

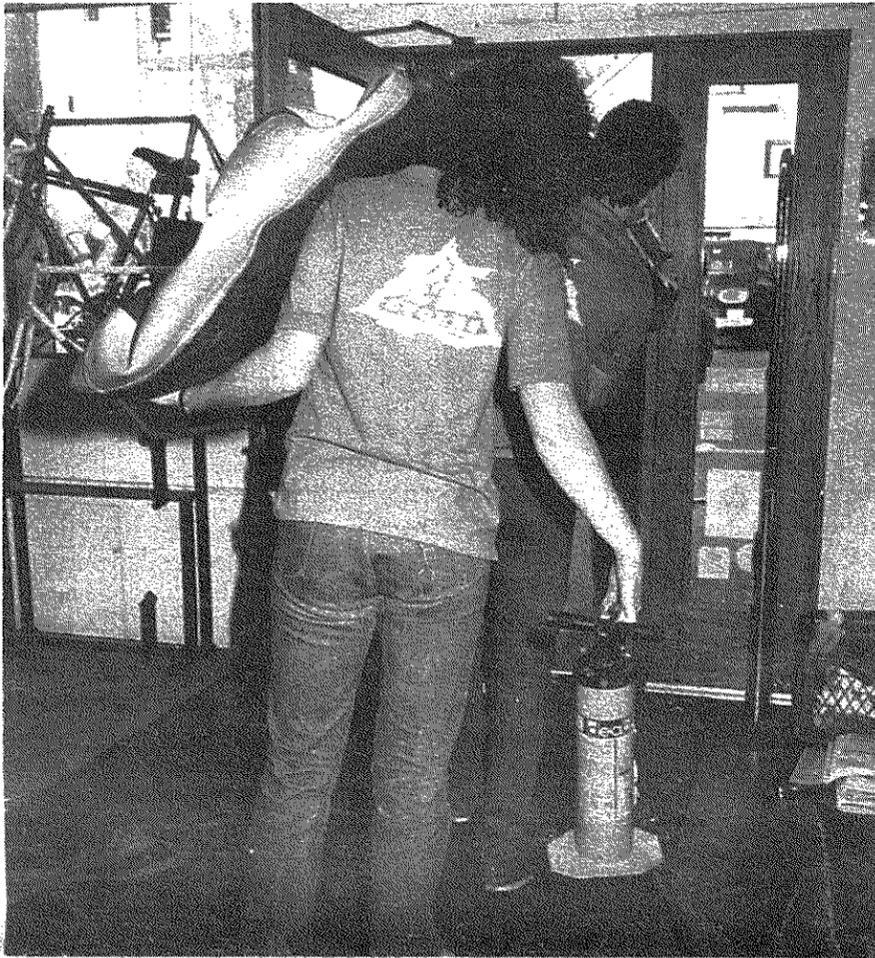
The Quick Release

R + E Cycles

5627 University Way NE

Seattle, WA 98105

527-4822



Great Cycling Weather

It's Spring!!

And the "Fever" hits Seattle



The item being hauled out of R+E Cycles is a rather large white water raft. The employees of R+E will be in it at the end of May. Details on page two.

The Newsletter of R+E Cycles and Mountain Bike Specialists

May 1987

IN THIS ISSUE

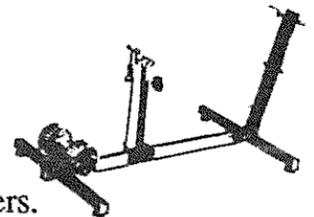
In little more than one month from now, on June 20-21, STP, the Seattle to Portland Ride will occur. Registration for the ride closed recently but not before some 5,000 people signed up. Those who ride the STP will be doing it in one or two days. The trek itself is 202 miles long, linking the two largest cities in the Northwest. For those who do the ride in two days, comfort is more a factor than speed and ultra-lightweight components and gear. For the one-day rider carrying the bare essentials, perhaps training is

more important. For this issue, we have put together some articles on training, clothing, and accessories which will be of interest to all cyclists, including STP riders. Also there are some tips from an STP veteran on some do's and don't's while riding STP. We have included more than forty great money saving coupons to help you get your summer rolling. We're gearing up for a great summer, and to begin our summer on the right foot, the staff of R+E Cycles is going rafting. More about this and the rest inside.

INDOOR TRAINERS

\$25.00 OFF!!

Racer Mate Piggyback,
Specialized, Avenir,
Racer Mate Supra, Mag Trainers.
Limited to stock on hand



Get Ready For STP!!

R+E CYCLES
Offer expires 5/31/87

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Mon - Fri 9 - 8
Sat 9 - 6
Sun 11 - 5



R+E Cycles Salutes its Staff

This is the staff of R+E Cycles and Mountain Bike Specialists. Why are they all smiling as though things may not always be so bright? They are nervous smiles. They don't know yet, but at the end of May, their warm, cozy, comfortable, jobs are going to be taken away from them for one day. On Sunday May 31, they will become cold, wet, tired, and just plain miserable. The reason? It's time for R+E's annual river raft trip. This year, the trip will be on the Chilliwack River, in southern British Columbia. The river is rated

between 3 & 5, (rating 6 means the river is not runnable), and for fifteen miles the world will be a big blur from the rafts. The water temperature is a little warmer than ice and the first one in probably won't have many volunteers willing to jump in to render assistance. These people are smiling because they don't know this. They think they're going to have a picnic, throw frisbees, lounge around. We'll see.

This sounds fun, but it does leave one question. Who's minding the shop during that

fateful day? Get ready for a true technical day friends because Sunday May 31 will be "Rep Day". It's true, we're unleashing the sales reps on the general public to answer all the questions you've ever had about bikes, components, and probably anything else you can think of. But be quick with your questions folks, these people have only one day each year to talk to the customers, and they make the most of it. Believe us, this is why we'll be on the river that day. You think we want to endure that for an entire day? We'd rather risk life and limb...

If you choose to visit R+E Cycles or Mountain Bike Specialists on that day, there are

enticements, besides what the knowledgeable reps have to offer. Some of the coupons below are good only for that one day. We felt that since we'd be having a nice day, we would like our customers to share in the bounty. Please come in, enjoy the deals, and keep our reps company, they have important things to tell you, and you may come out knowing far more than you did before.

