



February March 1998





5627 University Way NE • Seattle • 206-527-4822 • http://www.rodcycle.com

THE NEWSLETTER OF CYCLING VALUES!

2STH ANNIVERSARY TANDEM SHEBANG!!

It is a tandem extravaganza! R+E Cycles is celebrating 25 years of building RODRIGUEZ tandems and we want you to help us salute this occasion! So grab a partner and come to the shop on Sat. Sept 26.

We'll be unveiling our Silver anniversary tandem at this event as well as giving away door prizes, and conducting

tours of the frame shop. We'll have experienced tandem riders from our tandem club N.U.T.S. (Northwest Unofficial Tandem Society), as well as our staff on hand to offer you first class tandem riding instruction. We'll take you and your partner out separately so you can get the hang of tandem riding before we send you out as a "team".

We realize that most people have never ridden a tandem and might not know where to begin asking questions. That's what this day is about. You'll have the opportunity to try all the different tandem options that are available and talk to people who have raced, toured, towed kids or just ridden socially. We'll fit you professionally and even make sure the seats are comfortable!

If you decide to purchase a tandem we'll include a one year free subscription to Tandem Magazine, a free one year membership in N.U.T.S, a free tandem rental for a friend, and we'll offer you our extended warranty at no charge (\$40 value). If you are fast enough to be one of the first 10 purchasers we'll pay for your celebration by including a free night at the Sleeping Lady Resort in Leavenworth!

So, if you are looking to have the most fun you possibly could on Sat. Sept 26th, stop by the Tandem Shebang and you'll have twice as much fun!

WHAT'S INSIDE

, , , , , ,	
Rodriguez Prototype sale	Pg. 8
Where's Willie Weir?	Pg. 3
25th Anniversary Tandem	Pg.4-5
Fact or Fiction?	Pg. 6
Winterize your bike	Pg. 7
Attention Rodriguez Owners!	Pg. 2
Sally Edwards' Racing Rodriguez	Pg. 3

WINTER HOURS BEGINNING OCT. 1ST

MONDAY - CLOSED 12 - 6 Tuesday - Friday 10 - 5 Saturday 12 - 4 Sunday

By Appointment Anytime!!

Just call during business

hours to set one up.

LOOK MA! NO DERAILLEURS!

Wait until you see what we have! Never been seen anywhere on this planet before! Mark your calendar for Sept 19 - Admission is free!

Do you or anyone you know ever get confused about how to switch which derailleur, which way, when? Fret no more. The mystery is solved. "Speed Control" to the rescue. This local company has devised a simple derailleur-less system that makes it easy to change gears.

Over the years, there have been a lot of subtle changes that have made shifting easier, but none that have been radical. Presently, when you shift, it clicks and you might not have to reach all the way down to get to your levers. But you still have 2 or 4 levers or buttons, it takes two hands, and there is no obvious logic to the system.

With Speed Control you have only one shifter, which is a rotating grip. All you do is turn it towards you to go faster and away from you to pedal easier. The gear changing is all done internally inside the rear hub. The gears are as wide spread as a standard triple crankset and 8 speed cassette would give you. As you move the lever it gets harder or easier to pedal, as if magically. The transitions are smooth and gentle. If you only turn the lever a little bit, the change will be small. If you then it quite a bit, the gearing will change quite a bit.

We are excited to be working with the folks at Speed Control. They have been fine tuning this innovative idea for 5 years and it is finally ready for the public. We think they have a great product and we want our customers to be the first in the world to try this amazing shifting system. We think it is the system of the future! We want you to experience it, and their engineers want your feedback.

We have 10 bikes equipped with "Speed Control", waiting for you to try. They'll be here and available for a free test ride from Wed. Sept 16 through Sat. Sept 27. And for something even more special we'll have the top engineers and designers from Speed Control here, at R+E Cycles, on Sat Sept 19. You'll get a chance to meet these folks.

