

BRIDGESTONE

The BOB Gazette

OWNERS EST 1993 BUNCH

- Even bigger than the last one
- This is the BIKE issue
- A huge BOBCat
- Now, on cheaper paper

3249 and growing

That's how many of you there are as of May 14, and we want to have at least 5,000 by September 15, so sign up a friend, all right?

BOB #1382 is Otis, the guy with the hat in the picture at the bottom, the one who wants sponsorship. Otis barks, which, you know, makes him a BOB barker. BOB #8 is Candace Barker, the BOBphonewoman. That sort of makes her a BOB barker, too. Ernie's dog, JR (he's a Jack Russel terrier) is a BOB barker, too (#2100). We actually tried to contact Hollywood's Bob Barker, but no luck so far. He must have a bike, and we know he can pop for \$5. Both Dennis Quaid and Meg Ryan own XO-1s, but haven't joined. They can afford the five, too. Maybe they just don't know about BOB. ("Maybe," we can hear them say, "we just don't care.")



An original out-take of Candy modeling some BOBshades. In real life she wears Revos. It's just a phase.

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



DOWN THE TUBES: THE BOB VERSION

It's all over now, baby blue, but BOB is going to live on and on.

It's difficult to make money selling bikes. It's doubly hard if you're a wholesaler, because wholesale margins are so slim, and you have to ship now and collect money much later. Then you have all these expenses—trade shows, advertising, travel—man, the list is endless. Nobody has an easy time. You see a name in lights or in a fancy ad and it's easy to assume the company is making money hand over fist, but it's not like that. You can't assume Company S, T, G, or even KHS is making money just because they're existing. I'm not suggesting they aren't making money, just pointing out that there is a world of difference between selling bikes and making money. We sold bikes.

We had an extra-hard time largely because Bstone is a Japanese company, and lots of the overhead (at least in the Japanese division) was in yen, and we had to pay it in dollars. The dollar is weak, the yen is strong, so it takes too many dollars to buy X quantity of yen. This is the boring answer, but it *is* the main answer.

We've heard the armchair analysts say, "that's what they get for not jumping on suspension and Rapidfire Plus early on." Oh, if it were only that easy. But we were struggling before those widgets existed. We were struggling even in our prime, when we couldn't build bikes fast enough. In any case, our reluctance to embrace all that technocracy has to offer may have helped us hang in there longer than we would have otherwise.

What's New, Pussycat?

John, our warranty supervisor, is going to be offered a job for another 3 to 5 years. Everyone else is outta here by September 30, and some much sooner. We had 14 sales reps, but some have left for other companies, and a few of the remaining ones are sulking. Originally BOB was going to get shut down at the end of

March. A quick audit proved it to be profitable, though, so it seems to be digging in and holding on. BOB is profitable not because we're making a killing on the BOBCat stuff, but because it's so low-maintenance. Grant has been working on the BOBgoods; Ernie was, too, until he went to customer service during the wind-down, and then to RockShox. Ariadne helps out here and there and isn't able to do it full-time, so it's all up to Candace. She runs the whole show almost single-handedly, which is a shame, you know, because (1) there's enough work for 2½

Thank you for your words and concerns. Now our goal is to keep BOB going.

full-timers; (2) it means you mess around on voice mail too much, and orders don't get shipped out quite immediately; and (3) we don't want her to burn out. Fortunately, she seems to be doing all right—she likes talking to BOBs.

Domenico is mailing out lots of BOB applications to known Bstone owners, and the response rate is incredibly high—we get between 15 and 26 new members every day. That's not bad.

Our goal is to continue BOB for as long as we can, and in the meantime, continue on the membership blitz so by September, BOB may be strong enough to have a life

(Continued on page 4)

WHAT'S NEW

SHIFTERS BELONG ON THE HANDLEBARS

Even Merckx would have used these, if he'd had the chance.

by BOB Jr.

Listen—you have your hands up on the bars, probably on the brake levers anyway; what in BOB's name is wrong with having the shifters there, too? It only makes sense. Think: You're designing a bike from scratch, and you can do anything you want. Where do you put the shifters?

Where would you put the shifters if you could?

Do you really want to remove your hands from the bars just to shift? I understand that it's not so difficult. I understand that riders have done it for years, and some still do it. But historical precedence is not inherently valuable, and back to the question: Where would you put the shifters if you could put them anywhere?

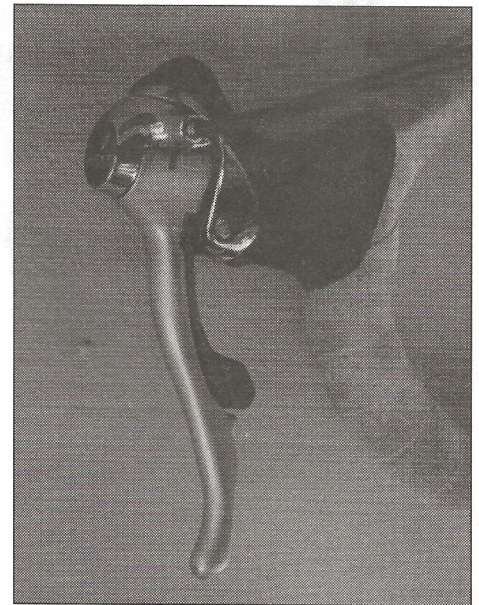
A fool would put them on the down tube. A reasonable person would put them

close to where your hands already are, on the brake levers. I mean, unless you want to romanticize hassle or some freaky thing like that, it makes perfect sense to put shifters on the brake levers. It's surprising that it took so long for it to happen.

The argument that they're most vulnerable on the brake levers makes some sense. But check your current brake levers—are there any crash marks on them? I mean, the whole idea of designing around an unusual, hypothetical situation—that's absurd. Lever-mounted shifters are a design that's come about due to a common, every-ride, every-shift situation, and that makes sense.

They look ugly? Well heck, if that's such a concern, ride a dang track bike everywhere. If you want the spare, clean, lean machine look—and if you think that's a higher priority than functional ergonomics, then you have problems.

And OK, they weigh more. But weight in itself is not bad, and it sure isn't bad if you get something out of it. Take riding up a hill, where weight arguably does the most damage. If you're off the saddle, honking up the hill, and you have to sit down to shift with the down-tubers, you



This is shifting heaven. A dream. With this set-up, you will never miss a shift. You will get more dates.

lose more ground than you would by being able to shift while standing, even with heavier levers. And on the downhills, well, the weight just helps.

Nobody needs to moan about the loss of down-tube shifters. If people wanted them back, they'd come. I don't hear anybody calling—except BOB Sr., and only a fool listens to that squawking.

You know what I think BOB should do? Find and buy the old tooling for Mavic shifters, and sell them to BOBs.

THE BOB WIRE: NAMES AND PLACES

The Data Book will not be reprinted again for several months, but we are trying to get reprints of another, similar book.

Takes time, very frustrating. . . The catalogue may now be an epilogue, but we're trying to make it happen. We have several stories already finished, lots of George illustrations, and no money to print it. Once we're finished with all the stories and illustrations—and if we have 5000 BOBs by then, we may try to sell you futures at \$5 each, so we can pay to run off 10,000 or so copies. Expect to

hear more about this in future *Gazettes*. Ordinarily we print 100,000 catalogues at a cost of more than a buck each . . .

BOB #99 wrote a letter to the editor of *Fly Fisherman* magazine, in which he complained about the technocratic takeover of that sport, too, and the editor liked it enough to want to pay \$250 for it and print it as a column. It may be in the July issue, on the newsstand sometime in June. No big deal . . .

The Bridgestone crew is splitting up. Andy, our controller, went to work at Fantastic Foods, a company that makes dried natural soup mixes and probably a few other things. Ernie, who was being groomed to be product manager, went to work for RockShox—which doesn't mean that he'll always ride with suspension! . . . Colin went to work for Burley about a month before Black Monday—maybe he knew something we didn't. We'll report more Bridgestone-crew news as it happens. . .

BRIDGESTONE

WHAT'S OLD

DOWN-TUBE SHIFTERS MAKE ME HAPPY

They're light, simple, cheap and you won't bust them in a crash.

by BOB Sr.

Down-tube shifters are about two years away from extinction, and that's a crime. It makes me want to never read anything about bikes, never want to go on a Sunday ride with The Group, never want to go

It's actually kind of fun to reach down and shift.

into a bike shop. It just makes me mad and sad.

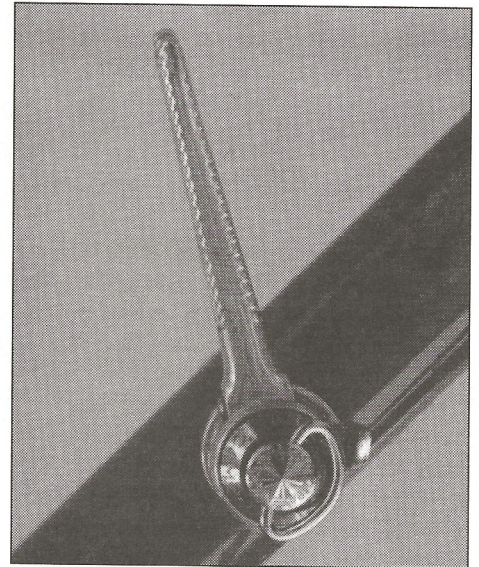
Down-tube shifters are on the outs because they cannot be integrated into a brake lever/shifter combination that can sell at an outrageous price. Think about it: A pair of top-quality brake levers can sell for \$60—max. Back in the neolithic age, before High Technocracy took over, a pair of top-quality down-tube shifters could sell for \$30. The \$90 combination is way less than the \$350 cost of a Campy-

Shimano-Sachs Ergo/STI combination. Now the industry's job is to convince you that your down-tube shifters are no longer desirable, so you can "upgrade." But it's not "upgrading," it's updating—and the difference is as big as Africa.

"Functional ergonomics?" I hate those high-fashion meaningless technophrases. Bob Jr. and the Combo-Platoon want you to believe that half your shifts are during midbumpycorner sprints. Those may come up on the last corner before a race's finish—but in real life only a fool rides like that. What really bugs me is that ever-present insidious implication that even if you don't race, you should admire racers and aspire to be like them. Today, racers are mostly technoweenie sellouts who ride whatever they're either paid to ride or provided with free. Put them on the kind of bike Merckx rode and they'd be whining about their handicap.

The combomaniacs don't mention that the most vulnerable part on your bike in a crash is the brake lever, and that if you mess up an Ergo/STI unit, good luck trying to replace just one side.

