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National Cycle Archive



F.S.S. 328/102/H/16

[H. A.]

LIGHTWEIGHT CYCLE SPECIALISTS

Hetchin's

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



W.K. BICKMELL

Guarantee.

HETCHIN'S GUARANTEE that all Cycles and Tandems are built on our premises, and that all reasonable precautions have been taken to secure excellence of materials and workmanship. Should any defect occur during a period of five years from date of purchase, (covering our workmanship only, and not other manufacturers' materials), we undertake to repair free of charge providing same is returned carriage paid.

We do not hold ourselves responsible for any consequential damage or any expense which may result from defective material or workmanship.

This Guarantee does not cover machines bought second-hand or where alterations and repairs have been made by other firms. Other firms specialities, such as Tyres, Brakes, Speed Gears, etc., are not covered by our guarantee, these are usually covered by their manufacturers and in such cases we undertake to give every assistance in obtaining satisfactory settlement.

This catalogue cancels all previous issues.

CASH ORDERS.

A deposit of £3 minimum is required with definite order. Balance of cash price is payable on completion of machine, when statement of account is submitted to customer.

PACKING.

Free of charge in British Isles.

CARRIAGE.

Carriage is charged at Company's risk by passenger train. Customers on receiving cycle or frame must sign **unexamined**. Should the cycle or frame be damaged in transit, the station authorities must be notified immediately, also Hetchin's.

Prices subject to alteration without notice.

THE "GUVNOR"



BY KIND PERMISSION OF "CYCLING"



Dear "FELLOW CYCLIST"!

May I tender my thanks for the grand support received from you in the past and in offering this catalogue I intend to prove to you, that, my policy of giving the best only, is still being carried out.

A bicycle which you will be proud to ride and backed up with my twenty-five years practical experience, — and, furthermore, workmanship usually only dreamed about; this is what goes into making "HETCHINS" the master machine of to-day.

By offering you such a bicycle, I hope to enrol more life-long friends in the only game you and I think so much of.

Wishing you many
pleasant journeys!
"HETCH"

INTRODUCTION.

In offering our latest catalogue and again introducing our products, we can definitely say they are the finest obtainable.

Why this catalogue was made. Our business has always been conducted on the basis of personal attention. Owing however to the increased popularity of our Cycles and the pressing demand for an illustrated catalogue of the latest models, we feel sure that this catalogue will be well received.

The Cyclist. The wants of the genuine cyclist are faithfully considered and no specifications are incorporated without a guarantee of their utility.

Methods. We do not employ mass production or slip-shod methods, every cycle frame and all forks are individually built to the customers' own requirements.



HEAD BADGE.

Conscientious Work. Our men have a thorough and scientific knowledge of frame construction and take a real pride in their work. You can therefore be confident that all models given out are technically perfect.

Solely on Merit. Our business has been built entirely on recommendation and the output shows a large percentage increase every season. We have built a reputation for fine craftsmanship and quality machines second to none.

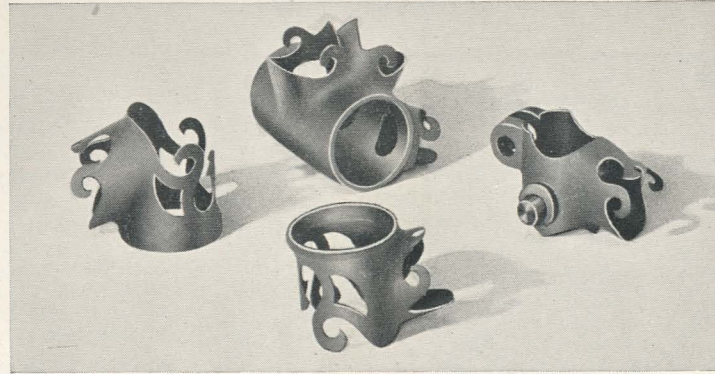
Weight Reduction. In this sphere of cycle building, frames can only be built to a minimum weight and lugs turned down to a certain extent. Tubing of too light a gauge loses that rigidity and responsiveness which is so essential to the racing man. Although we can build down to any competitive weight, we only use materials of proven quality. For all that, our machines are made lighter by our own methods, and the World's finest riders have proved their reliability.

