

R+E Cycles celebrates 25 years making bicycling more enjoyable for people in the Northwest and the world



Quote  
 "Courage is the quality that guarantees all others."  
 -Winston Churchill

NEWSLETTER OF CYCLING VALUES

# A History of R+E Cycles by Angel Rodriguez

In 1972 I was working at bike shop that was on the SW corner of 50th and Roosevelt called the Spoke Folks, owned by two guys named Jim. They were clueless about bikes. We sold Tiger and Botechelli brand bikes and nothing else, nothing. At the same time I had another job at in the Genetics Dept. at the UW, and one of my lab mates was dating a guy named Glenn who worked at a bike shop on Sand Point Way. We finally met, and agreed to go to a bike race out in Redmond a few weeks later. We rode out to the race; I had a custom bike I had purchased in Lyon, France earlier that year, and Glenn had a Nishiki, I think. The first race was the novice race and the announcer said that anyone could enter, you just had to pay 50 cents. Glenn said that he would enter if he only had 50 cents, I said no problem and lent him the money. He won, piece of cake.



A few weeks later I asked the Jims how much they made as owners of the bike shop, and suggested that they not bother to come in, that I would run the place and send them the money. They fired me. I remember telling them on the way out that I would be back to buy their inventory when they went out of business and they laughed. That same day in the middle of the crosswalk of 50th and University Way, Glenn and I met in the middle and I told him that I had just been fired and asked him if he wanted to open a bike shop. He said he'd just quit and that he had \$300 to match my \$300, and we agreed then and there to open up a shop, but he couldn't start until he got back from a bike ride to the Bay Area that he'd been planning.

We rented a place on east side of Roosevelt between 45th and 47th. It was 4540 Roosevelt Way NE, former location of the Bodyshop, a place where you could go and fingerprint someone else. I suppose that fingerprinting wasn't the only thing you could do since the walls between the studios were made of 6 sheets of plasterboard nailed together. It took forever to take the place apart and build a

bikeshop, all the time Glenn was riding to California. The place was small. Our first customer was Bernice Tillson who was walking a bike with a flat tire up to the Spoke Folks, and Glenn walked across the street and brought her in. We fixed her flat and charged her a dollar. But she only had a check, so Glenn lent her a dollar so she could pay us so we could have a first dollar to put on the wall. In the first year we had no inventory to speak of. We would take in repairs all day, make an inventory of what we needed to fix them, and Glenn would ride with a Cannondale Bugger trailer down to RH Brown on 4th and Holgate to buy what we needed so we could fix the bikes. We slowly began to build inventory. We had a party the day we had enough parts to build a whole bike if we just had a frame. It was then that we resolved to build frames. That was in 1975, and in 1977 we built our first tandem.

**What's inside:**

Tandem News	p. 2-3
The RODRIGUEZ Parrot	p. 2
N.U.T.S.	p. 3
Seattle Bike Repair News	p. 4-5
Repair Classes	p. 5
Heart Rate Monitors	p. 6
Bike Shop Comparisons	p. 9
Special Events	p. 10
Willy Weir	p. 10
Innovative Saddle Design	p. 11
Dog Trailers	p. 12

**Hours:**

Monday-Friday 12-7  
 Saturday 10-6  
 Sunday 11-5  
 And by appointment  
 (206) 527-4822

During our first winters Glenn worked the Christmas rush at the Post Office and shared his check with me so we could make ends meet. A couple of years later we got our notice to move and found the current location at 5627 University Way.

Continued on page 11 by Estelle Gray



## Better Than Samsonite

These Jandd "economy" panniers are your basic easy to mount, about town bags. No bells or whistles but top of the line materials and construction. Storm flap zipper, reflective trim, snap together tabs and carrying handle, high strength reinforced double bottom. Available in gray or blue. 2000 cubic inches

Reg: \$85  
**Coupon Special: \$49.99**



Offer good with coupon only. No cash value. Expires May 26, 1998.




## DOES YOUR BUTT HURT?



A suspension seat post can become your best friend! The Post Modern suspension seat post absorbs the shock that your butt otherwise has to (why would anyone put up with that?). Make sure to bring your bike with you so we sell you the right size.

Reg. \$90  
**Sale \$59.99**

Offer good with coupon only. No cash value. Expires May 26, 1998.

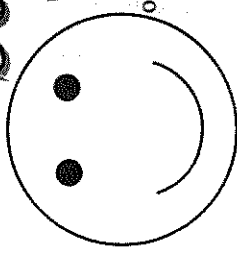


# SOMETHING FREE!

use this coupon to receive something free! What free? You ask, we'll that's up to you. We have a box full of clothing, helmets, parts and accessories to pick from. You buy any one item from the box, and we'll let you pick a second item of equal or less value for FREE!

**FREE IS A VERY GOOD PRICE**

Offer good with coupon only. No cash value. Expires May 26, 1998.



Bulk Rate  
 US Postage Paid  
 Seattle WA  
 Permit no. 12977

# TANDEMMS ARE HOT IN 1998!!

We don't know if people are just getting along with their partners better, or if everyone decided this year was the year to pick up a tandem, either way tandem sales are booming in 1998 at R+E Cycles!

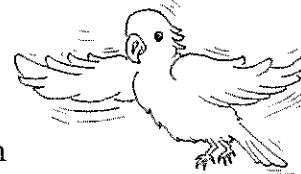
At R+E Cycles, we've been manufacturing RODRIGUEZ tandems for 25 years. We love tandem cycling, and that shows in our tandems, and in the people that work in the shop. When you purchase a tandem from us, we go to great lengths (scientific and personal) to ensure that the tandem fits both of you comfortably, and is perfectly suited for both your price range and performance requirements. We make tandems starting at \$2000 (full tandem ready to ride), or a custom tandem manufactured specifically for you and your partner starts at only \$2799.99.

Orders for tandems have been coming in steady for a few months. The demand has been so high, that it's been hard to keep our production tandems, (the Parrot and the Toucan) in stock, though we're building them as fast as we can. Our custom tandem waiting period is still only 11 weeks.

We invite you to come by our shop and tour our facility (perhaps the oldest tandem building facility in the United States). Meet the frame builders and the painters. Meet the owners of the shop (we're around most of the time).

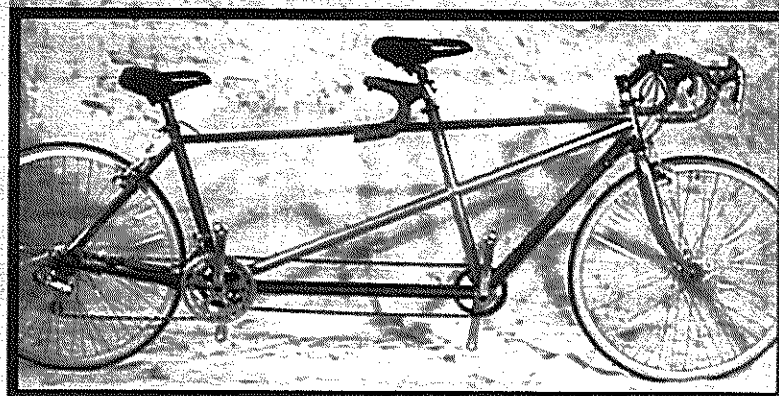
## The 1998 RODRIGUEZ Parrot

"The best-looking tandem on the road." Because the Toucan has been such a success, beginning this year, we're offering another production tandem for those who want more in their bicycle. The Parrot is like the Toucan in that it utilizes all the experience we've gained building tandem frames here in Seattle. And on that frame we add a purple, inside-out paint job and include the choicest components like Sachs Ergo Shifting, CNC Machined Cantilever brakes, and high-end components across the board.



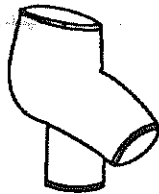
**Parrot - \$2,899.99**

**Parrot frame only - \$1,549.99**



## RE SHORT TIMER!

As you may know, we have the best basic bicycle shorts in town! Ride more comfortably in a pair of Rodriguez spandex shorts. Our shorts feature flat-stitched seams, 100% breathable polypropylene padding with an ultralour cover, and a price that everyone can afford!



