

Hetchin's

LIGHTWEIGHT CYCLE SPECIALISTS

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



W.K. BICKNELL



"VIBRANT"  
REAR TRIANGLE

# 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 including Saturday. Early Closing Day Thursday  
9 till 7 Friday

## INTRODUCING . . .

The New and Well Established Hand-built Bicycle Frames which can be built by us to your individual specification into complete cycles.

We are willing to give, by return of post, our advice and Quotations.

We hope this Brochure will be of interest to you and your quest for the cycle you require, which, from our long experience we are sure we can supply.

In anticipation of hearing from you,

Yours Sincerely, Alf Hetchin.

HEAD BADGE



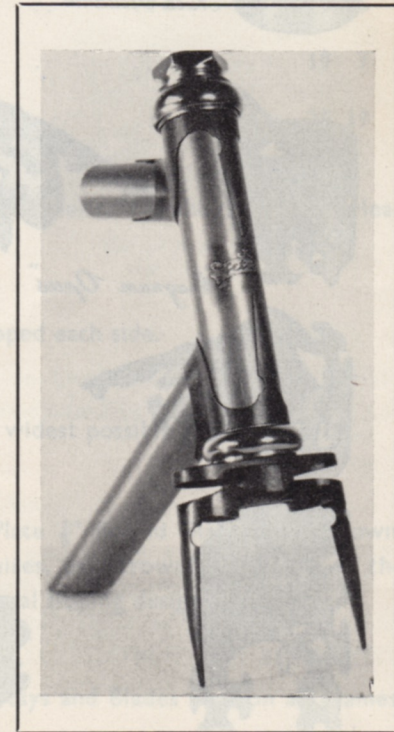
**WITHOUT EXCEPTION** the frames we offer to you in this Brochure are built in our own workshop by skilled makers who are interested cyclists themselves.

We do not employ outside workers or use piecework methods. This, we think, is the reason why we are so well known everywhere, and our frames are in demand abroad.

By building a frame to your satisfaction we will ensure our future as the best ever cycle builders.

The name HETCHINS is synonymous with bicycles everywhere, and reflects the image of quality, good design, and superb finishes.

To the finest Sport and Recreation,  
**ALF HETCHIN.**



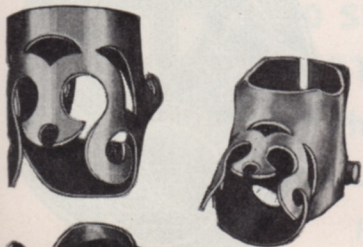
**MOUNTAIN KING DELUXE  
Head Assembly**



# Hetchins



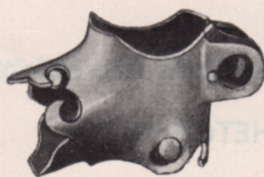
Bicycle Frame  
*Lugs of Distinction*



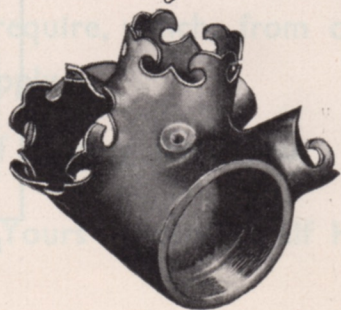
*Experto Crede*



*Magnum Opus*



*Magnum Bonum*



## FRAME PRICE LIST

	£	s.	d.
ITALIA, built with Prugmat Lugs .. .. .	14	10	0
VADE MECUM, Mark I .. .. .	15	0	0
EXPERTO CREDE .. .. .	15	10	0
MOUNTAIN KING .. .. .	15	15	0
VADE MECUM II .. .. .	16	5	0
MOUNTAIN KING DE LUXE .. .. .	16	7	6
EXPERTO CREDE "PLUS" .. .. .	17	10	0
VADE MECUM, Mark III .. .. .	19	5	0
NULLI SECUNDUS .. .. .	19	5	0
MAGNUM BONUM .. .. .	19	7	6
MAGNUM OPUS .. .. .	25	19	6

All the above prices are with a basic finish of Enamel or Flamboyant, Metal Head Badge and Transfers.

All Brake Bridges are curved, reinforced and lapped each side.

All Frames with gear ends are made to give the widest possible ratio clearance.

**Standard Fitment** to Frames is our Twin Plate  $\frac{7}{8}$ " Round Blade Fork Crown, Reg. No. 849405. We also use, when customer requires, oval crowns and blades of the current Italian style, either inserted blades or the integral sloping design.

Only "531" Reynolds Double-buttet Tubing, Stays and Blades used on all Frames.

Frame prices include head and bracket interiors, with seat pin.

