

MEDICI

BICYCLE COMPANY



Frame repairs



Custom repainting



Chrome plating



Special braze-ons

Medici Bicycle Company, manufacturers of the

- Gran Turismo touring bicycle
- Pro Strada road racer
- Pro Pista track bike

offers its services to the cycling community for the purpose of upgrading, restoring and beautifying your favorite bicycle.



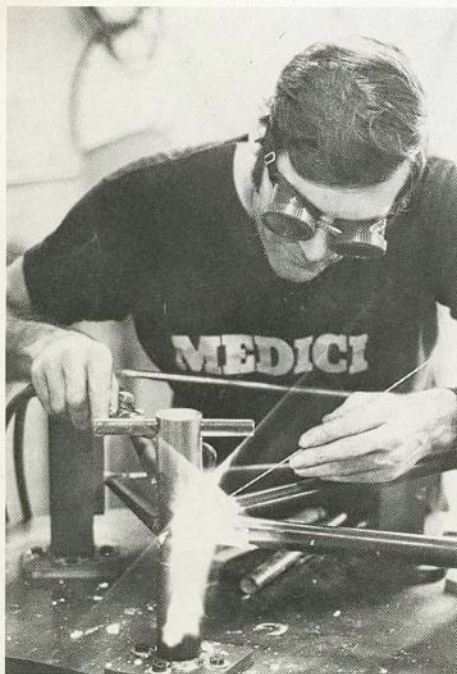
BRAZE-ONS

We are confident that you realize the advantages inherent in braze-on fixtures for all types of bicycle frames. It may even be possible to convert a road racer to a tourer by adding running light eyelets and ears and provide security and stability with appropriately placed luggage rack fixtures.

Overland bikes should have brake cable tunnels to avoid leg injury and provide for alternate pump location. Wrap-around clamps add unnecessary weight and have a tendency to slip, rust, mar the finish and abrade clothing and skin.

When repainting your bicycle, think seriously of MEDICI's silver brazed fixtures, a partial list of which includes:

- A. Top tube brake cable tunnels (3)
- B. Campagnolo Bottom Bracket derailleur cable guides (2)
- C. Campagnolo right rear chain stay cable stop (1)
- D. Down tube water bottle cage fittings (2) or (4)
- E. Down tube derailleur guides (2)
 1. Shift lever bosses, or
 2. Fingertip control cable stops.
- F. Generator light mounting blocks and wire lead ears
- G. Fender mounts—front and rear
- H. Dropout eyelets (2) or (4) to accommodate luggage racks, shock cords and fender braces
- I. Pump peg (1)
- J. Head tube guides (2) to stabilize fingertip spring cables



REPAIRS

No matter how diligently you have cared for your bicycle, there will come a time when it suffers some frame damage. Commonly, these difficulties fall into a few well known patterns:

1. Loss of fork blade symmetry.
2. Top tube crinkle along painted surfaces
3. Chain stay derailleur ear bent and torn

MEDICI, as a manufacturer of bicycle frames, takes pride in its ability to repair these and other problems that are caused by wear or accident. Part of this service is a complete verification of alignment and "tracking" so that performance is assured. From minor "dings" to tube and lug replacement, MEDICI will be glad to advise the proper procedure.

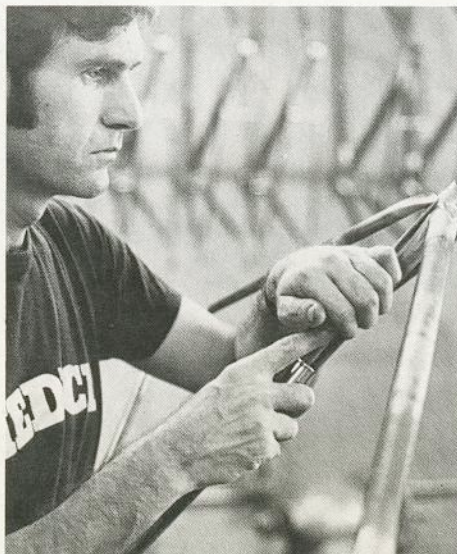
REPAINTING

A steel bicycle must be fully protected from the ravages of general atmospheric as well as road conditions. Once the surface has been penetrated by scrapes, cuts or abrasions through the primer paint, the oxidation process common to corrosion begins. A touchup and/or repainting must be completed as soon as possible to maintain steel integrity.

The MEDICI procedure to accomplish this is to:

1. Disassemble components
2. Sandblast
3. Repairs and braze-ons, as necessary
4. Sandblast
5. Acid bath (to remove corrosive materials)
6. Primer coat and oven cure
7. Color coats and oven cure
8. Application of decals (supplied by customer)
9. Clear overcoats and oven cure.

This procedure is required whenever repairs are made or braze-ons applied. Regrettably, it is not possible to repair or paint graphite or aluminum frames.



CHROME PLATING

Your bicycle may be chrome plated in some areas—most commonly the fork crown and drop-outs; less frequently the chain stays and lugs. During the restoration process, if these areas are not directly involved in heat treatment, they may be saved or they may be custom plated.

