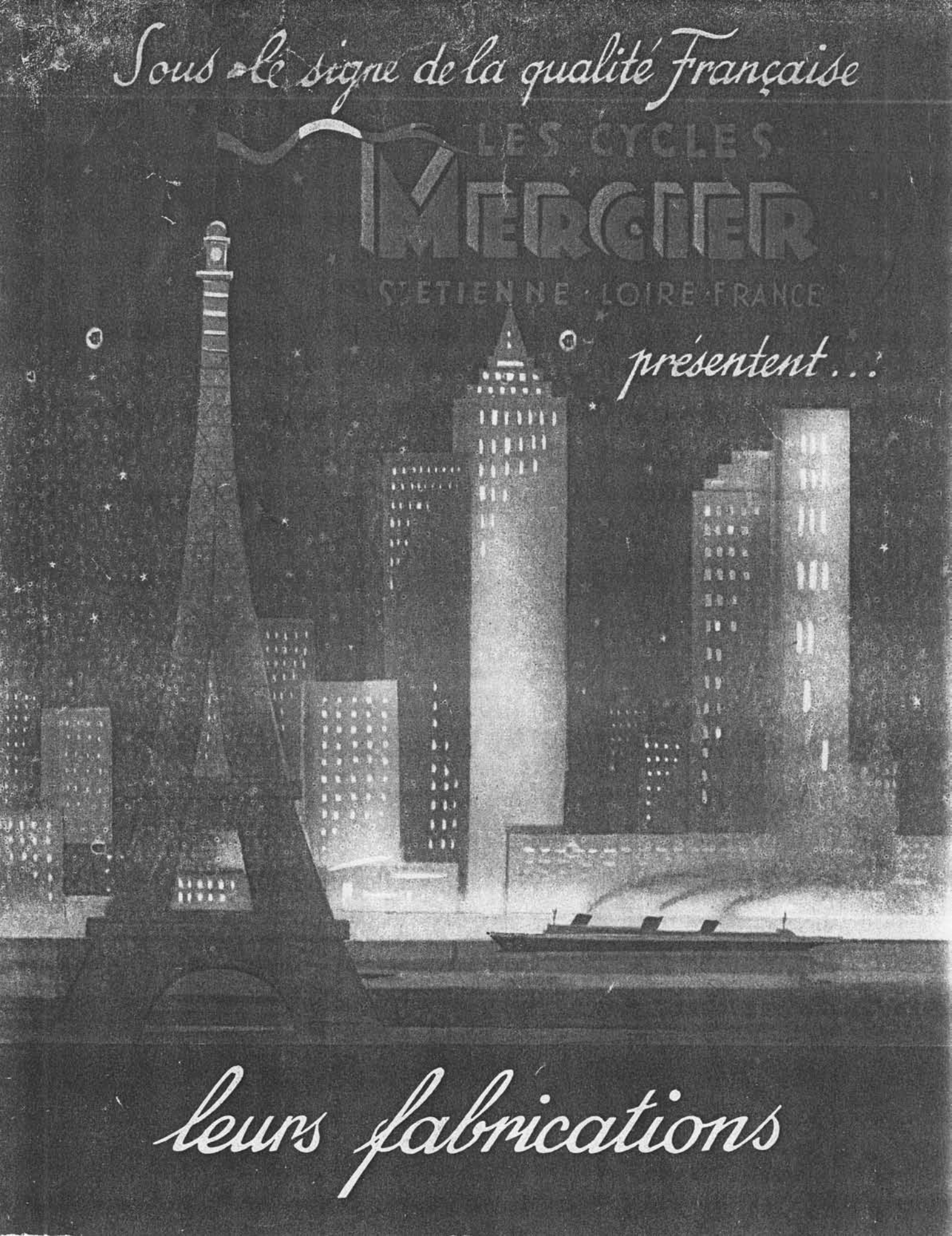
