



Sole Proprietors :

**Mr. T. & Mrs. E.D. Crowther,
191, London Road,
DERBY**

Personal attention
at all times

MERCIAN CYCLES

Frame builders to fast
men or slow, and not
forgetting the Ladies.

Come and have a chat about your
new frame. If you are under 5 ft.
or over 6 ft. we can build one to
suit your requirements, whether
for Time Trials, Track, Road Racing
or Touring.

Works' Address :

**Osmaston Works,
Osmaston Road,
DERBY**

Phone 46304



SIF-BRONZE WELDED FRAMES

These frames are built with Reynolds '531' Tubing, and with the same care and attention as our higher priced frames. They are sif-bronze welded at a very low temperature and are jig built and accurate to a 'thou'.

THE "WHITEMEADOWS" ROAD RACING FRAME

This frame has many successes to it's credit both in League and N.C.U. events.

72° parallel

Oval to round continental pattern

Fork Blades, 2 $\frac{1}{8}$ " rake.

10 $\frac{3}{4}$ " Bracket height.

17 $\frac{3}{4}$ " Chainstays with brazed on fittings for Simplex or Benelux gears.

Any colour enamel or lustre finish.

18" Pump Pegs.

£10-19-6.

SHORT DISTANCE ROAD TRACK FRAME

74°—72°, 73° Parallel, or 73°—71°.

11" bracket height.

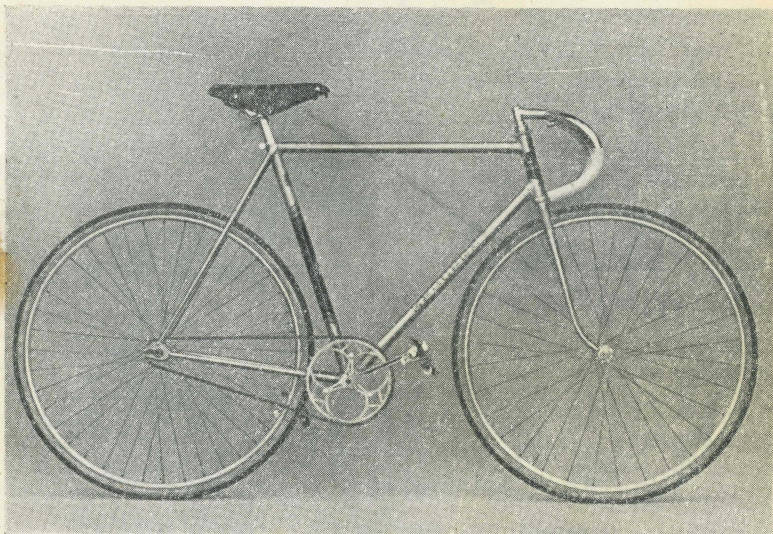
1 $\frac{3}{4}$ " round forks, or 2" oval to round Road or Track ends to order.

£10-17-6.



All Mercian Frames are built in our own workshops by highly skilled craftsmen who are also clubmen and take a pride in building a first class machine whether it be for a well-known racing man or just one of the boys.

The Vigorelli Pursuit Frame



This frame is specially designed for Pursuit riding on hard Tracks, and is used on roads for Ultra fast 25's, 50's, and 100's. Very high class Pressed steel lugs are used along with the famous R.G.F.B.B. Shells, these with Reynolds '531' selected D.B. tubing throughout give utmost rigidity with minimum weight.

Lugs are hand cut to a smart scroll pattern. First quality head fittings, and B.W. new Continental B.B. fittings.

SPECIFICATION :

**74° Head 72° Seat, or 73° Parallel
Frame Size to order.**

10 $\frac{7}{8}$ " B.B. height.

**1 $\frac{3}{4}$ " R. to R. Forks with rake in
the last 7".**

**Built with bare clearance for No. 2
Tubs.**

Can be modified to your specification to take grass tyres, or H.P.'s and mudguards. Brazed on fittings to order.

£16-0-0

Nig Nogs Note !

This is the frame to get you under the hour ! Under 2 hours !! Under 4 hours ?

