





beliwether

'Whether you think you can or you can't... you're right!'

-Henry Ford

5627 University Way NE • Seattle • WA • 98105 • (206)-527-4822• Fax (206)-527-8931

# RHE

### THE NEWSLETTER OF CYCLING VALUES!

# MAJOR CLOTHING COMPANIES TARGET R+E FOR FALL INVASION!!



#### **WE'VE DONE IT AGAIN**

R+E has done it again! We promised you a new standard for service, well here it is! We

are going to save you more time and money than ever before, when it comes to sports clothing. We've teamed up with 2 of the biggest manufacturers in the industry to bring you something truly amazing!

Every piece of sport clothing that is available from Pearl Izumi, and Bellwether will be on display and available for purchase on the evening of Thursday, October 19th 7:00 om (not just bicycle clothing either). There will be running, skiing, aerobic, and any other types of clothing available from Pearl Izumi and Bellwether. Every size will be available to try on, and every color will be available to view. Representatives of the manufacturers will be conducting the presentation, and will be available for questions.

The best part is still to come. R+E will be offering a 10% discount on any clothing purchased during the showing. Your order will be processed on the spot and if you'd like, your order can be shipped directly to

your home at no extra charge.

Never before have the entire lines of Bellwether and Pearl Izumi clothing been displayed to the public in this fashion. The complete line is normally only shown in an exclusive setting to wholesale buyers who pick and choose the styles and colors that they want to carry in their stores.

It's always frustrating to go to a sale and find out they've run out of the size or color that you need. Not at this one! Now you can choose for yourself, the style and color that you prefer, and save time by doing all in one spot, and get the sale price! Any size, any color! We guarantee you've seen nothing like it, and you'll have a great time! It doesn't matter if it is a garment that we do not normally stock.

We have limited space so RSVP today. Limited to 100 people. Leave your Name and Phone # at 368-5490 ext: YES (937). R+E 5627 University Way NE Seattle 206-527-4822 Fax 206-527-8931

Mountain Bike Specialists 5601 University Way NE Seattle 206-527-4310

Seattle Bike Repair 5601 University Way NE Seattle 206-527-0360

#### Hours

12 - 7 Mon - Thurs 12 - 8 Friday 10 - 6 Saturday 12 - 5 Sunday By appointment anytime! See Page 8 for Winter Hours

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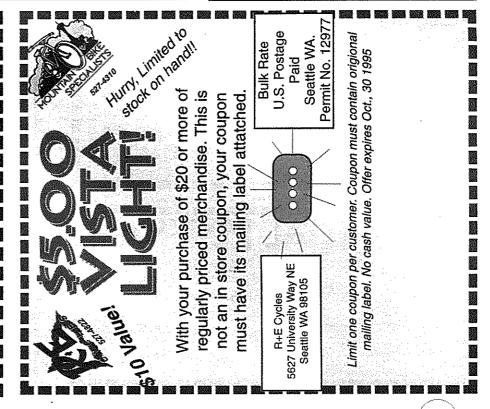
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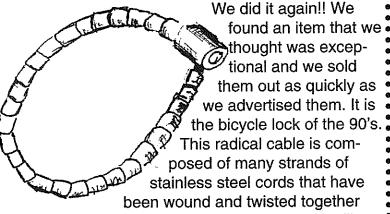
With purchase of reflective triangle or vest.

No cash value. Offer good with coupon only. Expires Oct. 30,1995



#### THE DISAPPEARING LOCK

Cont. from last flyer



and then wrapped in a case hardened vertebrae-like steel casing. This lock is nearly indestructible using conventional lock breaking tools.

It is easy to use because it is flexible like a traditional cable and versatile so that you can lock your bike to more than just a parking meter.

We don't know how long our stock will last. Get one before they disappear again.

## LOCK OF THE CENTURY!

Take advantage of this coupon to cash in on a great lock at a great price. Get the famous 'link lock' for just \$24.99 (reg. \$32.99)

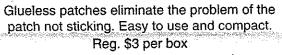
While supply lasts.