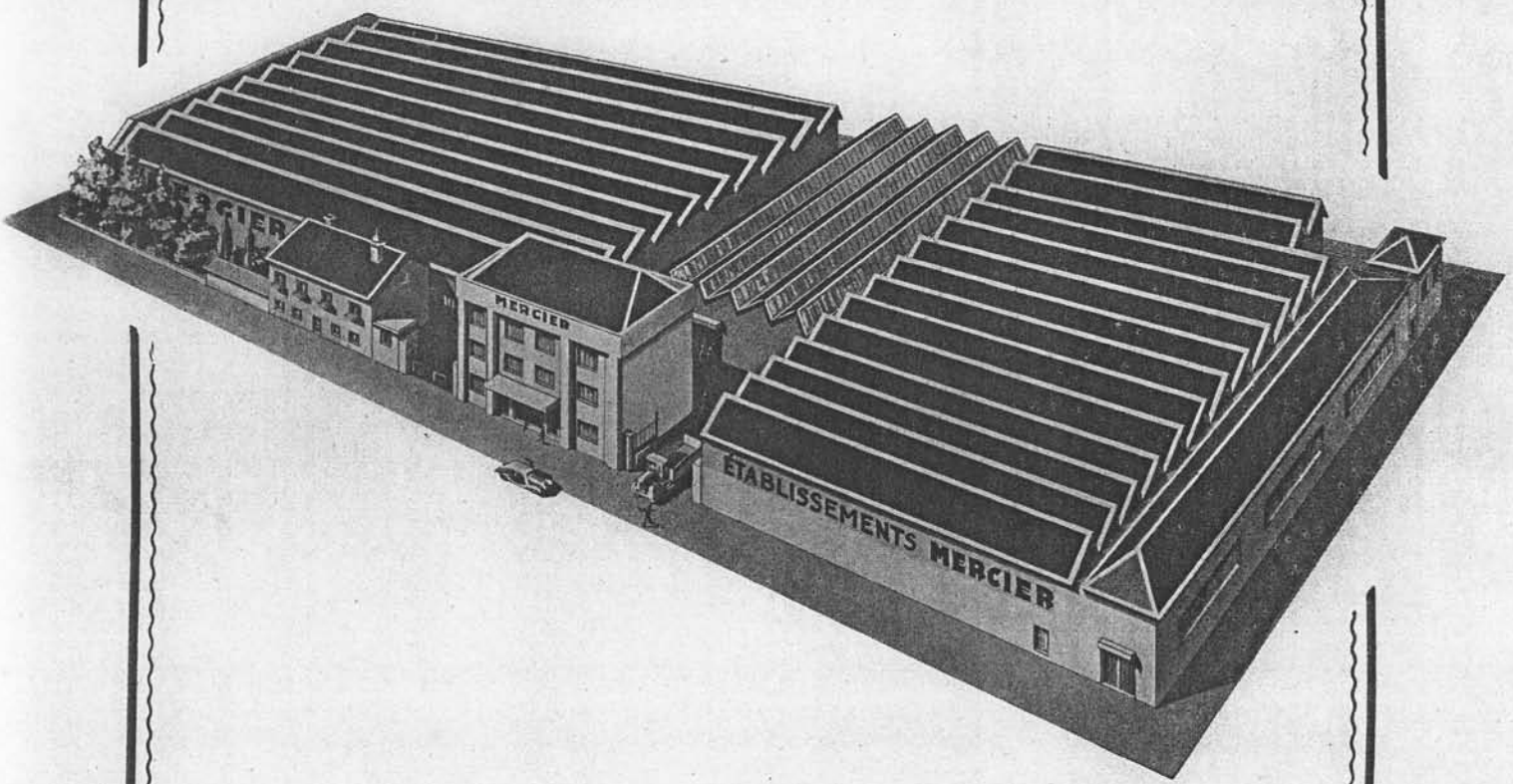