King of Mercia

Whatever your ambition, be it Manx International, Empire Games, World's Championships, The Blue Riband of the road, or just your club B.A.R.

THIS IS THE FRAME

Only first quality '531' tubing is used along with the world famous R.G.F. bottom bracket shells, Solid Forged Fork Crown, and Selected English Pressed Steel Lugs.

SPECIFICATION :

72° Parallel Square Frame

10 $\frac{5}{8}$ " B. B. height

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

17 $\frac{3}{4}$ " Chain stays

73° Parallel recommended for Frames over 24" and a heavier gauge Down Tube is used to give extra rigidity.

72° head 73° seat gives a short Top Tube with toe-clip clearance for the small rider.

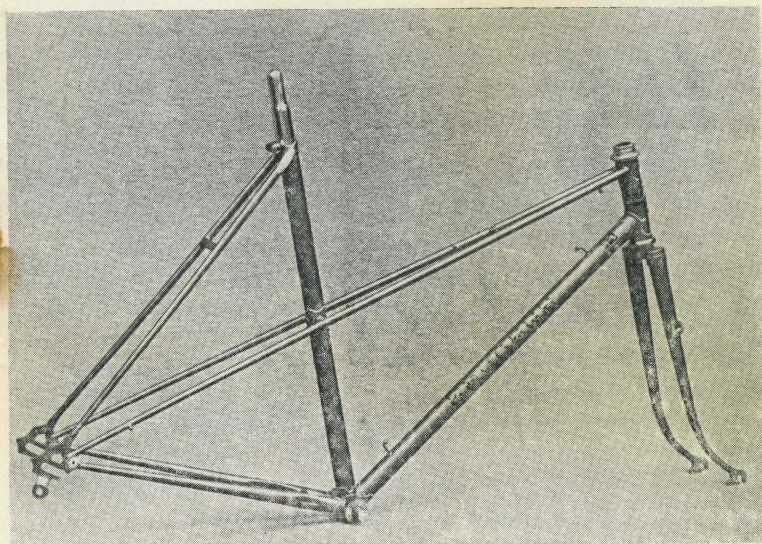
Simplex or Benelux ends and all necessary Cable eyes brazed on to suit your choice of gears. Campag ends and Lever boss 15/- extra.

The Price is £14/0/0



We can't guarantee to make your ambition certain of fulfilment but we can guarantee that years of thought and experience have gone into the design of this frame, and only the best components are used.

THE MISS MERCIAN



The Modern Design Ladies' Frame,
built with Reynolds "531" Tubing,
Oscar Egg Lugs and Twin Lateral Stays
to give maximum rigidity.

Simplex or Sturmey Archer Cable
Eyes brazed on to customers
specification.

73°—71°, 72° Parallel or 71°—70°

Built for 26" or 27" wheels.

10 $\frac{5}{8}$ " bracket height with 27's.

Finish to your specification.

(Chrome extra)

£14-10-0

STANDARD TRACK FRAME

The Clubman's dual-purpose frame for short-distance time trials and track work.

Finished in any colour enamel with Lugs lined, and D. B. lining in two different colours or, alternatively, Head and Seat Tube bands and Lugs lined.

Built with Reynolds '531' Tubing, Forks and Seat Stays.

SPECIFICATION :

74°—72° or 73° Parallel or to order.

1 $\frac{3}{4}$ " Round to Round Forks.

11" B. B. height.

17 $\frac{1}{4}$ " Rear Ends, with special long dropouts or to order.

Alatet Head fittings and B.W. Continental B.B. fittings.

No brazed on fittings unless specified.

Mudguard eyes can be fitted to dropouts.

