

1957
Hetchin's

LIGHTWEIGHT CYCLE SPECIALISTS



798/800, SEVEN SISTERS RD
TOTTENHAM,
LONDON, N.15.

For Your Inspection . . .

We have always in stock a large variety of frames with the latest finishes for your inspection at our showrooms at 800 Seven Sisters Road, London, where we will be pleased to discuss with you any design or finish you have in mind. Alternatively, our very exclusive agents in all districts can offer a very comprehensive display and are at all times at your service. Should you have difficulty in contacting an "Hetchin's" agent in your locality, please communicate direct to us. We are always interested in your cycling requirements.

WHETHER IT'S LEAGUE OR N.C.U.
TO GET TO THE TOP
IT'S "HETCHIN'S" FOR YOU.

Dear "Fellow Cyclists"

We are pleased to offer you a Brochure to illustrate our bicycles.

On its pages you will find most of the information required concerning current frame designs, finishes and (we hope you will not need it), repairs and renovations. For your scrutiny, a separate printed page has been added illustrating our latest lug CUT-OUTS and their appropriate names, and to avoid any confusion with names and frame designs, we give examples of how the names of the lug patterns are used and linked with the frame designs.

A customer, for instance, requires a PATH design, and finds suitable our design No. 10; his financial commitments limit him to, say, £15. 12. 6, which means that he orders our "Experto Crede" lug pattern built to Path Model No. 10. Another definition of our method could be like this: The customer decides on the Road Racing Model, design No. 1, and chooses the "Magnum Bonum" lug pattern (the stiffener on fork blades are standard fitment), total cost with the finish quoted is £17. 17. 6. What could be simpler?

CUT-OUT LUGS

As you are aware, Hetchins were the first bicycle makers to see the hidden strength cut-out lugs give to the brazed joint, and have championed the cause for ornamental lugs against the combined force of our lesser skilled brethren in the cycle trade. We are now introducing an ornamental stiffener to each side of the fork crown; this has been decided by us after two years' trial on our "Magnum Opus" design. Today, we think the ornamental stiffener is a must, and time will prove this, as others realise, and copy our principles in lug design.

FINISHES

In the past, Hetchin's were noted for their high-class chromium plating and enamelling. Today, we are still striving to maintain an efficiency second to none, by using only the best paints and varnishes available. Chromium plating is now guaranteed on nickel, and we have now re-introduced flamboyants on polished nickel that are most pleasing in appearance and quality.

QUALITY

It must be mentioned that the work on our latest models has surpassed all our previous efforts and none of the work whatsoever has been exhibited at any Bicycle Show prior to the Earls Court Exhibition.

FITMENTS

Reynolds double butted 531 tubing, with chain and seat stays and fork blades. Our own two-piece $\frac{7}{8}$ " round fork crown (malleable), is a standard fitment and, should any exception by way of OVAL be preferred, it must be marked plainly on the order. The "Vibrant" or "Curly Stays" are optional, so please state preference here also. We have listed a set of frame designs for you to choose from, and each one is recommended in their particular sphere, but we are always ready to build to the customer's specification.

MEMBERS OF THE STAFF

A word or two concerning their skill and loyalty to Hetchins is the least they deserve. We have a blend of workers of all ages, and the eldest to the youngest literally breathes, eats and sleeps "bikes", and all are proficient at their specific job and we claim they are, without contradiction, happy workers.

SERVICE IN TRANSIT

We have had made cartons to eliminate damage in transit, and we rely on the goodwill of our clients to return them immediately, carriage being paid by the sender. The small cost involved when the carton is returned empty more than compensates the client by having received in spotless condition his future cycling steed.

