



MIKE WALDEN'S

Continental Bike Shop, Inc.
Touring Experts Since 1937

SCHWINN

IMPORTED
BY SCHWINN
JUST FOR YOU!

SCHWINN APPROVED
TO SPEED UP TOURING



- Fully featured lightweight frame
 - Built-in fenders and chain guard
 - Quick-release wheels
 - Aluminum alloy hubs
 - Aluminum alloy crank set
 - Center pull alloy caliper brakes
 - Schwinn-Approved 27" x 1 1/4" Puff Diamond Tires
 - Weighs only 30.3 lbs. depending on beltstand and frame size
- The new Schwinn-Approved LE TOURING ten speed, lightweight, agile, and loaded with fine quality imported features you expect to find on much higher priced bikes. The ideal bike for those serious riders, especially consider lightness in weight an important factor, as well as performance.

\$159.00

EXPERT REPAIRS

SEW-UP TIRES • SHOES • TIGHTS
JERSEYS • GLOVES • WARM-UPS



LI 1-8612

26345 JOHN R. MADISON HTS. 48071 SOUTH OF 11 MILE RD.



1975 PEPSI COLA BICYCLE MARATHON

Detroit's Annual Wolverine 200-Mile Event



Belle Isle, Detroit

MAY 17 12 noon - MAY 18 12 noon

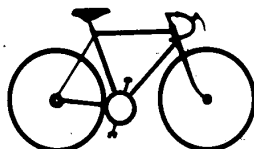
RAIN OR SHINE

Entry blanks at your bike shop
FILE BEFORE MAY 10

AWARDS
FOR ALL
ENTRANTS

ENTRY
FEE
\$3.00

Since 1949



SCHWINN

SALES • SERVICE
ACCESSORIES

BIRMINGHAM BIKE SHOP

746 E. Maple, Bet. Hunter & Adams
Birmingham • 644-6215

Finest European Bicycles
SALES/SERVICE/PARTS
for 3, 5 & 10 Speed

Touring and Hi-rise Bikes
We repair all makes and models

Big Wheel Bike Center
Don't Hire It, Bike It, You'll Like It.

673-7777

5156 HIGHLAND ROAD
WATERFORD PLAZA

DAILY 9:00-6 p.m.
FRI. 9:00-9 p.m.

BIKE & SPORT LIMITED

FRANCHISED DEALER **RALEIGH** ASK ABOUT OUR CONDITIONAL GUARANTEE

"EXPERT WORK BY EXPERIENCED PROFESSIONALS"

OVER 1000 IN STOCK
NO ASSEMBLY CHARGE
REPAIRS • PARTS • ACCESSORIES
FOR ALL MAKES

PONTIAC
682-5456
445 ELIZABETH ST.
Across From Pontiac Mall

BIRMINGHAM
292 S. HUNTER
1 Block S. of Maple
644-3182

FLINT
233-8001
63195 PENTON RD.

SCARLETT'S Cyclery "Serving Oakland County Since 1928"

TRADE IN YOUR OLD BIKE

ONE OF THE LARGEST DISPLAYS
OF **Schwinn**

6 MONTHS FREE SERVICE POLICY

BICYCLES IN MICHIGAN NEW - USED

203 N. PERRY
AT WIDETRACK WEST
333-7843

PARTS FOR ALL MAKES

HOURS:
MON. - SAT.
9:00-5:30
FRI. 'TIL 8

PICK-A-PAIR AND SAVE...

When you buy any John Deere Bicycle at the regular price, get 50% off on any second bicycle of equal value or less.

John Deere Bicycles are your ticket to cycling fun and savings. Buy one now at the regular price and get another bicycle of equal value or less for 50 percent off. Offer ends May 31, 1975.

REID'S GARDEN CENTER
29255 Southfield Rd. (N. of 12 Mile Rd.) 559-2424

BICYCLE SAFETY FLAGS

SAFETY FLAGS NOW 99¢

limit two—Thru Thursday, May 1st

WESTPOINT Bicycle and Accessory Dealer

Maskill's

619 S. Adams • Adams Square Shopping Plaza
Birmingham • 647-4444
9-9 Weekdays, Sat. 9-6, Sun. 10-2

CCM BIKE SALE

MEN'S • LADIES' CHILDREN'S
SPRINT • CRUISERS

We Service ALL Brands of Bicycles

Tiny Tim's Family Hobby Center

TWO LOCATIONS

ROYAL OAK
4400 N. WOODWARD
S. OF 14 MILE
549-4888

ROCHESTER
2047 S. ROCHESTER RD.
N. OF AUBURN
832-7070

Special Purchase Sale

Men's 10 SPEED BICYCLE

- Simplex prestige derailleur
- Weinmann centerpull brakes
- 27 1/2" wheels, quick release hubs

\$99.95

in the box or 10 set up Reg. \$119

• Lugged frame • Hutchinson gumwall tires • Alloy kickstand

3 Speed Ladies' Bicycle

- 3 speed derailleur
- 27 1/2" wheels with wing nut release
- Stainless steel fenders

\$74.95

in the box or 10 set up Reg. \$89

• Weight: 27 lbs. • Hutchinson gumwall tires • Alloy kickstand

200 with 10 speed bike purchase

10 SPEED RACING BICYCLE

- Front and rear Simplex criterion derailleur
- Weinmann centerpull brakes
- Hammer star centerpull alloy cranks
- 1 1/8" tubus Columbus alloy tubing
- Campagnolo front & rear dropouts
- Weight: 22 lbs.

\$225

227 UP Reg. \$235

GRAND OPENING

McKay's Sunoco Suncrest Bike Shop

Featuring Fully-Assembled DELUXE BICYCLES

LOW PRICES • EXTENDED TERMS

CHECK & CASH USE YOUR OWN CREDIT CARD

Full Line of PARTS and ACCESSORIES • Expert REPAIRS and SERVICE

FREE BIKE

Prize drawing begins at 5:00 PM for drawing.

PRIZE DRAWING TICKET

NAME _____
ADDRESS _____
CITY _____
PHONE _____

EVERYONE ELIGIBLE TO ENTER

McKay's **Sunoco** Bike Shop

121 North Hunter at Maple
Birmingham—644-5000

WARD BIKE SALE

SAVE \$20 MEN'S/LADIES 10-SPEED BIKE

89.88

REGULARLY 109.99

27" with dual caliper brakes. Blue frame, chromed trim, gum-wall tires. Deluxe bike.

SAVE \$19 MEN'S 26-IN. 10-SPD. RACER

REG. 79.99 **59.88**

Black-taped handlebar, with dual hand caliper brakes.

Partially Assembled

USE WARDS CHARG-ALL CREDIT

Looking for pedal power? See us. **WARD**

SOUTHFIELD STORE ONLY—Tel-12 Mall