

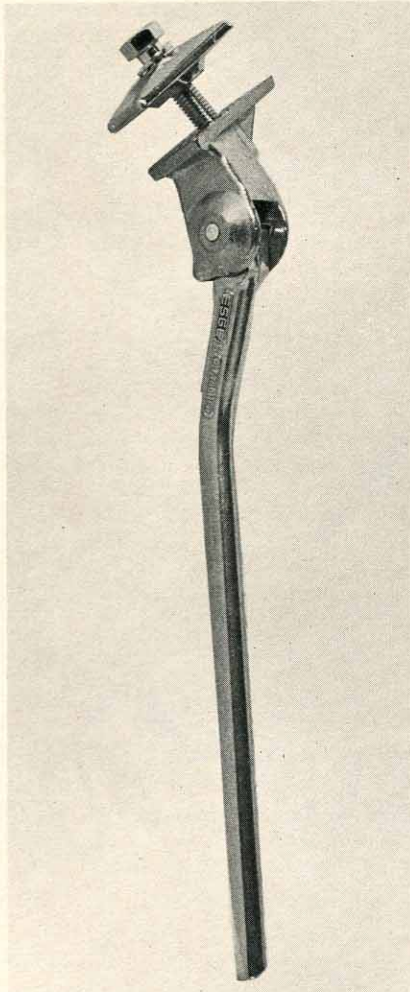
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ESGE, one of the most successful companies in modern cycle component design, have perfected the manufacture of chromo-plastic mudguards, an involved and difficult production process yielding an outstanding product for which ESGE have obtained world patents. Other innovations from ESGE are also world patented. These exceptional cycle accessories include both carriers and the ESGE kickstand.

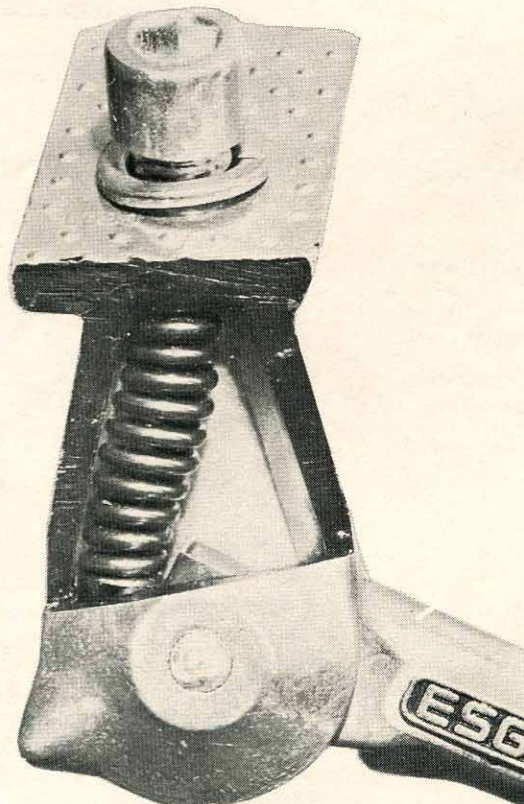


ESGE Kickstand

THE ESGE PATENTED KICKSTAND

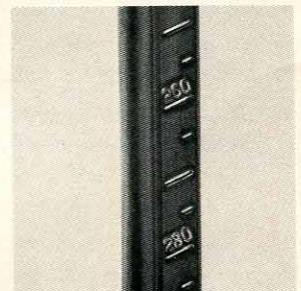
- * Suitable for all size wheel cycles.
- * Calibrated from 140 mm to 265 mm in 5 mm sections for cutting to length required.
- * Made from tough, light aluminium alloy with a condensed shiny surface.
- * Supplied complete with cover plate, hexagonal screw for perfect fitting.
- * No maintenance required – 100% efficient.

THE HIDDEN STRENGTH



KICKSTAND COVER SHIELD

A patented, non-corrosive, shield link and spring ensures optimum working efficiency.



