



"The reason a lot of people don't recognize opportunity is because it usually goes around wearing overalls and looking like hard work"
Thomas Edison

R+E Cycles News • The newsletter of cycling values!

SETTING NEW STANDARD FOR SERVICE

R+E has always been committed to serving the needs of today's cyclists. However, this could not be more evident when one considers the bold steps that we are taking to continue as the service leader of Seattle cycling. These steps include:

R+E will be open until midnight on the night prior to STP. We realize that emergencies sometimes arise at the most inopportune moments (like around 11 PM June 24th). If you happen to come across a problem that needs immediate attention the night before the big day (like new water bottles or a bottom bracket overhaul), we can help.

R+E is the bike fit authority. Do your shoulders and neck hurt during or after a ride? Are you experiencing knee

pain? If so, then come to R+E. Our knowledgeable staff employs a patient, professional style and a myriad of devices to end your cycling discomfort.

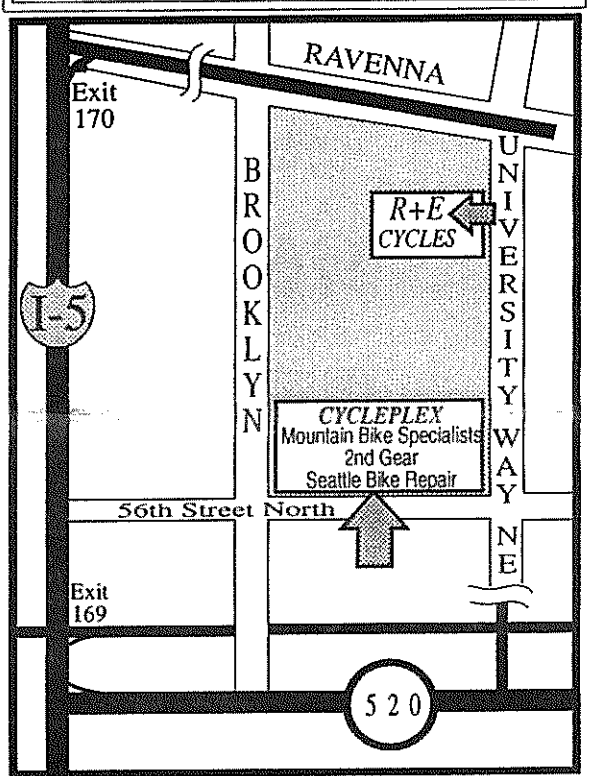
You are invited to attend classes at the R+E Cycling Academy. Do you want to learn how to overhaul your bike or build a new wheelset for your bike? How would you like to know the ins and outs of bicycle touring? Have you ever wanted to experience the thrill of tandem cycling? R+E is now offering courses on these topics and many others. (See list of classes on page 3) Our approach to these seminars is very hands-on; so boredom never becomes an issue.

R+E has a strong commitment to mechanical support for the numerous organized rides in the Pacific Northwest. The staff at R+E has strong feelings about cycling. Our employees volunteer their time and energies to help support these rides. We love the sport of cycling so much that just being around it, especially in the environment of an organized ride, is a real thrill for us.

R+E invites you to experience this new level of service firsthand. Come on in and we'll talk bikes.

ALL NEW CLASS SCHEDULE! PG. 3

NEW SUMMER HOURS!
10-8 MON-FRI
9-6 SAT
11-5 SUN
R+E 527-4822
MOUNTAIN BIKE SPECIALISTS
527-4310
SEATTLE BIKE REPAIR
527-0360



5627 UNIVERSITY WAY NE
5601 UNIVERSITY WAY NE
206-527-4822

Register to win a FREE Mountain Bike
See details on page 7

FREE DELIVERY for orders over \$15.00! PHONE ORDERS GLADLY ACCEPTED 206-527-4822

Rack It Up!
Hurry, offer limited to stock on hand

Save \$20.00

Just \$40.00 with this coupon.
When you buy a state of the art Bor Yueh rear rack/Cycle Pro rack trunk package.
(Regular \$60.00) Offer good with coupon only. Expires on June 30 1994.

GET A GRIP!!
And save \$15.00!

Get a grip on a new pair of CyclePro barends and Ritchey grips for just \$29.99, and we'll install it all for FREE! (reg. \$15.00)

Supply is limited!