Here's to many enjoyable rides,

Yours sincerely,

"HETCH"

HEAD BADGE



"VIBRANT" REAR TRIANGLE



Hetchins

Bicycle Frame

Lugs of Distinction



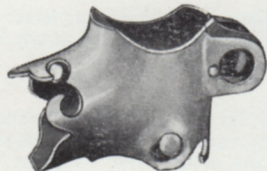
"Nulli Secundus"



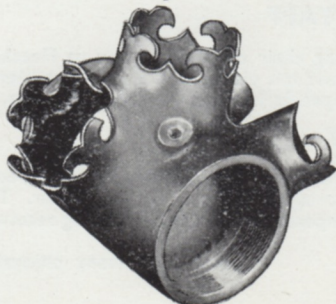
"Experto Crede"



"Magnum Opus"



"Magnum Bonum"



DISTINCTIVE LUG PATTERNS

"EXPERTO CREDE" No. 1 (pattern lugs). Specification :

Built to any possible design. Constructed of cast lugs, and hand cut, with bottom bracket shell of our own pattern. Reynolds "531" tubing (DOUBLE BUTTED) with $\frac{3}{8}$ " rapid taper chain stays, and $\frac{1}{2}$ " fine taper seat stays or double taper (to your choice). Oval or round finely tapered fork blades. Malleable crown, oval or round. Standard brazed parts on Road Models, two rear brake cable stops under top tube, tunnel and stops suitable for Simplex, with the chain stay stop a plain eye for adjuster. 18" or 15" pegs for pump tube. Mudguard eyes on fork ends.

Fork crown drilled for brake. Straight bridge with brake reinforcement. "Alatet" expander head fittings. Bayliss Wiley Hollow Bracket spindle. Reynolds Alloy Seat Pin. Enamelled any colour, and transfers Olympic Bands and Head Badge £15 12 6

"EXPERTO CREDE"

(with pressed steel lugs)

£14 10 0

"NULLI SECUNDUS" (pattern lugs)

If our frame designs do not suit you, we will make one that will. Built of finest malleable castings, and low temperature brazed with special temper Reynolds double butted "531" tubing, and $\frac{3}{8}$ " rapid taper chain stays, and $\frac{1}{2}$ " fine tapered seat stays. The seat cluster is brazed with two milled claws partly over the top of the lug. Oval or round finely tapered fork blades. Steel forged crown, two-piece for $\frac{7}{8}$ " round and solid forged and milled for oval. Standard brazed parts for Road Models. Two rear brake cable stops under top tube. Tunnel and Stop for Simplex, the chain stay stop for adjuster. 18" or 15" pump pegs on down tube. Mudguard eyes on fork ends.

Fork crown drilled for brake on Road Models. Seat stay bridge sleeve reinforced for brake. "Alatet" head fittings, Bayliss Wiley Hollow Bracket spindle. Reynolds Alloy Seat Pin. Basic enamelled finish any colour. Transfers with Olympic Bands and Head Badge £17 10 0

"MAGNUM BONUM" (pattern lugs)

Can be precision built to your own design. Carefully brazed with malleable castings, bottom bracket shell of our own design. Reynolds special temper, double butted steel tubing, with $\frac{3}{4}$ " round chain stays with domed ends, $\frac{1}{2}$ " fine tapered seat stays, or double taper (to choice). Oval or round finely tapered fork blades. Steel forged fork crown, incorporating the ornamental stiffener. Brazed parts on Road Models, two brake stops for bare cable. Tunnel or Rollers. 18" or 15" pump pegs. Guard eyes incorporated on fork ends, but can be brazed on.

Fork crown drilled for brake. Rear bridge drilled and reinforced for brake. "Alatet" head fittings, Bayliss Wiley Featherweight Bracket interiors, hollow spindle. Reynolds Alloy Seat Pin. Basic finish enamelled any colour, with H or Six-Day panelled Transfers £17 17 6

"MAGNUM OPUS" (pattern lugs). Availability of this model is extremely limited.

