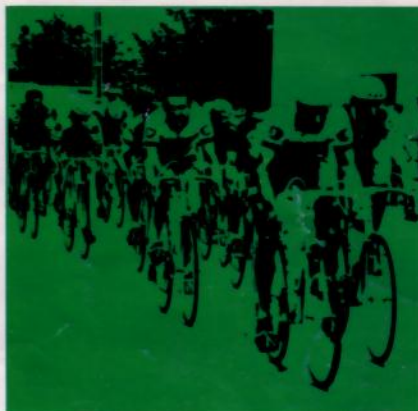




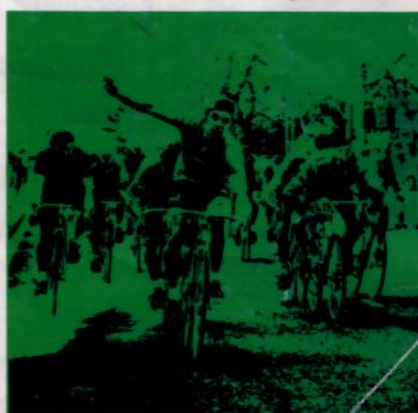
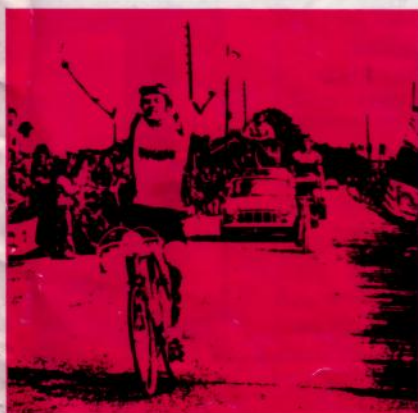
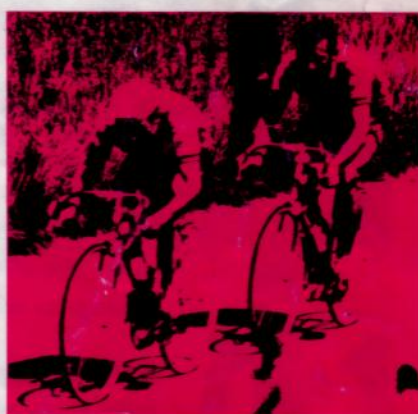
MERCIAN CYCLES LTD.

Showrooms: 28 STENSON ROAD, CAVENDISH, DERBY, DE3 7JB. TEL. 25851

Office & Works: PONTEFRACT STREET, ASCOT DRIVE, DERBY, DE2 8JD. TEL. 46786.



**Specialists in Handbuilt
Racing Frames where
Craftsmanship and
Quality Count**



MERCIAN



A very special model for the connoisseur who wants highly intricate lug work. This model is equally suitable for racing or touring use, and is extremely popular with our American customers. This model has the Italian semi-sloping forged fork crown, or either the Cinelli full sloping fork crown to choice included in the model price. Also available in track version to order.

Road Model Specification

Reynolds '531' Double Butted Tubing.

Size to order.

73° head – 73° seat tube angles

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

1 $\frac{1}{2}$ " fork rake.

16 $\frac{3}{4}$ " chainstays

28 $\frac{1}{2}$ " wrapover seatstays.

Close clearance for sprint wheels only. (No M/G eyes).

Campag or Shimano ends as available.

Brazed on fittings for 10 speed gears with a 'pip' on down tube for gear levers.

TDC 'Italia' head set and alloy seat pillar.

OR TO YOUR OWN SPECIFICATION

Finish

Any colour of your choice with contrasting head and seat tube bands, lugs lined and Mercian transfers. Chrome plating to order.

Additional bands extra.

M
E
R
C
I
A
N

Handbuilt Frames for the Discerning Cyclist.

Introducing the Mercian range of craftsman built frames, which are the result of over 30 years experience of cycle making to the exacting requirements of cycling enthusiasts throughout the world.

The name Mercian is derived from the ancient Kingdom of Mercia—the capital of which in bygone days was Repton, a village situated a few miles south of Derby, and today famous for its public school. Naturally the people of Mercia were called Mercians.

All Mercian frames are hand made and stove-enamelled in our own workshops. No effort is spared in the building of Mercian frames to make them the best available. Frames are built individually to customers specifications and great care is given to detail, so that a high class of workmanship is maintained. To uphold this high standard, our production is limited, and unfortunately during the season, delivery is rather long.

Mercian are known for their top class finishes and every effort is made to match the colours you require. If you require a particular shade of any colour, it is advisable to send a sample for matching purposes. The extensive range of colours that we do can be seen at our retail shop.

We also have big stocks of English, Continental and Japanese accessories, clothing and shoes, including all the latest super lightweight equipment. We offer a complete wheelbuilding service—all combinations of wheels for racing and touring expertly built.

Frames can be ordered from us by mail order, or by a personal visit to our retail shop, where you will benefit from our experience of many years dedication to the needs of the discerning cyclist.