KICKSTAND SCALE

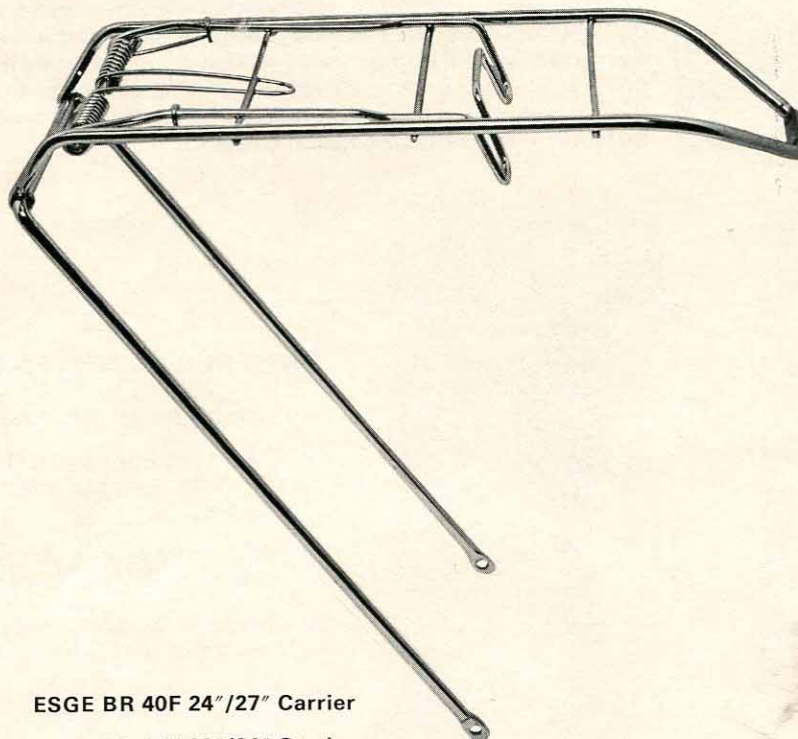
Cut to the required length with ease using this calibrated scale.



ESGE BR 40F

steel rod folding carrier fits 26" and 27" wheel cycles:

- * Straightforward yet stylish.
- * 3 single supporting bars with concealed welds for added safety.
- * Strong single-piece spring and specially designed securing clip.
- * Niro plated finish.
- * Fitted with J62 fixing plate for full clearance to caliper brake cables.



ESGE BR 40F 24"/27" Carrier

ESGE BR 44F 20"/24" Carrier

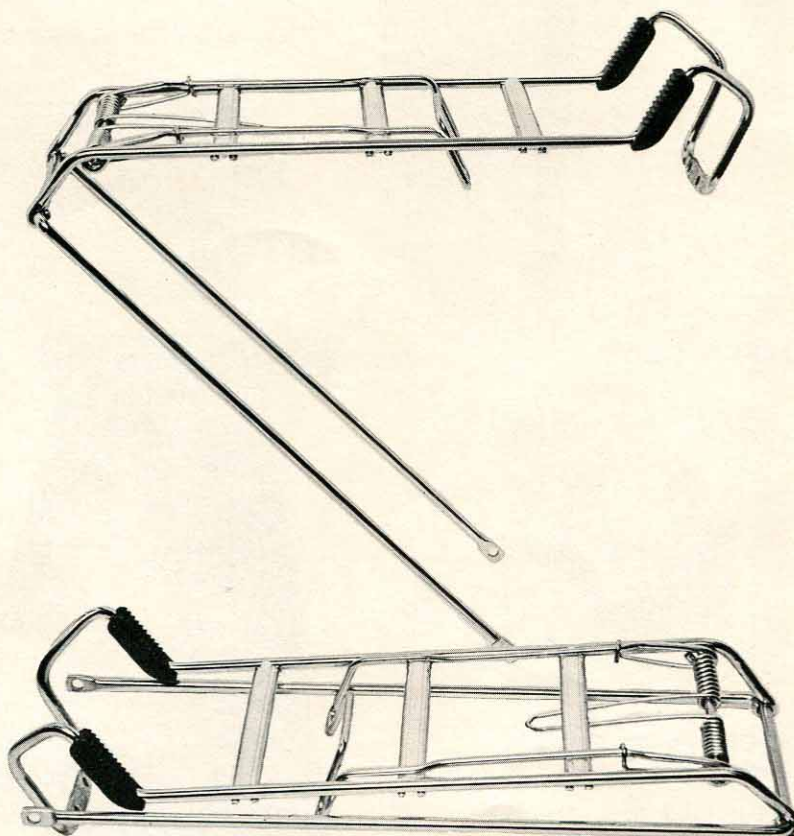
ESGE BR 44F

steel rod folding carrier fits 20", 22", and 24" wheel cycles and is otherwise identical to the BR 40F model.