Built how you want it, with malleable cast lugs, for either Head-clip or expander. Low temperature brazed. Built with precision and filed with extreme care to take the finest finish. Reynolds Special Temper tubing, fork blades and chain and seat stay members. Chain stays are $\frac{3}{4}$ " rapid taper. Seat stays $\frac{1}{2}$ " fine taper. Oval or round blades (to choice). Forged crown with ornamental stiffener as illustrated on separate leaflet. Standard brazed parts on Road Models. Two brake stops for bare cable under top tube, cable stops, tunnel for Simplex or similar gear. 18" or 15" pump pegs. Guard eyes incorporated on fork ends, but can be brazed on instead. Fork crown drilled for brake. Seat stay bridge drilled and reinforced for brake. Bayliss Wiley Featherweight Bracket interiors (hollow spindle). Reynolds Alloy Seat Pin. Enamelled any colour and lugs lined £24 12 6

"VADE-MECUM"—SEE PAGE FIVE

WELL-TRIED BICYCLE FRAME DESIGNS

LIGHT TOURIST, No. 1a. Can be obtained with either 26" or 27" Wheels. Head-clip or Expander steering.

Frame angles. 71° Parallel. 10½" Bracket height. 42½" Wheelbase. 18" Rear centres. Top-tube centres 22½".
Fork. Standard model head-clip. Oval or round blades, with 2¼" offset. **ORTHODOX REAR TRIANGLE.** SEE EXTRAS.

ROAD RACING MODEL, No. 2. For Continental-style riding.

Frame sizes	Angles	Top tube centres
22"	72° 73°	22½"
22½"	72° 72½°	22½"
23"	72° 72½°	22½"
23½"	72° 71½°	22½"
24"	72° 71°	22½"

Bracket height, 10½" with 27" Wheels. Wheelbase, 41"

Fork. Expander head, fine tapered blades with 2¼" rake, same style as Road Racing No. 1. Oval or round crown. Please state whether **VIBRANT** or **ORTHODOX TRIANGLE.**

ROAD RACING, Nos. 3 and 3A. A mixed purpose model for Time Trial, Club, Mass-Start.

Frame angles. 73½° Head. 71½° Seat. Top-tube centres, No. 3—22½" or No. 3A—22". (When ordering, you must stipulate size required.) Wheelbase No. 3—40½". Wheelbase No. 3A—40". Bracket height, 10½" with 27" Wheels.
Fork. Head-clip or Expander type with ¾" round crown, or oval, whichever preferred. 2¼" rake (new design). **VIBRANT** or **ORTHODOX TRIANGLE.**

ROAD RACING, No. 4. A general purpose design.

Frame angles. 73°, Head. 71°, Seat. Top-tube centres, 23½". Bracket height 10½" with 27" Wheels.
Fork. ¾" round or oval, to choice. Fine tapered blades, 2¼" rake. **VIBRANT** or **ORTHODOX TRIANGLE.**

SHORT DISTANCE TIME-TRIAL DESIGN, No. 5.

Frame angles. 74½°, Head. 72°, Seat. Top-tube centres, 23". Wheelbase, 40½". Bracket height, 10½" or 11½" with 27" Wheels.
Fork. Head-clip or Expander. ¾" round or oval blades. 2¼" rake finely tapered. **VIBRANT** or **ORTHODOX REAR TRIANGLE.**

ROAD RACING, No. 6. Replica of the "Tour of Britain" Model. We strongly recommend this design for Mass-start Racing.

Frame angles. 72½° Parallel. Top-tube centres, 22½". Wheelbase, 41". 10½" Bracket height. Rear centres, 17½".
Fork. Expander head. Fine taper blades, with a 2½" offset of advanced design. Oval or ¾" round fork blades. The standard brazed parts are: One pump peg behind seat tube. Brake eyes. Gear eyes or Tunnel and Adjuster (whichever preferred). No lamp bracket unless asked for. **VIBRANT** or **ORTHODOX REAR TRIANGLE.** 27" Wheels only.
PRICE with "Experto Crede" lugs, enamelled any colour, £15 12 6.

PATH MODEL, No. 10. It would be difficult to find a more widely used and tried design, but we fully realise style of rider and type of track can influence the rider's choice in design.

Frame angles. 73°, Head. 73°, Seat. Top-tube centres, 22½". Bracket height, 11" or 10½". Wheels only 27". Wheelbase, 40" ¾" round twin crown with 1½" gradual rake and finely tapered. Expander head. **NO** brazed fittings. **NO** mudguard clearance. **ORTHODOX TRIANGLE** standard unless stated otherwise.

