MADE BY CRAFTSMEN FOR YOU

Falcon

TODAY'S MOST FAMOUS NAME IN LIGHTWEIGHTS

range of lightweight cycles







Replica of model used by our racing team



San Remo Model 76

Frame: 20½", 21½", 22½", 23½", 24½", 25". Built with Reynolds 531 butted tubing throughout. Specialist lugs cut and filed to our design. **Forks:** Oval $1\frac{1}{8}$" rake with forged fork crown. **Wheels:** Sprint wheels, quick release Campagnolo hubs, with Clement tubular tyres fitted. **Brakes:** Campagnolo. **Gears:** Campagnolo Nuovo Record 10-speed. **Chainwheel set:** Campagnolo cotterless. **Chain:** Renolds. **Bend & Stem:** Cinelli Giro D'Italia. **Saddle:** Brooks professional. **Pedals:** Campagnolo. **Finish:** Racing Blue with chrome plated headlugs, front forks and rear ends.

San Remo Model 98

Frame: 21″, 22″, 23″, 24″, 25″. Prugnat Lugs, Reynolds 531 Butted Tubing throughout, Forks 1¼″ Rake. **Wheels:** Lightweight Sprint Rim with Clement Tubular Tyres fitted. **Hubs:** Campagnolo, Single Sided Track. **Saddle:** Narrow Racing pattern. **Chainwheel set:** Cotterless Single type. **Handlebars:** Cinelli. **Pedals:** Campagnolo Track pattern. **Finish:** All Chrome Plated as standard.

Model 96. Exactly as Model 98 but All Enamelled finish.



A foreword



In preparing the new range of Falcon bicycles for this brochure, I have given much thought to the requirements of the younger cyclist who is aspiring to obtain a machine similar to that used by our Racing Team.

I know that component parts are extremely expensive these days and consequently have tried to include in the specification of all models attractive parts from Italy and France.

Also included in this brochure are a number of models made especially for the North American Market. I would like to draw your attention to the Model 76 San Remo Equipe, Road Racing machine and the special Model 98 Track Cycle, both of these have been used successfully in the Continental Tours and Six Day events during the past seasons.

Do not hesitate to write to me direct if you have any special problems, I will endeavour to help you as much as possible.

E. A. Clement

San Remo

Next to the masterpiece of the San Remo range (the Model 76 used by the Falcon Professional Team) is the impressive looking Model 94. This gives the competitive rider all the luxury of a top class frame with excellent accessories, but at a lower cost than the Model 76. It is ideal for the club cyclist who wants to use it as a stepping stone to the ultimate - the Falcon Team Model.

The frame is attractively finished in Rich Royal Blue Flamboyant.



Frame: 21", 22", 23", 24" and 25". Built with Reynolds 531 butted tubing. Finely tapered fork blades 1¾" rake. **Wheels:** Sprint rims on high flange quick release hubs, with Clement tubular tyres fitted. **Brakes:** Weinmann centre pull. **Gears:** Campagnolo 10-speed. **Chainwheel set:** Campagnolo Sport with Renolds chain. **Bend & Stem:** Cinelli Giro D'Italia. **Pedals:** Quill pattern. **Finish :** Rich Royal Blue Flamboyant.

Model 94

San Remo

Frame:
21", 22", 23", 24", 25".
With Reynolds 531 frame tubes.

Wheels:
Sprint wheels, quick release hubs, 36/36 hole with Clement tubular tyres fitted.

Brakes:
Weinmann centre pull 999.

Gear:
10-speed.

Handlebar:
Alloy Maes pattern on alloy forward extension.

Chainwheel set:
Double steel 40/52T.

Saddle:
Plastic or Leather.

Pedals:
Quill pattern.

Finish:
Racing Blue or Bright Orange with Chrome plated front fork tips.

Model 92

Falcon the lightweight cycle

The model 92 is constructed with Reynolds 531 frame tubing and equipped with sprint wheels, quick release hubs and with a 10-speed gear. This machine again is designed for the Club rider who wishes to own a versatile racing machine, the specification of which can later be improved by the addition of cotterless chainwheel sets but would initially double for touring, racing and for everyday use.