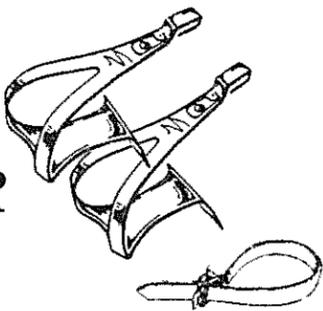
R+E Cycles

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Seattle, WA 98107
(206) 527-4822

WITH COUPON

Toe Clips

w/Straps



TOP GEAR

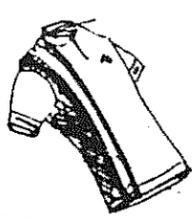
Regular \$6.50
NOW ONLY \$4.99!!

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WITH COUPON

JERSEYS

SPECTRUM



Regular \$24.95 **Now \$14.95**
Ride in Comfort -- Go in Style
Popular Colors
Quantity is limited

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WITH COUPON

FREE!!

with purchase of \$10.00 or more



LARGE WATER BOTTLE

Take it to your picnic!!

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Offer expires 5/31/87 527-4822

WITH COUPON

SECURITY CABLE

YAKIMA



FREE!!

ONE DAY ONLY!!

SUNDAY MAY 31, 1987

With the purchase of any rail set and one bike mount.

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WITH COUPON

FREE!!

Just the thing for a picnic!!

POTATO CHIPS

with any purchase

R+E CYCLES 5627 University Way NE
1 day only - May 31 527-4822

Comfortable Riding

Anyone who has been out for an extended bike ride wearing cut-offs and sneakers can tell you that comfort was left at home for their trip. While it is true that the bicycle will still work no matter what you wear, your comfort can be assured by following a few tips, and you will feel much better after your ride too!

We'll start from the top. Your head is the most important part of your body to be riding a bicycle. And a helmet makes a lot of sense. Try on several different styles and makes. You'll find that some fit better than others, and that the outward appearances will differ. Most important is the protection it will give in the event of an accident. Check its information sheet. Beyond that, comfort should come second, then looks, for this article anyway. Comfort is based upon several factors. The first is weight. Is it too heavy for you? Next, check whether it fits snug and doesn't pinch or bind or pull hair. Check for ventilation. Next, check whether it will stay put without you having to constantly readjust its position. Can you hear adequately with it on? Does the neckstrap irritate your neck and is it easy to get on and off?

The next article for comfort is a pair of good sunglasses. These are good for not only the sun, but to help keep grit and bugs out of your eyes. Find a pair that cuts U.V. light which is damaging to your eyes, and which other sunglasses may let through.

Next is a shirt or jersey. Jerseys are preferable to many riders because, when bent over

the handlebars, the jersey stays on the riders back, without crawling up and exposing the skin to the elements. Also, many jerseys offer pockets on the backside which can carry wallets, change, and other necessities while riding. Again, check for ventilation. Shirts should be chosen for their fit, not binding in the armpits and sleeve length full enough to cover the arm even when fully outstretched.

Gloves are next. They are made of many different materials, from nylon to leather. The differences in gloves besides the obvious fit, is their padding. The hands take a lot of punishment on a less than perfect road surface, so pick a glove pad that matches the type of handlebar wrapping and the type of riding you plan to do. If you have handlebar pads, you probably don't need a fully padded glove. Once again, check for ventilation.

Cycling shorts and pants are widely varied in their style, quality and versatility. Not to be confused with ordinary pants and shorts, these are made specifically for cycling. Most fit tightly to the body, and the part that covers the upper legs and crotch is constructed of sewn panels. Technically, more panels means more comfort. If you have never tried riding with a pair of real cycling shorts, you owe it to yourself to invest in some. You'll be glad you did.

Shoes can mean the difference between having foot cramps and not. They can offer great ventilation, while giving you an effective stroke. As you probably know, most any shoe will work for a pedal without

clips or cleat pedals. If you have toe clips, you also know that your waffle stompers are not the best-suited shoe for the job of pedaling a bike. A shoe which will allow you to get in and out of your clips easily, while also giving your foot enough room to breathe is not only more comfortable, but safer than one which does not. Have you ever stopped at the corner, taken your foot out of the clip and

then almost went over the bars trying to get it back in? Cleated shoes are something else again.

This is only an overview of the possibilities which exist and the benefits they offer. If you have questions about any of the items mentioned or others which were not, please come into R+E Cycles. We want you to know the difference so you can ride with comfort. We'll see you on the STP.

CATCHARGER

ONLY \$24.99!!



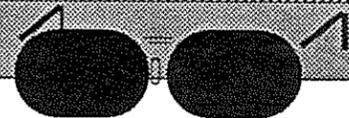
Don't lose track of all those miles you've ridden by having to replace your Cateye Computer batteries. Recharge your batteries while they're in your computer.

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Offer expires 5/31/87

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Shades

WITH COUPON



JONES SUNGLASSES
15% OFF!!

Keep the bugs and the harmful UV rays out of your eyes.
Connie Carpenter and Davis Phinney wear them!

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R+E Cycles
T-Shirts



With the Trillium Design

ONLY \$10.99



All cotton!! In Pink, Black, Red, and Blue!!

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Offer expires 5/31/87

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Avocet
SLICK TIRES

Smooth Tread

2 for the price of 1!!

It's a fact,
bald tires roll faster!

Limited to stock on hand



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Schrader Valve
Pressure Gauge on a Keychain

Nagusi

Regular \$4.99

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Offer expires 5/31/87

NOW \$2.49!!

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\$3.00 Off Any Gloves

1 Pair per customer



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Offer expires 5/31/87

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PRO FORM

Rowing Machines

Over-exuberance has taken hold of our buyer. Now, we have to find someone in the bicycling community who wants them. So, we are offering them for an unbeatable price to anyone who wants to build up their upper torso and leg muscles. Just the thing for training for STP!! Or a bit part in Mutiny on the Bounty!!

Reg. \$359.99 NOW \$200.00!!

Only two left in stock!!

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Offer expires 5/31/87

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BIKES BIKES BIKES BIKES BIKES BIKES**

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SALE BICYCLES

BIANCHI

Limited	50cm	black	600 SIS	Was \$629.	Now \$569.
	63cm	black	600 SIS	Was \$629.	Now \$569.
Squadra	53cm	blue		Was \$569.	Now \$459.
	56cm	blue		Was \$569.	Now \$459.
Eco Pista	53cm	celeste	Italian track bike	Was \$570.	Now \$450.
Stelvio	48cm	gray		Was \$399.	Now \$325.
Brava	56cm	blue		Was \$449.	Now \$360.
San Remo	19"	maroon	trip. crank/rack	Was \$335.	Now \$295.