The MEDICI technique requires successive coats of copper, nickel and chrome to produce the most durable, lustrous plating result possible.

It must be borne in mind that chrome plating is expensive and that it does not lend itself readily to the application of decals or the retention of decals once they are applied. Chrome plating does, however, yield an aesthetically pleasing result that is easy to clean and maintain. The fact that chrome plating is substantially corrosion resistant is an added advantage.

HOW TO ORDER

To avail yourself of the MEDICI service, please call or write to us directly or make contact through your local bicycle shop.

All frames should be sent to the Los Angeles factory via United Parcel Service. UPS also will be used to return frames.

Components should be removed with the exception of the headset and bottom bracket.

PRICE

MEDICI will give you a written estimate of the cost of the complete job in advance of beginning work requested. If latent defects are encountered, you will be notified upon discovery and given a supplementary quotation.



In the East:

Rexart Cyclery
1183 West Side Avenue
Jersey City, N.J. 07306
(201) 792-6350 Telex 12-7737

In the West:

Medici Bicycle Company
3238 Union Pacific Avenue
Los Angeles, Calif. 90023
(213) 724-9113 Telex 69-1645

**"Never mind
James, I'll take
the Medici."**



MEDICI

For information and your nearest Medici bicycle dealer contact:
1183 West Side Ave., Jersey City, NJ 07306 (201) 792-6350
or 3238 Union Pacific Ave., Los Angeles, CA 90023 (213) 262-3212

The Pro Strada Road Racing State-Of-The-Art Professional Competition Bicycle

I. Frameset Description

1. Tubing — Columbus double butted SP on frames 59 cm & larger, SL on 58 cm & smaller, SLX on request at additional cost.
2. Seat & Chain Stays — Spaced to accept narrow spaced 7-speed or conventional 6-speed freewheel, 5-speed design available on special order at no additional cost.
3. Lugs — Bexart investment cast.
4. Bottom Bracket Hanger — Cinelli investment cast.
5. Fork Crown — Haden or Cinelli style investment cast.
6. Dropouts — Campagnolo short reach.
7. Braze-Ons —
 - A. Top Tube Cinelli style brake cable tunnels (3).
 - B. Bottom Bracket derailleur cable guides placed underneath (2).
 - C. Right Rear Chain Stay cable stop placed underneath.
 - D. Down Tube & Seat Tube water bottle cage fittings (2).
 - E. Down Tube derailleur bosses (2) for either: 1. shift lever or 2. handlebar controls.
 - F. Front Derailleur fixture (accepts Campagnolo or Shimano) (1).
 - G. Chain Hanger.
 - H. Pump Peg under top tube (1).

Included in the price of the frameset are:

1. Two water bottle cages.
2. Two water bottles.
3. One Silca frame-fit color-matched pump with Campagnolo blue-foot end.
4. One Campagnolo Front Derailleur to fit brazed-on fixture.

II. Component Groups — Most MEDICI Pro Strada bicycles are equipped with Campagnolo SUPER RECORD parts except as noted. Some framesets will be outfitted with the NEW RECORD group. Consult your dealer for a detailed explanation.

1. Drivetrain

- A. Cranks (170 mm to 59 cm, 175 mm over 59 cm) — Campagnolo Super Record.
- B. Chainrings (42/52T to 59 cm, 42/53T over 59 cm) — Campagnolo Super Record.
- C. Bottom Bracket (Italian width & thread) — Campagnolo Nuovo Record.
- D. Pedals — Campagnolo Superlight Black.
- E. Chain — Regina CXS.
- F. Freewheel (BSA thread, splined body, ultra 7-speed) — Regina CXS.

2. Transmission

- A. Front Derailleur (Brazed-on) — Campagnolo Super Record.
- B. Rear Derailleur — Campagnolo Super Record.
- C. Shifters — Down Tube Braze-Ons — Campagnolo (standard), or Handlebar Fingertip D/T Braze-Ons — SunTour (optional).

3. Wheels.

- A. Hubs (BSA thread, 36-hole, low flange) — Campagnolo 6- & 7-speed.
- B. Rims — Matrix.
- C. Spokes — 14 or 15 straight gauge, DT stainless steel.
- D. Tires — Clement cotton tubulars.

4. Ancillary items

- A. Headset — Campagnolo Super Record.
- B. Brakeset — Campagnolo Super Record, short reach with recessed bolts.
- C. Seat Post — Campagnolo Super Record.
- D. Seat Post Bolt — MEDICI Hague stainless steel double keyed.
- E. Toe Clips — Campagnolo S, M, or L to fit frame size.
- F. Toe Straps — Neutral MEDICI.
- G. Saddle — Black MEDICI-Concor.
- H. Stem — Black Anodized Medici-3T engraved. Sized to fit frame.
- I. Handlebar — Black Anodized MEDICI-3T engraved.