**SAVE 25%** 

COME IN OR CALL FOR FREE SHIPPING!

No cash value. Offer good with coupon only. Expires Oct. 30,1995

## DON'T COME UNGLUED!



#### Sale 2 boxes for \$5

COME IN OR CALL FOR FREE SHIPPING!

No cash value. Offer good with coupon only. Expires Oct. 30,1995

## SMOOTH MOVE SAVE \$10!!

Get two slick mountain bike tires for just \$20

COME IN OR CALL FOR FREE SHIPPING!

No cash value. Offer good with coupon only. Expires Oct. 30, 199

### I CAN SEE CLEARLY NOW...

Use this coupon to

**SAVE 50%** 



on a pair of clear riding glasses.
Great for snow and rain! Reg.
\$20 with coupon \$10

No cash value. Offer good with coupon only. Expires Oct. 30,1995

## SPECIAL PURCHASE

We got a great deal on some TMC light rain/wind shells. We're passing the savings on, but these jackets won't last long.

Supply is limited. Compare at \$50

Only \$29.99

# R+E CYCLES FEATURED ON NBC TODAY SHOW

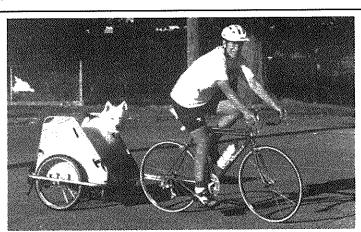
#### ESTELLE AND MISCHA ON NATIONAL TV!!??



Estelle Gray, Owner R+E Cycles Mischa, biscuit eater

Watch for us on NBC's Today Show. NBC recently came to Seattle to film a piece on bicycle commuting. They featured R+E for two reasons. Ostensibly, it is because we support bicycle commuting; (Did you know that if you are a bike commuter we'll do your service work within 24 hours and even give you a loaner bike, if you need one?) We are the pros when it comes

to bicycle commuting. Most of our staff bicycle commutes, and we stock all the gear you could ever need for commuting. However we think that the real reason NBC chose R+E is because it is home to the cutest bicycle commuting dog. Bring a biscuit when you come in, and Mischa or one of our staff will help you with any of your commuting needs.



### KILLER MARLIN RUNS RAMPANT! MONGOOSE STILL ON THE LOOSE!

We've got too many Fisher Marlin (\$369) and Mongoose Sycamore (\$339) Mountain Bikes left! So here's the deal. You buy one, and you'll get the second one at \$100 OFF! Buy 2 Fishers or 2 Mongooses, or one of each! If you only need one bike, we've still got a deal for you. Buy only one these bikes, and we'll throw in a U-Lock, a rack, and a Vista light (\$70 value) for just \$10.

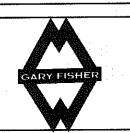


#### Mongoose Sycamore:

- Chrome-moly frame and fork
- Alivio components w/gripshift
- Sizes 13 to 21"
- Gunmetal grey or Purple/blk fade

#### Fisher Marlin:

- Chrome-moly frame and fork
- Acera/Altus w/gripshift
- Designed by Gary Fisher
- 17 to 19"
- Blue or Titanium color