The Falcon Black Diamond models are as popular as ever. The model 70 Gent's machine is our highest selling bicycle in export markets. Whilst the ladies model 71 with its hand built qualities continues to have a very wide appeal. These bicycles make excellent "his and hers" machines - the 71 being the ladies Queen of bicycles.



Black Diamond

Frame:
19½", 21½", 23", 24", 25".
Wheels:
27 x 1¼" high pressure on low flange alloy hubs (19½" frame with 26" wheels). Brown wall tyres fitted.
Brakes:
Weinmann centre pull.
Gear:
10-speed.
Chainwheel set:
Steel double 40/52T.
Bend & Stem:
Alloy Maes pattern with alloy forward extension.
Pedals:
Racing steel.
Finish:
Choice of attractive Red. Blue or Yellow colours with Chrome plated front fork tips.

Model 70

Falcon the lightweight cycle

The Queen of bicycles - the ladies Black Diamond - and every inch of her truly a gem. The high pressure wheels, the 10-speed gear and choice of the finest accessories and equipment ensures an ever increasing demand for this machine. The Weinmann centre pull brakes ensure a quick stop in emergency and the choice of 10-speed gearing gets you over those nasty hills without dismounting.



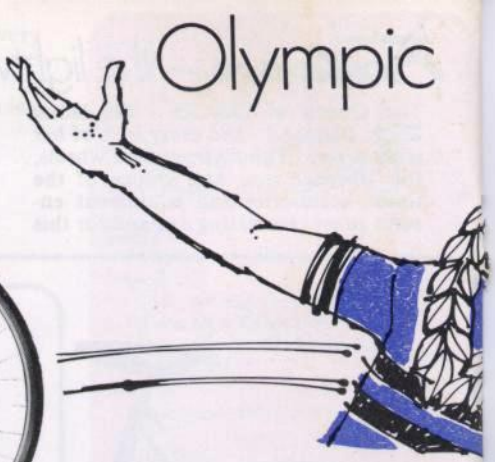
Black Diamond

Frame:
19½" and 21" only
Wheels:
27 x 1¼" high pressure on low flange alloy hubs with 26 x 1¼" on 19" model. Brown wall high pressure tyres fitted.
Brakes:
Weinmann centre pull.
Bars:
Alloy Maes pattern with alloy forward extension.
Chainwheel set:
Steel, Chrome Plated.
Gear :
10-speed.
Finish:
An attractive range of colours with front fork tips Chrome plated.



Model 71

Olympic





Falcon Cycles keep pace with the times and are always searching for new ways to improve their products - hence the very successful Falcon racing team which has played a dominant role in British Cycling for many years. Recently the Falcon team have been selected for two major ventures - the Tour de la Nouvelle France in Canada and the Tour of Switzerland and in both cases put up very commendable perform-

Frame: 21", 22", 23", 24" and 25". Built with Reynolds 531 tubing. Feature cut lugs and oval fork blades. **Wheels:** 27"x 1¼" high pressure on high flange quick release hubs. Brown wall tyres fitted. **Brakes:** Weinmann centre pull 999. **Gears:** Campagnolo 10-speed. **Chainwheel set:** Steel 40/52T. **Bars:** Alloy Maes pattern with alloy forward extension. **Pedals:** Racing Steel. **Finish:** Bronze Flamboyant or rich Ruby Red Flamboyant with Chrome plated front fork tips.

Model 78

San Remo





ances.
All this time the firm's Chairman and Managing Director, Mr. E. A. Clements followed them carefully watching for the slightest improvement which he could make - not just to the San Remo Equipe, but to the whole Falcon range of award-winning lightweights, like the San Remo Model 80 and the Olympic Model 78 on this page.