# QUALITY COUNTS HERE

## HAND-CUT LUGS OF GOTHIC ORIGIN



Vade Mecum Mk II  
Head Assembly

The Vade Mecum I, II, and III is the latest addition to our Hand-Cut Lug range. Built of '531' Tubing to any of our standard designs or to choice.

### MARK II MODEL

**Road Design No. 7**, with 72° seat tube, 10½" bracket height ; top tube centre, 22¼" ; fork rake, 1⅞" ; with 21⅞" top tube, seat angle 73° ; 21½" top tube, seat angle 74°.

**Design No. 6** has 72° parallel, with 22½" top tube.

**Brazed Parts** on all road frames are standard, brake stops and guides on top tube, gear lever clip stop under down tube, with two tunnels under bracket, with stop and guide on chain stay for rear gear.

### MARK I MODEL

Similar to Mark II cut-out, but less elaborate.



Vade Mecum Mk III  
Head Assembly

### MARK III MODEL

An elaborate Gothic style cut-out, extremely accurate and beautifully filed and finished. Made for cyclists to whom a well-finished frame is their pride. The design can be to any of our standard specifications or to the customer's own order.

*Full or Semi wrap-over seat lug cluster* can be had, but semi wrap-over is standard.

	£	s.	d.
MARK II MODEL, Enamel or Flamboyant .. .. .	16	5	0
MARK I MODEL, Enamel or Flamboyant .. .. .	15	0	0

### ALTERNATIVE FINISHES

MARK II, Chrome Head Lugs, Fork Crown, Front and Rear Ends, Contrast Head and Seat Panel any colour, Lugs picked out ..	22	10	6
ALL CHROME and Lugs picked out .. .. .	23	10	6
EXTRA DE LUXE MODEL, Ornamented Brake Bridge and Fork Crown	1	0	0

	£	s.	d.
MARK III, Enamel or Flamboyant .. .. . Standard Price	19	5	0
With Chrome Head Lugs, Crown Front and Rear Ends 10", Contrast Head and Seat Panel, Lugs picked out .. .. .	25	10	6
All Chrome and Lugs picked out .. .. .	26	10	6
<b>EXTRAS on all Models—</b>			
Campag Front and Rear Ends .. .. .	1	0	0
Mafac Bridge (Tubular) .. .. .	0	10	0
Allen Key, Ftg. .. .. .	0	11	6
De Luxe Brake Bridge .. .. .	0	10	0

## VADE MECUM Mk II

## VADE MECUM Mk III

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

All Chrome to B.S. 1224:59

	£	s.	d.		£	s.	d.
Front and rear chrome drop-outs to 1 in.	1	5	0	Mafac Criterium parts brazed on (if supplied) .. .. per brake	10	6	
Chrome frame and fork .. ..	6	10	0	Curved Mafac bridge .. ..	10	0	
Chrome head or head lugs only .. ..	1	10	0	Campagnolo head fittings extra .. ..	1	15	0
Chrome seat lug .. ..	1	7	0	Chater-Lea head fittings head-clip .. ..	15	0	
Chrome crown and front and rear ends	2	17	6	Chater-Lea bracket fittings .. ..	15	0	
Chrome rear triangle with bridges .. ..	2	19	6	Best quality T.D.C. head fittings, standard fitment .. ..			
Chrome fork all over .. ..	1	14	6	Campagnolo front and rear ends .. ..	1	0	0
Chrome crown .. ..		12	6	Packing and carriage to all parts of the country .. ..		12	6
Flamboyant on silver lustre .. ..		12	0	Packing to Northern Ireland and Eire .. ..		15	0
Enamelled bands, 6 ins. .. ..		11	6	Integral sloping crown with reinforcement .. ..	1	0	0
Split panels, any colour .. ..		15	0	Italian-style seat stays .. ..	1	0	0
Double box lining .. ..	1	2	6	Italian sloping crown .. ..	10	0	
Feather lining .. ..	1	2	6				
Lining lugs .. .. from		15	0				
Allen Key, Ftg. .. ..		11	6				