CALL TODAY AND SET UP A TIME TO TOUR OUR FRAME BUILDING AND PAINTING FACILITY! IT'S FREE!

ALL BIKES ON SALE

Save 10, 20, 30% or more on all bikes in stock! Sale is good through September 24th 1998



We are making room for our winter gloves so we're going to hand over our summer gloves for cheap. We sold our RODRIGUEZ Holy Cow Gloves all summer for \$20 and we are going to start the fall season by reducing the price to *only* \$12.99. put away a pair or two for next year or buy them as an early Christmas present.

Offer good with coupon only. No cash value. Expires October 3, 1998.



Eye protection is as important in the winter as it is in the summer. We have some clear wrap around cycling glasses that are perfect for riding in the dark or in the rain. Or if you prefer a yellow lens we have those, too.

Reg:\$20

Coupon Special \$9.99

Offer good with coupon only. No cash value. Expires October 3, 1998.



Bulk Rate J.S. Postage Pa Seattle WA. Permit No. 1297

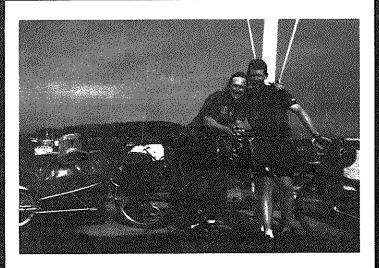
R+E RUMMAGE SALE!

We're updating some of our equipment, and we've got some old equipment for sale. Some examples include:

- 386 computer w/mon. & modem \$100 OBO
- 386 computer (no monitor) for \$50 OBO
- Toshiba 2-color photo copier \$250 OBOFord Econoline Van \$2000 OBO

To see any of these items, call 206-527-1384 to set up an appt. with Dan.

ORDINARY PEOPLE DO EXTRAORDINARY THINGS -ON THEIR RODRIGUEZ TANDEMS



Congratulations Louie and Becky!

In 1995, Boeing engineer Louie LeGrand and school teacher Becky Anderson were married. Their only registry item? A Rodriguez tandem. Well, they got it! Their friends and family from all over the country called us to purchase things like, "the front hub", or "two water bottles, cages and the spokes please", or just "what can I buy for around \$50?"

The tandem registry was a success and culminated in a 7,280 mile trip around the perimeter of the United States in 1998.

Since 1973, we have been building tandems in Seattle. That makes us one of America's oldest makers of tandems. We can can build a tandem for anyone's needs or wants. Contact us today for a free brochure.

Rodriguez Tandems - Real Tandems for Real People!

RODRIGUEZ TANDEMS • 206-527-1384 • FAX 206-527-8931 • http://www.rodcycle.com

BRING US YOUR PICTURE!!

TELL EVERY

Rodriguez customers have some of the most exciting bicycle stories in the world! As part of our 25th anniversary, we are putting together a scrap book of customer's favorite photos of themselves with their Rodriguez bicycles. Photos can be of tandems or singles. If you don't have any photos of yourself with your Rodriguez, come on by the shop with your bike, and we'll take one for you. In the grand tradition of cyclists everywhere, we invite you to tell your story. Your story can be about a bicycle trip, or yourself, it can be typed or hand written, truthful or fictional, as long as it's a fun one. We'll put it in the scrapbook along with your photo. If you would like, we'll even put your story on the Rodriguez website!

ATTENTION ALL RODRIGUEZ OWNERS!!



DOUBLE VALUE

Lots of folks prefer a "baggy" cycling short and choose the style that is a lycra inner short with a supplex baggy over it. They are great for looking "normal" when you get off your bike. We have men's and women's styles from Hind and Danskin. Save 30% on our remaining stock.



Offer good with coupon only. No cash value. Expires October 3, 1998.



RE ARE YOU PROTECTE

Cycling helmets do have a limited life span. If your helmet is approaching geriatric or antique, now is, the time to upgrade to a Giro Torero. Equipped with the newest in safety features (the roc loc), lots of vents, a visor, and easy to adjust straps this helmet is our favorite.