Freedom of Choice!
You Choose Cycling Gloves or Sunglasses

FREE
R+E Cycles
5627 University Way NE
Seattle, Wa. 98105

While Supplies Last!
With your purchase of \$40.00 or more
Offer good with coupon that has mailing label only.
Expires on June 30 1994. Regular price merchandise only

BULK RATE U.S. POSTAGE PAID SEATTLE, WA. PERMIT NO. 12977

5627 UNIVERSITY WAY NE
SEATTLE, WA 98105

GARY FISHER



MOUNTAIN BIKE SPECIALISTS
527-4310

" A VALUE ANY GEARHEAD CAN APPRECIATE."

-GARY FISHER, DESIGNER OF THE 1994 **MONTARE**

FRESH FOR '94, YOU'RE LOOKING AT GARY'S NEW **MONTARE**, IT'S A TIG-WELDED, 6061 T6 ALUMINUM FRAME WITH OVERSIZED TUBES AND ONE EVOLUTION SIZED 1-1/4" AHEADSET. ADD TO THAT SHIMANO DEORE LX-C DERAILLEURS FOR PRECISE SHIFTING AND MUD-CUTTING TIOGA PSYCHO TIRES ON 32 HOLE BONTRAGER RIMS...TOO GOOD TO BE TRUE? NOT REALLY, GARY'S **HIGH END DESIGNS** ARE FOUND ON BIKES THAT WOULD USUALLY COST A HELLUVA LOT MORE. WITH BAIT LIKE THIS, LOOK FOR **GARY FISHER** FLYING ON EVERY MOUNTAIN. COME ON IN TO MOUNTAIN BIKE SPECIALISTS, AND EXPERIENCE THE POWER OF FISHER.



Heads Up!

With the purchase of any

Fisher Mountain Bike, receive a

Fisher Caliber helmet
for just \$15.00



Limited to stock on hand

Offer good with coupon only. Expires on June 30 1994.



Cool meter on the rise!

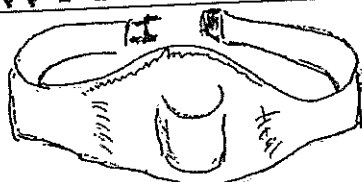
Titanium wheel skewers only \$34.99 a pair. Hurry for the best color selection. Limited to stock on hand.



Offer good with coupon only. Expires on June 30 1994.



FILL IT WITH STUFF



Limited supply

Large Neoprene Fanny pack for just \$15.00 with this coupon.

YOU SAVE \$30.00

(reg. price \$45.00)

Offer good with coupon only. Expires on June 30 1994.



527-0360

Get 'em while they last

HIGH PRESSURE?

The correct pressure in your tires gives you a more efficient ride and extends the life of your rims and tires.

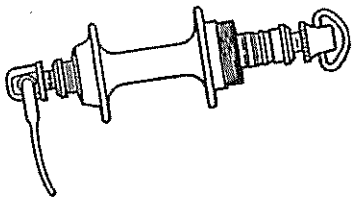
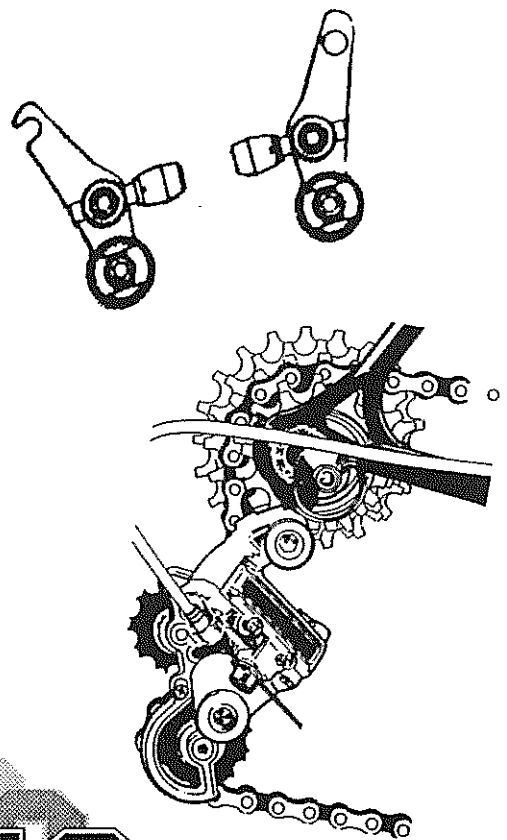
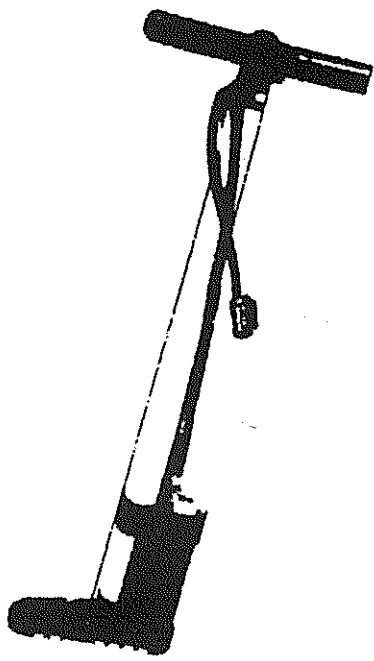
REGULAR \$30.00
NOW JUST \$19.99