**Reg. \$39.99**

**Sale \$29.99**

*Offer good with coupon only. no cash value. Expires May 26, 1998*

## RE GEL GEL GEL!!

The Rodriguez Gel glove features a lush gel padding on the palm for those who really need some padding. The glove is washable, and includes a terry cloth thumb for wiping sweat.



**Reg. \$32.99**

**Sale \$27.99**

*Offer good with coupon only. no cash value. Expires May 26, 1998*

## RE Remember To Wash Behind Your Ears!

Only kidding. But, have you ever changed a flat on the road and wished you could wash your hands? Now you can! Little packets of hand cleaner are on sale at R+E Cycles!



**Reg. 50 cents**

**Sale 3/\$1**

*Offer good with coupon only. no cash value. Expires May 26, 1998*

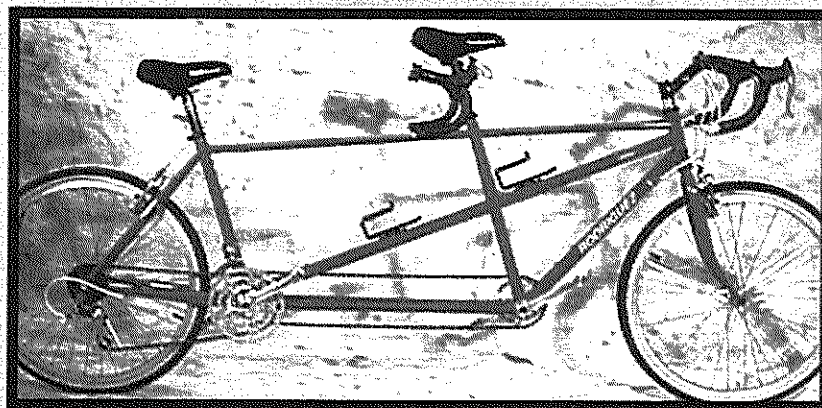
## The 1998 RODRIGUEZ Toucan

Two can have more fun on a RODRIGUEZ Toucan. And since its introduction last year, a heck of a lot more than two have become Rodriguez customers. We've had tremendous success with the Toucan and expect even more this year. For those of you looking for a production bicycle with the quality of a custom, this is the bicycle you've been looking for. "The Toucan is the best tandem on the market for \$2,099".



**Toucan - \$2,099.99**

**Toucan Frame only - \$1,219.99**

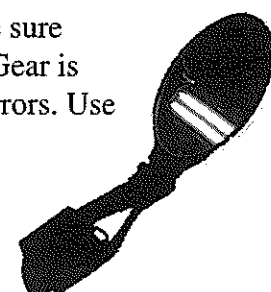


## RE LOOK BEFORE YOU LEAP!

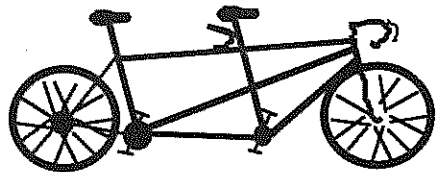
Before you merge into traffic, make sure nothing is behind you! The Rhode Gear is considered to be the Cadillac of mirrors. Use this coupon to save 30% on one.

**Reg. \$18**

**Sale \$11.99**



*Offer good with coupon only. no cash value. Expires May 26, 1998*



# TANDEM NEWS!!

## VIVA LA FRAME SHOP!

As part of our 25th year celebration, Estelle and I would like to invite you to join us for an evening in the frame shop. We will lead you on a tour through the frame shop and the paint shop. You'll have an opportunity to see frames in progress, and ask questions. We will have the coffee brewed, and something to snack on. The tour will be on the evening of Thursday, May 14th and last about 1 1/2 hours. To join this private party, call 206-368-5490 ext. EST (378) and leave your name and telephone number. We will contact you before the event.



## BRING US TO WORK WITH YOU!

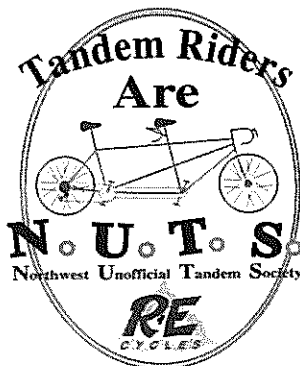
Do you have a lot of people at your work that are always asking you about your tandem? If you would like to plan a special evening to hold a tandem class just for your work mates, we'd like to help make that happen. The class can be at our shop, or at your work (previous approval required). We would like to have at least 4 couples interested in tandem cycling to do a class. Give us a call (206-527-1384) and we'll talk about the logistics.

## JOIN THE CROWD!

If you already own a tandem and are looking for other tandem folks to ride with, join the N.U.T.S. (Northwest Unofficial Tandem Society). N.U.T.S. participation is at an all time high! We meet once a month for a predetermined ride led by other members, and we publish a monthly newsletter that talks about tandem stuff and current ride schedules. With your \$25 membership you will also receive 2 official N.U.T.S. T-shirts.

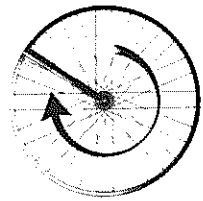
To join NUTS, fill out the form below and send it, along with \$25 (check or Visa/MC/Discover) to:

**NUTS Global Headquarters**  
c/o R+E Cycles  
5627 University Way NE  
Seattle, WA 98105



## RE WHIP IT OUT!

Now changing a tire is simple! No more fighting with tire levers and pinching tubes. Use the Speed Lever and just whip that tube right out of the tire in seconds! Reinstalls the tire just as easily. Must see to believe!



Reg. \$8.99

Sale \$7.99

Offer good with coupon only. No cash value. Expires May 26, 1998.

## RE Get Loaded

These easy on, easy off panniers are a mid size bag. Couple them with another pair and you are ready for a cross country excursion. Use them alone and they are perfect for commuting, bed and breakfast touring or a supported ride. These Jandd mountain panniers are available in blue or blue. 4000 cubic inches



Reg: \$140

Coupon Special: \$84.99

Offer good with coupon only. No cash value. Expires March 15, 1998.

## RE HOLY COW!

These are great gloves! The Rodriguez Holy Cow glove features our exclusive 'Cool Mesh' upper to keep your hands cool this summer.

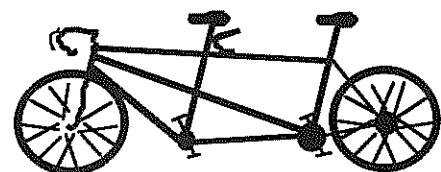


They also feature a Cabretta natural leather palm with padding that extends the the index finger and a thumb. A Rodriguez exclusive can be yours for the sale price of just \$14.99!

reg. \$20

Sale \$14.99

Offer good with coupon only. no cash value. Expires May 26, 1998



Captain's Name \_\_\_\_\_ T-Shirt Size \_\_\_\_\_

Stoker's Name \_\_\_\_\_ T-Shirt Size \_\_\_\_\_

Address for newsletter \_\_\_\_\_

City \_\_\_\_\_ St \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_

Children under 12? Yes \_\_\_\_\_ No \_\_\_\_\_

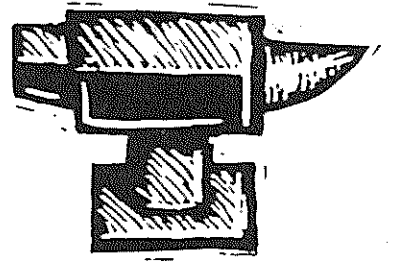
Payment form (circle one) Check (enclosed) Visa MC Discover

Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_

Authorized signature for credit card charge \_\_\_\_\_



# NEWS FROM THE REPAIR BENCH



## SCRUB THAT MUD PUPPY

Will the mountain biking trails around Seattle ever be dry? I probably wouldn't count on it. As a result, just about every time you go trail riding, your bike ends up looking like a mud pie. And of course, the last thing you want to do after a hard, muddy ride is to work on your bike. Here's a quick & painless way to clean & lube your bike on those days when you can't even tell what color your bike is.