**ANY MODEL CAN BE BUILT
INTO A COMPLETE CYCLE—
TO YOUR SPECIFICATION**

(Details and Price upon request)



MERCIAN



Introduced to the cycling public in 1968 after a year of professional successes, this model has gained an international reputation for its superb rigidity. The special feature of the Professional model is the reinforced bottom bracket shell, which has 3" spearpoints along the tubes and chainstays. These are steel welded onto the bottom bracket shell before the frame is built, which gives a very rigid frame. The frame is built with special hand filed Prugnat Italian lugs and a Cinelli crown is included. Also available in track version to order.

Road Model Specification

Reynolds 531 Double Butted Tubing.

Size to order

73° head – 73° seat tube angles

10 1/2" bottom bracket height.

1 1/8" fork rake.

16 1/4" chainstays.

1 1/2" wrapover seat stays.

Close clearance for sprint wheels only. (No M/G eyes).

Campag or Shimano ends as available.

Brazed on fittings for 10 speed gears with a 'pip' on down tube for gear lever.

TDC 'Italia' head set and alloy seat pillar.

OR TO YOUR OWN SPECIFICATION

Finish

Any colour of your choice with contrasting head and seat tube bands, lugs lined and Mercian transfers. Chrome plating to order.

Additional bands extra.

MERCIAN



Superlight

A time triallist's dream with every unnecessary ounce cut away to provide the most responsive time trial frame available today. The frame is made with hand cut lugs of Mercian design and the seat stays are butted onto the rear of the seat tube. An allen key seat lug fitting is included in this model. Also available in track version to order. The weight of the frame and fork with head set is 6lb - 6½ lb, according to size.

Road Model Specification

Reynolds 531 Double Butted Tubing.
(Lighter tubing available at extra cost).

Size to order

74° head - 74° seat tube angles.

10⁵/₈" bottom bracket height.

1⁵/₈" fork rake.

16¹/₂" chainstays.

Close clearance for sprint wheels only (No M/G eyes).

Campag or Shimano ends as available.

Brazed on fittings for 10 speed gears with a 'pip' on down tube for gear lever.

TDC 'Italia' head set and alloy seat pillar.

OR TO YOUR OWN SPECIFICATION

Finish

Any colour of your choice with contrasting head and seat tube bands, lugs lined and Mercian transfers. Chrome plating to order.
Additional bands extra.

MERCIAN



Strada Speciale

A specially introduced road frame for the discerning rider who likes a frame to be lightened by drilling the lugs – but at the same time prefers some individuality that other frames lack. All the lugs, fork crown and underneath the bottom bracket shell are hand cut with a stylish clover leaf design – yet still retaining strength and rigidity. The model incorporates the popular superlight style seat stays butted onto the rear of the seat tube and also a semi-sloping fork crown. The weight of the frame and fork including head set is 6lb – 6¼lb, according to size.

Specification

Reynolds 531 double butted tubing.
(Lighter tubing available at extra cost).
Size to order.
74° x 74° angles.
10⁵/₈" bottom bracket height.
1¹/₄" fork rake.
16¹/₂" chain stays.
Close clearance for sprint wheels only (no mudguard eyes).
Campag Super Record road ends.
Brazed on fittings for 10 speed gears with a 'pip' on down tube for gear levers.
TDC 'Italia' head set and alloy seat pillar.

OR TO YOUR OWN SPECIFICATION.

Finish

Any colour of your choice with contrasting head and seat tube bands, lugs lined and Mercian transfers. Chrome plating to order.
Additional bands extra.



MERCIA

Distinctive Mercian features
no other Frames can match.



Hand cut Vincitore lugs and
Italian semi-sloping crown.



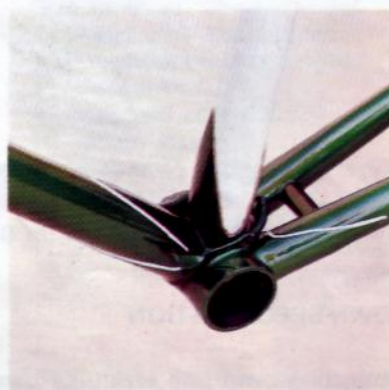
Hand cut Superlight lugs.



Nervex lugs and Hand cut
King of Mercia crown.



Heart-shaped cutouts—extra
on King of Mercia model.



Professional Bottom Bracket
shell.



Superlight style seat stays and
allen key bolt seat lug.



MERCIAN



The popular road frame that has been perfected over past decades by international cyclists. Built with either Prugnat Italian lugs or Nervex Professional lugs to choice, the frame has a hand cut feature fork crown. The Italian semi-sloping crown, or Cinelli full sloping crown, is available as an optional extra, as is the allen key seat lug fitting, and superlight style seat stays butted onto the rear of the seat tube. Prugnat long point lugs with heart cutouts can be had on this model at an extra charge.

Specification

Reynolds '531' Double Butted Tubing
(Lighter Tubing available at extra cost).

Size to order.

73° head – 73° seat tube angles.

10 1/2" bottom bracket height.

1" fork rake.

16 3/4" chainstays.

25 1/2" wrapover seat stays.

Close clearance for sprint wheels only. (No M/G eyes).

Campag or Shimano ends as available.

Brazed on fittings for 10 speed gears with a 'pip' on down tube for gear levers.

TDC 'Italia' head set and alloy seat pillar.