> Keg:\$55 coupon \$44.99

IF THE SHOE FITS....

Offer good with coupon only. No cash value. Expires October 3, 1998



LIGHTEN

Trying to shed a final few ounces?Titanium skewers will do it. Pick up a pair of Control Tech titanium wheel skewers while we still have them.

Reg \$50

Coupon: \$32.99

Offer good with coupon only. No cash value. Expires October 3, 1998.



Nike has consistently been one of our best fitting cycling shoes. We have 3 or 4 models (road and mountain) ranging from \$85-\$120. We are closing them out to make room for the

new models so pick up a pair for 20% off. And well even help you install your cleats for free!

Offer good with coupon only. No cash value. Expires October 3, 1998.

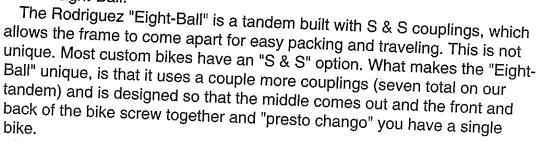
WHERE'S WILLIE??

"A bicycle built for two... I mean one... mean two"

About a year ago, Estelle Gray invited me and my wife (Kat) to a tandem class. Neither Kat and I had ridden a tandem before and we were intrigued. After some instruction and a couple of spins with Estelle, we were off pedaling a Rodriguez "Toucan". Not more than ten minutes into our ride, we were thinking about the possibilities of a tandem for our next adventure.

There was a problem though. Our schedules don't always mesh and it looked like I would be leaving for Cuba 2 to 3 weeks before Kat did. It looked like a tandem was out of the question.

But thanks to the imagination and innovation of the folks at R + E (Matt & John), we will be able to ride a tandem after all...an "Eight-Ball."



You have to see it to believe it! It is so well designed that the first time I tried, I was able to convert it from a single bike to a tandem in less than twenty minutes!

Thanks R + E!

-- Willie Weir



RODRIGUEZ! THE MOST FUN YOU CAN HAVE!

Something new in a headlight!!

The Cateye HLII halogen light is clear so that your light is visible from any side or angle. We are featuring this light along with a taillight for

only 26.99

Reg \$29.99

Offer good with coupon only. No cash value. Expires October 3, 1998.

RE.

X

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THE ORIGINAL R⁺E VAN

A real one of a kind full of history and fond memories. This Ford Econoline Cargo Van (automatic) circa 1981 has the original logos of R+E and other classic companies including Suntour, Specialized, Cannondale, Erickson and more. Its never stranded us, even once!

You have to see it to believe it. And well even let you test drive it without a helmet.

6 C

Reg:\$2000 Coupon: \$1800 OBO

Offer good with coupon only. No cash value. Expires October 3, 1998.

RE DRYING OUT???

If you are about to put your hydration system away for the season you might want to clean it out so you don't grow a whole much of mold and slugs over the winter.

This little brush system gets into all the corners and the tube as well. You'll thank us for this next summer.

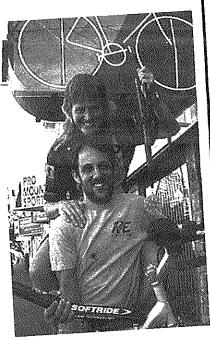
**Reg:\$20

Coupon:\$14.99

Offer good with coupon only. No cash value. Expires October 3, 1998.

World Class Friathlete Sally Edwards is

a world class triathlete. Like most triathletes, she cares about only one thing when it comes to her bike. She wants it to go fast. Sally has been competing and winning Ironman® races for over 15 years. She can ride any bike she chooses; companies want to sponsor her. That's why we were extremely flattered when she came to us and said, "I want you to build me a bike." Sally decided that along with speed she also wanted comfort and knew that we would build her the best fitting bike on the circuit. So we did.