ESGE A 130F

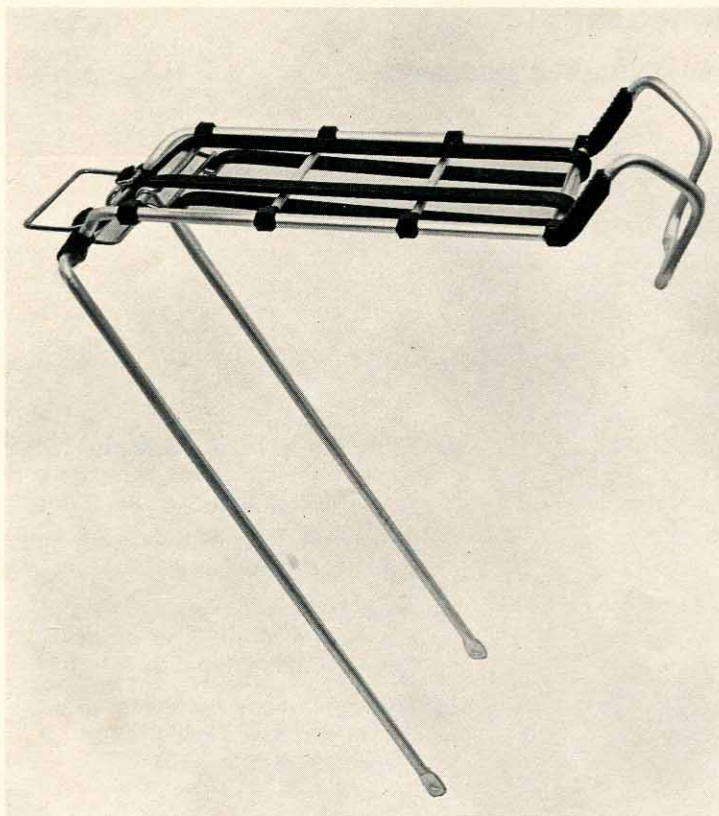
steel rod carrier. One of the most versatile carriers. Fits almost every 20", 22", 24" and all 26", 27" and 28" wheel cycles.

- * Attractive counter rests and inset plastic stripping for secure fastening.
- * High-lustre, non-corroding finish.
- * Fitted with J62 fixing plate for full clearance to all caliper brake cables.
- * Single-piece spring with specially designed clip for luggage safety.
- * Strong single-section stays with no rivets that are liable to break.



ESGE A 130F Carrier

NOW AVAILABLE
J62 Universal Fixing Plates.



L200F

ESGE L200F

Superlight alloy carrier suitable for Cycle Tourist, Sports and Racing Cycles with 26" and 27" wheels.

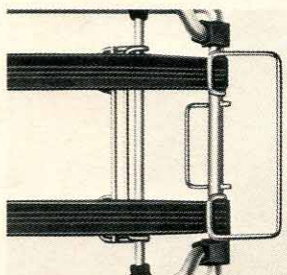
- * Made from the best quality aluminium alloy.
- * Entire carrier with a full 12" luggage carrying capacity weighs only 11 oz. Possibly the lightest rear carrier of its size.
- * Ideal for lightweight cycle touring bicycles though not intended for heavy loads. It is preferable to use an ESGE A130F carrier for this purpose.
- * Attractive black counter rests and supports contrasting superbly with high lustre, non-corrosive finish.
- * Strong, flexible and grooved elastic securing straps.
- * STREAMLINE, SMART AND VERY USEFUL mounted with J62 fixing plates, suitable for centre-pull and side-pull brake fittings.

NEW

Now supplied with front wheel J64S fixing plates and screws.

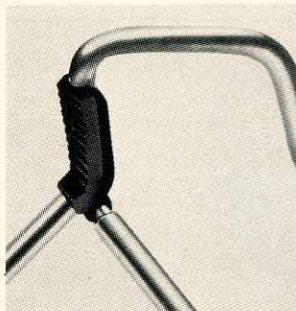
Useful alternative adaptation.

Full instruction leaflet supplied.