OR TO YOUR OWN SPECIFICATION

Finish

Any colour of your choice with contrasting head and seat tube bands, lugs lined and Mercian transfers. Chrome plating to order.

Additional bands extra.



MILREMO CELANO



Super Vigorelli

Designed for pure track racing, the Super Vigorelli is built to individual requirements, or to our recommended specification. The frame is built with Prugnat plain lugs and has a strong Milremo 2 plate round fork crown. The $\frac{5}{8}$ " seat stays have a full wrapover, and Campag track ends are used. The fork is drilled for a brake for occasional use on the road, but this can be omitted and an even closer wheel clearance can be had upon request.

Specification

Reynolds '531' Double Butted Tubing.

Size to order.

74° head – 74° seat angles.

10 $\frac{7}{8}$ " bottom bracket height.

1 $\frac{1}{4}$ " fork rake.

$\frac{5}{8}$ " wrapover seat stays.

16" chain stays.

Campag track ends (built for Campag track hubs).

Close clearance for sprints only (No M/G eyes).

Drilled for front brake.

TDC 'Italia' head set and alloy seat pillar.

OR TO YOUR OWN SPECIFICATION

Finish

Any colour of your choice with contrasting head and seat tube bands

Lugs lined and Mercian transfers. Chrome plating to order.

Additional bands extra.



MERCIAN



Our Ladies model can be built to your own personal requirements, or our standard specification. Built with fancy cut lugs, the frame has a hand cut fork crown.

Specification

Reynolds 531 double butted tubing.

Size to order.

72° x 72° angles.

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

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

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

Clearance for H.P. wheels and mudguards.

Campag or Shimano ends as available.

Brazed on stops for brakes and 10 speed gears with a 'pip' on down tube for gear levers.

TDC 'Italia' head set and alloy seat pillar.

OR TO YOUR OWN SPECIFICATION

Finish

Any colour of your choice with contrasting head and seat tube bands, lugs lined and Mercian transfers. Chrome plating to order.

Additional bands extra.



MERCIAN



An excellent all-rounder frame for general use and occasional racing. Built entirely from Reynolds 531 tubing and stays, the 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 model that appeals to the pocket of any cyclist.

Specification

Reynolds 531 Double Butted Tubing.

20" to 25" in half inch sizes.

72° head – 74° seat angles (20" to 21½")

73° head – 73° seat angles (22" to 25")

10½" bottom bracket height.

17° fork rake.

semi-wrapover seat stays.

17" chain-stays.

Campag or Shimano ends as available.

Brazed on fittings for 10 speed gears with a 'pip' on down tube for gear levers.

Close clearance for sprints and mudguards.

TDC 'Italia' head set and alloy seat pillar.

NO ALTERATIONS TO THE ABOVE SPECIFICATION CAN BE ACCEPTED.

Finish

Any colour to your choice with contrasting seat tube band, lugs lined, and Mercian transfers. Chrome plating to order. Additional bands extra.



MERCIAN



Campionissimo

A first class frame for the beginner, yet light enough to be used as a racing frame. The frame is handbuilt with the quality and precision of the dearer frames of the Mercian range, and is made throughout in Reynolds 531 double butted tubing. The fact that the model is built to our standard specification is the reason for its competitive price.

The Campionissimo is also available as a complete cycle – as illustrated – fitted with Shimano gears and hubs, and Weinmann alloy centre pull brakes and rims. See separate leaflet for full specification and prices.

Standard Specification

Reynolds 531 Double Butted Tubing.

20" to 25" in half inch sizes.

72° head – 74° seat angles (20" to 21½")

73° head – 73° seat angles (22" to 25")

2⅛" fork rake.

10⅝" bottom bracket height.

17¼" chainstays.

Plain dropouts.

Brazed on gear eyes for 10 speed with a 'pip' on down tube for gear levers.

Brazed on brake eyes and pump pegs.

Clearance for high pressures and mudguards.

TDC 'Italia' head set and alloy seat pillar.

NO ALTERATIONS TO THE FRAME SPECIFICATION CAN BE ACCEPTED.

Finish

Any colour of your choice in enamel or polychromatic finish, lugs lined, and Mercian transfers. Chrome plating to order.

Flamboyant finishes and bands extra as price list.

MERCIAN

CYCLES LTD.



**Specialists in Handbuilt
Frames and Cycles where
Craftsmanship and Quality count**

Showrooms: 28 STENSON ROAD, CAVENDISH, DERBY, DE3 7JB. Tel.: 769851.

Office & Works: PONTEFRACT STREET, ASCOT DRIVE, DERBY, DE2 8JD. Tel.: 46786.

MERCIAN

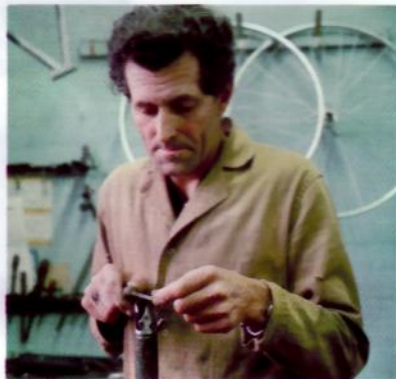
Custom Built Frames for the enthusiast

Mercian Cycles have been hand building frames in Derby for nearly 40 years and our standards for accuracy in building and the finest finishes available are known by enthusiasts throughout the world. Our Company name Mercian can be traced back into the history of bygone days – we are situated in the ancient Kingdom of Mercia – the capital being Repton – now a village a few miles south of Derby and famous for its public school. Natur-



lugs are hand brazed one at a time on the open hearth, which is the traditional method of hand building and is the hallmark of a top line lightweight frame.