RODRIGUEZ frame builder Matt Houle, designed, built and painted a one of a kind. It's a cro-moly "wing style" bike, low to the ground and light. Sally chose the "Heartbeat" motif and Matt executed it. It's fast and it fits like a glove.

Sally took it out for its first ride at the Nike Master's Games and came away with a Silver medal. Her next big race is the Ironman® World Championship in Hawaii (Oct 3). Hopefully, our web page will have a picture of her with a medal!!!



If you are thinking about a bike for triathlons, come talk to us. We'll help you go faster, you'll be comfortable and you'll look good, too!

Andomy of the RODRIGUE

Campagnolo Componentry For Unsurpassed **Reliability and Performance** **Chameleon Paint Job** Two Colors in One!

Internal Top Tube Cable Routing

RODRIGUEZ Adjustable Stoker Stem

Phil Wood Freehub

> 700c or 26" Wheels **Your Choice**

Campagnolo Cranks Cool!

ROE O Boc

Don't lose your bike because you skimp on a

lock. We got a close out on some long shackle U locks and we have them at a price you cant afford to pass up.

Reg: \$30 Coupon: \$12.99

RE U lock it or U Lose it RE HAULIN GROCERIES??

This foldable cordura basket is the perfect size and shape to hold a grocery bag. They are light and compact and the perfect alternative to baskets or panniers. They are sold singly so you don't have to buy a pair if you only want one.

Reg: \$50 Coupon: \$42.99

Offer good with coupon only. No cash value. Expires October 3, 1998. Offer good with coupon only. No cash value. Expires October 3, 1998. Offer good with coupon only. No



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Z 25th Anniversary Tandem

Multishape Top Tube or Incredible Performance and Custom Fit

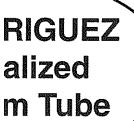
After two and a half decades of building tandems we thought it was time to celebrate! After all, we are the oldest, still building, manufacturer of tandems in the U.S.A. The celebration is two part: An expo/tandem shebang (see cover) and a very special issue of silver anniversary tandems.

We will be building just 10 of the silver anniversary tandems, complete with a framed certificate of authenticity. The frame will be our top of the line multi-shaped tubing with a hand crafted, stainless steel head badge. The bicycles will be custom built to order to fit you & your partner perfectly. You will have a choice of chameleon paint colors. The stock components will be Campagnolo components with Phil Wood hubs and Control tech brakes, but you'll will be able to choose any components you wish. Three of these bicycles will be on display at the tandem shebang.



Custom Stainless Steel
Trillium Head Badge

Phil Wood Front Hub



Smart Size Seat Tube

Custom Multishape
Down Tube
Fantastic Hill Climbing

DUR PANNIERS'HE LAKE

bags, chances are all you gear These waterproof panniers are leled after kayak bags with roll wn tops and heat sealed seams. It for Seattles rainy days. Keep imuting clothes or touring gear dry! We have front and rear

\$120 and \$140 1: \$99 and \$115

sh value. Expires October 3, 1998.

RE MAKE YOUR BIKE FLY



Why lug it all over the airport when you can ship it for even less? Bring your bike in, we'll box it, insure it and ship it anywhere in the country

for a flat fee of \$45.

Beats the airlines price!!

Offer good with coupon only. No cash value. Expires October 3, 1998.



HAVE A HEART

And get a FREE book!



Or at least know what your heart rate is. We are waiting for some 1999 models, so in the meantime, we are closing out our 1998 Cardiosport monitors. We have 3 models, each with different features. They are regularly priced from \$99-\$250. Pick one up for 20% off and we'll even throw in a free "Heart Rate Monitor book", by Sally Edwards. While our supplies last.

Offer good with coupon only. No cash value. Expires October 3, 1998.

FACT OF FICTION?

For bike gurus everywhere!

TO V-BRAKE ON NOT TO V-BRAKE



V-Brakes on tandems?



