

The



Gazette

- A twenty (count 'em) pager
- Now with classifieds 4-U
- And letters, and opinions
- And a huge new BOBCat

## GIUSEPPE MORRONI: IT'S "PINO" TO YOU

*Famous in Italy, this living legend is alive and well and living near Detroit.*

The easiest way to talk about Pino Morroni is to just blather it out. He defines the term "living legend." He's a living Leonardo da Vinci. It is almost impossible to hear anybody who knows him or his work to discuss him or his work without mentioning the generally overused but here totally appropriate phrase "he's ahead of his time." (He was a preemie, born at seven months. His given name is Giuseppe, but when you arrive two months before your time, you tend to be small, hence "Pino," which means "small.")

Pino knows so much about bicycles and bearings and speed and strength that everything he says is the last word on the subject. Merckx consulted him for his hour record and rode Pino-modified pedals. Moser used his stem. Andy Hampsten rode his q/r skewers to victory

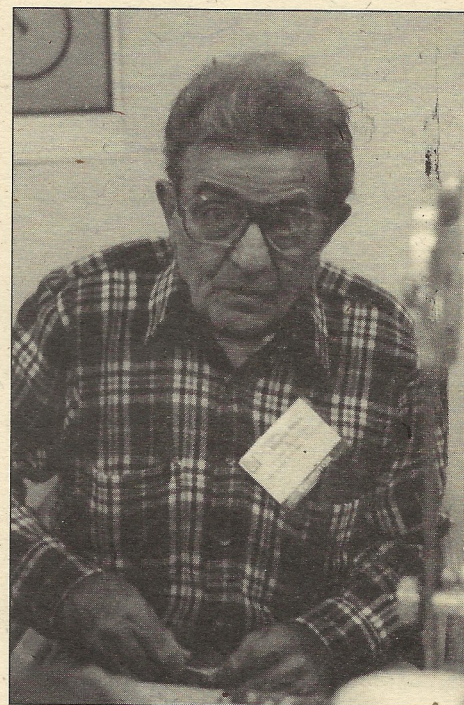
in the Alpe d'Huez stage of d'Tour. Pino is always "Pino," by the way. It's never "Mr. Morroni," for some reason. He

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**Eddy Merckx  
rode Pino-modi-  
fied pedals when  
he first set the  
hour record.**

— — — — —

expects you to call him Pino right off the bat, and he tells you this, and everyone feels comfortable with this.



**When Pino speaks, furiously spewing forth ideas, it's as if his mouth can't keep up with his brain.**

### How to size the exquisite long-sleeve wool jersey

For those who missed the first issue of *The BOB Gazette*, BOB members can buy the long sleeve wool jerseys—shown on page 23 of the new catalogue—directly from us for \$74. That's a big savings.

These are the highest quality Italian wool jerseys available anywhere. Classic styling, tagua nut buttons on the shoulder, and available in four vibrant but not gaudy color combinations—patterned after the original national team jerseys: Dutch (orange with red/white/blue trim), Belgian (light blue with black/yellow/red stripes), Spanish (gray with red/yellow/red stripes), and Danish (red with two white stripes).

As we reported in *Gazette* #1, the sleeves are not as long as we had

hoped. We have received a few letters from disappointed "gangly" BOB members. It is true, they are short on some people, but they fit most people quite well. Try this test:

Find the knob on the outside of your shoulder at the end of your scapula (shoulder blade). Skinny folks will find it right away. Muscular types, it's in there somewhere. This is your starting point. With your arm hanging at your side, have a friend measure from there, down the arm, and to the wrist. Compare your measurement to these. Size 2 = 22 inches; Size 3 = 22+ inches; Size 4 = 22 1/2+ inches; Size 5 = 23 inches; Size 7 = 23 inches. The sleeves do not tend to ride up, since the wool is soft and clingy. Order from the BOBCat.

Pino speaks broken English with uncontrolled enthusiasm inches from your face because he wants you to understand and frequently ends his spiel with "so—that's it!" If you know a lot about the subject already, if you think you're an expert, you'll still learn three things per minute—and that's from the 50 percent that you're understanding. You want to be taking notes, but it's too awkward and seems too formal for such a friendly conversation, and you'd need to know shorthand, because he talks fast and seems hell-bent on tangents. He sketches something on a scrap of paper and you want to keep the notes forever; then you feel slimy for the thought even entering your head that "this napkin might be worth something someday," because you don't want him to die, ever, and the information is what's important, not the manifestation of it—and the information is worth something now. Pino tells war stories—literally. He tells of how Mussolini taught the Italians how to make

*(continued on page 5)*

# WHAT'S NEW

## NEW BOLT CIRCLES: SMALLER IS BETTER

*Smaller bolt circles mean smaller chainrings, and that's good.*

by BOB Jr.

Bolt-circle diameters aren't beloved old bike parts. They aren't add-on accessories that gleam in the light of a Sunday ride. And they sure aren't something that comes to mind when you think of what you love about cycling.

Nope, bolt circles, when you get down

### What was so great about the old standard anyway?

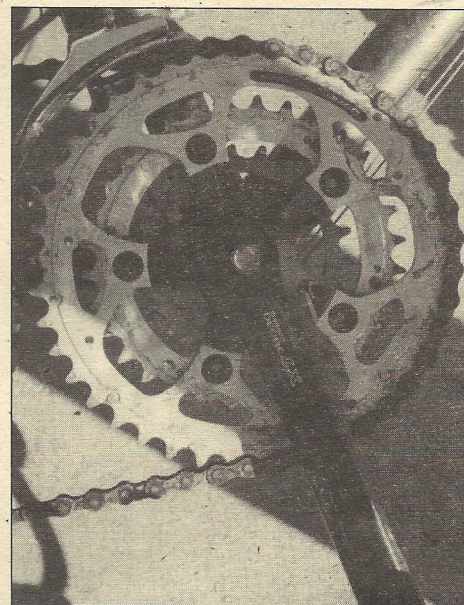
to it, are a set of arcane numbers that determine where the chainrings fasten to the crank arm spider. And until recently, 110/74mm had a lock on the cycling world (at least for triple cranks), for no other reason than habit. Leave it to Bob Sr. to glorify a number like that. What gives, Pops? Just because 110/74 has been the de facto standard for awhile doesn't mean it's up there with steel frames and

tubulars as national historic landmarks. Especially when it has stunted innovation and stood in the way of progress.

The main problem with the 110/74 pattern is that it requires minimum chainring sizes. You can't get a ring smaller than 24 teeth across the inner 74mm bolt circle, and middle and outer chainrings have to be at least 34 and 46 teeth, respectively.

Some Suntour engineers had a better idea—let a certain chainring progression dictate the bolt-circle diameter, not the other way around. They came up with MicroDrive, a drivetrain based on shrunken 11-24 rear cogs and 20/32/42 chainrings (and a 94/56mm bolt circle). Shimano followed with HyperDrive-C, a 95/58 bolt circle that takes a 22/32/42 triple. Sure, it'd be great if these guys got it together and agreed on one bolt circle, but that's the way things go in the grave new world of non-standard bike parts.

That incompatibility doesn't detract from the fact that smaller bolt-circle diameters have clear advantages. With smaller cogs and chainrings and a shorter chain and derailleur cage, your bike gets quicker, more reliable shifting and saves about a half-pound—an easy way to trim



**By breaking free of the 110/74 bolt circle, this Shimano crank saves weight and gives lower gears.**

some rolling stock. And if you happen to live in a place where a super-low gear may be necessary, the new patterns can provide, say, a 20/32 without forcing you to resort to a cumbersome fourth chainring.

For those good reasons—and not some gratuitous marketing hype—small-bolt-circle cranks have become quite popular on mountain and hybrid bikes. Bob Sr. may wax nostalgic over the passing of a spurious standard, but the rest of us know this is a case where smaller really is better.

## THE BOB WIRE: NAMES AND PLACES

There is no 104 down clue in the catalogue's crossword puzzle. It should be something like "French crank and bottle cage maker whose initials stand for *traction avant*." Also, further admittance that we are light years away from perfect, one of the answers (70A) in the puzzle has an extra vowel in it. It's a French thing, and a masculine/feminine version thing, too. The most difficult—and worst—clue in the puzzle is 90D. . . On the topic of catalogue imperfections, please don't hold Maynard responsible

for the goof in the second line, or the missing "i" in the last paragraph; or Keith, for the R-less "govenment." There are a whole lot of words in the catalogue, and it's hard to get them all right. Still, we have enough respect for such things to be sufficiently ashamed and inspired to do better next year. What's more, we welcome your nitpicking. (Yes, there is a missing "for" above RB-T.)

*The Data Book*. We sold out in two days, so we had another hundred printed, and they, too, went fast. So we had another hundred printed, and they, too, went fast. We do not plan another run for at least six months, maybe a year. . . Other book news: We are trying to get rights to reprint or distribute *Le Monde du Daniel Rebour*, the out-of-print, never-distributed-widely-enough-to-become-a-classic book mentioned in David Herlihy's 1993 catalogue story "Illustrator Man." We should know something by late spring.

**BRIDGESTONE**

# WHAT'S OLD

## 110/74 BOLT CIRCLES MAKE SENSE

*But changing the standard makes dollars. Change means money. . .*

by BOB Sr.

A lot of dumb bike parts have made it to market in the last decade. That's because bike and parts makers cannot face the fact that some people just don't want or aren't cut out to ride a bike, and they're

**Small chainrings wear out fast and look dumb.**

obsessed with growth—because big companies now are really controlled by the stockholders, and all stockholders care about is growth.