And combos are so ugly! Does that not count for anything anymore?



There are six pieces to this shifter. It is user-serviceable. It weighs 100g. It works well. It's gone.

Down-tube shifters require you to control the bike with one hand, but if it both-ers you to take one hand from the bars to shift, you can get bar-end shifters. I, for one, will stock up on down-tube shifters and bar-ends—because when I'm 80 years old, I sure don't want to be riding whatever's in style then. Down-tube shifters work fine, look great, cost little, and weigh a small fraction of what STI/Ergo levers weigh. True, you have to take your hand off the bar to shift. Big deal!

Did y'all read the June *Bicycling*? It had BOB #99's story about our death, as well as (horrors), a bunch of comments off America On-Line. STF is on a different wavelength, that's all. . . BOB's Tour de Billboards: It's embarrassingly non-retro, almost shamefully trendy, but we're thankful for it, and it's true: BOB has its own folders on both Internet and America On-Line. What's horrid about the situation, what's really embarrassing, what's truly shameful is that none of us here knows how to get hooked up. Thanks to plenty of helpful local BOBs, that will change soon enough, and we'll be able to actually read and respond to all those things people

are saying about us and other bike matters. For now we're completely at the mercy of our own ignorance and the generosity of Pia, Steven, Eric, Marc, Tom, and a few others who print and fax or send us the clippings. . . BOB #99 rode last month with Pia (BOB #49) and two BOBs-to-be, Jimmy and Paul, and a couple days later read a printout of Pia's Internet piece—a total, complete, frighteningly accurate, nearly photographic written account of that ride.

The BOB Fanny Pack—the most elusive of all BOB products of all time and ever

will be—will be made, eventually. We just have to crack down on it and settle on a few more details. It's going to cost a lot—is that OK? Don't be buying no fanny pack until you see this one. It'll be the Danish Goatherder's shorts of fanny packs. Read this entire issue and that'll make sense. . . Want to write something, risk the health of your ego by having it heavily edited, and make almost nothing for your effort? Then you may have what it takes to submit an article to the *Gazette*. Submit a topic—any regular feature, a tip, the editorial, almost anything. We'll let you know what we think. Don't do this if you are sensitive.

BRIDGESTONE

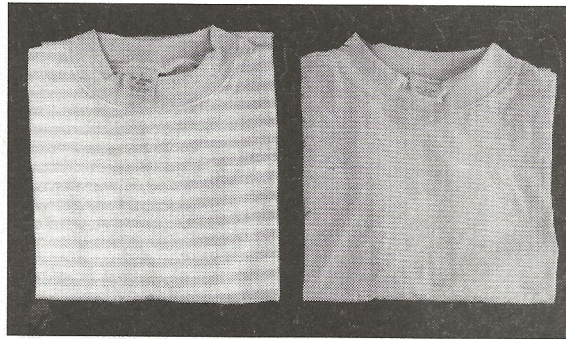
IN WHICH WE INTRODUCE BOBS TO ORGANIC COTTON

Starting with this issue, we are going to be introducing a growing number of items made from organically grown cotton. This is a pretty interesting topic, actually, even if we don't do a good job with it here.

Cotton takes up two percent of the agricultural land in the U.S., yet uses 26 percent of the pesticides. It can get away with that because it's not a food crop, except to boll weevils, who have a notoriously weak lobby and never grow old enough to vote. What's more, the pesticides used can be really nasty ones. Stuff that makes your skin burn if you're near it, stuff that gives you cancer of All Internal Organs if you hang around it much. All things considered, we still are more comfortable with cottons, even non-organics, than we are with synthetics—but BOB is definitely moving greenward, so beware.

Organic cotton isn't new, of course. It's just not popular because until recently, naturally colored organic strains had fibers too short to spin on commercial machines—so it had to be spun by hand. High-volume megabusineses cannot afford to use all organics, but some don't even try. Shameful! (Esprit is one of the

good ones. Its Ecollection is as hard-core pure as organic gets, and the Epeople have been very helpful and free with



— — — — —
**Organic cotton
 is not just for
 hippies and earth
 people. Got that?**
 — — — — —

information to BOB.)

Anyway, Sally Fox, a 40-year old life-long handspinner, former entomologist-

turned-cotton-lady, has selectively hybridized several strains of naturally colored organic cotton with longer fibers.

The colors aren't bright, but BOBs don't like that tacky look, anyway. The shades run from off-white to dark brown and darkish green. These particular hybrids are trademarked FoxFibre™, and they get darker after repeated washings—so don't be disappointed when they look so faded right off the bat.

Commercial dyeing is rather toxic, too, and the additives that make dyes colorfast are especially bad. (There are "environmental" dyes, made from sustainably harvested bugs, roots, bark, and parasites, most of which come from the rain forests—where else? And we're working on getting that stuff in stock, too.) We are *not* telling you to feel bad, or to toss all your favorite cottons, or never to buy them. But you might as well know something about how things come to be, and when you're due for another pair of shorts or sox or a T-shirt, consider these.

**Doomsday at
 Bridgestone—but
 BOB may live on**

(Continued from page 1)

of its own. All of you have been wonderful. Many have written letters of consolation and encouragement, and each one gets read and passed around and filed. Far be it from us to ask for more—that would be undignified, wouldn't it?—but we have to thank you for your words and concerns—they're not wasted on us, that's for sure.

Please be patient during these last few months at Bstone. As the bikes sell and we can pull more people into servicing BOBs, it can only get better. As for Bstone's demise, you'll soon be thoroughly sick of the topic, if you aren't already.

In the next issue: What's next for assorted sordid Bstone employees.

MAKING SENSE OF THE MUSETTE STRAPS

The BOB musettes are so good, they need their own instructions.

Double over the 18" corner strap and tie a loop with an overhand knot (the first knot you ever learned.) Thread the 50" end through the loop and tie it off with a slip knot or another overhand. Or, if you want to wear it as a fanny pack, just tie these straps around your waste. It works great, really.

The side loops are tie points. Cut the loose strap (it should have been in the bag) in half, tie to the loops, then around your waist. Or use just one strap, if you're lean enough. When not in use, double the waist straps through the tie loops and tie them off with a bow. Yes, we know a picture is worth a thousand words, but it would take more than one picture, and

this is only a few hundred words. We'll try to include illustrated instructions with your purchase, but BOB #99, not George, will do the illustrations.

The standard musette has two 18" straps sewn mid-opening. Use these if you overstuff the bag or have something gangly to carry. The easiest way is to double one over and tie a loop, then thread the loose end over your load, through the loop, do a U-turn, and cinch it down with a slip knot, an overhand knot, or the King's Choice, an overhand slip knot.

Le Musette Imperial has a flap with a loop-and-button closure, instead of tie-down straps. This limits its overstuffability, but its size partially makes up for that.

BRIDGESTONE

BOB TIPS: THINGS YOU'LL NEVER READ IN THE BIG SLICKS

Our brains are a blank slate, and only BOBs can change this.

We print tips from BOBs. Try to keep them cycling-related, but if you have something you're just dying to tell the world (o'BOBs) that's totally unrelated to bikes, this is your forum—make it world-famous.

Cover your Allen keys with heat-shrink tubing, leaving a couple bare at the business ends. Color-code them. Works way better than tape, and it stops the rattling in your seat bag.

—*Excellent tip. Our No Tech Tube and Tool Tote prevents rattles anyway. But still a good tip.*

If you lose a handlebar end plug, try a wine cork.

—*If you don't have one handy, a substitute can be fashioned out of beeswax.*

Coat your spare inner tubes with a light dusting of talc. Then they're easier to put in and take out for repair, because they don't get stick from heat.

—*Great tip. We tried beeswax, but amazingly enough, no go.*

Does your rear brake cable rattle on the top tube when you ride over rough ground? Mash a small piece of you-know-what around it—make it into a little ball or a bagel-shaped thing. Then it won't.

If you're still cool enough to use toe straps, make sure the buckle is positioned high, about an inch to the outside of the toe clip (on a single-clip style). If you have double toe clips, just get the buck as high as possible. And all BOBs ought to know this: *Never* tuck in the loose end of the toe strap—it makes the thing dysfunctional!
—*Good tip. If anyone discovers a toe strap-related use for beeswax, let us know.*

Winter shoe covers: Old wool socks with a cleat-hole cut in the sole. Want it waterproof? Put a baggie inside it.

Make your own arm warmers out of old socks. The long ones are best. Cut out the toe, stick you elbow in the heel, and you're all set. If you have one of our famous shortlongsleeve Italian jerseys, fill

up the gap with a wrist warmer cut from an old ribbed sock.

Make a tube tote out of a spare sock. Stuff it, twist it, fold the empty portion back over the filled part, and strap it to the seat rails with a toe strap. This is not as waterproof as our NT3 and doesn't lay out nice and flat, but it works.

For long downhills, this is almost as good as newspaper: Get a piece of coated nylon big enough to cover your front from your neck to your navel, then cut a deep scoop out, for your neck. Put it on, allowing the shoulder-areas to fold over your shoulders, and your speed will keep it in place. For liability protection, we should probably suggest you sew some elastic to make a closed loop, so it can't just blow off in the wind, but the fact is we've never done that and never missed it.

Before using a screwdriver or an Allen wrench, coat the end with beeswax, so the

screw or bolt doesn't slip off it as easily. In some circumstances it doesn't help, but other times, like when you're screwing a bottle cage onto a seat tube, it's a big help. You can stick the bolt onto the Allen wrench, position the cage over the hole, and then dive right for the threads. Beeswax is more reliable than magnetizing, and a lot easier, too.

Fat-burning tips: Drink lots of water and exercise on a foodless stomach. Without a tummy full of carbohydrates, your body is more likely to use its fat stores. After a long ride (during which you may have eaten a PowerBar or banana or so—it's OK—delay porking out for at least an hour, to give your body that much longer to burn fat. Also don't eat anything within three hours of going to bed, and, if possible, exercise at least lightly for 15 minutes shortly after your last meal. Drink tons of water every day. This is the only food-nutrition-health talk you'll read in the *Gazette* for at least a year.



This is 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 to BOB Classifieds, 15021 Wicks Blvd., San Leandro, CA 94577.

Hundreds of unusual and useful cycling items for trade or for sale. From parts & clothing to books & videos. Road, mountain, classic, etc. For an extensive list send two stamps to: Gabe Konrad, 941 Leonard St. NW, Grand Rapids, MI 49504. Private party. I'm looking for pre-'80s road and pre-'60s fat-tire stuff.