**SCRUB OFF THE BIG CHUNKS.** You'll want to do this outdoors. Take a bucket of warm soapy & long bristle scrub brush (the kind with a short handle) & scrub the mud off. Don't be shy. Scrub the chain & rear cogs, derailleurs, chainrings, frame, everything. Also, use a garden hose to rinse of the mud you have scrubbed loose. Warning!! Do not use the nozzle when using the hose. High pressure spray will drive dirt into your bearings. Never use one of those high pressure hoses at a car wash. If you go to the car wash, take a bucket. Fill it several times & throw buckets of water on your bike to rinse off the mud you have scrubbed loose. Don't forget to scrub your wheels & tires. Make sure to get the rim sidewalls clean & scrub the brake shoes clean. Leftover mud on the rims & brake shoes will cause excessive rim wear & premature failure. Always use a long bristle brush. Rags tend to grind mud into your paint & are harder to use. Rinse the brush thoroughly when your done for use next time. If you're really tired, you can stop here. Let your bike drip dry & resume tomorrow.

**RELUBRICATE YOUR CHAIN.** Start this step only after your bike has dried. Your chain might look a little rusty at this point (especially if you waited a couple of days to do the relube) but that's normal. Start with lubing your chain. Pedal your bike backwards & spray lube at the chain where it moves across the rear cog. A little over spray onto the cogs is good. When the chain looks wet with lube, wipe the excess off. Use an old cotton sock over your hand & grab the bottom half of the chain & pedal backwards. This will remove excess lube & grit & grime. If the chain still looks dirty, repeat the lube & wipe procedure. Don't be shy. Use plenty of lube & be aggressive about wiping off the excess.

**LUBRICATE YOUR CABLE EXITS.** Your brakes & shifting are controlled by the movement of cables through guides (the cable housing). It is essential that these be lubricated so that the cables move

freely & accurately, allowing your brakes & shifting to function properly. This is easy. Spray some thin (dry) lube on the cable at the point that it exits or enters the housing. These are the points where you see bare wire entering/exiting the thicker, vinyl covered housing. Trace the housing from each shift lever back toward the derailleur & every time you see bare wire, spray some lube directly at the point where the bare wire exits the housing. As you shift while riding, the lube will be carried into the housing. Trace each brake housing & lube the cable exits in the same manner.

**LUBE YOUR PIVOT POINTS.** There are lots of pivot points on your bike & you need to lube them all. A pivot is any point where one mechanical part moves relative to another stationary part. Examples are as follows: the point that the brakes attack to the frame; the hinges of the derailleurs; the pulley wheels of the rear derailleur; the point where the brake lever attaches to the brake lever body. When you find a pivot point, spray some thin (dry) lube on it, then wipe off the excess. It is important to wipe the area clean after lubing, as excess, drippy lube will attract dirt & grime. If you are not sure if you are at a pivot point, go ahead & lube. Make sure to wipe off the excess. NEVER SPRAY LUBE ON YOUR BRAKE SHOES OR THE BRAKING SURFACE OF THE RIM. Don't shoot lube at bearings of your bike (hubs, headset, bottom bracket). Spray lube will only serve to dilute the grease that is in these bearing surfaces.

**RESURFACE YOUR BRAKE SHOES.** This is very important for good brake function & to preserve the sidewalls of your rims. Release your brakes to you can see the surface of your brake shoes. In some cases, you may have to remove your wheels to get good access to your shoes. You will be amazed to see what you find embedded in your shoes. Remove the big chunk with a pick or other pointy object. Then take some emery paper or a file & smooth off the face of the brake shoes slightly to expose some fresh brake shoe material. The shoes should be smooth & flat & dull when you are done. Your brakes will work much better & you will save the sidewalls of your rims as well. If your brake shoes are worn out, you should replace as soon as possible of course.

**CHECK YOUR BOOTS.** Slide the shock boots up on your suspension fork & clean any grit or grime that has gotten onto the stanchions, seals & wiper. Take care not to scratch the stanchions & don't force any grit down onto the seals. Wipe off the boots & make sure they are slid firmly back into place.

**IF YOU LOVE YOUR BIKE, DETAIL IT.** Spray furniture wax is an excellent way to clean & shine your frame. Use a clean, soft rag to prevent scratching. While your detailing your bike, keep an eye open for any worn or broke parts, such as cracked cable housing, frayed cables or cuts in the tires. If you find scratches in the paint, touch it up with nail polish, model paint or automotive touch up.

**NOW THERE'S NO EXCUSE FOR BAILING ON A CLIMB!**

**SAME DAY WHEEL BUILDS**

IN BY 2 PM - OUT BY 7 PM

3 YEAR WHEEL WARRANTY

SAVE TIME NOW • SAVE MONEY LATER

RELIABLE HAND BUILT WHEELS

**GRIP SHIFT SICK?**

OR MAYBE YOUR SICK OF YOUR GRIP SHIFT.

REPAIR OR UPGRADE, S.B.R. HAS LOTS OF 7 & 8 SPEED RAPIDFIRE SHIFTER SETS. BUY SOME RAPIDFIRE,

WE'LL INSTALL IT FREE (SAVE \$60)

*Offer good with coupon only. no cash value. Expires May 26, 1998*

**King's the thing**

BUY A CHRIS KING HEADSET, IT WILL BE THE LAST HEADSET YOU'LL EVER NEED TO BUY.

**S.B.R. WILL INSTALL IT FOR FREE**

(A \$31 VALUE)

*Offer good with coupon only. no cash value. Expires May 26, 1998*

**LIGHTER = FASTER**

ALLOY SPOKE NIPPLES SAVE 30 GRAMS/WHEEL

**FREE ALLOY NIPPLES WITH ANY WHEELBUILD**

(A \$10 VALUE)

**FASTER • FREE • FASTER • FREE • FASTER**

*Offer good with coupon only. no cash value. Expires May 26, 1998*

**THE ULTIMANTE 'OLD SCHOOL'**

THE BEST OF THE COOL OLD SCHOOL STUFF  
SUGINO 'AT' TRIPLE CRANK, PHIL WOOD BOTTOM  
BRACKET, SUNTOUR 'XC' FRONT DERAILLEUR  
\$179 INCLUDES INSTALLATION (A \$300 VALUE)

**TRIPLE CONVERSION**

*Offer good with coupon only. no cash value. Expires May 26, 1998*

# SEATTLE BIKE REPAIR

5627 UNIVERSITY WAY N.E., SEATTLE, WA. 98117 • (206)527-0360  
PROFESSIONAL SERVICE • REASONABLE RATES



## TIRES & CHAINS CHEAPER THAN GAS

You wouldn't dream of trying to run your car without putting gas in it once in a while. Your bike doesn't eat gas & spew fumes but it needs some attention, too. To get where your going without being stranded you need to maintain your tires & chain. Both are easy.

Your tires need to be maintain at or near their recommended pressure. They will lose are naturally over time, so the inflation should be checked once a week. On a daily basis before you ride, inspect the tread of the tire. You'll be amazed at what you find. Remove any bits of glass, gravel or metal with a pick or other pointy object. Each bit you remove is a flat prevented. When your tires are worn replace them, about every 1000 miles. Fraying of the sidewalls or cracks in the tread are signs of wear. Newer, properly inflated tires resist flats better & provide a better, more efficient ride.

Your chain, though grimy & ugly, is the most important part of you bike. It should be lubricated regularly; weekly if you are a commuter or ride a lot, monthly if you're a recreational rider. Spray some lube on the chain at the rear cogs while pedaling backwards. When the chain is visibly wet with lube, wipe off the excess. Use an old cotton sock over your hand, grab the lower half of the chain & pedal backward to remove the excess lube. Have your chain checked for wear once per 1000 miles by a mechanic & replace it if in doubt. Newer & well lubed chain shift better & are less likely to break.