In the last few years, mountain bikes have been coming with V-Brakes (or linear cantilevers) as standard equipment. The brake arm, or 'lever' of a linear cantilever is longer, giving the rider a bit of a mechanical advantage. Another difference is the brake pad, it is much longer so it gives more pad contact on the rim. Some of the more expensive V-Brakes use a parallelogram design for the pad. This parallelogram gives the pad a smooth inward travel as opposed to a curved path of travel.

For mountain biking these brakes improved stopping so well, that some people thought, including me, that they would be a natural step into the tandem world. An obstacle stood in place though. Because of the longer lever, V-Brakes required a brake lever that would pull more cable, and these longer pull levers are only available in mountain bike style levers. Most of our tandem customers prefer drop, or road style bars. Well, it wasn't long before someone came out with an adapter that would increase the pull through a road bike lever. The first one available was the Com-Tech device made by a company in Montana. The first shop in the country to by them was R+E Cycles. I ordered them before they were being produced, and the salesman left me a prototype to install for demos.

When the first production pair of Com-Tech devices arrived, I fitted up a new Rodriguez tandem for use with a set of the Shimano Deore XT V-Brakes (the kind with the parallelogram pad travel) for Estelle and I to ride in the tandem rally. The setup seemed simple at first, but then the fine tuning was more involved. It was very difficult to adjust the pads so that the brakes didn't squeak when applied. It seemed that when they didn't squeak, they didn't brake very well. I finally settled on a happy medium, and we were off to the rally.

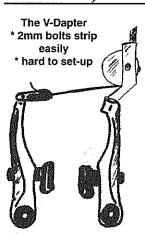
After unloading the bike from the car, and reinstalling the front wheel, I noticed that the front brake was no longer centered. I would discover that I would have to center these brakes a number of times over the weekend, or they would rub. After about 50 miles, the squeak returned and never went away. The brakes really didn't seem to perform as well as my standard recommendation (good quality cantilevers with Mathauser big block pads). The XT brake pads seemed softer than any compound that I usually recommend, and didn't perform well on long, steep descents. In fact, I had my levers buried at one point, and still couldn't slow the bike enough to hold the line around a blind curve. After 200 miles, I noticed that the pads were almost worn through! If you ride with wide tires, there is still one more problem with V-brakes that you should know about. Because of the longer brake shoe, the V-brakes won't open enough to allow easy removal of your wheel, so you'll have to deflate the tire. One weekend of squeaking, adjusting, and poor performance convinced me that V-brakes were not the answer for me.

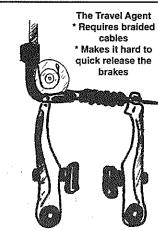
In the meantime, a few more cable pull enhancing devices have come out, including the V-dapter, and the Travel Agent adapter. I have tried V-brakes with these products also. Amazingly enough, the first invention from Com-Tech (the patent has since been sold to Sidetrack) works the best. With the V-dapter, the brakes were even harder to adjust. The

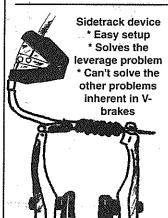
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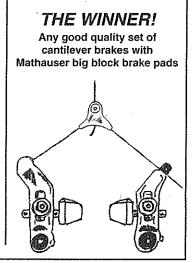


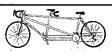
TRY, TRY AGAIN!

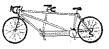












Travel Agent seems to be a good design, but eliminates the ability to easily quick release the brakes when you want to remove your tire.

Final thoughts on V-brakes on tandems:

If you are using mountain bike style handlebars, you can use the appropriate style levers to make the V-brakes work properly, and they stop the bike well, but still have the centering problems, the rapid pad wear, and wide tire removal clearance problems.

If you are using drop style handlebars, you need to use some type of device to increase your cable pull. Brake centering problems, difficulty of set-up, fast brake pad wear, squeaking, and poor performance after heating up are all problems that seem to be consistent with V-brakes on drop bar tandems. (I can set up a pair of traditional cantilevers to work much better than any type of V-brake, and you'll have none of these problems)

None the less, V-brakes do look cool, and they are the newest thing out, and the magazines all seem to like them, so we do still sell a lot of them.