MEDICI BICYCLE COMPANY

3238 Union Pacific Avenue
Los Angeles, California 90023
(213) 262-3212 Telex: 69-1645

January 1, 1988

P R I C E L I S T

PRO STRADA	Complete Road Racing Bicycle - Prestige tubing, CAMPAGNOLO Components, MEDICI Black Handlebars, MEDICI Engraved Stem, MEDICI Black Padded Saddle, Choice of tubular or Clincher Wheels, Triangle cross-section Rims, Brazed-on front derailleur. CHROMED forks, Front & Rear dropouts, Chain Stays. Sizes 49cm to 65cm		
	C-RECORD GROUP		\$2,200.00
	SUPER-RECORD GROUP		\$1,950.00
	CHORUS GROUP		\$1,600.00
	Options:		
	Cobalto Brakes	Add	100.00
	Delta Brakes	Add	300.00
	Size 46-1/2cm	Add	40.00
	Synchro 7-speed click shifting	Add	50.00
PRO MINIMO	Complete 40, 42, or 44cm Road Racing Bicycle - Prices as above except		Add 50.00
PRO PISTA	Complete Track Racing Bicycle - Columbus Tubing, CAMPAGNOLO SUPER RECORD Components (except Superlight Black Pedals & Steel Axle B/B)		\$1,480.00
PRO STRADA	<u>ENHANCED</u> FRAMESET - Prestige Tubing frame & fork, Color-matched frame-fit pump, 2 black W/B Cages & Bottles, CAMPAGNOLO <u>CHORUS</u> Brazed-on front derailleur, H/S & B/B		850.00
PRO STRADA	<u>CEE</u> FRAMESET (as above but with CAMPAGNOLO <u>C-RECORD</u> B/B, H/S, & Brazed-on front derailleur)		900.00
PRO STRADA	<u>BASIC</u> FRAMESET - Frame & Fork only (no B/B, H/S, front derailleur, W/B Cages or Bottles) but including color-matched Frame-fit pump		700.00
PRO MINIMO	FRAMESET - same as Pro Strada Options...but		Add 50.00
GRAN TURISMO	FRAMESET - same as Pro Strada Options...but		Add 50.00
PRO PISTA	FRAMESET - includes H/S & B/B but no pump or water bottle		800.00

...(over)...

January 1, 1988

PAINT, PLATING & DETAILS

All MEDICI Bicycles & Framesets are supplied with T/T internal rear brake cable housing (brass sheathed) unless external 3 fixture guides are requested. Frame-fit pump is positioned under T/T with a pump peg for security. B/B derailleur guides, chain stay stop, chain hanger & 2 water bottle braze-ons are included.

Colors available:

Super Red (Bright Red over White)
Deep Candy Apple Metallic Red
California Metallic Burgundy
Star Metallic Silver

Light Continental Blue
Flame Metallic Orange
Brilliant Metallic Jade Green
Anthracite Metallic Gray
Dense Gloss Black

Any Color Combination is available including fades, moires, and pearls at additional cost. Call for quotation.



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REPAIR PRICE LIST

PAINT

Single color paint job with yellow or black highlighting (see brochure or current price list for standard colors)	\$ 150.00
Two color paint job (head tube and seat tube panels) with yellow or black highlighting - standard colors	\$ 170.00
Special color paint job with yellow or black highlighting	
One color	\$ 170.00
Two colors	\$ 190.00

Note: We shall copy, as far as we are technically able, any paint chip submitted or special color.

APPLICATION OF DECALS

MEDICI	N/C
Colnago or Masi (supplied by MEDICI)	20.00
Any set furnished with paint color	20.00

REPAIRS

Internal Cable System - brakes only	40.00
Internal Cable System - brakes & derailleurs	100.00
Entire fork replacement (chromed or painted)	120.00
Major tube replacement (top, down or seat)	90.00
Stay or fork blade replacement	40.00
Any single lug or dropout replacement	40.00
Bottom Bracket Shell or Fork Crown replacement	80.00
Rear Brake Bridge replacement - chromed parts	Price on request
Complete Frameset Alignment and/or Dent Removal	Price on request
Silca-Campagnolo Frame-Fit Color Matched Pump with "blue foot" end	16.00

BRAZE-ONS

Down Tube Shift Lever Bosses (Campagnolo)	(2)	16.00
Down Tube Bar End Shift Cable Stops	(2)	16.00
Each Brazed-On Piece		8.00
Water Bottle Fixture (with screws)		16.00
Top Tube Brake Cable Tunnels (Cinelli Style)	(3)	24.00
Chain Hanger		8.00
Right Rear Chain Stay Stop (Campagnolo)		8.00
Derailleur B/B UNDER Guides (Campagnolo)	(2)	20.00
Derailleur B/B OVER Guides (Campagnolo)	(2)	16.00
Pump Peg		8.00
Front Derailleur (Campagnolo)		50.00

ALL repairs must be accompanied by repaint order.

Framesets should be submitted without components except for Headset and Bottom Bracket.

Freight both ways from either our New Jersey distribution point or our Los Angeles Factory is for the customer's account.