**MAINTAIN YOUR TIRES & CHAIN -DON'T GET STRANDED**

## F.Y.I. (FOR YOU, INFORMATION)

- Stretched chains remain the #1 cause of A.R.C. (avoidable repair costs) by damaging cogs & chainrings as the chain stretches. This info. has appeared before, but it's important that you don't forget about your chain.
- Campagnolo Ergopower brake/shift levers win again for serviceability. It is possible to convert a Campy 8 speed Ergo lever to 9 speed. The 9 speed cam costs \$60 & the installation charge (which includes overhauling your lever) is \$30. That's a lot cheaper than the \$200-300 cost for replacement of other levers to make the same upgrade.
- Speaking of upgrades, Chris King, manufacturer of the worlds best headsets & hubs, has announced a free upgrade for their hubs. Just call S.B.R. with the serial # from your hubs & we will order the upgrade kit from Chris King. When the kit arrives it will be installed at no charge. The kit includes a new front axle & rear cassette ratchet ring.
- Attention White Lightning (and other paraffin based lube) users. This excellent lubricant has a tendency to build up on the jockey wheels of your rear derailleur to the extent that it will adversely effect your shifting. Just take the flat blade of a screwdriver & scrape off the waxy build up & your shifting will return to normal.
- A recent & most excellent addition to the huge family of bicycle lubricants is Castrol Wet Lube. It is an excellent chain lube & penetrates extremely well. It does not attract dirty so your chain stays clean & is thick enough that it does not need to be applied often. It is necessary to thoroughly clean your chain before the first application of this excellent lube.
- S.B.R. is still seeing lots of rim failures due to brake shoe abrasion wearing through the rim sidewall. If you ride a lot & have had problems with rim sidewall wear & rim failure, try a Mavic rim with a ceramic coating on the side wall. The ceramic coating adds about \$30 to the cost of the rim, but that rim will last much, much, much longer. We know of one instance of an pair of Mavic ceramic mountain bike rims that have been commuted on through the winter for 8 years & are still showing no appreciable signs of sidewall wear!! Now that's a good investment.
- If your not ready to buy ceramic rims, by all means replace your brake shoes often. Brake shoes are cheap & make any brake work better. Cartridge style brake shoe holder make replacing your shoes very easy.
- New cables & housing for your brakes & shifting are an excellent & inexpensive 'upgrade'. Many braking & shifting problems can be solve with new cables. A complete set of cables & housing costs \$18-24 & installation costs \$40 & includes adjustment of your brakes & derailleurs.
- The new Mavic road & mountain hubs are arriving soon. They're expensive, but they're very cool & have the smoothest rolling bearings in the business. Come check them out.

## S.B.R. REPAIR COURSES

### ROADSIDE REPAIR:

(1 SESSION; 2 HOURS; \$15)

MAY 19, JUNE 26, JULY 24

### WOMEN'S BIKE REPAIR:

TAUGHT BY ESTELLE GRAY

(1 SESSIONS; 2 HOURS; \$15)

MAY 27, JUNE 11, JULY 22

### WELL-TUNED BIKE:

(3 SESSIONS @ COURSE; 2 HOURS @; \$60)

JUNE 8/9/15; AUG. 10/11/17

### OVERHAUL COURSE:

(3 SESSIONS @ COURSE; 2 HOURS @; \$50)

JULY 14/20/21

### WHEELBUILDING:

(1 SESSION; 4 HOURS; \$50)

MAY 17; JUNE 28; JULY 26

### TANDEM MECHANICS:

(1 SESSION; 2 HOURS; \$20)

MAY 15; JUNE 22; JULY 17; AUG. 3

### STARTING TIMES FOR ALL CLASSES:

MONDAY-FRIDAY 7PM;

SATURDAY 6PM; SUNDAY 5PM

**CALL 527-0360 TO ENROLL**

**SEE OUR FLYER FOR MORE COURSE INFO**



## PREVENT A.R.C.

(AVOIDABLE REPAIR COSTS)

S.B.R. WILL MEASURE & EVALUATE YOUR CHAIN FOR FREE & IF YOU NEED TO BUY A NEW CHAIN, WE'LL INSTALL IT FOR FREE!

*Offer good with coupon only. no cash value. Expires May 26, 1998*

# HOW TO CHOOSE A HEART RATE MONITOR

BY ESTELLE GRAY

Purchasing a heart rate monitor can be a lot like choosing a computer. When you first begin to shop, you may not know exactly which features you'll need. However, you don't want to limit yourself in the future just because you weren't originally familiar with some of the potential benefits. Like any other purchase you need to consider 3 basic factors: What features do you need now? How might your needs grow? What is your budget?

There are about 50 different heart rate monitors available today. Choosing one, can be a confusing experience if you are not clear about your needs or the capabilities of the monitors. I encourage you to take the following simple "HRM Buyers Test". The results will narrow your choices and increase the chance that the one you select has enough horsepower and horsepower for your needs.

The Heart Rate Monitor Buyer's Test

**Decision #1. There are 3 different categories of monitors. Which category has the features which are most important to you?**

The basic heart rate monitor (HRM), is classified as a Continuous Read Monitor. It is the simplest to operate and least expensive to purchase. They are easy to recognize because they have no buttons to push. The only thing they do is display your heart rate in beats per minute. The numbers are big and easy to read and the "watches" are durable. They are ideal for beginners who are participating in any aerobic activity; swimming, walking, aerobics, cycling, etc. They range in price from \$69-\$99.

Heart Zone Programmable Monitors are the next step up. They offer more features and give you more data. They allow you to program in things such as recovery heart rate time, timers, time in-above and below your targeted heart zones. They usually incorporate the features of a sports watch as well. They begin at \$100.

The most sophisticated are called Downloadable Monitors. They are for the person who loves numbers and wants to store and analyze the information they receive. Some of these monitors allow you to manually recall the data and others will allow you to download it into a computer. They usually sell for \$200+. Software and download boxes are accessory items.

**Decision #2. Are you willing to make the commitment to use one?**

Continuous read monitors are the most user friendly. They are like the speedometer of a car. All you have to do is look at it and it only tells you one thing.

If you think you may use your HRM as a training tool, a fitness management device, a stress-reduction instrument and/or fat control technology you will need a monitor that gives you more data. However, it may take a week or so for you to program and understand it properly. This is one of those times when you'll definitely want to read the manual.

If you are committed to training less time but more intelligently, you may want to invest in a downloadable monitor. Purchasing a book on how to use the information will allow you to maximize the benefits it has to offer. It is up to you to decide how much of the information you wish to work with.

**Decision #3. Is maintenance and repair important to you?**

Some HRMs allow you to change the batteries yourself. Others require sending it back to the factory, which can take 2-3 weeks. Sports gear eventually suffers from wear and weather. You may want to know the process for having a repair done in the eventuality that it is necessary.

**Decision #4. What features in a HRM do you want?**

Do you want the additional features that a watch offers? How about the ability to register recovery time or time spent in multiple heart zones? Do you want a sampling of heart rate intervals? Keep in mind what your eventual goals are. Just because you do not need or understand some of these features now, doesn't mean you don't need them. Try and project what you may want 6 months down the road.

**POLAR SMARTEDGE**

- ECG accurate and continuous heart rate measurement
- Coded transmission of heart rate
- Ownzone feature for automatic intensity guidance
- Personal calorie consumption count
- Watch target zone settings with high/low alarms
- Watch functions with date
- Polar bike mount available

**\$189.99**

**POLAR INTERFACE PLUS**

- Heart rate, speed, cadence/altitude curve
- Intermediate time listings of the same with momentary measurement values and extra data (up to 3 different parameters)
- Distribution of the heart rates in your workout
- Heart rate file summary in relation to your target heart rate zone(s)

**\$234.99**

**PHOENIX HEART RATE MONITOR**

- Easy to use
- ECG accurate
- Heart Zone Programmable
- Water resistant
- Large dual display
- User changeable batteries (receiver and transmitter)
- Stylish lightweight design

**\$94.99**

**POLAR ACCUREX PLUS**

- Wireless, continuous and ECG accurate heart rate measurement
- Coded heart rate transmission to avoid crosstalk caused by other users of monitors
- Two freely programmable target zones with visual and audible alarm
- Three programmable, alternating timers
- Lap/pace time
- Average heart rate for each lap
- Display alternatives during heart rate measurement

**\$259.95**

**SPORTS INSTRUMENTS**

- Heart rate display
- Upper/lower limit settings
- Beeping alert tone
- Clock/day/date display
- 20 hour stopwatch

**\$99.99**

**Decision #5. \$\$\$ How much bang do you want and how many bucks do you have?**

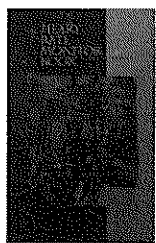
Sometimes people set budgets because they think that's how much they should spend on something, other times it's because that's all they can really afford. You may want to figure out what is important to you in fitness hardware and then set your price range accordingly. In 1983 HRMs cost almost \$500. Today they range the same as athletic shoes. It's up to you to figure out whether saving \$50 bucks today is going to be a smart move or a later regret.

