	8	0	
New reinforced Brake and Mudguard Bridge	8	6	
New Bottom Bridge	5	0	
Lamp Bracket Boss	3	0	
Tunnel on Bottom Bracket	3	6	
Re Track Frame and Forks	12	6	
Re Track Forks	7	6	
Mafac Bridge on Seat Stay	7	6	
Mafac "Driver" Brake parts, Brazed on, per brake	10	0	
Remove Brazed on Bits - each	1	0	