MONEY WELL SPEN





# FALL BIKE CLOSEOUTS NEW AND USED



0.0		
Mountain Bikes NEW <i>USED</i>	Reg.	Sale
Mongoose Alta	\$490	\$425
Switchback	\$279	\$245
Salsa Custom 17"	\$2200	\$1850
Fisher Rangitoto w/sus 15"	<i>\$550</i>	<i>\$385</i>
Mongoose Rockadile w/sus 20"	\$600	\$350
Ibis 18" fully decked	\$1800	<i>\$750</i>
Klein Pinnacle 14" w/acces.	\$2300	\$1000
Road Bikes/Cross bikes		
NEW <i>USED</i>	Reg.	Sale
Mongoose 425	\$350	\$275
Mongoose 250	\$280	\$250
Bianchi Alfana 52cm	\$965	\$600
Bianchi Alfana 55cm	\$950	\$500
Mongoose Iboc Crit 55&58cm	\$1000	<i>\$650</i>
Trek 57 cm all Campy	\$1000	\$300
Merlin Ti 57cm	\$4700	\$3000
Rain City 51cm w/Chorus	\$2400	\$1750
Tandems		
NEW USED	Sale	Used
Comotion Speedster 21/18	\$2460	\$1999
Comotion Bofus 20/17	\$3000	\$2200
Burley Bossa Nova 23/20	\$2400	\$1999
w/hydraulic brakes		
Rodriguez road medium	\$3500	\$1950
Rodriguez Alum. small	\$4000	\$2500
w/hydraulic brakes		
Rodriguez Alum. Med.	\$3500	\$1900



John Borszcz has been the head mechanic for the last year, and now has been promoted to service manager of Seattle Bike Repair. R+E was lucky enough to acquire John when he left Turin Bike Shop in Chicago, where he headed the repair dept. for many years. You may have already met John at the STP start line, Courage Classic, the Seattle Bike Repair counter, or at one of our bike repair classes (he teaches almost all of them). Con-

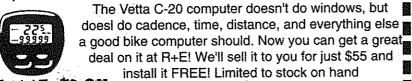
gratulations are doubly in order for John, not only is this a big promotion, he's also getting married next month. You might even know his bride to be, Catherine Willis, who is the front end manager at PCC Greenlake.



R+E welcomes Stacia McInnes as our Retail Sales Manager. Stacia is fresh from Palo Alto Bicycles in California where she was the sales manager for several years. After you've met Stacia, you'll know exactly why Palo Alto as well as R+E was voted a top ten bicycle shop in the nation, by the readers of Bicycling Magazine. Stacia has a degree in Physical Education, and has in depth knowledge about coaching and nutrition. Get this! Stacia just returned from finishing well in the Canadian Ironman $^{\mathrm{TM}}$ 

where she qualified for the Hawaiian Ironman<sup>TM</sup>! She and her husband Brian recently moved back to Seattle (she's an Edmonds native) where he's currently pursuing his career in Podiatry.

## 



No cash value. Offer good with coupon only. Expires Oct 30,1995



## **WEAR IT BUT DON'T USE IT SAVE 15%**

on any helmet in stock. Giro, Bell, or Fisher. Our professional sales staff will help you make sure that your helmet is adjusted properly.

No cash value. Offer good with coupon only. Expires Oct 30,1995

#### for Women Only Save \$15

LIMITED TO STOCK ON HAND On a Women's PEARL IZUMI Silmond light Rain/Wind jacket. Tailored especially for women. Reg. \$50 Sale \$34.99

> COME IN OR CALL FOR FREE SHIPPING No cash value. Offer good with coupon only. Expires Oct 30,1995

**SAVE 10%** 

with this coupon. Buy any book from R+E, Mountain Bike Specialists, or Seattle Bike repair and receive a 10% discount. This coupon also applies to special order books from our book catalogues.

COME IN OR CALL FOR FREE SHIPPING

No cash value. Offer good with coupon only. Expires Oct 30,1995

## 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 instantly install a Headland rear rack onto your seat post, or permantly install a Blackburn with a lifetime guarantee. We stock a full selection of racks for mountain, cross and road bikes. See coupon page 5

### FLASHING TAIL LIGHT

Don't get hit from behind. Those little blinking red lights mount easily on seatpost, your rack, your bag, or even on your person. They are inexpensive, and run on common AA or AAA batteries. See coupons on pages 4 & 5.