Selecting a HRM can be a confusing process. You can research the feature-benefits to the point of nausea. You can get frozen into never making your purchase, out of fear and not desire. But now that you have answered these questions, you are ready to make an informed decision. Talk to a knowledgeable sales professional. Find out what HRM references they have available. Ask them if they will be able to answer some of your questions (or direct you to someone who can) once you acquire some data.

Make your purchase, read the manual, read a Heart rate monitor book, and make your HRM a part of your life.



## YOU'RE BOOKED!



Get a FREE copy of Sally Edwards' book, The Heart Rate Monitor Book, when you purchase any heart rate monitor that we have in stock!

**\$12.99 value**

Offer good with coupon only, no cash value. Expires May 26, 1998



## Ditch the Old Bag



The Jandd Mountain Wedge II is the most technical but simple seat bag we have found. It has a stiffener in the top of the bag and it is lined with an almost indestructible fabric. It has a compression strap, an easy access pocket for your keys, \$, etc., and a reflective strip. Check it out, and you just might ditch your old bag! 150 cubic inches/purple

Reg: \$20

**Coupon Special: \$9.99**

Offer good with coupon only. No cash value. Expires May 26, 1998.



## HAVE A HEART!



Find out how to use your heart rate monitor to train efficiently! Use this coupon to receive a Heart Zone Training book by Sally Edwards for

**just 9.95**

Reg. \$10.95

Offer good with coupon only, no cash value. Expires May 26, 1998

# BLAST FROM THE PAST

To celebrate our 25th anniversary, we're reprinting part of an old newsletter. Read what was going on fifteen years ago and while you're there, enjoy the prices from the past. We're honoring these old coupons in 1998!

# TURN BACK THE CLOCK SALE



## R+E BIKE NEWS

Summer has been busy this year. Estelle and her tandem partner Cheryl Marek crossed the country in the record time of 10 days 22 hours and 48 minutes. "The crew was fantastic," says Estelle, "and watch for the slide show in the fall." Estelle is back at work and Cheryl (can you believe it?) is now on a 2,000 mile tour! Angel flew East right after the Concourse D'Elegance and rode his new black tandem with Carla up and down some mean hills. He visited the editorial offices of Bicycling magazine and the new Bicycle Guide, which should be on the newsstands sometime this fall. Glenn was asked to send some of his creations to Cyclist magazine for a photo feature. Three frames will be featured in a future issue of the magazine - watch for them!

This is still plenty of summer left. July was spectacular and we're actively planning for more good weather. We've scheduled all the good weather we can for the second American Lung Association Tri-Island Trek. This year there are two treks, one September 15-17 and the second the next weekend September 22-24. Last year's Trek raised a lot of money and a lot of new cyclists. Call the ALA at 282-5565 or stop by R+E and pick up information on the Trek. Come see what you can get for raising money for a worthy cause and having a good time; we have the prizes you'll get displayed in our south window.

To help you escape the late summer blahs we've put ALL touring bags on sale until the end of August. Kirtland, Eclipse, Kangaroo, Rhode Gear, and Specialized bags are all at least 15% off. And when we say bags we mean bags - stuff sacks, handlebar bags, panniers, rack trunks, seat bags, water bottle cage bags. Also on sale are Specialized and Bianchi bikes - check the coupons in this newsletter. Come in and make a bid on the 22" red Viner bicycle that we're auctioning off. It's a fun way to buy a bike with the final bid being taken on the 31st of August. Be here to see who gets the best deal in town.

Remember all those new products you've been waiting to see? We've just received (and sold out) the Avocet computer. Maxim is testing one on his bike. Installation was a breeze and the big BIG buttons are easy to use. The Specialized racing crankset is now available and in stock and we've received the first Specialized tandem crankset which Angel is test riding. More are on the way. Shimano now has a fuller range of Biopace rings available, with a popular 50 tooth and a 44 tooth chainring. We have a full range of Sugino cranksets; TAT, DAT, TGT, DGT are the alphabet items. That's triple and double AT and triple and double GT sets. The GT is a less expensive crankset and is available in a 165mm length! Chainrings run from a low 24 up to 54.

If you want to look forward to the upcoming winter we're ready to help you. Racermate II and the Skidlid Turbo Trainer are on sale now. And when we say sale we mean sale SALE SALE. Look for the coupons in the newsletter. MSR has a new cycling rain jacket. This jacket is not a mountain parka or anything else. It is exclusively designed for cycling, high cut in front, low in back with a foldable fanny flap. The jacket is cut for travel on the drops, slim enough so a single layer of wool or polypro will keep you warm and made of that ole miracle Goretex. Those of you who ride fixed gears in the winter will have happy knees this year. We have located some 18, 19, and 20 tooth cogs for you in both 1/2 and 3/32.

R+E CYCLES

### FANNY RACK PACK

Regular \$24.99  
**NOW \$17.50**

WITH THIS COUPON  
Use them on your bike and off

OFFER EXPIRES 6/30/97

\*1987 FANNY RACK PACK price available with purchase of an advent rear rack at \$29.99