SHORT-BASE MODEL, No. 12. With fluted seat-tube (see extras) to take mudguards. Well-known as Six-day Model.

Frame angles. 75°, Head. 72½°, Seat. Top-tube centres, 22½". 11½" Bracket. 27" Wheels. 39½" Wheelbase.
Fork. ¾" round crown. 1½" gradual rake, finely tapered. **VIBRANT** or **ORTHODOX TRIANGLE.**

SHORT BASE MODEL, No. 14. With fluted seat-tube (see extras) to take mudguards and brakes.

Frame angles. 73°, Head. 73°, Seat. 11" Bracket with 27" Wheels. 39½" Wheelbase.
Fork. ¾" round crown. 1½" gradual rake, finely tapered. **VIBRANT** or **ORTHODOX REAR TRIANGLE.**

PATH MODEL, No. 16. Design based on Toni Merckens Model. Built of Chater Lugs. Head-clip type. With or without guard clearance.

Frame angles. 75°, Head. 72°, Seat. Top-tube centres, 23". 11½" Bracket height. 27" Wheels only. Wheelbase, 40".
Fork. ¾" double crown. 1½" rake, curved bridge. **VIBRANT** or **ORTHODOX TRIANGLE.**

"CIRCUIT OF BRITAIN". Designed for riders of medium stature. Standard dimensions:

Frame angles. 72°, Head. 73°, Seat. Top-tube centres, 21½". Bracket Height, 10½". Chain Centres, 17½".

Fork. 2½" rake with new gradual taper built with "Vade-Mecum" lug-work.

Alternative Angles. 72° Parallel, 21½" Top-tube, and 72° Parallel, 22" Top-tube.

Brazed Parts. Pump Pegs, Brake Stops, Tunnel, Adjuster, Lever Boss for Simplex.

Standard Finish. Enamel or Lustre, with lugs lined and contrasting split panel.

PRICE £14. 10. 0. With any tone flam £15. 0. 0.

COMPLETE CYCLE from **£29 0 8**
 Including Purchase Tax.

All frames and forks are filed and polished for chrome plating, irrespective whether final finish is enamel or plating over.

**COPIED
BY
SOME**

Hetchins

**EQUALLED
BY
NONE**



"Vade Mecum"
HEAD ASSEMBLY

Illustrating the *FLEUR-DE-LYS* Hand-Cut Lug Work
CRAFTSMANSHIP AT A REASONABLE PRICE

Introducing . .

HETCHIN'S VADE-MECUM

"VADE-MECUM" is the name we have chosen to represent our superlative New Model, which has high claims to being the finest value ever offered to the Cycling public. The specification is outstanding and the price now within the bounds of most, and finished to satisfy the most exacting taste.

SPECIFICATION :-

Lug built for strength, and cut out by hand to the famous Fleur-de-lis pattern (as illustrated) and Lugs filed neatly and evenly. Reynolds "531" Tubing is standard, with variations to choice, which include round or oval fork blades, $\frac{1}{2}$ " or $\frac{9}{16}$ " OUTSIDE Diameter Stays at seat cluster (as illustrated) when Orthodox rear triangle is preferred, with Vibrant triangle $\frac{1}{2}$ " OUTSIDE diameter only. On Road designs finely tapered Fork Blades are used, and raked to a style most suitable to the task allotted them. All the usual brazed parts are included which are Pump Pegs, Cable Tunnel on Bracket, Adjuster on Chain Stay, Simplex Lever Boss, Lamp Boss is optional, and is not included unless required. Mud-Guard Eyes are incorporated on Fork ends. The standard Fork ends are Agrati front, and rear.

The steering assembly is fitted with best quality Alaret Head Fittings, ALLOY SEAT PIN, BAYLISS WILEY BRACKET INTERIORS (Hollow Spindle).