BRIDGESTONE

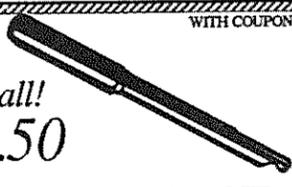
400	19"	blue	2 in stock	Was \$249.	Now \$219.
	25"	blue	3 in stock	Was \$249.	Now \$219.
Mile 112	59cm	violet		Was \$449.	Now \$359.
600	59cm	white	2 in stock	Was \$464.	Now \$375.
	63cm	gray	only 1 left	Was \$464.	Now \$375.
700	48cm	red	only 1 left	Was \$530.	Now \$515.
All	53cm	red	only 1 left	Was \$530.	Now \$515.
SIS	56cm	silver	3 in stock	Was \$530.	Now \$515.
equipped	59cm	silver		Was \$530.	Now \$515.
T-700	19"	1black, 2 red		Was \$399.	Now \$370.
	21"	1black, 1 red		Was \$399.	Now \$370.

RALEIGH

Competition	60cm	white	Shimano 600	Was \$499.	Now \$379.
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QUICK STICK
Tire lever - One lever does it all!
Regular \$3.30 **NOW \$2.50**



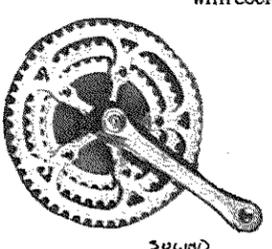
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OGK HELMET
Regular \$29.99
NOW \$19.99!!



ANSI Approved
R+E CYCLES 5627 University Way NE
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TRIPLE CRANKSETS
1/2 Step with granny gear 30/46/50
Sugino

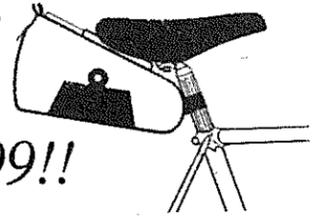


Regular \$89.99
NOW ONLY \$59.99!!

Would you like to make the mile long Canyon Road Hill easy?
Maybe the steep one after Chehalis?

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Offer expires 5/31/87 527-4822

SEAT PACK
ECLIPSE Vector



Regular \$34.99
NOW ONLY \$29.99!!

NO LONGER BEING MADE!!

Only 50 Left in Stock

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The Jammin' RAAM Ride

Sunday May 31, 1987

Help Send the First
Northwest Woman to the
RACE ACROSS AMERICA
'87!!

The Jammin' RAAM ride is a 20, 45, and 100 mile bicycle tour to help fund and show support for Cheryl Marek's ride in the Race Across America this year.

When? The ride will be on Sunday May 31. The course will be open from 7am to 7pm.

Where? All rides will start at Gas Works Park in Seattle. They will be well-marked and maps will be provided at registration in the Gas Works Park. The three rides include a 20 mile loop on relatively flat, Blue Ridge, a 45 mile Edmonds loop, and a 100 mile hilly-in-places Carnation loop.

How Much? With your DONATION of \$10 (\$9 if you pre-register) for the 100 mile or 45 mile loop or \$8 (\$7 if you pre-register) for the 20 mile loop. You will receive in return:

- A custom designed RAAM logo pin
- 1 or 2 food stops depending on your ride length
- And an opportunity to ride with the star herself

Registration? If you pre-register before May 15, you will receive a \$1.00 discount. Call the number below or write for a registration form.

Repairs? We will provide a roving bicycle repair vehicle, but bring your own pump and patch kit or spare tire.

Shirts? Custom designed shirts with Cheryl Marek's logo will be available for sale at registration. They are 100% cotton. Pre-orders welcome.

Cheryl Marek leaves for San Francisco on June 20 to ride the 3100 mile **RACE ACROSS AMERICA** to Washington D.C. along with other RAAM entrants. Your donation to and support of this ride will help in her goal of accomplishing this in 10 days.

Questions? Call Kathy Swift at: 783-4557

Jammin' RAAM Ride P.O. Box 30713 - Greenwood Seattle, WA 98103

For the best selection of bikes and bike accessories in town, come see us at R+E Cycles.

COMPUTER

WITH COUPON

RHODE GEAR QUANTUM

Regular \$59.95 **NOW \$47.95!!**

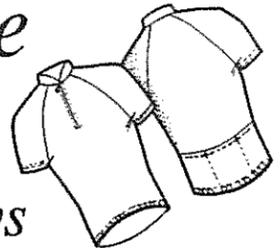
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Short Sleeve Jerseys



Last year's jerseys

Buy one get one FREE!!

The second must be of equal or lesser value

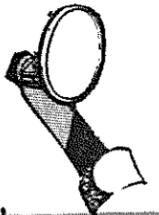
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QUICK RELEASE MIRROR RHODE GEAR



Know what goes on behind your back!!

Regular \$9.99

Save A Buck \$8.99!!

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R+E CYCLES

would like to introduce you to...



Dave, Glenn, Dan, and John

...our frame builders.

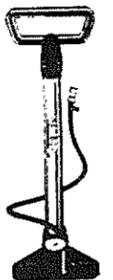
These guys are committed to building the finest, not the second finest, but the **FINEST** frames on the road today. RODRIGUEZ sport frames and ERICKSON racing frames are to bicycles what thoroughbreds are to horses. After the frames are built, only the highest quality components are added to finish the job. And what a finish. These bicycles are seen regularly on the Burke-Gilman Trail, as well as in the hottest racing events, and touring over the roads of America. If you want to take one for a spin, or take a short tour of our frame shop, just come in.

If you haven't received our 40-page catalog, come by and get one. They're free!

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Seattle 527-4822

FLOOR PUMP VETTA



Regular \$29.99

NOW ONLY \$24.99!!

Built-in, highly accurate pressure gauge!!

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SADDLE AVOCET



T - 1 (TOURING SADDLE)

Was \$19.95

NOW \$10.95

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Offer expires 5/31

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REBOP

R+E BICYCLE OWNER'S PLAN

Why I should buy a bicycle at R+E CYCLES?