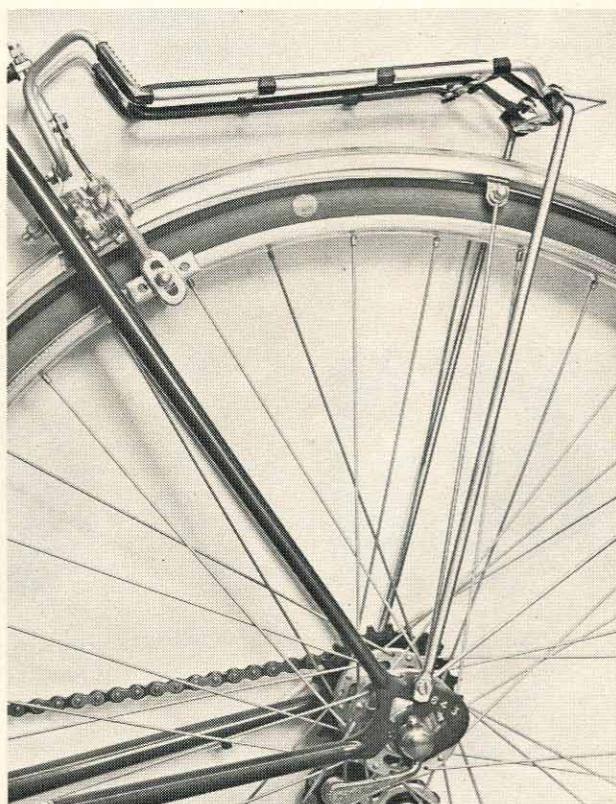
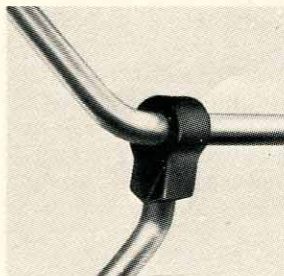


Strong, elasticated strap capable of taking various size, light luggage packs and holding them securely in place.

Strong counter rests with a sloping profile. These buttresses prevent luggage from sliding onto caliper brakes.



Exclusive joints and no rivets that are liable to break. A folding carrier that fits all 26" and 27" cycles.

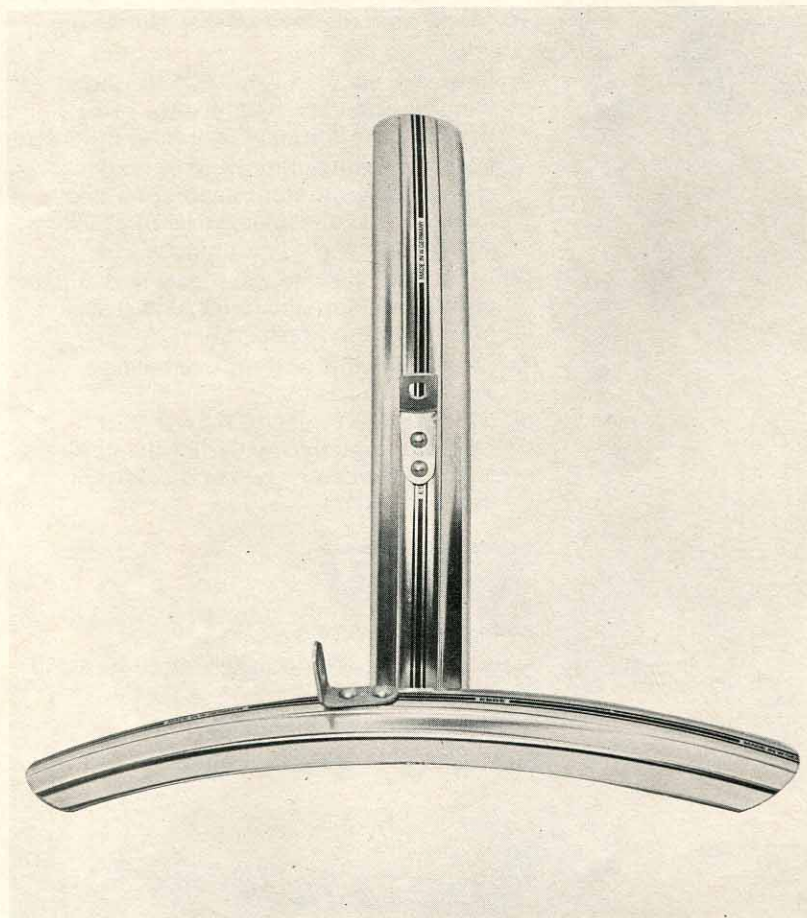


L200F Fitted to lightweight touring cycle



ESGE CHROMOPLASTIC LAMINATED MUDGUARDS

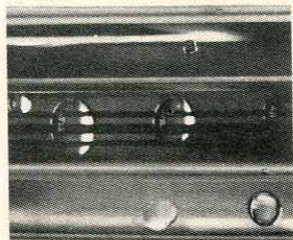
An entirely new patented concept in the manufacture of mudguards.