Finishes are any colour Enamel or Lustre, with Lugs picked out in a contrasting shade, also we have some FLAMS and PANELS, which can be seen displayed at our Agents.

FOR CHROME PLATING AND SUPER FINISHES PLEASE SEE EXTRAS.

WHEELS SUPPLIED WITH EVERY COMBINATION OF HUBS, RIMS, TYRES, TUBES AND TUBULARS.

ANY MAKE OF CHAINWHEEL AND CRANKS SUPPLIED EXTRA AT CURRENT PRICES.



FRAME DESIGNS Recommended are :-

ROAD RACING No. 6 DESIGN as illustrated

Head Angle $72\frac{1}{4}^\circ$. Seat Tube Angle $72\frac{1}{4}^\circ$. Top Tube Centres $22\frac{1}{2}$ ".
Wheelbase 41". Bracket Height $10\frac{1}{2}$ " with 27" Wheels Only.
Rear Chain Stays Centres $17\frac{3}{4}$ ". Fork Rake $2\frac{1}{8}$ ".

PATH RACING No. 10 DESIGN

Fitted with $\frac{9}{16}$ " Orthodox OUTSIDE Diameter.
Seat Stays and extra thick Rear Fork ends with 2" slot.
Head Angle 73° . Seat Angle 73° . Top Tube Centres $22\frac{1}{2}$ ".
Bracket Height 11" or $10\frac{3}{4}$ ". 27" Wheels Only. Wheel Base $40\frac{5}{8}$ ".
 $\frac{7}{8}$ " Round Twin Crown with $1\frac{5}{8}$ " Path Rake. No Brazed parts. No Guard Clearance.

FRAME AND FORM ASSEMBLED **£14-10-0**

We will be pleased to quote you for a complete Machine, so send us your specification.

PLEASE SEE "CIRCUIT OF BRITAIN" MODEL ON PAGE FOUR

ADDITIONAL CHARGES FOR FINISHES AND BRAZED-ON PARTS, etc.

	£ s. d.		£ s. d.
Chrome frame and fork with coloured bracket and V on fork	5 10 0	Fluted seat-tube for short-base models	10 0
Chrome head or head lugs only ...	1 0 0	Chater-Lea head fittings Head-clip ...	9 0
Chrome seat lug... ..	16 0	Chater-Lea bracket fittings	10 0
Chrome crown and front and rear ends	2 1 6	Best quality Alated head fittings, standard fitment	
Chrome rear triangle with seat lug ...	2 19 6	Ornamental stiffeners can be included on the "Nulli Secundus" and "Experto Crede" frames	10 0
Chrome fork all over	1 10 0	Simplex or Agrati ends with gear boss	7 0
Chrome crown	10 0	Rollers on bracket—single or double 5/- and	6 0
Two-colour shaded lustres	—7 6	Campagnolo front and rear ends ...	16 0
Flamboyant on silver lustre	10 0	Pennine compressed air pump clip ...	6 9
Enamelled bands, 6"	8 6	Packing and carriage to all parts of the country	10 0
Split panels, any colour... ..	10 6	Packing to Northern Ireland and Eire	12 6
Double box lining	15 6		
Feather lining	15 6		
Lining lugs, from... ..	12 0		
"H" panelled transfers, in ivory and red	8 6		

Bonderizing inclusive on all enamel or lustre finishes.

FRAME AND FORK REPAIRS

Repairs are undertaken to Hetchins frames only, and no transfers are supplied separately to others entrusted to renovate our frames, and any repair or renovation undertaken by Hetchins has the skill and quality workmanship applied to it as a new frame, and we like to feel that a repair by us is as good as new.