Della Santa road bike, 60cm, full Campy NR and SR (the old stuff). Mint. A steal at \$999. call 510-939-3313.

Don't miss: Buy my SPD cleat installation service. TTT insoles optional at extra charge. \$15 intro price, \$25 with insoles (available w/carbon!) Make your move. Jack/Bob, 206-720-7018. Old or new, we shod for you.

For sale: 1991 MB-2, 42cm, great cond., \$595/o.b.o. 1987 Specialized Hardrock, 19.5 in., \$175/o.b.o. 1991 Specialized Hardrock, 16.5 in., brand new cond., \$225/o.b.o. Wanted: Any 38, 40, or 46cm Bridgestone mtb. bike. Roger 415-858-7770 x208.

For sale: 1993 MB-1, 55cm, orig. equipment, excellent condition, \$800. Call during business hours. 310-578-6279.

For sale: '92 RB-1 frameset. Includes fork, BB, headset, seatpost. Yellow/white, 62 cm. Unblemished and sweet-riding. A reluctant sell, but at least a BOB would give it a good home. Call 415-487-1727 to score a great frameset for \$250/o.b.o.

For sale: '92 RB-1, 56cm, red. Perfect, unmodified. \$600. Tim Parker 715-294-3345 day, 612-439-6112 eve/wknd. Just built a '94 RB-1 frameset.

For sale: 1993 49 cm Metallic Light Blue MB-4 with Ritchey Rock 395E rims and DT Swiss 14-gauge spokes. It has been ridden only a few miles on pavement. I must sell to purchase XO-1. \$495. Contact Greg Kolash, 515-628-8488 or 515-628-4043.

BRIDGESTONE

EDITORIAL

HUNKERING DOWN WITH BOBS

By far the best part of work these days, weeks, months, is talking to you BOBs. That sounds phony, beggy, kissy, and definitely suspicious, but it's a fact, BOB. The regular talk about bikes and jobs and beeswax and friction shifting and wool—all the stuff that the dyed-in-the-Polartech mainstreamers don't want to hear and cannot comfortably discuss because it disgusts them; the stuff that seems normal to us but gets us branded and stereotyped—well, it's refreshing to be able to talk about it with BOBs. And the XO-1! Man, to listen to BOBs talk, you'd think that most of the people in the world actually understood it—when, of course, the records show that wasn't the case by a long shot. I don't know where this is headed. ("This" being either this editorial, or the BOB program, or life and work in general.) But I do know that nobody here at Bstone will ever hear the sound <bob> again without thinking of this rather unusual experiment we're all a part of—regardless of what happens now.

We don't want it to end, by the way, and why should we? It's not easy to tell your husband or wife and child or children to tell their friends goodbye, that we're moving but we can stay in touch, and we've got to be flexible and thankful for a job. It's not a lot easier to choose between leaving a new-but-serious relationship at an age when you're ready to settle down and this could be the one—and a sure-fire pretty good job with a young successful company that already employs at least two of your friends but is way out of hand-holding range.

Here at Bstone it feels like being in a tiny, opaque fishbowl with a few scratches in it so we can see the real world outside. Our friends from other companies are doing what we ought to be doing—flying around and landing in Japan and Taiwan and China, complaining about the confinement and hectic schedules and being away, but racking up the miles and coming back with another free ticket

to put in the family vacation fund. We're still on the partsmaker's mailmerge lists, and three times a week we get another large envelope from somebody urging us to stop by the booth at the Taipei show, or please let them know when it's a good time to stop by and show us the new high-tech brake lever with true ergonomic design offering unmatched comfort and superior modulation while reducing fatigue and thus increasing safety and profits. (Stock up on those wonderful, simple Dia-Compes and Ritchey's.)

We don't want to leave the fishbowl, a place where babies can come and everyone knows them and holds them and misses them when they aren't here. It's hard to remember Bstone before Chelsea and Jesse and Danielle. What other company would be so baby-friendly? Bstone also let us give money away to causes all BOBs can believe in, on the spur of the moment, and don't think for a minute that such donations had anything to do with our premature withdrawal, because the amount that we gave was a drop in the bucket compared to, say, our uncollectibles, or our ad budget, meager as it was.

Everyone who works here believes that Bstone owners and BOBs are either (1) the best fringe that the cycling society has to offer, or (2) just a terrific, representative cross-section of society. (But how many black BOBs are there? And women? And who's the oldest? The youngest? Are there any other BOBdogs out there besides Otis and J.R.? If you think you're a candidate for any of these, let us know. Our database isn't what it should be, you see. But databases are scary things anyway, for three reasons.)

A much better alternative would be to hunker down with BOB and BOBs and find good deals and pass them on and make neat bikes that nobody understands and open the mail and answer the phone and somehow make a living of it all. That's the hard part. Damn! There's always a hard part.

Grab those Crayolas, find those stamps...

To all of you who have enjoyed our catalogue, we'd like to ask a favor. Lisa DeFrancis is founder of DeFrancis Studios, the five-person design studio that made our catalogues look nice. Lisa is just 41 years old, husband to Henry, mother to Olive, Simon, and Zoe, and she is currently battling cancer. Write to her, wish her well; somehow get over the double hurdles of uncomfortableness that comes when you're requested to write a letter to a person who is not at all well and whom you don't even know, and what could you possibly have to say? Identify yourself by your name and BOB number.

If you knew Lisa you'd like her. If you had a chance to spend some time with her, to listen to her talk about her work, it would come to you as it came to all of us that there are very few people who know what they know and do what they do as well as Lisa DeFrancis. She gives us a different perspective and a new standard.

It is so neat and so inspiring to know people like Lisa, and—oh man, if we could ask one favor all year it would be to sent Lisa a note saying hi and telling her she's made a difference. Lisa DeFrancis, Box 871, Norwich, VT 05055.

THE BOB GAZETTE

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BRIDGESTONE

LETTERS

Cold shot

How can this be? That little piece of paper & its contents hit me like a bucket of ice water in the midst of a hot shower! Out of business? How can this be? The last bastion of common sense and solid bikes is going out of business? Shock! Can I buy a frame? Also, I wonder if there is a Bridgestone cycling cap or ball hat?

BOB #1490

Yes, bad news, we're not at all happy about it. We're going to try to keep BOB alive, and chances are good—so long as it grows and continues to do well. We'd love to sell frames, but have none to sell right now. But we do have a few bikes—as you know by now—but no mountain bikes. Tons of BOB hats, just in. Thanks for writing.

Tread: The question

The Specialized 23s (tires) that came on my RB-2 are OK, but should I think about spending the extra money for Avocet slick 28s when it's time to replace them, for general riding?

BOB Jeff

Avocet slicks are theoretically superior to any treaded tire on any paved surface, but in real life, a little tread seems to help. The Specialized Transition tires you have are equal to any; Ritchey Road Force tires (semi-

slick) are really good, too. The key to wet riding is: Don't trust any tires. Many of us here like larger tires for general riding—something like a 28c, or even 32c. If you weigh more than 160lb., go with a Specialized 26c Transition or some kind of 28c. Or a Continental 25c—which is bigger than the Specialized 26c and about the same as a Ritchey 28c. The ideal size would have to be a 27.5c that's about 13 percent oversize. Fatter tires corner better, protect the rims more, are more tolerant of low air pressure, and soften the ride—so we like them.

Gears to him

I have a gearing question. I have a '91 RB-T. The chainrings are 50-40-28, with a seven-speed freewheel (13-15-17-19-21-24-28). Is this an Alpine hearing system? Also, what's the rationale behind this gearing when there are so many duplicates? I tend to use a crossover strategy for gearing—is there a better strategy you can suggest?

Also, I am planning on buying a road bike soon. Although I have researched the subject—including reading the book *Bicycle Gearing*—there is not much information out there regarding gearing and shifting strategies for racing. Please explain a basic gearing and shifting racing strategy.

BOB #639

Where is Frank Berto when you need him most? Yes, I am 65 percent sure that it is, indeed, alpine gearing. That's a term you don't hear too much anymore, and it seems to me it referred to a big-jumps-up-front and medium-jumps-in-the-rear set-up. The idea (we think it is a good one) is to play the gears as though you have one seven-speed set (middle ring with all 7 cogs), one six-speed set (large ring with the six smallest cogs), and one five-speed set (small ring with five largest cogs).

"Crossover"—that refers to a big-jumps-up-front with tiny jumps in the rear thing—right? If you like that, go to a 12 x 23 rear cluster and keep your three rings as they are. The rear derailleur is designed for bigger jumps, and with a near straight block in the rear, the jockey pulley won't ride close to the cogs—meaning, as we all know by now, after this world-record wind-up, that your rear shifting will, as one of the big magazines might put it, "suffer."

Shifting strategies? Ride the hill in slightly too big a gear; wait for the lactic acid start to sting when you're almost at the top (having climbed too slowly already from pedaling too hard), then drastically downshift to ease the pain, as you slow to almost a stop just when you ought to be accelerating. That's how BOB #99 still does it after 22 years of full-time bike riding. Another strategy is to do just the opposite.

A QUESTIONNAIRE

Some very close friends want to know:

1. How old are you? _____

2. Male or Female? _____

3. Are your personal interests and tastes in the following areas being met by the current industry offerings?

a. cycling clothing YES NO

comments: _____

b. accessories YES NO

comments: _____

c. frames (post-Bstone) YES NO

d. reading matter YES NO

4. Would you ever, under any circumstances, buy another frame in the next two years? YES NO MAYBE

5. Are you a well-off individual or a venture capitalist with a strong social and environmental conscience and between \$10k and \$100k to invest, provided you saw a business plan and liked the looks of it? Would you agree to be a silent partner?

DON'T MAKE ME LAUGH

NO, but you should talk to my buddy

_____ at () -

CALL ME AT () -

Cut this out and mail (don't fax) to BOB GAZ SQ at Bridgestone 15021 Wicks Bl. San Leandro, CA 94577. We'll pass it on to our friends.

BRIDGESTONE

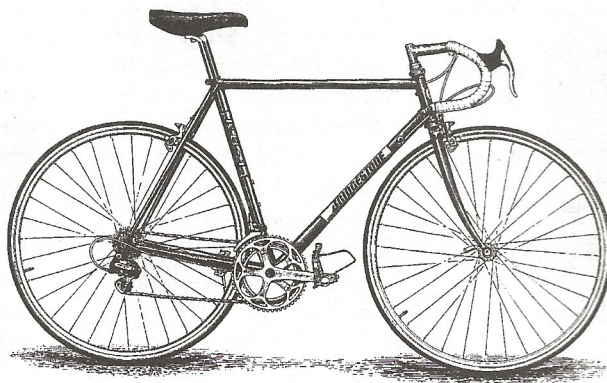
XO-1 AND RB-1 CHEAP. BUT YOU BETTER HURRY 'CAUSE...

