

MERCIAN CYCLES LTD



Directors:
D. W. BETTON
D. E. BETTON
W. BETTON

24, LONDON ROAD
DERBY
Telephone 4634

Works: PONTEFRAC STREET,
OSWALTON PARK ESTATE,
DERBY. Telephone 4676.



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 VINCITORE

(THE WINNER)

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

Milano Head fittings

STANDARD FINISH:

One colour with contrasting Head and Seat Tube Bands

Additional Panels etc. charged extra

Chrome Plating to order.

KING OF MERCA

The tried and tested Road-Racing Frame

Designed from the pooled knowledge and experience of International Riders.

Only first quality "1 1/2" D.B. Tubing is used along with Solid Forged Fork Crowns, Pragmat or Service Professional Legs to choice, Wrap-over Seat Stays.

Complete cycles supplied to order.

STANDARD SPECIFICATION:

21" Head, 22" Seat

or 22" x 22"

18 1/2" Bottom Bracket

2 1/2" Fork Forks

17 1/2" Chainstays

Chromic for 25" Springs and mudguards

Campag, Plain, or Vertical Dropouts

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

Milano Head Fittings

Milano Bottom Bracket Fittings

Allen Key Seat Leg Bolt fittings — 10/- extra

Superlight Model Type Seat Stays — 10/- extra.

Italian Style "Unifit" sloping fork Crown — 10/- extra.

OR TO CUSTOMERS OWN SPECIFICATION

STANDARD FINISH:

One colour with contrast Head and Seat Tube Bands

Additional Panels charged extra.

Chrome Plating to order.



Vincitore



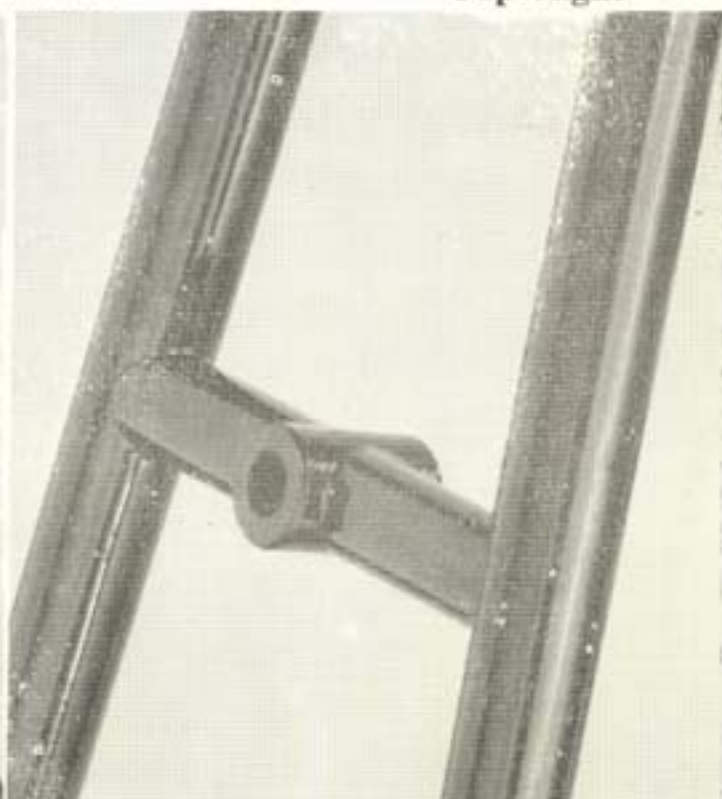
King of Mercia



Superlight



Wrapover Seat Stays



Reinforced Bridge

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 back of the seat lug — 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" Sprints and Mudguards.