Hetchin's Original Cut Out Lug Work.

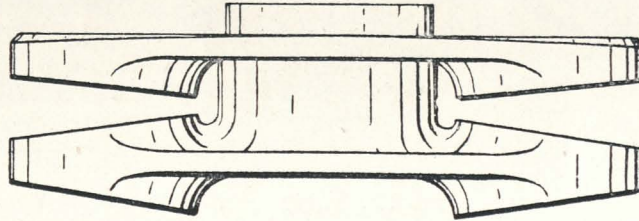
We cut out our lugs with a fancy design as a distinguishing mark, although any jagged cut with a hacksaw would serve the purpose.

But if you study the lugs on our Super Special model, you will find that only the **top** and **sides** are cut away, and **NOT** the under side and backs which support the weight and "bind" the complete triangle. The cut-away portion leaves the rest as three splines running along the tubes, which makes the lugs stronger. The more intricate the lug work, the higher the breaking point. The circumference of a plain lug at the point it meets the tube is approximately $3\frac{1}{8}$ inches, but at the point (taking the Top lug for example) where our competition model meets the tube it is approximately $5\frac{3}{4}$ inches, or theoretically equivalent to a plain lug on a $1\frac{3}{4}$ inch tube.

The severest strain on any lug joint is where the two tubes meet in a mitre under lug, and **NOT** where the tube emerges from the lug. Over this point the lug is **NOT** filed away, but is merely tapered to meet the tube, and as the weakest point is the



Hetchin's Twin Forged Crown



Registered No. 849405.

actual angle of the lug joint, and the lug is in **NO** way thinned at this point, no rigidity is lost whatsoever.

The greatest "enemy" of the cycle frame is **NOT** cut-away lugs but the extremely thin-gauge tubing now in demand to lessen weight.

The cut-out lug **strengthens** the frame.

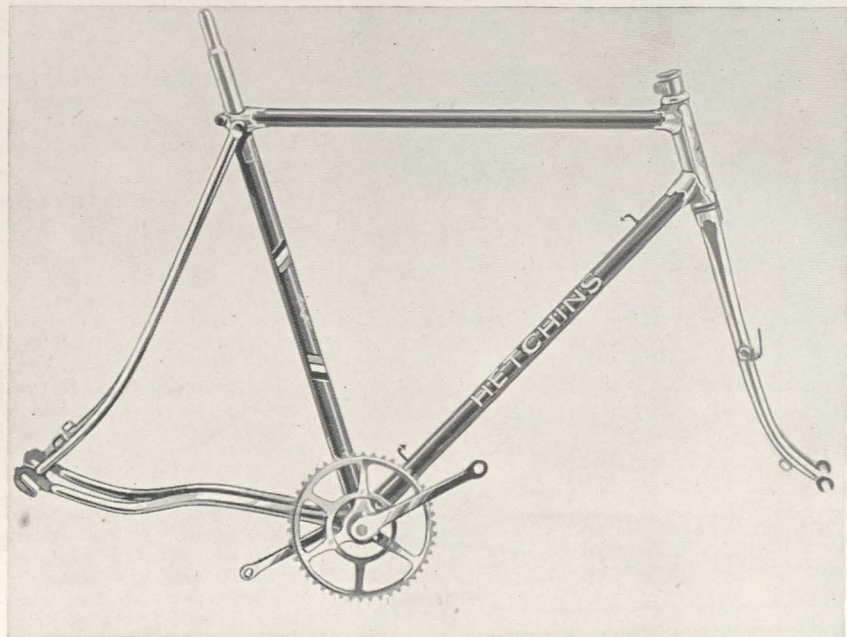
A lug cut out as in our Super Special Model, acts as a cushion for the vibrations along the frame tubes, as they spread to the lugs, and the tapered lug in the "Super Special" model has the same effect. This has the effect of retarding crystallization, which is inevitable.