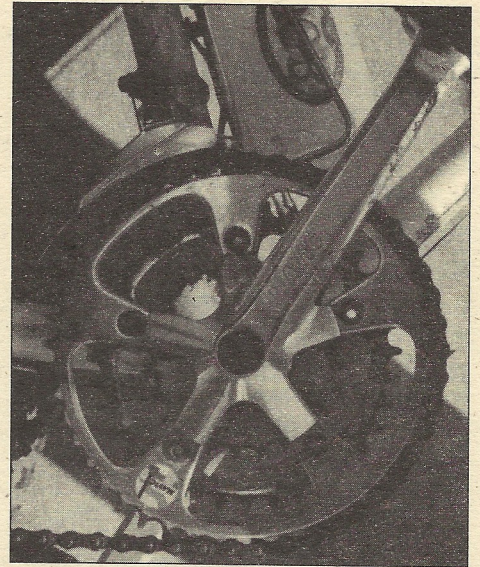
So, like a desperate bass fisherman who has already tried everything that makes sense, now they try something shockingly weird just to attract attention. Then they give it a high-tech gloss to add some semblance of credibility and a buzzword they can ram down your throat to make it part of the lexicon, hire a few famous riders to

win races on it, pay off a few key bike shop people, and *voila*—they've got themselves a new success story.

Small chainrings are bad because (1) They wear out faster; (2) They require smaller rear cogs, which (2a) wear out faster, and (2b) are less efficient, because they're less round (this is a fact, but the limited space here doesn't allow me to prove it); (3) The chain rides closer to the chainstay, so it bangs on it more; (4) The required one- and two-tooth jumps in the rear are too small for most off-road riding, requiring more shifts than necessary.

Suntour started all this downsizing as a way to differentiate itself from Big Bad Shimano. Shimano was kicking Suntour's butt, and Suntour, tired of copying Shimano and not quite measuring up, made a rare, gutsy move to a new 94/56 bolt pattern. (Actually, and to Suntour's credit, the 94 was borrowed from the old French Stronglight pattern. Why Suntour hid this fact is beyond me.)

Shimano countered by offering its own version—a classic defensive marketing tactic for an industry leader in any industry who is faced a gnat-like challenge from a small fry. Then Shimano decided



**Sayanara, 110 bolt circle. This design makes so much sense it ought to be standard on all bikes.**

it needed something new to maintain its image of never-ending innovation, and the rest is a bad dream. Naturally, the Shimano bolt pattern (95/58) is solely its own, so you can't use any other chainrings.

The standard 110/74 bolt pattern is my choice for all riding. I even like it for the road. Sorry to make this so negative, but there's nothing spectacular about the "old" 110/74 pattern. It's just that there are so many problems with its replacements.

Note to calendar buyers: Thanks—without your trust (remember, you paid before you saw), we wouldn't have gone through with it. We have your names, and sometime next year we'll send each of you something tangible—or we'll give you next year's calendar free of charge.

Not everyone likes our catalogues. Some dealers don't think it's a "powerful selling tool," and even some Bridgestone employees think it's too funky, too esoteric, and is holding us back. So we don't know how the next catalogue will be. It's possible we'll do a normal catalogue with exciting

action photographs and the caveman granola version, too—but the latter only in limited numbers. . . Read two books: Jerry Mander's *In the Absence of the Sacred* and Paul Hawken's *The Ecology of Commerce*. Amazing books. They'll change your life, or at least your attitude.

It has rightly been called "the dirtiest inch in the kitchen." What is it? The first ten callers to identify this between March 1 and March 5 win a BOB hat, model to be selected by us. . . BOB Chris Kostman is on a three-month archeological dig in the Persian Gulf. He's due back late February.

Fork retrieval! We had a few of our sacred XO-1 forks separate at the fork crown-steer tube junction. No injuries reported, and we're replacing the forks semi-pronto. Not all models were affected, but we're taking back all the forks, anyway. The problem? Not enough brass. . .

BOB Fanny Pack update: Give us another couple of months. There are tons of BOB prods in the works. Each has between one-tenth and three-quarters of a lap to go, and we're foolishly attending to all of them, the result being that nothing happens fast, but a lot of things are going to happen.

**BRIDGESTONE**

# GET A HOSS BALL. JUST FOR THE SMELL OF IT.

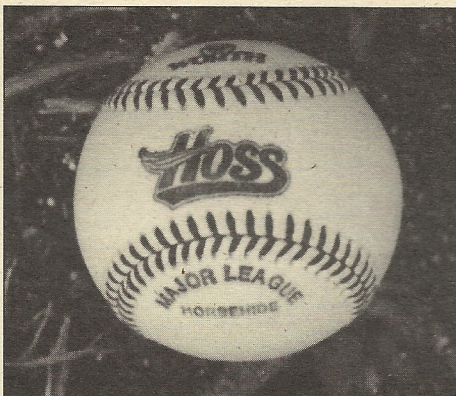
*No perfume in d'world smells as sweet as a well-used horsehide baseball.*

Nobody whacks around the old horsehide these days except a few of us here at Bridgestone, because modern baseballs are covered with—you aren't going to believe this—cowhide. It comes from cows. I was in a baseball-only store several months ago, lamenting the demise of wooden bats and open-back gloves, when the proprietor blurted out: "I've got just the baseballs for you!"

It seems that a couple of years ago, Worth, a company that makes jock-sports equipment, produced a final nostalgia run of pro-quality horsehide balls. They were commercial flops, sad to say, and we bought Worth's remaining stock, glad to say. To our knowledge, these are the last balls of their type in the world. If you can prove us wrong, don't hesitate to call 1-800-328-2453 x 221.

In any case, you must be wondering

what the difference is between these and cowhide balls. *It's the smell.* If you played



**Don't you just want to play catch with this? The Hoss ball fits every hand—and every glove.**

baseball up through the mid '70s, you might remember the smell of a baseball.

And if you do, and you smell a modern ball, you'll think "wow, this smells like chemicals—what happened?" Now, you might not be able to recall the smell of a real horsehide ball, but the memories will come back instantly upon your first whiff.

These Hoss balls are made in China, but don't flip out. Pro baseballs haven't been made in the U.S. since 1972, when Spalding closed its Chicopee, Mass., plant. After that it was Haiti. Now, the pros play the American pastime with baseballs made in Taiwan.

We have just two dozen Hoss balls and will sell no more than one per person. Your price: \$12 if you promise to play with it, \$20 if you just want to keep it around to smell. We expect you to be honest, but just to make that easier, if you play with it and lose it, you can still buy another, if we have stock.

## BOB PRICING: THE STUFF NOBODY ELSE TALKS ABOUT

We're having a pricing problem. We like to average a 35-percent margin on all BOB stuff. That means, if we buy it for \$1, we sell it to you for \$1.54. The \$0.54 markup covers our costs and gives us just enough profit to justify BOB's existence. If BOB loses money, it dies. (In 1993 BOB made \$2000.)

The problems arise when we get stuff cheaper than we ever expect, and a 35-percent margin above the cheap cost results in a BOBprice that is way below retail. There's no problem when we're selling something unique, but when we're selling something that more or less duplicates something you could buy in a bike shop, it's possible that some dealers will perceive the BOB as a threat to their business. We do not mean to compete.

We can up the BOBprice to something approximating a standard retail cost, but we have a problem making so much money off BOBs. The whole idea of BOB is to treat you as we'd like to be treated, not to gouge you just because

you'd never know it.

We've come up with a solution. If something costs us almost nothing, but selling it for a 35-percent margin is clearly competing against dealers, we'll

—♦—♦—♦—

**Sometimes BOB  
merchandise is  
such a bargain,  
it's a problem.**

—♦—♦—♦—

jack up the price to a level where dealers won't squawk, and then we'll donate the difference to any of a handful of charitable causes.

Beeswax presents an interesting case study. We've been buying beeswax for \$2 per pound. We melt it into dixie cups and sell 2 oz. for \$3.00—one of the best bargains in bikedom, but still a whopping profit. We're having a problem with this. First, we think we're getting it too cheap. The man we buy it from, Alois Schatz, charges us his standard rate, but we think that's too cheap, so—saints that we aspire to be—we have started paying him \$2.50 per pound.

The BOBprice will go up to \$3.00 for a 2-oz. cup, but listen: Along with the new price, we've created the Beeswax Fund. For every \$3.00 dixiecupful we sell, we'll put \$1 into this fund. With this money, we'll buy a bicycle for a child who otherwise wouldn't get one. Since we don't make bikes with 12" and 16" wheels, we've made special arrangements with Roadmaster, an American company that makes good inexpensive children's bikes. We hope to give away several bikes this year. Buy that beeswax, and put a good kid on a bike.

**BRIDGESTONE**

# PINO MORRONI: AHEAD OF HIS TIME FROM DAY UNO

*continued from page 1*

things and gave them a work ethic that led to many great Italian industrial designs. Pino is famous in Italy, because he's from there. All the fastest European champions know him or know of him, and he's known them all, going back to the thirties. Pino himself raced, too.

Pino has lived in Detroit (or close enough) since 1959. (Sixty-nine, 79, 89—that's 35 years.) Pino's partner in bikes was Cecil Behringer. Pino was the designer and machinist, Cecil was the brazer. Together they did things that were so far ahead of their time—there it is again—that you can only just shake your head at them and go on to something more comprehensible, more down to earth.

Example: In the early '70s, they built a

minute, then add more cutting oil and take another half turn.") Pino did this to a whole tubeset, fork blades and chainstays included. And lugs—this bike is brazed with beautiful, machined lugs. To add strength to such a light frame, and to

and don't even think of arguing the point—that they're the fastest wheels on earth, and some of the strongest. Pino claims that standard wheels lose energy by going ovoid under a rider's weight—remember, Pino is about splitting hairs that nobody else even sees. He says his wheels are faster because they stay round under a rider's weight. And his truing stand, his bottom bracket, his pedals, his hubs, his stems—all unique, and in the



## A master machinist, Pino worked with titanium in the 1970s.

5kg track bike. That's 11 pounds. The frame is made from titanium, but not the 3/2.5 alloy that virtually everyone uses for tubes these days (that's 3 percent aluminum, 2.5 percent vanadium). Pino and Cecil used 6/4, which everyone knows is not available in tube form. Pino, a master manual machinist, bored out solid bar stock to a wall thickness of 0.5mm. Titanium has best been described as "uncooperative" because it must be cut s - l - o - w - l - y, because excess speed means excess heat, and that ruins it. (One machinist, exaggerating only slightly, describes the cutting of threads in a titanium bottom bracket shell: "You flood the tap with cutting oil, take one-half turn of the tap, wait for it to cool down for half a

resist bending and twisting forces in the standard-diameter tubing, Pino designed hollow "straw" reinforcing tubes that join opposing walls of the the seat, top, and down tubes. One each. From a distance they look like holes in the tubes, but they're titanium straws. They help make the bike strong and stiff enough for big burly track riders.