SAVE \$10.00

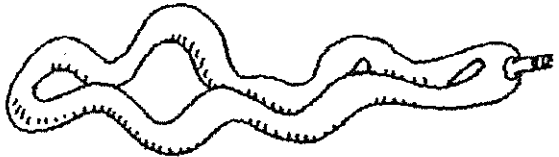
Zefal Rush Plus w/guage

Offer good with coupon only. Expires on June 30 1994.

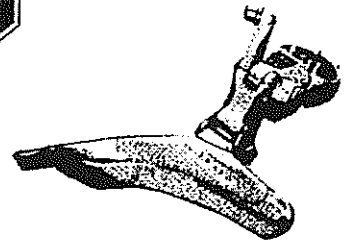




CLASSES



THROUGH JULY 1994



HANDS ON REPAIR CLASSES

Anybody's Bike Class

Simple Roadside Repairs- Even if you prefer to let us do the regular maintenance on your bike this class will teach you how to fix a flat, replace a dropped chain, fine-tune your indexed shifting, and handle other small but annoying problems that can crop up on the road or trail. This class runs one evening. Choose one of the following Tuesdays: 7-9PM
 May: 3rd or 17th June: 7th, 14th, 21st, 28th July: 5th, 12th, 19th
 Course fee: \$15 Call 527-0360 to Register

The Well-Tuned Bicycle

This three evening course teaches you how to maintain your bicycle from headset to rear derailleur. Select one two or three nights. We will cover all adjustments including wheel truing. Most of these procedures can be done with simple hand tools. Choose one of the following Tues/Thurs /Tues. sessions. (7-9PM) Course fee: \$40 One night fee: \$17.50

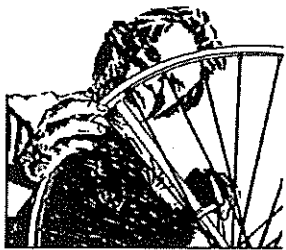
May: 5th Derailleur night	June: 2nd Derailleur night
May: 10th Brake night	June: 9th Brake night
May: 12th Bearing and Wheel night	June: 16th Bearing and Wheel night
July: 7th Derailleur night	
July: 14th Brake night	Call Seattle Bike Repair at
July: 21st Bearing and Wheel night	527-0360 To Register

LEARN TO OVERHAUL YOUR OWN BIKE!

The Overhaul Course- This course is for those who have completed *The Well Tuned Bicycle* course or have equivalent understanding of bicycle mechanics. With the addition of a few special tools you can service the bearings in your hubs, bottom bracket, and headset. You'll learn how, and how often, to perform this service on your bike. This is a two evening course.
 May: 18th, 25th (7-9PM) June: 23rd, 30th (7-9PM)
 Course fee: \$40 (\$10 discount w/ completion of Well Tuned Bicycle Course)

Wheel Building-Build a wheel in this course.

We'll teach you how to select hubs, spokes, and rims-and how to prepare them for building. You'll learn how to properly lace, tension and true a wheel. You'll use the same equipment professionals use to build high-quality wheels. This is a one Saturday afternoon class.
 May: Sat. 21st June: 11th July: 16th
 Call 527-0360 to Register
 Course fee: \$40 Materials fee: Varies with your choice of components.