Half guards

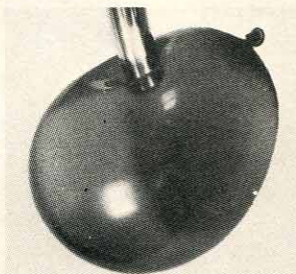
- * Attractive, shining chromium appearance with neat contours and smart black lining.
- * Scratchproof, corrosion-proof and virtually unbreakable.
- * Rounded, sealed edges, elegantly cut away with no protrusions liable to cause damage or injury.
- * Adding virtually no weight to a cycle even as supplied in full mudguard length.

An all-weather resistant product



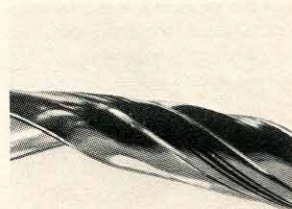
Corrosion-proof and unlikely to mark. An eye-catching, high-lustre, non-tarnishing accessory that is not only useful but also improves the look of a bicycle.

Safe for children



Rounded, smooth sides throughout. No sharp edges to catch fingers or clothing.

Entirely pliable

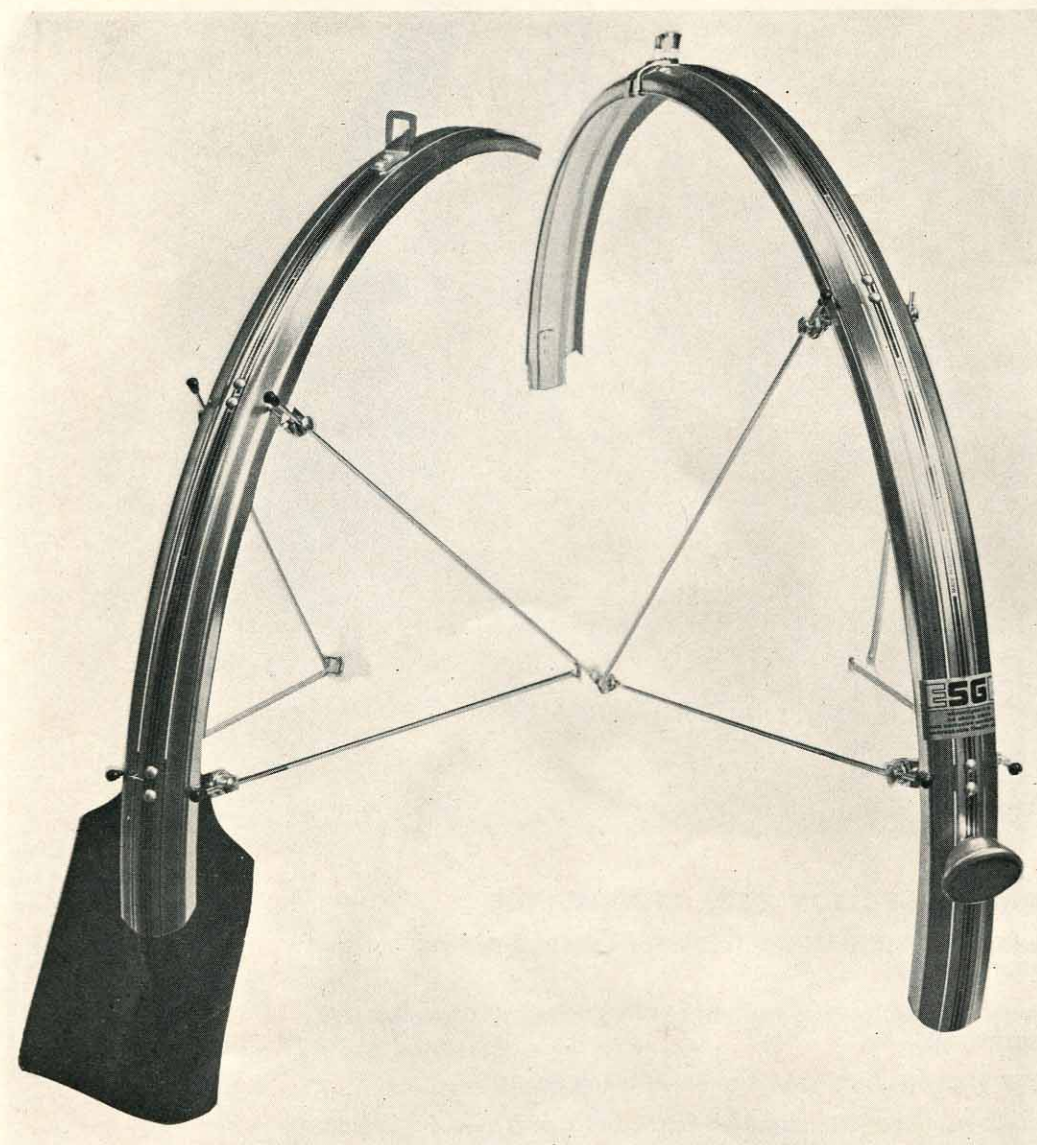


Bend or twist the ESGE chromoplastic guards to an excessive degree and they will still re-attain their shape and resume their original position.



ESGE CHROMOPLASTIC LAMINATED MUDGUARDS