## SAVE YOUR HIDE

Rain and wet weather will ruin the leather on your saddle. Lycra and synthetic seats soak up water and feel yucky to ride. Cover your saddle with a waterproof cover. See copuon pg. 8

### **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. Don't look like a skunk, use the coupon on this page!

#### GORETEX IS NOT JUST FOR RAIN COATS ANYMORE!!

You will be amazed at the shifing that can be achieved with Goretex cables. Weather proof and slick. We also stock Goretex brake cables. Come in to Seattle Bike Repair, and have your bike gored!

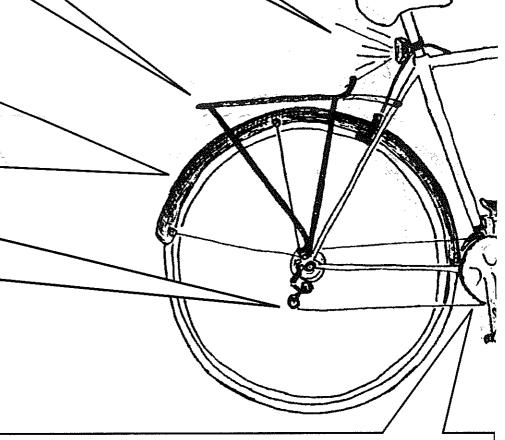
## Buy any set of fenders (\$10 to \$25) and we'll install them for 1/2 price! Reg. \$18

Limited to Stock on hand

No cash value. Offer good with coupon only. Expires Oct. 30,1995

COMING AND GOING: FBEE Vista tail tight (\$15 value) with your 0000 purchase of any Nite Rider lighting

system. (from \$99) Come in or call for free shipping ue. Offer good with coupon only. Expires Oct. 30,1995



#### SEALED BOTTOM BRACKET

Winter is most 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. Upgrade to a Phil Wood water proof bottom bracket with a five year warranty! Or choose from our full stock of Shimano sealed bottom brackets. See Coupon page 7

## LOOKING FOR THE BEST

- Halogen
- **Dual lights**
- Rechargeable battery
- Easy on/off battery pack
- Satisfaction Guaranteed

**SAVE 550** 

- Manufactured by
- 12.5 Watt total
- Quick release n
- Rainproof

#### LOOK NO FU

COME IN OR CALL FOR FRE

#### LIGHT UP THE NIGHT!

Lights serve 2 purposes. They let you see, and they let you be seen. We stock the entire gamut of lights, from \$15 to \$250! You wouldn't drive your car at night without lights, so don't ride your bike without lights. See coupons on pages 4 & 5.

#### TOE CLIP COVERS AN R+E EXCLUSIVE!

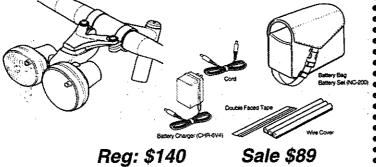
Put 'em on in September, and show up to school or work with warm toes. Anti-Freeze for your feet! See coupon page 1

## LUE IN A LIGHTING SYSTEM?

Cateye **itput** ounting system



SHIPPING



### TIME TO RETIRE??

Water on the roads will mean more flat tires as water helps your worn tires pick up glass, rocks, staples, and all kinds of marvelous debris from the street. Come talk with us about solutions to flats. We've got it all from Slime to Kevlar, and even studded tires for snow and ice.

## 1 CHAIN= 232 MOVING PARTS!

That's a lot of opportunity for wasted energy if it is covered in muddy gunk or just plain in need of lubricant. Winter is an important time to make sure you care for your chain. See coupon pg. 8



# Buy a Cateye Halogen head light for

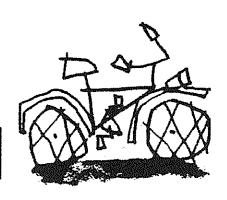
only \$16.99, and we'll give you your first set of batteries for

Free is a very good price! No cash value. Offer good with coupon only. Expires Oct. 30,1995





# NEWS FROM THE REPAIR BENCH



#### 

After a long hard summer of riding, your trusty bike is probably ready for some T.L.C. Do your wheels need truing? Is your drivetrain grimy? Is your shifting a little shaky (or clattery)? Don't hang your bike up for the season in this condition. Get your bike tuned or overhauled now and be ready for that first ride in the spring or that odd warm day in February. Seattle Bike Repair wants you to be ready to go. Here are some top rate services that are perfect to take care of during the 'off-season'.