Sous le signe de la qualité Française
LES CYCLES
MERCIER
ST ETIENNE · LOIRE · FRANCE
présentent...
leurs fabrications

- Un Ambassadeur de la Qualité Française -

MERCIER



Trente années d'expérience
Un personnel hautement qualifié
Au service d'une fabrication irréprochable

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A Short History of the Mercier Organisation

In the early stages of Bicycle Manufacturing in France, bicycles were made by artisans with the exception of one or two firms. Most of these firms manufactured bicycles in the Roadster and Tourisme Class.

In the 1920's, Mr. Emile Mercier, head of the firm " Cycle Mercier," and the reputed cycle make " Goer " (established in 1896) decided to increase production by equipping his factories with up-to-date manufacturing equipment.

Through modern manufacturing the production of the Mercier Factories passed from 10,000 frames and bicycles per annum in 1920 to 40,000 frames and bicycles in 1925 and reached 60,000 in 1928.

In 1930, the reputation of the Mercier Frames and Cycles went beyond France's borders, and substantial orders reached the factory from the French Colonies, the Argentine, the United States of America, and nearer to our shores, from Great Britain, Belgium, Yugoslavia, Greece, Spain, and many other European countries.

It was at this stage that Mr. Emile Mercier decided to build a new modern factory fitted with all the amenities for the staff, and permitting the manufacture of Mercier Bicycles under the best conditions.

It was at this stage, too, that Monsieur Mercier decided to add to their range of products, what was to become a most important line, a range of cycles intended for Sport-Tourisme and Professional racing.

For the manufacturing of this new range the Mercier Technical Service added to its already eminent staff of French Cycle Experts, the collaboration of the two Pelissier Brothers, whose reputation was world-wide amongst people of all classes connected with Racing Cycles. Francis Pelissier is not only a Racing Champion, but also an expert in the design and manufacturing of such cycles. His reputation was so well established in the Professional world, that the Mercier Cycles manufactured under his guidance and sold under the trade mark of " Francis Pelissier " were in such a great demand from the interested public, that for the first time the Mercier management had to resort to a form of quota deliveries to their appointed agents, to ensure a rational distribution of their maximum output.

To back this industrial achievement and the sales efforts of the Mercier agents, Monsieur Emile Mercier decided to form a body of racing men recruited amongst cycle enthusiasts, who will become part of the Mercier Staff under the management of a sports director. It was hoped that the quality of the Mercier Cycles would give a good opportunity to some of these young men to assert themselves, and *vice versa* for these future champions to assert further the quality of the Mercier products. As we can see now looking back through the years these hopes were to be fully substantiated.

In their first year of entering the field of Racing, the Cycles Mercier won the Paris-Bruxelles Contest bringing to France what was considered to be a brilliant victory, as this particular race had not been won by a Frenchman for nearly twenty years.

This same year, the most difficult and arduous race in European cycling, the Contest Bordeaux-Paris, which was, and still is, considered by all as the race of prestige, both for the men and their material, was won by a young Mercier rider, MITHOUARD, until then entirely unknown. He was riding the latest Mercier Professional Racing bicycle.

Finally, during this same period, the superiority of the Mercier racing equipment was further established during the first " Pas Dunlop " Contest, a real " Championnat de France " for amateur racing, when, cheered by a huge crowd, an unknown amateur racer won the contest riding a Mercier Professional Cycle.

These three successes in their first year of racing, followed by further successes in the following years, created such tremendous publicity that the demand for Mercier Cycles grew beyond expectations, and in 1933-1934, the Mercier production was over 100,000 frames and bicycles per annum.

It would need too many pages to list the Mercier racing victories since 1933, and it would be beyond the scope of this introduction. However, for the interest of our readers, we give below a condensed list of their most important victories :—

Championnat du Monde

(World Championship)

1938	First	Kint
1949	First	Rik Van Steenbergen

Championnat de France

(France Championship)

1939	Speicher
1948	Marcelak
1949	Rey

Bordeaux-Paris (Contest)

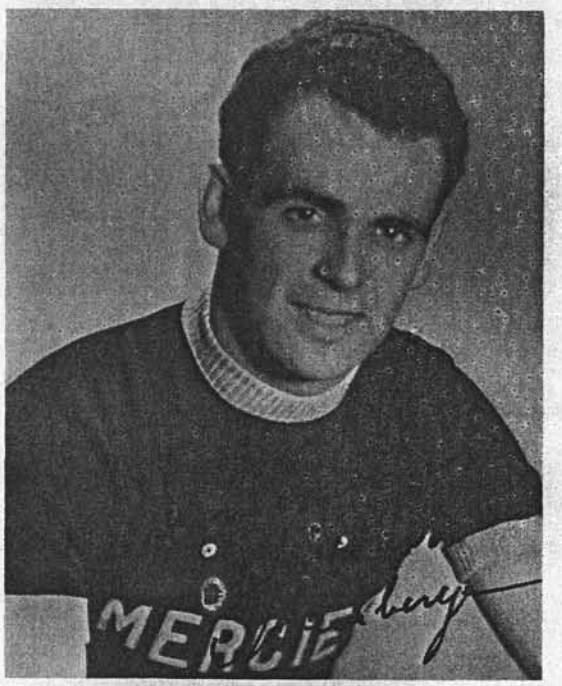
1933	Mithouard
1934	Noret
1936	Sommers
1949	Moujica