- * Much stronger, than conventional plastic mudguards, to provide years of good service.
- * Complete with fittings, they are still almost as light as conventional plastic mudguards.
- * Manufactured with thin layer of aluminium foil concealed between two thicknesses of chromoplastic. This foil acts as a conductor of electricity for integrated dynamo lighting sets and enables one to dispense with a lot of unwanted electrical cable.
- * Fitting the four stays per full mudguard is simple. Eyelet screws with dome nuts hold the stay and brace firmly together. The fork end and rear stay fitting is equally as simple.
- * Supplied complete with reflector to B.S. 3224 and shaped rear guard mudflap.
- * Fitted as original equipment to some of the best quality British and Continental manufactured bicycles.



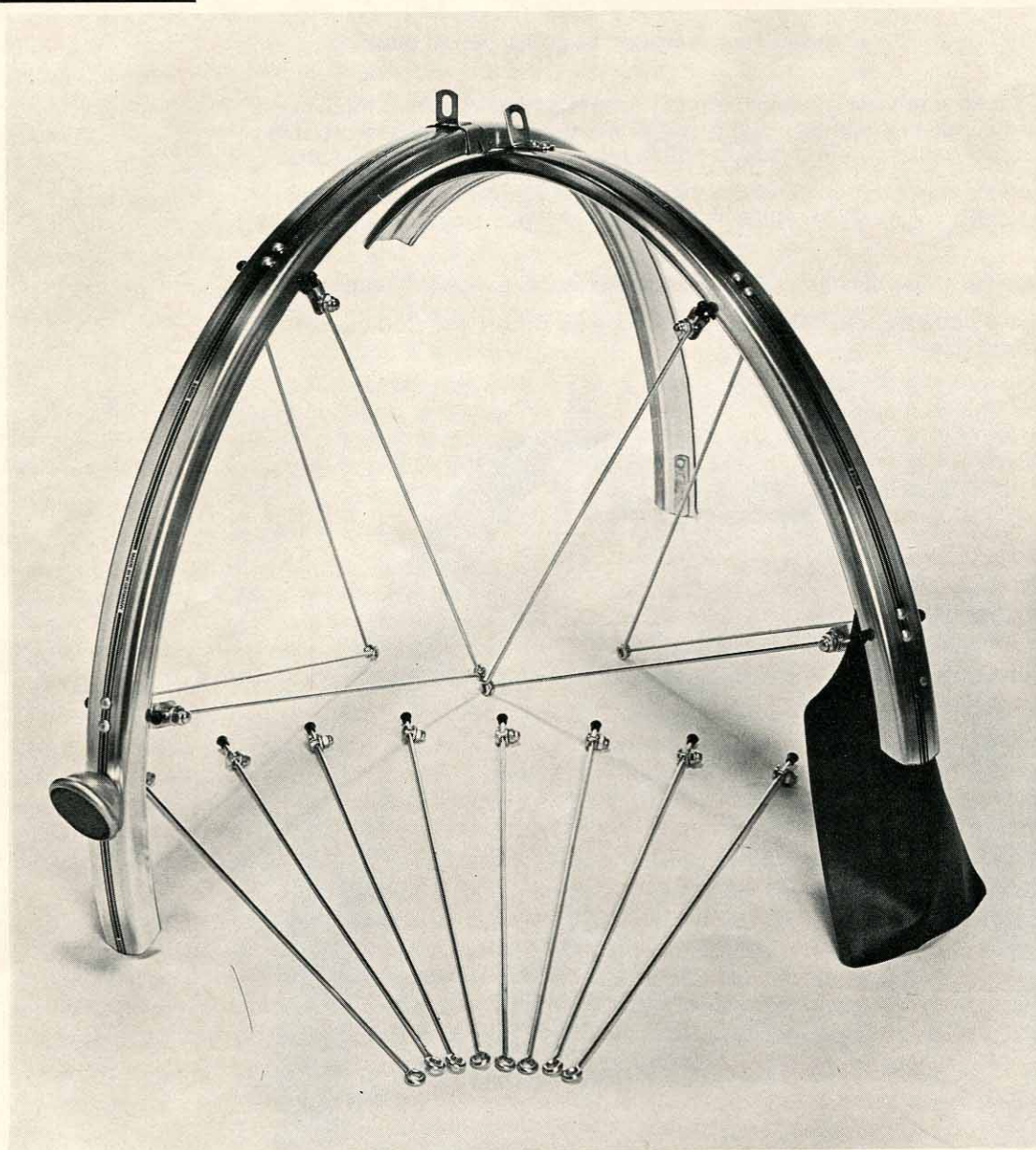
INSIST ON THE ESGE LABEL. This blue and yellow label is on every ESGE rear full mudguard just above the reflector.