ALL our lugs are cut away and filed to a taper **BEFORE** brazing, and we find that for the head lug alone at least **15 seconds** less is required to braze the joint, saving valuable minutes under the flame as compared with the plain lug machine, and lessening any possibility of "burning" the tubing.

Hence we claim that **ALL** our frames, built on these principles, **MUST** be superior since there is less temper taken from the tubing.

Hetchin's Super Special.

Weight from 8½ lbs.



The Super Special has been designed solely for the racing man, a semi-upright Model allowing full scope for position and fitted with our Rear Vibrant Triangle (Patent No. 443454). The vibratory action caused when riding over uneven surfaces lessens the retarding force on rear wheel, resulting in less loss of speed.

The test made regarding rigidity on the Chain Stays showed that owing to the rake in Stays, the resistance put up was a fraction over 4 per cent. more than straight stays of same gauge tubing. The triangle is not intended to spring, only to vibrate at rear ends and take off all dead shock from the apex.

**BUILT OF REYNOLDS 531 TUBING AND
CHATER-LEA LUGS**

CUT OUT TO SUPER-SPECIAL PATTERN
(As illustrated on page three)

WHEELBASE 40in. BRACKET HEIGHT 10¾in.

HEAD 74½ deg. SEAT 72 deg.

This Model can also be built entirely to your own design at no extra charge.

FINISH. Chromium Plated Rear Triangle, including Seat Lug, Head and Forks all over. Rest any colour enamel or lustre finish.

CASH PRICE as illustrated Less Chain Wheel Set **£19/9/6**

Chrome Plated all over, or bright flamboyant finish 10/- extra.

WITH "VIBRANT" or ORDINARY REAR TRIANGLE.

Hetchin's SUPER SPECIAL Road Model

Weight from 16½ lbs.

FRAME. Built of Chater-Lea lugs cut-out to pattern illustrated on page 3. Reynolds 531 tubing. Angles 74½° head, 72° seat. Wheelbase 40".

FORK. Round, Oval, or Dee. 2½" rake.

RIMS. H.P. Steel 26" or 27".

HUBS. Airlite Continental, large flange.

TYRES. Dunlop H.P. Road Racing.

BARs. Reynolds Alloy, any pattern.

STEM. Reynolds Alloy, newest type.

SADDLE. Brooks B.17 Narrow or Sprinter.

BRAKES. Front and rear, best Alloy hooded levers.

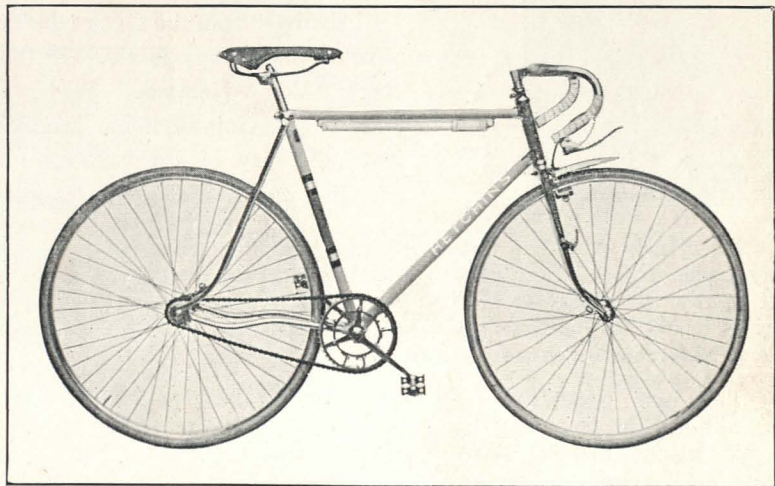
TRANSMISSION. Williams C34 with fluted cranks. Elite or Perry chain.

PEDALS. Webb solid centres.

GUARDS. Bluemels best quality, celluloid or Alloy, wide or narrow section.

FINISH. Chromium all over or as desired.

EQUIPMENT. Pump and Tacalemit oil gun.