We really are going to start selling XO-1s and RB-1/7s direct to you. We want this to be fun for all, and so we made up some fun rules.

1. **Learn about these bikes.** The best way to learn is to find somebody who has one, then look it over and ride it if they'll let you. The second best way is to read the catalogue descriptions (1993 catalogue). We've reprinted them for you, in case you don't have that 'logue, and we have sizing information. There really is no third best way.

2. **Fax your order, pay with plastic.** Fax us your order and pay with plastic. Fax us your order and pay with plastic.

3. **Please do not order a bike if you are not able to do minor assembly yourself.** The bikes will be shipped in the box exactly as a bike dealer



**This offer is good
thru June, or until
the bikes are gone.**

receives a bike. You may need to trim cables. You will have to adjust brakes, mount the pedals, bar, stem, saddle and seat post, and tune the derailleurs. It's not difficult, but it is not good form to take the bike down to your local dealer for this work. Some may do it gladly (for a price), others may be angry at being cut out of the loop.

4. **Be patient.** Upon receipt of your order, we will send you a postcard or phone you to let you know whether or not we can fill it. If we can, it will take up to 30 days to receive your bike. Please, no rush orders, and please don't ask to be an exception. OK—no more admonitions. This offer is guaranteed through June or until we run out of your size. We want to make everyone happy, and we are terrified at the prospect of disappointing any BOBs.



Bridgestone Owners Bunch
15021 Wicks Blvd.
San Leandro, CA 94577

Bulk Rate
U.S. Postage
PAID
San Leandro, CA
Permit No. 133



BRIDGESTONE



PLEASE PHOTOCOPY THIS FORM FOR FUTURE USE

THE FAXABLE BOB ORDER FORM FOR BOB NO.



ITEM	QTY.	TOTAL
1. PINO T-SHIRT: 14-16 M L XL XXL	\$9	
2. SILCA T-SHIRT: S M L XL	\$9	
3. TA T-SHIRT: M L XL XXL	\$9	
4. RONA T-SHIRT: M L XL XXL	\$9	
5. BSTONE CRAZY T-SHIRT: M L XL XXL	\$9	
6. SS WOOL JERSEY: OL BL TSK/ M L XL XXL	\$33/26	
7. BOB T-SHIRT: S M L XL XXL	\$9	
8. BOB CYCLING SHORTS: S M L	\$35	
9. LS WOOL JERSEY: DAN DUT BL SP/2 3 4 5 7	\$59/39	
10. ORGANIC T-SHIRT: DEN SKIN/L XL XXL	\$9	
11. NO-TECH TOOL & TUBE TOTE	\$1.50	
12. GOATHERD SHORTS (AVAIL. JULY 7): S M L	\$45	
13. BASIC BOB MUSETTE	\$4.50	
14. IMPERIAL MUSETTE	\$8.50	
15. RUNNER'S HAT	\$13	
16. MECHANIC'S HAT	\$13	
17. BOB-SLOB WALLET	\$8	
18. INFANT CREW SOCKS	\$2	
19. ADULT SOCKS: CUFFED QUARTER	\$3.50	
13. BSTONE SS PLASTIC JERSEY: S M L XL	\$45	
14. BSTONE LS PLASTIC JERSEY: S XL	\$80	
SUBTOT. 1		

ITEM	QTY.	TOTAL
15. BSTONE WIND JACKET: S M L XL	\$40	
16. BOBSHADES: GRN SMK/ SHLDS NO SHLDS	\$8	
17. SUNTOUR XCM SHIFTERS	\$16	
18. BEESWAX	\$3	
19. BOB GOAT GLOVES: S M L XL	\$5	
20. CAMPAGNOLO CROCE D'AUNE PEDALS	\$60	
21. DIRTDROP HANDLEBAR	\$29	
22. PRIEST HANDLEBAR	\$9	
23. MOUSTACHE HANDLEBAR (NITTO)	\$25	
24. MOUSTACHE HANDLEBAR (HSIN LUNG)	\$9	
25. SILCA ART. 73 PUMP	\$27	
26. VAR SPOKE WRENCH	\$9	
27. VAR TIRE LEVER	\$8	
28. MAVIC ROAD STEM: 80 100 120	\$23	
29. SIMPLEX LEVERS	\$30	
30. TA WATER BOTTLE CAGE	\$7	
31. SHIMANO BAR-END SHIFTERS	\$35	
32. BOB BELL	\$5	
SUBTOT. 1		
SUBTOT. 2		
SUBTOT. 1&2		
*SALES TAX		
SHIPPING/HANDLING	3.25	
TOTAL		

BOB MEMBER NAME & NUMBER

STREET

CITY STATE ZIP

DAYTIME PHONE

SHIP TO: NAME (IF DIFFERENT FROM ADDRESS ON FILE)

STREET

CITY STATE ZIP

DAYTIME PHONE

Please photocopy this form for future use.

Circle sizes and/or colors and add totals. Fill out this form even if you are phoning in your order—it will make it easier for us to process your order.

To check availability on bikes and merchandise, call 800-328-2453 x246.

All orders shipped UPS standard—except those to PO boxes and international addresses are shipped via regular U.S. mail.

*CA RESIDENTS ADD APPLICABLE SALES TAX

PAYMENT BY VISA OR MASTERCARD ONLY

VISA OR MASTERCARD #

EXPIRATION DATE

SIGNATURE

TELEPHONE ORDERS (800) 328-2453 X232

FAX ORDERS (510) 895-5766

OR MAIL TO

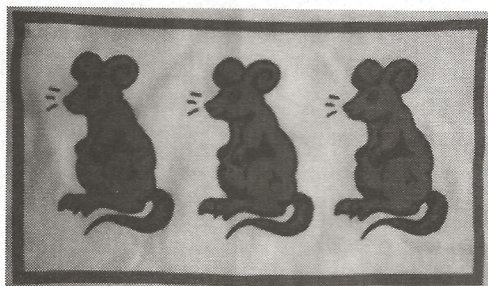
Bridgestone-BOBCat

15021 Wicks Bl., San Leandro, CA 94577



The **BOB** Cat
 BRIDGESTONE
 OWNERS EST 1993 BUNCH

PINO T-SHIRT



Pino Morroni is our only true, honest, bicycle hero. A 75-year old lively Italian legend living in a suburb of Detroit, of all places, Pino is to bicycles what DaVinci was to art, what Shakespeare was to English literature, what Marinaro was to fly fishing. Three green mice, nada mas. Why green mice? Buy the T-shirt and we'll include the story. This is the ultimate secret weapon superhero cult T-shirt. GAZ #5 featured a Pino story. If you missed it, we'll send one.

Children's 14-16, S, M, L, XL, XXL

\$9

SILCA T-SHIRT



This is our most striking and colorful T-shirt, and this picture alone makes us wish we could print this catalogue in color. Red, blue, yellow, green, with a little silver. When BOBs want to stand out in a crowd—or make a good impression on a first date—this is the one to wear. White only. But if you mistakenly wash it with something red that runs, it turns pink and still looks good.

S, M, L, XL

\$9

TA T-SHIRT

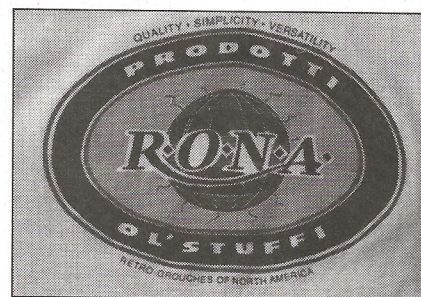


T.A. is an old French maker of the world's lowest-Q-Factor cranks, the world's best bottle cages, the world's slickest pedals, and a few normal things, too. T.A. stands for *traction avant*—the company's first product was a front-wheel drive bicycle (not car, as reported in the last Gaz!). Here we show the backside logo only. Fifi, the T.A. mascot, is shown on the front, much smaller, riding carelessly. White with blue ink. Like many of our white shirts, it can be dyed intentionally or otherwise.

M, L, XL, XXL

\$9

RONA T-SHIRT



RONA stands for Retro-Grouches of North America. Inspired by the *Bicycling* magazine article of a few years ago which branded us "retrogrouches" because we don't worship at the altar of High Technology. A wonderful shirt. Tom Ritchey brazes many frames while wearing his. This is the shirt for anyone who has ever fallen victim to high technology in any field—not just bikes.

Gray or white, depending on stock. No choice, but you may state a preference, of course.

M, L, XL, XXL

\$9

THE FAXABLE BOB BIKE ORDER FORM FOR BOB NO.



THIS IS HOW IT WORKS

Notes, suggestions, warnings: (1) Our bikes are measured center to top. Know your frame size before ordering—we can offer suggestions, but we'd rather you researched this yourself, as we cannot be responsible for any horrible advice we might offer; (2) We'll do minor assembly, adjustment, and tuning on all bikes. We'll be careful, but there may be scratches here and there. If you cannot tolerate any scratches, please refrain; (3) No rush orders, por favor. Our assembly staff is small and dedicated to good work. We expect to be flooded with orders, and it may be a month before we ship yours. We'll drop you a line (postcard or telephone call) when we are ready to ship. If we cannot fill your order, we'll let you know within a week. Orders are first come, first served; and in case of a tie, the lower BOB number wins. Bikes will be shipped UPS ground, so we can't ship to a P.O. box. **PAYMENT BY VISA OR MASTERCARD ONLY.** No Diner's Club, Discover, or Amex.

We are not accustomed to selling bikes direct. Please be patient and tolerant. Thank you, and best wishes with your new bike. **NOW SOME GOOD NEWS:** The prices below include assembly and UPS ground freight (in the United States). **LIMIT 3 BIKES PER BOB.**

AND YOU HAVE TO UNDERSTAND

- ☞ Please photocopy this form for future use.
- ☞ To check availability on bikes and merchandise, call 800-328-2453 x246.
- ☞ Prices include UPS ground freight in the United States only. For Canada, add \$40. For other international orders, the bikes will be shipped freight collect. No P.O. boxes.
- ☞ I realize that riding a bike is inherently dangerous, even with nobody else on the road, and that riding a bike near other riders or motorists borders on perilous. Nevertheless, I am an experienced bicycle rider, and I agree to assume all risks involved in bicycle riding, including but not limited to assembly, adjustment, and maintenance, as well as "acts of God." Furthermore, I take full responsibility for determining my proper frame size. I understand that minor nicks and scratches sometimes occur during shipping, and I will accept without complaint a bike with such minor cosmetic flaws. Finally, I understand that my bike will be professionally assembled in San Leandro, then disassembled just enough to fit it into the box and ship it. I know I will have to put the stem, seatpost, and pedals on the bike, as well as hook up the brake. I take full responsibility for these tasks. And I know how to use a quick-release.