Offer good with coupon only, no cash value. Expires May 26, 1998

R+E CYCLES

### GRAB THAT TAN WHILE YOU CAN

SHORT SLEEVE JERSEYS  
25% OFF

R+E CYCLES

with this coupon

Not valid with any other glove coupon

Offer good with coupon only, no cash value. Expires May 26, 1998

R+E CYCLES

### CYCLING GLOVES

**\$3.00 OFF**  
any pair gloves

R+E CYCLES

with this coupon

Offer good with coupon only, no cash value. Expires May 26, 1998

R+E CYCLES

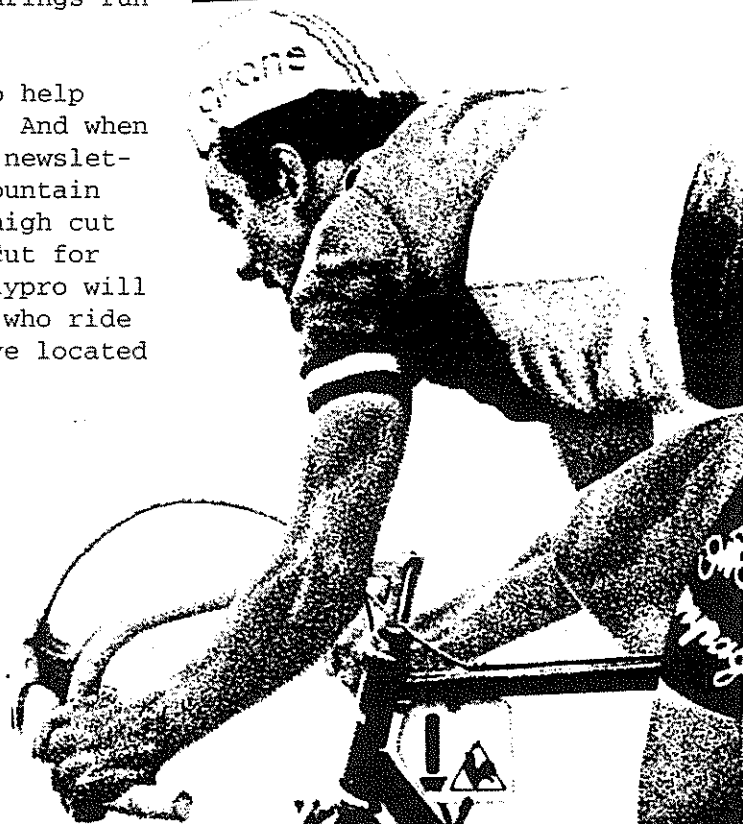
### ALL R+E WATER BOTTLES

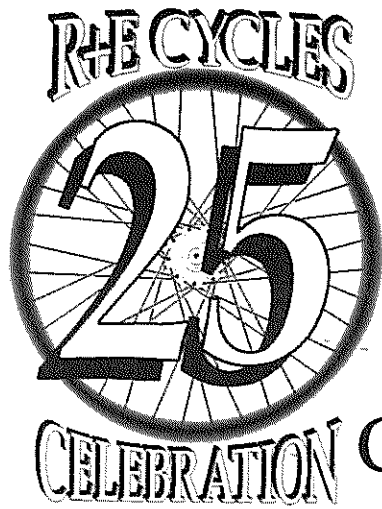
**\$1.00 OFF**

R+E CYCLES

with this coupon

Offer good with coupon only, no cash value. Expires May 26, 1998

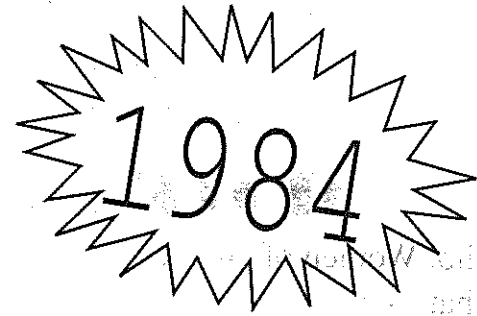




# R+E CYCLES TIME MACHINE

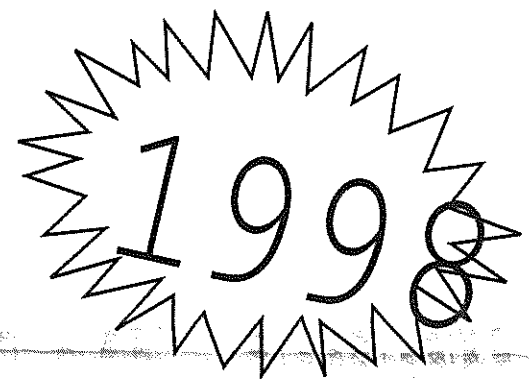
Compare R+E Cycles to any other bike shop

As part of our 25th year anniversary, we've looked back at some of our old newsletters. From 1984, we found the following comparison chart. It asked readers to compare R+E Cycles with any other bike shop. We were proud of all the innovations we employed offering the customer outstanding service.



COMPARE SHOPS FOR YOURSELF BELOW											
	Staffed by cyclists	Open seven days a week	1 day repair service	Fit Kit sizing	Frame repairs & painting	Free 60 day checkover	5 year parts warranty	Informative newsletter	Flats repaired free 1st year	Convenient bike parking	2 year wheel warranty
<b>R+E CYCLES</b>	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES
shop X											
shop Y											

As we looked through this again, we found that some bike shops now offer some of the same services we provided fifteen years ago. It's no longer rare to find a bike shop open seven days a week, or to find bike parking in front of the shop. Most still don't have half the service we offer. It's rare to find a full-service frame building and repair shop on the premises. And R+E would still be proud to boast a two year warranty on wheels. Though now we have a three year warranty.



Look at the chart below, compare R+E to any other bike shop. You'll see that R+E Cycles is, more than ever, the most complete bike shop offering the best service.

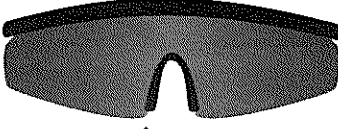
	One day express repair service	Fit Kit Sizing	Frame repairs and painting	Free 60 Day Checkover	5 Year Parts Warranty	Informative newsletter	Flats repaired free for the 1st Year	Convenient Bike Parking	Tandem Riding Classes	Complete Selection of Tandems
<b>R+E</b>	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES
Shop X										
Shop Y										
	24 Hour Availability by appointment	Frame Builder on premises	Frame Painter on premises	Adjustable sizing bike	5 Year Gear and Brake Adjustment	Repair Classes	Bikes Designed Specifically for Women	90 Days Same as Cash	Informative Web Site and Catalog	E-mail address
<b>R+E</b>	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES
Shop X										
Shop Y										

**RE 'GOOSE-N-GLASSES!**

Get off your duff, and ride a new mountain bike this summer and even look cool doing it! Purchase any Mongoose mountain bike that we have in stock, and use this coupon to get a free pair of Moab sunglasses.

**\$50 value**

*Offer good with coupon only. no cash value. Expires May 26, 1998*



**RE Your New Best Friend**

How would you like to have your wallet, sunglasses, camera, some food, and your map right at your fingertips? Handlebar bags are perfect for those multiple day rides. Whether it is STP, the MS150, a TKA ride, or the GTE Big Ride you just might find a handlebar bag becomes your best friend. We bought some Jandd Handlebar Packs on closeout and they are a screaming good deal! Choose from Gray or Blue.

**Reg: \$53**

**Coupon Special: \$34.99**

*Offer good with coupon only. No cash value. Expires March 15, 1998.*





# WANTED: WOMEN WITH WHEELS

Who: Women of all ages and abilities

What: A really fun bike ride

Where: R+E Cycles

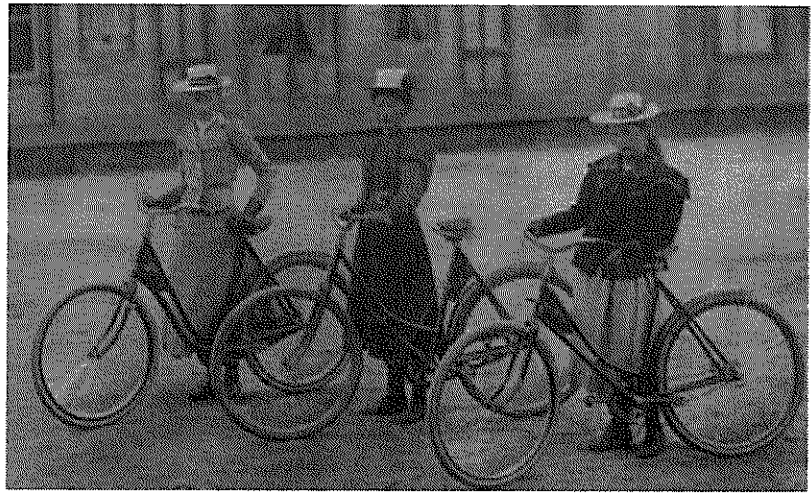
When: Wednesday May 20

Wednesday June 17

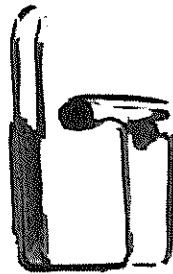
6:30-8:30 PM

Why: To meet other riders and have lots of fun.

We'll break into 2 groups so you can ride at a pace that is comfortable for you.



## A Better Mousetrap



A water bottle cage is a water bottle cage. No more. You may have seen them in last year's Tour De France coverage. Water bottle cages with little "buttons" on the side that hold the bottles even more securely. Who knows, they may even make you go faster.

Reg: \$6.99

Coupon Special: \$4.99

Offer good with coupon only. No cash value. Expires March 15, 1998.



## (S)he wants a rack, (s)he doesn't want a rack



It's OK to be fickle. This seat post mounted rack goes on and off with the twist of an allen wrench. Slap it on, on those rainy days when you want to carry some raingear, or on a sunny day when you want to carry any gear. Holds up to 25 pounds.

Reg: \$29.99

Coupon Special: \$19.99

Offer good with coupon only. No cash value. Expires March 15, 1998.



## Clipless Pedals are the Best Thing Since Sliced Bread



Switch to clipless pedals and see how much easier it is to climb hills. We have them available for you to demo on a trainer so it is easy to learn. Try them today; you'll kick yourself for waiting this long. We've got some Wellgo clipless pedals (easy to walk in) for **only \$39.99 (reg \$80)**. You'll leave your friends in the dust!

Offer good with coupon only. No cash value. Expires May 26, 1998.



## Be a Ding-A-Ling

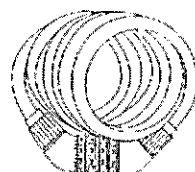


These little bells sure beat saying "on your left", all day long. They're alloy so they are really light and they have a solid PING to them. Grab a Pyramid bell for **only \$2.99 Reg \$5**

Offer good with coupon only. No cash value. Expires May 26, 1998.



## The Perfect Combination



Never forget your lock's combination again. This Fisher self-coiling cable has an integral combination lock that allows you to select any numbers you'd like. It is 6' long and vinyl covered so it is easy to use and won't scratch your bike. Don't feed a thief.

reg: \$15

sale \$10.99

Offer good with coupon only. No cash value. Expires May 26, 1998.

# CAMP DANSKIN

Swim, bike, run. Learn, laugh, relax. Camp Danskin may prove to be an event you never forget. It is 3 days exclusively focused on learning how to train and race better and more efficiently. Headed up by Sally Edwards (triathlete, author, fitness expert, and heart rate monitor guru) and Jazz Scheingraber (triathlete, coach and adventure race athlete) this is a weekend packed with information, activity and fun.