Paris-Bruxelles (Contest)

1933	Barthelemy
1936	Kint
1949	Diot

Kriterium des AS

1934	Leducq
1936	Terrean



RICK VAN STEENBERGEN
CHAMPION OF THE WORLD
(Professional Road Racing)
1949

Period 1939 to 1945

Professional and Amateur Racing was almost entirely interrupted during this period. But cycling lived on and played an important part, as young men relied on the quality of their machines, fast and silent, to convey to incredible distances and through incredible circumstances, the food, arms and ammunition that the French underground fighters needed so badly in these dark days.

Today, the name Mercier is known all over the world, and no racing man deserving this designation, could permit himself to be ignorant of the efforts made by this firm in building for the professional racing man, the cycle he requires associating safety, strength, lightness and speed in just those right proportions which enable good racers to become champions.

The Mercier Racing " body " is today composed of over forty racing men, among whom are numerous champions of world fame. All these men submit to the Mercier Technical Department, their experience of hundreds of thousands of miles of road racing, and it is this wealth of experience that is incorporated in the Mercier Professional Racing Frame and Cycle Series No. 1.

To the un-initiated this frame " looks " similar to many others of different makes from all countries. But to those who " know " they soon discover the many constructional details which have permitted so many racing men to ride this cycle to victory and championship.

Mercier Racing Men riding the Professional Series No. 1 have won so many contests during 1949 that one of the most important French Cycling Journals printed this remark : " Monsieur Mercier is winning too many contests."

If our reader wishes to convince himself that this statement is very much more a fact than propaganda, we invite him to glance through the list of the important " Mercier Victories " for the Cycling Season of 1949, listed on page 8.

Mercier Cycles and Frames, exact replicas of those used by so many Cycle Racing Champions, are now imported in Great Britain under a long-term agreement with the Mercier Factory, and distributed to a network of Area Agents by Messrs. J. C. North Ltd., of Manchester.

Area Agents are officially appointed on behalf of the Mercier Factory, and through them the interested buyer of a Mercier Racing Bicycle can obtain the full range of our products.

Weight of Frames and Cycles

In the early stages of manufacturing of racing cycles, the conception was to obtain the very lightest frame.

This conception was often pushed to such an extent that the resulting frame was no longer compatible with safety, and numerous breakages over poor or bad roads occurred, resulting in serious injuries to the riders.

To make frames even lighter, duralumin tubing was used by firms who had little knowledge of this material. Such firms braised the lugs on the tubes, thus altering the characteristics of the metal at these most important joints, weakening the frame. Cycles thus built broke at these joints.

However, the knowledge of steel and duralumin progressed considerably—special light steel tubes were made, and patented methods of mechanical assembling of the dualumin tubes to the lugs made a reliable light cycle of this type of frame.

Side by side with the progress in frame building, there has been a progress in the designing of the racing components. Manufacturers came to the conclusion that it was futile to produce an extra light frame (often accepting the possibility of breakage) to save an ounce or two in weight, when the major weight in the cycle, the accessories, were heavy and bulky. Thus gradually the conception of the extra light frame has altered to a light frame compatible with safety, the reduction of weight being obtained on the accessories.

In the following table, we give the weight of some of the Mercier Frames :—

MERCIER	FRAME (Carcass only)	FORK (with stem)	TOTAL
Professional Racing Model No. 100 (built with French "Rubis 45" Tubes ...	1k,910 4 lb. $3\frac{1}{3}$ oz.	0·715 1 lb. $9\frac{1}{4}$ oz.	2·625 5 lb. $12\frac{2}{3}$ oz.
Type "Demi-Course" No. 119	2·320 5 lb. $1\frac{2}{3}$ oz.	0·750 1 lb. $10\frac{1}{2}$ oz.	3·070 6 lb. 12 oz.
Duralumin "Meca-Mercier" Light Tourisme	1·840 4 lb. 11/12 oz.	0·800 1 lb. $12\frac{1}{4}$ oz.	2·640 5 lb. 13 oz.
Duralumin "Meca-Mercier" equipped with Racing Fork "Chromo"...	1·840 4 lb. 11/12 oz.	0·715 1 lb. $9\frac{1}{4}$ oz.	2·555 5 lb. 10 oz.