The 11-pounder is a left-side-drive bike. For two reasons, both of them typical Pino hairsplitters: First, track races are ridden counter-clockwise; putting the cranks on the left side reduces the right-side Q-Factor (brings the right crank in closer) for better banking clearance. Second, the crank is weight, and putting it on the inside of the circle means you haul this weight a shorter distance on every lap. Argue with that.

Pino's wheels are another story. My god, what a story. There's no space, no time, and I'm not worthy to tell it. In a nutshell, his wheels require special rims, spokes, nipples and spoke wrench, but he feels—

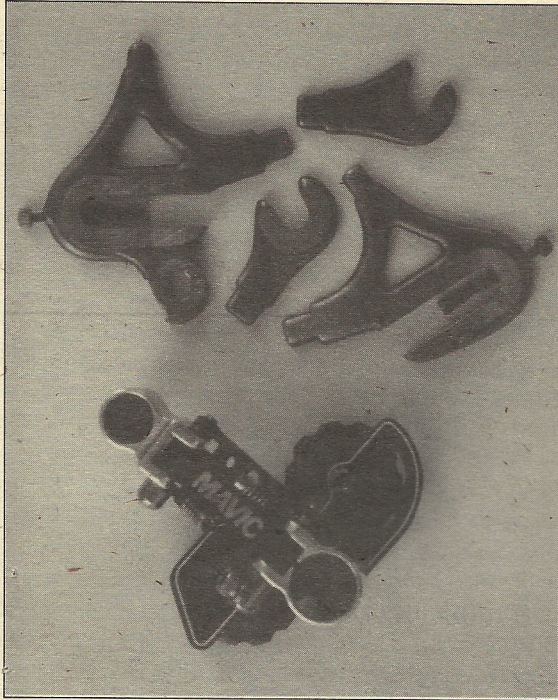
*genuine*, not the modern, sense of the word. Pino parts graced Merckx's hour-record bike, and Moser's, too. Whenever the fastest Europeans wanted to go their fastest, they called on Pino.

Pino—wouldn't you know it?—has interesting ideas on frame design. I can't argue his points as effectively as he can, and just mentioning what they are without all the arguments does him a disservice. That's how far out some of them are.

Pino's logo is Three Green Mice, a symbol with origins in old Roman legend. As Pino tells it: "What color are mice?" (You say: *Well, gray, brown, white...*) Pino: "Nobody can win every race, all the time, right?" (You: *...right*). Pino: "With my parts, you win all the time. Every time. Tell me that's impossible." (You: *...well....that is impossible....*) Pino: "I'll show you three green mice!" Green mice are, apparently in Roman legend, a symbol for the impossible. That's why they're his trademark. He does things that are impossible. *So—that's it.*

# BOB PRODUCT EXCLUSIVE: CAMPAGNOLO 1010A DROPOUTS

*Pino, actually, really does have a better design. But these are the next best thing.*



These are the old, the original, the genuine Campy 1010A dropouts—the ones Eddy Merckx rode for, oh man, probably at least half of his career. Like so many things from the past, they went out of fashion, and consequently, out of production years ago. There may be sources here and there, but they were all buying from our source, too—and we bought the last 42 sets. Note that the set includes front dropouts, too.

As a sidenote, you may hear some wiseacre say, “Those dropouts break all the time!”

**Two more classic bike parts for sale (and only to BOBs): Campagnolo's 1010A dropouts and Mavic's 851 rear derailleur. Buy now or wish you had. . .**

Wrong. The right rear dropout is highly stressed, and for more than a decade, these were the dropouts on almost all high-quality road bikes, so when a dropout broke, odds are it was one of these. But why do dropouts break? Most of the time it's because the rear axle has been bent or broken, and continued riding flexes the dropout like a paper clip until it breaks like a paper clip. There are ways to prevent this: (1) If you ride 126mm non-cassette rear hubs, check your axles every week or so, and if they're bent, replace them; (2) Ride 120mm rear hubs—problem here is finding those five-speed free-wheels; (3) Ride cassette rear hubs, which have all but taken over anyway.

Once you buy these, you still have to arrange the rest of the frame. Until then, keep them around as finger toys for long phone conversations. Each set has that familiar sticky film of Italian oil. No need to wipe that off. \$15, one set per BOB.

## MAVIC'S COOLEST REAR DERAILLEUR

Here's the story with rear derailleurs: There are two basic designs: drop-parallelolograms, whose parallelogram (the part that to which the cage which houses the pulley wheels attach) is so configured as to keep the upper pulley wheel at the same height as the derailleur moves inward and outward. And slant parallelograms, a Suntour patent, in which the upper pulley wheel moves downward as it moves inward, following the track of the cogs. This is required for indexing.

Theoretically the slant-parallelogram is superior, because it allows the upper pulley—sometimes called the jockey pulley—to maintain a close and relatively constant distance from the cog, and this, more than anything else, makes for good shifting.

But as is so often the case, there is a gap between the theoretical world and the real one. The reality is that drop-parallelologram rear derailleurs—which include but aren't limited to all pre-'89 Campagnolo Zeus, Huret, and Simplex rear

derailleurs—shift just fine, and weigh from 20 to 100g less than comparable slant-parallelogram designs.

Nobody makes drop parallelograms anymore, because as we've said, indexing requires a slant parallelogram. Friction shifting, as fine as it is and with all its

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**This is the  
derailleur of  
choice for those  
who still know  
how to shift.**

—◆—◆—◆—

benefits, is no longer marketable.

The Mavic 851 is a jewel. Mavic says it weighs 185g, but 171.5g is more like it. Designed by professional team mechanics,

it is entirely user-serviceable and rebuildable, provided you have the parts, and we don't.

Trivia: This is the derailleur Sean Kelly used during his heyday, and it is the rear derailleur Greg LeMond used in 1989, the year of his come-from-behind win in the final stage of the Tour de France.

Other trivia: The rear cage has a neat feature that allows it to accommodate up to 30 teeth. With each one, we've included a photocopy of the original instructions and small parts numbers.

The #851 is no longer being made. We searched the country for these, came up with just 22 of them, and once they're gone, that's it. Don't buy it to stash—put it on a bike and ride. And don't buy it for mountain bikes—this is a road derailleur. Our cost was \$55, and yours is just \$70, making this the lowest-margin BOB prod ever. Since it costs money to process and pick the order, please order something else, too. Otherwise, we look fiscally irresponsible for setting such a low price. Limit one rear derailleur per customer, and what we don't sell by March 30, we're buying ourselves—for \$70, by the way.

**BRIDGESTONE**

# DOCTOR BOB: MORE ADVICE, MECHANICAL AND OTHERWISE

Dear Dr. BOB:

I'm having a problem with my fat Specialized Ground Control 2.5. It keeps slipping on the rim, ripping my valve stem every ride. How can I avoid this?

Your tires are too soft. Try about 40 pounds in the front and 35 psi in the rear. Too little air will result in tire slippage and pinch flats. If you're using Presta tubes, you might also try using the little screw-on collar to hold the valve stem in place, but with more tire pressure you shouldn't need it.

Dear Dr. BOB:

I converted my XO-1 for off-road riding but kept the stock short-cage rear derailleur. In certain gears the chain sway is awful. Should I shorten the chain or get a long-cage rear derailleur?

Also, what kind of suspension add-on would you recommend for an XO-1, a suspension fork or an Allsop Softride stem? Just curious.

Shorten the chain, but not so much that it seizes up in the big/big combo. Just remember not to cross-chain large front and large rear or small front and small rear. The Softride stem is excellent, and you're to be commended for having such an open mind. Compared to a sus fork, it is lighter and does not change the head-tube angle.

Dear Dr. BOB:

Can you stand another shifter question? With the disheartening demise of top-mounts, as reported in *Gazette 2*, what do I do if I need to replace the current shifters on my 1990 MB-4? This is not as far-fetched a possibility as you might think, as I have a propensity for performing slo-mo endos on the local trails. Is a twist-style shifter like Grip Shift a viable alternative?

I can barely stand another shifter question. You were smart to buy a bike equipped with Suntour, which plans on continuing to make top-mount shifters. Grip Shift is fine.

Dear Dr. BOB:

I have a well-worn 1989 MB-2, which has seen many miles in the woods of northwest Connecticut. I don't race, but I want a new set of wheels, something lighter and stronger. Any suggestions? I weigh 195 pounds, and I'm leaning toward Mavic 231 rims with Phil Wood hubs with double-butted spokes and brass nipples. Is this a good set-up?

Also, what can be done to improve my shifting? The XC 9000 rear derailleur balks with any load placed on it. My local shop says to replace it with XT, but besides the need to replace the cogs and thumbshifters, I have a serious aversion to things Shimano. Thanks.

My favorite combination is Campagnolo Atek rims (28f/32r) with Nuke Proof hubs, 15/17 front spokes, 14/15 rear and aluminum rims. (*Dr. Bob weighs about 150 lbs. —ed.*) For greater longevity and greater strength, try Ritchey rims and American Classic or Kingsbery

hubs 32/32 with double-butted spokes and aluminum nipples. At any rate, the set-up you have in mind should last a very long time. Your Phil/Mavic idea is smart.