Our top of the range models each have lugwork which is hand cut from blank lugs and our designs are sought by customers from all over the world. After building, all frames are shotblasted for a high quality surface finish before receiving the first of four finishing coats of paint and varnish.



ally the people of Mercia were called Mercians. Every Mercian frame is built from the world renowned Reynolds double butted tubing, and each frame is hand made one at a time by one craftsman. No factory production line methods are used and so each Mercian frame is consistent in quality and finish. Every tube used on the frame is hand mitred, so that the internal joints on each frame are a perfect fit. All the



Each frame is sprayed to customers choice and is then oven-baked to give the most durable finish known. After hand lining and transfers, the frame is given a coat of clear varnish for a lasting finish.

Mercian frames can be finished in any colour from our range of over sixty colours – if your choice is not shown, then we can do almost any colour if a sample is supplied with the order. Enamel finishes can be had in any shade of any colour, but



MERCIAN

the other finishes can only be in the colours shown. Polychromatic colours have a metallic effect and our flamboyant finishes are a translucent colour on top of a silver undercoat. Our new Italian Pearl finishes have a metal flake effect and have to be seen in sunshine to appreciate the beautiful effect of this new finish. Each frame is then checked before despatch and each Mercian craftsman is conscious of quality control, taking great pride in the frame we produce.

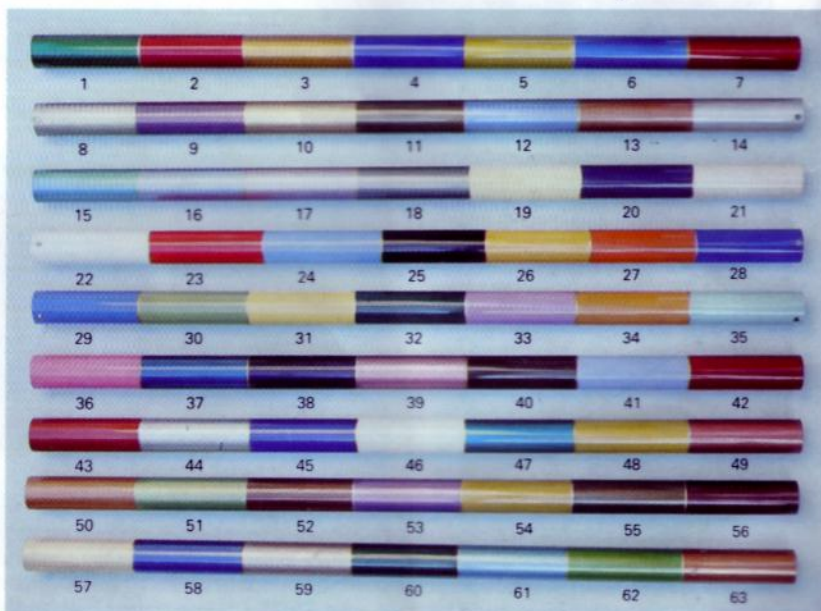


**ANY MODEL
CAN BE BUILT
INTO A
COMPLETE
CYCLE—
TO YOUR
SPECIFICATION**

(Details and Price upon request)

Mercian Frame Finishes

Please quote Reference No. when ordering.



MERCIAN



Tourist Tandem

After many years of planning and testing, Mercian Cycles are now able to offer one of the finest tandem frames ever produced. The machines handling, workmanship, and finish are the finest available. The design is extremely responsive yet comfortable, making it suitable for racing as well as touring. The frame is of bronze welded construction throughout, thus enabling over sized double butted tubing to be used for added rigidity. Our tandem frames are all made by one of our top craftsmen, and each frame is handmade to customer's own requirements.

DOUBLE DIAMOND TOURIST MODEL

Reynolds '531' Double Butted Tubing.

Frame sizes to order.

Campagnolo Record ends.

Clearance for 27" high pressure wheels and mudguards.

Campagnolo down tube gear bosses, OR handlebar control eyes to choice.

10 speed Campagnolo cable tunnels and cable eye on chainstay.

Top tube cable eyes for bare wire brake operation.

Cantilever brake pivots with centre pull bridge on seatstays.

No pump pegs (frame-fit pump used).

Allen key seat lug bolt fitting.

Seat pillar size (not included) – 27.2 mm.

Campagnolo Record headset.

Any additional brazings for hub or disc brake, dynamo, bottle cage bosses, lamp boss, or carriers are extra as per price list.

Finish

Any colour of your choice with contrasting head and seat tube bands, lugs lined and Mercian transfers. Chrome plating to order.