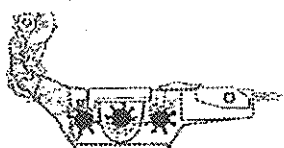
BASIC REPAIR CLASS FOR WOMEN

Some women have requested a women's basic repair class. So here it is. This class will be open to only women, and taught by a female instructor. The class will be held on Monday evenings from 7-9 PM and will be offered at a cost of \$15.00 per person. Pre registration is required. To register call 527-0360
 Class dates: May 16 June 6 and 20 July 18



Don't Use Your Dishwasher
 to clean your chain
 Save \$5.00

On a Finish Line Chain Cleaner includes the solvent
 Just \$17.99 with this coupon



Offer good with coupon only. Expires on June 30 1994.



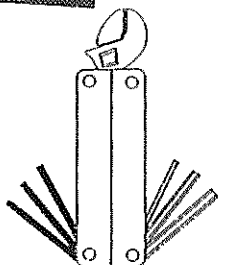
No Cellular Phone!??

Carry the next best thing! When you break down and can't call for help, you'll need the Advent Compact Multi-tool. Includes crescent wrench, allen keys and screw drivers.

Save \$4.00

Only \$15.99 (reg. \$19.99) Limited to stock on hand

Offer good with coupon only. Offer Expires June 30 1994.



In the Cycleplex
 (206)-527-0360

R+E
CYCLES
527-4822

We are going to Pump You Up!

Buy a Blackburn MP-4 MiniPump for \$14.99 and we'll give you an innertube
\$5.00 Value

blackburn



Offer good with coupon only. Expires on June 30 1994. Not redeemable for cash

R+E
CYCLES
527-4822

EVEN COOLER THAN A BASEBALL CAP!

Pick up a Cycling cap at R+E Cycles for just **\$3.99** and look *cool* this summer!



Limited to stock on hand Reg. \$5.00

Offer good with coupon only. Expires on June 30 1994. Not redeemable for cash

R+E
MOUNTAIN SPECIALISTS
527-4310

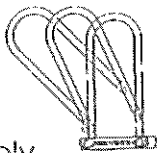
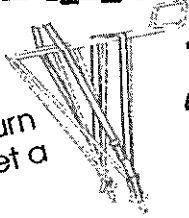
LOCK AND LOAD!!

\$20.00 VALUE!

Buy a purple or red Blackburn rear rack for \$39.99, and get a Gorilla U-Lock for just

\$10.00 reg. \$29.99

Hurry, limited supply



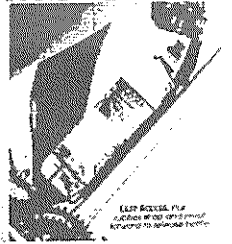
Offer good with coupon only. Expires on June 30 1994. Not redeemable for cash

R+E
CYCLES
527-4822

B-52 Bomber!

Only \$15.99 (reg. \$19.99)

Never run out of water, carry a liter wherever you ride! Especially if it's to Portland. Hurry, supply is limited



Offer good with coupon only. Expires on June 30 1994. Not redeemable for cash

BELL

The No. 1 helmet in the world.™

IMAGE PRO

ew for 1994, the cross-training Image Pro feels just as comfortable in the mountains as it does grinding up the road to get there.

- Bridges performance requirements of road and mountain-bikers
- Vent design channels air from the front at high speed; from the top and rear for low-speed riders
- In-mold Microshell® thin protective covering bonded to Bell's patented HardCore™ technology liner for superior durability
- New ultrathin 3/8" straps with cam locks and a new Fastex®-style buckle
- Profile extended in rear and temple areas for added protection
- ASTM, Snell and ANSI certified

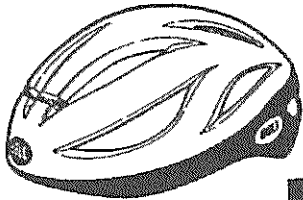


IMAGE PRO

AVOID THE BREAK-A-WAY

Caution: Don't join this breakaway!