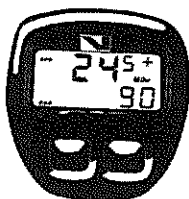
Camp Danskin is designed for women of all ages and ability levels. This year there will be 2 camps offered. One is for the woman who has never done a triathlon before and the other is aimed at women with a little more experience. Both camps will offer coaching, help you design a training program and teach you to how to use and understand a heart rate monitor. No matter which camp you choose, you'll meet new training buddies, enjoy professional coaching and enjoy a weekend in the country.

One of the differences between STP and the Danskin Triathlon and Camp is that the Danskin events sell out and STP doesn't. Don't be wishing that you'd signed up earlier. For more information or a brochure, stop by the store or contact Jazz at: (503) 284-4563 or E-mail: jazzsch@aol.com



## Simplicity To The Max

How far, how fast, how long? The basic information that you need and want. No more, no less. This Vetta C-6 computer is reliable, user friendly and fun to have. We purchased them at a special price, so they are limited to stock on hand!!!!



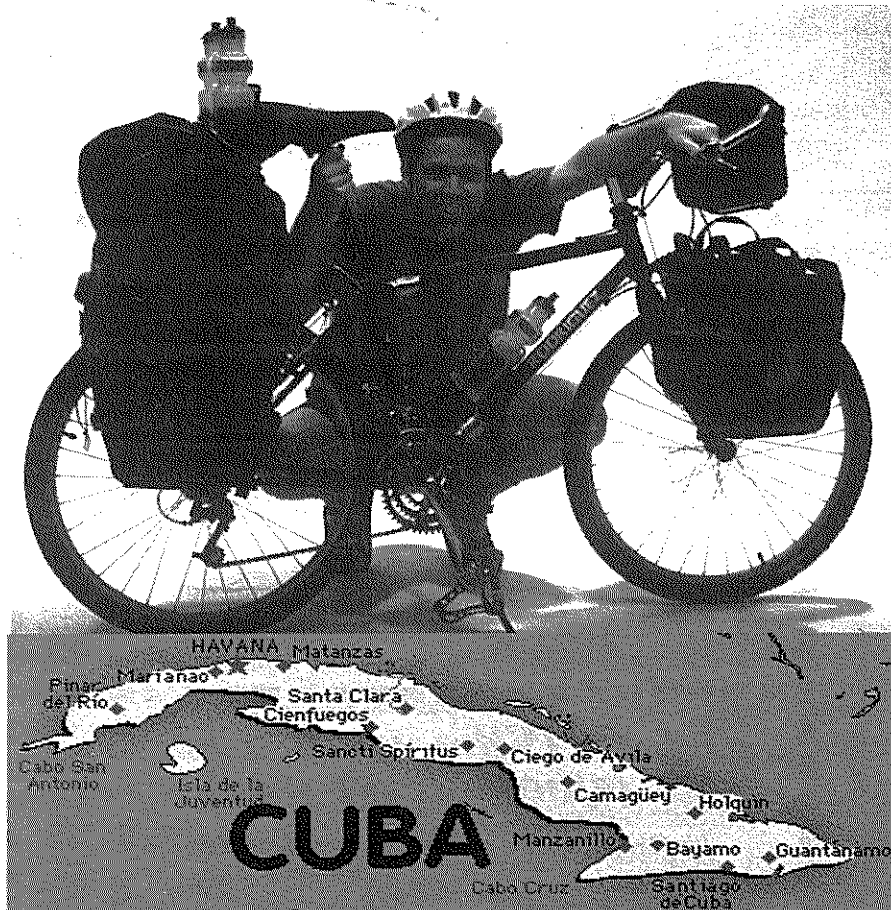
Reg: \$25

Coupon Special: \$14.99

Offer good with coupon only. No cash value. Expires May 26, 1998.

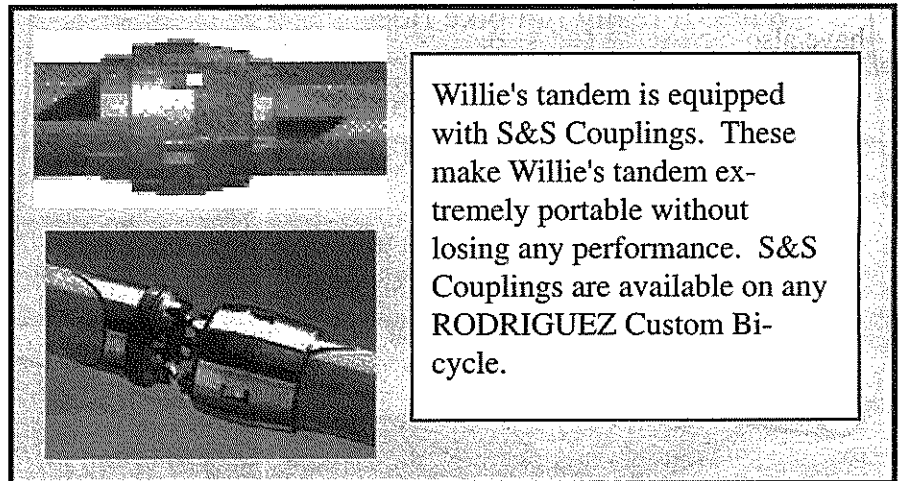
# WHERE'S WILLIE WEIR?

## Willie Goes To Cuba



Many of you have followed the adventures of Willie Weir. He's bicycle toured South Africa, India, and the Balkans. Now he's off to Cuba. Only this time he's in for a double adventure. He and his wife Kat, are going to be riding a tandem. We'll be outfitting them with a custom built S+S tandem. This means that the frame disassembles to fit into a 26" square suitcase- or a row boat, or the back of a donkey.

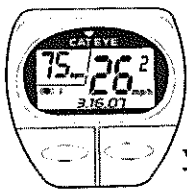
We are excited to support Willie and we will keep you apprised of his activities. If you haven't read his book Spokesongs, we encourage you to do so. (There is even a coupon for it in this newsletter.) It is a collection of 2 and 3 page narratives, so it is easy to read and quite entertaining. We guarantee you'll even want to pass it on to a friend.



Willie's tandem is equipped with S&S Couplings. These make Willie's tandem extremely portable without losing any performance. S&S Couplings are available on any RODRIGUEZ Custom Bicycle.



### WANNA GET HIGH?



Find out how high you have climbed with this Cateye cycle computer that includes altitude. It has all the basics: speed, distance, clock, average speed, etc.... plus lets you know how hard that last hill really was!

Reg. \$79.99  
Sale \$69.99

Offer good with coupon only. No cash value. Expires May 26, 1998.



### WHITE LIGHTNING, POUNDING RAIN!

If you ride in the Seattle area, you've probably ridden in the rain. Riding in our area is pretty hard on chains. Keep yours lubricated with the best chain lube around, White Lightning. Pick up a 4 oz. bottle for just \$4.99.

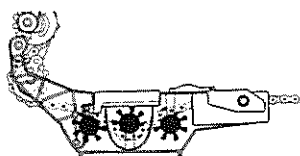
reg. \$5.99  
SAVE \$1.00



Offer good with coupon only. No cash value. Expires May 26, 1998.



### BETTER THAN A DISH WASHER!



A clean chain is happy chain! Use the Park chain cleaner to clean your chain and save your dishes from getting greasy. The Park chain cleaner is the easiest way to clean a chain! Purchase a Park chain cleaner and we'll throw in a bottle of the best chain lube around, White Lightning.

\$6 VALUE

Offer good with coupon only. no cash value. Expires May 26, 1998



### OWN THE BOOK



Buy an autographed copy of Willie Weir's book, Spokesongs, at R+E Cycles. We'll even knock \$1 off of the reg. price! (limited to first 10 people)

What a Deal!!



### I WEAR MY SUNGLASSES AT NIGHT!



WOW! Sunglasses are 2 for 1. Buy one pair of sunglasses and get the second pair free. You can mix them up like, one dark pair & one clear pair (to wear at night), 2 dark pair, one yellow pair & one dark pair, etc.....