Complete Machines

Complete Machines – are available to order. Tourist specification includes TA tandem chainsets, Cantilever tandem brakes, Weinmann Concave A129 rims on Maxicar alloy large flange hubs with 13 g. spokes, Campag 10 speed gears with Campagnolo down tube levers, alloy bars and stem, saddles to choice, alloy quill pedals, and ESCE Chromoplastic mudguards.



MERCIAN



Super Tourist

The Super Tourist Tandem is ideal for extended tours with heavy loads. This model has a $1\frac{1}{8}$ " bracing tube from the centre of the head through to the rear seat tube with extra stays brazed onto the seat stays above the rear ends. This design is ideal for larger frame sizes for added rigidity, but is not practical on frame sizes under 22" – as the head tube is not big enough for the extra bracing tube. On frames with different seat tube size, the top tubes are sloped in a direct line, as this design is more rigid. Customers should note that top tube measurements are measured in a horizontal plane, as on a solo frame, and not along a sloping top tube.

SUPER TOURIST MODEL

Reynolds '531' Double Butted Tubing.

Specification and brazings as on our Double Diamond Tourist Model.

Finish

Any colour of your choice with contrasting head and triple seat tube bands, lugs lined and Mercian transfers. Chrome plating to order.



**Hand cut Lugs on
Mercian Tandems**



**Rear ends on
Super Tourist Model**



MERCIAN



In an age of mass-production, it is rather pleasing to find a frame with intricate hand cut lugwork as on our Vincitore touring model. Our craftsmen spend many hours cutting and filing the Vincitore lugs from blank lugs, and the result is a distinctive frame that is not available from any other manufacturer in the world. Currently the most sought after model in the Mercian range, it is also extremely popular with our American customers.

Touring Model Specification

Reynolds '531' Double Butted "Competition" Tubing.

Size to order - 19" to 26".

72° head angle - 74° seat angle (19" to 21½").

73° head angle - 73° seat angle (22" to 24").

73° head angle - 72° seat angle (24½" to 26").

10 5/8" bottom bracket height.

1 7/8" fork rake (longer on small frames), with new oval Continental forks.

17¼" chain stays.

½" diameter or 5/8" diameter seat stays with MERCIAN engraved at top.

Clearance for 27" H.P.'s or 700c (state choice).

Campagnolo Record ends and mudguard eyes.

Brazed on fittings for 10 speed gears with a 'pip' on down tube for gear levers.

(Campagnolo gear lever bosses, top tube brake cable guides or eyes, and pump pegs can be fitted upon request at no extra cost).

T.A. bottle cage bosses, Cantilever brake pivots, centre pull brake bridge, lamp boss, and pannier frame fittings can be brazed on at extra cost.

Seat pillar size (not included) 27.2 mm.

TANGE head set fitted.

Finish

Any colour of your choice with contrasting head and seat tube bands, lugs lined and Mercian transfers. Additional bands extra.

Special Orders

From our experience, the above specification suits most customers, but we can build this model to your own specification if required.



MERCIAN



Professional

Our Professional model has a unique spearpoint bottom bracket shell that is rarely found on other makes of frames. The 3" long spearpoints are steel welded onto the bottom bracket shell before the frame is built, and this makes an extremely rigid frame, unlike other makes where a spearpoint is brazed on after the frame is made, and only has a cosmetic value. The frame is built with special hand filed Prugnat Italian lugs.

Racing Model Specification

Reynolds '531' Double Butted "Competition" Tubing.

Size to order 19" to 26".

73° head angle – 75° seat angle (19" to 21½").

74° head angle – 74° seat angle (22" to 26").

10 5/8" bottom bracket height.

1¼" fork rake (longer on small frames), with new oval Continental forks.

16¼" chain stays.

½" diameter or 5/8" diameter seat stays with MERCIAN engraved at top.

Close clearance for sprint wheels only – no mudguard eyes.

Campagnolo Super Record ends.

Brazed on fittings for 10 speed with a 'pip' on down tube for gear levers.

(Campagnolo gear lever bosses, top tube brake cable guides or eyes, and pump pegs can be fitted upon request at no extra cost).

T.A. bottle cage bosses, or any other brazed on fittings, can be brazed on at extra cost as per price list.

Seat pillar size (not included) – 27.2 mm.

TANGE headset fitted.

Finish

Any colour of your choice with contrasting head and seat tube bands, lugs lined and Mercian transfers. Additional bands extra.

Special Orders

From our experience, the above specification suits most customers, but we can build this model to your own specification if required.



MERCIAN



Recently introduced to the Mercian range for the rider who likes his frame to be lightened by drilling the lugs, but at the same time, requires a touch of individuality that other frames lack. All the long point lugs are hand cut with a stylish clover leaf. The Strada Speciale also has the seat stays fitted to the rear of the seat tube and an allen key seat lug fitting is included.

Racing Model Specification

Reynolds '531' Double Butted "Competition" Tubing.

Size to order – 19" to 26".

73° head angle – 75° seat angle (19" to 21½").

74° head angle – 74° seat angle (22" to 26").

10 5/8" bottom bracket height.

1¼" fork rake (longer on small frames), with new oval Continental forks.

16¼" chain stays.

½" or 5/8" diameter seat stays butted on to rear of seat tube.

Close clearance for sprint wheels only – no mudguard eyes.

Campagnolo Super Record ends.