The frame used by Mercier Champions is No. 100 above, using French Tubes "Rubis 45" This frame is now world reputed for combining lightness with strength and safety. This feature has been amply proved in the Tour de France, 1949, when these machines won numerous victories over all types of roads on the flat and in the mountains.

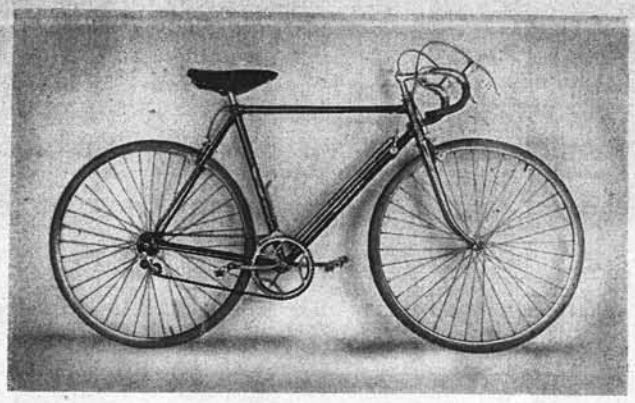
The weight of the completed Mercier Racing Cycle depends very much on the types of accessories used, that is whether in steel or in aluminium alloy. It is usual for the racing man himself to select the types of accessories he wants out of an approved range, which has been fully tested under all conditions by Mercier engineers. This full range is available to our English riders and is stocked by our Mercier Agents.

Assembly of Mercier Cycles—Great Britain

The attention of all MERCIER Agents is kindly drawn to the approved specifications for the different advertised models, shown on the following pages. Although it is appreciated that various modifications may be necessary in individual cases, it is requested that as far as possible the MERCIER official factory specifications are adhered to.

We also trust that it will simplify stock orders to have all items under definite Series and Unit reference numbers.

MERCIER PROFESSIONAL WORLD CHAMPION ROAD RACING SERIES No. 1



These machines are produced under the supervision of the world's leading racing cycle designers and have won the World Professional Road Championship :—

1938. Rider : MARCEL KINT. 1949. Rider : VAN STEENBERGEN.

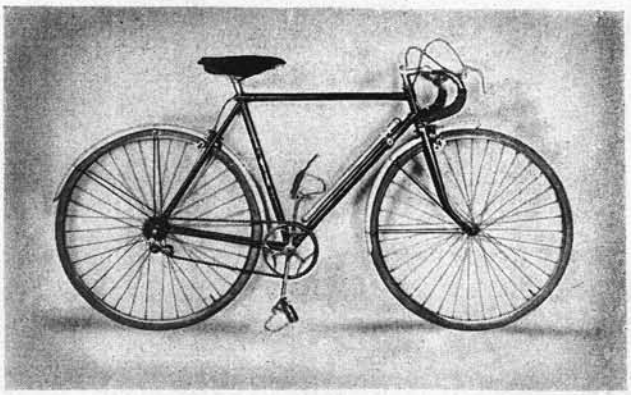
In addition to every main Continental Road Race during the last twenty years.