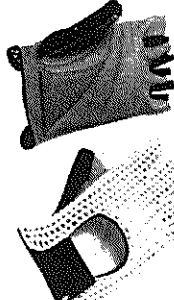
reg. \$20 a pair

2 for \$19.99

Offer good with coupon only. No cash value. Expires May 26, 1998.



### FOR THE RETRO-GROUCH!



Yes we have those old fashioned, crochet mesh gloves. They are even natural white, with natural brown cabretta leather palm. Perfect for that 'no-frills' look of the 90's.

Reg. \$12.99

Sale \$9.99

Offer good with coupon only. no cash value. Expires May 26, 1998

# THE MOST IMPORTANT BICYCLE COMPONENT

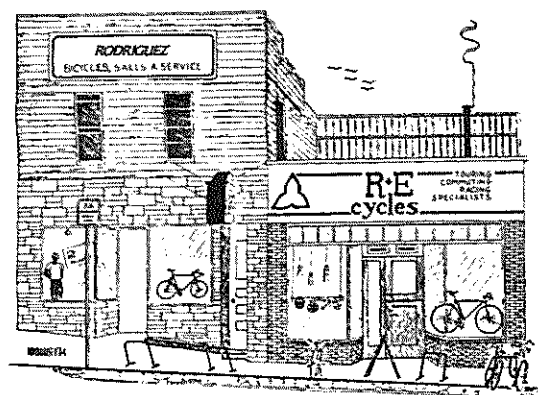
We are very excited about a new saddle that is on the market. As many of you may have experienced it is not just your "butt" that gets sore, it's often your "girl or boy" parts. In the past few years manufacturers have cut away the hard plastic shell, underneath where these parts contact the saddle. But now, Trico, has refined this design to make it even better. Not only is it a well padded gel design, they have also recessed the front of the saddle so that you have minimal contact with it. We have been selling these for about 6 months and have found that we've made many happy customers.

When you purchase a new saddle, be sure that the reach to your handlebars is correct. If your bike is too long, it may be that no saddle is going to be comfortable. Bring in your bike, and have us put the saddle on for you so that we are sure it is properly positioned.

As always with a saddle from R+E you can try it for 30 days and if you are not totally satisfied with it we'll take it back. Your comfort is the most important component on the bike.



ONLY \$26.99  
(men's or women's model available)



*Continued from page 1 by Estelle Gray*

I joined Angel, Glenn and 4 other employees in 1979. I was employed in the frame shop but much preferred to work "the counter". After one year I was promoted to "manager" and moved full time to the shop floor. About 5 years later we opened Mountain Bike Specialists, the first shop in the country to sell mountain bikes exclusively. A year later R+E was bursting at the seams so we opened Seattle Bike Repair, a few doors down. We soon outgrew all of those locations so we rented the current home of Seattle Bike Repair where

we opened 2nd Gear, did our assemblies and stored our excess inventory. We also donated 3000 square feet to Cascade Bicycle Club.

In 1990 Angel sold the store. I remained for one year as did Dan Towle, the repair shop manager. I left to take a job with Suntour and Dan to manage another shop. 2 years later R+E went bankrupt and Angel called me asking if I would help him run a "going out of business sale". (Angel had financed the sale to the new owner and got the business back when he defaulted on the loan.) Or would I buy the business from him? After thinking long and hard for about 1 minute I told him that I would purchase it if Dan Towle would join me as a partner. Fortunately, Dan said yes, and here we are today.

Although this narrative talks about us, it is you, our loyal customers throughout the years, whom we really thank for our success. We'll have a great big birthday cake here on June 2 and we invite you to join in the celebration.

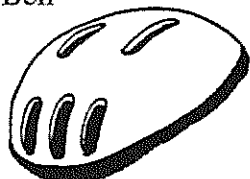
P.S. Bernice Tillson remained a loving customer for nearly 20 years. She passed away about a year ago (somewhere in her 80's we guess) still riding her bicycle. We treasure that first dollar.

## **RE CYCLES** BRAIN BUCKETS ARE ON SALE!

No, not a bucket of brains, just the bucket!  
Use this coupon to save 15% off any Bell helmet in stock. This even applies to current 1998 Bell helmets!

**WHOOPEEEEE!**

**SAVE 15%**

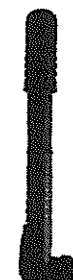


*Offer good with coupon only. No cash value. Expires May 26, 1998.*

## **RE CYCLES** Put It In Your Pocket

Don't get stranded on the side of the road for the sake of a pump. We have mini pumps that do the job but are small enough and light enough to fit right into a jersey pocket or bike bag. Fits both types of valves. Pyramid mini pump

reg \$13  
sale \$7.99



*Offer good with coupon only. No cash value. Expires May 26, 1998.*



## Hang it Up!



Keep your dirty tires off of the clean floor with this wall mount rack. It folds flat when not in use & has a black finish to match any decor. Save over 30%

Reg. \$15

Sale \$9.99

Offer good with coupon only. no cash value. Expires May 26, 1998



## Don't Be An Offender!

Nobody likes getting sprayed with guke! So, if someone you like is riding behind you, install a pair of fenders! It will save your clothes too. Use this coupon and **SAVE BIG.**

Road fenders reg. \$23

Sale \$16.99

Mountain Bike fenders reg. \$25

Sale \$17.99

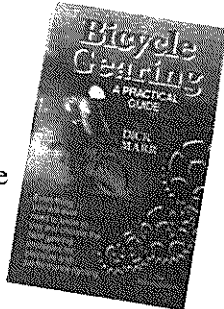


Offer good with coupon only. no cash value. Expires May 26, 1998



## Spinnin' yer' Gears?

Instead of just randomly slapping the gear levers, why not understand what you're doing. This book contains simple explanations for the novice (or mathematically challenged), and formulas and charts for the technical wizards.



Reg. \$8.99

Sale \$7.99

Offer good with coupon only. No cash value. Expires May 26, 1998.



## Watch Your Behind!

Don't let a truck, cyclist, bumble bee, or airplane sneak up behind you! Use this coupon to save \$3 on a Cyclepro Mirror at R+E Cycles!



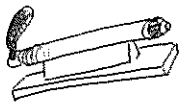
Reg. \$9

Sale \$5.99

Offer good with coupon only. no cash value. Expires May 26, 1998



## "KEEP ON TRUCKIN"



Don't let your bike bounce around in the back of your truck, use these convenient quick release truck bed mounts. Easily installs in your truck bed in minutes!

Reg. \$25

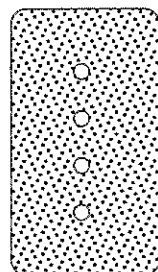
Sale \$19.99

Offer good with coupon only. No cash value. Expires March 15, 1998.



## ON THE BLINK!

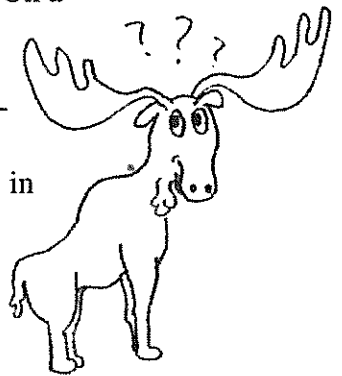
Don't accidentally get stuck in the dark! These little lights weigh practically nothing, cost next to nothing, and reduce your chances of an accident. Use this coupon to get a Pyramid red flashing tail light for just **\$5.99** (reg. \$12)



Offer good with coupon only. No cash value. Expires May 26, 1998.

# LIKE A BACKWARDS IDITAROD AND NO MOOSE TO WORRY ABOUT

I do a lot of tandem riding with my friend Dan. On a recent ride we were followed by a dog for the entire 60 miles. I am a little timid when it comes to dogs, so the fact that this was a Doberman should have made things even worse. The saving grace was that this dog was following us in a trailer. It was Dan's dog. He doesn't like to leave her home on weekends. Be careful, before you think Dan spoils his dog on weekends. You see, on weekdays I commute to work with my dog in a trailer, too.



As you can imagine, lots of people stop us, wondering if their dog might be able to do the same. You can find out. We'll be glad to let you try our trailer. It is nothing fancy. It is a basic kid's trailer with the seat removed. And of course it has a cushy 4" foam pad on the floor! If you'd like to give it a try, call us in advance and we'll be sure that it's here. It's free to try it..you just might want to bring us a biscuit!