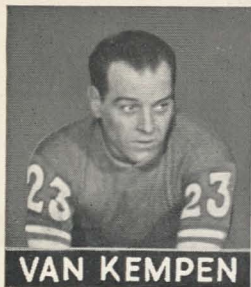
Never before has such exquisite workmanship been displayed in Cycle construction.

Cash Price, as listed specification **£41/5/9** Including Purchase Tax.

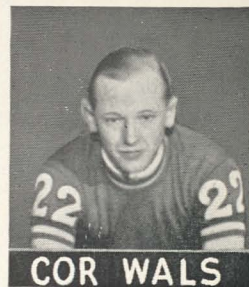
WITH "VIBRANT" or ORDINARY REAR TRIANGLE.

A specification to your own choice will gladly be quoted.

Hetchin's Six Day



Evolved from the Cycles designed and ridden by the World's most famous riders at the Wembley Six Day Race. Van Kempen, Wals, Rodman, O'Brien, Pecqueuse, Guimbretiere, Depawe, proved the speed and reliability of this Model in the World's most gruelling race. Ridden by champions all over the world.



Everybody who has witnessed the Wembley Six Day Cycle Races, know of the amazing performances put up by the riders of Hetchin's Cycles. When the sprints were the fastest, and the "jams" were the fiercest, Hetchin's were to the fore.

This new model is an adaptation of the bicycles we built for the Six Day Kings, and it is modified to produce a super fast ROAD OR PATH Model. The general design of the Frame is similar to that used at Wembley, but it is essentially a cycle for the clubman who wants maximum speed for the minimum of effort.

It incorporates our patent seat tube, which enables us to build a bicycle with 27-INCH Wheels, a short wheelbase of $39\frac{1}{4}$ -INCHES, yet with ample wheel clearance, WITH MUDGUARDS. Never before has this been possible, and Hetchin's are the first to offer this to the clubman.

The fortunate rider who becomes the proud possessor of a Hetchin's "Six Day" Model, will be amazed at the life and speed which are inherent in the design, and we feel that we have produced something which we are proud to offer.

We are certain that the rider of a "Six Day" Model will prove in the best way possible, by actual riding experience, that with the excellent roads to be found in this Country a short wheelbase bicycle properly designed, is a great asset.

This cycle has caused a great sensation since first produced, for its unique workmanship and design, which we are constantly endeavouring to improve upon, and in offering the "Six Day" Model, we feel sure you will agree, that, it is the bicycle "PAR EXCELLENCE".

“SIX DAY” Road or Path Model.



FRAME. Built of Chater-Lea lugs, and cut out to pattern, illustrated on Page 3. Reynolds 531 tubing, and high class special fittings. Angles 75° Head, 72½° Seat. Wheelbase 39¼". Bottom Bracket height 11¼" with 27" Wheel. FLUTED PATENT Seat Tube gives ample wheel clearance with Guards. Top Tube 22¾".

FORK. Hetchin's Twin Forged Crown 7/8" to round blades, special Van Kempen rake 1¾".

RIMS. Dunlop H.P. Steel 27".

HUBS. Airlite Continental, large flange.

TYRES. Dunlop H.P. Road Racing.

BARS. Reynolds Alloy, any pattern.

STEM. Reynolds Alloy, newest type.

SADDLE. Brooks B17, Narrow, or Sprinter.

BRAKE. Front best alloy, hooded lever.

TRANSMISSION. Williams C34 fluted cranks. Elite or Perry Chain.

PEDALS. Webb solid centre.

GUARDS. Bluemels best quality celluloid or Alloy, wide or narrow section.

FINISH. Chromium plated all over, or as desired.

EQUIPMENT. Pump and Tecaletit oil gun.

Cash Price £41/18/10 Including Purchase Tax.