Unit No.		
100	**Frame and Chainwheel Set**	Mercier Professional, hand-built, with Franco-Suisse cut-out lugs, full chrome-plated front forks, Stronglight chrome head fittings and bottom bracket axle sets, with fully drilled axle. Head angle 73 degrees. KROMO special lightweight French steel tubing, brazed-on lugs for Simplex Derailleur gears. Complete with seat pillar. STRONGLIGHT chrome double chain-wheel set, 3/32-in. three-arm fitting, with 6¾ in. cranks. *Sizes :* 22 in., 23 in. and 24 in. *Finish :* Brilliant Colours : Maroon, Red, Blue or Bronze-Gold. MERCIER metal plaque on front column. MERCIER stencil on rear down tube.
101	**Wheels**	MERCIER, completely built-up, including HUTCHINSON H.P. tyres and tubes (size 700 c.). LYOTARD H.P. chrome rims. Stainless steel spokes, special chrome racing hubs.
101B		For special competition work the MERCIER sprint wheels are recommended, built-up with alloy rims, special chrome hubs, stainless steel spokes, and HUTCHINSON tubular tyres.
175	**Gears**	SIMPLEX front Derailleur gear changer.
174		SIMPLEX 5-speed Derailleur gears (Tour de France).
182		5-speed Free-wheel blocks (Tour de France).
170F	**Chains**	BEST FRENCH (3/32-in.).
162	**Handlebar Stem**	PIVO.
155/6	**Brakes**	LAM Alloy special or C.L.B.
198	**Pedals**	LYOTARD No. 15-S (Steel-chrome).
200	**Shoe-Plates**	SIMPLEX (Rubber).
190/2	**Toe-Clips**	LE DUCQ or CHRISTOPHE.
194/5	**Toe-Straps**	LE DUCQ (Quick-release) or CHRISTOPHE.
186	**Pump**	CHRISTOPHE-ZEFAL (19 in. alloy).
188	**Bell**	CHRISTOPHE-AFA (Chrome).
183	**Handle-End Stops**	" G.B."
143	**Wing Nuts**	DERWIS (Lightweight Alloy). Set of four.
	Saddle and Handle-Bar Bend	To individual choice.

Important

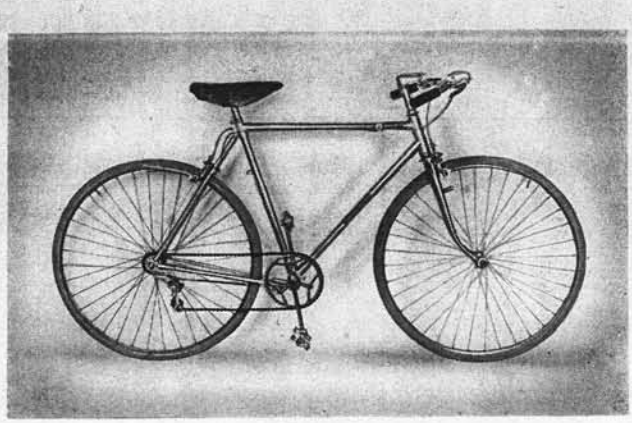
Series No. 2 The above cycle can also be supplied fitted with Stronglight Single Chainwheel Set and Simplex four-speed Gear.

MERCIER AMATEUR (DEMI-COURSE) ROAD RACING SERIES No. 3



Unit No.		
119	**Frame and Chainwheel Set**	Demi-Course, hand built, with Franco-Suisse cut-out lugs. Stronglight chrome head fittings and bottom bracket axle sets, with fully drilled axle. Head angle 73 degrees. Rubis tubing. Complete with seat pillar. Brazed-on lugs for Simplex Derailleur gears. Stronglight chrome single-chain wheel set with $6\frac{3}{4}$ in. cranks. *Sizes :* 22 in. and 23 in. *Finish :* Brilliant Colours : Maroon, Blue or Bronze-Gold. MERCIER plaque on front column. MERCIER stencil on rear down tube.
101	**Wheels**	MERCIER completely built-up 700 c. with HUTCHINSON 700 c. high-pressure racing tyres and tubes. LYOTARD chrome 700 c. rims, stainless steel spokes and nipples. Special chrome racing hubs.
173	**Gears**	SIMPLEX 4-speed (Tour de France) Derailleur.
180		Four-speed (Tour de France) free-wheel block.
105	**Chains**	Best French $\frac{1}{2}$ in. by $\frac{1}{8}$ in.
162	**Handle-Bar Stem**	PIVO.
155/6	**Brakes**	L.A.M. or C.L.B. to choice.
198	**Pedals**	LYOTARD No. 15-S (steel chrome).
200	**Shoe Plates**	SIMPLEX Rubber.
190/2	**Toe Clips**	LE DUCQ or CHRISTOPHE to choice.
194/5	**Toe Straps**	LE DUCQ or CHRISTOPHE to choice.
186	**Pump**	CHRISTOPHE-ZEPAL, 19 in. alloy.
188	**Bell**	CHRISTOPHE-AFA (chrome).
183	**Handle-Bar End Stops**	"G.B."
143	**Wing Nuts**	DERWIS lightweight alloy.
	Saddle and Handle-bar Bend to choice.	

MERCIER MECA-ALLOY TOURIST SPEED DE LUXE SERIES No. 4



Unit No.