BECAUSE: Unlike most shops that have their bikes assembled by part-time or summer help, our bikes are assembled by full-time staff mechanics. We check the bottom bracket, hubs and headset. We tighten and true the wheels, and make sure the brakes are ready for the rigors of the road. This saves you and R+E time because post-sale problems are eliminated.

BECAUSE: The R+E warranty exceeds the manufacturer's warranty. As with most shops, our frames are warranted for the life of the original owner - but when it comes to parts, we SURPASS the original manufacturer's warranty. This means FIVE years on parts and ONE year against spoke breakage.

BECAUSE: We maintain over a quarter of a million dollars of parts and accessories

so you can get the item you want when you need it.

BECAUSE: For most repairs, we offer overnight service. That means you don't have to do without your bike when you need it most. Our summers are short - and we don't want your bike to spend one sunny day in the shop.

BECAUSE: We are bicycle experts. We make top-quality frames on the premises (ask for a short tour), and offer unsurpassed technical know-how. This makes us one of the few shops in the country that can do ANY repair "in-house".

BECAUSE: All our employees are avid cyclists. We have advice to offer based on experience, not on books, manuals, or hearsay. Among our staff there are tourists, racers, triathletes,

commuters, and recreational riders.

BECAUSE: We have the means and knowledge to fit your bicycle to you properly using THE FIT KIT. This is the same system used by the Olympic bound riders at the Colorado Springs training camp. Developed at the New England Cycling Academy, this system takes the guesswork out of bicycle sizing.

BECAUSE: We offer you FREE FLAT TIRE REPAIR SERVICE for the first year you own your new bicycle.

BECAUSE: We give you ONE FREE COMPLETE CHECKOVER within 90 days of your bicycle purchase. This ensures your bicycle will give you years of reliable service.
BECAUSE: You get ON-

THE-SPOT REPAIRS for the first 60 days you own your bike. We want you to enjoy your new bike - not spend time waiting for a small repair.

BECAUSE: We give you 10% off on ALL PARTS AND ACCESSORIES for the first 90 days you own your bike, and 25% off installation charges during assembly.

BECAUSE: You get 20% off THE FIRST TUNE UP your new bike requires (anytime within 18 months).

BECAUSE: IF YOU ARE NOT TOTALLY SATISFIED WITH THE NEW BICYCLE YOU HAVE PURCHASED, RETURN IT FOR A FULL REFUND WITHIN THE FIRST 30 DAYS YOU OWN IT!!

AT R+E CYCLES, YOUR SATISFACTION IS OUR MOST IMPORTANT PRODUCT!!

WITH COUPON

FOOT PUMPS

MEDAI



Regular \$26.99 **Now \$21.99**

Includes Presta or Schrader Valve Head

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THE NISHIKI INTERNATIONAL

The Nishiki International is certainly deserving of the Bicycle of the Year Award it was given by Bicycle Guide. Many of us remember back to the 1970's when the International was one of the hottest bikes around. And over the years, it has only gotten better!

It's frame is beyond comparison by the standards other chromoly frames. The larger diameter Tange #2 tubing provides 30% more stiffness than conventional tubing. It's outfitted with Suntour Accushift indexing derailleurs which provide smooth, positive gear selection. Aero brakes and a trick paint job add cosmetic justice on top of performance. Come look.

WITH COUPON

CHAIN



SEDISPORT

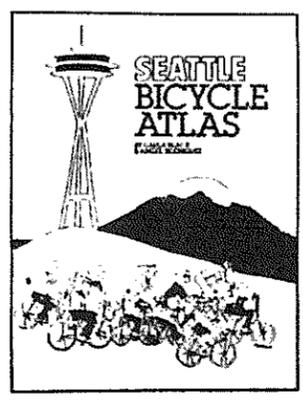
SAVE A BUCK!! **NOW \$7.99!!**

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Spring...

When you get your bicycle out for a ride, take along the

SEATTLE BICYCLE ATLAS



A MAP GUIDE TO 33 RIDES IN AND AROUND SEATTLE.

"Simply the best guide available for getting out of the city. I'm impressed." JAN HARVEY

The SEATTLE BICYCLE ATLAS is available at all area bikeshops and leading bookstores.

Schedule of STP Training Classes

1.	May 6	Portland 3700 S.E. 17th Portland, OR	7 - 10
2.	May 8	Bellevue Community College Room B104 300 Landerholm Circle S.E. Bellevue, WA	6 - 10
3.	May 14	Wallingford Senior Center 4649 Sunnyside N. Seattle	7 - 10
4.	May 18	Kent Memorial Park Bldg. 850 N. Central Kent	7 - 10
5.	May 21	Wallingford Senior Center see above	7 - 10
6.	May 29	Bellevue Community College see above	6 - 10

SEATTLE TO PORTLAND

Seattle to Portland is a unique bicycle ride. It isn't often that a group of 5,000 riders ride the exact same route. And less often do they choose a route of 200 miles.

The demands of this ride are different than your usual needs and we are going to give some small hints that we have found useful. It is best to take as few breaks as possible, and to keep them as short as possible. You will be surprised at how quickly a 5 - 10 minute break turns into 25 - 30 minutes. It's often most efficient to ride slower for a while rather than actually get off your bike.

Hopefully, by the time you roll away from city hall your muscles and cardiovascular system are prepared for this challenge. A key factor to keeping them going is to eat and drink regularly. "Eat before you are hungry and drink before you are thirsty" is an old adage heard by most cyclists, and uttered by the rest. But follow it, you'll feel better for it. Keeping your blood sugar level up will keep your energy up and drinking will keep yourself from dehydrating. Drinking a lot of water will help you feel better the next day. Should you wake up the following day and feel hung-over, or have a headache, it's probably because you didn't drink enough on your ride. It is a common rule of thumb to drink a bottle each hour. You'll appreciate this tip after STP. *Estelle*

Training is a big asset to have behind you when you begin a ride such as STP. Contrary to popular belief, it is not necessarily easier to ride STP in 2 days than one. It depends on your own limits. For those who have never ridden 100 miles in a day, it is probably harder to do it twice in a row than for many who's limit is 200. The latter only have to do it once. Pushing to your limit is hard no matter how high that limit is.

If you are going to do it in 2 days, a good goal would be to have ridden at least 80 miles once and 70 miles 2 days in a row, comfortably. One-day-riders should have experienced 150 miles.

