

MERCIAN

WE CATER FOR THE CONNOISSEUR

No mass-production methods. Our output is limited
and we mean to keep it that way to maintain Quality.

Sole Proprietors
TOM CROWTHER
ETHEL D. CROWTHER



191 LONDON ROAD
DERBY

Telephone : 46304

The personal interest of the Proprietors goes into the
building of every frame — built and enamelled in our
own workshops by highly skilled craftsmen.

See them everywhere—

Olympic Games, World Championships, National Championships
Empire Games and every Major Amateur Event in the world.

CYCLES

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, Dunlop H.P. Rims, John Bull Tyres and Tubes, Simplex or Benelux Gears to choice, Brampton Pedals, Weinman Brakes, Apex Mudguards.

Finished in any colour, Lustre or Enamel, with contrasting Head and Seat Tube Diamond and Lugs Lined. Fork Crown Chrome Plated.

Frame only £11-10-0

FRAME SPECIFICATION:

72°—72°, 10 $\frac{5}{8}$ " B.B. height, 2 $\frac{1}{8}$ " Fork Rake, 17 $\frac{1}{2}$ " Chain-stays, Brazed on eyes and gear lever boss.

No alterations to above frame spec. can be accepted.

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

Complete Machine with Single Speed—

£20-14-0 + £4-10-11 Purchase Tax = £25-4-11



The "Super Vigorelli"

The "Vigorelli Sprint"

The "SUPER VIGORELLI" is still exactly as it was in 1951 when it was first introduced and is still the all-rounder's ideal for a super fast ride from 4,000 metres to 24 hours.

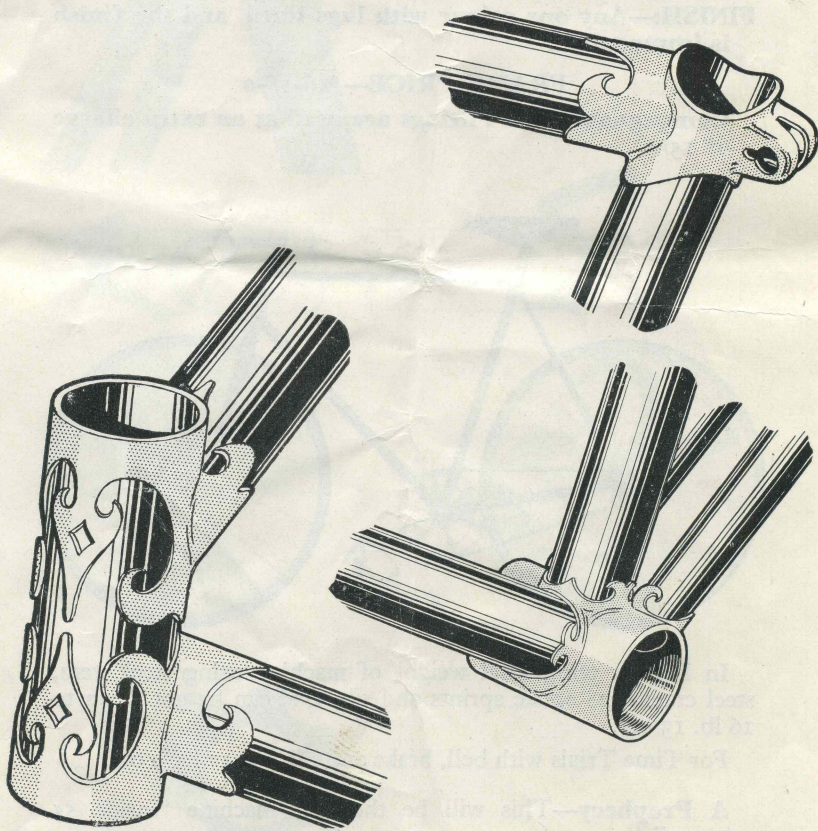
The Sprint Model is introduced for the track man who likes his bike to be really rigid. $\frac{5}{8}$ " Seat stays are used and heavy re-inforced dropouts.

Frame Specification as Pursuit Vigorelli

See overleaf

Price—both models £16-16-0 each

Lugs for Super Vigorelli and Super Vigorelli Sprint Model



The NEW SUPERLIGHT VIGORELLI

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. $17\frac{7}{8}$ " Oval to Round Forks. (Round Forks if preferred). $17\frac{1}{4}$ " Chainstays.
Stronglight Head Fittings. Bayliss Wiley Featherweight Bottom Bracket Set.

FINISH:—Any one colour with lugs lined, and the finish is immaculate.

FRAME PRICE—£16-16-0

Campagnola Head Fittings are used at an extra charge of 15/-.