122	**Frame and Chainwheel Set**	Non-welded, World Patent Highly Polished Dural Frame. Head angle 73 degrees. With MERCIER steel chrome front forks. Strong-light chrome single chainwheel set, head and bottom bracket fittings. *Size :* 22 in.
101	**Wheels**	MERCIER completely built-up 700 c. with HUTCHINSON high pressure 700 c. racing tyres and tubes. LYOTARD chrome 700 c. rims, stainless steel spokes and nipples. Special chrome racing hubs.
172M	**Gears**	SIMPLEX 3-speed " MONOBLOCK " Derailleur. With 3-speed free wheel block.
170F	**Chains**	Best French $\frac{1}{2}$ in. by $\frac{1}{8}$ in.
162	**Handle-Bar Stem**	PIVO.
155	**Brakes**	C.L.B. or LAM.
198	**Pedals**	LYOTARD No. 15-S steel chrome.
200	**Shoe Plates**	SIMPLEX Rubber.
190/2	**Toe Clips**	LE DUCQ or CHRISTOPHE, to choice.
194/5	**Toe Straps**	LE DUCQ or CHRISTOPHE, to choice.
186	**Pump**	CHRISTOPHE-ZEPAL, 19 in. alloy.
188	**Bell**	CHRISTOPHE-AFA (chrome).
183	**Handle-Bar End Stops**	" G.B."
143	**Wing Nuts**	DERWIS Lightweight alloy.

Saddle and Handle-bar Bend to choice.