When participating in a club ride or in a race, many people enjoy the exhilaration of joining a breakaway. But, the breakaway that we recommend you don't pursue is "The Chain Breakaway." Anyone who has joined such a breakaway surely would attest to the fact that it was not very exhilarating. Chain breakage can not only be embarrassing, but it could also be dangerous. The good news is that it can be avoided with proper maintenance of the drivetrain.

Monitoring chain wear is essential to keeping everything running smoothly. This is done with the aid of a chain stretch indicator. This tool allows one to check how much the chain has stretched over time. If this is not done, an ignored chain can overstretch. When this occurs, not only does the danger of breakage increase, but excessive wear on the free-wheel or cassette cogs and chainrings becomes evident (and expensive).

Don't mess with the chain stretch tool, come in to Seattle Bike Repair and let us measure it for you for free. We recommend replacing the chain every two thousand miles. Following this rule of thumb will assure you that you won't wear out other parts of the drive train prematurely. (A fifteen dollar chain every now and again is a better bargain than a seventy dollar cassette or one hundred dollars in chainrings, isn't it?)

Keeping track of chain wear will allow you to have the confidence in your parts when you join that breakaway or do anything else on your bike.

R+E
CYCLES
527-4822



IMAGE PRO

IMPROVE YOUR IMAGE!

Pick up a BELL Image Pro Helmet at R+E Cycles and

SAVE \$10.00

Regular \$79.99, Now just \$69.99

Limited time only

Offer good with coupon only. Expires on June 30 1994. Not redeemable for cash

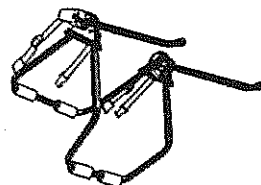
R+E
CYCLES
527-4822

Take it home for FREE!!

BUY ANY BICYCLE AND GET A FREE RHODE SHUTTLE

\$50.00 VALUE

HURRY, SUPPLY IS LIMITED



Rhode Shuttle®

Offer good with coupon only. Expires on June 30 1994. Not redeemable for cash

FREE DELIVERY for orders over \$15.00!

PHONE ORDERS GLADLY ACCEPTED 206-527-4822

STP

R&E's Helpful Hints for the participants of STP (And everyone else too.)

R&E offers congratulations to all of you who are taking on the challenge of participating in the famed Seattle to Portland ride. Along with this, we offer encouragement and a few helpful hints to make your STP experience more enjoyable. But even if you aren't riding in STP this year, you can still benefit from these practical tips. Here they are:



1. Proper bike fit- This is crucial for your happiness on the road to Portland. We at R&E feel very strongly about bike fit; for if it doesn't fit, you will not be comfortable and you will not be happy. We don't want that. R&E uses numerous tools that can make your bike comfortable; these include a computer fitting system (Fit Kit) and a group of fitting experts that will carefully and professionally work with you to prevent and cure shoulder, knee, back, hand, butt (or worse) pain. Call today for your appointment!



2. Think about your equipment needs- Accessories play a major role in the comfort and enjoyment of any ride. Here are a few suggestions:

A comfortable saddle- Who hasn't experienced saddle soreness at some time in their cycling life? This could be the most important equipment purchase you ever make. Titanium rails not only save weight, but they also make the seat extremely comfortable. Many women have found relief from soreness in their 'girl parts' by purchasing a Terry saddle. Since saddles are such a "personal" decision, we at R&E offer a 30-day trial of any seat sold. If it is not comfy, trade it in for a different model.

Shorts- This could be the second most important equipment purchase you make. Shorts are like saddles; they are a very "personal" decision.. A good quality 6 or 8 panel short is only \$20 more than a "cheap" pair and well worth the ten cents a mile! Be sure you pack a second pair of shorts for day two. Salty, crusty shorts from yesterday are no fun for anyone.

Bar ends- This accessory is a must for those riders who will be piloting a mountain or cross bike. Bar ends offer multiple hand positions that will allow you to shift your weight in numerous ways (much like the drop-style handlebar on a touring or racing bike). Relegating yourself to a single hand position for two hundred miles will be torture. Take advantage of our front page coupon.

Slick tires- You'll be sorry if you try and ride 200 miles on big heavy mountain tires. A slick tire will make it easier and

give you a smoother ride.

Eye wear- Of course we all know it is going to be beautifully sunny all the way to Portland, so having a good pair of sunglasses will keep you from squinting; or they will keep the rain out of your eyes, which brings us to the next item.