Learning what to eat and how much will come over time. Dried fruit, granola bars, and similar foods are appealing, but they rehydrate after you've eaten them which tends to dehydrate you. If you eat this type of food, drink a lot of water. Experiment with a lot of different foods, take notes and determine which made you feel best and offered the most potential energy.

With more than 5,000 people on the STP, courtesy is essential. Signal when turning, tell the folks ahead when you're going to pass, normally on the left. Let the folks behind you know when there is a pothole in the road, etc.

Finally, make sure you can do all your own minor repairs, including fixing flats, and have your tool kit with you!!

Portland is 200 miles south and you should have your bicycle outfitted for a ride of that length. Requirements are different for a trip of this length than for a shorter training ride. Comfort and convenience of necessities are a must. We have found that mounting your water bottle on your handlebars encourages you to drink more. R+E Cycles has mounts which adapt to your own cage and fit quickly to your bars.

It's nice to buy new clothing and equipment, especially for a ride like this, but be sure you've got plenty of test miles under your new cleats and on your new chamois. You'll appreciate having them broken in before you start out.

Let's face it, 5,000 riders is a lot of people on the road, and they're sharing it with the cars that normally traverse it. Even if you don't ordinarily use one, a mirror for a bike classic like this is a great asset. It gives you some warning before a faster group overtakes you and leaves you wondering if they were cyclists or if it was a freight train. R+E has various mirrors, including an easy-on, easy-off velcro attached mirror that is lightweight, sturdy and does not vibrate. Check it out!!

Final words of wisdom, and perhaps the most important. Remember to ride at your own pace and don't become influenced by the speed-demons who will whizz past like they are only going to Tacoma. Let them pass you and don't chase them. Either they really are faster than you or you'll see them trashed at the side of the road later.

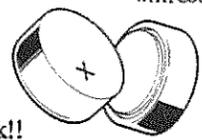
Ride safely and have fun.

(Estelle Gray of R+E Cycles has ridden STP at least 14 times [more than she has driven it by auto.] She has done it on tandems and single bikes - in times as fast as 9 hours and as slow as 17!)

SHOE CLOSEOUT!! WITH COUPON
Reg. \$39 - 89 **NOW \$25 - 45**
CHECK OUT THE BOX!!
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Offer expires 5/31/87 527-4822



Cateye Batteries WITH COUPON
\$2.00 Off NOW \$8.99!!
...and YES, we have them in stock!!
R+E CYCLES 5627 University Way NE
Offer expires 5/31/87 527-4822

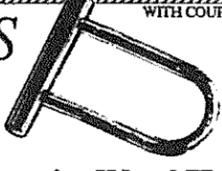


FREE H₂O BOTTLE WITH COUPON
RHODE GEAR-
GRAPE NUTS
WATER BOTTLE
*WITH THE PURCHASE OF
ANY BOTTLE CAGE*
\$2.50 VALUE!!
R+E CYCLES 5627 University Way NE
Offer expires 5/31/87 527-4822

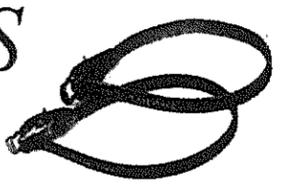


FANNY RACK PACK WITH COUPON
Regular \$24.95
NOW \$17.50!!
R+E CYCLES 5627 University Way NE
Offer expires 5/31/87 527-4822

KRYPTONITE LOCKS WITH COUPON
Regular \$28.25
model K-2 **NOW \$25.42**
R+E CYCLES 5627 University Way NE
Offer expires 5/31/87 527-4822



TOE STRAPS WITH COUPON
TOP GEAR
REAL LEATHER!!
*Remember when your toe straps were soft and a
pleasure to wrap around your feet,
and the buckle worked?*
Regular \$3.50 **Now only \$2.00**
R+E CYCLES 5627 University Way NE
Offer expires 5/31/87 527-4822



10% OFF!! WITH COUPON
Any RHODE GEAR
Bag in Stock
Handlebar Bags, seat
wedges, panniers, etc.
Regular \$9.95 - \$119.95
R+E CYCLES 5627 University Way NE
Offer expires 5/31/87 527-4822



POCKET PRO Tools



Designed by
the folks at R+E CYCLES.

These tools are distributed nationally.

At R+E, we're always coming up with
new ways to make cycling more fun.

R+E CYCLES 5627 University Way NE
527-4822

RENT-IT!!

*Come in to R+E Cycles
for all your bicycle rental
needs.*

Apply rental toward later purchase

MOUNTAIN BIKES

We have red Specialized Rockhoppers w/rear racks,
available in 3 sizes; 17.5", 19.5" and 21.5"

\$15.00 1st day or Saturday \$8.00 Each Add'l Day
\$300.00 Deposit

R+E CYCLES 5627 University Way NE
527-4822

YAKIMA RACKS

Carry your rented mountain bikes on a Yakima rack.
We rent the 58" bars including 2 bike mounts & locks.
Ski mounts can be subbed for bike mounts.

\$10.00 / Day \$20.00/Weekend \$100.00 Deposit

R+E CYCLES 5627 University Way NE
527-4822

*The Easiest Way to Access Your Water
Bottle is when it's on your Handlebars!!*

Specialized Handlebar Mount

Regular \$4.99

Now at a Great Price
\$1.99!!



R+E CYCLES 5627 University Way NE
Offer expires 5/31/87 527-4822

WIND TRAINERS

Racermate Piggy Back	\$10.00 / Week
Racermate Supra	\$10.00 / Week
Racermate Supra Pro	\$12.00 / Week
Avenir Pro	\$10.00 / Week
Specialized Saturae 4000	\$12.00 / Week
Dune Rollers (w/fan)	\$15.00 / Week
Minoura Mag Turbo	\$15.00 / Week
	\$100.00 Deposit

Get Ready For STP and a Great Summer of Cycling!!

R+E CYCLES 5627 University Way NE
527-4822

SEAT BAGS

CANNONDALE

STOKER II



Regular \$6.99 *Now \$5.99!!*

Perfect to hold tools, wallet, and keys
Lots of colors!!

R+E CYCLES 5627 University Way NE
Offer expires 5/31/87 527-4822

BURLEY TRAILERS

*** Rent the CHARIOT - the Ben Hur cart ***

\$10.00 / Day \$100.00 Deposit

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527-4822

BIKE PRO BIKE CASE

Soft case with internal BB and fork support.
Rolls on its own wheels.