Either replace your rear derailleur with Suntour's XC Pro, or time your shifts better. All Suntour stuff interchanges.

Dear Dr. BOB:

The unicrown fork on my '91 CB-0 got slightly bent in a wreck last year, but it was still rideable. Now I've noticed the paint has cracked near the weld, and I'm worried that they're going to blow up soon. Can I use a flat-crown fork? I'm thinking of using an XO-3 fork as a replacement.

Cracked paint means the metal has stretched (and the paint doesn't, so it cracks). You have to replace the fork now. The smartest and cheapest solution is to have your dealer order a replacement CB-0 fork. You probably need a new headset too.



*We're starting a free classifieds section for BOBs. Want to sell or buy something? Keep your description short, include all pertinent information, and we'll run it free. It's your ballgame, though. We can't take the heat for any problems that arise. Write it up and send it in.*

For sale or trade. One Phil Wood Spike Threader. They sell new for \$1980, and I would sell mine for \$1500. I would also trade it for two 1993 Bridgestone bikes—specifically, one XO-1 in 55cm and one XO-2 in 52 cm. Please call 318-387-7490.

I have two bikes that my wife and I no longer use. One is a Schwinn Continental from approximately 1971 and the other is a 1981 Raleigh Super Gran Prix. They don't look very good but I have cleaned and tuned them, and they operate well. I would like to give these bikes to a good cause but

don't really have a lot of money to ship them. If you have any suggestions, please contact Dennis at 313-426-0635.

For sale: Cinelli mountain bike. Red 19-inch frame. Columbus EL OS Nivacrom tubing—superlight and strong. Gary Fisher-designed. Mostly XC Pro parts (Grease Guard BB and hubs). Campy rims with Fisher Kevlar tires. Slightly used for one season. A ripping deal at \$600 complete. Call Marc at 415-626-5403.

For sale: 62cm RB-1 frameset. Includes fork, headset, seatpost. 1992 model (yellow and white).

Rides and looks great, never crashed—reluctant BOB must sell to make way for new bikes. Asking \$350. More info from Tim at 415-383-2474.

For sale: 1991 MB-2, 42cm, red and white, stock except for: black Blackburn rack, bottle cage. Brand new: Specialized Air Lock Schrader tubes, Avocet Cross K 1.5" tires, black Ritchey True Grips, Shimano M-system brake pads. Bike is in great shape and includes all paperwork, plus original Presta tubes and Ritchey Megabite Overdrive tires. \$750. Contact Roger Lee, 415-858-7770, x208.

For sale: 1987 Specialized Hardrock, 19.5" frame, red, Deore XT brake levers, SunTour XC 7000 indexed derailleurs, Araya rims, slick tires. \$185. Assorted parts also available. Contact Roger Lee, 415-858-7770, x208.

Wanted: Any 38cm, 40cm, or 46cm Bridgestone mountain bike in good to excellent condition. Contact Roger Lee, 415-858-7770, x208.

For Sale: '91 52 MB-0, exc. cond, 90% orig. \$750 stock, or \$950 w/Manitou-2, or trade for same in 55. Keith 704-274-2152

# EDITORIAL

## NO ADS IN THE WOODS. THIS MEANS YOU.

When you go for a ride in the woods, how would you like it if the trees and rocks were covered with corporate logos and sales pitches? You'd hate it, wouldn't you? But do you wear commercial logos on your jersey or shorts? It's the same thing. It doesn't matter whether your jersey says Marlboro or Jack Daniels or Sidi or Bridgestone.

People ride to escape that incessant buymorenow message. But somehow we come to associate certain advertisements as cool or fashionable. It could be the latest funky clothing company, or the generous alcohol company, or the wonderful sponsor of our top amateur team. It's advertising fashion, and it is a sad commentary that "advertising fashion" is not considered an oxymoron.

Maybe you disagree. Maybe you think this is a little extreme. Maybe you're a sponsored racer and feel it's your obligation to wear those advertisements wherever you go. Maybe you just bought a new jersey emblazoned with advertisements, even a Bridgestone jersey, and now you feel tricked, betrayed, mad, or

sad. If you have read this far and are feeling any of those things, I apologize.

Listen, if you absolutely must wear advertisements, save them for inside the city limits, where they're less of a blight, if only because they blend in with others. If you're a sponsored rider, you have an obligation to be a billboard. If you aren't sponsored—well, you either have a choice or no excuse. I'm not sure which.

Are we hypocritical for selling ad-wear? I'd rather think of it as human, imperfect, and inconsistent—"hypocritical" has a nuance of an accepted pattern and resolve to it that we sure don't feel when we do it.

But you will notice that most BOBwear is bland by design, and when the logos are even visible, they're discreet. The shorts have a small tasteful logo on the buttocks, where only the rider sucking your wheel has to see it (the price to pay). The BOB T-shirt looks more clubby than anything else. The green BOBjersey is the way to go in the woods. That's what we made it for.

## Membership update: How to join/renew

We've decided to charge less for memberships, give less with memberships, and hope we make it up from BOBCat items. From now on, BOB memberships cost \$5 for a year and are renewed automatically so long as you purchase at least \$10 of BOBCat merchandise in that year. So if you haven't renewed yet, we'll waive your \$5 fee if you order \$10 of stuff from the current BOBCat. There's a slot on the BOBCat order form for \$5 renewals. New members: The \$5 entry fee gets you a membership card and a subscription to the *Gazette*. Call 1-800-328-2453 x 232 with questions.

## THE BOB GAZETTE

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## LETTERS

### *Sus-picious mind*

Read your Gazette 4 cover to cover. A classifieds section is a great idea.

You seem to have softened up a bit on suspension (it's not evil! I still ride with finesse!). Are you planning to do a bike with full suspension? I rode a friend's GT RTS-1 sus bike and loved it. But of course I will wait for a Bridgestone.

BOB #36

*Of course you will, but for how long? There is a 49-percent chance that it will debut in December. Ask, we'll send one to you, and maybe you can review it for a future Gazette.*

### *Wants it all*

I can't believe I'm ordering a hunk of wax by mail; this better be good!

Question: Can I acquire dummy levers for my '92 XO-2? And Nitto Moustache bars? And can I purchase old Bridgestone catalogues (I'd like the '92)?

BOB #1094

*We can't believe you actually returned your hunk of beeswax. But here are some free dummy levers, anyway. We trust you'll keep them and reorder that beeswax for keeps. Candace is at the order desk now. And yes, you can order old catalogues while you're at it, if we have supplies.*

### *Smear letter*

Not a big deal, but I need to complain about the BOB water bottles. I didn't want to use it but I had an emergency, so I popped it into the cage, and to my dismay, the logo smeared and now it looks like crap. Hasn't a method been devised to prevent this?

Otherwise, keep up the good work.

BOB #1444

*Bob, it's only a water bottle. But anyway, we're sending you a nice gift pack, including a replacement. Note to other BOBs: We don't mean to be sending the message that we reward malcontents.*



# LETTERS

## *Is nothing sacred anymore?*

I've been a fairly serious mountain biker since the late stoneage of MTBs (1985), when I splurged and bought a new Schwinn High Sierra. I first became aware of Bridgestone in 1987. I was suffering from an early attack of marketing hype—my old bike had round chainrings and seat stay cantilevers, and without Biopace and chainstay U-brakes I felt like nuthin'!

Anyway, I was in a shop in Bend, Ore., and there on the floor was a new MB-1 with round rings and cantis, and it really opened my eyes. I guess I haven't been the same since.

I deeply appreciate you guys having the courage to buck the tide and do what's smart, not necessarily what's slick. That's the main reason I bought an RB-2 and why I have steered a number of other people to Bridgestones over the last few years. Thanks!

But this brings me to a sad and melancholy place, and there's something I need to get off my chest. As I go through your '94 catalogue, it looks like we're fighting a losing battle against the all-powerful marketing forces. I mean, no thumbshifters on your MBs? Is nothing sacred anymore? And the hideously ugly 105 cranks on the sweet RB-1? I looked in vain for the classic Shimano/Suntour/Dia-Compe/Mavic mixes of old. And suspension forks on almost everything? What's happened to balance and skill and sensitivity to terrain?

I ain't no rookie, and I know business is business. But I am honestly saddened by the seeming defeat of your fanciful, quixotic individualism by the monster Shimano and associated market realities. I've said for years that if I ever bought a stock, built-up bike, it would only be a Bridgestone, and that's what I did with my RB-2. But I don't think I'd buy a '94, and I don't want a new RB-1 anymore, and I'd be hard-pressed to contend, without qualification, that the best thought-out bikes in the business are made by Bridgestone.

Your catalogs are jewels. I love the

Bridgestones of old. I'll stand by you and will continue to applaud your honesty and openness. And maybe someday we'll see the legal and marketing climate where you can once again do what you do better than anyone else. Again, thanks for the great RB-2.

BOB #2023

*Wea culpa, Bob. We're sending you an old issue of the Gazette, in which we 'splained this situation. The RB-2 is a great bike. It rides every bit as good as an RB-1.*

## *Satanic verse*

The devil is loose in the land. Some slimy spawn of Satan forced his way into my garage and stole my MB-4. He totally ignored my road bikes, about \$4000 worth, and went for my Bridgestone with my classic Pinarello saddle. I want another MB-4. What should I do?

BOB #371

*Isn't that the worst? I had a pump and No Tech Tool Tote stolen from my bike, locked at a Bart station. Ticks me off and depresses me. I don't know what you can do. We'd offer to sell you a new bike direct, but then we'd be flooded with false victims/scammers (all non-BOBs, since BOBs don't lie).*

## *Multiple feedback*

The BOB Gazette is great. I've never seen any bicycling publication so full of real opinions, not those that must consider advertisers. What a refreshing treat.