Rain wear- The best STP'er is ready for anything, even the rain. Believe us; you'll really appreciate it if you have it. Bring a plastic bag with arm holes if you must, but bring something. One thing to consider however is your metabolism. If you are a naturally warm rider, you'll bake in the plastic and create more of your own moisture than the sky ever would. A rain jacket with a lot of ventilation is best.

Gloves- A good pair of gloves will give more comfort to your hands and provide extra protection in the event of a crash.



3. Gearing- Having the proper gear ratios can make the ride more enjoyable. We can do just about anything to make your bike's gearing more efficient for your riding style and level of fitness. In fact, we've been known to convert a fourteen speed bike to a twenty-one speed bike on the road. Let us make the hills easy!

4. Have your bike in perfect working order- Nothing could be worse than a breakdown on the road. We'll check your bike over before STP, for free. Let us help you before the ride instead of during the ride.



2 FREE GATOR BARS!

With the purchase of any **BLACKBURN** waterbottle cage

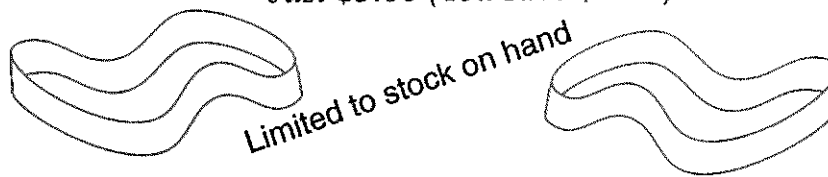
Best tasting energy bar yet!
\$2.00 value

Offer good with coupon only. Offer Expires June 30 1994.



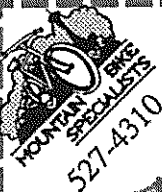
STP? NO SWEAT!

Get 2 sweat bands for the price of one!
Just \$5.00 (You save \$2.50)



Limited to stock on hand

Offer good with coupon only. Offer Expires June 30 1994.



B P p l r n T

APEX RACK FENDER ONLY \$4.49
While supplies last! Regular \$6.00

If you like the people your riding with, keep them dry too!
Keeps the spray off of you and the rider behind you.

Offer good with coupon only. Offer Expires June 30 1994.

5.

FREE DELIVERY for orders over \$15.00!

PHONE ORDERS GLADLY ACCEPTED 206-527-4822

ATTENTION BABY BOOMERS AND PARENTS OF BABY BOOMERS

Join the "Silver Spokes" ride with us on Wednesday June 15th at 6 PM. Bring your one speed, your 3 speed, your 10 speed or your new Mountain bike. This ride will go from R+E Cycles, around Green Lake and back to R+E where we will have iced lattes and talk about future rides.

This ride is designed for you or your parent who might say, "I can't ride around the block." There are no hills and we will provide lots of support (moral and mechanical). Guaranteed to be more fun than the dances at the Seattle Center.

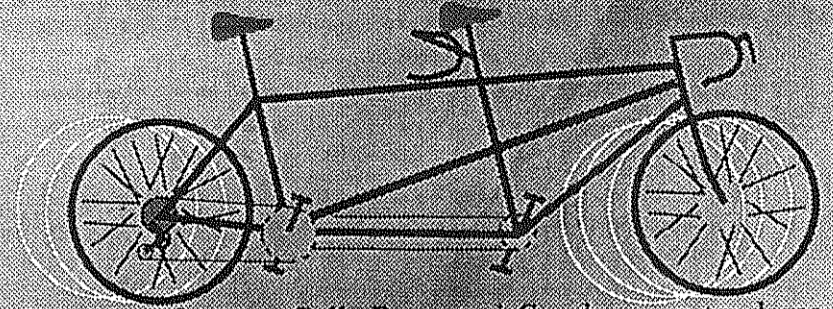


Persons under the age of 40 prohibited, unless accompanied by a parent.

RSVP 527-4822

TANDEM RIDERS ARE N.U.T.S.

NORTHWEST UNOFFICIAL TANDEM SOCIETY



We Manufacture, Sell, Rent and Stock more tandems than any other dealer in the United States! We have an expert staff familiar with the specific needs of tandem riding and fitting, as well as being the official headquarters for N.U.T.S.