1949 SEASON

MAIN RACES WON ON MERCIER CYCLES

★ ★

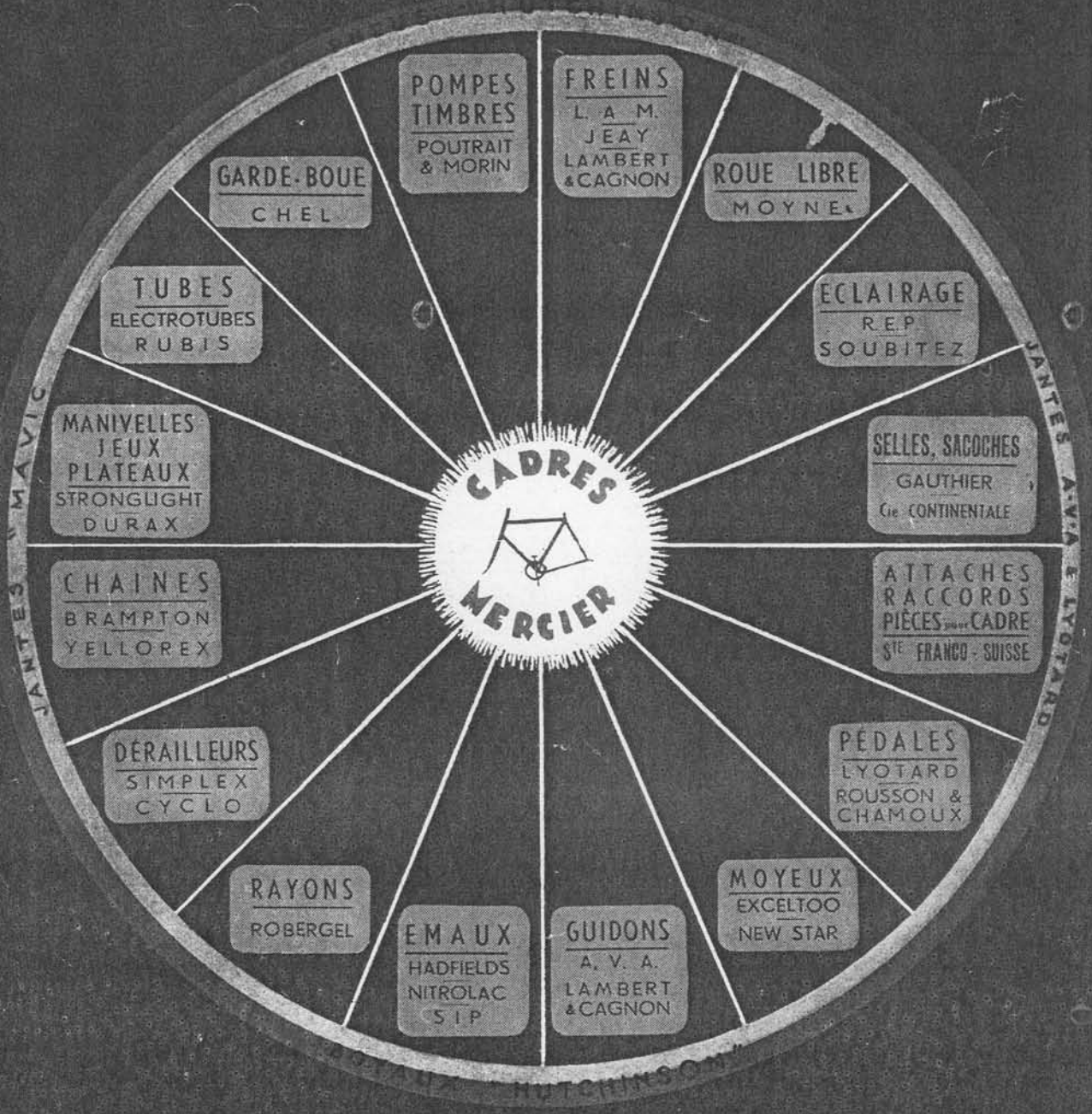
Championnat Du Monde	Van Steenbergen
Bordeaux-Paris	Moujica
Championnat De France	Jean Rey
Paris-Bruxelles	Maurice Diot
Tour De France—	
3° Etape Bruxelles-Boulogne	Callens-Marcelak
8° Etape La Rochelle-Bordeaux	Lapebie Guy Van Steenbergen Tacca Diot Desbats
12° Etape Luchon-Toulouse...	Van Steenbergen Marcel Kint
21° Etape Nancy-Paris	Van Steenbergen
Paris-Saint Etienne (2° Etape)	Maurice Diot
Grand Prix Du Pneumatique ...	Deprez
Fleche Wallonne	Van Steenbergen
Paris-Valenciennes	Deprez
Tour De La Manche (2° Etape)...	Deprez
Tour De L'Ouest (1° Etape) ...	Desbats
(2° Etape) ...	Desbats
Tour Du Limbourg	Van Steenbergen
Prix Reynier (Aix. En. Provence)	Moujica
Gand Wevelgem	Marcel Kint
Paris-Vimoutiers	Jean Rey
Grand Prix De Dinan	Moujica
Lille-Calais-Lille	Klabinski
Grand Prix Du Poitou	Barrere
Circuit De La Chalosse.....	Bidart
Grand Prix D'Oloron	Moujica
Circuit D Es Cols Pyreneens ...	Chapatte
Grand Prix Du Havre Libere ...	Sciardis
Circuit De Manosque	Pamboudjan
Grand Prix De Troyes	For Lini
19° Circuit De La Vienne.....	Maurice Diot
Grand Prix De Bordeaux	Moujica- Lapebie G.
Grand Prix D'Eyguieres	Pernac
Grand Prix De Roquevaire	Pernac
Grand Prix De Paray-le-Monial	Gauthier B.
Grand Prix De Cabannes	Pamboudjan
Grand Prix De Decazeville	Pamboudjan
Grand Prix Du Rideau & Textile	Baffert
Grand Prix De Cerilly	Gauthier L.
Grand Prix Leon Cortot Terrot	Gauthier L.
Grand Prix De La Soierie.....	Baffert
Grand Prix De Douai	Blasigh
Grand Prix De St. Omer	Blasigh
Grand Prix De Wignehies.....	Blasigh
Circuit De Pevele	Blasigh
Grand Prix De Quesnoy	Blasigh
Grand Prix De Conde S/Escaut	Klabinski
Grand Prix Commentre	Baffert
Grand Prix D'Iguerande	Gauthier Louis
Grand Prix De Macon	Gauthier Louis
Grand Prix D'Aix Thermal	Pamboudjan
Grand Prix De Grenay	Desprez
Circuit De La Vienne.....	Diot
Grand Prix De La Tomate.....	Redolphi
Circuit Des Boulevard A Mont-Lucon.....	Redolphi



Les plus grands champions français sont devenus les collaborateurs des cycles Mercier.

Ils font bénéficier de leur longue et rude expérience tous les utilisateurs des bicyclettes Mercier.

MERCIER



CYCLES MERCIER

PARIS · St ETIENNE