At Rodriguez, we like to ride products, and like them before we recommend them. But when we sell a tandem, the customer can choose V-Brakes, or cantilever brakes. There is no extra charge for either, and we keep both in stock.



MAKE ANY BRAKES PERFORM BETTER!

Gore cables are a fantastic way to improve braking or shifting! The cables are coated with a very slick lining that all but eliminates friction. You must try them to believe it! We have a sample set up at the store. (Reg. 65 brakes, \$50 derailleurs)



Offer good with coupon only. No cash value. Expires Sept. 31st, 1998.



"Have I got a deal for you..."

SAVE 40%

We don't want to have to carry over our summer jerseys so we are going to offer them to you for 40% off. That's basically "our cost". We have an assortment of short sleeve, sleeveless and tanks from Pearl Izumi, Sugoi and Hind. You can't go wrong.

offer good with coupon only. No cash value. Expires October 3, 1998.



8

TIME TO WINTERIZE Eddodo

ON REAR RACKS

You might scoot around all summer with your bike as light as possible. But when winter comes, you'll want to haul a little gear. You can install a rear rack on your bike in just minutes, and be ready to haul!

FLASHING TAIL LIGHT

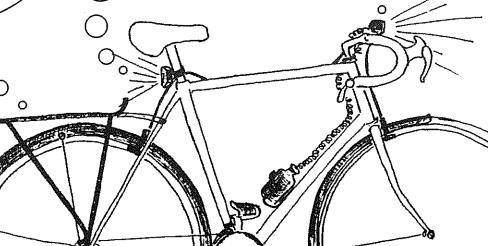
Don't get hit from behind. Those little blinking lights mount easily on your seat post, your rack, your bag, or even on your person. They are inexpensive, & run on common batteries. With proper use, the batteries last about a year.

LIGHT UP THE NIGHT

Lights serve 2 purposes. They help you see, and they help you be seen. As winter comes, it will be dark at 5:00pm. We stock the entire gamut of lights, from \$15 to \$200!

FENDERS

The water from the sky isn't the problem. It's the muddy, sloppy, wet gunk that gets kicked up from your tires. Install a lightweight pair of fenders, and you'll enjoy winter riding.



TIME TO RETIRE?

Water on the roads will mean more flats as water helps your worn tires pick up glass and road debris. Come talk with us about solutions to flats. We've got it all. from Slime to Kevlar.

SEALED BOTTOM BRACKET

Winter is so harsh on your bottom bracket bearings. A worn bottom bracket wastes a lot of your pedaling energy, and costs you money and time in overhauls. Jpgrade to a sealed bottom bracket and bypass the problem.

1 CHAIN= 232 MOVING PARTS

That's a lot of opportunity for wasted energy if it is covered in of lubrication! Winter is an important time to make sure you care for your chain.

CLIP AND SAVE

Use the coupons below to save big bucks

your bicycle!

RE RAINY DAY COUPON!

Use this coupon to save 10% on any fenders in stock. Save 15% if it's raining when you come in to use this coupon!



We have Road & Mountain bike fenders in stock. We have both the full coverage type, and the easy to install clip on type. Prices range from \$15 to \$25 a pair.

Offer good with coupon only. No cash value. Expires Sept. 31st, 1998.



RE BETTER THAN A DISHWASHER

DON'T PUT YOUR CHAIN IN THE DISHWASHER! Use the Park chain cleaner instead. It's the best way to keep your chain, and your pant leg, clean. Right now, if you purchase a Park chain cleaner from us for just 24.99, we'll throw in a \$4 gear brush that you can use to clean the gunk out of the gears on the back of the bike as well!



FREE IS A VERY GOOD PRICE!



Offer good with coupon only. No cash value. Expires Sept. 31st, 1998.