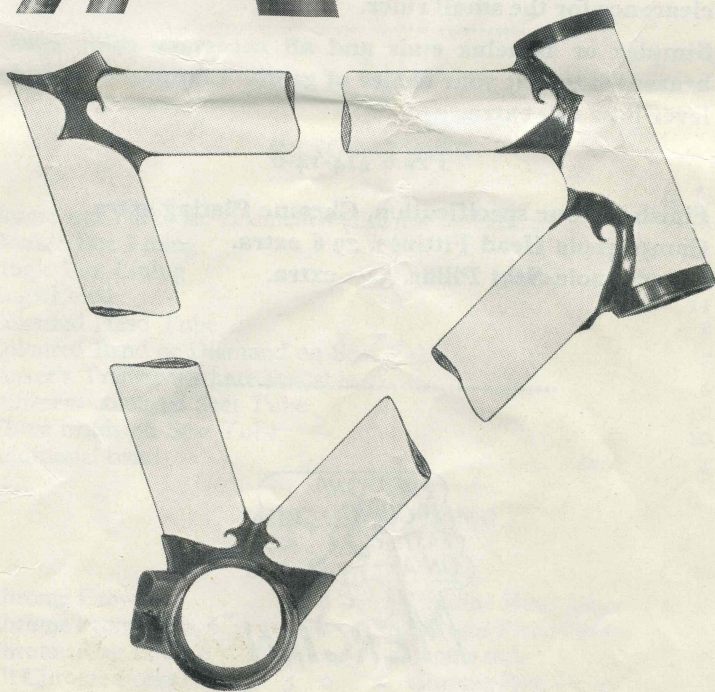


In Pursuit trim, total weight of machine using steel stem, steel cranks, 28 spoke sprints and silk O's, can be got down to 16 lb. 13 ozs.

For Time Trials with bell, brake and silk I's, 17 lb. 9 ozs.

A Prophecy—This will be the first machine "inside 55 minutes" !

**Lug details of the New
Superlight Vigorelli**



KING OF MERCIA

The tried and tested Road-Racing frame.

Designed from the pooled knowledge and experience of International Riders.

Only first quality '531' tubing is used along with the world famous R.G.F. bottom bracket shells, Solid Forged Fork Crown, Oscar Egg Pressed Steel Lugs or Nervex Professional Lugs to choice.

SPECIFICATION:

72° Parallel.

74° H.—73° S.

73°—73°

73°—72°

order. 10 $\frac{5}{8}$ " B.B. Height. 1 $\frac{7}{8}$ " Fork Rake. 17 $\frac{1}{2}$ " Chainstays.

72° head 73° seat gives a short top tube, with toeclip clearance for the small rider.

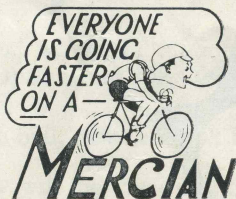
Simplex or Benelux ends and all necessary cable eyes brazed on to suit your choice of gears. Campag ends and lever boss 10/- extra.

Price £14-14-0

Finish to your specification, Chrome Plating extra.

Campagnola Head Fittings, 29/6 extra.

Campagnola Seat Pillar, 32/- extra.



STANDARD TRACK FRAME

The Clubman's dual purpose frame for Time Trials and Track Work.

Finished in any colour enamel with Lugs lined and contrasting Seat Tube bands.

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

Oscar Egg or Nervex Professional Lugs.

SPECIFICATION:

Alatet Head Fittings and B.W. B.B. fittings.

No brazed-on fittings unless specified.

Mudguard eyes integral in Dropouts.

Clearance for H.P.'s and Guards unless otherwise stated.

Price £13-13-0

RENOVATIONS

	£	s.	d.
Frame and Forks Re-Enamelled (Enamel or Lustre)	1	18	6
Double Box Lining		14	0
Single Box Lining		7	0
Lugs Lined		11	0
Coloured Head Tube		8	0
Coloured Band or Diamond on Seat Tube		7	6
Maker's Transfers where available		4	6
Different coloured Seat Tube		10	0
Three bands on Seat Tube		10	0
Additional bands	each	2	6

CHROME PLATING

	£	s.	d.		£	s.	d.
Chrome Crown		9	6	Chrome Head Lugs	1	2	0
Chrome Front Ends, 6"	10	6		Chrome Front Drop-			
Chrome Rear Ends, 6"	1	1	0	outs only		8	0
All Chrome Forks	1	5	0	Chrome Rear Drop-			
				outs only	14	0	

REPAIRS AND RENOVATION CHARGES TO ANY MAKE OF FRAME

	£	s.	d.
To Supply and Fit—			
New B.B. Shell	2	0	0
New Top Tube	1	12	6
New Down Tube	1	12	6
New Seat Tube	1	17	6
New Head Tube	1	12	6
New Top and Down Tube	3	0	0
 New Top, Down and Head Tube and Lugs	3	17	6
New Top, Down and Head Tube for Welded frame	3	15	0
New Pair of Seat Stays	1	15	0
New Pair of Chain Stays	1	15	0
New Pair of Seat and Chain Stays and Dropouts (Campag.)	3	15	0
New Pair Rear Dropouts only, Track, Simplex or Benelux	1	10	0
New Pair Campag. Dropouts	1	17	6
New Pair Front Dropouts		12	6
New Pair Campag. Front Dropouts		15	0
New Pair Forks	2	4	0
New Pair Fork Blades	1	12	6
New Fork Column		15	0
Pump Pegs, Gear Stops, Brake Cable Stops, Mudguard Eyes, and Pannier Eyes		1	6
Simplex or Benelux Gear Lever Boss		2	6
Campag. Gear Lever Boss		6	6
Simplex or Benelux Gear Hanger brazed on to Rear Dropout		3	6
Campag. Gear Hanger brazed on to Rear Dropout		6	6
Mafac Brake Parts (please supply all brakes less levers) per Brake		5	0
New Mudguard Bridge with reinforced Brake hole		5	6
New Bottom Mudguard Bridge		3	0
Lamp Bracket Boss only		2	6
Roller on Bottom Bracket		2	6
Cable Tunnel on Bottom Bracket		2	6
Re-Track Frame and Forks from		7	6
Mafac Bridge across Seat Stays		5	6