Fax orders to (510) 895-5766. Or mail to:

Bridgestone-BOBcycle

15021 Wicks Blvd., San Leandro, CA 94577

signed _____ dated _____
 print name _____
 witness _____
 print name _____

BIKE ORDERS BY FAX OR MAIL ONLY

PLEASE PHOTOCOPY THIS FORM FOR FUTURE USE

BOB MEMBER NAME & NUMBER _____

STREET _____

CITY _____ **STATE** _____ **ZIP** _____

DAYTIME PHONE _____

SHIP TO: NAME (IF DIFFERENT FROM ADDRESS ON FILE) _____

STREET _____

CITY _____ **STATE** _____ **ZIP** _____

DAYTIME PHONE _____

MODEL	SIZE	BOB PRICE	QTY	TOTAL
RB-1/7	50 53 54.5 56 57.5 59	\$750		
1992/XO-1	42 48 52 55 59	\$600		
1993/XO-1	42 48 52 55 59	\$625		
SUBTOTAL				
CA RESIDENTS ADD COUNTY SALES TAX				
TOTAL				

BIKE ORDERS BY VISA OR MASTERCARD ONLY

VISA OR MASTERCARD # _____

EXPIRATION DATE _____

SIGNATURE _____



LONG-SLEEVE ITALIAN WOOL JERSEYS

Made by Castelli. Beautiful, luxurious, versatile, and sized weird, with too-short arms—which is why they're priced so cheap. Everybody should have at least one nice all-wool cycling jersey. Styled with buttons up the shoulder and neck, as was the fashion from 1915 through 1935. Nice enough to wear to grocery stores, on dates, just about anywhere. The patterns and colors are authentic to the country.

DANISH: Red with two white stripes. If in doubt, get this one. **NO SIZE 5 OR 7.**

DUTCH: Orange with red-white-blue trim on collar, cuffs. Looks better than it sounds.

BELGIAN: Light blue with red-yellow-black band and trim. **NO SIZE 5 OR 7.**

SPANISH: Gray with orange-yellow-red band and trim. Sounds better than it looks. **NO SIZE 5 OR 7.**

Sizes 2 (s); 3 (m); 4 (ml); 5 (l); 7 (xl) Remember, the sleeves are a couple inches too short. We KNOW that. We didn't order them that way, but we have to sell them.

Two prices:

Returnable price **\$59**

Pay this if you'll give up your return privilege **\$39**

NO TECH TOOL & TUBE TOTE

Introduced in Gaz-5, and a hot seller already, this 16" x 16" unhemmed square of 13oz. water-resistant cotton is the cheapskate/retro-grouch/neo-luddite/anal-expulsive's answer to overpriced, overcomplicated multicompartimentalized wedgepacks. Put a rubber band around it, then carry it in your musette or jersey pocket, or strap it to the seat rails or seat stays, using a leather toe-strap. (That's not a piece of "retro"-advice; the fact is that toe-strap buckles get a better bite in leather than they do in nylon.) This is the only tool bag that doesn't make a nice bike look cheap. Comes with unnecessary instructions. May be renamed later with something shorter.

\$1.50

BOB ORGANIC COTTON FASHION T-SHIRTS

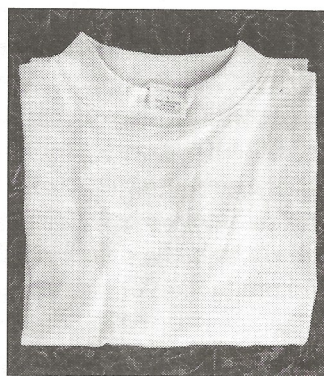
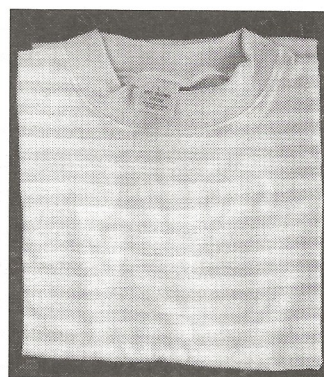
Two styles, with BOB-designed details and BOB-selected patterns. Both made from organically grown, naturally colored Fox Fibre cotton, developed by Sally Fox. Eventually BOB will go totally organic—that's the plan, at least—and these are the harbingers of that transformation.

The Dennis model is so named because somebody here said "It looks like those shirts Dennis the Menace wears." The only truth in that is the size and horizontality of the stripes. These stripes, though, are light green and tusk. They darken with repeated washings. The Skinny Striper-T has smaller stripes, better for those who are not comfortable with the Dennis look, and those who just want two different patterns. This one has normal-length arms.

Ordinarily organic cotton T-shirts cost a whole lot more than regular ones, because they aren't sold through BOB. These were purchased directly from the maker and are BOB-priced, which means you won't beat these prices anywhere.

L, XL, XXL

\$9



BRIDGESTONE

DANISH GOATHERD SHORTS (A BOB EXCLUSIVE)



Belt not included



Belt not included

by G. Petersen, with apologies to J. Peterman

The whole of the northwest quadrant of Denmark is harsh environment composed of an abrasive mix of volcanic glass (pumice and obsidian, mainly) and shells from tens of thousands of years ago when what is now Denmark was underwater. The goats of this region, descendants of the neighboring Swiss goats, have evolved a special hoof which allows them and them only to roam the cutting and abrasive crags and gullies with impunity. But more incredible than the goats are the men and women who herd them—a hardy breed of goatherds who, without the benefit of dogs (whose feet cannot withstand the ground), keep the herd intact and chase down all strays. On a typical 12-hour day, a herder will slide down slabs of this igneo-metamorphico rock hour after hour, rescuing stray goats from oblivion.

Obviously, such stress would wear out common work clothes in a week, so the gallant goatherds have developed their own. On a recent trip there, we bartered for a pair of genuine goatherd shorts (not for sale to the general public), with the understanding that if we copied them, we (1) would not scrimp on any detail, and (2) would submit samples to the Danish union that makes the originals for full approval and certification. That happened a year ago, and just last month we not only received our approval and certification, but an order for 100 pairs as well! We gladly complied—and in a fiscally irresponsible act that just seemed so darn appropriate at the time, we fed the invoice to a goat who lives on a knoll about half a mile from the office. In any case, the second production of shorts is now finished,

and they're every bit as good as the first. These shorts are expected to last Danish goatherds two years. They'll last the typical BOB at least ten, and most non-BOBs a lifetime.

All cotton, with pewter buttons. Large, heavy-duty front pockets with taped seams for extra life, and long reach and total freedom of movement so necessary at times. Adjustable tabs on the side. Wide, medium-long legs. Reinforced with extra fabric at every place regular shorts wear out. This is what clothing comes out like when there simply are no corporate bean counters trying to reduce manufacturing costs and maximize profits by cutting corners, just to protect themselves at the next meeting of the board of directors. Shorts of this quality have never and will never be found in retail stores. At \$45, they are not cheap, but they'll last well over twice as long as any \$22.50 pair of shorts you can buy. An excellent gift.

Pants should be available by August, pending approval and certification.

(Swatches available for \$1.50. We call them Tube Totes.)

Warning: These are not fashion shorts made for summertime bar-hopping, tailgate parties, vegan bar-b-q's on the deck, or mall-walking. They're heavy and stiff when new, but break in nicely after half a dozen washings and two weeks of wear.

S (28 to 30) M (32 to 34) L (36 to 38)

Light gray-green, very attractive.

Available July 7.

\$45

BASIC BOB MUSETTE



Most musettes are throwaways, useful only for their original purpose as hand-up feedbags for racers, or occasional trivial use around town—and they still cost \$5 when you can find them. Our basic musette is good for all kinds of things, built to last. You'll sooner wear through the fabric than rip a seam or break a strap. And this is a musette you can actually ride with, because it has a detachable waist strap that keeps the load from shifting. It's big enough, barely, to carry a helmet—useful if you don't want to wear it when you're off the bike, or riding up a particularly hot, slow, traffic-free climb. Two tie-down straps allow you to overstuff it with extra clothing or food and still cinch down your load so it won't spill. With all these features and uses, our basic BOB musette is easily worth \$10. But—philanthropic fools that we are—we take a low BOB markup on it, so you get it for just \$4.50. Made locally of sturdy, undyed 10oz. canvas, bar-tacked at the stress points. Allows you to wear a T-shirt when you ride, and still carry all the stuff you need. Or stuff a musette in a jersey pocket just in case you find some trash in the hills or a good deal along the way. Made to BOB specs.

\$4.50

BOB'S IMPERIAL MUSETTE



At 10" x 13", BOB's Imperial Musette is about one-inch wider and $\frac{3}{4}$ -inch deeper than the standard model. In addition to the main pouch, it also has inside it two vertical sleeve pockets and a flap-and-button closure, in case it rains and to foil pickpockets. BOB's Imperial Musette will last ten years at least, and you'll take it with you everywhere. As a concession to techno-BOBs, we are slightly embarrassed to say it is sized to fit a laptop computer and a dozen disks. Sans laptop, it holds a spare helmet, no problem—great for long, hot climbs at the top of which you may meet somebody without one for the descent. Made from 13oz. gray-green 100-percent cotton and reinforced at all two stress points.

\$8.50

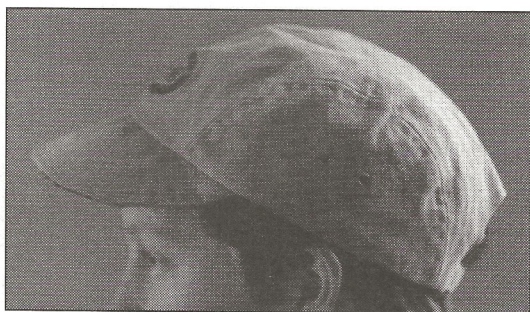
RUNNER'S HAT

In the hat industry, this slope-front style is known as a "runner's hat," so far be it from us to break with tradition. All we did was add a little depth to it so it doesn't smash down your hair as much as a regular runner's hat. It still has the look. Like all our hats, this is a soft-bill style, so you can stuff it in your jersey pocket or musette, then take it out when you arrive at your destination with helmet hair. Cotton terrycloth band soaks up sweat. Adjuster in back, so it fits a range of heads.