Model 80

Frame: 21", 22", 23", 24", 25" with Reynolds 531 tubing. Italian design frame with continental lugs and wrap over seatstays.
Wheels: 27"x 1¼" alloy high pressure rims, large flange, quick release hubs and fitted Brown wall tyres. **Brakes:** Weinmann centre pull.
Gears: Campagnolo 10-speed. **Chainwheel set:** Campagnolo Sport cotterless.
Handlebar bend & stem: Cinelli Giro D'Italia. **Saddle:** Brooks leather.
Pedals: Racing Steel. **Finish:** Racing Blue or Orange with Chrome plated front fork tips.

Falcon the lightweight cycle



Frame:
21", 22", 23", 24" and 25". Built with Reynolds 531 frame tubing. Italian design frame with wrap over seatstays.

Wheels:
Sprint wheels with large flange quick release hubs and Clement tubular tyres fitted.

Brakes:
Weinmann centre pull.

Gears:
Campagnolo 10-speed Velox.

Chainwheel set:
Alloy cotterless.

Handlebars:
Alloy Maes pattern with alloy forward extension.

Pedals:
Racing Pattern.

Finish:
Attractive Flamboyant colour with Chrome plated front fork tips.

Model 84



Model 68

(Ladies model 69)

Frame:
19½", 21½", 23", 24" & 25".
Ladies 19½" and 21".

Wheels:
27 x 1¼" Endrick rims with low flange alloy hubs (19½" frame with 26" wheels)
Brown wall tyres fitted.

Brakes:
Alloy side pull pattern.

Gear:
10-speed.

Chainwheel set:
Steel 40/52T.

Bend & Stem:
Alloy Maes pattern with alloy forward extension.

Finish:
Bright Red Flamboyant or Orange enamel with attractive Falcon motifs.

Falcon the lightweight cycle

This well designed attractive machine represents yet another choice for the schoolboy who requires a genuine hand built lightweight bicycle. The frame embodies all the care and attention and design detail incorporated in the more expensive Falcon machines and as a first buy for the young rider can be up-dated as his experience improves. The 10-speed gearing, the alloy side pull brakes, alloy handlebars and handlebar stem are enhanced by the attractive Falcon motifs. Truly a wonderful introduction to the Falcon range for any schoolboy.

For the junior racer



The model 58 for the Junior racer is a racing machine in miniature so that youngsters will no longer need to envy the sports and lightweight racing cycles of their older friends. Falcon Cycles have designed this machine with the correct frame angles and complete with 5 or 10-speed gear and Maes pattern racing handlebars. It is truly a first class replica. It is fitted with 24" wheels on its 18" frame to give it correct proportions.

Frame : 18". **Wheels:** 24" on low flange alloy hubs. Brown or White wall clincher tyres fitted. **Brakes:** Weinmann alloy side pull with hooded lever. **Handlebar & Stem:** Alloy Maes pattern on alloy forward extension. **Gear:** 5 or 10-speed to choice (10-speed illustrated). **Chainwheel set :** 46T on 5-speed. 40/52T on 10-speed. **Finish:** Attractive colours with Falcon motifs fitted.

Model 58



Super-Tourist De Luxe

After years of research we find that there is always "the man in the middle" (and the lady) who does not want a Racing Cycle, nor do they want a heavy old-fashioned machine but a genuine lightweight Tourer. The 88 (Gents) and the 89 (Ladies) combine a fine-looking quality frame built with Reynolds tubing - and the straight handlebar style with mattress saddle, yet the machine switches to lightness and grace again with a 5-speed derailleur gear and high pressure wheels. The finish is different too, from the rest of the Falcon range, i.e. brilliant black, which contrasts well with the chrome fork ends.

The Models 82 and 83 are the not-quite-so-sophisticated brother and sister of these outstanding models 88 and 89, and come in a rich green finish.

Model 88 89

88 & 89 Super-Tourist De Luxe

Frame: 21", 22", 23", 24". Ladies **(89)** 21" only. Reynolds 531 Tubing. Finely tapered Forks. **Wheels:** 27" x 1¼". Weinmann Alloy Rims. **Brakes:** Weinmann Alloy Tourist. **Gear:** 5-speed or 10-speed. **Saddle:** Mattress. **Mudguards:** Bluemels. **Finish:** Brilliant Black with Chrome Front Fork Ends - Matching Accessories and Large Holdall Touring Bag. 18" Inflator.