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

Milremo head set

OR TO YOUR OWN SPECIFICATION

STANDARD FINISH:

One colour with contrast Head and Seat Tube Bands

ADDITIONAL PANELS 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.**

SUPER VIGORELLI

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

SPECIFICATION:

17" Head, 17" Seat
10 $\frac{1}{2}$ " Bracket height
1 $\frac{1}{2}$ " Round Forks
10 $\frac{1}{2}$ " Chainways
Campag Track Ends
1" Wrapover Seat Stays
Prugnot Italian Legs
Clearance for 27" Springs and Mudguards
Milremo Head Fittings
Milremo Bottom Bracket Fittings
Allen Key Seat Leg Bolt Fitting 18/- extra
Reinforced Track
Ends 18/- extra.

OR TO CUSTOMER'S OWN SPECIFICATION

STANDARD FINISH:

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

THE OLYMPIQUE

This is a good all-rounder frame, suitable for all types of racing and touring. This frame appeals to the rider who is not fussy about angles, and is content to leave these to our experience. In this way, we are able to offer a frame that appeals to the pocket of any cyclist. The frame is built with Reynolds 531 D.B. tubing throughout and Campag. ends.

STANDARD SPECIFICATION:

size:— 30"—34 $\frac{1}{2}$ " in half size
17" head 17" seat
10 $\frac{1}{2}$ " bottom bracket height
2 $\frac{1}{2}$ " fork rate
clearance for 27" wheels and mudguards
Campag. ends
Bounced on fittings for 18 speed, with a pip on the down tube, allowing any type of lever to be used.
Milremo head fittings
Milremo bottom bracket fittings.

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

STANDARD FINISH:

Any one colour, with contrast seat tube bands

THE CAMPIONISSIMO

Built with Reynolds '531' D.B. Tubing, Fork Blades, Seat and Chainstays, H.P. Rims, Tyres and Tubes, Simplex or Campag Gears, Brooks B15 Saddle, Weinmann Q.R. Brakes, Williams C&H Chain Set, Q.R. Bars and Stem.

FINISH: Any colour available. Fluorescent or Enamel

ANY BANDS EXTRA

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

SPECIFICATION:

12" Head, 12" Seat

14" Fork Blade

181" Bottom Bracket

171" Chainstay

Reverchon Cable Eyes and Pump Pops

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

NO ALTERATION TO THE FRAME SPECIFICATION
CAN BE ACCEPTED
Frame size: 30" — 35"



THE PROFESSIONAL

This frame was first introduced to the Mercian range in January 1967, and was specially designed for the Mercian-Bantel professional racing team.

The frame is built from Reynolds 531 D.B. tubing throughout with the famous Italian Prugnat lugs and popular Cinelli sloping fork crown. Special features of this frame are a reinforced bottom bracket shell with 3" spearpoints on the tubes and chain stays. This results in an extremely rigid frame. Another special feature of the Professional model is the $\frac{5}{8}$ " wrapover seat stays. The wrapover is hollow in construction—for lightness—unlike the solid wrapover on most frames of other manufacturers.

STANDARD SPECIFICATION

72° head 72" seat

10 $\frac{5}{8}$ " bottom bracket height

2 $\frac{1}{8}$ " fork rake — Cinelli crown.

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

clearance for 27" sprints & mudguards Brazed on fittings for 10 gears with a pip on the down tube allowing any type of lever to be used.

Milremo head set

OR TO YOUR OWN SPECIFICATION

Allen key seat lug — 10/- extra on this model.

STANDARD FINISH

Any colour flamm or enamel — with any contrasting bands or panels to your specification.

CHROME PLATING — extra as per price list.

PROFESSIONAL TRACK

This frame is built with the same features as the road frame, but with Campag track ends and round forks. The frame is superbly rigid and is the ideal sprinters frame. Finish as the road frame.

THIS FRAME IS ONLY BUILT TO CUSTOMERS
OWN SPECIFICATION

MERCIAN CYCLES LTD.