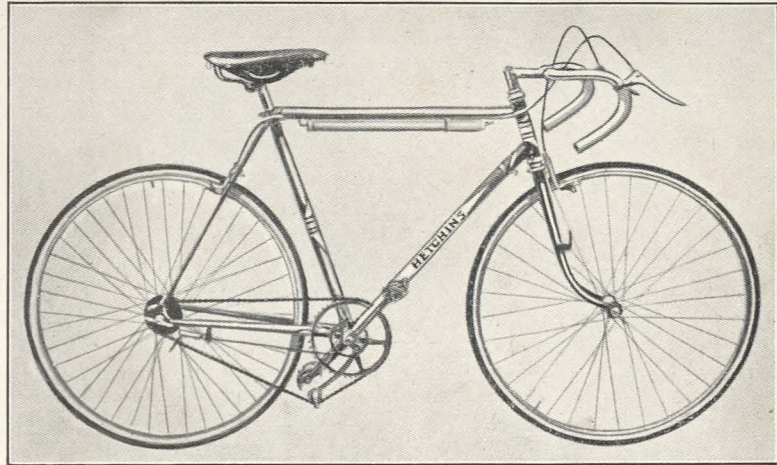
WITH "VIBRANT" or ORDINARY REAR TRIANGLE.

A specification to your own choice will gladly be quoted.

“MASSED START” No. 1.

FOR THE “CONTINENTAL-MINDED” CLUBMAN.

- FRAME.** The “Massed Start” is lug built, the lugs are cut away to a Continental pattern. Head angles 73° Seat 71° Wheelbase 40½” or to Order. 531 tubing throughout.
- FORK.** Built with Hetchin’s Twin Forged Crown 7⁄8” round, or to Order.
- WHEELS.** H.P. Steel, 26” or 27”
- HUBS.** Solite.
- TYRES.** Dunlop’s H.P. Road Racing.
- BARs.** Reynolds, Alloy.
- STEM.** Reynolds, Alloy.
- SADDLE.** Brooks B.17 narrow or Sprinter.
- BRAKES.** Front and rear Best Alloy hooded levers.
- TRANSMISSION.** Williams C.34 Chain-wheel and Cranks. Elite or Perry Chain.
- PEDALS.** Brampton or Webb solid centres.
- GUARDS.** Celluloid or Alloy.
- FINISH.** Chromium plated crown ends and rear ends, rest Enamelled or Lustre, and standard Hetchins transfers.
- EQUIPMENT.** Pump and Teca’emit Oil Gun.



Cash Price as specification **£32/7/6** Including Purchase Tax

“MASSED START No 2.” Specification as above, with Head lugs Chromium plated, Frame and Fork box lined, and fluted Cranks. **£33/18/9** Including Purchase Tax

WITH “VIBRANT” or ORDINARY REAR TRIANGLE.

A specification to your own choice will gladly be quoted.

SUPER SPECIAL "MASSED START"

FRAME. Built of Chater-Lea lugs cut-out to pattern illustrated on page 3. Reynolds 531 tubing. Angles 73° head, 71° seat. Wheelbase 40½".

FORK. Built with Hetchin's Twin Forged Crown ⅔" Round or to order.

RIMS. H.P. Steel 26" or 27".

HUBS. Airlite Continental, large flange.

TYRES. Dunlop H.P. Road Racing.

BARS. Reynolds Alloy, any pattern.

STEM. Reynolds Alloy, newest type.

SADDLE. Brooks B.17 Narrow or Sprinter.

BRAKES. Front and rear, best Alloy hooded levers.

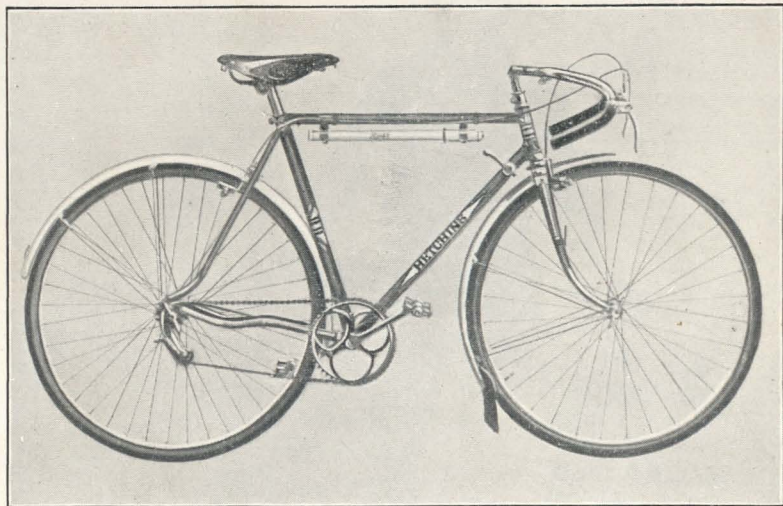
TRANSMISSION. Williams C34 with fluted cranks. Elite or Perry chain.