Seasonal adjustment. This is the mother of all tune-ups and available only from SBR. We remove, soak and scrub your chain, cogs, chainrings and derailleurs. We tension, true, round and dish your wheels. We check and adjust all your bearings. We clean and lubricate all your components. We check your frame alignment and align your dropouts and fork ends. We adjust and lubricate your shifting and braking systems. And we test ride every bike to verify the adjustments. Installation labor of most replacement components (brake shoes, cables, chains, cogs, tires, tubes etc.) is included in this 'tune-up'. Seattle Bike Repair will rejuvenate your bike now so that you can ride on the first warm spring day.

Seasonal overhaul. This service includes everything listed for the seasonal adjust and adds the overhaul of your bottom bracket, headset and hubs. We disassemble, clean and inspect your bearing surfaces. We replace any worn parts (parts cost extra) and repack each bearing surface with new grade 25 ball bearing and fresh grease

Table frame alignment. Production bike frames rarely, if ever, come from the factory in perfect alignment. And even a custom frame can be put out of alignment by years of hard riding or that occasional, but inevitable, crash. We use an electromagnetic frame alignment table to precisely align all frame tubes and the fork. Your bike will corner and track better and be more stable flying down hill with this service. Table alignment requires complete disassembly of your bike. Combine this service with an overhaul to save disassembly and reassembly charges.

Wheel Building. Hand built wheels are still the best. Wheels built by Seattle Bike Repair are better because we build them right and we back them up with a three year guarantee. Come in for a free consultation on what wheel is best for your type of riding. Combine your wheel builds with a seasonal adjustment or overhaul and save \$10 per wheel (See the coupon below).

**Frame refinishing.** Treat your bike and yourself to a new coat

of paint. Your bike gets stripped, sand blasted, primered and painted for a like new look. If you have ever wanted extra water bottle or rack braze-ons (or any other braze-ons) this is the time to do it. Corrosion repairs are also available. Frame refinishing and brazing is performed right here on the R+E premises. .

## BE NICE TO YOUR BIKE

## BIGHEAD TUBE?

WE HAVE AN OVERSTOCK OF ROCKSHOX QUADRA 21 SUSPENSION FORKS WITH 1-1/4" STEERERS.

SEE THE COUPON PG 7 FOR A GREAT DEAL!



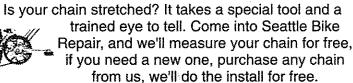
# SAME DAY CUSTOM WHEELS IN BY 2 P.M, OUT BY 7 P.M.

Bring in your trashed wheel or place a custom order. Exclusive 3 yr, guarantee.



## STRETCH MARKS

**SAVE \$6.00** 



No cash value. Offer good with coupon only. Expires Oct. 30,1995



8

### "GET IT STRAIGHT"

Save \$30



Use this coupon to receive a frame/fork alignment for only \$35 when you have us overhaul your bike! (reg. \$65)

No cash value. Offer good with coupon only. Expires Oct. 30,1995



## "WHEEL SMARTS"

Buy a 'Seasonal Service' or Seasonal Overhaul' and we'll knock 10 bucks off the price of a wheel build during the sevice.

Get your bike running great, and get a wheel(s) with a 3-year warranty!

No cash value. Offer good with coupon only. Expires Oct. 30,1995



# SHOES BETTER THAN YOUR DOC MARTENS

Ritchey Logic brake shoes intalled and adjusted for just \$19.99 per brake (reg.\$27). Add \$1 for the red compound. Limited to stock on hand.