191 LONDON ROAD, DERRY

Telephone 2632

AUGUST 1st, 1949

RENOVATIONS TO ANY MAKE OF FRAME

	£	s	d
Frame and Forks new enamelled, any colour	2	10	9
Frame and Forks Plain or Silver	2	17	6
Contract Head Tube		12	0
Contract Bands on Seat Tube		12	0
Lugs Lined		14	6
Triple Seat Tube Bands (new colour)		17	6
Split Seat Tube Bands (any colour or number)	1	5	0
Whole Seat Tube Contract colour	1	0	0
Barbers Pole on Seat Tube	1	10	0
Contract Bands on T.T. or R.T. (each)		12	0
Small Bands filled in where possible		2	6
Mask up chrome			
Fork Crown, Front and Rear Ends, Front or Rear			
Dropouts		3	0
Head Lugs		5	0
Filing Transluc		5	0
Strip and Reassemble Head Filings (new bearings) ..		5	0
Strip and Reassemble Bottom Bracket Filing (each)		5	0

CHROME PLATING

All Chrome Frame and Forks	9	0	0
Chrome Crown		15	0
Chrome Front Ends, Approx. 8"	1	5	0
Chrome Rear Ends, Approx. 8"	2	5	0
Chrome nuts on ends—Front and Rear per inch		2	0
All Chrome Forks	1	15	0
Chrome Head Lugs	1	17	6
Chrome Front Dropouts		15	0
Chrome Rear Dropouts	1	5	0

Chrome plating for Repairs and Re-assembly add 10 per cent to above prices. This is for the additional work involved in preparing excavations for plating.

MERCIAN CYCLES LTD.

PH. L. SUTTON, 2000, 2002, 2004, 2005

Abstract

August 19, 1964

REPAIR CHARGES TO AVOID BLAME OF FRANCHISEE

The prices include the use of "33" tubing, both bladders, and/or channels.

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

No responsibility will be taken for Fittings damaged or lost while are left in Freon.

New Bottom Bracket Shell	8	1	6
- Top Tube	3	9	6
- Down Tube	1	19	6
- Seat Tube	1	19	6
- Head Tube and Lugs	2	15	6
Top and Down Tube	3	10	6
New Top, Down, Head Tube and Lugs	3	17	6
One pair Seat Stays	3	9	6
One pair Chain Stays	2	10	6
Complete new rear Triangle with Simplex, on Track ends	3	10	6
" " " Campag. ends	4	17	6
New rear Dropouts only, Track or Simplex	3	9	6
Campag. ends	2	17	6
New Front Dropouts	2	2	6
New Campag. Front Dropouts	1	3	6
New Fork Forks	3	4	6
New Fork Blades with Campag. Dropouts	2	1	6
New Fork Columns	1	4	6
New Pump-Pops, Brakes or Gear Cable Stops, each ...		1	6
Simplex, or Cycle Lever Bars		3	6
Campag. Gear Lever Bars		8	6
Campag. Gear Hanger mounted on		8	6
New reinforced Brake and Mudguard Bridge		8	6
New Bottom Bridge		3	6
Lump-Bracket Bolt		3	6
Tunnel on Bottom Bracket		3	6
Rear Track Frame and Forks		12	6
Rear Track Forks		7	6
Metal Bridge on Seat Stay		7	6
Metal "Driver" Brake parts, Mounted on, per brake ...		10	6
Remove Brazed on Bits—each		1	6
Brazed on Allen Key Bit, Lug Peg		10	6

MERCIAN CYCLES LTD.

191, LONDON ROAD, DERBY, ENGLAND.

Telephone ~~46304~~ 46304

PRICE LIST

1st MAY, 1969

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

	£	s	d
PROFESSIONAL — Road or Track	35	0	0
VINCITORE — Road or Track	35	0	0
SUPERLIGHT — Road or Track	23	0	0
KING OF MERCIA	20	0	0
SUPER VIGORELLI	20	0	0
OLYMPIQUE ROAD FRAME	16	10	0
CAMPIONISSIMO ROAD FRAME	14	0	0

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

THE MERCIAN "CAMPIONISSIMO" 5-SPEED CYCLE

Price	P.T.	Surcharge	Total
£19-10-0	£7-2-0	plus 14/2d	= £27-6-0