

|||
Hetchin's

LIGHTWEIGHT CYCLE SPECIALISTS

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



W.K. BICKNELL

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.

HEAD BADGE



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. 6, 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.

"VIBRANT" REAR TRIANGLE

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 speed.

Here's to many enjoyable rides,

Yours sincerely,

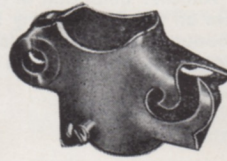
"HETCH"



Hetchins



*Bicycle Frame
Lugs of Distinction*

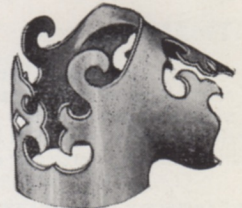


"Nulli Secundus"

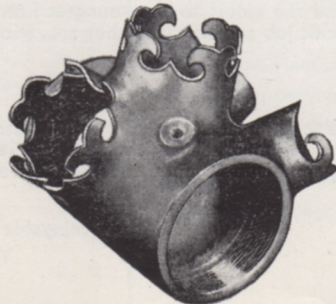
"Experto Crede"



"Magnum Opus"



"Magnum Bonum"



DISTINCTIVE LUG PATTERNS

“EXPERTO CREDE” No. 1 (cast 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 or on top of top tube, tunnel and stops suitable for Simplex, with the chain stay stop a plain eye for adjuster. 18” pump pegs. Mudguard eyes on fork ends.

Fork crown drilled for brake. Straight bridge with brake reinforcement. (T.D.C. Dubied or “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” (cast 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” 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” (cast 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” 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. (T.D.C. Dubied or “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” (cast 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” 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”
 “BRILLIANT”
 “EXPERTO CREDO” PLUS } See pages 5, 6, 7

WELL-TRIED BICYCLE FRAME DESIGNS

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

Frame sizes	Angles		Top tube centres
22"	72°	73°	22 $\frac{3}{4}$ "
22 $\frac{1}{2}$ "	72°	72 $\frac{1}{2}$ °	22 $\frac{5}{8}$ "
23"	72°	72°	22 $\frac{7}{8}$ "
23 $\frac{1}{2}$ "	72°	71 $\frac{1}{2}$ °	22 $\frac{1}{2}$ "
24"	72°	71°	22 $\frac{1}{4}$ "

Bracket height, 10 $\frac{3}{4}$ " with 27" Wheels Wheelbase, 41"

Fork. Expander head, fine tapered blades with 2 $\frac{1}{4}$ " 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. 73 $\frac{1}{2}$ ° Head, 71 $\frac{1}{2}$ ° Seat. Top-tube centres, No. 3—22 $\frac{3}{4}$ " or No. 3A—22". (When ordering, you must stipulate size required.) Wheelbase No. 3—40 $\frac{1}{2}$ ". Wheelbase No. 3A—40". Bracket height, 10 $\frac{3}{4}$ " with 27" Wheels.

Fork. Head-clip or Expender type with $\frac{7}{8}$ " round crown, or oval, whichever preferred. 2 $\frac{1}{4}$ " rake (new design). VIBRANT or ORTHODOX TRIANGLE.

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

Frame angles. 73° Head, 71° Seat. Top-tube centres, 23 $\frac{1}{4}$ ". Bracket height 10 $\frac{3}{4}$ " with 27" Wheels.
Fork. $\frac{7}{8}$ " round or oval, to choice. Fine tapered blades, 2 $\frac{1}{4}$ " rake. VIBRANT or ORTHODOX TRIANGLE.

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

Frame angles. 72 $\frac{1}{2}$ ° Parallel. Top-tube centres, 22 $\frac{1}{2}$ ". Wheelbase, 41". 10 $\frac{1}{2}$ " Bracket height. Rear centres, 17 $\frac{1}{2}$ ".
Fork. Expander head. Fine taper blades, with a 2 $\frac{1}{4}$ " offset of advanced design. Oval or $\frac{7}{8}$ " 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" No. 1 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, 22 $\frac{1}{2}$ ". Bracket height, 11" or 10 $\frac{1}{2}$ ". Wheels only 27". Wheelbase, 40". $\frac{7}{8}$ " round twin crown with 1 $\frac{1}{2}$ " gradual rake and finely tapered. Expander head. **NO** brazed fittings. **NO** mudguard clearance. ORTHODOX TRIANGLE standard unless stated otherwise. All frames can be built with or without guard clearance, drilled for brakes.

"CIRCUIT OF BRITAIN". Designed for the aggressive rider. Standard dimensions:

Frame angles. 72° Head, 73° Seat. Top-tube centres, 21 $\frac{1}{2}$ ". Bracket Height, 10 $\frac{1}{2}$ ". Chain Centres, 17 $\frac{1}{2}$ ".