Brazed on fittings for 10 speed with a 'pip' on down tube for gear levers.

(Campagnolo gear lever bosses, top tube brake cable guides or eyes, and pump pegs can be fitted upon request at no extra cost).

T.A. bottle cage bosses, or any other brazed on fittings, can be brazed on at extra cost as per frame price list.

Seat pillar size (not included) – 27.2 mm.

TANGE headset fitted.

Finish

Any colour of your choice with contrasting head and seat tube bands, lugs lined and Mercian transfers. Additional bands extra.

Special Orders

From our experience, the above specification suits most customers, but we can build this model to your own specification if required.



MERCIAN



The Mercian Superlight model was first introduced to the Mercian range nearly 30 years ago, and was the first frame to be built with the now popular fast back seat stays. Every unnecessary ounce is cut away from the lugs, making it the time triallist's dream frame. The delicate hand cut lugs look barely enough to support the frame, but frames built 30 years ago are still in use today. An allen key seat lug fitting is also included on this model.

Racing Model Specification

Specification and brazings as on our Strada Speciale model.

Lighter Tubing

Reynolds New "Professional" Tubing with double taper seat stays and also Reynolds "Special Lightweight" Tubing can be used at extra cost.



Clover leaf cutouts on the Strada Speciale.



Hand cut Superlight lugs.



MERCIAN



Miss Mercian

Our Miss Mercian model is one of the few custom built ladies frames available today. The lugs for ladies frames of the quality that Mercian require are no longer available, so our craftsmen custom make the lugs for this frame. The price of this model reflects this extra care taken in building the frame, but the end result is a masterpiece not available from any other source.

Touring Model Specification

Reynolds '531' Double Butted "Competition" Tubing.

Size to order – 19" to 26".

72° head angle – 74° seat angle (19" to 21½").

73° head angle – 73° seat angle (22" to 26").

10 5/8" bottom bracket height.

1 7/8" fork rake (longer on small frames), with new oval Continental fork blades.

17¼" chain stays.

½" diameter or 5/8" diameter seat stays with MERCIAN engraved at top.

Clearance for 27" high pressures and mudguards.

Campagnolo Record ends and mudguard eyes.

Braze on fittings for 10 speed gears with a 'pip' on down tube for gear levers.

Brake cable eyes brazed on top of twin lateral stays for brake operation on twin lateral stay bridge.

Pump pegs under twin lateral stays, or front of seat tube.

Seat pillar size (not included) 27.2 mm.

TANGE headset fitted.

Finish

Any colour of your choice with contrasting head and seat tube bands, lugs lined and Mercian transfers. Chrome plating to order.

Additional bands extra.

Special Orders

From our experience, the above specification suits most customers, but we can build this model to your own specification if required.



MERCIAN



'753 Special'

Mercian Cycles were one of the first builders to be approved by T.I. Reynolds to use their extra thin walled 753 tubing. The tubing is a special manganese molybdenum steel cycle tube that has been developed by Reynolds engineers, and has exceptional physical properties which permit frame tubes to be produced in wall thicknesses down to approximately 0.3 mm. The high stiffness of 753 tubing ensures that we can build top quality frames with extreme lightness and high rigidity.

Racing Model Specification

Reynolds '753' tubing.

Long point lugs with heart cutouts.

Size to order – 19" to 25".

73° head angle – 75° seat angle (19" to 21½").

74° head angle – 74° seat angle (22" to 25").

10 5/8" bottom bracket height.

1¼" fork rake – (longer on small frames).

16¼" chainstays.

Semi-wrapover seat stays.

Close clearance for sprint wheels only – no mudguard eyes.

Campagnolo Super Record ends.

Fittings for 10 speed gears with a 'pip' on the down tube.

(Campagnolo gear lever bosses, top tube brake cable guides or eyes, or pump pegs can be fitted upon request at no extra cost).

T.A. bottle cage bosses can be fitted – see price list.

Seat pillar size – 27.00mm and 27.2mm (not included).

Campagnolo Super Record head set fitted.

Finish

Any colour of your choice with contrasting head and seat tube bands, lugs lined and Mercian transfers. Chrome plating on dropouts and crown only – extra as price list.

Special Orders

From our experience, the above specification suits most customers, but we can build this model to your own specification if required.



MERCIAN



Our King of Mercia Tourist is the most popular model in our range of custom built touring frames. The frame is built with the popular long point lugs, with heart cutouts, which are finely filed. The forks are built with the latest Romani semi sloping fork crown, but a Cinelli full sloping fork crown can also be used. Continental fork blades are included on this model.

Touring Model Specification

Reynolds '531' Double Butted "Competition" Tubing.

Size to order - 19" to 26".

72° head angle - 74° seat angle (19" to 21½").

73° head angle - 73° seat angle (22" to 24").

73° head angle - 72° seat angle (24½" to 26").

10 5/8" bottom bracket height. 17¼" chainstays.

1 7/8" fork rake (longer on small frames).

½" diameter or 5/8" diameter seatstays with Mercian engraved.

Clearance for 27" H.P.'s or 700c (state choice).

Campagnolo Record ends and mudguards eyes.

Brazed on fittings for 10 speed with a 'pip' on down tube for gear levers.