In Gazette 3, the face-off between seven and eight speeds put me on the side of even fewer gears in certain situations. My commuting bike slows down quickly on hills. When I recently was forced to switch to a seven-speed free-wheel, due to the dwindling availability of "sixes," I quickly discovered the hassles of an extra gear. Whereas once a single or double shift sufficed as I entered a hill, now find myself running through three cogs. Nor does the ubiq-

uitous presence of 13T small cogs help. Touring bikes do not need such a high end; a 14T would be more useable. And this is coming from a racer of 11 years!

In Gazette 4, I find myself agreeing with BOB Sr.: Dual-pivot brakes are overkill. With all the hoopla about anti-lock brakes in cars, doesn't it make sense to have a similar feature on your bike? It's easy to do; just open up the brakes. Yes, my levers practically touch the bars, but I've never been at a loss for more braking power, and wheel lock-up is practically non-existent.

In Gazette 4, the BOBCat says the San Marco saddle "should last 25 years, at least." Is this an error or am I doing something wrong? Any padded saddle I've owned has lived 3-4 years tops. Sweat and friction conspire to make the seat difficult to slide on, and I've literally worn holes right through the leather. I'm no behemoth, either. I'd love to save money and the environment; if only I could make my saddles last.

BOB #1511

## *Female trouble*

After reviewing your 1994 catalogue and riding a 38cm MB-1, I was definitely going to buy a Bridgestone. Unfortunately, your smallest bike for 1994 is 40cm.

I am a small female cyclist who needs a frame in the 12-to-13-inch range. Since Bridgestone makes such spectacular bikes, I hope you consider the smaller cyclist in the future. You have caused me much grief because now I cannot become an official BOB.

Lyresa A. Pleskovitch

*Well yes, but we kept the standover height the same, so if you can fit an old 38cm, you can fit a new 40cm. We'd like to be able to sell 13-inch frames, but the small frames are always the last to go. A lot of people see us as the champion of the underdog, down-trodden, forgotten minority. We'd like to play that role, but we can't do it if it puts us in the grave. So, well, please try a 40cm. If it's too big, get an Offroad.*

# OP-ED

## SELLING, OUT IN SIN CITY

Chris Kostman's report on the Las Vegas trade show

Las Vegas represents most everything that's wrong with America today. Prostitution, drugs, addiction, self-destructive behavior, human facades representing nothing of value, it's all there. Over the weekend of September 17-20, Sin City even played host to the annual Soldier of Fortune Expo, with Uzi-toting, camouflage-clad mercenaries, warmongers, and hate perpetuators coming from the world 'round to glamorize death and destruction.

It couldn't have been a more appropriate location for the Interbike show, the annual, dealers-only bicycle trade show, held in Vegas the same weekend.

Expectations were high that this year's show would represent a strong showing for an industry that, like most others, is hurting from the current state of the world economy. The show itself was bigger than ever, with 950 exhibitors filling 2700 booths in a convention hall that seemed as big as Anaheim Stadium. That's 160 more exhibitors in 500 more booths than last year, quite a jump indeed. And when Interbike was last held in Vegas in 1984, there were just 250 exhibitors, showing how much things can change in ten years.

But bigger is not necessarily better, not by a long shot. For the bicycle industry has had to sell its soul in order to keep its wheels turning.

Not so long ago, the bicycle industry was a niche market. It wasn't homogeneous and there was room and support for companies and products that were not part of the mainstream, that filled a niche. In fact, I'd even go so far as to say that there wasn't really a mainstream about five years ago. Bikes could be made of any material, dressed with any kind of components, and most always there would be a target market who would appreciate the uniqueness and quality of the bike. Frame geometries, wheel size, and other design aspects could vary, but that was seen as

OK, even preferable. And the same was true of components in *The Days Before Shimano Became God*.

In short, it never crossed anyone's mind that there was only one way to build and sell a bike. How could it, though? Cycling is an individualist sport, one that may insist on teamwork within the narrow and temporary confines of a pro team, but otherwise eschews permanent commitment to any groupthink kind of mentality. At least that they used to be true.

As of the Vegas show, a new paradigm has officially taken over. Individualism, niche-support, craftsmanship, and character are out. And homogeneous, soulless groupthink, not to mention sleazy sales techniques, are in. It makes me sick.

As I've explained, it used to be that bike industry players could jump on the bandwagon if they chose to do so. Now it's "get on the wagon or we'll have you lynched." The new paradigm also makes everybody scramble, trying anything to generate sales and enthusiasm for their products. Anything but quality and character, that is.

A few examples: I ask you, what do sleazy "glamour" girls have to do with selling hubs? Nothing, but there they were in skimpy, skin-tight outfits, signing posters of themselves and looking like they just stepped off the set of *American Gladiators*. These girls wouldn't know the difference between a derailleur and a cantilever, but they were there, being ogled like fresh meat. And as for the hub sellers who hired them and stood next to them with big grins on their faces, their knowledge of the bicycle industry and its needs was astounding. Astounding in its stupidity, that is. All they could say about their product was that "it's going to be hot, hot, hot." That's cool, I thought to myself, but I couldn't discern any difference between it and other identical set-ups already on the market.

Only a step down on the sleaze scale were the sales techniques in evidence at the show. Now, I understand the need to move orders in a competitive market, but hiring sales staff right off of a used-car lot is pitiful. Quality and value that speak for themselves are out, and strongarm tactics are in. Like the hub sellers, this type of

salesperson is no real cyclist. So why not an industry-wide litmus test in order to work in this industry, I'd suggest: "What? You didn't ride 100 miles this week? There will be no pay for you, wanna-be!"

But that's just the tip of the iceberg. A deeper current from the Dark Side is what really makes me shudder. And that is the need for every bike company to be just exactly the same. Forget uniqueness, 'cause nowadays you can practically just swap stickers from one brand to another and never know the difference. Plain and simply, jump on the Shimano and suspension bandwagon, or you're dead meat.

Consider Bridgestone, a company I hold near and dear to my heart and that has always stood for one pervasive theme: We don't have to be like the other guys, and neither do you if you ride our bikes. Well, thanks to the editorially supported marketing hype foisted upon us by the Big Boys, the end of the individual is upon us.

Bridgestone's 15-bike lineup for 1994 is Shimano through and through. Suspension, for the first time ever, is de rigueur on the off-road models. The bikes are also offered sans-shock, but I'm not holding my breath that any will be bought. Also, eight-speed overkill blaspheemes the top models, both road and trail, giving in to the demands of pervasive stupidity. It's bye-bye to top-mount shifters on the ATBs, too, for Shimano has intentionally phased them out for OEM (stock, on the bike) sales. So now Bridgestone, and everyone else, has to spec push-push, overweight, over-designed, under-bar shifters across the board. And the list goes on. Thank god Bridgestone can at least rightfully claim uniquely excellent frame design and manufacturing quality, plus some originality in component choices where Shimano doesn't have any offerings (stems, bars, rims, tires, etc.).

It's the end of an era, America. Stock up on the good stuff while it still exists. I, for one, don't see any "new" bikes in my future. It's a scary thought that "peace through superior firepower" is now the motto for both warheads and gearheads alike, isn't it?

**BRIDGESTONE**

# OP-ED

## PERSUASION IS BETTER THAN FORCE

by Lisa McElroy

Every last Friday of the month at 5:30, you can meet at San Francisco's Embarcadero and ride with Critical Mass, a demonstration/commute that promotes cycling as a sensible transportation alternative. Though it can be a bit difficult negotiating sewer grates, train tracks, stalled buses, double-parked vehicles and pedestrians while riding with a few hundred other cyclists, it is well worth the effort, just to feel for once as if we are the majority. One bike nation under a groove (or stuck in an historic trolley track, in my case).

Rarely do you get to feel so grand, sitting atop your bicycle, watching stalled motorists who are actually forced to pay attention to you. That's why it's a drag that some Critical Mass riders have used the event as a forum for their more radical demonstration techniques. I agree, it would be really nice if we could all ride to work and back every day, but this is the USA—steeped in car culture and not about to change drastically anytime soon. This is one of many instances where forceful actions are detrimental to our goals.

During one recent ride, a huge man, at least 6'5", rode in the middle of the street. While we pedaled along through Friday

rush-hour traffic, waving and smiling, or just concentrating on not smashing into one another, he leaned into cars, screaming, "Polluter!" at the motorists watching us go by, a look of "only in San Francisco" on their faces. "Destroyer! Leave your cars at home!" he bellowed at every car. "You're murdering the planet! You stink!" he yelled at a cowering, bewildered woman through her open window. She looked frightened and probably did not consider riding with us the following month.

That fellow's actions represent a political agenda that continues to snag the pleasantness of Critical Mass. A vocal few cyclists decry car drivers as inherently evil, selfish, malignant bastards who must be forcibly shown the light in order to save our very existence on earth. In *Northern California Bicyclist's* November/December issue, a letter finds fault with Critical Mass' "positive approach." Asking if Gandhi and Martin Luther King Jr. were "reasonable," "practical" and "positive" in their fights against oppression, the writer suggests, "Let's bring air fresheners and spray motorists who are polluting our air. That includes police auto and motorcycle escorts."

Hard to imagine Gandhi advocating a

war of smells. The truth is that he and King were both very reasonable, practical and positive political leaders.

The majority who ride in San Francisco and other cities would like to see major changes that would make cycling a practical, safe alternative for those who don't want to contribute to more pollution-spewing gridlock. Bike lanes, better-timed lights, education on safe riding and driving—these solutions would cost money and take time but should be part of the political agenda now and in the future.

I hope the organizers and participants of Critical Mass continue to emphasize the positive and discourage violence and harassment towards people watching the ride. As Ted White, whose pro-cycling film *Return of the Scorcher* is the source of the Critical Mass name, wrote in *California Bicyclist*, "I look out at people sitting in their cars and I see lots of light bulbs going on in their heads; [thinking] 'That looks fun, that makes sense!'"