Use this coupon to save big \$\$ on Kevlar Belted tires. Kevlar is the same material that bullet proof jackets are made out of, so it's very effective against thorns, glass and other road debris. We have Cyclepro Kevlar Belted tires for just \$35 a pair



reg. 22.99 each

We have both road and mountain sizes. Offer good with coupon only. No cash value. Expires Sept. 31st, 1998.



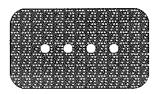
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Use this coupon to save \$5 when you buy a Pyramid flashing tail light at R+E Cycles! Here's how it works: We'll sell you the tail light for just \$9.99 (reg. \$13) and throw in the batteries for FREE! (reg. \$2)



Hurry! Limited to stock on hand!

Offer good with coupon only. No cash value. Expires Sept. 31st, 1998.



80)

SAVE 33%

We have Advent rear racks on sale for just \$19.99! (With coupon) Theses are good quality, alloy rear racks...lighweigt and strong. Perfect for hauling your extra warm clothing, books....you name it! (reg. \$30)



The Cygo Lite Night Explorer

is our favorite lighting system! It's dual beam system will light up any road or path. The 3-hour rechargeable battery pack attaches conveniently to any bicycle. The replacement warranty is unbeatable. And the price is incredible! just \$109.99 (compare at \$150~\$200)

Buy one now, and we'll throw in a free Pyramid blinking tail light (\$13 value)

Offer good with coupon only. No cash value. Expires Sept. 31st, 1998.



Offer good with coupon only. No cash value. Expires Sept. 31st, 1998.

OWN AN ORIGINAL

GET A DEAL ON A RODRIGUEZ STELLAR OR RODRIGUEZ ARROW!!!

DEAL #1:

You've been asking... We've been saying no...

But now the answer is yes.

We are ready to sell our floor model RODRIGUEZ Stellars and Arrows. We have one of each size, they will be overhauled by our repair department and they carry our complete warranties.

RODRIGUEZ floor model Stellars only \$699.99.

RODRIGUEZ floor model Arrows \$699 (Shimano STI) TO \$999 (Campagnolo Veloce)

DEAL#2

Save \$100 on a RODRIGUEZ STELLAR

Purchase our stock STELLAR with bar end shifters and we'll knock off 100 bucks. This system works particularly well for women with small hands. The compact brake levers make for easy braking and the small shift levers are conveniently located at the ends of the handlebars.

Regularly \$1000 Through September 31, 1998 only \$899

DEAL#3

Save \$100 on a RODRIGUEZ ARROW

We have changed the stock color on the Arrows. The old color is Blue. We still have a few of the blue bikes left (53, 55, 57cm). Buy a blue bike, and we'll knock off \$150 from the regular price!

Regular price is \$1050 w/Shimano STI (now just \$899) or \$1499 w/ Campagnolo Veloce (now just \$1349) Offer ends September 31, 1998



ARROW PROTOTYPES

- * 53cm with Shimano STI \$699
- 55cm with Campagnolo Veloce/Mirage \$999
 - 57cm with Shimano STI \$699
 - 59cm with Campagnolo Veloce \$999



STELLAR PROTOTYPES

- * 46cm with Shimano \$699
- 49cm with Shimano \$699
- 51cm with Shimano \$699
- 54cm with Shimano \$699

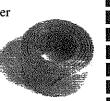
ALL OTHER BIKES 10-30%

Including Bianchi, Fisher, Lemond, Mongoose and Kona



RE Tire liners are kind of like bullet proof vests.

Put them between your tire and inner tube and you'll be well protected. Stop Flats are only \$4.99 reg \$8. Both road and mountain six

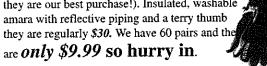


Offer good with coupon only. No cash value. Expires Octobe



HANDS DOWN...OUR BEST DEAL

We bought the last of these winter gloves and they might be your best purchase of the season (they are our best purchase!). Insulated, washable amara with reflective piping and a terry thumb they are regularly \$30. We have 60 pairs and the



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