(Campagnolo gear lever bosses, top tube brake cable guides or eyes, and pump pegs can be fitted upon request at no extra cost).

T.A. bottle cage bosses, Cantilever brake pivots, centre pull brake bridge, lamp boss, and pannier frame fittings can be brazed on at extra cost.

Seat pillar size - 27.2 mm (not included).

TANGE headset fitted.

Finish

Any colour of your choice with contrasting head and seat tube bands, lugs lined and Mercian transfers. Additional bands extra.

Special Orders

From our experience, the above specification suits most customers, but we can build this model to your own specification if required.



MERCIA



King of Mercia Tourist Cycle

Designed for the serious cyclist who expects to spend many hours upon his bike, the King of Mercia Tourist cycle is specifically made for the growing number of riders seeking exciting responsive handling whether touring with panniers, or just day riding. This model is a triumph of crisp, sporty performance and modern Italian styling in a touring design.

King of Mercia Tourist Cycle Specification

King of Mercia frame – custom made to your requirements. Fitted with Weinmann narrow concave A124 rims on large flange quick release hubs, TA cotterless chainset with TA cyclotouriste chainrings (sizes to choice), Sun Tour gears, SR bars and stem, Weinmann '605' sidepull brakes, and ESGE chromoplastic mudguards.

(alloy carrier and bottle cage optional extras).



Heart cutout lugs and Romani crown on King of Mercia



Mercian engraved seat stays on King of Mercia.



MERCIAN



King of Mercia. Racing

Our King of Mercia Racing model is designed for the racing enthusiast who must have the best. Each frame is hand built one at a time by one of our craftsmen, unlike many other makes of a similar price range which are 'production line made'. The forks are fitted with the latest Romani semi-sloping crown together with new continental oval fork blades. The seat stays have Mercian engraved on the top eye which is outlined in contrast.

Racing Model Specification

Reynolds '531' Double Butted "Competition" Tubing.

Size to order 19" to 26".

73° head angle – 75° seat angle (19" to 21½").

74° head angle – 74° seat angle (22" to 26").

10 5/8" bottom bracket height.

1¼" fork rake (longer on small frames), with new oval Continental forks.

16¼" chainstays.

½" diameter or 5/8" diameter seat stays with MERCIAN engraved at top.

Close clearance for sprint wheels only – no mudguard eyes.

Campagnolo Super Record ends.

Braze on fittings for 10 speed gears with a 'pip' on down tube for gear levers.

(Campagnolo gear lever bosses, top tube brake cable guides or eyes, and pump pegs can be fitted upon request at no extra cost).

T.A. bottle cage bosses, or any other brazed on fittings, can be brazed on at extra cost as per price list.

Seat pillar size – 27.2 mm (not included).

TANGE headset fitted.

Finish

Any colour of your choice with contrasting head and seat tube bands, lugs lined and Mercian transfers. Additional bands extra.

Special Orders

From our experience, the above specification suits most customers, but we can build this model to your own specification if required.



MERCIAN



An excellent all rounder frame which serves equally well for recreation and touring, but is still appealing as a racing frame. This model is primarily designed for the rider who is content to leave the geometry and design to our many years of experience. Consequently, we are able to offer a handmade frame at a very competitive price, but built with exactly the same quality and precision as the dearer frames in the Mercian range. The frame now has heart cutouts on the lugs.

Specification

Reynolds 531 double butted tubing.

20" to 25" in half inch sizes.

72° head angle – 74° seat angle (20" to 21½").

73° head angle – 73° seat angle (22" to 25").

10 5/8" bottom bracket height.

1 7/8" fork rake.

Semi-wrapover seat stays.

17" chain stays.

Campagnolo Record ends with mudguard eyes.

Brazed on fittings for 10 speed gears with a lever 'pip' on the down tube.

Close clearance for light 27" H.P.'s and 700c wheels.

Seat pillar size – 27.2 mm. (not included).

TANGE headset fitted.

OPTIONAL EXTRAS: (See price list for extra charges).

3 top tube guides for covered brake cable on top of top tube.

TA bottle cage bosses on down tube.

Finish

Any colour of your choice, with lugs lined and Mercian transfers.

Any additional bands extra. Chrome plating to order.

Special Orders

No alterations to the above specification can be accepted.



MERCIAN



Our Classic frame is the latest addition to the Mercian range. The frame and forks are built from Reynolds new '531' Special Tourist double butted tubing and fitted with Campagnolo style forged ends with adjusters. The Classic is a lively touring frame and has the usual Mercian high quality workmanship not usually seen on frames of this price.

The Classic is also available as a complete machine. The wheels have the new British Mistral alloy rims on Campagnolo quick release hubs, with stainless steel spokes. The cycle is also fitted with a Stronglite '99' chainset, Sun Tour gears, Weinmann side pull brakes and Madison Strada saddle.

Specification

Reynolds '531' double butted Special Tourist tubing.

20" to 25" in half inches.

Clearance for light 27" H.P.'s and 700c wheels.

72° head angle – 74° seat angle (20" to 21½").

73° head angle – 73° seat angle (22" to 25").

17/8" fork rake.

10⅝" bottom bracket height.