If we want to stop being treated as the minority on the streets and start encouraging people to ride more whenever humanly possible, then we should go with Aesop, another reasonable, practical, positive guy: Persuasion, in this case, is better than force.

*Lisa McElroy is the editor of Fritz, a San Francisco-based literary magazine.*

## DON'T ASK, DO TELL

by BOB #589

This month's "get-a-clue" citation goes to those people who aggressively seek sponsorship they have no business asking for. There's been a lot of this going on lately. It's winter, a time to plan ahead for the coming season. For some presumptuous riders, that's a good enough reason to besiege manufacturers with calls and letters bearing one basic demand: Sponsor me!

What's wrong with that? In some cases,

nothing. Some riders have earned the right to ask for sponsorship—they get good, high-profile results, they're nice, well-regarded people, and they have taken on an ambitious racing schedule that requires some financial assistance.

The problem comes when someone gets into bike racing, gets a few decent results in some inconsequential weekend races or an obscure local series, and starts to think he deserves sponsorship—everything from free parts to travel expenses. Undoubtedly he knows some other sponsored racer and thinks, "Why not me?" And the accompanying rationale: "It never hurts to ask."

What our would-be mercenary fails to

understand is that he is not as influential as he thinks—and influence is the main justification of sponsorship. Even if he promises to speak well of his corporate benefactor, his friends are not likely to run out and buy that company's products. If anything, those friends may try to get sponsorship themselves. And eventually, no recreational racers will want to pay retail anymore, because they know fellow riders who got their stuff for free.

We know BOBs are not guilty of this audacity. But chances are you know people who have delusions of sponsorship, and it's your duty as a BOB to set them straight. So—that's it.

**BRIDGESTONE**

# SPECIAL DEAL ON MAVIC HUBS

At a trade show last fall, Mavic was blowing out certain slow-selling hubs in singles (not pairs), and we jumped on them. We have two models, and here's all you need to know about them:

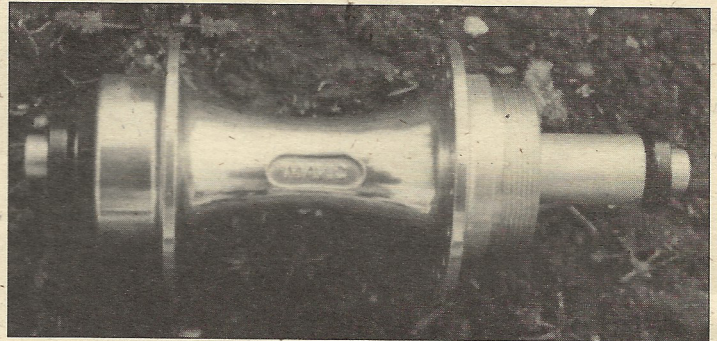
**These hubs are a great upgrade for your RBs and XOs.**

Mavic 500 28° rear hub with 126mm overlocknut. Fits frames with 126mm-128mm rear dropout spacing—perfect for most pre-1992 road frames and all current Bridgestone road and XO frames. Aluminum axle and quick-release. Okay, here's the rub: These hubs have the "old-style" bearing arrangement. The free-

wheel-side bearings have better seals even than the new hubs, but are set more inboard, so the axle is less well-supported. Sean Kelly, BOB's favorite racer, probably won tons of races with these hubs, since he was riding Mavic equipment before the bearing change, and you just know he was doing the 28-hole tango. A super hub at a super price for BOBs who weigh up to 170 lbs. That's our conservative guess, not Mavic's. BOBprice: \$24.

Mavic 36° front hub. Fits everything except a Manitou. Thirty-six-spoke wheels are out of fashion, but everyone rode them up until about 1976. You can often get good deals on 36°

rims, but they're definitely harder to come by than those wimpy 32s. Some world-touring BOBs stopped by the office in December. They were carrying up to 100 lbs. on their MB-2 and MB-3. They had already traveled 10,000 miles, had 15,000 to go, and so far had no problems with their 36° wheels (on Mavic 281 rims, by the way). BOBprice: \$20.



**This is a 28-hole Mavic 500 rear hub. It's really light and smooth. For a mere \$24, you can own this limited-edition hub. (36-hole fronts are also available.)**



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**BRIDGESTONE**



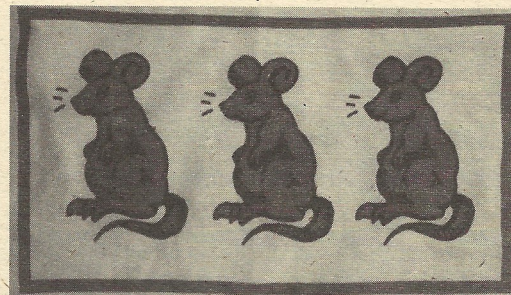
# The Cat

## PINO T-SHIRT

We asked Pino if we could make T-shirts from his logo and signature. He couldn't understand why, but he let us. So now we're offering our only designer T-shirts. Pino said we should have left off the border. (We didn't add it.) Two dollars from each one goes to Pino. These are the ultimate cool, exclusive, secret knowledge bicycle T-shirts. Big green mice on white shirt.

M, L, XL, XXL

\$9



## SILCA T-SHIRT

This is the most strikingly colorful T-shirt we sell, and this is the only place you can buy it. The outer border is sparkly silver, which is as glitzy as BOB gets. White.

M, L, XL

\$9

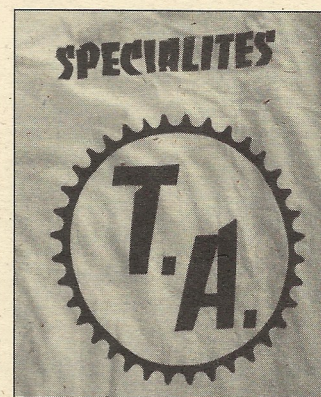


## TA T-SHIRT

You own the classic TA bottle cage (you do, don't you?)—now wear the T-shirt. T.A. stands for *traction avant*, French for front traction, the name of a front-wheel drive car, the company's first product ever (it never went anywhere). The guy on the bike on the T-shirt is named Fifi. This is true. White with blue ink.

M, L, XL

\$9

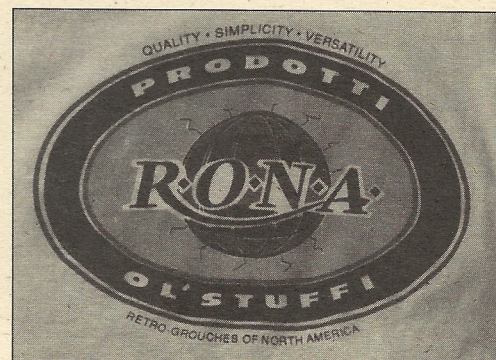


## RONA T-SHIRT

RONA is an acronym for Retro Grouches of North America. Inspired by the *Bicycling* article a few years ago titled "Techies Unite," in which Bridgestone was uncomplimentarily called a "Retro-Grouch" company. Attractive logo—a blatant knock-off of the old Campagnolo logo. The shirt for anyone who's been victimized by "high technology." Cotton. Gray or white, depending on stock, no choice.

M, L, XL, XXL

\$8.95



## BRIDGESTONE "CRAZY" T-SHIRT

Designed by Pineapple Bob, who—littleknownfact—graduated from the University of Hawaii with a degree in printmaking. Lots of details, most of which will puzzle you, but P. Bob assures us they all relate to Bridgestone. Cotton. White or gray w/red & black. (No color choice; both look good.)

M, L, XL

\$9



## BOB T-SHIRT

After three consecutive days in the same BOB T-shirt, you're going to want to wash it. Have a spare on hand for laundry day. Cotton. Gray with the BOB logo.

M, L, XL

\$8.45



## BRIDGESTONE JERSEYS

Pineapple Bob himself designed these jerseys in the style of the old Swiss Cilo/Aufina team jerseys. We had Pearl Izumi make them (guaranteeing top quality), and had them sublimated rather than screened, so the colors won't crack or peel. These are premium quality synthetic jerseys, and BOBs get to buy them direct, at prices 40 percent below retail. Not many left, so order early. (Short-sleeve not pictured.)

Short sleeve: Fieldsensor fabric, full zip front, three pockets in back. Available in s/m/l/xl. Color: red and gray with black.

\$50

Long sleeve: Thermasoft fabric, full zip front, three pockets in back. Available in s/m/l/xl. Color: red and gray with black.

\$85

Wind jacket: Pearl Izumi Silmond, wind proof, water resistant, no pockets. Sizes: s/m/l/xl. Color: red and gray with black.

\$45



## LONG-SLEEVE WOOL JERSEYS

Read about the Italian-made long-sleevers on page 1 of this *Gazette* and page 27 of the 1994 catalogue. Consult the sizing tips on page 1 to get the size with the proper-length arms. (Not pictured, more info and a new reduced price on the next page.)

Long-sleeve: Danish (Red with white stripe), Spanish (Gray with red and yellow stripes), Dutch (orange with trim), Belgian (Blue with black, yellow and red stripes). Sizes: 2(S), 3(M), 4(ML), 5(L), 7(XL).

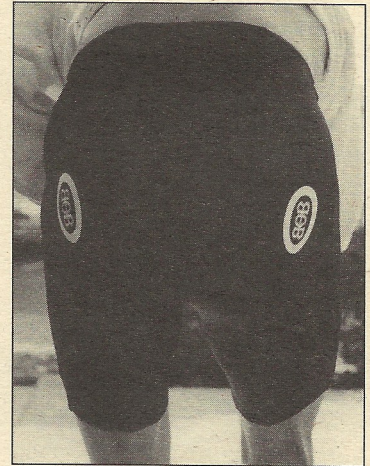
\$59

## BOB CYCLING SHORTS

These are made for us by RJ Cyclewear, a small company you may not have heard of, but who nevertheless knows how to sew Lycra. We put the BOB logo on the outside rump, so whosoever sucketh thy wheel will eventually get around to asking you "What's BOB?" They have eight panels, a fake chamois, a drawstring (what for?), and leg grippers. A deal for only \$35.