82 & 83 Tourist *(Not Illustrated)*

Frame: 21" and 23" Gent's. Ladies 21" only. **Wheels:** 27"x 1¼" with Endrick steel rims, Brown wall tyres fitted. **Brakes:** Weinmann alloy Tourist pattern. **Gear:** 5-speed (AW 3-speed available). **Bars:** Alloy all rounder pattern on alloy forward extension. **Saddle:** De Luxe with mattress top. **Mudguards:** Bluemels. **Finish:** Rich Green Flamboyant with matching Touring bag.

Model E.C.72

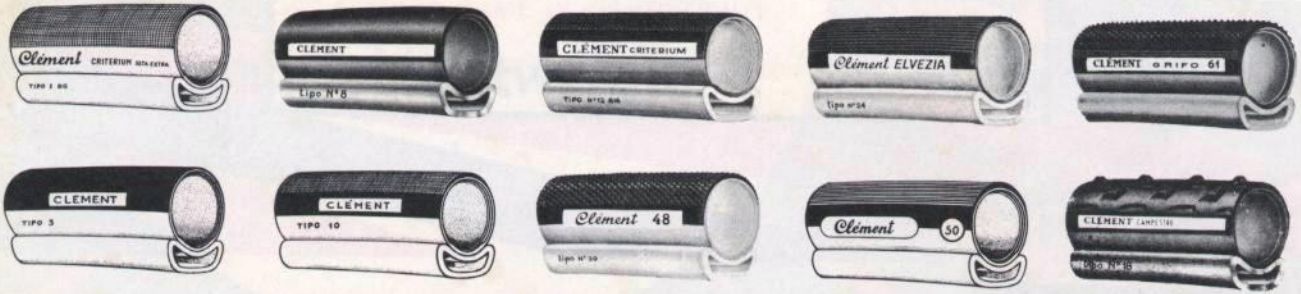


Frame:
19½", 21½", 23", 24" & 25".
Wheels:
27 x 1¼" high pressure rims on high flange quick release hubs (19½" frame with 26" wheels). Brown wall tyres fitted.
Brakes:
Weinmann centre pull with hooded levers.
Gear:
10-speed.
Chainwheel set:
Alloy cotterless pattern.
Bend & Stem:
Alloy Maes pattern with alloy forward extension.
Pedals:
Racing Steel.
Finish:
Choice of attractive Flamboyant or enamel finishes with Chrome plated front fork tips and attractive Falcon motifs.

10 Commandments of cycle care

1. Always check your cycle weekly.
2. Keep tyres well inflated.
3. Check them for flints and nails.
4. Check wheels to see that they are free running and true.
5. Check brakes, cables and brake blocks.
6. Lubricate chain, gears, etc., when necessary.
7. Clean regularly (weekly is best).
8. Check lighting where applicable **every** time before use.
9. Keep cycle in a dry place if possible.
10. ALWAYS buy **FALCON.**

Clement tubular tyres stocked and fitted to Falcon cycles



Clément

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MODEL 76

1. It takes something like 3½ hours for Falcon Cycles to build one of their top of the range model 76 frames but when completed it's a frame which will give years of faithful service and be a constant source of pride to its lucky owner.

The model 76 - available in different guises under the Falcon, Coventry-Eagle and Eddy Merckx marques - is, quite simply, the match of any racing machines available on the market today.

Designed by Ernie Clements, three times British National Champion and a cyclist all his life - race tested by top professional racing men, made with loving care by the family team at Falcon's Barton-on-Humber factory and sold by dealers who really care, the model 76 is, quite simply, a winner.

Falcon's works spreads over some 63,000 square feet but production of the model 76 is concentrated in a special corner where men like Alan Towle, 40 years in the trade, bring their sonsumate skills to its manufacture.