## FRAME AND FORK REPAIRS

Repairs are undertaken to Hetchin's frames only, and no transfers are supplied separately to others entrusted to renovate our frames, and any repair or renovation undertaken by Hetchin's 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. .. ..	2	0	0	New front Campag ends .. ..	1	5	0
New down-tube "531" D.B. .. ..	2	0	0	New fork blades and ends .. ..	2	10	6
New seat-tube "531" S.B. .. ..	2	5	0	Cable stops .. .. each	2	0	
Two new tubes "531" D.B. .. ..	3	15	0	Gear bracket on fork end .. ..	10	0	
Front forks (not enamelled) .. ..	3	5	0	Lamp bracket boss .. ..	5	0	
New chain stays, including bridge .. ..	2	17	6	Guard eyes .. .. pair	4	0	
New seat stays, including bridge .. ..	2	17	6	Tracking .. .. from	10	0	
New fork steerer .. ..	1	5	0	Simplex gear adjuster .. ..	2	0	
New rear ends (plain) .. ..	2	0	0	Tunnel on bracket .. ..	4	0	
New bracket shell .. ..	3	0	0	New Campag rear ends .. ..	2	15	0
New front ends (Agrati) .. ..	1	0	0	Repairs to "Magnum Opus" by inspection only.			
Campag lever boss .. ..	8	0		Wheels re-built.			
Simplex lever boss .. ..	6	6					

## RENOVATIONS

	£	s.	d.		£	s.	d.
Enamelling, any colour, including sandblasting and bonderizing with Hetchin's transfers	2	10	0	Head tube, contrasting colour .. ..	12	0	
Lustres .. ..	2	10	0	Band on seat-tube enamelled .. ..	11	6	
Flamboyant on silver base .. ..	2	17	6	Stripping and re-assembling head and bottom bracket fittings and new bearings .. ..	12	6	
Renewing head badge, new type .. ..	5	6					
Feather or double lining .. ..	1	2	6				
Lining lugs .. .. from		15	0				
Name and club on top tube, Old English	15	0					
Head tube flam. .. ..	15	0					

Frames dispatched in carton and corrugated wrapped to home address. Non-returnable.

NOTE.—All Hetchin's frames are built with "531" Reynolds double-buttet tubes, forks, seat and chain stays, special tempered, best quality.

# HETCHIN'S

## FOR ALL ACCESSORIES

All rim and hub combinations built on the premises and, when despatched, are sent by cartons to your home address (carton not returnable). All wheels are built with the finest quality spokes and are guaranteed to be rim true. We observe that wheels have a right and left side, which is specially noted with gear-sided only hubs.

PLEASE SEND FOR QUOTATIONS

**TUBULARS:** Range of Pirelli - Clement - Barum  
Milremo - Kowalit etc.

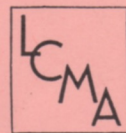
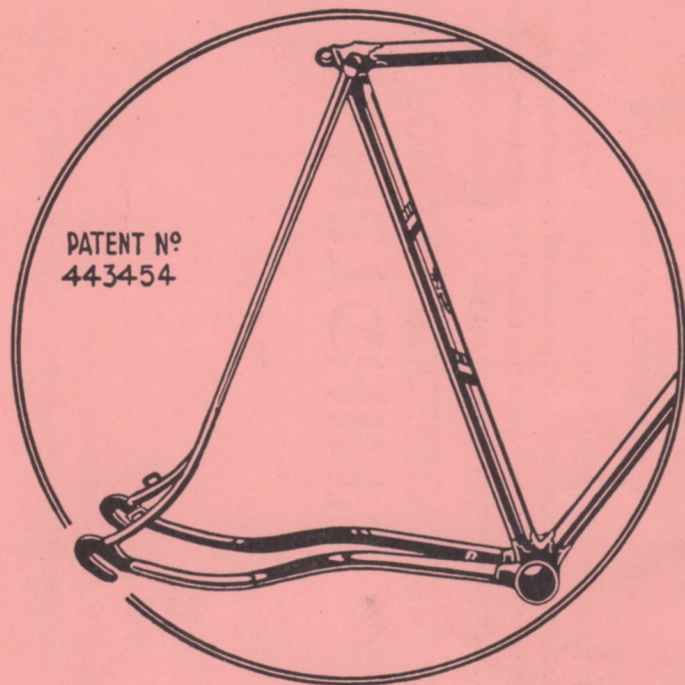
**GEARS:** Campag - Simplex - Huret - Cyclo etc.

**SHOES:** Hector Martin - Crodoni - Detto Pietro  
Pavoda - Avanti - Louison Bobet  
Velroma - Hetchin's

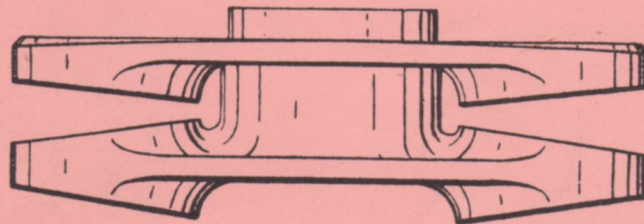
Hetchin's Musettes Available.

6/6 by return of post

# HETCHIN'S VIBRANT TRIANGLE



**Hetchin's Twin Forged Crown**



Registered No. 849405