We believe that your first tandem experience should leave you feeling confident and competent. We work with first time riders on a regular basis. Come in and see our large selection of tandems. If you would like a personal appointment to ride with one of our staff, attend one of our tandem classes or sign up for one of our monthly tandem rides, call us at 527-4822.

Upcomming N.U.T.S. rides

Sunday June 12th

Sunday July 24th

All riding levels will be accomodated

June 12th

Join us for a jaunt to Flaming Geyser. Meet at 10:00 at Bicentennial Park in Tukwila for a 55 mile (round trip) ride... OR... meet at 10:00 at the Daily News (Washington and Frager) in Kent for a 35 mile ride. KIDS WELCOME!! Bring a snack or picnic lunch and we'll all meet up together at the park where we can plan the July ride scheduled for July 24.

For more detailed directions and to RSVP please contact R+E 527-4822.



ESPRESSO LOCK

Don't leave your bike unlocked when you stop for a cup. Fits in a jersey pocket or seat bag. You won't be sorry

Reg \$8.00

Now \$5.99

Limited to stock on hand.



Offer good with coupon only. Expires on June 30 1994. Not redeemable for cash



Time

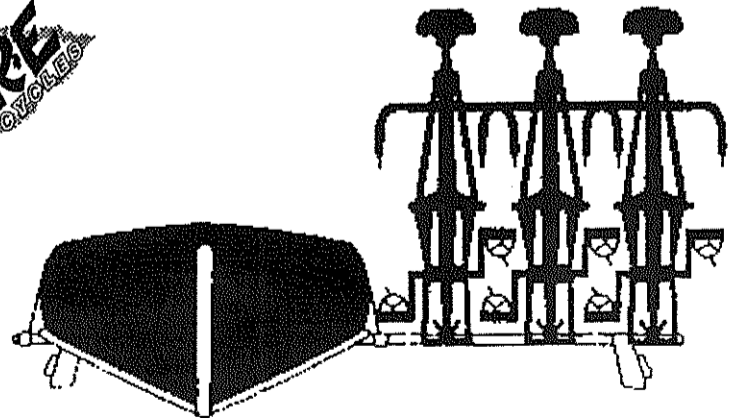
PEDALS AND SHOES. PAIR 'EM UP AND GET A

FREE

CUSTOM CLEAT INSTALLATION

\$30.00 VALUE

Offer good with coupon only. Expires on June 30 1994. Not redeemable for cash



YAKIMA EXTRAVAGANZA!!

2 DAYS ONLY

SATURDAY AND SUNDAY JUNE 4 AND 5

Yakima tech representatives will be at R+E Cycles performing free installs for any Yakima racks purchased this weekend. Save yourself time and feel confident that it is installed correctly.

Special orders welcome.

6

FREE DELIVERY for orders over \$15.00!

PHONE ORDERS GLADLY ACCEPTED 206-527-4622



Mountain Biking.

To some, it means picking up a topo map, spotting a backcountry lake and, 20 miles and 3,000 feet of climbing later, taking a swim in some 40° water.

To others, it's training for hours and hours, day after day, in order to be competitive on the NORBA racing circuit.

But to most of us, it's just heading out on a dirt road or a nice singletrack trail-getting some exercise, seeing some new places and enjoying the view.

The truth is, mountain biking is one of the few sports that can be truly enjoyed at a variety of ability levels. Which is, quite frankly, why we make a variety of mountain bikes. After all, a racer's needs differ greatly from those of someone just starting to ride.

But whether you're interested in a high-end bike or an entry-level one, you'll find that every Mongoose shares a number of qualities. It will be well-made. It will last a long time. And it will be reasonably priced.

That's been our philosophy since 1974, when we first got into the business.



Bring this form in to Mountain Bike Specialists to register to win a **FREE MONGOOSE MOUNTAIN BIKE!**

Name _____
Address _____ Zip _____
Phone Number _____

All entries must be received before June 15 1994. Drawing will be held June 30 1994.
Entrants do not have to be present to win.



The national organization of WOMBATS (Women On Mountain Bikes and Tea Society) has formed a Seattle chapter. Pioneered by Jacquie Phelan, queen of offroad riding, this fun loving organization desires to turn more women on to the joys of mountain bike riding. The Seattle chapter is headed by Jeannie Higgins. All skills levels are encouraged to participate, as we learn from each other.