NEW

Now also available in bronze.
The perfect match for green and black and other coloured frames.



NEW



NARROW-SECTION ESCE MUDGUARDS

- * Ideal for cyclists using the WEINMANN/VREDESTEIN rim and tyre combination or any narrow-section products.
- * Specially shaped chromoplastic guards with close tolerances and narrow profile ideal for new section wheels.
- * Supplied in attractive, shining chromium with smart black lining.
- * Unique stay fittings, as supplied with standard ESCE full-guard section, exterior to the guards themselves with protected stay-ends.

NOW AVAILABLE

Replacement sets of mudguard fittings, comprising complete pack of 8 stays, nuts, bolts, washers and end pieces.






R. J. CHICKEN & SONS LTD.

LYON INDUSTRIAL ESTATE, HARTSPRING LANE, WATFORD, HERTS. WD2 8JD.
Telephone: Watford (0923) 33027
Telex: 922093 CHICKS G
Telegrams: CHICKLON LONDON

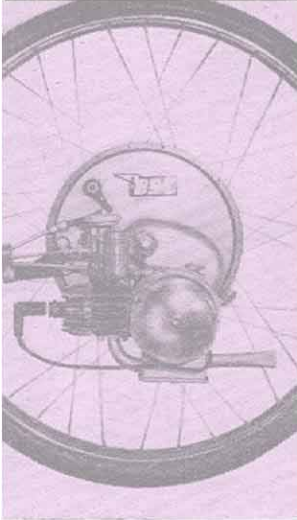


SUGGESTED TRADE PRICE LIST

NOVEMBER 7th, 1979

REF	DESCRIPTION	W/S Pack	Trade Price	PER	REF	DESCRIPTION	W/S Pack	Trade Price	PER
	 BIERRECI/ TOE STRAPS Q/R Buckles, polybagged pairs "Super Competition" Black 10 pr 2.00 pr "Competition" Black, white or red 10 pr 0.89 pr "Gran Premio" Black, white, blue or red 50 pr 0.63 pr BIERRECI/ TOE CLIPS w. fixing plates "Competition" Black plastic covered steel 10 pr 1.09 pr "Gran Premio" steel 10 pr 0.82 pr					 NORMANDY SOLID SPINDLE ALLOY HUBS 36H BOXED L/F Gear Side pr 3.26 pr L/F Gear Side Rear ea 1.85 ea L/F Gear & Fixed pr 3.42 pr L/F Gear & Fixed Rear ea 1.94 ea L/F Double Fixed pr 3.42 pr QUICK RELEASE ALLOY HUBS 36H BOXED ATOM S/F, Q/R pr 6.59 pr NORMANDY S/F, Q/R de Luxe pr 9.01 pr NORMANDY L/F, Q/R pr 7.35 pr NORMANDY L/F, Q/R de Luxe pr 9.78 pr SOLID SPINDLE HUB SPARES. 3010 Front Solid Axle complete ea 5.35 10 3062 Rear Solid Axle complete ea 6.31 10 3007 Front Solid Axle only ea 0.96 10 3057 Rear Solid Axle only ea 1.17 10 3004 Front Cones for Solid Axle ea 0.96 10 3054 Rear Cones for Solid Axle ea 1.17 10 QUICK RELEASE HUB SPARES 3110 Front Q/R Axle complete ea 1.07 ea 3162 Rear Q/R Axle complete