\$30.00 / Week \$100.00 Deposit
R+E CYCLES 5627 University Way NE
527-4822

BRAKE CABLES

**SPECIALIZED
WEINMANN**

10% OFF!!



Specialized and Weinmann cable sets and any brake pads

*One of the easiest ways to improve your brakes is to
replace the cables and housings, and brake pads!!*

R+E CYCLES 5627 University Way NE
Offer expires 5/31/87 527-4822

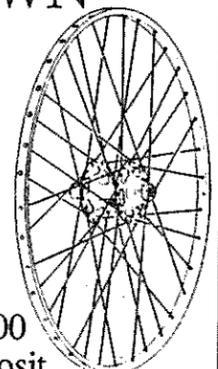
"BUILD YOUR OWN WHEELS"

You get:

- Truing Stand
- Dishing Gauge
- "Build Your Own Wheels"
by Robert Wright

\$10.00 / 1st Day
\$7.00 / Day \$25.00
\$5.00 / Each Additional Day Deposit

R+E CYCLES 5627 University Way NE
527-4822



Finally, tires good enough to buy before your old ones wear out.

Meet the Specialized off-road family.

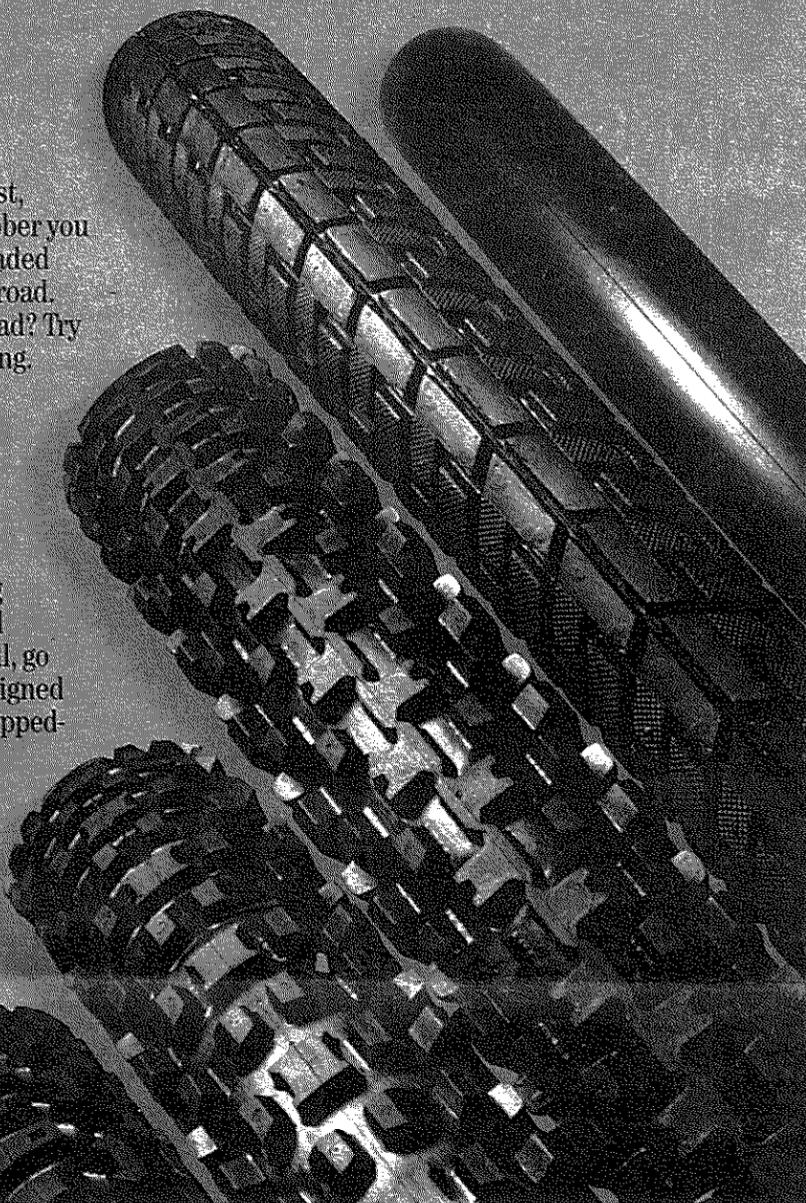
Introducing the Fatboy—the skinniest, lightest, fastest, baldest piece of road rubber you can put on an off-road bike. Or if it's a treaded tire you want, put Nimbus rubber to the road.

Want to cover ground on or off the road? Try our Crossroads II. Gas it up for street riding. Or let it out in the dirt.

Now hard trail riding isn't so hard, either. Because with our new Hardpack, you get increased braking and forward traction. And great lateral control for cornering.

Then there's Ground Control. The big Daddy. The tire that's broken all standard off-road performance barriers. Better still, go the limit with the Ground Control/S. Designed for experts only, this is a no-nonsense, stripped-down, flat-out competition tire.

The new Specialized off-road family. And you thought you were having fun on your old tires.



MOUNTAIN BIKES

NISHIKI COLORADO

There are a lot of mountain bikes on the market this year that will dazzle you with their technical specification and innovations. These bikes are certainly interesting but let's focus on a different sort of bike. It is the Nishiki Colorado. It is a proven touring style of off-road bike which means you can load plenty of gear on it and it will remain stable. The brakes are reliable, easy-to-maintain cantilevers front and rear. These are still positive virtues even in 1987. The bike comes with the popular Shimano Light Action S.I.S components. Another timely departure from traditional practice is a quick-release front wheel for loading on or in cars. Add a nice anodized alloy bar and stem and even a ladies frame available in two sizes and you have a well thought out mountain bike in the classic style. The best part of all, these bikes are only \$419.95.

WITH COUPON

SADDLES

Women's Saddles



SPECIALIZED

Regular \$11.99 **NOW \$9.50!!**

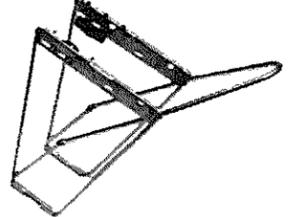
GRAY ONLY

R+E CYCLES 5627 University Way NE
Offer expires 5/31/87 527-4822

WITH COUPON

LO RIDERS

Blackburn



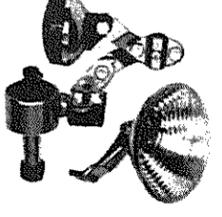
Were \$33.99 **ONLY \$25.00!!**

Gear up for a great summer of bicycle touring!!