Fork. 2 $\frac{1}{8}$ " rake with new gradual taper built with "Vade-Mecum" or "Experto Crede" lug work.

Alternative Angles. 72° Parallel, 21 $\frac{3}{4}$ " 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 flm £15 . 0 . 0.

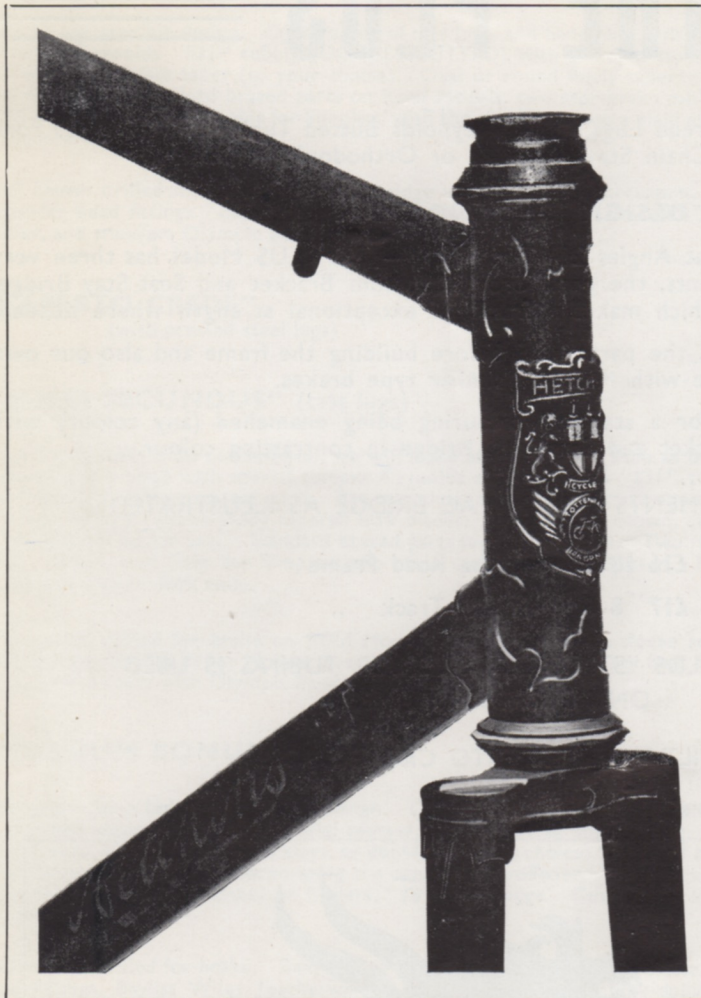
Brake Stops on top of top tube is standard.

COMPLETE CYCLE... from **£28 10 0**
 With 5 gears Benelux or Simplex. including Purchase Tax

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



Hetchin's "Vade Mecum" HEAD ASSEMBLY



Copied
by
Some

Equalled
by
None



CRAFTSMANSHIP
AT A
REASONABLE
PRICE

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 $\frac{2}{6}''$ 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. With or without Guard Clearance.

FRAME AND FORK 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

Introducing

THE PLUS

Built with Experto Crede Lugs, "531" Reynolds Butted Tubing and BUTTED Fork Blades and Seat and Chain Stays (Vibrant or Orthodox), Agrati Ends.

CIRCUIT OF BRITAIN DESIGN IS STANDARD:—

72° Head and 73° Seat Angles $21\frac{3}{4}$ Top Tube:— The PLUS Model has three very important reinforcements, the Fork Crown, Bottom Bracket and Seat Stay Bridge, the combination of which makes a frame of exceptional strength where needed.

The illustration shows the parts used before building the frame and also our own Curved Bridge for use with Mafac or similar type brakes.

The finish is unique for a standard colouring being enamelled (any colour) with the Fork Crown, Bracket and Seat Stay Bridge in contrasting colour.