\$13

BRIDGESTONE

MECHANIC'S HAT



Pineapple Bob, who should be a professional hat model because he always looks good in hats, showed up one day wearing a Snap-On tool hat. We took his hat to a haberdasher, had it copied and improved (better fabric and a soft brim), and voilà—the BOB mechanic's hat. One size fits most heads. At this point in your life, you know whether or not that means yours.

\$13

BOB-SLOB WALLET

A couple of years ago, BOB #99 was on one of those international business trips he'll probably never go on again, and found himself in Kyoto with BOB #5, whose last name is Kamoshita and who hails from Japan. BOB #5 wanted to go to a small canvas shop that specializes in wallets and bags, a famous place only cool native people know about, so they went to this shrine/canvas goods shop and bought some stuff. BOB #99 bought the wallet this one is modeled after. He replaced his Coach trifold with it, after the Coach had stretched to the point where, in order to hold a normal supply of business cards and credit cards, it had to be stuffed so full he couldn't close it. Not wanting to keep a good thing to ourselves, we had it copied exactly for you. Some would call it a checkbook wallet, because it will easily hold a checkbook. But the neat thing about this is that you can toss just about anything in it and have immediate access—perfect for slobs and BOB #99. Put coins in the big, back portion, then tip it up and let them slide down and get caught by the lip. It makes perfect sense when you see it, and we may even include instructions. Made of Goatherd shorts remnants and priced to sell.

\$8

BOBBY SOX



Sox—can you imagine life without them? Your favorite shoes might not be your favorite shoes anymore. You'd hate Winter. Your feet would smell even more. BOBBY sox can help you circumnavigate all those problems, and since they're made from organically grown cotton, you can walk down the street feeling slightly superior to those less holey than thee. Besides, these are comfortable, reasonable-looking, and you don't have to pay through the snout for your inalienable right to wear environmentally friendly clothing. These are the least expensive hip-groovy cotton socks you can buy—and a cheap way to get into organics.

INFANT CREW SOCKS

Perfect for babies who haven't yet reached the color phase, so they won't complain about the light beige. These are 90-percent soft, organically grown cotton, 10-percent natural rubber, to keep socks from being kicked off. Size 4-6 only. (Fits shoe sizes 1-6).

\$2

ADULT SOCKS

Cuffed anklet or Quarter sock. The cuffed anklet has a ribbed top, flat-knit foot. 83-percent cotton, 17-percent natural rubber. According to the maker, it is "fashion-oriented for casual wear," whatever that means. The quarter sock is not quite as girly as the cuffed anklet. Low-cut, good for all sports except those which require tall boots or basketball shoes. Terry cloth sole, ankle-length top, 88-percent cotton, 12-percent natural rubber.

Cuffed anklet or Quarter sock

\$3.50

BRIDGESTONE

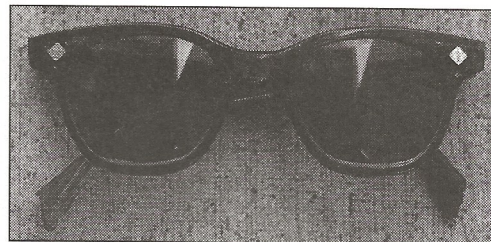
BRIDGESTONE PLASTIC JERSEYS



We originally had these made at the request of dealers and sales reps. The prices came in rather high, which hurt sales, so rather than blow them out at a huge loss, BOB took them on, cut the price, and has started to move them. Made of modern high-tech synthetics that Pearl Izumi markets under the names FieldSensor, Thermasoft, and Silmond, depending on the jersey and the conditions under which P.I. expects you to wear it. Designed by Pineapple Bob after an older Swiss design. All models red and gray with black, and priced way cheaper than standard retail.

Short Sleeve, full-zip, three rear pockets. S, M, L, XL **\$45**
 Long Sleeve, full zip, three rear pockets. S, XL **\$80**
 Wind/Mud Jacket. No pockets. S, M, L, XL **\$40**

BOB SHADES



These are the most practical sunglasses we've found anywhere. They're optically correct, which means your eyes don't strain trying to correct for any built-in, doorknob-style distortion; they block out 90 percent plus of the ultra-violet rays (the green ones, in addition, block most of the infrared rays); the "U-Fit" temples are made to be bent to fit your head/ears; they're only \$8, which makes them practical for people who lose sunglasses as fast as other people lose pocket knives; and they're ANSI-approved safety glasses, which means if you get a job that requires such glasses and your employer doesn't supply them, you can go to work immediately. The lenses are not big, featherweight, face-hiding wraparounds; rather, they're sized and styled the way sunglasses used to be, before the in-crowd took control of things. Made by Bouton, eyewear maker to industry for many years. Four styles (too many):

Green with or without clear side shields; Light smoke with or without clear side shields (not removable).
 State color and side-shield preference.

\$8

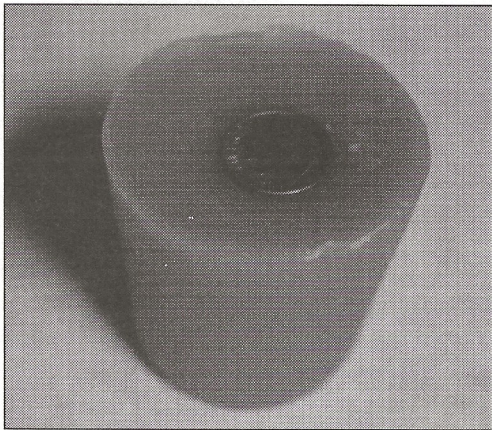
SUNTOUR XCM TOP-MOUNT SHIFTERS

Get them before they're gone for good. Want to set up a great bike you'll love to death? Get an old mountain bike, put on a 13cm Ritchey stem, Priest bars, and these shifters. Remember, on swept-back bars, mount the shifters so they're on the side, so lever travel is up and down! Sold in pairs only.

\$16

BRIDGESTONE

BEESWAX



Our favorite substance, useful on all threaded bike parts, to fill vent holes in forks and stays, and at least, no kidding, a dozen other things around the house, in the back yard, in the garage, on the roof. Smells great, and \$1 from every 2-to-3oz chunk goes to our BuyAPoorKidaBike fund. Your purchase buys approximately 1/45th of a bike. We'll buy the helmet. Carry a small piece of beeswax wherever you go—especially on bike rides—and you'll be everyone's best friend, as beeswax is ours.

Thanks to all beeswax-buying BOBs, we now have enough money to buy 3 bikes for poor kids. BOB #99 spent four hours one day melting down another 39.5 pounds of beeswax into exactly 266 cups, and when these sell out we'll order 10 bikes. This is good work, and you get good beeswax. This last batch, for those of you who are curious, came from star thistles, those horrible, non-indigenous (like us!) prickly guys that are taking over our wildlands. Anyway, no BOB is complete without some beeswax. Remember to break off a marble-sized chunk, knead it well until it's soft, so it doesn't crack when you rub it on something. Average cake size is 2.4 oz. One of the cakes has something in it—something made of metal. If you find the prize, you'll win a prize. We can't say what the prize is, but it'll be fine. No—it won't be an XO-1.

Beeswax tip: A light coating on thumb-and-finger-of-your-choice makes it easy to snap your fingers really loud. We welcome all other beeswax tips and will publish them in this column in every issue.

\$3

BOB'S GOAT GLOVES



Here's the long version: Basically, many of us here do not wear cycling gloves, but only because most cycling gloves are too flashy and featurefull for our tastes, and they're too boring and too costly to buy. But we were contacted by a guy whose company in Pakistan makes gloves for just about everybody, and he showed us a list of options and prices that made things interesting. We have a small problem with exploiting Third World labor, though, and, always on our high horse, we told him so—I mean, these gloves cost almost nothing! This man is an honest man—we absolutely believe that—and he assured us his employees were paid fairly and that working conditions were excellent. (His story was long, involved, convincing—no space to do it justice here.) And still, the prices were so low we (on that same high horse) insisted on paying him another \$0.50 per pair. Then, still on the same high horse, we specified that we didn't want the leather (in this case, we asked for goatskin) tanned with toxic chemicals. Hey—don't fault us for trying to be good. We looked at a few styles and options and settled on this here as the Official BOB Goat Glove. No, it doesn't have a soft terrycloth nose-wiper. No, you cannot boil them then bake them and still have them come out fresh and new looking. But they do the job and stand up reasonable well to reasonable laundry conditions, and they have the traditional styling that has never grown old. . . with BOBs. They also works well inside a baseball glove, and are perfect for flintknapping.

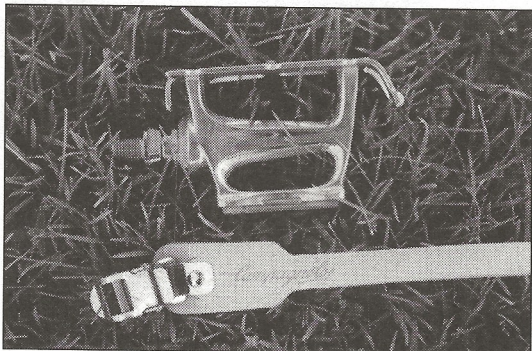
If by chance you get the wrong size, please don't return them. We could have priced these at \$7.50 per pair to account for the cost of returns, but we put ourselves in your place and decided you'd prefer a lower price right off the bat.

S M L XL

\$5

BRIDGESTONE

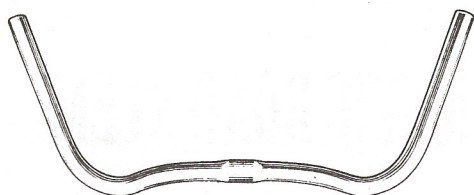
CAMPAGNOLO CROCE D'AUNE PEDALS



These are the best of the post-Tullio era Campy pedals. The main features include a broadened support area at the crank arm, ball and needle bearings, great cornering clearance, and man, they come with terrific toe straps. These are some of the last top-quality quill pedals you'll be able to buy. Modern, but non-geeky. Croce D'Aune is pronounced "cro-chay donnay" and is the mountain pass on which Tullio Campagnolo was racing when he needed to flip the rear wheel over (the old way of changing gears). It so happened the wingnuts were frozen—or was it his hands—and he had a bear of a time loosening the wingnuts, and that experience inspired him to invent the quick-release. If you buy these pedals, you might as well know that. It happened in 1927, the same year Babe Ruth hit 60 homers. We've priced these pedals a dollar per homer.