Tubing is brought in from Reynolds (the famous 531 brand), lugs imported from Italy and France. The tubes and lugs are pegged together and then brazed by hand, a highly skilled process, being aligned both visually and by matching against jigs.

Frame sizes can range from 20" up to 25", each size meaning that other dimensions must be adjusted accordingly.

After cleaning in a shot blasting cabinet and [illegible]

After cleaning in a shot-blasting cabinet and hand filing and polishing, the frame is sent to the Enamelling Department which is supervised by Stan Such, a man with 52 years experience behind him. A Red-oxide rust-proofing coat is dipped on, any runs are polished off and the frame is then sprayed with two coats, wet on wet and the paint job stove-hardened at 300° fahrenheit for one hour to give a tough, chip-resistant finish.

Fifteen standard colours are offered, each in a choice of three finishes - enamel, polychromatic or flamboyant - the paint shop getting through 50 gallons of paint a week.

Instead of the old fashioned masking tape, a special paste has been put over any chromed parts prior to spraying and when stripped off this leaves the chrome and paint job perfect, ready to be finished off with the maker's attractive transfers. Forks are screwed or threaded and bottom bracket threads are cleaned on special machines.

Many model 76 frames are sold as such, others are assembled as complete machines, using top-class components supplied by the World's leading manufacturers being bought in from Italy, France, Belgium, Switzerland, Japan, West Germany and other Countries. It's a process which takes just one hour, thanks to the deft hands of the assembly line workers, a team which includes a husband and wife with 70 years' joint service between them.

Each cycle is carefully inspected for any faults and is then carefully cleaned and packed for transit in specially designed protective cartons.

Falcon model 76 bikes are currently in use around the World: the U.S.A. Canada, Australia, Switzerland, Germany, Hong Kong, Singapore and other Countries being regular customers; the ultimate buyers can rest assured that the design has been thoroughly tested, for since 1960 Falcon have sponsored professional racing cyclists in Britain.

The Falcon team has won numerous top awards, including a whole run of National Championships while the World's greatest cyclist - Eddy Merckx - who lends his name to one of Falcon's three trade-marks, has just

contd....

taken delivery of a new model 76, which he ordered for his own use to ensure that Falcon's production meets his own high standards. He needn't have worried. Thousands of experienced racing and touring cyclists have already pinned their faith on Falcon because they know that this Company, originally founded as Coventry-Eagle back in 1890, is run by men who know their cycling.

Besides Ernie Clements - one of the greatest ever British cyclists - there's his younger brother Frank - a former top rider in the cash ranks and now in charge of Sales - plus the years of skill accummulated by Falcon's production team of:-

Managing Director ... ... Ernest Clements.

Secretary & Director. ... Rosemary Clements.

Director & General Manager. Frank Clements.

The Production Team is made up of:-

Walter Clements ... ... Service Manager.

Peter Brix ... ... Buyer.

George Flavell ... ... Production Manager.

Arnold Harris . ... Works Manager.

Walter Clements, George Flavell, Arnold Harris, have been in the cycle trade approximately 20 years each. Walter Clements is in fact in charge of the Lightweight Frame Production and knows all there is to know about bicycles. He also knows what they must look like when they come off the finishing line.

George Flavell started approximately 20 years ago in the Welding and Frame Building Department at Smethwick, and has gradually worked his way through the Frame Shop. He is now in complete charge of the Frame Department at Barton-on-Humber.

Arnold Harris started approximately 23 years ago at Smethwick in the Wheel Department, and naturally knows all there is to know about building and truing wheels. Since moving to Barton he has taken over the job as Works Manager and has been involved in all Departments - Frame Building, Enamel Shop, Wheel Department, Assembly and Despatch. You can find Arnold in any trouble spot or bottle-neck. He is the man to get things moving.

Peter Brix joined the Company 3½ years ago and was born in Hamburg, of German parents and consequently is a big asset to the Company. He speaks, in addition to fluent English, fluent German, a little Italian, and a little French and mixes this with conversations with Spaniards, Portugese etc. Naturally when we are selling or buying in Europe, he always goes along and is in attendance at all the exhibitions.

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