PEDALS. Webb solid centres.

GUARDS. Bluemels best quality, celluloid or Alloy, wide or narrow section.

FINISH. Chromium all over or as desired.

EQUIPMENT. Pump and Tacalemit oil gun.



Cash Price, as listed specification **£41/5/9** Including Purchase Tax.

WITH "VIBRANT" or ORDINARY REAR TRIANGLE.

A specification to your own choice will gladly be quoted.

"Toni Merkens" Model



FRAME. Reynolds 531 tubing, Chater-Lea Lugs cut-out to pattern illustrated on page 3. 75 deg. Head, 72 deg. Seat, 39 $\frac{1}{2}$ in. Wheel-base. Frame size to Order. Track rear ends.

FORK. Hetchin's special Path Rake, 531 tubing.

WHEELS. Constrictor Conloy Rims. 27 in. Airlite Hubs. Double butted spokes.

TUBULARS. Dunlop any type to Order.

SADDLE. Brooks Sprinter or to Order.

BAR. Hetchin's special "Toni Merkens" Stem, or Bars and Stem to Order.

PEDALS. Chater-Lea or to Order.

TRANSMISSION. Chater-Lea Chainwheel and Cranks, 1 in. pitch.

CHAIN. 1 in. pitch block chain, $\frac{3}{8}$ or $\frac{3}{16}$ in.

FINISH. As required. All Chrome no extra charge.

Cash Price £49/2/3

INCLUDING PURCHASE TAX

The price of the "Toni Merkens" model can be greatly reduced if required by using cheaper accessories than listed.

A specification of your own choice will be gladly quoted.

WITH VIBRANT or ORDINARY REAR TRIANGLE.

Price List for Complete Frames.

	£	s.	d.
"MASSED START" No. 1. Built with special lugs and cut out to a Continental design, 531 tubing throughout, and assembled with Chrome plated Bottom Bracket parts and Head fittings, Alloy Seat Pin. Finish , Chrome Crown, front and rear ends, enamel or lustre, any colour.	15	5	0
"MASSED START" No. 2. Specification as No 1 Finish , Chrome head, fork all over, and rear ends, enamel or lustre, any colour.	16	10	0
"MASSED START" No. 3. Specification as No. 1 Finish , Chrome head lugs, Crown ends and rear ends, enamel or lustre, any colour, with boxed lining.	16	10	0
"SUPER MASSED START". Chater-Lea lugs cut out as illustrated on page 3. 531 tubing throughout, and assembled with high class Chrome plated head and bracket fittings Finish , Chrome plated head, fork all over, rear triangle and seat lug. Three tubes and VEE on fork enamel or lustre, any colour.	19	9	6
All Chrome	19	19	6
"SUPER SPECIAL". Illustrated on page 4, and built with Chater-Lea lugs (as shown on page 3) to customers very special requirements. Finish , as "Super Massed Start".	19	9	6
All Chrome	19	19	6
"SIX DAY" Road or Path Model. (as illustrated on page 6 and 7). Finish , Chrome plated head, forks, and rear triangle including seat lug, three tubes enamel or lustre, any colour, panelled and lined.	19	19	6
All Chrome extra	10	0	0
"TONI MERKENS" Path Model. (as illustrated on page 9) Built with our special cut out Chater Lea lugs, and 531 tubing throughout. Finish , as "Six" Day model or to own requirements.	19	19	6
All Chrome extra	10	0	0

Prices quoted on all frames are less chain wheel and cranks, but includes head and bracket parts, alloy seat pin, and lamp bracket.