Black. M L XL

\$35

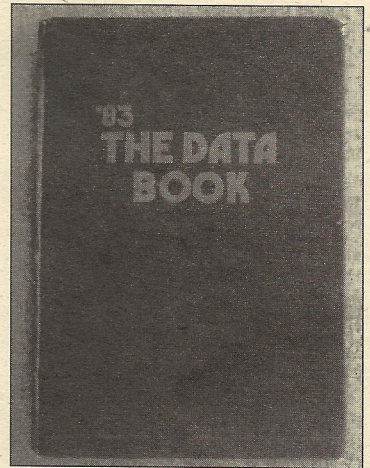


## PLAIN BOB WOOL JERSEY

BOB #1064 returned one, saying, "This is the ugliest color I've ever seen!" but a lot of BOBs like it. We think it looks absolutely terrific, and the wool is so soft, so cozy, you'll keep it on long after the ride is over. Size normally UNLESS you think that at some point someone in your household will machine-wash and -dry it. If that's the case, buy two sizes larger than normal. (A 5'10", 173lb BOB loves his post-shrunk XXL. It's a little short in the waist, but not bad, and has a soft, felty feel that you just don't get with jerseys that fit right.) Short sleeve. Three colors available. (Not pictured.)

Olive green, tusk, or grayish blue. M L XL XXL.

\$36



## THE DATA BOOK

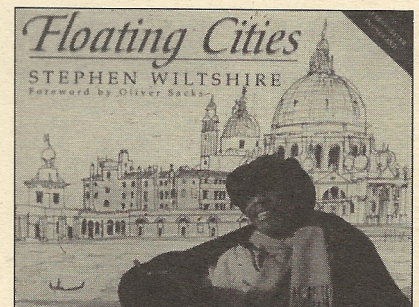
When we first re-printed this rare, highly prized book of cycling lore and artwork, we had no idea it would be such a hit with BOBs. But we sold through the first order of 100 in three days. We still have a few left, and once they're gone, that's it, at least for awhile—after all, this is a rare, elusive book, and we'll keep it that way.

\$17

## FLOATING CITIES

Stephen Wiltshire is a 19-year-old autistic savant living in England, and a phenomenal artist. His book of illustrations, *Floating Cities*, is very hard to find in the U.S. but not for BOBs. This is a bargain. Only ten left.

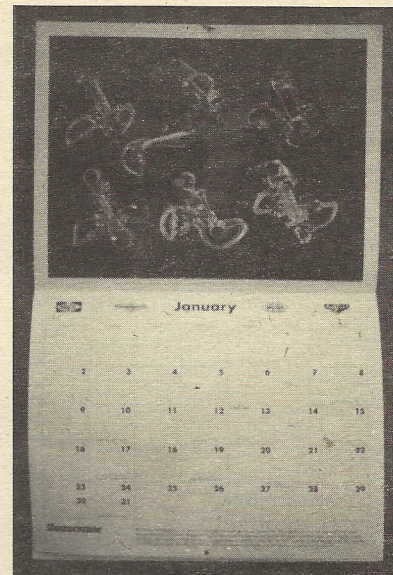
\$25



## ENDANGERED SPECIES CALENDAR

Thanks to BOBs who ordered this calendar before we went ahead with it. Now the Endangered Species Calendar has taken off, winning accolades from all corners of the bike world. A Japanese cycling magazine saw one and flipped over it. The black-and-white photos are beautiful, and the bicycle history and lore in here will please everyone, from retro-grouch to post-modern dude. The year is one-sixth over, so we've halved the price.

**\$5**



## MOUSTACHE HANDLEBARS

You've seen them, you've read about them. Now you can own them. These are the bars that made the XO-1 famous. But three years after we developed them, we honestly believe these are the most comfortable, versatile bars you can buy. At this special BOB price, you can stock up for all your bikes present and future. There are two Moustache models: The Nitto-built Moustaches have a 26.0mm center section and take bar-end shifters. The Hsin Lung-built Moustaches have a 25.4mm center section and accept thumbshifters. Silver.

Nitto Moustache

**\$27**

Hsin Lung Moustache

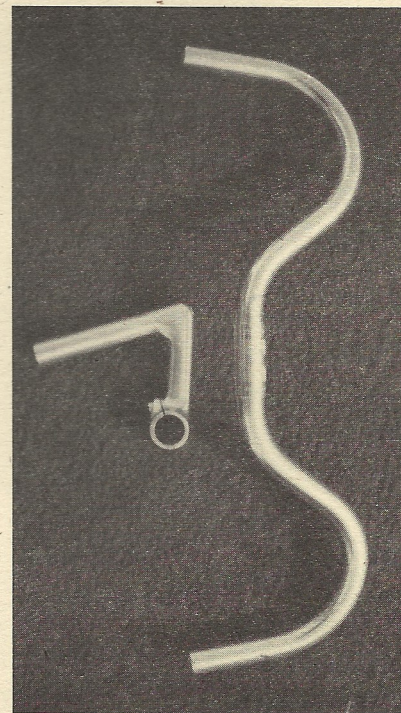
**\$12**

## DIRTDROP STEM

We designed this Nitto-built stem for our 1987 MB-1, which came with DirtDrop bars, see somewhere else. It has a 26mm bore, so it fits Nitto, Modolo, and Specialized road bars and the Nitto-built Moustache Handlebar. Combined with the latter and bar-end shifters and road levers, you'll find climbing and everything improved—what a lousy sentence. Put it on a mountain bike with the above other parts—you'll like it. It's top-quality, cold-forged from 2014 aluminum—which just means the most costly manufacturing method and the best material were used. These days, stems such as this are too expensive to produce and sell through the normal channels of commerce—which is one reason you see so many TIG-welded stems. Admittedly, these are heavier than some TIG-welded stems, but they have a nice look and feel to them. 80mm extension, 25-degree rise.

Silver.

**\$15**



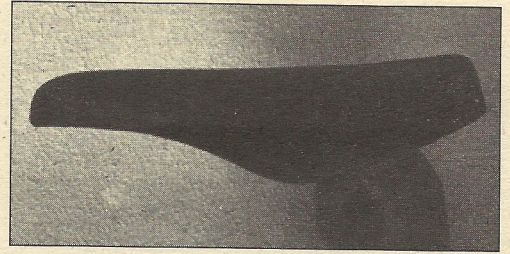


## SAN MARCO & CINELLI SADDLES

These are top-quality saddles in every way. Why so cheap? We bought them cheap—because nonBOBs are too cool to ride steel rails, so there's almost no market for these. Ahhh—but these rails will never break. Made in Italy. The San Marco Professional model comes in black and weighs 349g. The Cinelli Unicantor saddle (not pictured) comes in assorted colors and weighs 419g.

San Marco Professional saddle. Black. **\$8**

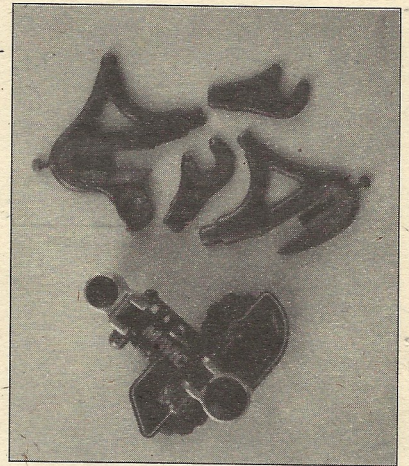
Cinelli Unicantor saddle. No color choice. **\$13**



## CAMPAGNOLO 1010A DROPOUTS

Even if you are a non-framebuilding BOB, you should want to own a set of these classic dropouts. Read all about them on page 6 of the *Gazette*. Limited quantities. One set per customer.

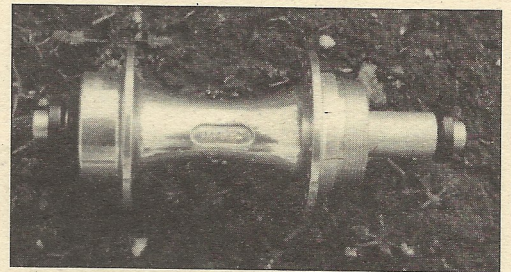
**\$15**



## MAVIC 851 DERAILLEUR

This is a masterpiece of design. Read more on page 6 of this issue of the *Gazette*. Limited quantities, and the last of its kind. One per customer.

**\$70**



## MAVIC HUBS

Wow! Another closeout on unjustly discontinued parts, and BOBs get a golden opportunity at a great price. These Mavic hubs come in singles only. Find out more on page 12 of this *Gazette*.

28-hole rear **\$24**

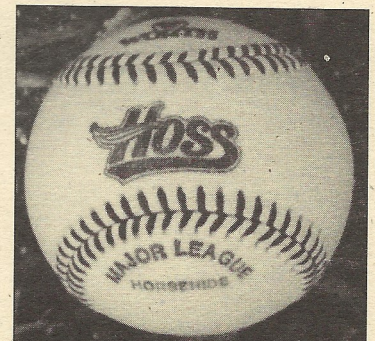
36-hole front **\$20**

## HOSS BALLS

See the write-up on page 4 of this issue of the *Gazette*. These are the last horsehide baseballs on earth, so act fast. You won't believe how good they feel in your hand, and how good they smell. These are great baseballs to play with—the price is higher if you really just want to collect it. Limit one per customer.