## SEATTLE BIKE REPAIR

5601 UNIVERSITY WAY N.E. in the R & E CYCLEPLEX • 527-0360

FREE ESTIMATES • REASONABLE RATES



## SEAL OUT THE WINTER

The bearings of your bottom bracket, the bearing set that your crankarms turn on, are particularly susceptible to corrosion and wear during the fall and winter months. The enemy in this case is condensation. When you move your bike from the warm indoors to the chilly outdoors, moisture condenses on the inside of the tubes of your bike frame. This water trickles down to the lowest point inside the frame, which is also where your bottom bracket bearings reside. The resulting corrosion will cause lots of extra friction and grinding noises while you pedal. There is a simple and cost effective solution.

Sealed cartridge bottom brackets prevent the intrusion of water and corrosion of your bottom bracket bearings. These sealed units consist two precision sealed bearing which are in turn sealed in a cartridge housing. The sealed bearings are very smooth and resist moisture and the housing additionally protects the bearings from moisture. These bottom brackets spin smoother and last much, much longer the convention type resulting in more efficient pedaling and much less maintenance cost and time.

Excellent sealed bottom brackets made by Phil Wood and Shimano are available from Seattle Bike Repair. Their cost ranges from \$30 to \$120 and installation is \$15 with the coupon on this page. These sealed bottom brackets require no maintenance and last 5 to 20 years. A yearly bottom bracket overhaul to maintain a

conventional unit costs \$30 and over the years will total \$150 to \$600!! A sealed bottom bracket can save you loads of money and prevents the hassles of poor performance while you're riding.



## COMMUTERS ARE COOL

SEATTLE BIKE REPAIR OFFERS IMMEDIATE
EMERGENCY REPAIR & SAME DAY SERVICE
(by appointment) FOR MAJOR REPAIRS &
MAINTENANCE FOR THOSE BRAVE SOULS
WHO USE THEIR BIKES TO COMMUTE.

## SAVE \$15 NOW &



\$15.00 INSTALLATION (A \$30.00 VALUE) WITH PURCHASE OF A SHIMANO OR PHIL WOOD SEALED CARTRIDGE BOTTOM BRACKET. NO BOTTOM BRACKET MAINTENANCE FOR THE NEXT 5-20 YEARS!

No cash value. Offer good with coupon only. Expires Oct. 30,1995

## Smooth Things Over

FREE INSTALLATION WHEN YOU PURCHASE A ROCK SHOCK QUADRA 21 FROM US. THESE ARE LIMITED TO

1 1/4" HEADTUBE SIZE. Fork price is \$289.99

\$30 Value!



No cash value. Offer good with coupon only. Expires Oct. 30,1995

## BICYCLE REPAIR COURSES AT SEATTLE BIKE REPAIR

#### **ROADSIDE REPAIR**

Learn how to give your bike a pre-ride safety check, how to lube your drivetrain and how to change the inevitable flat tire. Meets for one session on Sunday, 5-7:00pm, fee: \$15 Sept. 7, Oct. 1, Oct. 22, Nov. 5, Nov. 26

#### WELL TUNED BICYCLE

Learn how to remove and clean your chain and crankset and adjust your hub, bottom bracket and headset bearing. Lubrication and adjustment of brakes and derailleurs will be covered.

Three sessions on Monday and Fridays, 7-9:30pm, fee: \$55 Nov. 13/17/20 & Dec. 4/8/11

#### **OVERHAUL COURSE**

Remove, clean and repack the bearing surfaces of your hubs, headset and bottom bracket. The finer points of chainline, axle spacing and frame preparation will also be covered.

