

Road Frame price \$_____

This model, unlike many frames made today, is not a combination between a road and a criterium machine; it is designed with the long distance race in mind. It is responsive enough for those tough climbs, break aways, and sprints, yet comfortable enough so that road fatigue does not do you in.

Tubing	: Reynolds 531 D.B. throughout
Lugs	: Italian long-line
Drop-outs	: Campagnolo Strada
Seat Stays	: 9/16" or 5/8" depending on frame size
Angles	: Vary with frame size, medium range is 73.5° head, 73° seat
Rake	: 40, 45, 50 mm
Wheelbase	: Varies with frame size, 98.4-102.3 cm
Bracket height	: 26.6 cm

Touring Frame price \$_____

This frame is just what a tourist needs—one which is capable of carrying loads, is comfortable, and still not mushy and will not fatigue after a few hundred miles.

Tubing	: Reynolds 531 D.B. throughout
Lugs	: Italian long-line
Drop-outs	: Campagnolo Road with eyelets
Seat Stays	: 9/16" or 5/8" depending on frame size
Angles	: 72° head, 72° seat
Rake	: 57-60 mm
Wheelbase	: Varies with frame size, 103.5-106 cm
Bracket height	: 27 cm
Extra fittings	: carrier mount for Pletscher-style carrier

Note:

Additional characteristics common to the preceding frames are:

1. Brazed-on Campagnolo bottom bracket cable guides, brazed-on chain stay cable stop, and lever bosses.
2. Semi-sloping crown with reinforcements, except on the Track frame which has round blades and a track crown.
3. All stay ends (including fork blades) are scalloped and deeply slotted rather than domed for maximum strength, rigidity and beauty.
4. All frames available with a variety of seat stay attachments.

Standard Economy price \$_____

This frame combines the handworkmanship of a quality frame with the economics of a stock frame produced in quantity.

Tubing	: Reynolds 531 D.B. throughout
Lugs	: Italian long-line
Drop-outs	: Mavic or Milremo Professionals with adjusting screws
Seat Stays	: 9/16", 5/8"
Angles	: Frames 50-53 cm=72°/72°, Frames 56 cm and up=73°/73°
Rake	: 50 mm
Wheelbase	: 100.3 cm - 103 cm
Bracket height	: 27 cm



The preceding descriptions are only guidelines. Serotta Cycles can offer you a custom frame with a specialized design to fit you and your needs. We can also build you tandems, cyclo-cross frames and time trialing frames as well as complete bicycles which would be equipped with the components of your choice.

In addition, Serotta Cycles offers you expert frame repair and refinishing on all makes of frames. We hope to be hearing from you.

Write or call 9 - 6 daily.

1-518-587-7857

35 Maple Avenue
Saratoga Springs, New York
12866



SEROTTA CYCLES

Quality Hand-Built Bicycles

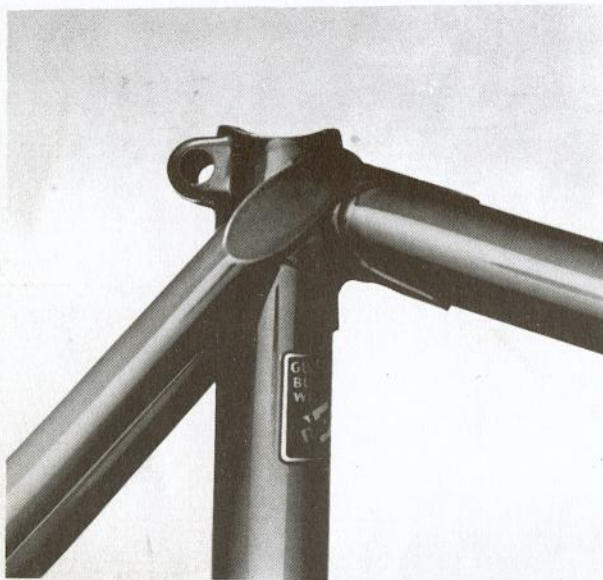
FRAMES and CYCLE COMPONENTS

35 Maple Avenue
Saratoga Springs, N. Y. 12866

~~Phone 518-587-7557~~

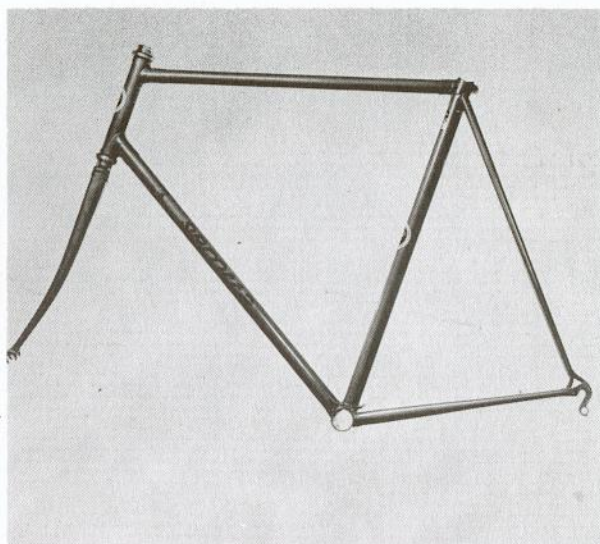
Phone 518 - 587-7857

Four years ago Ben Serotta left for England to apprentice as a frame builder; he stayed long enough to learn the basics and came home. Building on his own since then, he has modified much of what he learned in England by taking the theory and design of European frames and adding his own style of Yankee ingenuity to come up with some winning combinations. Now, after increasing production and perfecting the quality of the frames, Ben Serotta and Serotta Cycles are ready to introduce themselves to an expanded market.



Each Serotta frame is designed and built with quality first in mind. Special care is taken to ensure that the tubes are cut to exact specifications and then are mitered perfectly. The lugs, bottom bracket, and crown also demand much attention before they can be added: there is much cleaning, reaming, adjusting of angles, cutting of lines, and thinning of surfaces. Extra attention is given to the alignment; the frame is checked at four stages of construction to guarantee that each frame will ride perfectly true. In finishing the frame we use the best cycle paints available today so that the finish is beautiful as well as durable.

Serotta Cycles specialize in custom order framesets; and in addition, builds a variety of stock frames. The following stock model descriptions are guidelines for specialized custom work. These specifications are the composites of what we have found to be most superior for each specific use, be it road or track, racing or touring.



Standard Criterium Frame price \$_____

This model is no compromise; it is recommended strictly for the criterium rider. It is extremely stiff and responsive, and has a short wheelbase and a high bottom bracket.

Tubing	: Reynolds 531 D.B. throughout
Lugs	: Italian long-line
Drop-outs	: Campagnolo vertical with special reinforcements
Seat Stays	: 5/8"
Angles	: Varies with frame size, medium range is 74° head, 73.5° seat
Rake	: 30 mm
Wheelbase	: Varies with frame size, 97.2-101.5 cm
Bracket height	: 27.6 cm

Standard Track Frame price \$_____

This model is neither a super stiff sprint frame nor an extremely light pursuit frame, but a wise compromise made to suit the average track rider's needs whether he be at Northbrook, Trexlertown or Pasadena.

Tubing	: Reynolds 531 D.B. throughout
Lugs	: Italian long-line
Drop-outs	: Campagnolo Pista
Seat Stays	: 5/8"
Angles	: Varies with frame size, medium range is 74° head and 73.5° seat
Rake	: 25 mm
Wheelbase	: Varies with frame size, 96.5 - 100.3 cm
Bracket height	: 28.25 cm