Forged end with adjusters.

Brazed on fittings for 10 speed with a lever 'pip' on down tube.

Brazed on top tube guides.

Tange headset.

OPTIONAL EXTRAS: TA bottle cage bosses and lamp boss.

Finish

Any colour of your choice with lugs lined and Mercian transfers (flamboyant and pearl finishes, and panels are extra as price list). Chrome plating to order.

Special Orders

NO alterations to the above specification can be accepted.



MERCIAN CYCLES LTD.

V.A.T. Registration No. 125 9445 59

Retail Sales and Service :
**28 Stenson Road, Cavendish,
Derby DE3 7JB**
Telephone (0332) 25851

Office and Works :
**Pontefract Street, Ascot Drive,
Derby DE2 8JD, England**
Telephone (0332) 46786

RETAIL FRAME PRICE LIST

(EX. WORKS)

JULY 1978

V.A.T. EXTRA AT CURRENT RATE (U.K. SALES ONLY)

PROFESSIONAL ROAD

£110.00

Built to your own specification—or our specification as per Catalogue. Includes reinforced Bottom Bracket Shell with 3" spearpoints, $\frac{5}{8}$ " wrapover seatstays and cinelli crown. Any brazed on fittings for gears and brakes to your choice.

Finish—any colour of your choice with contrasting Head and Seat Tube Bands.

T.D.C. Head Set and Alloy Seat Pin fitted.

This model can also be supplied as a track Frame.

VINCITORE ROAD

£110.00

Built to your own specification with fancy hand cut lugs as illustrated in the catalogue.

New lighter Continental style fork blades are included in the price of this model.

Any brazed on fittings for gears and brakes to your choice.

Finish—any colour of your choice with contrasting Head and Seat Tube Bands.

T.D.C. Head Set and Alloy Seat Pin fitted.

This model can also be supplied as a track Frame.

SUPERLIGHT ROAD

£110.00

Built to your own specification or our specification as in the Catalogue.

Hand cut lugs of our own design.

The seat stays are fitted to the back of the seat tube and an Allen Key Seat Lug is fitted as standard.

New lighter Continental style fork blades are included in the price of this model.

Any brazed on fittings for gears and brakes to your choice.

Finish—any colour of your choice with contrasting Head and Seat Tube Bands.

T.D.C. Head Set and Alloy Seat Pin fitted.

This model can also be supplied as a track Frame to your specification

STRADA SPECIALE

£ 120 + V.A.T. now with lens.

£110.00

A specially introduced model for the discerning rider — the Lugs, Crown and Bottom Bracket Shell are hand cut with a stylish clover leaf. Superlight Seat Stays are butted onto the rear of the Seat Tube, plus an Allen Key Seat Lug and Italian semi-sloping Fork Crown. New lighter Continental style fork blades are included in the price of this model. Any brazed on fittings for gears and brakes to choice. Finish—any colour of your choice with contrasting Head and Seat Tube Bands. T.D.C. Head Set and Alloy Seat Pin fitted.

KING OF MERCIA

£87.50

Our popular road Frame—either built to your own specifications or our specification. Any brazed on fittings for gears and brakes to your choice. The following features can be added to this model at an extra charge of £4.50 per item. Italian semi-sloping crown; Cinelli full sloping crown; Allen key seat lug bolt fitting; Superlight style seat stays butted onto rear of seat tube. New lighter Continental style fork blades (please note that a semi-sloping crown has to be used with these forks). Finish—any colour of your choice with contrasting Head and Seat Tube Bands. T.D.C. Head Set and Alloy Seat Pin fitted.

SUPER VIGORELLI

£87.50

Our popular track Frame—built either to your own specification—or our specification. Finish—any colour of your choice with contrasting Head and Seat Tube Bands. T.D.C. Head Set and Alloy Seat Pin fitted.

MISS MERCIAN

£87.50

Our Ladies Model is of the Continental twin lateral stays design, but can also be made in the English style, as illustrated in the catalogue. Any brazed on fittings for gears and brakes to your choice. Finish—any colour of your choice with contrasting Head and Seat Tube Bands. T.D.C. Head Set and Alloy Seat Pin fitted.

OLYMPIC ROAD

£77.50

This Frame appeals to the rider who is not fussy about angles, etc., and is content to leave these to our experience. The Frame is built with Prugnat spearpoint lugs and $\frac{3}{8}$ " seat stays are used. The Frame is only built to the specification in our catalogue with brazed on fittings for 10 speed gears only. Finish—any colour of your choice with contrasting Seat Tube Band. T.D.C. Head Set and Alloy Seat Pin fitted.

CAMPIONISSIMO ROAD

£67.50

A first class Frame for the beginner, but built with the quality and precision as the dearer Frames. Specification in the catalogue and finish in one colour to choice, Enamel or Lustre (Flamboyant finishes extra £1.50). T.D.C. Head Set and Alloy Seat Pin fitted.

All Mercian frames are made from Reynolds 531 Double Butted Tubing. Reynolds new "Special Lightweight" tubing (approximately $\frac{3}{4}$ lb lighter) can be used on any model, except the Campionissimo and Olympic, at an extra cost of £30.00 plus V.A.T.