\$60

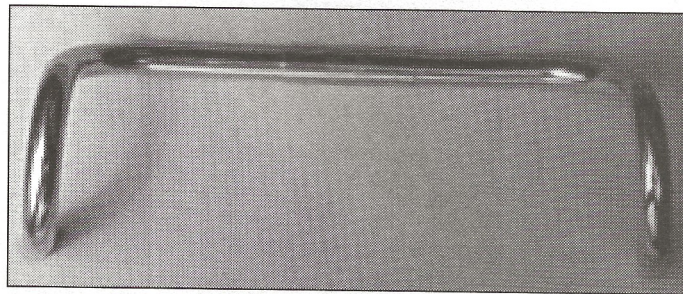
PRIEST HANDLEBAR



Our top choice for short-distance commuting and casual rides. Use it upside down for a more aero position, upside up for a more relaxed position. Fits mountain bike stems.

\$9

DIRTDROP HANDLEBAR



Originally designed for our 1987 MB-1. About 43cm wide at the center of the curve, with a 7-degree flare at the ends. Thicker walls than standard drop bars, and heat-treated for strength. Ends chopped 15mm shorter than normal, perfect for bar-end shifters, but not a problem without them. Ideal for off-road and tandem use, and only slightly heavy for single-bikes. Still, you may like the shape enough to put it on all your drop-bar bikes. Made by Nitto, the best handlebar and stem maker in the world. 26.0mm sleeve fits most road stems—Nitto, Modolo, 3ttt, Ritchey.

\$29

MOUSTACHE HANDLEBAR

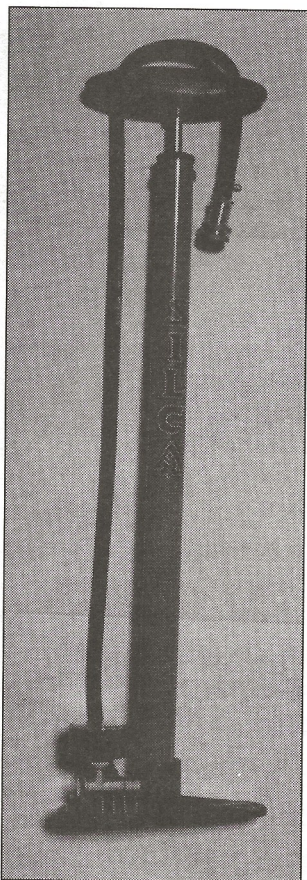
Ahh . . . the infamous Moustache Handlebar. If you're a BOB you *know* how we feel about this bar. OK—maybe it isn't the bar for everyone for all conditions. *Bicycling* magazine, with the exception of Mike Koenig, hates this bar. Mike likes it. So does John Stamstad, who rode it 3100 off-road miles across Australia, to two consecutive victories in Iditabike, and also to two consecutive 24-Hour World Off-Road records. Whatever—here it is, in two versions:

Nitto, with 26.0mm center sleeve for most road bars, fits bar-end shifters (Stamstad rode this model) **\$25**

Hsin Lung, with 25.4 center sleeve and 22.2mm bar, for mountain bike grips and shifters **\$9**

BRIDGESTONE

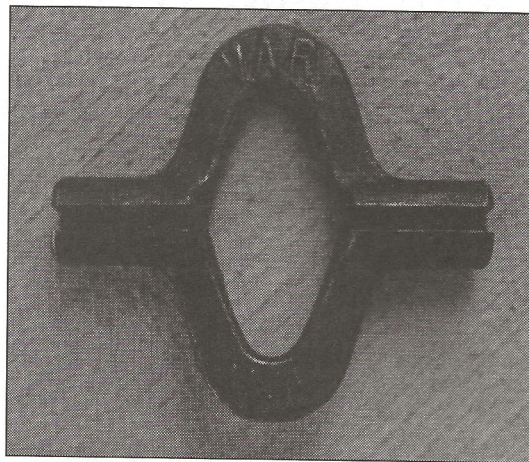
SILCA ART. 73 PUMP



This classic Orange Presta-only floor pump—available only through BOB—has been one of our most popular items. The shaft and foot are made entirely of steel, so it's impervious to dings, and the inner workings are designed to be easily rebuildable—forever. Sure you can get one of those modern quadruple-barreled floor pumps that promise that you'll hardly even feel the effort of pumping up the tires. But believe this, nothing in the world of tire inflation is as satisfying as pumping up to high pressures with a Silca Art. 73 pump. And there's a gauge, so you can always be sure of just how high that pressure is. At this unbeatable price, every BOB should own one. But if you still would like to know more about this pump, please consult Gaz 3—that had a profile on the Art. 73.

\$27

VAR SPOKE WRENCH



Not just the best spoke wrench you can buy, but also the nicest-looking of any tool of any kind in or out of the bike industry. Its surface feature and low-tech feel will instantly remind you of an old Roman coin—or would, if you'd ever seen one. This is the only tool ever made that deserves a T-shirt all its own.

\$9

VAR TIRE LEVER

The only pure plastic widget BOB will ever carry. Unquestionably the best high-pressure clincher-tire lever in existence. Mounts the tyre using a unique principle. We have 50, but may get more in later on.

\$8

MAVIC ROAD STEM

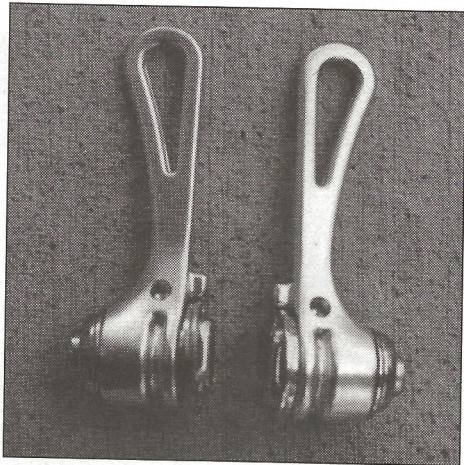
Beautiful, cold-forged, and classic. 26mm clamp diameter is compatible with Mavic, 3ttt, Specialized, Nitto road and Moustache, and Modolo bars. Won't fit mountain bike bars. A real deal at this price. Makes any bike look better.

80, 100, 120mm

\$23

BRIDGESTONE

SIMPLEX RETROFRICTION DOWN-TUBE LEVERS



The finest ever made, and now—we believe—out of production. The small barrel diameter gives you a bigger “trim window,” ideal for anything from 5- to 8-speed free-wheels. In the old days, some of us BOBs called these “Whatmeworry” levers, because the shoulders stick out like Alfred E.’s ears. We have 20.

\$30

SHIMANO ULTEGRA BAR-END SHIFTERS

Well, BOBs, we suspect that bar-end shifters will be discontinued in a few years, so this may be one of your last shots at them, and we don’t have many left. We’d like to find some way to resurrect them, and in fact this is one of our many back-burner projects. But that may take longer than our BOB Fanny Pack project, the current record-holder for projects in incubation. These shifters are seven-speed index—compatible with most recent Bstone RBs, MBs and XOs—with an ever-popular friction option.

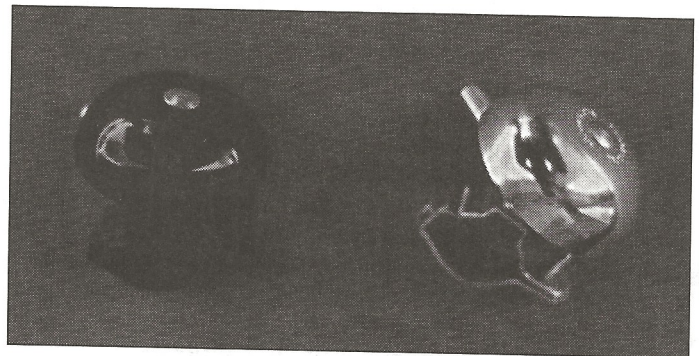
\$35

T.A. WATER BOTTLE CAGE

Our far-and-away favorite cage, and nothing else even comes close. Makes any bike look classier, which is why every classic/restored/old-world designer bike in the world has this cage and no other. The T.A. cage tells the world you know your water bottle cages. The chromed steel cage grips bottles tight, can be bent to grip them even tighter for bumpy descents, and unlike aluminum cages—ano-dized or not—it will not turn your clean bottle into a blackened mess. Occasionally the white plastic “foot” comes off—you can prevent this with a flat-head screw through its base. If this honest warning scares you off—don’t let it. BOB #99 has been using these cages for 10 years solid, no screws, and it’s never even happened. Made in France, of course.

\$7

BOB BELL



In the days when Bridgestone had only four people in the office, BOB #99 used to order these bells from the Bridgestone-Japan parts list, and they cost only 0.65, came in a rainbow-o-colors, and we were looking forward to life-time employment, that great Japanese tradition. Now they cost a lot more and all we can get is black or silver. The silver ones sound better, but if you don’t buy one of each you’ll never know the difference. Light, all-metal, fits on stem quill, pump, or handlebars. It is the nicest bell we’ve seen.

Black or silver

\$5

BRIDGESTONE

BOB HOT SHEET

These are close-outs, specials, limited-time offers, and other one-of-a-kind deals available only to BOBs. We are accepting credit-card orders only. These items are not listed on the order form—please write in your purchases on the form. Because of the limited quantities, we cannot guarantee that specific items will be in stock at the time of your order. So: Think fast and speed-dial.

ARC HANDLEBARS

We used these on our 92 XO-3 and 93 XO-5. Shaped like an arc, nice bars for casual riding, and dirt cheap for BOBs.

\$4

RITCHEY FORCE MOUNTAIN STEM

Made by Nitto of Tokyo, the best production stem makers in the world. An excellent choice with regular mountain or Priest bars.

13cm high-rise or 13cm low-rise

\$36

RITCHEY FORCE ROAD STEM

A great stem for any 26.0mm bar sleeve. 90 degrees. Incredible price—NO RETURNS!

8cm, 9cm, or 10cm

\$25

DIA COMPE STANDARD-REACH SIDEPULL BRAKES

BRS-300 model. Came on 1992 XO-1. Nice brakes, no market no mo'. Front and rear sold separately, curiously enough—pay attention!

Specify front or rear

\$15

MAVIC ROAD BOTTOM BRACKET

119 Spindle. Requires Mavic tools to install. The best ever?

\$50

SPECIAL SUNTOUR FRONT DERAILLEUR

A combo of the old XC9000 cage with the XC Pro clamp. New Suntour cages are wide, wider, widest—we asked for this one, which accommodates low-Q cranks better (new ones require 13mm between chainring and crankarm!) and shifts better, we think. Works with any crank. Not for front indexing!