PRICE WITH REINFORCEMENTS AND MAFAC BRIDGE AS ILLUSTRATED

£16 18 6 For the Road Frame

£17 8 6 „ „ Track „

**ONLY REYNOLDS "531" SPECIAL TEMPER TUBING IS USED
ON HETCHIN'S FRAMES**

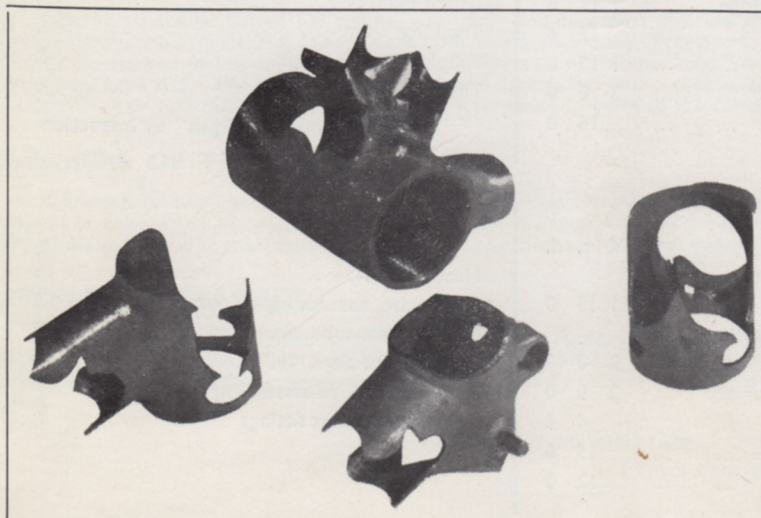
BUILT WITH EXPERTO CREDE LUGS.



HETCHIN'S

*"Vade-
Mecum"*

SEAT CLUSTER



HETCHIN'S BRILLIANT

Is one of our old and trusted models and reintroduced because of a demand for its own special design which has proved to give full strength and rigidity in building.

The BRILLIANT can be also built to your own design, or as a Track Iron.

The frame specification is LUGS, with Reynolds Special Temper Tubing Enamelled with Lugs LINED the price is:

£12 19 6

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

	£	s.	d.
Chrome frame and fork with coloured bracket and V on fork	5	10	0
Chrome head or head lugs only	1	0	0
Chrome seat lug	16	0	0
Chrome crown and front and rear ends	2	1	6
Chrome rear triangle with seat lug	2	19	6
Chrome fork all over	1	10	0
Chrome crown	10	0	0
Two-colour shaded lustres	7	6	0
Flamboyant on silver lustre	10	0	0
Enamelled bands, 6"	8	6	0
Split panels, any colour	10	6	0
Double box lining	15	6	0
Feather lining	15	6	0
Lining lugs, from	12	0	0
"H" panelled transfers, in ivory and red	8	6	0

	£	s.	d.
Curved Mafac Bridge	10	0	0
Chater-Lea head fittings Head-clip	9	0	0
Chater-Lea bracket fittings	10	0	0
Best quality Alatet head fittings, standard fitment	10	0	0
Ornamental stiffeners can be included on the "Nulli Secundus" and "Experto Crede" frames	10	0	0
Simplex or Agrati ends with gear boss	7	0	0
Rollers on bracket—single or double 5/- and	6	0	0
Campagnolo front and rear ends	16	0	0
Pennine compressed air pump clip	6	9	0
Packing and carriage to all parts of the country	10	0	0
Packing to Northern Ireland and Eire	12	6	0

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.
New top-tube "531" D.B.	1	14	0
New down-tube "531" D.B.	1	14	0
New seat-tube "531" S.B.	1	14	0
Two new tubes "531" D.B.	3	3	0
Front forks (not enamelled)	2	15	0
New chain stays, including bridge	1	17	6
New seat stays, including bridge	1	17	6
New fork steerer	17	6	0
New rear ends (plain)	1	15	0
New bracket shell	3	0	0
New front ends (Agrati)	16	0	0

	£	s.	d.
Simplex lever boss	5	0	0
New front ends	14	6	0
New fork blades and ends	1	17	6
Cable stops, each	2	0	0
Gear bracket on fork end	10	0	0
Lamp bracket boss	5	0	0
Guard eyes, pair	4	0	0
Tracking, from	8	0	0
Simplex gear adjuster	2	0	0
Tunnel on bracket	4	0	0

Repairs to "Magnum Opus" by inspection only.

RENOVATIONS

	£	s.	d.
Enamelling any colour, including sand-blasting and bonderizing	1	15	0
Lustres, including sandblasting and bonderizing	2	0	0
Flamboyant on silver base	2	9	0
Renewing head badge	4	6	0
Feather or double lining	15	6	0
Lining lugs	12	0	0

	£	s.	d.
Head Tube Flam	10	6	0
Head tube, contrasting colour	8	6	0
Band on seat-tube enamelled	8	6	0
Panelled transfers, "H"	10	0	0
Stripping and re-assembling head and bottom bracket fittings	6	0	0



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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

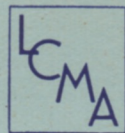
GEAR TABLES

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

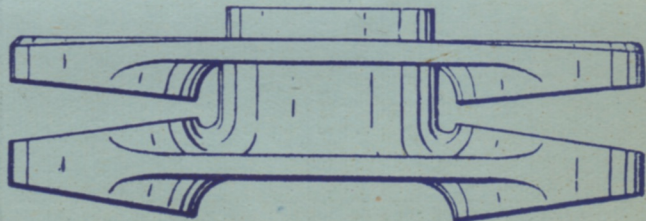
HETCHIN'S 'VIBRANT TRIANGLE'



PATENT N°
443454



Hetchin's Twin Forged Crown



Registered No. 849405