ea 1.33 ea 3107 Front Q/R Axle only ea 5.77 10 3157 Rear Q/R Axle only ea 7.06 10 3304 Front Cones for Q/R Axle ea 0.96 10 3354 Rear Cones for Q/R Axle ea 1.17 10 3003 Front Dust Cap for Q/R Hub ea 0.42 10 3053 Rear Dust Cap for Q/R Hub ea 0.42 10 3412 Front Q/R de-Luxe Axle complete ea 1.65 ea 3461 Rear Q/R de-Luxe Axle complete ea 1.87 ea 3414 Front Cones for Q/R de-Luxe Axles ea 0.64 ea 3464 Rear Cones for Q/R de-Luxe Axles ea 0.64 ea 3403 Front Dust Cap for de-Luxe Hub ea 0.96 10 3453 Rear Dust Cap for de-Luxe Hub ea 0.96 10 Front Q/R Skewers 5 1.55 ea Rear Q/R Skewers 5 1.55 ea ATOM ALLOY PEDALS 450RA Quill, chrome, 13mm spindle pr 3.31 pr 450RN Quill, black cage, 13mm spindle pr 2.89 pr 600RC Quill, chrome, 13mm spindle pr 4.63 pr 600RN Quill, black cage, 13mm spindle pr 4.39 pr 5 SPEED FREEWHEELS ATOM 14-16-18-20-22 teeth ea 3.49 ea NORMANDY 14-16-18-21-24 teeth ea 3.15 ea NORMANDY 14-17-20-23-26 teeth ea 3.29 ea NORMANDY 14-17-20-24-28 teeth ea 3.37 ea NORMANDY 14-17-21-26-32 teeth ea 3.77 ea NORMANDY 14-18-23-30-34 teeth* ea 4.17 ea			
	 KICKSTANDS Tough alloy, calibrated 50 1.19 ea FOLDING SPORT CARRIERS L200F Front or rear fixing, alloy, elastic straps 26"/27" 40 4.07 ea L255F Rear, alloy, pannier, 27"/28" 50 3.27 ea A130F Rear. UNIVERSAL — fits some 20"/24" & all 26"/27"/28" 40 2.81 ea A605F Rear, 27"/28" 50 2.53 ea BR40F Rear, steel rod, w.clamp 26"/27" 50 2.11 ea BR44F As BR40F, 20"/24" 50 2.11 ea CHROMOPLASTIC MUDGUARDS Full-guards. Silver or Bronze 5 pr 5.06 pr Full-guards, narrow-section. Silver or Bronze. 5 pr 5.06 pr Half-guards. Silver 15 pr 1.00 pr Mudguard fittings w. stays set 1.65 set Mudguard fittings without stays set 0.90 set								
	 LAPRADE ALLOY SEAT PIN 606 Professional w. allen key, boxed 26.4, 26.8, 27.0, 27.2 mm ea 9.50 ea 505 26.2, 26.4, 26.6, 26.8, 27.0, 27.2 mm ea 6.00 ea								
	 ATOM SOLID SPINDLE ALLOY HUBS 36H BOXED S/F Gear Side pr 2.26 pr S/F Gear Side Rear ea 1.39 ea S/F Gear & Fixed pr 2.39 pr S/F Gear & Fixed Rear ea 1.49 ea S/F Double Fixed pr 2.39 pr								

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