\$12

SUNTOUR ACCUSHIFT PLUS FREEWHEEL

13 x 28 7-speed. Nobody knows what the middle cogs are, and at this price we never will.

\$13

RITCHEY LOGIC TRIPLE CRANK

170mm arms, 46/36/26. Great cranks, Low Q factor, pretty finish. Why not buy the Logic BB to go with it? Only a few left.!

\$90

SELLE ITALIA TURBO SADDLE

In Tusk! Imported especially for our MB-Ø. Turns nice and brownish when you ride it and sweat on it.

\$20

VELO VL-95 SADDLE

Kind of a fake Flite. Nice saddle if you like this shape, and many do. If you don't know whether or not you do, here's how to find out cheap. Return it for any reason and you're fired permanently.

\$4

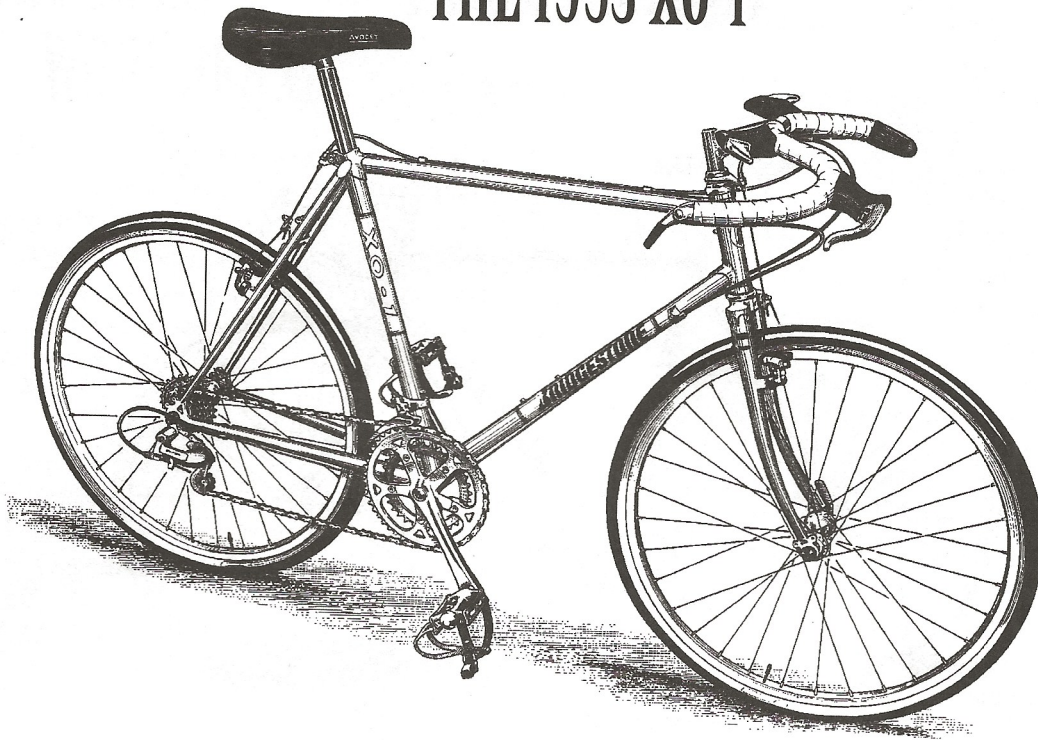
BRIDGESTONE RACING CLINCHER

Looks like a Vittoria CG tubular, rides really well. Only 197g. Kevlar bead. Don't let the cheap price fool you—this is a top-quality clincher in every regard. 700c x 25 (looks like 22).

\$8

BRIDGESTONE

THE 1993 XO-1



When we introduced the XO-1 in 1992 we thought it would revolutionize the whole “all-terrain/hybrid” category. We were sure that the logic behind it—the road geometry, multi-position handlebars, fast wheels with clearance for knobbies would make so much sense to so many people that in a couple of years we’d be making 15,000 of them and the competition would be in copy mode full time. Since then a lot has happened. *Bicycling* magazine loved everything but the Moustache Handlebars, which it unabashedly detested. *Mountain Bike Action* said it was good for road rides up to 10 miles, and shouldn’t even see the dirt. Most dealers didn’t order any to sell, but it quickly became the shop employee’s favorite.

John S. rode the '93 XO-1 3100 miles off-road across Australia. Then he rode the same bike to a new 24-Hour Off Road world record, and used the handlebars (on a Bstone mtn bike) in two consecutive Iditabike victories, in record time. No bike we’ve ever sold has been simultaneously as praised and as misunderstood as this bike. But what’s not to understand?

Road bike tubing with a thicker down tube than we’d put on an equivalent-sized road bike—that gives it more off-road gusto—seems pretty logical; road geometry with mountain bike-length chainstays (also a good length for a road bike); multi-position handlebars that are equally good for road time trials and off-road bumpy descents—makes sense to us; low-enough gears for most road and lots of off-

road riding, with the ability to be converted to a triple without changing cranks—it’s hard not to be happy there. It accepts tires as skinny as 1-inch and as fat as 2-inches—is versatility baaaad? It has double eyelets front and rear for racks and fenders—you cannot buy a better touring bike.

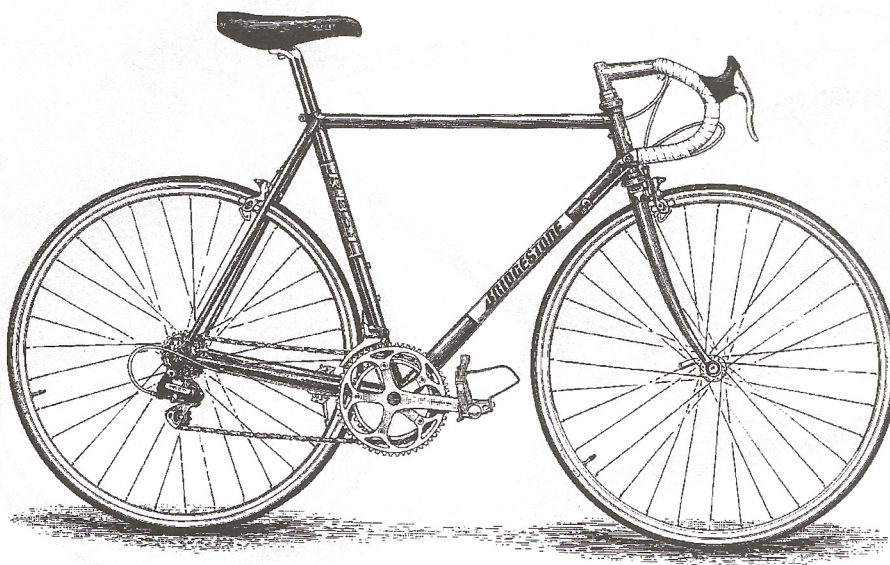
The 42cm and 48cm sizes make perfect short-people road bikes, way better than a 700c shortie bike. It is impossible to have an uncompromised design in a 700c-wheel road bike in these sizes, because the 700c wheel is just too big. You have to raise the bottom bracket, lengthen the top tube, and slacken the seat tube. The XO-1 is versatile without compromise, and that is a rare, unique combination in bikedom. If you love your drop bars, put those on it. If you like cowhorns—those European-style TT bars, put on those. We won’t even hate you if you put on Scott AT-4s. A bike like this is perfect out of the box, yet begs to be customized, and we’ve seen some beautiful all Campy and all Mavic models.

There are very few things you can do on any bike that you cannot do on an XO-1—and yet it was a commercial flop. Rather than having such a great bike suffer the indignities of a cost-minus-20-percent blowout sale, we’ve opted to sell it direct to BOBs for a price well below its real value. We are available to answer any and all questions about it, and you get a killer deal. Size it as you would a road bike, or up to 3cm smaller.

Only 50 1992 models left. See the bike order form.

BRIDGESTONE

THE 1993 RB-1/7



It's the /7 because the cassette has only seven cogs, and everyone knows it's been decreed that you can't ride anywhere without at least 8, or else your mates will drop you and you'll never get another date. That's why the RB-1/7 has been one of our worst-selling bikes ever, a fact which frustrated everyone here, because this is a terrific bike, whose only fault was that it didn't have enough BS on it to make it a no-brainer sell. But enough whining—here's what you need to know about it:

The frame is Ishiwata seamless, quadruple-butted tubing. Yes, "quadruple-butted" seems a bit overboard, but all it means is that instead of a downtube having wall thicknesses of 0.9mm x 0.6mm x 0.9mm, it's 0.9 x 0.6 x 0.5 x 0.8—so you save a few grams where they don't do any good anyway. Ishiwata was Japan's second-largest (of two) frame tubing companies, and although it never went bigtime like Tange, we were loyalists to the end. Ishiwata bit the dust last year when it owed a big Japanese fork maker two million yen (about \$200,000) and couldn't pay. Why did we like Ishiwata tubing? The dimensions were right, the seat stay and fork blade options were more varied than Tange's, and the this made it possible to spec a tubeset that was perfect for the RB-1, which we did. Ishiwata has never marketed its tubes in America, but several top custom builders have known and used Ishiwata tubes for years.

Most of the RB-1/7 parts are Shimano Ultegra, with two exceptions: The rear hub is a 105 (one grade below

Ultegra) because the Ultegra hub is no longer made in a 126mm spacing, and we did not want to go to 130mm for this bike. (126mm has been the standard for 20 years, but the technoids have been pushing for 130—and winning.)

The brakes are SunTour Superbe Pro, which, at spec time were far and away the most sensible brakes on the market. These are beautiful sidepull (not dual-pivot) brakes that are no longer made because it costs too much to make brakes this way nowadays, and the market has been oversold on combination brakes/shifters.

The shifters are Ultegra bar-ends, another great design that is bound to die because, of all things, it hasn't been integrated into a brake lever. If we could buy 500 sets of these shifters and sell them to BOBs, we'd do it in a second—that's how much we like them.

Other details: Deep-drop bars, MKS Sylvan track pedals with Keirin-approved (and Binda Extra quality) toe straps. Read more about this in the 1993 catalogue.

The RB-1 frame design is classic, with a shallow seat tube, long top tube, and moderate chainstay length and bottom bracket height. What's more, the fork length and rear brake bridge have been designed to accommodate tires up to 32c (on some sizes a 35c works), or fenders (with the stock 28c). The geometry varies with each of the seven frame sizes, and we believe without hesitation that this is the best-designed, best-fitting, best-riding production road bike you can buy. See the bike order form.

BRIDGESTONE