Hoss ball: player **\$12**

collector **\$20**

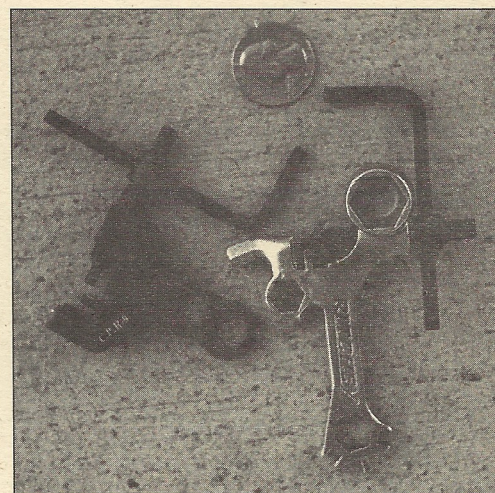
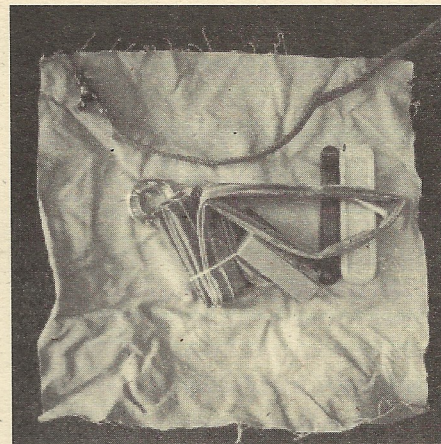


**BRIDGESTONE**

## BOB'S NO TECH TOOL & TUBE TOTE

BOB is zipperphobic, fastexphobic, delrinphobic, velcrophobic, and nylonophobic—and is undecided about buttons and eyelets and laces. But BOB loves these 16" x 16" pieces of unhemmed BOBfab™—a heavyweight, nearly waterproof cotton. Unlike nylon, cotton doesn't fray in a never-ending way, and if you're paranoid, just rub beeswax into the edges, or, if you're desperate, sew it. If you have a big load, put your stuff near one corner, wrap diagonally, when you're halfway there, fold in the side corners, then continue wrapping. If your load is smaller, you needn't do the diagonal wrap. Experiment, BOBs—you'll figure it out! Use a toe strap to secure the wad to the seatstays or the saddle rails. Or you can put it in your jersey pocket. BOB's No Tech Tool & Tube Tote has proven conclusively to be better than anything else, and that goes quadruple for wedge packs. Yes, you can do the same thing with any old piece of fabric, or you can use a spare sock—and far be it from us to discourage this sort of recycling. But if you're going to order something else anyway, what's another \$1.50? That's less than full retail on a PowerBar. Accommodates two mountain bike tubes, a patch kit, and a few tools. No returns, please! Grayish green, highly water resistant.

**\$1.50**



## RITCHEY CPR-9 AND CPR-14 TOOLS

Tom Ritchey has two new do-everything tools. The CPR-9 has nine tools, including a chain breaker and spoke wrench, and it weighs 46 grams. The CPR-14 has 14 tools—everything on the CPR-9 plus some extra spoke, box and Allen wrenches—and weighs 80 grams. Both of them will get you through just about any minor repair on a ride. No color choices.

CPR-9 **\$15**

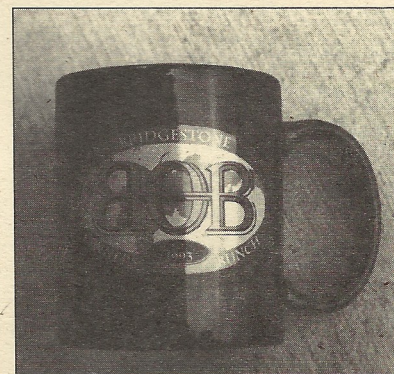
CPR-14 **\$25**

## BOB MUG

This basic ceramic mug will hold any beverage. Keep a stash of pens in one. Get one each for pennies, nickels, quarters and dimes. Paper clips, rubber bands, toothpicks, nails, Band-Aids, they all fit in the BOB mug. Limited quantities available, so order soon. Made in China, not of china.

Color: Fashionable Noir (black)

**\$7**

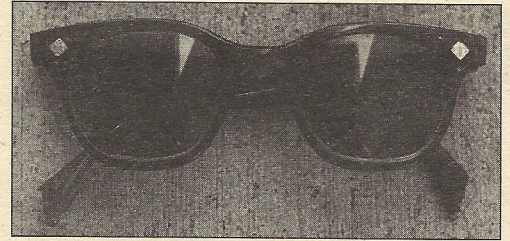


## BOBSHADES

Written up in *Gazette* 4, these are good-looking all-around sunglasses, but not dark enough for snow. ANSI-approved and optically correct. Available in green and light gray lenses, with or without clear side shields. A steal at this price.

Please specify lens color and side-shield preference

**\$9**



## T.A. BOTTLE CAGE

The best cage on the market, and by far the best value. T.A. cages look good, they don't mark up your bottle, they hold your bottle tight, they can be bent to hold it tighter, and they add a classic touch to any bike. Nobody who uses one ever goes back to anything else. What else that's the best of its kind in the world can you buy for only \$7? And it's French, to boot. (Not pictured.)

Silver with white.

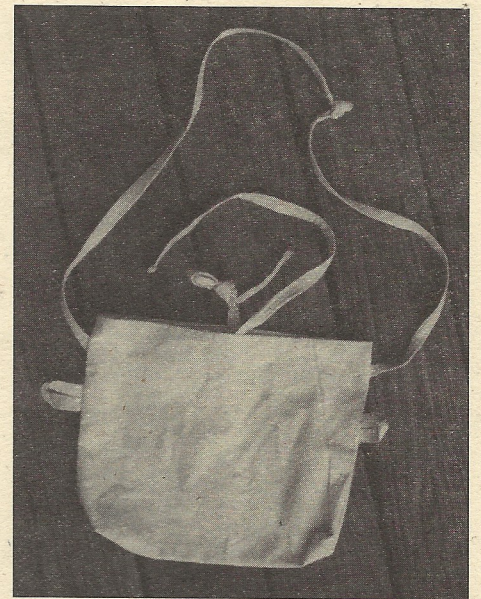
**\$7**

## MUSETTE

A musette holds all kinds of small useful things—food, tools, notes—and can be carried over your shoulder as you ride. It also works as a nice, simple utility bag, good for shopping. On continuous, long, hot climbs, some BOBs have been known to use this musette to carry their helmets UP the hill, but we cannot recommend this. Heavy, 10oz cotton duck, bar-tacked at all stress areas, and with unique ties that allow you to actually ride with it full and not have it swing around and drive you nuts. Should last ten years easy. An absolute steal at \$4.50. Don't you return it for any reason. In fact, buy one for an accomplice.

White

**\$4.50**



## BRIDGESTONE POSTERS

These posters were created by Christopher Wormell. They're not pictured here, but you can see them in our catalogues (1993, page 44; 1994, page 25).

1993 poster

**\$5**

1994 poster

**\$8**

**BRIDGESTONE**

## BEESWAX

One good hunk, about 2½ ounces. Break off a marble-sized piece, knead it thoroughly until it's soft as putty, continue kneading it for another five minutes until all the fatigue cracks are out of it and it starts to turn dark, and then it's ready. Replaces grease on all threaded surfaces. Prevents loosen—oh, just read the catalogue. One dollar from every purchase goes to buy Roadmaster bicycles for bikeless children.

\$3



## SILCA ART. 73 PUMP

This classic orange Presta-only floor pump—available only through BOB—has been one of our most popular items. In fact, it is currently back-ordered. Expected back in stock by March. Unbeatable price. (Not pictured.)

\$27

## BOB WATER BOTTLE & COIN PURSE

If you're an original BOB, you got these when you joined. Stock up on these always-useful items at these unbeatable prices (Not pictured.)

BOB water bottle: Clear

\$2

BOB Quikoin coin purse. Black.

\$1



## BOB ORDER FORM

### ORDERED BY

BOB # \_\_\_\_\_  
 NAME \_\_\_\_\_  
 STREET \_\_\_\_\_  
 CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_  
 ( )  
 DAYTIME PHONE \_\_\_\_\_

Call 800-328-2453 ext. 232 or fill in the appropriate information and send to:  
 Bridgestone Cycle (U.S.A.), Inc., 15021 Wicks Blvd., San Leandro, CA 94577

510-895-5766

ITEM	SIZE	COLOR	QUANTITY	PRICE	TOTAL
BOB MEMBERSHIP RENEWAL (SEE P. 8 OF GAZETTE)					
					SUBTOTAL
					*SALES TAX
					SHIPPING/HANDLING
					3.25
					TOTAL

METHOD OF PAYMENT:  CHECK  MASTERCARD  VISA

CARD # \_\_\_\_\_ EXPIRATION DATE \_\_\_\_\_

NAME OF BANK \_\_\_\_\_ SIGNATURE \_\_\_\_\_

### SEND A FRIEND A BOB APPLICATION

NAME 1 \_\_\_\_\_  
 STREET \_\_\_\_\_  
 CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

NAME 2 \_\_\_\_\_  
 STREET \_\_\_\_\_  
 CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

\*CA RESIDENTS ADD APPLICABLE SALES TAX

**BRIDGESTONE**

### **Corrections and News of the Bad Variety**

1. In the BOBcat photo next to the DirtDrop stem blurb there's a photo of Moustache Handlebars and a Mavic Road Stem. The way this is laid out makes it seem as though the stem is the DirtDrop stem. In fact, the DirtDrop stem is a short, hi-rise job. The Mavic road stem should have been listed, but wasn't. Next issue, or call. It's \$20, available in 80 & 110 extensions.

2. Sit down. Hold onto your hat if you have one. Bridgestone Cycle (U.S.A.), Inc. is going out of business. It's true. You'll have the full story in the next GAZ, which will be out by April-end. But BOB continues!! We will run BOB at least a few more months, *but more likely indefinitely*. That means we'll continue to bring you strange, obscure, high quality oddball stuff and the standard BOB drivel. It all depends on BOB sales. Stay tuned, and please buy. BOB must do well between now and May 1.

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