Three sessions on Monday and Fridays, 7-9pm, fee: \$45 Oct. 30/Nov. 3/6 & Sec. 15/18/22

#### WHEELBUILDING

In this course you build a wheel and learn the finer points of truing, rounding, spoke tension and wheel dish. Buy materials at a 10% discount and take home a hand built wheel. Meets for one session on Saturday, 6-9pm, fee: \$45 December 12 & January 6

#### **CUSTOM GEARING**

In the first class we'll help you to understand your gearing. We'll let you ride for a month, and then in the 2nd class we'll help you decide what to do about your gearing. You'll be able to have the gears you like. Meets on two Saturdays a month apart, 6-8pm, fee: \$30 November 1 & 29

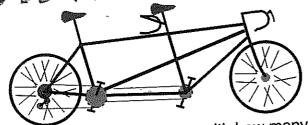
#### **TANDEM MECHANICS**

Get lots of information unique to tandems. Learn to set your stoker chain and learn about drum brake systems.

Meets for one session on Friday, 7-9pm, fee: \$15 per tandem

November 10 & January 5

CALL 527-0360 TO ENROLL
FREE SHIPPING FOR ORDERS OVER \$15 • ORDER BY PHONE (206)-527-4822 • ORDER BY FAX (206)-527-8931 7.



We've surprised even ourselves with how many tandem we sold this past season. We have sold more tandems than in any previous year- and we have been selling tandems since 1973!! We don't know exactly what to attribute this to. We do know that our staff's expertise keeps expanding, tandem prices have actually come down (\$2500 for a 1995 RODRIGUEZ custom is less than you paid for one in the 80's), and riding with kids as stokers as gotten popular. But maybe it's just because we have some really smashing paint designs!!

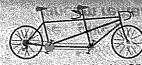
## FRAME SHOP GETS A

Wait until you see it! We have purchased the latest in equipment so that we can get you a custom tandem or single bike with a little less lead time. We can't boast that this equipment will allow us to build your frame any better, they are already the best, but it will speed up up delivery times and allow us to delve into more new ideas. If you've been considering a custom bicycle or tandem, come by and see the newest equipment in town! We are always glad to show it



### FREE TANDEM RE

Purchase \$200 worth of merchandise, and we'll give you a coupon for a free one-day tandem rental. Limited to first 10 people.



### OCOVER YOU HIDE!

Buy any saddle (\$20 or more) and we'll throw a water proof seat cover in for FREE. Limited to stock on hand

COME IN OR CALL FOR FREE SHIPPING No cash value. Offer good with coupon only. Expires Oct. 30,1995



Purchase a Park chainmate chain cleaner for \$24.99,

No cash value. Offer good with coupon only. Expires Oct. 30,1995



#### JUST SAY NO TO GREASE!

Maybe you like it in your food, but a greasy bike is messy! Clean parts shift better, and cause less friction. Use this coupon to get a \$10 bottle of degreaser for Just \$5 with your purchase of any \$25



## MAKE NOTE!! WINTER HOURS A

October, November, December 12 - 6 Monday - Thursday

12 - 8 Friday 10 - 6 Saturday 12 - 5 Sunday

#### January & February Closed Monday

12 - 6 Tuesday - Thursday 12 - 7 Friday 12 - 5 Saturday and Sunday



WE LOVE TO WORK BY APPOINTMENT

If at anytime, winter or summer, our hours don't work for your schedule, please call us for an appointment. We value your patronage, and it is no inconvenience for us.

RHE CYCLES O 5627 UNIVERSITY WAY NE (206)-527-4822 ° FAX (206)-527-8931

# A SCREAMING DEAL OU CAN'T PASS UP!

Buy any Timbuk2 bag, and we'll give a pair of Pearl Izumi full finger riding gloves. A \$45 value! Supply is limited



COME IN OR CALL FOR FREE SHIPPING! No cash value. Offer good with coupon only. Expires Oct. 30,1995



Join us for an introductory to Tandem riding class. Bring a partner & your riding gear. We'll give you the inside scoop on Tandems, and then let you try them all! \$20/ couple. Dates are: Sat. Sept. 30 @ 10am

and Sat. Oct. 7 @ 10am

Taught by Estelle Gray Class size is limited so sign up today. To sign up, RSVP us at 206-368-5490 ext.222

Leave your name, phone# and which class date you will be attending. If the class is full, the machine will tell you that on the message.