	£ s. d.		£ s. d.
New top-tube "531" D.B.	1 14 0	Simplex lever boss	5 0
New down-tube "531" D.B.	1 14 0	New front ends	14 6
New seat-tube "531" S.B.	1 14 0	New fork blades and ends	1 17 6
Two new tubes "531" D.B.... ..	3 3 0	Cable stops, each	2 0
Front forks (not enamelled) ...	2 15 0	Gear bracket on fork end	10 0
New chain stays, including bridge ...	1 17 6	Lamp bracket boss	5 0
New seat stays, including bridge ...	1 17 6	Guard eyes, pair	4 0
New fork steerer	17 6	Tracking, from	8 0
New rear ends (plain)	1 15 0	Simplex gear adjuster	2 0
New bracket shell	3 0 0	Tunnel on bracket	4 0
New front ends (Agrati)	16 0		
		Repairs to "Magnum Opus" by inspection only.	

RENOVATIONS

	£ s. d.		£ s. d.
Enamelling any colour, including sand-blasting and bonderizing	1 15 0	Head Tube Flam	10 6
Lustres, including sandblasting and bonderizing	2 0 0	Head tube, contrasting colour... ..	8 6
Flamboyant on silver base	2 9 0	Band on seat-tube enamelled	8 6
Renewing head badge	4 6	Panelled transfers, "H"	10 0
Feather or double lining	15 6	Stripping and re-assembling head and bottom bracket fittings	6 0
Lining lugs	12 0		



HETCHIN'S

LIGHTWEIGHT CYCLE SPECIALISTS



Works and Showrooms :
798/800 SEVEN SISTERS ROAD,
TOTTENHAM, N.15.
Phone: STA 4738.

Hours of Business

9 till 6 Weekdays

9 till 1 Thursdays

9 till 7 Friday

GEAR TABLES

Sprocket Sizes	42		44		46		47		48		49		50		52	
	26	27	26	27	26	27	26	27	26	27	26	27	26	27	26	27
12	91	94.5	95.3	99	99.7	103	102	106	104	108	106	110	108	112	113	117
13	84	87.2	88	91.4	92	95.5	94	97.6	96	99.7	98	102	100	104	104	108
14	78	81	81.7	84.8	85.4	88.7	87.3	90.6	89.1	92.6	91	94.5	92.8	96.4	96.6	100
15	72.8	75.6	76.3	79.2	79.7	82.8	81.5	84.6	83.2	86.4	84.9	88.2	86.6	90	90.1	93.6
16	68.3	70.9	71.5	74.2	74.7	77.6	76.4	79.3	78	81	79.6	82.7	81.2	84.4	84.5	87.7
17	64.2	66.7	67.3	69.9	70.3	73	71.8	74.6	73.4	76.2	74.9	77.8	76.4	79.4	79.5	82.6
18	60.7	63	63.5	66	66.4	69	67.9	70.5	69.3	72	70.8	73.5	72.2	75	75.1	78
19	57.5	59.7	60.2	62.5	62.9	65.4	64.3	66.8	65.7	68.2	67	69.6	68.4	71	71.1	73.9
20	54.6	56.7	57.2	59.4	59.8	62.1	61.1	63.4	62.4	64.8	63.7	66.1	65	67.5	67.6	70.2
21	52	54	54.5	56.6	57	59.1	58.2	60.4	59.4	61.7	60.7	63	61.9	64.3	64.4	66.8
22	49.6	51.5	52	54	54.4	56.4	55.5	57.7	56.7	58.9	57.9	60.1	59.1	61.4	61.4	63.8
23	47.5	49.3	49.7	51.6	52	54	53.1	55.2	54.3	56.3	55.4	57.5	56.5	58.7	58.8	61
24	45.5	47.2	47.7	49.5	49.8	51.7	50.9	52.9	52	54	53.1	55.1	54.2	56.2	56.3	58.5
25	43.7	45.4	45.8	47.5	47.8	49.7	48.9	50.8	49.9	51.8	50.9	52.9	52	54	54.1	56.2
26	42	43.6	44	45.7	46	47.8	47	48.8	48	49.8	49	50.9	50	51.9	52	54
28	39	40.5	40.8	42.4	42.7	44.3	43.6	45.3	44.6	46.3	45.5	47.2	46.4	48.2	48.3	50.1

HETCHIN'S 'VIBRANT' TRIANGLE



Hetchin's Twin Forged Crown



Registered No. 849405