R+E CYCLES 5627 University Way NE
Offer expires 5/31/87 527-4822

WITH COUPON

LAMP GENERATOR SETS



Regular \$19.99

NOW \$16.99!!

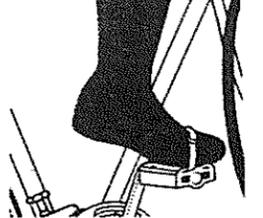
Do you feel left out in the dark while riding?

R+E CYCLES 5627 University Way NE
Offer expires 5/31/87 527-4822

WITH COUPON

BOOTIES

Neoprene



Regular \$29.99 **ONLY \$19.99!!**

Booties are going up in price next year. Get them now, we're lowering our price for this one day sale.

This offer good one day only 5/31/87!!

R+E CYCLES 5627 University Way NE
527-4822



THE BEST NAME IN THE BUSINESS

MOUNTAIN BIKE SPECIALISTS
5625 University Way NE 527-4310

CYCLE COMPUTER

VETTA



Was \$30.99

NOW \$25.99

Mountain Bikers Need Information Too!!

Offer expires 5/31

MOUNTAIN BIKE SPECIALISTS
5625 University Way NE 527-4310

\$3.00 OFF!!



HITE RITE
Seat Adjuster

(regular size only)

Change seat height while riding instantly while riding. Keeps saddle centered too!

Offer expires 5/31

MOUNTAIN BIKE SPECIALISTS
5625 University Way NE 527-4310

ULTRALIGHT TUBES

One Free with Purchase of Ritchie Force K or Specialized Ground Control/S Tire

FORCE K - \$26.99
Ground Control/S \$25.99



Offer expires 5/31

MOUNTAIN BIKE SPECIALISTS
5625 University Way NE 527-4310

Mountain bike shoes
LAKESPORT



Introductory Offer!! 10% off

NOW FROM \$38.69 TO \$44.99!!

Quality leather and nylon uppers with nice grippy sole.

Offer expires 5/31

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MOUNTAIN BIKE SPECIALS

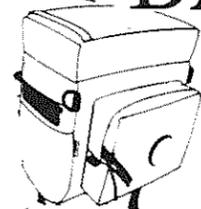
1. 1986 Cannondale TC 400s \$375.95
2. 1986 Bianchi Grizzly 17"
a real nice - real small bike \$439.95
3. Montana Trials Bikes (used)
proven trials / irons \$400.00

Come in and see our selection. Find out why everyone is turning to mountain bikes!

MOUNTAIN BIKE SPECIALISTS
5625 University Way NE 527-4310

HANDLEBAR BAG

NORCO
"SELKIRK"
MOUNTAIN



Was \$11.99

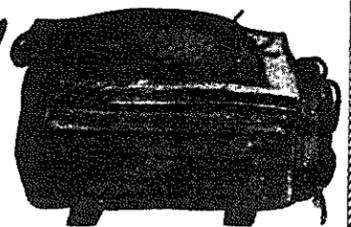
NOW \$9.99!!

Offer expires 5/31/87

MOUNTAIN BIKE SPECIALISTS
5625 University Way NE 527-4310

FANNY RACK PACK

30% OFF!



Regular \$24.95

NOW \$17.50!!

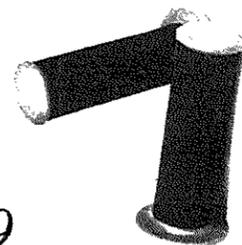
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MOUNTAIN BIKE SPECIALISTS
5625 University Way NE 527-4310

MOOTS
ROAD
HANDLES

Regular \$29.99

SALE \$23.99



FOR A BETTER RIDING POSITION AND UPRIGHT BARS !!

Offer expires 5/31/87

MOUNTAIN BIKE SPECIALISTS
5625 University Way NE 527-4310

ALL CLEARANCE TIRES ONLY \$4.99!!

Offer expires 5/31/87

MOUNTAIN BIKE SPECIALISTS
5625 University Way NE 527-4310



Crystal Mountain Resort and Mountain Bike Specialists Welcomes you to the

1987 FAT TIRE WEEKEND JULY 18 & 19

FOR A SPECIAL WEEKEND OF FUN AND EXCITEMENT
WELCOMING MOUNTAIN BIKE RIDERS OF ALL LEVELS TO PARTICIPATE AT



Crystal Mountain Resort

CRYSTAL MOUNTAIN, WA

SPECIALIZED
BICYCLE COMPONENTS



"WE SPEAK ONLY MOUNTAIN BIKE"

5627 UNIVERSITY WAY
SEATTLE (206) 527-4310

TRIALS POKER RUN RACE FUN RIDE
AND MUCH MORE!!

FOR REGISTRATION OR GENERAL INFORMATION, CALL CRYSTAL MOUNTAIN RESORT
(206) 663-2265 OR MOUNTAIN BIKE SPECIALISTS (206) 527-4310

To register, please fill out the information below and mail, with check made payable to Crystal Mountain, Inc. to: Crystal Mountain Resort, ATTN: Marketing, P.O. Box 1, Crystal Mountain, WA 98022

Name: _____ Age: _____
Address: _____ Phone: _____
City: _____ State: _____ Zip: _____
NORBA #: _____ USCF#: _____
T-Shirt Size: ___small ___medium ___large ___X-large
Signature: _____ DATE: _____
IF UNDER 18 PARENT MUST SIGN

I am interested in registering for the following events.

My check is included:
 POKER RUN: _____ x \$10.00
 TRIALS RUN: _____ x \$10.00
 RACE: _____ x \$15.00
 POKER RUN AND TRIALS: _____ x \$18.00
 POKER RUN AND RACE: _____ x \$23.00
 TRIALS AND RACE: _____ x \$23.00
 ALL THREE EVENTS: _____ x \$33.00
 SPAGHETTI FEED: _____ x \$7.00
 Total enclosed is \$ _____ for the event(s) checked.
 Entries postmarked by June 12 will receive a free t-shirt. Later entries and day-of-race registrants will not receive free t-shirt.