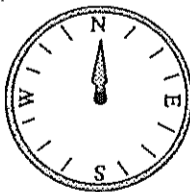


TOURING THE ISLANDS

THE CYCLIST GUIDE BOOK TO THE SAN JUAN AND PUGET AREA'S ISLANDS.

Free with the purchase of any Madden or Mountain Minded Panniers.

\$13.00 Value



Offer good with coupon only. Expires on June 30 1994. Not redeemable for cash

WOMBATS

To partake in a ride or receive more information contact Jeannie at Mountain Bike Specialists 527-4310.



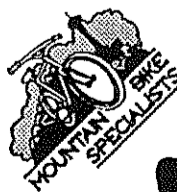
Where to ride.....What to eat

Bakeries By Bicycle
Sale \$9.99
(reg. \$10.99)

The Ultimate guidebook to the area's best bakeries.

Bakery Open

Offer good with coupon only. Expires on June 30 1994. Not redeemable for cash



Save 25% on all Overland panniers in stock



CLOSE OUT

Offer good with coupon only. Expires on June 30 1994. Not redeemable for cash

To our valued customers;

When I reflect on the completion of my first year as owner of R+E Cycles the first thing that comes to mind is the wonderful support that has been given to me by customers, employees and members of the bicycle industry.

It has been rewarding to fraternize with "old" customers and exciting to meet the many new people that have become our customers. It is really fun when I look around the store and realize that the staff and I know so many of our customers by name. It makes our day when new people come in and say, "a friend told me to come to R+E Cycles". I don't have enough words in my vocabulary to properly thank the customers that are sending their friends our way. Many people have made special trips to the U-district from Bellevue, Kent, Mountlake Terrace, etc. and this does not go unrecognized. Thank you.

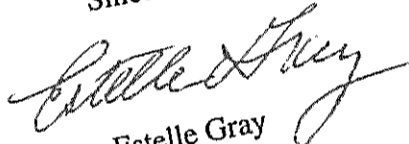
The staff at R+E has been here after hours many nights doing special fit kits for customers, attending technical seminars, and working on the store to make it a better place to shop. I extend you all a public thank you.

Gary Fisher Bicycles, Bell Helmets, Mongoose Bicycles, Bianchi Bicycles, Bellwether Clothing and many other members of the industry have rallied behind us to make sure that we have the product we need. I would like to thank the sales reps that have given us the first class service that has allowed us to better serve our customers.

As the season goes on we'll be out on the road doing free mechanical support on many events. We'll be sweeping the bridges over the ship canal, leading rides and teaching classes. We'll see you in the store and we'll see you on the road. Don't be shy, stop by and say hello. It's the people that make our days exciting.

Thank you all for making the 1993-94 season a wonderful one!!!

Sincerely,



Estelle Gray
Owner



**Does your bike fit?
Find out for FREE**

This coupon good for one free basic measurements fitting.

No appointment necessary. Limited to first 25 customers
Not valid on Saturday or Sunday.



Offer good with coupon only. Expires on June 30 1994. Not redeemable for cash



TOP CHOICE STP GRADE

BELL WETHER COOLMAX JERSEYS

High tech fabric keeps you cool when it's warm, and warm when it's cool. Solid colors. Some have small factory blems.

Reg. \$35.00

Sale \$19.99

Limit 2



Offer good with coupon only. Expires on June 30 1994. Not redeemable for cash



CHEF'S SPECIAL

Giordana 6-panel shorts

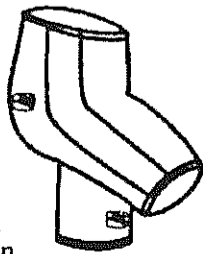
SALE \$29.99

reg. \$40.00

Anti bacterial chamois will prevent 'adult diaper rash'!
If you are training for STP, you know what we mean.

Limit 2 pair

Offer good with coupon only. Expires on June 30 1994. Not redeemable for cash



FREE SCOTT STUFF SACK

With any purchase of \$25.00 or more
Dual compartments and shoulder strap

'Free is a very good price'

Limit 1 per customer
Hurry, supply is limited



Offer good with coupon only. Expires on June 30 1994. Not redeemable for cash