£13-10-0

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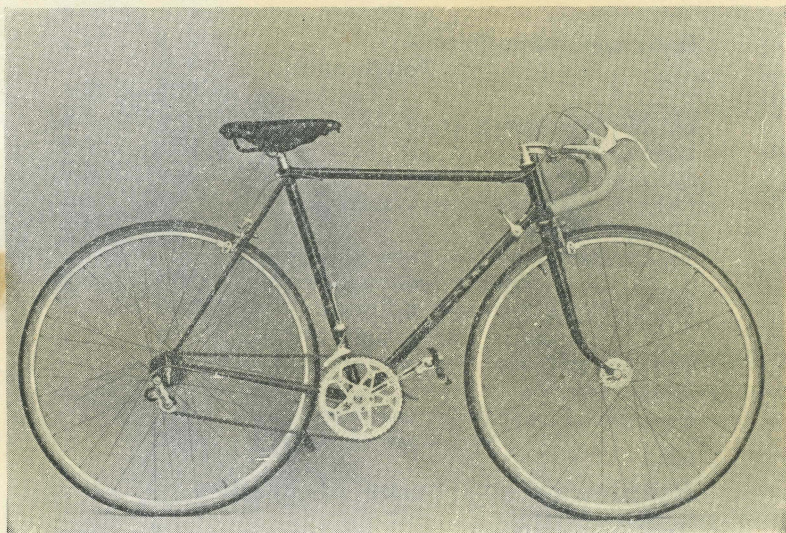
ROAD-TRACK FRAME

Similar to above, but with 2" rake oval-round forks, or round forks if required.

Forward opening or Track ends fitted as required.

£13-10-0

The All-Purpose Mount



A complete machine suitable for club riding or a spot of racing; built to a price but high-class fittings are used, including G.B. brakes, Brooks saddle, Williams c/set, steel H. P. rims, J. B. tyres.

Price with 4 x $\frac{1}{8}$ " Gear	-	£22-0-0	+	£3-19-0 P.T.
„ 5 x $\frac{3}{32}$ „	-	£22-9-0	+	£4-0-3 P.T.
„ 10 speed „	-	£24-15-6	+	£4-9-0 P.T.
„ Single speed	-	£19-14-6	+	£3-9-0 P.T.
Frame only (Lugged)		£9-19-6		
„ „ (Track)		£10-17-6		

SPECIFICATION :

(Track Frame)

73° Parallel

1 $\frac{3}{4}$ " Round Forks

11" B.B. height.



Repairs and Re-enamel Charges to any make of Frame

	Solo	Tandem
	£ s d	£ s d
Forks and Frame Enamel	1 10 0	2 12 6
" " " " Polychromatic		
or Lustre	1 15 0	2 17 6
Double Box Lining (2 colours if req'd)	12 6	1 7 6
Lugs Lined	10 0	1 0 0
Coloured Head or Band on S.T.	6 0	6 0
Makers' Transfers when available	3 6	3 6
Olympic Bands	1 6	1 6
Special Panels to any Tube with edges		
lined in contrasting colour	8 6	8 6
Petrol Tanks one colour Enamel	1 10 0	
" " Lustre or Polychromatic	1 15 0	
Panelled and lined original 2 colour	2 5 0	
Tank Transfers	3 6	
Car Wheels, Sandblast and Stove		
Enamelled (5 coats)	1 10 0	

Repairs to any make of Frames

Top Tube fitted	1 7 6	1 10 0
Down " "	1 7 6	1 10 0
Top and Down Tube fitted	2 12 6	2 15 0
Top, Down & Head Tube (welded) fitted	3 10 0	3 15 0
" " " " & Lugs ..	3 15 0	4 0 0
1 pr. Seat Stays	1 15 0	1 17 6
1 pr. Chain Stays	1 15 0	1 17 6
1 pr. Seat & Chain Stays & Dropouts	2 17 6	3 2 6
1 pr. Rear Dropouts fitted	1 2 6	1 5 0
1 pr. Front " "	10 0	10 0
New Fork Column	12 6	15 0
1 pr. Fork Blades and Dropouts	1 5 6	1 10 0
1 pr. Forks with best quality solid		
forged Crown & '531' Blades	1 17 6	2 5 0
1 pr. Forks with Reynolds A quality Blades	1 10 0	
Cable stops & Gear Lever boss for		
Simplex or Benelux	5 0	6 6
for Campag	7 6	9 6
Brake Cable eyes	2 6	3 6
Pump Pegs	2 6	2 6
Re-track Frames from	7 6	15 0