BIKE CARRY STRAPS

Regular \$10.99 **ONLY \$8.99!**

Offer expires 5/31
MOUNTAIN BIKE SPECIALISTS
5625 University Way NE



527-4310

CHAIN CLEANER KIT

ALSOP

Regular \$13.99 **NOW \$10.99!!**

MOUNTAIN BIKE Chains get dirty fast to the detriment of the whole drivetrain and your riding enjoyment. Clean and lube them just as fast with this kit!!

Offer expires 5/31/87
MOUNTAIN BIKE SPECIALISTS
5625 UNIVERSITY WAY NE



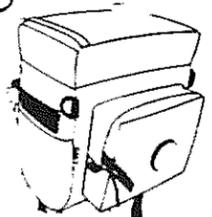
527-4310

Handlebar Bag

NORCO
"Whistler"
Mountain

Was \$7.99 **NOW \$5.99!!**

Offer expires 5/31/87
MOUNTAIN BIKE SPECIALISTS
5625 UNIVERSITY WAY NE 527-4310



Mr. Tuffy Tire Liners

Regular \$12.99 **\$8.99!!**

Offer expires 5/31/87
MOUNTAIN BIKE SPECIALISTS
5625 University Way NE



527-4310

EDITORIAL

Angel on Wheels

What's the Price of that Doggie in the Window?

At the same time that the telephone is one of the most useful tools in any retail business, it can be a nightmare when there are 11 people looking at you from the sales floor. During the summer this is often the case. Think back to the many times you were standing waiting to be helped and the salesperson was on the phone talking to someone who called after you came in. While these are the problems that are most obvious to you, our customer in the store, there is another problem that plagues the sales staff. One that is the customer that does comparative shopping over the phone. I can sympathize, I've done it myself. People work and don't often have the time (even if they enjoy it) to go from store to store investigating the price of an item they want. So they call around and drive to the store that has given the lowest price. From the point of view of the customer, it's great; from the point of view of the sales staff, it's terrible. They have to field telephone calls while 11 customers who have taken the time to come in for the personal attention that R+E specializes in are having to wait for the guy who essentially butted in line.

Our staff can't possibly know the prices of all the thousands of items we carry and to have to walk across the room and check the price of something and then get asked the price of something else is, as I said, **terrible**. Even if that were not all that bad here is the most terrible part of answering the phone and the real reason for this editorial. The one thing that happens almost always when we give out prices over the phone is that we lose the sale. The following is a copy of the letter we sent out to one of our customers who was not pleased with our new phone policies.

Dear Mr. B,

Thank you very much for your letter. Not very many people would take the time to write with their concern. Much less for one they felt is in my interest more than theirs. I would like to take a moment to explain the reasoning behind our new policy.

We at R+E Cycles are very concerned about the prices and feel that in every case we offer you the best price we can live with. The staff here is knowledgeable and we all cycle. What R+E Cycles offer you is service, the best you can get. Given

that the price is as low as I can have it for any one item, please follow our logic. A person calls on the phone and asks for the price of a Yakima rack and we give it to them. Then they call the next shop and ask for the price of the same item. When they get the price, one of two things happens. They say "well so and so has it for 'x' amount" at which point the shopkeeper says, "well, I can beat that". Or the shopkeeper notices that the person is price shopping and asks "what have you been quoted?" The shopper says "well so and so has it for 'x' amount", then the shopkeeper says "I can beat that". In either case, the only thing that I know for sure is that if I give the price over the phone, I usually lose the sale. There is one other thing that happens on the phone, that the person who calls only cares about the price and nothing else. As I said above, R+E specializes in service. It may not matter to the price-only shopper that I have it in stock, or that I have replacement parts, or that someone here can give authoritative advice, or that we can service the item and honor the warranty - all that costs something, and I need to charge for it. The price-only shopper is the fair game of Costco or Price Savers or mail order.

But back to your point. There are quite a few very capable shops in Seattle, I agree with you. I am very sorry to hear that you will not shop here any further, I really mean that - every customer is a valued one. I make this offer to you very sincerely, the next time you need something, call around and find out what the

lowest price is, then call and see if I have the item and then come in and I will beat the best price in town.

If you have any questions or would like to have me clarify our position better please feel free to call me.

Sincerely,

Angel Rodriguez

I hope that the letter explains well why we are reluctant to give out prices over the phone. Obviously, there are exceptions to the rule, and we know we can't please everyone. For instance, if you say "I bought a bike at R+E last week and I would like to come in and get a Yakima rack and would like to know how much it is," our sales staff will gladly say "the prices on those racks range between so much and so much.

In closing, I would like to add that I am here almost all of the time. Most of the time, I'm kept in the office or the frame shop. If you ever have a comment about our policies or about our service, I want to know. Please pick up the phone and ask for me, I want to talk to you.

Thanks for your business,

Angel




5627 University Way NE
Seattle
(206) 527-4822

TWO OF THE BEST

Whether you need a bike for going out to the park on Sunday, or for going to the races, R+E CYCLES and MOUNTAIN BIKE SPECIALISTS has the selection and experienced staff to get you on your way.

Come in and see for yourself!!



5625 University Way NE
Seattle
(206) 527-4310

MAILING LIST INFORMATION

How did you get on this mailing list? How do you get off this mailing list? It took us some time to figure out how to do it and we think we've developed a method. We take names off checks, repair tags, special orders, or you were asked if you wanted to be on, or a friend put you on. In any case, your label has two numbers on it. One is a reference number we use which changes every time we sort the list, and the other is the date you get purged off the list, one year from the last time your name was added to the list.

If you came into the store and paid with a check six times last month, you got on the list six times, which probably seems excessive, but just before we mail, we sort and purge and keep the latest dated entry for your name. If you do not get back on the list somehow within a year, when we sort and purge, your name will be purged. So, you might say that your subscription ends with the date on your label unless you come back in and get back on in one of the ways mentioned above.

SPECIALIZED

Triple Crank Sets
Regular \$115.00

NOW ONLY \$89.00!!

Makes any Hill a Picnic!!

R+E CYCLES
Offer expires 5/31/87

5627 University Way NE
527-4822



WITH COUPON

VALVE CAPS

Schrader or Presta

No Purchase necessary!!

R+E CYCLES
Offer expires 5/31/87

FREE!!

5627 University Way NE
527-4822

WITH COUPON

GEAR
CABLE
With Any Purchase!

R+E CYCLES
Offer expires 5/31/87

FREE!!

5627 University Way NE
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WITH COUPON