The twin forged crown is a standard fitment, unless otherwise stated.

Box lining except where quoted, is an extra charge of 10/-.

Lugs lined round cut-outs extra 10/-.

Special Items.

GEARS. "Simplex", "Sturmey Archer", "Cyclo", "Trivelox", "Osgear", etc.

RIMS. Dunlop Alloy, Stainless, Constrictor Conloy.

CHAIN SETS. Chater-Lea, Williams as available, or to order.

The above or any other fittings can be supplied at an extra charge where not quoted in any specification.

ORDER FORM.

To HETCHIN'S,

798-800, SEVEN SISTERS ROAD, TOTTENHAM, N.15.

Telephone: *STAmford Hill 4738.*

MODEL..... Vibrant or Orthodox type Rear Triangle
FRAME SIZE..... Size of wheels..... Bracket-height.....
Angles. Head..... Seat..... Wheelbase.....
Specialized Frame.....
Requirements

BRAZED FITTINGS. Guard Eyes, Lamp Bracket, Pump Pegs

FORK. $\frac{7}{8}$ " ROUND Blades. All round bladed forks are fitted with our own
Twin Forged Crown
Rake Size..... Head Clip or Expander.....
Finish.....

Rims. Endrick..... H.P. SteelAlloy.....Stainless.....Size.....
Tyres..... Hubs.....
Bars..... Stem.....
Brakes Mudguards.....
Chain-wheel & Cranks..... Chain.....
Pedals..... Saddle.....
Gears.....

Name.....
Address.....
.....
.....

Value of order	£	:	:
Amount of Remittance	£	:	:
Balance due	£	:	:

Use this Order Form.

Tear Here.

Chain-wheel No. of Teeth	Cog No. of Teeth	Diam. of Wheel		Chain-wheel No. of Teeth	Cog No. of Teeth	Diam. of Wheel	
		26 in.	27 in.			26 in.	27 in.
42	12	91.0	94.1	48	12	104.0	108.0
	13	84.0	87.4		13	96.0	99.7
	14	78.0	81.0		14	89.1	92.5
	15	72.8	75.7		15	83.2	86.4
	16	68.2	70.8		16	78.0	81.0
	17	64.3	66.7		17	73.4	76.2
	18	60.6	63.0		18	69.3	72.0
	19	57.5	59.6		19	65.7	68.2
	20	54.6	56.7		20	62.4	64.8
44	12	95.3	99.0	50	12	108.3	112.5
	13	88.0	91.3		13	100.0	103.8
	14	81.7	84.8		14	92.4	96.4
	15	76.2	79.2		15	86.6	90.0
	16	71.5	74.2		16	81.2	84.3
	17	67.2	69.8		17	76.4	79.4
	18	63.5	66.0		18	72.2	75.0
	19	60.2	62.5		19	68.4	71.3
	20	57.2	59.4		20	65.0	67.5
46	12	99.6	103.5	52	12	112.6	117.0
	13	92.0	95.5		13	104.0	108.0
	14	85.4	88.7		14	96.5	100.2
	15	79.7	82.1		15	91.1	93.6
	16	74.7	77.6		16	84.5	87.7
	17	70.3	73.0		17	78.5	82.3
	18	66.4	69.0		18	76.1	78.0
	19	63.0	65.4		19	71.2	74.0
	20	59.8	62.0		20	67.6	70.2

HETCHIN'S

LIGHTWEIGHT CYCLE SPECIALISTS.

Works and Showrooms :

**798/800, SEVEN SISTERS ROAD,
TOTTENHAM, N.15.**

Phone : STA 4738.

Hours of Business :

9 till 5 Weekdays. - 9 till 1 Thursdays.

9 till 4 Saturdays (or by appointment)

**Renovations and frame repairs can only be carried
out on frames of our own manufacture.**

HETCHIN'S 'VIBRANT' TRIANGLE.

